

# The Billboard



... a special section starting on page 13

APRIL 23, 1955

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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## Product Sales Are Barometer--'Home'

NBC-TV Participation Show Emphasizes Sponsor Successes Rather Than Ratings

NEW YORK, April 16.—When is a rating not a rating? This question is answered daily by "Home," the NBC-TV participation show, whose reply is that product sales are a more effective barometer of a show's success than all the big ratings garnered by the top TV programs piled together. Tho the program can't point to high ratings, it can point to the unparalleled success of its sponsors' products. As proof, it offers a record of 90 per cent renewals by "Home" advertisers.

"Home" ratings consistently run between 8 and 10 percentage points behind its competition on CBS-TV. For example, for the two weeks ending February 26, "Home" had an average 6.4 Nielsen rating. The first half hour of the CBS opposition, Arthur Godfrey's Morning Show, received a 14.8. And "Strike It Rich," in the second half hour, received a 15.7.

But 12 "Home" sponsors knew what their goal was when they purchased \$2,000,000 worth of participations from the show's sales department under the leadership of Joe Culligan, even before the program went on the air. Their goal was to reach a selective audience, highly screened and more responsive to their commercials than the usual TV program delivers.

### New TV Development

Selective selling is not new to other media, but it is rather a new development in TV. Among the magazines, for example, Good Housekeeping has one million less circulation than many of its competitors and a smaller page size, but it gets a 25 per cent premium for its advertising. The reason it receives so much more is that it offers a more serious presentation of service features and less fiction. In return, it is said to give its advertisers a more direct sell and quicker retail response.

In the same way, "Home" is aimed at the housewife interested, perhaps a shade more than her neighbor, in products that will make life a little more pleasant and comfortable.

The web believed that such

## 'Home' Surges Ahead of '54

NEW YORK, April 16.—During its first three and a half months this year, "Home" has already topped its sales for all of last year. The show has already billed \$5,636,000 in current and advance orders for 1955. For all of 1954, its gross was about \$5,000,000.

It has already reached its first quarter sales quota of \$1,300,000; exceeded its second quarter sales by \$86,000 (the quota is \$2,000,000); has \$750,000 in advance orders on the books for the third quarter, and \$1,500,000 in advance orders for the last quarter of 1955.

NBC is hoping it can gross between \$8,000,000 and \$10,000,000 this year.

viewers would be better prospects when they were exposed to useful products. Dow Chemical's Saran-Wrap justified such faith by breaking all sales records after being exposed on the program. Previously, the product had been indifferently received after using other media.

### High Ratings

Up to recently, sponsors have only been interested in shows that could produce very high ratings. The theory is that by such mass exposure, sales are created by stimulating sales among even a relatively few of the large number of viewers.

But "Home" sponsors don't mind paying a high cost per thousand, the figure being about \$1.50 per thousand viewers. Other daytime shows deliver a cost per thousand which runs about 85 cents and \$1.10, at most. In spite of that, the program is 97.5 per cent sold out during April, and will continue the same s.r.o. percentage in May.

One of the more recent success stories among "Home" advertisers is Star-Kist tuna fish, which last October bought about \$1,000,000 in participations on "Home," "Today" and "Tonight." Most of the purchases were on "Home," however.

Star-Kist Tuna is said to have

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## DANDRIDGE WINS CAFE SOCIETY IN WALDORF BOW

By JUNE BUNDY

NEW YORK, April 16.—Dorothy Dandridge, a recent Academy Award candidate and the first Negro artist to play the Waldorf-Astoria's Empire Room, is also one of the most beautiful women ever booked into the spot. Her stunning looks, canny showmanship, and tremendous personal magnetism more than compensate for any lack of voice quality. At the show caught (13), the room was packed, and the smart saloon set was obviously enchanted with her performance.

Smartly gowned—with skirt slit to the knee—Miss Dandridge sells a happy brand of sex appeal, scoring highest with brightly-paced standards and an enchanting tongue-in-cheek calypso. Her dramatic talent is best showcased in a touching reading of the torcher, "Good for Nothing Joe," and a provocative double-entendre ditty, "Come By Sunday."

Interestingly enough, the singer generates the most genuine excitement when she abandons song and kicks up her heels in a brief terp session. If the act has fault it's in the pacing (too much similarity of material), and the fact that, at times, her routine seems too studied for complete audience comfort.

## Jazz Disks, Paced By LP, Hit Cool 55% Jump in Hot Year

All Diskeries Have Profit Stake in Fast-Growing, \$10,000,000 Market

By IS HOROWITZ

NEW YORK, April 16.—Jazz collectors bought over 55 per cent more jazz records last year than they did in 1953. In a cool nutshell, this fact underlines the dramatic commercial growth of an American musical idiom that once was the province of a small group of initiates.

In 1954 retail sales of jazz records totaled \$9,338,000. Only a year before the figure was about \$6,000,000.

### All Go Jazz

While these figures do not elevate jazz to a position of equality with most other musical categories in respect to record sales, they are substantial enough to make the market one worth determined effort on the part of all manufacturers to exploit. And all, with insignificant exceptions, have jumped in.

There is hardly a label of substance that doesn't have at least some jazz records in its catalog. And all signs point to even greater penetration into the jazz field by manufacturers.

While part of the growing interest in all jazz records is traceable

to increased public acceptance of the idiom (or idioms), industry agreement is solid that the greatest boost has been given the field by long-play records.

The field is almost entirely LP now, with the jazz single a distinct rarity. The LP is the ideal exposure medium for those unable to listen to much jazz in live performances, and, in a significant way, the growth in jazz disk sales has paralleled the boom in the packaged record business generally.

### Boom Growing

With this fact in mind, the patterns of retail sales of all records suggest the most optimistic prospects for a continued boom in jazz vinyl. As dealers turn more and more to self service, they find it possible to display more and more jazz albums. This spurs even greater sales.

A more recent development appears likely to open still newer vistas for the distribution and use of jazz disks. This is the still tentative use by juke box operators of jazz EP's in multi-selection machines undergoing conversion to 10-cent play.

While some operators have always used a few jazz disks in specialized locations, the currently felt need in dime spots to offer something additional in the way of programming, rather than repeating the hits on EP, has led more operators to carry jazz platters on their equipment than formerly.

Manufacturers have been quick to note this development. When diskeries issued their special operator EP packs a few weeks ago at the Music Operators of America convention, more than a few of the platters fitted the broad jazz category. More recently, Clef and Norgran Records introduced jazz

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## NEWS OF THE WEEK

### Appeals Court's Capitol-Mercury Decision Weapon in Piracy Fight . . .

Decision of U. S. Court of Appeals upholding Capitol Records, in the case of Capitol Records, Inc., vs. Mercury Record Corporation, involving right to sale and distribution of disks made from the disputed Telefunken matrices, is seen as a potent weapon in the fight against piracy. Court, holding New York law rather than federal law as applicable, bases its decision on the angle of unfair competition, without recourse to the laws of copyright. Page 27

### NBC-TV Negotiating for Old Hollywood Film Hits . . .

NBC-TV is now negotiating with the major Hollywood film studios for their old product. The web wants to purchase feature films for daytime programming. Page 2

### Another Side of the Story:

Polio Vaccine Aid to Show Biz . . . Development of the Salk vaccine, which promises to shortly put an end to the dread polio, should prove a boon to all facets of show business. In the past the disease by paralyzing attendance, has cost the industry millions of dollars. Page 61

### Network TV Shows Making It Tough for Spot Advertisers . . .

With the TV networks leaning more to hour-long shows and spectaculars, spot advertisers are running into a shortage of Class A chain breaks. This is leading many of them into sponsorship of TV film shows. Many stations are making this move easier for them by selling participations in film series, which gives them the sponsors identification and merchandising benefits and a reduced cost. Page 5

### Major Juke Box Mfg. Readies Showings of New 120-Play Phono . . .

The distributor organization of the Rock-Ola

Manufacturing Corporation, Chicago, is preparing for world-wide showings of its new model automatic phonograph. Page 85

### Ringling to Play Canada After Skipping a Year . . .

The Ringling-Barnum Circus will return to Canada after excluding the Dominion from its route for one year. Only a handful of dates will be played in Quebec and Ontario with the longest, a four-day stint, set for Montreal. Page 74

### Famous Photo Collection To Show at Texas Fair . . .

The State Fair of Texas, Dallas, has contracted to show the famous Steichen Collection of photographs as an exhibit in its museum during the '55 annual fair. The collection recently drew huge throngs to its New York showing. Page 67

### Clyde Beatty Circus Season Gets Brilliant Start in Calif. . . .

Wind-up of the Los Angeles engagement of the Clyde Beatty Circus brought the show very close to the record-breaking business of 1948. Capacity business marked the 12-day run. Page 74

### DEPARTMENT AND FEATURES

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## THAT WASN'T NO GENTLEMAN

NEW YORK, April 16.—The funniest trade story of the week developed out of Bill Silbert's post-midnight radio show over WCBS Wednesday (13) when the disk jockey hosted a live panel discussion of the record business by three artist and repertoire chiefs — Bob Thiele of Coral, Cadence's Archie Bleyer and Epic's Marvin Holtzman.

Everything went fine, until Silbert tried to brush off a phone call from a listener with the excuse that it wasn't ethical to ask his guests such a question. "Ask it! Ask it!" insisted the trio. "Well all right," Silbert groaned. "The gentleman wants to know if it's true that every a.&c. man has his own publishing company?"



## Stiff Decisions Cut Director's Authority, Breed New Brass

NEW YORK, April 16.—TV in the short span of its existence has been responsible for major changes in advertising agency structure. It is now creating still another revolutionary development—the diminution of the authority of the head of the TV department except in a few unusual cases.

Time was when video was still in its infancy and radio reigned supreme that the authority of radio-TV directors in their domain was uncontested. All that was needed was their recommendations for a program to be purchased.

Now, however, conditions are greatly changed. Account men are consulted, group supervisors are brought into the picture and media specialists take out their slide rules and make their recommendations. TV directors, of course, still make their powerful voices heard, but not with the same authority. Above all, clients are more and more taking a hand in the buying of programs.

These changes have come about naturally and as a result of the overwhelming cost of TV time and programming. A wrong decision and an unfortunate commitment can bring about a major setback to a corporation, both for the advantage a competitor may be able to

gain and for the loss the company can suffer financially.

Many TV directors, consequently, do not wish to assume such responsibility, no matter how much they are paid. And many advertising agencies also seek to spread the responsibility so that no one person can become a whipping boy for the client. It also becomes the greater part of wisdom to let the client project himself more and more into the act of selecting his properties so that he may assume some of the heavy burden of responsibility.

This, of course, in some cases, has resulted in lack of central authority in some agencies and has made for great confusion. Many packagers who want quick action do not know exactly where they can get it. It has hurt agencies which are slow to move when they are dealing with packagers who want immediate decisions on the more salable of their properties.

### Account Execs

The result has been that some agencies which have major accounts have created a new breed of brass—the radio-TV account exec. These top level specialists do nothing but function in the broadcast media searching for properties for individual clients. Bob Ballin at J. Walter Thompson, for example, has complete charge of the

Ford Motor Company's TV and radio activities. Not only does he buy, but he also creates ideas for the advertiser.

At McCann-Erickson the agency uses two veteran TV executives to function as radio and TV account execs on several of their major accounts. They are Russ Johnston, formerly TV head of the Ward Wheelock account, and King Horton, who was in charge of Pacific Coast sales for the CBS-TV network. Al Scalpone, veepee in charge of the agency's radio and TV department, still has considerable weight, but the presence of such specialists backstopping him is of immeasurable help for the agency with the accounts which they service.

### Trend Continuing

The prospect is that in the future this trend will continue. TV expenditures show little sign of abating, and when color TV comes of age, they will certainly go much higher. At that time, sponsors will be even less able to tolerate occasional failures than they are today.

Advertisers, on their part, are also beginning to arm themselves with top TV personnel in their advertising departments. Charles Underhill, former director of programming for ABC-TV and CBS-TV, has joined United States Steel on its TV side. And other such personnel acquisitions are also being considered.

It all adds up to a further re-statement of TV's overwhelming importance, both to the client and the agency—an importance which will undoubtedly grow as techniques of selling viewers are further perfected.

## COLOR PROMOTION

### Major Webs to Co-Op In Summer Campaign

NEW YORK, April 16.—This summer will most likely see the beginning of an all-out color programming assault on the American public in order to sell the medium to them. Both networks have ambitious programming plans, and joining with the webs in an all-out effort to move sets will be the important receiver manufacturers.

The big news is that CBS-TV and NBC-TV will co-operate in their color programming efforts. In that way there will not be any duplication. For example, on Monday NBC will schedule its shows, Tuesday will be a CBS-TV night, Wednesday might be a CBS-TV color evening and so on. Certain nights, of course, will be sponsored by set manufacturers, such as Motorola and RCA.

It is believed that only sufficient strong color programming will create the desire to own TV sets, as it did for black and white TV. The principal reason only minor efforts to program in color have been made up to now is that the manufacturers were not ready to mass produce sets, and that price of receivers was too high.

Progress has been made in solving both problems. Chromatic TV Laboratories will demonstrate a set in June that will sell under \$500. And RCA will shortly begin production of a new 21-inch color receiver that will contain 28 tubes, 10 fewer than its model now on the market. It is expected to sell for substantially less than \$895, the current price of the set.

### Tube Output Grows

The output of these tubes is expected to be 30,000 tubes each month in less than a year. This would mean that by next spring RCA alone would be able to sell 1,000 sets a month. The figure is minute in comparison with current black and white production. But when the RCA production is added to that expected to be available shortly from CBS-Columbia, Motorola, Chromatic TV Labs and a few others, the industry will be well on its way toward mass producing color sets.

An even further amplified color

programming schedule will be presented next fall. All the color shows regularly programmed this season will be seen, except those that are canceled. In addition, NBC will offer its new spectacular on Sunday afternoons, a soap opera, perhaps segments of "Home" on a regular basis and as many other shows as can be feasibly programmed. Sponsors will undoubtedly continue to get special concessions for programming their shows in color. And a number of important special events will be presented in color.

There are a few problems yet to be worked out on the summer programming, such as Coast originations and selection of shows. None of these are insuperable and they will be solved without too much difficulty.

## NBC DAYTIME FEATURES

### Net Negotiating With Studios for Big Blocks of Full-Length Movies

NEW YORK, April 16.—The prospect is that NBC-TV daytime audiences will shortly be seeing feature films. The network has been conducting talks with major movie studios to see whether it can purchase several large blocks of full length movies for daytime television at reasonable prices.

The network recently conducted a survey of about 25 of its affiliates. It asked what type of programming they would like to see presented during the daytime. The almost-unanimous answer was women's matinee feature films.

Based on the suggestion of its affiliates, the network is now deep in negotiations with the major motion picture companies. Initial talks have been disheartening, for the studios have asked big money for their product. The sums, in fact, are said to be almost prohibitive.

NBC is consequently trying to

devise a formula that would make it possible to buy the product and make a profit. Some sort of multiple use scheme is being blue-printed. The films would then be used during the daytime, at night, and in any other time slot that would be productive of revenue. The network might be able to get as many as five runs from each film.

The features would obviously be sold to advertisers interested in buying participations. This would enable NBC to get higher prices than is presently possible when one advertiser is sold, whether for a single quarter hour or multiple quarter hours.

### Priced 100G Each

The average price being asked for good features by the majors is said to be in the vicinity of \$100,000 per picture. Even assuming that these pictures run 90 minutes each, the price is high when com-

## GOES VIDPIX

### Sears Shifts To Be 'John Silver' Agent

NEW YORK, April 16.—Gradwell Sears, one of the top motion picture salesmen of all time, has moved into the TV film field as sales agent for the "Long John Silver" series. He is handling the show in conjunction with the Mitchell Hamilburg Agency, which is thus also making its entree into program sales. The Hamilburg office has been solely a merchandise licensor heretofore. Sears and Hamilburg are also jointly handling the merchandising of "Silver."

Mary Sugarman, Hamilburg merchandising chief, is understood to have close to 20 licenses on the line for "Silver." Also, this week Macy's here ran a \$50,000 treasure chest promotion for the picture.

Sears was president of United Artists from 1946 to 1951. He was president of Vitagraph from 1938 to 1941.

## Coe to Produce New Pontiac Dramatic Show

NEW YORK, April 16.—Fred Coe will most likely take over the producer's reins on the new Pontiac alternate week dramatic show. The program will be on NBC-TV, Tuesdays 9:30-10:30 next fall, alternating with Armstrong. Pontiac's budget is expected to be the highest in TV.

Coe is also a possibility to produce and alternate week dramatic show for Schick next fall. Schick bought alternate Mondays 9:30-10:30 on NBC-TV. It can buy "Robert Montgomery Presents," which will occupy the alternate hour, but the network is pushing Coe. He will also continue as production supervisor next season on "Producer's Showcase," the once-monthly Monday dramatic spectacular.

## Godfrey's Firings Cue Format Change

NEW YORK, April 16.—The wholesale firing by Arthur Godfrey of several of his so-called "Friends," this week indicated that the show's format would change next season, and perhaps even before. There will be a greater emphasis on name guests and also "Talent Scout" winners.

The network has tried to persuade Godfrey to hype his Wednesday night show. The axing of Marion Marlowe, the Mariners, Haleloke and three writers will give him the opportunity to revamp the format. The firings were no surprise. Miss Marlowe is the wife of Larry Puck, who was fired as producer of the Wednesday night show. She has been active on the supper club circuit, an expansion of her career which is said to have displeased Godfrey.

The performers still remaining on "Friends" are Frank Parker; Janette Davis, now in Europe for eight weeks; the McGuire Sisters, Lu Ann Simms and Carmel Quinn. The McGuires are also reportedly in disfavor because of outside activities.

### Sullivan Feud

The firings also highlighted a continuing feud at CBS-TV between Ed Sullivan and Godfrey. Sullivan immediately signed Miss Marlowe for six guest shots at price of \$18,000. This is the second

time Sullivan has welcomed a canned Godfrey "Friend" with open arms, Julius La Rosa being the first. The feud is said to stem from Sullivan's long-time battle with Walter Winchell, a Godfrey pal.

But the gradual dissolution of "Friends" is just another step, according to the trade, in Godfrey's long walk to the nighttime TV exit. At this late date, beset as he is with physical problems, building another show for nighttime TV will be a tough struggle for the redhead, insiders say.

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WHEN'S A RATING?

Product Sales Are the Barometer, Says 'Home'

Continued from page 1

moved into No. 1 position among tuna fish brands this year, its increase in sales being at least partially attributable to the program. Eight years ago Star-Kist wasn't a national advertiser. It had been a supplier to brand name companies.

One of the more direct avenues to sales statistics for "Home" clients is department stores. The program has a merchandising campaign which makes extremely astute use of this barometer of instantaneous effectiveness.

"Home" runs a "Department Store of the Week" tie-up. The store receives film and live inserts in the show, in return for which it runs displays for advertisers on "Home" and takes full-page ads in local newspapers.

Among the stores featured on the stanza have been Hecht's in Washington, Gimbels in Philadelphia and Jordan Marsh in Boston. Clients such as Pepperell Sheets have been extremely enthusiastic about such cross-plugging and have undoubtedly increased their sales in these stores.

"Home" has also gone on the road with excellent results. It visited the Merchandise Mart in Chicago; in January it went to Milwaukee for a tie-up with the fur industry, and immediately afterward it spent a week in San Francisco. These remotes create a terrific excitement among the public and the dealers in these cities. They contribute to the show's im-

portance, a vital but necessary factor which goes beyond rating considerations.

To many NBC execs, "Home" is a vivid illustration of a program whose selling and promotion for the first time has caught up with the imagination of the web's president, Pat Weaver.

'Howdy Doody' To Run Hr. as Variety Show

NEW YORK, April 16.—"Howdy Doody" will be converted into an hour variety show for children next fall. The strip which now runs from 5:30-6, will run from 5-6 p.m. across the board on NBC-TV.

It will contain the Pinky Lee show as an insert, cartoon, episodes from Western features, a children's newsreel, and perhaps even an orchestra. The network realizes that ABC-TV's competition from its new "Mickey Mouse Club" will be stiff and that it had better improve its show before next season begins.

"Howdy Doody" has been an unusually successful property for NBC thru the years. The web hopes that the changes will help it retain its popularity in the future. Bob Smith will continue to emcee.

Vegas Nitery Acts May Get TV Net Airing

HOLLYWOOD, April 16.—The possibility of some sort of a wedding between television and Las Vegas niteries for airing of headline acts appears to be growing stronger, with at least two of the major nets exploring facilities. A factor which may serve as a catalyst is that most of the new niteries being built have their main showrooms so constructed as to accommodate TV.

Understood to be already set is an NBC Las Vegas origination of the "Colgate Comedy Hour" on May 1 from the Riviera Hotel, scheduled to open April 20. Show will feature Liberace.

ABC, in the meantime, has its eye on the New Frontier Hotel, which opened Monday (4). Room here has been completely wired for TV, has control booth, adequate lighting and plenty of camera space. Revolving stage would be ideal for telecasting.

CBS Revises Discount Plan

NEW YORK, April 16.—CBS-TV has come up with an even more attractive discount offering on the small stations in its two-month-old Extended Market Plan.

Originally, CBS-TV sponsors got a 10 per cent discount on their EMP coverage if they bought all 21 stations in the plan. But now the web has set up a sliding scale of discounts beginning with 5 per cent for any fine stations and going up to 15 per cent for 20 or more.

The Class A hour rates for EMP stations range from \$50 to \$100. The EMP stations are in such markets as Panama City, Fla.; Bellingham, Wash.; Jackson, Tenn.

The new discount structure offers sponsors a 7½ per cent cut for taking 10 to 14 of these stations, and a 10 per cent cut for taking 15 to 19 of them.

Thirty CBS-TV sponsors have signed for EMP since it was introduced in January.

RESTLESS PEOPLE

Bob Bloch, of the Dine-Kalmus public relations office, will marry Deb Garfunkel, a researcher at Kletter Associates in June. . . . Joan Cottingham, formerly with Westinghouse Electric International Company, has joined ABC net as a writer in the advertising and promotion department. . . . M. S. Novik, radio consultant, received an award last week from the Institute for Education by Radio and Television for "proving you can make a city station (WNYC, New York) an important instrument in the life of a city of over seven million people."

Weston B. Emmart has joined Kudner Agency as art director for television. He was previously with Benton & Bowles. . . . Eric Seavreid, CBS news chief Washington correspondent was named winner of the television award of the Sidney Hillman Foundation for "outstanding achievements in the medium." . . . Ray J. Mauer has left Cunningham & Walsh to join Geyer Advertising as director of radio and television.

Chester MacCracken, veepee in charge of radio-TV production at Doherty, Clifford, Steers & Shenfield, is taking leave of the agency and New York on May 1 to move to Vermont. After a one-year refresher course at the University of Vermont, MacCracken plans to teach in that State. . . . A "Children's Program Review Committee," the first of its kind, has been created by the NBC net. The committee will consist of Dr. Frances Horwich, of "Ding Dong School" fame; Mrs. Douglas Horton, former Wellesley College prexy and war-time director of the WAVES, and Dr. Robert F. Goldenson, a psychologist and expert on family relations.

Gordon A. Hellmann, former director of sales presentations for CBS-TV, has joined the Television Bureau of Advertising as director of sales promotion. . . . John Tillman, WPIX, New York, commentator, is recuperating after surgery at North Shore Hospital.

Bishop's \$7-9 M. Jutlay: Dunninger, 'Face,' 'Life'

NEW YORK, April 16.—Hazel Bishop this week committed itself for between \$7,000,000 and \$9,000,000 worth of television. Hazel Bishop bought a new property, the Dunninger show, a half-hour package featuring the mentalist. The program is skedded for network showcasing and will feature Dunninger's thought-reading and expose of magic. Name guests will also be used.

Hazel Bishop also bought "Place That Face" for a full year's run on network video. Show will go into the Tuesday 8-8:30 time period on NBC-TV beginning June 28, but then be moved to another time period in the fall. Actively engaged in the production of the show will be Ralph Edwards, its owner.

Edwards also owns "This Is Your Life" which HB has agreed to co-sponsor for another year on NBC

with Procter & Gamble. HB is paying a substantially higher price for the show next year than it has in the past. The web was asked \$55,000 per half hour on a three-year firm run. It compromised for substantially less, but still received a hefty hike in the price of the property. HB was said to be paying no more than \$25,000 for each show this season. Edwards has turned control of the property over to NBC because he has signed a pact with the web.

Hazel Bishop has just allocated another \$2,000,000 for TV spots in connection with its new Compact Make-Up, a product which it is introducing to the public for the first time. Hazel Bishop will not sponsor any portion of the spectaculars on NBC next season.

Edwards Shift Brings Beefs

NEW YORK, April 16. — The four sponsors of "Douglas Edwards and the News" are reported to be canvassing the other networks for time because CBS-TV intends to move the show up to 7:15-7:30 p.m. next season to make way for half-hour strip of shows at 7:30 p.m. First of all they are understood to be pessimistic about the number of stations they can clear in the earlier slot. Secondly, they are apparently unhappy about having to buck another news show, ABC-TV's "John Daly and the News."

The four sponsors, Pall Mall, American Home Productions, Bendix and Geritol, were reported to be discussing possible sponsorship on news shows with the other webs. The Daly show is now wide open. Tide Water Oil, which had it two days weekly, has canceled.

2 ABC-TV Segs Set for Co-Op

NEW YORK, April 16.—ABC-TV is turning loose for co-op deals two shows, one of them brand new and the other one a kiddie stanza which is already 75 per cent sold to network advertisers.

The new co-op show, "Henny and Rocky," stars Henny Youngman and Rocky Graziano and will be slotted directly after the Wednesday night Pabst-Mennen bouts. The stanza will vary each week in length, depending on how much time is left between the end of the last fight and 11 p.m., when the network goes off the air. Marion Colby will be a vocalist on the "Henny and Rocky" show.

The other show opened up this week to stations on a co-op basis is "Super Circus" on Sundays 5-6 p.m. Only a half hour alternate weeks on this show, however, is available for co-op sale. Kellogg already sponsors half of the show, while Dixie Cup sponsors one-fourth.

Reynolds Eye On 'Peepers' Replacement

NEW YORK, April 16. — Reynolds Metals is playing around with the idea of buying a do-it-yourself show featuring Dave Willock and Cliff Arquette as a summer replacement on NBC for "Mr. Peepers."

The show would not stick close to the male type of do-it-yourself shopwork, but would also go into fields that might interest women. Buchanan is the agency.

"Peepers" is on Sundays 7:30-8 p.m. and has been slated for the ax.

NEWS IN BRIEF

NBC TO QUIT ON COCA SHOW . . .

NBC-TV has given up on its Saturday night Imogene Coca show. The 8-9 p.m. time slot next fall is being made available to advertisers for another stanza. Colgate already has taken an option on the time period but probably will drop it if it decides to stay with its current Sunday night 8-9 p.m. spot. Miss Coca will continue to work for the web next season.

KOVACS SLATED FOR NEW STANZA . . .

Ernie Kovacs is being groomed for a new NBC-TV stanza next season. No format has yet been decided upon by the web, but NBC feels if it can come up with the right vehicle for Kovacs, it's got a winner.

ABC TUESDAYS STILL UNSETTLED . . .

ABC-TV's Tuesday 9:30-10:30 p.m. drama show is more up in the air than ever. Elgin, which currently alternates weeks with U. S. Steel, is mulling whether or not to renew its stanza for next season. Preliminary reports don't look good for ABC. U. S. Steel is shifting over to CBS. If Elgin also bows

out, ABC will have to find bankrollers for both hours each week.

OLD GOLD MOVING TO FIRDAY TIME . . .

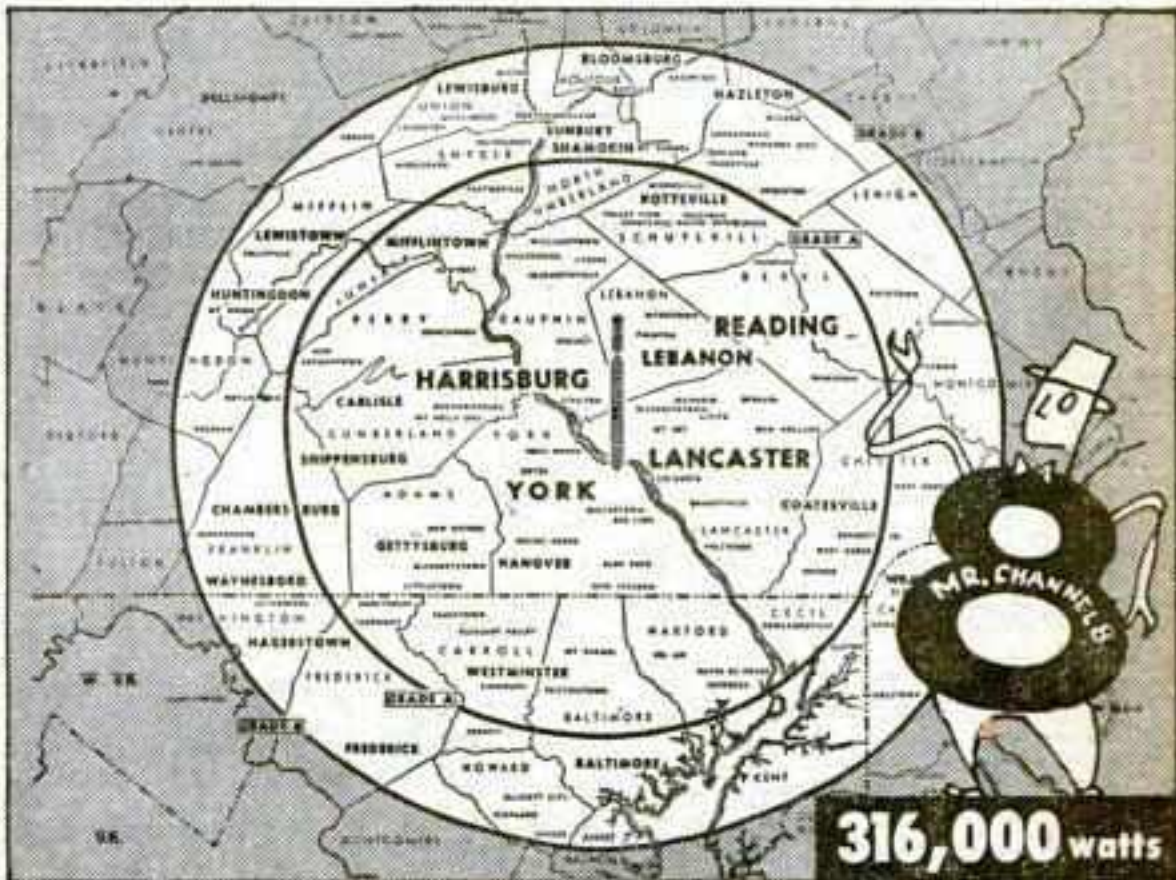
Old Gold, recently ousted from its Tuesday night spot on NBC, has accepted the web's invitation to step into the Friday 8-8:30 p.m. spot with its "Truth or Consequences" stanza next season.

CBS CONTINUES TO WOO HOPE . . .

CBS this week continued its efforts to woo Bob Hope away from NBC, which wants to slot him Tuesdays 8-9 p.m. next season. Several advertisers, among them General Foods and General Motors, are awaiting Hope's decision as to what web he wished to work on.

AUTRY DOES WELL ON P. A. TOUR . . .

A gross of \$333,442 was recorded by Gene Autry on his 32-city personal appearance tour this spring. The 255,722 paid admissions Autry racked up was the best he's done since 1952. Autry feels the success he and other personalities have recently had with one-nighters and personal appearance tours is due largely to the promotion value of TV shows.



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NETWORK REVIEWS

# 'Rack' Probes Crucial Brainwashing Issue

By GENE PLOTNIK

"The Rack" by "Patterns" author Rod Serling got the "United States Steel Hour" back to the topic of David Davidson's "POW," with which Steel made its debut last year.

The issue is undoubtedly one of the most crucial moral problems facing man today: Namely, how responsible can we hold a man who cracks under Communist brainwashing? It is interesting that in this climate of anxiety, in which TV sponsors have so studiously avoided controversy, that United States Steel should twice have backed a dramatic study of this touchy problem. It speaks well for the corporation.

"The Rack," if anything, was even more fair, frank and effective than "POW." The young Army captain who is charged with betraying his country after spending two years in a Communist prison

**The United States Steel Hour (TV)**  
(ABC-TV, 9:30-10:30 p.m., EST, April 10.)

for trying to defend it, was given ample chance to vent his bitterness about a system that enforces this terrible contradiction.

**Clear Parallel**

The court-martial wind up was strongly reminiscent of Herman Wouk's "Caine Mutiny." The manner in which the military system was held up to question was one clear parallel. The clever and colorful defense attorney, played by Keenan Wynn, bore a striking similarity to Wouk's Barney Greenwalt.

But where Wouk's characters were made in a large degree of straw, Serling's were all flesh. Wouk showed that those of apparently strong fiber were actually weak. In Serling's play there were no heroes or villains. At the end of "Caine," the Navy sails off into the sunset with its banners once more flying.

At the end of "The Rack," the Army, in the person of the prosecutor, thoughtfully played by Wendell Corey, in effect admits that it has an unsavory stew in this situation, but has no possible alternative: the POW who, as the result of brainwashing, aids the enemy, must be judged guilty.

**Vivid, Intelligent**

"The Rack" had just about everything: a trenchant theme, a screen full of sympathetic and understandable characters, vivid and

## Bob & Ray Disappoint in "Name's the Same"

**The Name's the Same (TV)**  
(ABC-TV, 7:30-8 p.m., EST, April 11, Caught again.)

Maybe it's going to take a little time for Bob Elliot and Ray Goulding to cut loose with the zany, off-beat entertainment that's won them their reputations. Be that as it may, the debut of the new co-emsees of "Name's the Same" this week was disappointing.

Bob and Ray, who have been tickling the funnybones of local WINS radio audiences with their merry capers, seemed rather suppressed and not a little ill at ease in their new roles as co-emsees of a panel quiz show. They did little more than provide strait-laced introductions and comments at the appropriate occasions.

Tho their guidance of the session was adequate, that certain spark that an emcee can inject into a stanza to give it life, enthusiasm and personality was absent.

**No Freedom**

It could be that a program with a set format such as "Name's the Same" is too much like a strait jacket for the boys; it doesn't permit them the freedom that their accustomed material and mode of presentation requires.

It seems likely, however, Bob and Ray will relax and warm up as they get accustomed to their new duties. And when they do, their wit and warmth should have little trouble bubbling to the surface.

Jack Singer.

intelligent dialog, and beautiful performances.

Marshall Thompson as the condemned captain, probably the best role of his career, turned in a job far above and beyond anything we've ever seen him do before.

M-G-M tried to buy "The Rack" even before it got to TV, and finally closed the deal this week. It's still not too late, for it will bear many repeats.

## NBC-TV Scans Sunny Easter on Fifth Avenue

**Easter in New York (TV)**  
Hostess, Arlene Francis. Host, Ben Grauer. Guest star, Mimi Benzell. Music, Robert Shaw Chorus and Jack Kelly Trio. Script, Geoffrey Hall. Director, Bob Priaulx. Producer, Ed Pierce. Sponsored by Charles Antell, Inc., thru Television Advertising Associates.

(NBC-TV, 12:30-1 p.m., EST, April 10.)

This special Easter one-shot had three bright moments. Two of them were long shots of Fifth Avenue in the warm afternoon sunshine. The other was a quick close-up of Hildegard Neff wearing a stunningly handsome hat.

All this took up less than five minutes of the half hour. Too bad it couldn't be stretched into the whole show. The rest came off as a perfunctory combination of fashion and song.

Arlene Francis had the difficult job of trying to make it seem scintillating and significant. Indeed, the ingredients were there to show the most glamorous aspects of Easter. It originated from the Hotel Pierre's snooty Cotillion Room. The music was provided by the Robert Shaw Male Chorus and former Metropolitan Opera soprano and popular cafe singer Mimi Benzell. And the Pierre's own fashion expert, Nola Luchsman, was on hand to comment on the long torsoes and new fabrics.

But seen on the living room TV set on that sunny Sunday afternoon, with the sounds of traffic and children coming in the window, it seemed like a badly timed and poorly planned ladies auxiliary amateur entertainment.

Charles Antell's commercials were the snappy filmed jingles pleading with men and women to stop ruining their hair.

Gene Plotnik.

## 'Barnum Presents' Candidate for Emmy

**You Are There**  
(CBS-TV, 6:30-7 p.m., EST, April 10. Reviewed at a special screening in Hollywood. Caught again.)

"You Are There" looks as tho it's come up with a definite candidate for next year's Emmy Awards with its "P. T. Barnum Presents Jenny Lind" seg. The half hour is a masterful combination of production, direction and writing.

The questions being asked September 11, 1850, the date that Jenny Lind is scheduled to make her American debut, are: Is P. T. Barnum merely trying to pull another one of his spectacular publicity stunts, or can Miss Lind really sing; and, if she can, will an American audience appreciate her?

Ray Collins, as P. T. Barnum, is excellent. One is aware of the humbug lurking underneath the surface, but Barnum is a believable and sympathetic character. He speaks without bombast. Sometimes he himself does not believe in the product he is offering, but he professes it because it's what the public wants.

The show is unpretentious yet seethes with little touches of realism that make it easy for the viewer to bridge the span of a century. There is the backstage bustle, the haughty advisers-companion of Miss Lind, the crowd outside the theater, the scalpers selling the tickets, and the hucksters peddling souvenirs (this pair of gloves right off Miss Lind's fingers).

The writing is superb. There is even one aphorism by P. T. Barnum that may survive the fleeting impact of television. States he: "When a woman opens her mouth you can never be sure of what's going to come out—so the best thing to do is make certain that it doesn't matter."

As the time for her appearance approaches, Miss Lind refuses to go on stage (she is frightened by the hubbub) and, in view of the Lanza episode, the timing of the segment is uncanny. At the last moment Barnum prevails on her to sing. The suspense created during this and the subsequent on-stage scene would do credit to Alfred Hitchcock. And when Leni Landri displays her fine coloratura voice the viewer genuinely feels like applauding with the screen audience.

Barney Girard again proves himself one of the top directors in the business. Together with Jim Fonda he forms a formidable team.

Bob Spielman.

NON-NET REVIEWS

# 'Soldiers of Fortune' Packs Plenty of Action

By JACK SINGER

Action still being one of the best audience-getters extant, MCA's new "Soldiers of Fortune" series ought to do well for itself, judging from the episode reviewed.

The series, which is set to bow within the next week in some 120 markets for 7-Up, wastes little time

**Soldiers of Fortune (TV Film)**  
Cast: John Russell, Chick Chandler, Nancy Gates, Christopher Dark, George Keymas, Larry Dobkin, Howard Negley. Director, John English. Teleplay by Maurice Tombragel. Story by Llewellyn Hughes. Produced by Revue Productions. Distributed by MCA-TV. Sponsor, 7-Up thru J. Walter Thompson.

(Reviewed at special screening.)

in getting its main characters—two soldiers of fortune—off to a fast-flying start. Within seconds after the films starts rolling, the two of

## Redone 'Halls of Ivy' A Change for Better

**Halls of Ivy (TV Film)**  
(CBS-TV, 8:30-9 p.m., EST. Caught again.)

"Halls of Ivy" continues to be one of the most pleasant and adult shows on TV. The program has shifted its tone slightly to give more emphasis to physical action and to do away with criticism of talkiness. The change is all to the better and should help increase its viewing public.

The show reviewed, the first to embody this shift in emphasis, was about the chattering tongues at the college who were making capital out of an ostensible romance between a young college professor and a sophomore co-ed. Thus a little snowdrop was well on its way to becoming a snowball by the time Ronald Colman, in his capacity as president of Ivy college intervened and settled the matter. There was, however, some basis for the rumor for the girl had built up the friendship out of all proportion to its real value, and so a moral was also spun.

Colman continues to be a tower of strength with his gentle portrait of an understanding educator. His wife, Benita Hume, who also portrays his wife in the series, renders him fine support in the same gentle vein. Among the others, Herb Butterfield was very effective as a gossip mongering member of the faculty, and Tamar Cooper delivered a believable portrait of the dreamy student.

The Nabisco commercials praised the values of various of its cookies.

Leon Morse.

they are tangling with four or five knife-wielding attackers. This, however, is like child's play compared to the underwater battle with an octopus that the leader of the twosome manages to get into later in the film.

The lead role—that of a two-fisted adventurer—is played by John Russell, while the second lead, Russell's sidekick, is played by Chick Chandler. Both performers carry out their tasks smoothly and with a minimum of flamboyance that almost puts their acting into the category of underplaying. It's effective. Production-wise, the series is mounted with skill and craftsmanship. Camera work is good.

Casting the main characters as globe-trotting adventurers permits the producers to base their action in a different part of the world each week, a device which gives the show a consistently changing face and gives the producers plenty of room to get their heroes into and out of trouble.

The episode reviewed was based in a South Sea setting. Russell, using mainly his wits but sometimes his brawn, outsmarts two different gangs of thieves who are working together to steal a pearl bed site from its discoverer. By a cleverly scripted maneuver, Russell pits the two would-be thieves against each other.

The commercials for 7-Up were well-produced, running the gamut of animation, stop action, and live photography to extol the virtues of the product.

## Mason Bowing Out as 'Lux Theater' Host

HOLLYWOOD, April 16. — James Mason will bow out as host of "Lux Video Theater" as of May 19. Fate of the program, in view of the major's entry into TV and utilization of their own properties for filming, appears very much in doubt.

Summer replacement for the Lever Bros. show will be the same as last year, consisting of Robert Montgomery's stock company.

## Lee Replaces Eddie Fisher

HOLLYWOOD, April 16. — NBC-TV this week signed Peggy Lee as a summer replacement for Eddie Fisher. Altho definite format for the show has not yet been set, it appears likely that it will be expanded from 15 minutes to a half hour, with Miss Lee aiming specifically at a teen-age audience.

Tentative format calls for Miss Lee to take the top song of the week, building the show around that. In addition to singing a number of songs herself, she'll interview musical personalities appearing as guests on the program.

The show has been assigned no definite time slot as yet, but will probably be spotted Saturday night.

## See Colgate Sun. Renewal

NEW YORK, April 16. — At press time Colgate had still not renewed its ownership of Sundays 8-9 p.m. on NBC-TV. All signs, however, pointed to a renewal. The advertiser has an option on Saturday evening 9-9:30, in the event it does not continue Sundays.

Colgate will program a strong variety show with a name personality headlining, if it remains on Sundays. No emcee, as yet, has been selected.

# NEW TV FILM RELEASES

A preview summary of information about Pilot Films and New Series prior to regular review

## Impact

Writer-narrator, Robert Mason Pollock. Editor, Myron S. Brown. Producer, Herbert Bregstein. Produced by Defense Film Corporation. Distributor, National Telefilm Associates.

(WABD, New York, 9-10 p.m., EST, April 15.)

"Impact" is one of the very few hour-long film shows in syndication. Judging from the installment with which the series debuted in New York this week, it shouldn't have been this long.

The virtue of the hour-long format on the networks is that the sponsor gets good exposure of his two within-the-show commercials. But when the hour is loaded with participating spots, as "Impact" was on WABD, the viewer gets weary.

Further, the program material just did not have enough genuine impact to sustain an hour's interest. It could have benefited by tightening to a half hour.

Actually, the show is not as ambitious as its title and running time might imply. The series seems to be a loose assortment of offbeat, serious-minded dramas and documentaries about far-flung places.

The first episode was the prize-winning film, "Udi," which tells how a primitive African tribe, with the encouragement of its British overlord, makes its first faltering steps toward civilization. It was an interesting document and was rather effectively presented. But it's not likely to take many viewers away from the network competition.

Gene Plotnik.

## New Orleans Police Department

Distributor, UM&M. Produced by Motion Picture Advertising Service, New Orleans. Producer, Frank Phares. Star, Stacey Harris. How selling: syndication. Number currently completed: 39. When available: immediately.

This new mystery series is so documentary that not even the names have been changed. The city's constabulary has not only opened its files to provide the producer with story material, but it has lent him members of the force to play themselves in cases in which they took part. Also, some prominent local citizens will be seen on screen re-enacting their involvement in certain cases. The exterior shots were done all over

New Orleans, and to emphasize the mood, the background music is jazz.

Gene Plotnik.

## Robin Hood

Distributor, Official Films. Producer, Hannah Weinstein's Sapphire Productions, Ltd. Star, Richard Greene. How selling: syndication. Number planned: 39. Number currently completed: 3. When available: this fall.

The stories of the adventures of Robin Hood would normally be thought of as appealing to the kiddie trade, this half hour TV film stanza is designed for adult as well as children audiences. It's one of the first costume period TV film shows to hit the market.

Inasmuch as the Robin Hood stories are among the most famous in Western civilization's childhood literature, this program should have a good head start toward capturing the loyalty of the younger, and perhaps the older elements of the viewing public.

Additionally noteworthy to sponsors is the fact that the property offers manifold merchandising opportunities.

The TV films are being shot in England in black and white.

Jack Singer.



## THE BILLBOARD SCOREBOARD

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

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

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

Rank Order	Title and Distributor of Series	Children per 100 Homes	Avg. Rating
1	Gene Autry (CBS Film)	99	16.9
2	Hopalong Cassidy (NBC Film)	98	10.0
2	Cisco Kid (Ziv-TV)	98	3.9
4	Wild Bill Hickok (Flamingo Films)	96	18.1
5	Dick Tracy (Combined TV)	95	6.2
6	Superman (Flamingo Films)	94	17.1
7	Annie Oakley (CBS Film)	93	17.5
8	Rocky Jones, Space Ranger (MCA-TV)	91	8.9
8	Ramar of the Jungle (TPA)	91	12.4
10	Range Rider (CBS Film)	90	15.9
11	Kit Carson (Coca-Cola)	89	10.8
12	Cowboy G-Men (Flamingo Films)	88	5.6
12	Flash Gordon (UM&M)	88	9.4
14	Badge 714 (NBC Film)	83	16.7
15	Victory at Sea (NBC Film)	70	5.8
16	Death Valley Days (Pacific Borax)	50	13.9
17	Meet Corliss Archer (Ziv-TV)	44	12.3
18	Your All-Star Theater (Screen Gems)	41	7.8
19	I Led Three Lives (Ziv-TV)	40	15.4
20	Star Showcase (TPA)	39	7.3
21	The Visitor (NBC Film)	38	5.4
21	My Hero (Official Films)	38	6.8
23	Stories of the Century (Hollywood TV)	35	17.2
24	Secret File, U. S. A. (Official Films)	34	10.1
25	China Smith (NTA)	32	3.9
25	Hans Christian Andersen (Interstate TV)	32	8.3
25	Heart of the City (MCA-TV)	32	5.0

## SFL Segs for Nat'l Low-Cost Sponsors

NEW YORK, April 16. — The two soap operas that Harry Trenner is planning to sell thru his Station Film Library plan is only the opening wedge in his drive for low-cost national sponsorship (see The Billboard, April 2 issue). Trenner said this week that his six salesmen now out selling the idea to stations are also asking them what other types of programming they will want under this film-for-time plan.

As described by Trenner, the SFL plan saves money by cutting out many of the in-between costs, specifically distribution. The station gets the re-run rights in his market in perpetuity, which eliminates the cost of selling the re-runs. To get this, the station pays SFL its own card rate. Instead of paying in cash, however, the station consigns the time to SFL.

Trenner is striving to get a half-hour daytime strip on at least 100 stations. He will then own time and program merely for the cost of producing the program plus prints for all those stations.

He proposes to sell national sponsors one or more days in these two soap operas at a price somewhat above these costs, and then kick back an over-ride after SFL takes out its operating costs and profit.

Trenner plans to produce the soap operas here in New York at \$25,000 per five segments. He will give the stations a full year's programming, or 260 segments per series. Since every five segments will be a complete story, the station can start selling its free re-runs almost immediately.

A rough estimate indicates that under this scheme SFL will probably be able to offer a full week's national sponsorship on 100 stations at around \$55,000 gross, whereas a comparable buy on CBS-TV would run around \$85,000 gross, time and talent. Trenner did not confirm this estimate. He said he had not yet determined his rate card.

## Pic Production Heavy in Race For Fall Mart

HOLLYWOOD, April 16.—The race to get pilots in production in time for fall marketing continued this week with several properties previously announced scheduled to go before the cameras and others entering the pre-production stage.

"Hey, Taxi!" Robert Erlik series on which work began last fall, will roll on May 16. Stories have been culled from situations submitted by the nation's taxi drivers. Show will be shot partly on location and partly in Hollywood.

"That Baxter Boy," Roland Reed pilot for MCA, will roll at California Studios next week, marking the shooting of Reed's first enter-

(Continued on page 9)

## WATCHMAKER'S FILM BUY

### Bulova Signs for 'Ford Theater' Films, Bought for Specific Needs

NEW YORK, April 16.—Bulova Watch Company, in a unique move that points up how an advertiser can tailor a TV film program buy to fit its specific needs, has bought from Screen Gems 13 "Ford Theater" reruns. The stanza, which will be spot booked on a retailer co-op basis this fall, is expected to be aired in all TV markets in the U. S. where there is a jeweler willing to pick up Bulova's offer of the show.

This will be the first national spot program purchase that Bulova—one of the biggest buyers of station announcements in the country—has made. It will also probably be the largest national spot spread that a TV film stanza has ever been given by a single bankroller.

Bulova's move is in line with a general trend towards the purchase of film programs by advertisers who have hitherto limited their TV

advertising to station spots (see other story). If its plan is successful, Bulova is expected to repeat the operation in the future twice each year, for the 13 weeks prior to the Christmas and Graduation Day selling seasons. The success of the plan also will probably lead other advertisers along a similar path.

The Bulova deal, set by McCann-Erickson's top echelon, Terry Clyne and Screen Gem's sales veepee, John Mitchell, works in the following way:

#### The Deal

In return for an undisclosed sum, Bulova gets from Screen Gems national second run rights to 13 of this season's "Ford Theater" episodes. Bulova will turn over the package at a nominal charge to a leading jeweler in each TV market. The program cost to each jeweler will depend on the number of mar-

kets in which Bulova sets the deal.

The show will be aired during the 13 weeks prior to Christmas in a time slot that will be bought by the jeweler. McCann-Erickson, Bulova's agency, will provide the jeweler with a Bulova commercial to air on the show. The jeweler, however, can promote any other products in his shop non-competitive to Bulova. He probably also is free to get back some of the program and time cost by working out a co-op deal with a non-watch manufacturer.

Screen Gems' sale of the 13 "Ford Theater" episodes to Bulova gives it a complete nationwide second run sale of all 39 of this season's "Ford" films. Ford itself picked up 13 for rerun during this summer, while Eastman Kodak picked up 13 as a summer replacement for "Norby."

## Former Spot Buyers Moving To Half-Hour Pic Sponsorship

NEW YORK, April 16.—Advertisers whose only TV exposure had been on spot announcements have been moving into the ranks of half-hour film sponsorship in large numbers. Many stations are aiding this movement by a local adaptation of NBC-TV's magazine concept.

In Class A time, spot buyers find they cannot get enough sell in their 20-second chain breaks. And the number of such availabilities has been on the decline since the networks have been lengthening their formats. The webs plan even more hour-long shows and 90-minute spectaculars for next season, and the 7:45 p.m. break on CBS-TV is being wiped out for half-hour shows.

Even the most successful users of spots sooner or later get a yen for the name identification and point-of-sale push that's only possible by taking a ride on a show. Tho they often have to cut back their spot budgets in order to buy a program, they quickly find that the extra sales boost gives them enough added advertising money to get back into their seasonal spot campaigns.

#### Film Participations

For poorer sponsors, many stations—mostly indies—are selling non-competing participations in film series, which give the advertisers those merchandising and program identification benefits at a third or less the cost of full sponsorship. The four-minute plan of KBTU, Denver, and the stripping of "Ramar of the Jungle" on WPIX, New York, are examples of this.

Television Programs of America

has lately been encouraging this use of "Ramar," and has been giving the participating sponsors full merchandising support.

Film distributors say they have nothing but satisfied customers in the spot users they converted into show sponsors.

#### Ziv's Study

Ziv-TV has just completed a study of the subject, which indicates that 37 per cent of its first-run business this past year was done with such advertisers. A prime example was Continental Oil, an extensive buyer of spots thru Benton & Bowles. Continental bought Ziv's "Eddie Cantor Comedy Theater" in three small Western markets, and got such results that it came back for "Science Fiction Theater" for Fort Worth, and is now planning even further program buys.

Ziv-TV also got Crown-Zellerbach, the paper company, into TV sponsorship with the Cantor show in five Western markets. Another spot buyer Ziv converted was White King Soap, which took "Science Fiction" for four California markets and Reno, Nev.

Ziv points out to these prospects that it can almost certainly get them Class A slotting for its shows, whereas with spots they'll be lucky if they can get a few 20-second availabilities in Class A time. It points out that the cost of a half-hour is usually no more than and often less than the cost of three 20-second chain breaks. It further argues that the syndication price for the show may not run them much more than the production cost and re-run payments on their own spots.

And Ziv usually clinches the sale by pointing out that they'll never know how big an audience they're reaching with chain breaks, and that those dials are usually twitching frantically on the hour and half-hour.

#### Case History

A vivid case of an advertiser going from spots to participations to full sponsorship is King's Wine. King bought a ride on "Racket Squad" from WFIL-TV, Philadel-

phia, which was booking it multi-weekly. The pay off was so satisfactory that King's then went to ABC Film Syndication and bought the show outright for Harrisburg and Pittsburgh. The show is understood to have been their only medium in those markets, and their sales shortly jumped 40 per cent in Pittsburgh and 28 per cent in Harrisburg.

Very often the competition forces an advertiser to get a show to help improve his supermarket shelf space. Sunshine Biscuit, one of the biggest buyers of spots, is now experimenting with film sponsorship with four different Ziv shows in four Southern markets. Sunshine went into this study about the time Nabisco bought "Rin Tin Tin."

## ELECTRONICAM

### Producers To Get New Pic System

NEW YORK, April 16. — Du Mont's "Electronicam" TV Film System, which was finally unveiled here this week, will be made available to outside TV film producers in another couple of weeks, according to Ted Bergmann, managing director of the network. For the time being at least, any such producer would have to rent four walls at Du Mont's Tele-Center here in addition to renting the equipment and technicians.

Jim Caddigan, Du Mont's program director, who was given the main credit for developing the "Electronicam" on designs he first drew two years ago, said that completed prints of a half-hour show could be on their way to affiliated stations in less than 24 hours after the show went off the TV monitor. The eight-minute segment of "Captain Video" screened at the demonstration was shot in one continuous

(Continued on page 9)

## NTA Near Deal for 26 Rank Features for TV

NEW YORK, April 16.—National Telefilm Associates is close to finalizing a deal with the J. Arthur Rank Organization to take over 26 Rank features for TV distribution, it was learned here this week. The firm also is reported to be planning to issue stock

in the corporation, but no definite move in this direction has yet been made.

In addition to the Rank package, NTA has been negotiating with Lopert Films for seven features produced by Alexander Korda and with Seymour Scott for three more British-made features; but here again, no deals have yet been signed.

It's known, however, the firm recently acquired several relatively new American features, among them "Top Banana," starring Phil Silvers, and "The Thief," starring Ray Milland.

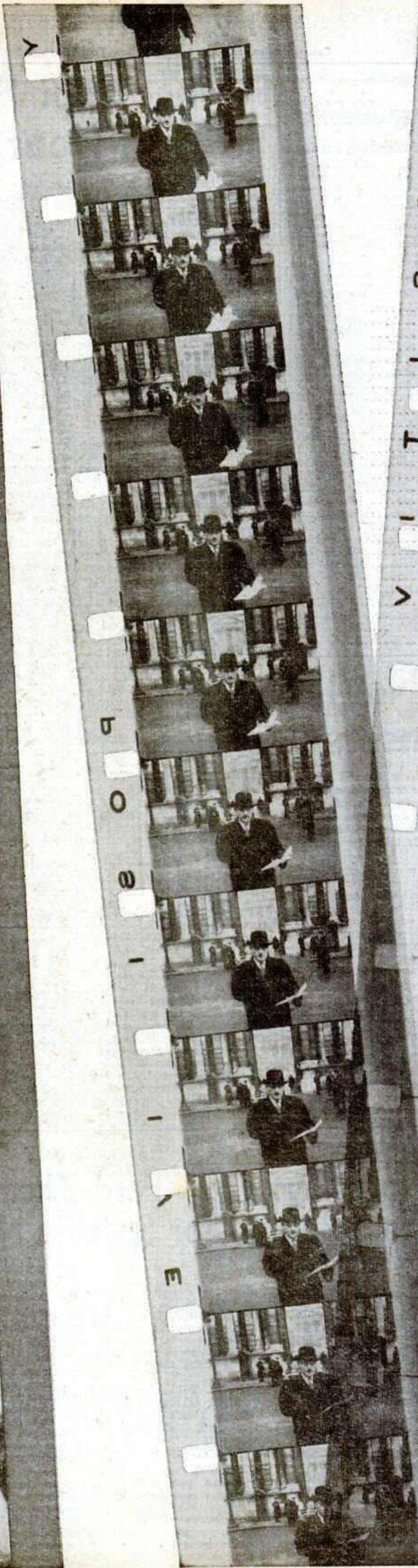
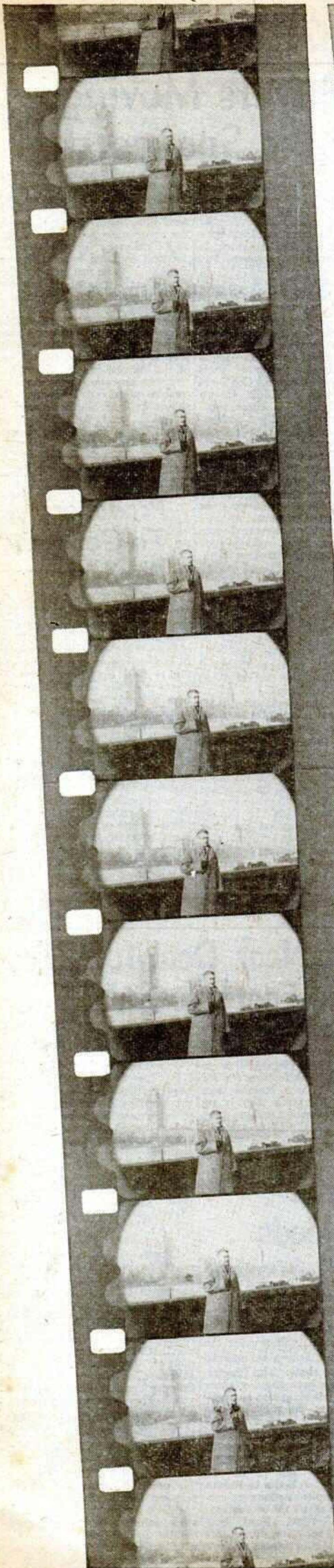
#### Korda Package

Lopert, which controls U. S. distribution rights to the Korda package, is reportedly asking a guarantee of approximately \$45,000 per picture against a percentage of the TV take. Titles of the Korda features are: "The Man Between," "Breaking the Sound Barrier," "Captain's Paradise," "Outcast of the Islands," "Tales of Hoffman," "Cry the Beloved Country" and "Gilbert and Sullivan." The Scott package reportedly consists of "Pickwick Papers," "The Magic Box," and "The Golden Madonna."

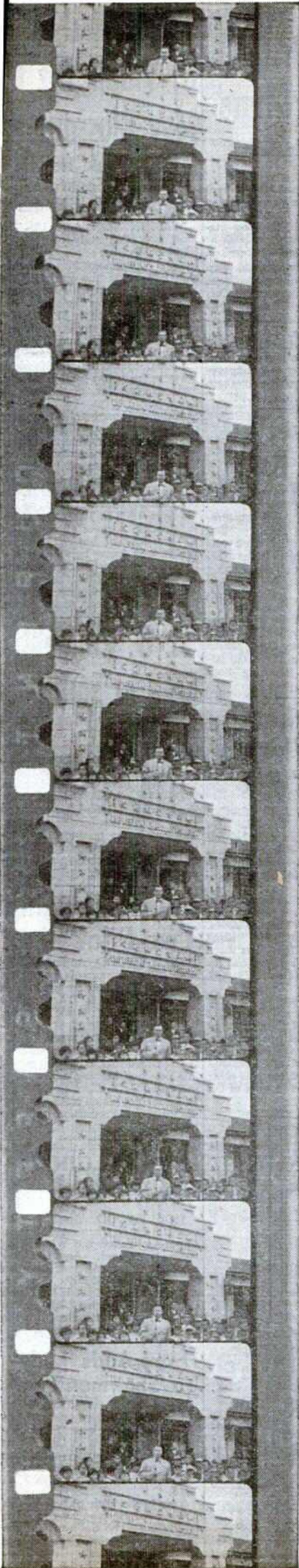
The 26 Rank films are part of a group of 52 Rank pictures which are available for TV distribution. The other 26 are said to have been released theatrically.

NTA's reported plans to issue stock follows its buyout several months ago of Col. Gustave Ring, a financier who last summer moved into the firm as one of its major backers.









# Good news travels far... fast!

*Newsfilm*, the only syndicated news service specially tailored for television, has more than doubled its list of subscribing stations in six months. Here's why...

*Newsfilm* is produced to famed CBS News standards, but is available to all stations regardless of affiliation. *Newsfilm* brings you news-in-depth reported by such newsmen as Howard K. Smith in London... David Schoenbrun in Paris... Griffing Bancroft in Washington and Robert Pierpoint in Tokyo, plus some 250 camera correspondents around the globe. *Newsfilm* gets to stations *fast* from four major processing centers, prepared and speeded by a staff of more than 100 full-time writers and editors, technicians and dispatchers. *Newsfilm* offers exclusive extras: custom-made opening and closing titles... special-order coverage... all footage classified for easy re-use... weekend news analysis... newsquiz... special maps and charts.

And the good news has gotten around that *Newsfilm* news programs are winning the biggest audiences in their time periods in such major markets as Philadelphia, Washington, Buffalo, Seattle and Portland. To find out how *Newsfilm* can boost the ratings of *your* news shows, contact...

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## NARTB TV FILM SURVEY

## Stations in All Markets Showing Preference for Pix Over Live Segs

WASHINGTON, April 16.—TV stations in all markets are showing an overwhelming preference for filmed programs over live shows, according to findings of a survey just issued (16) by the National Association of Radio and Television Broadcasters.

The survey re-emphasizes conclusions of a previous report on the importance of film as a major part of all local programming. The study showed that stations reaching up to 50,000 TV families use 26.23 hours of film weekly, which amounted to 10 hours more than live shows; stations reaching from 50,000 to 150,000 TV families use 30.49 hours of film, 12.07 live; stations reaching up to 500,000 TV families use 27.24 hours of film, 18.34 hours live; stations reaching between 500,000 and 1,000,000 TV families use 29.52 hours of film, 24 hours live; stations reaching over 1,000,000 TV families use 36.57 hours of film, 23.15 hours live.

The NARTB report, based on a

survey representing nearly half of the NARTB television membership, or 27 per cent of all TV stations operating prior to last May 1, revealed average production costs of local live programs running at \$635 an hour per station, while average cost of film programming per station was reported at \$118 an hour. The information was compiled for a sample week of last June 6 to June 12.

Saturday carries the heaviest amount of film programming, with Sunday running a close second, the survey showed. Total operating hours increased over the previous year in all markets. The latest tabulation revealed that live sponsored programming has a slight edge over film sponsored programming, while last year's survey showed that live and film hours sponsored were about equal.

The survey is incorporated in the just-published 1955 NARTB Film Manual, second volume in an annual series, compiled and edited by Dan W. Shields, assistant to

NARTB vice-president Thad Brown in charge of television. The programming hours and costs survey was analyzed under supervision of Richard M. Allerton, research manager.

A breakdown of live TV programming costs showed that average weekly talent costs of local live programs was \$738; over-all cost of live weekly programming, \$1,374; all-station average cost per hour for local live programming, \$74.

In addition to showing that average weekly cost of film programming is running at \$118 an hour, the survey showed costs by type of film used as follows: feature film per hour \$72; total cost per week \$1,109. Average cost of syndicated films per hour was shown to be \$253; total cost per week \$1,392. Average cost of short subject film per hour was shown to be \$84; total cost per week, \$194.

## DOHERTY

## Joins NATS On Part-Time Exec Basis

NEW YORK, April 16.—Richard P. Doherty, former vice-president of the Television Broadcasters, has joined National Affiliated Television Stations, Inc., on a part-time basis as director of management services.

Doherty currently heads his own management consulting business, Television-Radio Management Corporation, which he will continue to operate during his association with NATS.

Doherty's job with NATS will consist of helping to line up station members and acting in a management advisory capacity to those stations who join.

## 'Skin Diver' Skein to Roll In Late June

HOLLYWOOD, April 16.—Production on Frank Ferrin's "Skin Diver" TV series this week was scheduled for late June. Balboa will be used as a location for filming the under-water scenes from Ferrin's cabin cruiser, purchased recently.

"Skin Diver" will be in production simultaneously with Ferrin's "Andy's Gang" show. Being filmed for Brown Shoe Company, the latter will continue shooting until November.

## Fall Market Loses Whiting 'Holiday' Pix

HOLLYWOOD, April 16.—One TV film series, "Holiday in Rhythm," was taken off the fall market this week when its star, Margaret Whiting, suddenly became unavailable for further production.

Miss Whiting's unavailability arose due to the fact that another pilot she made with sister, Barbara, for Desilu Productions, titled "Those Whiting Girls," has been set as the summer replacement for "I Love Lucy" (The Billboard, April 16).

The situation points up both the flood of properties on the market and the shortage of stars. In what is probably the most extreme case, for instance, Dorothy Lamour was starred in the pilot of "Buckley," and is being sought for two other series, "Sarong" and "Luana of the South Seas."

## Broad Study Of Vidpix Biz May Blossom

## FCC Would Handle Probe if Senate Agrees With House

WASHINGTON, April 16.—The most sweeping study of the TV film industry ever attempted by the Federal Communications Commission will be in the works if the Senate goes along with House approval of funds for the study.

The Commission is blueprinting an all-embracing study which will include a look-see into TV film syndicates, film production and distribution, contractual relationships between networks and affiliates, and relationships of advertising agencies.

If the FCC carries out its present plans, the agency will pursue the study for a year before drafting conclusions and recommendations. The study is contemplated as the biggest undertaken by the agency on any subject since the chain broadcasting investigation which ran from 1938 to 1941. The study is intended to cover all aspects of TV broadcasting, but FCC insiders say it will focus heavily on TV film matters. A spokesman explained that because this phase of the industry is relatively new, the FCC has not kept abreast of its growth.

## 'N. O. Police' Sold in South

NEW YORK, April 16.—UM&M launched its sales drive on it: "New Orleans Police Department" series with a six-market Southern deal with Brown Velvet dairies. The show will have its premiere on WDSU-TV, New Orleans, next Wednesday. UM&M has arranged a big exploitation for the occasion. The series was produced by Motion Picture Advertising Service, one of the three participating companies in UM&M.

## WM Packaging Two Pilot Pix

HOLLYWOOD, April 16.—William Morris agency is packaging two more TV pilots for production this month. First is "The People's Choice," starring Jackie Cooper, which will be filmed at McCadden Productions next week.

Show is a situation comedy by Irving Brecher, dealing with events in a veterans' housing project. Second pilot is a Carmen Miranda half hour, for which casting is now in progress. Production will be by Desilu.

## Roach Lands White King

HOLLYWOOD, April 9.—The new Hal Roach commercial division this week landed the White King Products account. Annual figure involved is estimated at between \$122,000 and \$130,000.

Immediate contract is for Roach to produce 10 commercials for the firm. Deal was handled thru the Raymond R. Morgan agency.

## Hygo Adds 'Lady' To 'Showman Pkg.'

NEW YORK, April 16.—Hygo Television has added another stellar picture to its new "Showmanship Package." It is "A Lady Takes a Chance," with John Wayne, Jean Arthur and Phil Silvers. It was released theatrically by RKO in 1944.

This is the 12th picture in this new group. In some markets Hygo is offering "The Sullivans" as the 13th. Hygo has sold the package in 38 markets so far.

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This sort of prize-winning promotion can pay dividends for you in increased sales—call the Hollingbery representative nearest you.



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GEORGE P. HOLLINGBERY CO.  
National Representative

ROCHESTER, N.Y.'S

100,000 WATTS  
WHAM-TV  
CHANNEL 5  
MOST POWERFUL STATION

wbns-tv  
COLUMBUS, OHIO

Scores Again!

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MERCHANDISING

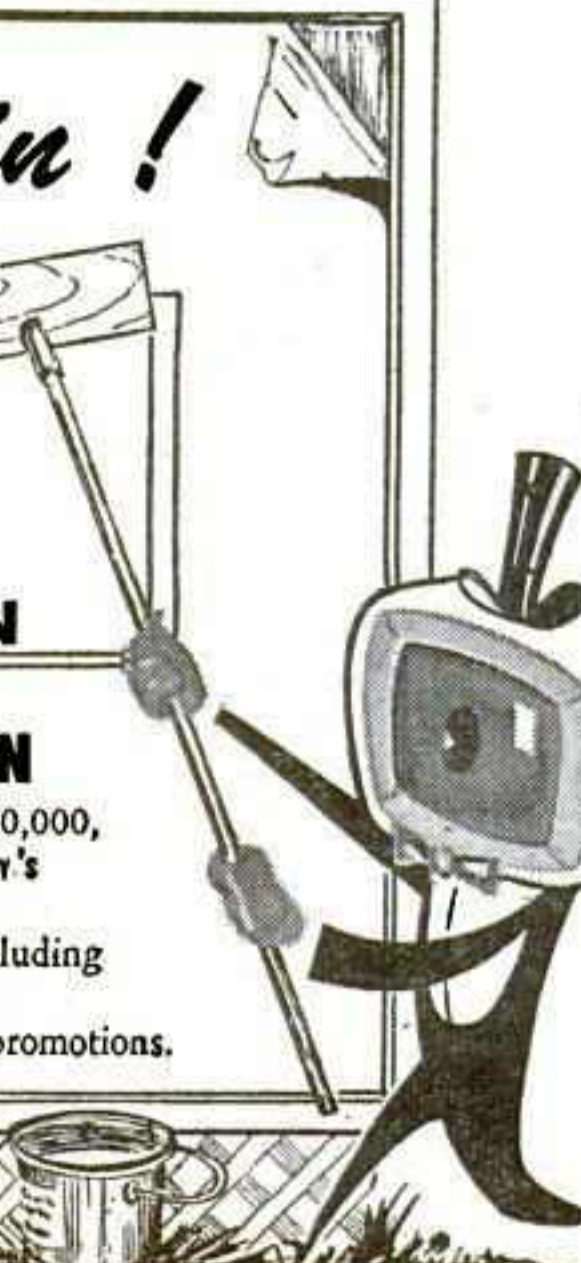
4th  
in  
AUDIENCE PROMOTION

## BILLBOARD'S TV FILM PROMOTION COMPETITION

Billboard's 1st place merchandising award for 1954, in markets of 200,000 to 500,000, linked with previous citations in Billboard's 3rd annual TV Service Awards, echo wbns-tv's reputation as leader in central Ohio television.

It's film audience promotion win is typical of many similar station honors—including the recent "Lone Ranger" award, in the combined ABC-CBS competition.

Thanks, Billboard voters, for giving us top billing on our year in-year out promotions.





# ABC-TV Hunts Site for Own TV Film Center

HOLLYWOOD, April 16.—ABC-TV this week became the first net to make a concrete move towards establishing its own film center, with Frank Marks, the web's chief engineer, inspecting facilities and building sites.

The fact that ABC-TV is located in what used to be a motion picture studio would, undoubtedly, simplify conversion to filming considerably. As many as three existing stages could possibly be utilized. The net at present has very few live programs originating from Hollywood, only one of these, "You Asked for it," being in the major show category.

It's understood that a preliminary estimate as to the cost of such a move has already been drawn up. Altho conversion of present stages would probably be not too difficult a matter, cutting rooms and other film facilities would have to be built.

ABC-TV center here consists of more than 20 acres, ample space to construct new stages when they are needed. The net, despite its agreements with Walt Disney and Warner Bros., will need considerable additional film product if it is to complete with NBC and CBS, and

many of the web's executives are known to feel that it would be cheaper for the organization to turn out its own telefilms than to continue farming them out to independent producers.

# Push 'Dragnet' Merchandising

HOLLYWOOD, April 16.—A merchandising-licensing campaign in the toy and apparel fields is being launched by MCA for "Dragnet." First to be caught in the dragnet is Spatz Bros., Inc., which will manufacture trench coats and jackets.

Previously four toy manufacturers had been licensed, but no concerted effort had been made by

# WRCA Buys TE's 'Fabian'

NEW YORK, April 16.—WRCA-TV here this week bought "Fabian of Scotland Yard" from Telefilm Enterprises for Wednesday, 7-7:30 p.m., the slot previously occupied by "Norby" on NBC-TV.

TE meanwhile is still looking for the right star for its planned "Overseas Secretary" series. TE's British production affiliate, Trinity Productions, is tentatively set to start shooting the new show in June or July. TE and Trinity also want to make a feature film, possibly based on one of the better TV scripts.


Charles Wick, head of TE, who is also a talent manager, with such personalities as Benny Goodman and Sarah Churchill, was this week also appointed manager for Fred Waring and all his various enterprises.

MCA to induce other firms to enter into merchandising agreements.

**THE Acknowledged LEADER**

- MEET CORLISS ARCHER
- MR. DISTRICT ATTORNEY
- TIMES SQUARE PLAYHOUSE
- YESTERDAY'S NEWSREEL
- I LED 3 LIVES
- FAVORITE STORY
- BOSTON BLACKIE
- THE CISCO KID

- SPORTS ALBUM
- STORY THEATRE
- THE LIVING BOOK
- YOUR TV THEATRE



**ZIV TELEVISION**

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NEW YORK HOLLYWOOD

you'll love **"Eddy Arnold Time"**

A thrilling new half-hour musical show with Eddy Arnold and his all-star group—26 films in the con.



**Walter Schwimmer Co.**

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when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

## Pic Production

• Continued from page 5

tainment film at the Cross-Krasne lot.

"The Lady Yields," Jameson Brewer script originally intended as a radio vehicle for Bette Davis and Gary Merrill, is under consideration by CBS-TV, with the likelihood that the net will do the series if it can entice Merrill and Miss Davis into the title roles. The series deals with a lady senator. Casting, in the meantime, has started for the Goodson-Todman property, "The Lady and the Senator," which is also centered about a lady senator.

Four Star Productions has acquired rights to a "Texas Rangers" series from Col. Homer Garrison, of that organization. A pilot is expected to be shot some time this summer by Warren Lewis.

"Flight" is the title of a pilot that will be shot by "Medic" creator James Moser and producer Frank Latourette. Series would deal with the human drama in aviation, with deal set for the producers to use Air Force films.

The drama of the sea is not neglected either, NBC this week setting John Florea to produce and Milton Geiger to write a pilot for "Submarine," program to utilize material from Vice-Admiral Charles E. Lockwood's book. Co-operation of the Navy has been assured.

## Electronicam

• Continued from page 5

eight-minute take after a one-hour rehearsal, Caddigan stated.

He pointed out that the chief difference between the "Electronicam" and other schemes for TV directing of film production, such as Jerry Fairbanks' technique of four years ago and the recently unveiled Simon camera, was in the editing technique. The teletranscription, with all the electronically produced special effects, is used as the "editing master" for the three complete reels taken by the three cameras.

Bergmann strongly hinted that in due time all Du Mont shows will be taken off the cables and be networked by this system.

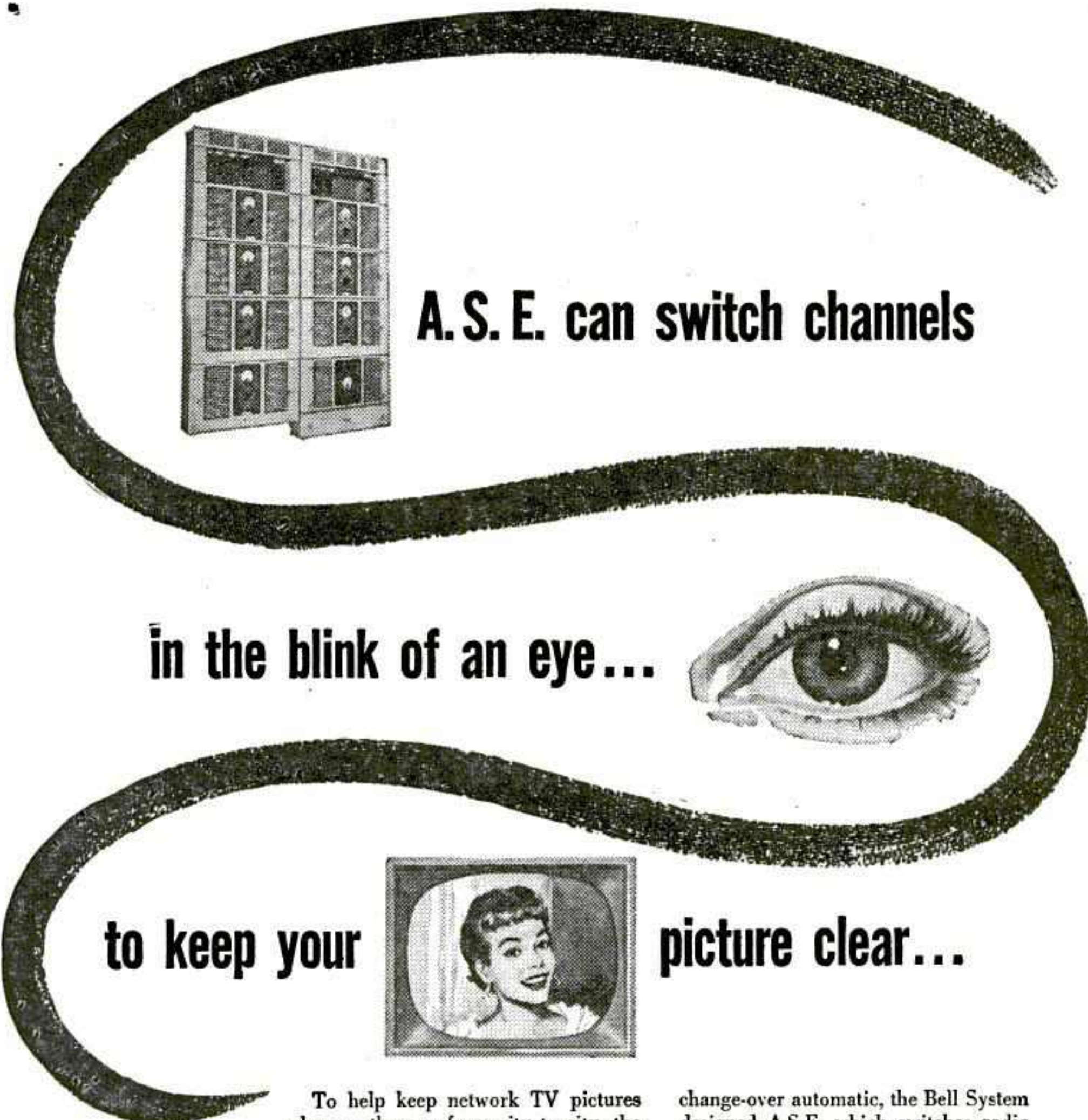
a top quality film show for

**Every Product, Every Market, Every Budget**

Offices in principal cities throughout the United States

MCA-TV

Film Division



A. S. E. can switch channels

in the blink of an eye...

to keep your

picture clear...

To help keep network TV pictures clear as they go from city to city, the Bell System is installing Automatic Switching Equipment (A.S.E.) on all major multi-channel radio relay routes.

Here's how it works: Even the most carefully engineered microwave radio systems are affected by some fading caused by atmospheric changes. The only way to avoid this interference in television pictures carried from city to city by radio relay is to switch the signals to another path.

Manual switching is not fast enough to beat sudden fades. To make the

change-over automatic, the Bell System designed A.S.E. which switches radio relay channels in a split second.

Now—when fading threatens—it is recognized by an electronic device that sends a warning signal back to the control station. The picture is then switched automatically to a protection channel. The entire operation could take place several times a second without disturbing your program in any way.

Advances of this sort in equipment and technique assure that the television public will have the benefit of the best possible service now and in the future.



BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow



# The Nation's Top Television Programs

## As Rated by American Research Bureau

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

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

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

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

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

The highest rated opposition program is shown for the top 10 film series in each market, and ARB ratings for those opposition shows are also listed.

For complete information about all film shows and their competition, audience size and composition in each market, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

Rank Among Films	Title (Type) and Distributor	March ARB Rating	Station, Day, Time	Top Opposition & Rating
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### DETROIT ..... 4 STATIONS

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

1. Producer's Showcase, WWJ .....53.7	6. Bob Hope, WWJ .....39.7
2. Jackie Gleason, WJBK .....52.4	7. Toast of the Town, WJBK .....38.9
3. Disneyland, WXYZ .....49.2	8. This Is Your Life, WWJ .....37.5
4. You Bet Your Life, WWJ .....41.4	9. George Gobel, WWJ .....37.1
5. Rin Tin Tin, WXYZ .....40.2	10. *Dinner Theater, WXYZ .....36.8

#### ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Superman (Adv.), Flamingo Films .....33.9	WXYZ-W, 6:30-7:00...Playhouse 15; Sports, 1.8
2. Wild Bill Hickok (West.), Flamingo Films .....32.0	WXYZ-M, 6:30-7:00 .....Norby, 2.2
3. Cisco Kid (West.), Ziv TV .....29.9	WXYZ-Th, 6:30-7:00 .....Liberace, 11.0
4. Ramar of the Jungle (Adv.), TPA .....28.5	WXYZ-F, 6:30-7:00 .....Your Star Showcase, 5.7
5. Waterfront (Adv.), MCA-TV .....27.4	WXYZ-S, 7:00-7:30 .....Big Town, 10.5
6. Amos 'n' Andy (Comedy), CBS Film .....25.6	WWJ-W, 7:00-7:30 .....City Detective, 8.5
7. Abbott and Costello (Comedy), MCA-TV .....20.4	CKLW-Th, 7:00-7:30 .....Michigan Outdoors, 12.7
8. Annie Oakley (West.), CBS Film .....19.6	WXYZ-Su, 4:30-5:00 .....Zoo Parade, 8.8
9. Mayor of the Town (Comedy), MCA-TV .....18.4	WWJ-T, 7:00-7:30 .....Lone Wolf, 13.8
10. Mr. District Attorney (Mys.), Ziv TV .....17.7	WWJ-W, 10:30-11:00 .....Best of Broadway, 14.7
11. I Led Three Lives (Adv.), Ziv TV .....17.3	39. Frankie Laine (Music), Guild Films ..... 5.3
12. Stu Erwin (Comedy), NTA .....16.7	41. Madison Square Garden (Sports),
13. Life With Elizabeth (Comedy),	Winik Films ..... 4.7
Guild Films .....15.7	42. Mr. and Mrs. North (Mys.), ATPS ..... 4.2
14. Badge 714 (Mys.), NBC Film .....15.3	43. Inner Sanctum (Mys.), NBC Film ..... 4.1
15. Boston Blackie (Mys.), Ziv TV .....15.0	43. Favorite Story (Drama), Ziv TV ..... 4.1
16. Cowboy G-Men (West.), Flamingo Films .....14.2	45. Call the Play (Sports),
17. Lone Wolf (Mys.), MCA-TV .....13.8	Station Distributors ..... 3.9
18. My Hero (Comedy), Official Films .....12.7	45. International Playhouse (Drama), NTA ..... 3.9
18. Range Rider (West.), CBS Film .....12.7	47. The Visitor (Drama), NBC Film ..... 3.6
20. Joe Palooka (Adv.), Guild Films .....12.0	48. Johnny Jupiter (Child),
21. Hopalong Cassidy (West.), NBC Film .....11.3	Associated Artists ..... 3.1
21. Secret File, U.S.A. (Adv.), Official Films .....11.3	49. Janet Dean, R.N. (Drama), UM&M ..... 3.0
23. Racket Squad (Mys.), ABC Film .....11.1	50. Follow That Man (Mys.), MCA-TV ..... 2.8
24. Passport to Danger (Adv.), ABC Film .....11.0	50. China Smith (Adv.), NTA ..... 2.8
24. Liberace (Music), Guild Films .....11.0	52. Boss Lady (Comedy), M & A Alexander ..... 2.5
26. Guy Lombardo (Music), MCA-TV .....10.0	53. Gene Autry (West.), CBS Film ..... 2.4
27. Wild Bill Hickok (West.),	54. Paragon Playhouse (Drama), NBC Film ..... 2.2
Flamingo Films ..... 9.9	54. Holiday (Travel), NTA ..... 2.2
28. Beulah (Comedy), Flamingo Films ..... 9.5	56. The Passerby (Drama), NTA ..... 2.1
29. Sherlock Holmes (Mys.), UM&M ..... 8.9	57. The Falcon (Mys.), NBC Film ..... 1.9
30. City Detective (Mys.), MCA-TV ..... 8.5	58. Playhouse 15 (Drama), MCA-TV ..... 1.7
31. Meet Corliss Archer (Comedy), Ziv TV ..... 7.5	59. Captain Z-Ro (Child), Atlas TV ..... 1.4
32. Little Show (Drama), Sterling TV ..... 7.2	59. Play of the Week (Drama), NTA ..... 1.4
32. Man Behind the Badge (Mys.), MCA-TV ..... 7.2	61. Renfrew of the Mounted (Adv.),
34. Your Star Showcase (Drama), TPA ..... 6.9	M & A Alexander ..... 1.0
35. Fearless Fosdick (Comedy), Sterling TV ..... 6.8	62. Roller Dreby (Sports), NTA ..... 0.7
35. Rocky Jones, Space Ranger (Adv.),	63. Facts Forum (News), Facts Forum, Inc. .... 0.3
MCA-TV ..... 6.8	63. Fabian of Scotland Yard (Mys.),
37. Files of Jeff Jones (Mys.), CBS Film ..... 6.0	Telefilm Enterprises ..... 0.3
38. Your Star Showcase (Drama), TPA ..... 5.7	63. Town and Country (Music),
39. The Star and the Story (Drama),	Official Films ..... 0.3
Official Films ..... 5.3	66. Bobo the Hobo (Child), NTA ..... 0.3-

### NEW YORK ..... 7 STATIONS

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

1. Jackie Gleason, WCBS .....64.3	6. You Bet Your Life, WRCA .....42.5
2. Producer's Showcase, WRCA .....60.9	7. Dragnet, WRCA .....37.7
3. Toast of the Town, WCBS .....51.1	8. Your Hit Parade, WRCA .....36.6
4. Jack Benny, WCBS .....45.9	9. Two for the Money, WCBS .....36.2
5. Disneyland, WABC .....43.9	10. Robert Montgomery, WRCA .....35.9

#### ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. D. Fairbanks Presents (Drama), ABC Film .....19.6	WRCA-W, 10:30-11:00...Best of Broadway, 22.8
2. Superman (Adv.), Flamingo Films .....16.5	WRCA-M, 6:00-6:30...News: Early Show, 6.6
3. Little Rascals (Comedy), Interstate TV .....12.8	WPX-M to F, 5:30-6:00...Howdy Doody, 7.6
4. Range Rider (West.), CBS Film .....11.5	WRCA-S, 6:30-7:00...Man Behind the Badge, 8.5
5. Guy Lombardo (Adv.), MCA-TV .....11.1	WRCA-Th, 7:00-7:30...Early Show, 11.4
6. Sherlock Holmes (Mys.), UM&M .....11.0	WRCA-M, 7:00-7:30...Early Show, 10.4
7. Meet Corliss Archer (Comedy), Ziv-TV .....10.9	WABC-Su, 6:00-6:30...Omnibus, 10.9
8. City Detective (Mys.), MCA-TV .....10.0	WPX-Su, 9:30-10:00...Stage 7, 28.2
9. The Star and the Story (Drama),	WRCA-S, 7:00-7:30...Gene Autry, 17.7
Official Films ..... 9.8	WRCA-W, 6:00-6:30...Ramar of the Jungle, 9.5
10. Wild Bill Hickok (West.), Flamingo Films ..... 9.6	WRCA-W, 6:00-6:30...Ramar of the Jungle, 9.5
11. Annie Oakley (West.), CBS Film ..... 9.2	45. Foreign Intrigue (Adv.), Official Films ..... 2.7
12. Ramar of the Jungle (Adv.), TPA ..... 9.0	46. Dick Tracy (Mys.), Combined TV ..... 2.6
13. Captain Z-Ro (Child), Atlas TV ..... 8.9	47. Famous Playhouse (Drama), MCA-TV ..... 2.5
13. Abbott and Costello (Comedy), MCA-TV ..... 8.9	47. Eddie Cantor (Music), Ziv-TV ..... 2.5
15. Waterfront (Adv.), MCA-TV ..... 8.6	49. Cowboy G-Men (West.), Flamingo Films ..... 2.5
16. Kit Carson (West.), Coca-Cola ..... 8.5	50. Hopalong Cassidy (West.), NBC Film ..... 2.0
16. Man Behind the Badge (Mys.), MCA-TV ..... 8.5	51. Renfrew of the Mounted (Adv.),
18. Amos 'n' Andy (Comedy), CBS Film ..... 8.4	M & A Alexander ..... 1.9
19. Follow That Man (Mys.), MCA-TV ..... 7.8	51. Heart of the City (Drama), MCA-TV ..... 1.9
20. Racket Squad (Mys.), ABC Film ..... 7.1	51. All Star Theater (Drama), Screen Gems ..... 1.9
21. Stu Erwin (Comedy), NTA ..... 6.6	54. All Star Theater (Drama), Screen Gems ..... 1.6
22. Janet Dean, R.N. (Drama), UM&M ..... 6.0	54. Playhouse 15 (Drama), MCA-TV ..... 1.6
23. Flash Gordon (Adv.), UM&M ..... 5.8	56. Story Theater (Drama), Ziv-TV ..... 1.5
24. Ramar of the Jungle (Adv.), TPA ..... 5.6	57. Inner Sanctum (Mys.), NBC Film ..... 1.4
25. Mr. District Attorney (Mys.), Ziv TV ..... 5.5	57. Counterpoint (Drama), MCA-TV ..... 1.4
25. I Led Three Lives (Adv.), Ziv TV ..... 5.5	57. Florian ZaBach (Music), Guild Films ..... 1.4
25. Secret File, U.S.A. (Adv.), Official Film ..... 5.5	57. Stu Erwin (Comedy), NTA ..... 1.4
28. Hopalong Cassidy (Adv.), NBC Film ..... 5.3	61. Liberace (Music), Guild Films ..... 1.2
29. Hans Christian Andersen (Child),	62. All Star Theater (Drama), Screen Gems ..... 1.1
Interstate TV ..... 5.2	62. Top Secret (Adv.), Flamingo Films ..... 1.1
30. Hopalong Cassidy (West.), NBC Film ..... 5.1	64. Life With Elizabeth (Comedy),
30. Liberace (Music), Guild Films ..... 5.1	Guild Films ..... 1.0
32. Victory at Sea (Docum.), NBC Film ..... 4.9	65. Fulton Lewis Jr. (News),
32. Inspector Mark Saber (Mys.),	General Teleradio ..... 0.8
Thompson-Koch ..... 4.9	65. Madison Square Garden (Sports),
34. I Am the Law (Mys.), MCA-TV ..... 4.7	Winik Films ..... 0.8
34. My Hero (Comedy), Official Films ..... 4.7	65. Life With Elizabeth (Comedy),
36. Victory at Sea (Docum.), NBC Film ..... 4.6	Guild Films ..... 0.8
37. Joe Palooka (Adv.), Guild Films ..... 4.4	65. Fulton Lewis Jr. (News),
38. Rocky Jones, Space Ranger (Adv.),	General Teleradio ..... 0.8
MCA-TV ..... 4.3	69. Conrad Nagel Theater (Drama),
39. Dangerous Assignment (Adv.), NBC Film ..... 3.6	Guild Films ..... 0.5
40. Badge 714 (Mys.), NBC Film ..... 3.5	69. Hollywood Preview (Misc.),
41. Mr. and Mrs. North (Mys.), ATPS ..... 3.3	Flamingo Films ..... 0.5
41. Heart of the City (Drama), MCA-TV ..... 3.3	69. All Star Theater (Drama), Screen Gems ..... 0.5
41. Call the Play (Sports),	72. Story Theater (Drama), Ziv-TV ..... 0.4
Station Distributors ..... 3.3	73. Orient Express (Adv.), NTA ..... 0.3
44. Terry and the Pirates (Adv.),	73. China Smith (Adv.), NTA ..... 0.3
Official Films ..... 3.0	75. Boss Lady (Comedy), M & A Alexander ..... 0.3-

Rank Among Films	Title (Type) and Distributor	March ARB Rating	Station, Day, Time	Top Opposition & Rating
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### TULSA, OKLA. .... 3 STATIONS

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

1. I Love Lucy, KOTV .....67.5	5. Godfrey's Talent Scouts, KOTV .....51.4
2. I've Got a Secret, KOTV .....53.7	7. December Bride, KOTV .....51.1
3. Toast of the Town, KOTV .....52.4	8. Lassie, KOTV .....50.0
4. Playhouse of Stars, KOTV .....51.6	9. General Electric Theater, KOTV .....49.8
5. Topper, KOTV .....51.4	10. Shower of Stars, KOTV .....48.9

#### ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Boston Blackie (Mys.), Ziv-TV .....49.8	KOTV-F, 9:30-10:00...Various, 15.7
2. Life of Riley (Comedy), NBC Film .....43.3	KOTV-M, 7:00-7:30...TV Reader's Digest, 15.2
3. I Led Three Lives (Adv.), Ziv-TV .....36.0	KOTV-W, 8:00-8:30...Masquerade Party, 13.6
4. City Detective (Mys.), MCA-TV .....32.1	KOTV-Th, 7:00-7:30...You Bet Your Life, 20.7
5. Star and the Story (Drama), Official Films .....31.8	KOTV-M, 10:00-10:30...Various, 12.7
6. Wild Bill Hickok (West.), Flamingo Films .....31.3	KOTV-M, 5:30-6:00...Channel 2 Theater, 6.9
7. Mayor of the Town (Drama), MCA-TV .....30.9	KOTV-T, 7:00-7:30...Milton Berle, 17.0
8. Amos 'n' Andy (Comedy), CBS Film .....26.5	KOTV-S, 6:00-6:30...Western Movie, 7.2
8. Hopalong Cassidy (West.), NBC Film .....26.5	KTVX-T, 6:30-7:00...Various, 15.5
10. The Whistler (Mys.), CBS Film .....24.0	KOTV-Th, 9:30-10:00...Lux Video Theater, 19.6
11. Superman (Adv.), Flamingo Films .....23.7	26. Front Page Detective (Mys.),
12. Cisco Kid (West.), Ziv-TV .....23.0	Consolidated TV ..... 9.7
13. Waterfront (Adv.), MCA-TV .....22.8	27. Terry and the Pirates (Adv.),
14. Range Rider (West.), CBS Film .....22.6	Official Films ..... 8.8
15. Secret File, U.S.A. (Adv.), Official Films .....21.7	28. Town and Country Time (Music),
16. Rocky Jones, Space Ranger (Adv.),	Official Films ..... 8.3
MCA-TV .....18.7	29. Badge 714 (Adv.), NBC Film ..... 7.8
17. Victory at Sea (Docum.), NBC Film .....16.6	29. Your Star Showcase (Drama), TPA ..... 7.8
18. Liberace (Music), Guild Films .....15.7	31. Florian ZaBach (Music), Guild Films ..... 7.4
19. Colonel March (Mys.), Official Films .....13.8	32. Lone Wolf (Mys.), MCA-TV ..... 5.5
20. Stu Erwin (Comedy), NTA .....12.9	33. Mr. District Attorney (Mys.), Ziv-TV ..... 4.9
21. Guy Lombardo (Music), MCA-TV .....12.4	34. The Playhouse (Drama), ABC Film ..... 2.8
21. Eddie Cantor (Music), Ziv-TV .....12.4	35. Favorite Story (Drama), Ziv-TV ..... 2.3
23. Ramar of the Jungle (Adv.), TPA .....12.2	36. Meet Corliss Archer (Comedy), Ziv-TV ..... 1.4
24. Star Showcase (Drama), TPA .....10.6	37. Juniper Junction, U.S.A. (Music),
25. Little Theater (Drama), Tee Vee Company .....10.1	American Newsreel ..... 0.7

### SAN FRANCISCO ..... 4 STATIONS

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

1. You Bet Your Life, KRON .....60.3	6. Producer's Showcase, KRON .....43.8
2. Toast of the Town, KPX .....54.3	7. George Gobel, KRON .....43.3
3. What's My Line? KPX .....51.1	8. I Love Lucy, KPX .....42.6
4. Jackie Gleason, KPX .....47.4	9. Bob Hope, KRON .....39.8
5. Disneyland, KGO .....46.8	10. Your Hit Parade, KRON .....37.4
10. This Is Your Life, KRON .....37.4	

#### ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Liberace (Music), Guild Films .....26.6	KPIX-Su, 9:30-10:00...Television Playhouse, 17.7
2. Badge 714 (Adv.), NBC Film .....25.6	KPIX-W, 9:00-9:30...Kraft TV Theater, 19.1
3. Mr. District Attorney (Mys.), Ziv-TV .....23.8	KRON-F, 10:30-11:00...News, 5.4
4. Wild Bill Hickok (West.), Flamingo Films .....21.8	KGO-T, 6:30-7:00...Various, 9.9
4. Waterfront (Adv.), MCA-TV .....21.8	KRON-F, 8:30-9:00...Topper, 19.5
6. Superman (Adv.), Flamingo Films .....20.3	KGO-W, 6:30-7:00...Various, 9.8
7. I Led Three Lives (Adv.), Ziv-TV .....19.9	KRON-M, 10:30-11:00...News, 6.2
8. Eddie Cantor (Music), Ziv-TV .....19.7	KRON-S, 7:00-7:30...Search for Adventure, 14.5
9. Range Rider (West.), CBS Film .....19.0	KPH-T, 7:00-7:30...Favorite Story, 11.2
10. Passport to Danger (Adv.), ABC Film .....18.1	KRON-T, 10:30-11:00...News, 4.5
11. Cisco Kid (West.), Ziv-TV .....17.4	39. Frankie Laine (Music), Guild Films ..... 3.5
12. Life of Riley (Comedy), NBC Film .....16.9	40. My Hero (Comedy), Official Films ..... 3.2
13. Annie Oakley (West.), CBS Film .....16.2	40. Drew Pearson (News), UM&M ..... 3.2
14. Janet Dean, R.N. (Drama), UM&M .....16.0	42. Terry and the Pirates (Adv.),
15. City Detective (Mys.), MCA-TV .....15.6	Official Films ..... 3.0
16. The Whistler (Mys.), CBS Film .....14.9	43. Amos 'n' Andy (Comedy), CBS Film ..... 2.8
17. Stu Erwin Show (Comedy), NTA .....14.4	44. Famous Playhouse (Drama), MCA-TV ..... 2.7
18. Star and the Story (Drama),	44. Famous Playhouse (Drama), MCA-TV ..... 2.7
Official Films .....13.8	46. Racket Squad (Mys.), ABC Film ..... 2.5
19. Your All Star Theater (Drama),	47. Orient Express (Drama), NTA ..... 2.3
Screen Gems .....12.7	48. Biff Baker, U.S.A. (Adv.), MCA-TV ..... 2.1
20. This Is Your Music (Music),	49. I Am the Law (Mys.), MCA-TV ..... 1.8
Official Films .....12.4	49. Strange Adventure (Drama), UPD ..... 1.8
21. Little Rascals (Comedy), Interstate TV .....12.2	51. Ramar of the Jungle (Adv.), TPA ..... 1.7
22. Favorite Story (Drama), Ziv-TV .....11.2	52. Files of Jeffery Jones (Mys.), CBS Film ..... 1.4
23. Hopalong Cassidy (West.), NBC Film .....11.0	53. Championship Bowling (Sports),
24. Sherlock Holmes (Drama), UM&M ..... 9.8	Walter Schwimmer ..... 1.3
25. Meet Corliss Archer (Comedy), Ziv-TV ..... 9.6	54. Mr. and Mrs. North (Mys.), ATPS ..... 1.1
26. Dick Tracy (Mys.), Combined TV ..... 9.0	54. Abbott and Costello (Comedy), MCA-TV ..... 1.1
27. King's Crossroads (Drama), Sterling TV ..... 8.9	56. Famous Playhouse (Drama), MCA-TV ..... 0.9
28. Heart of the City (Drama), MCA-TV ..... 8.4	57. Kieran's Kaleidoscope (Educ.), ABC Film ..... 0.7
29. Ramar of the Jungle (Adv.), TPA ..... 6.8	57. Strange Adventure (Drama), UPD ..... 0.7
30. Inspector Mark Saber (Mys.),	57. Strange Adventure (Drama), UPD ..... 0.7
Thompson Koch ..... 6.4	60. Ellery Queen (Mys.), TPA ..... 0.4
31. Boston Blackie (Mys.), Ziv-TV ..... 6.2	60. Colonel March (Mys.), Official Films ..... 0.4
32. Dangerous Assignment (Adv.), NBC Film ..... 5.2	60. Secret File, U.S.A. (Adv.), Official Films ..... 0.4
33. Kieran's Kaleidoscope (Educ.),	60. Stories of the Century (West.),
ABC Film ..... 5.1	Hollywood TV Service ..... 0.4
34. Conrad Nagel Theater (Drama),	64. This Is Your Music (Music),
Guild Films ..... 4.6	Official Films ..... 0.4
35. Cisco Kid (West.), Ziv-TV ..... 4.3	64. Eddie Cantor (Comedy), Ziv-TV ..... 0.4
36. Where Were You? (Docum.), MCA-TV ..... 3.9	64. How Does Your Garden Grow (Misc.),
36. Famous Playhouse (Drama), MCA-TV ..... 3.9	Intl. Film Bureau ..... 0.4
38. Texas Rassin' (Sports), Sportatorium ..... 3.7	

### NEW ORLEANS ..... 2 STATIONS

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

1. Dragnet, WDSU .....72.5	6. Caesar's Hour, WDSU .....65.7
2. Justice, WDSU .....69.0	7. *Life of Riley, WDSU .....64.6
3. Ford Theater, WDSU .....66.8	7. Dear Phoebe, WDSU .....64.6
3. I Married Joan, WDSU .....66.8	9. Lux Video Theater, WDSU .....64.3
5. My Little Margie, WDSU .....65.8	9. You Bet Your Life, WDSU ..... 64.3

#### ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Life of Riley (Comedy), NBC Film .....64.6	WDSU-F, 7:30-8:00...Catholic Question Box, 0.6
2. Amos 'n' Andy (Comedy), CBS Film .....50.3	WDSU-Su, 9:30-10:00...What's My Line? 8.9
3. Favorite Story (Drama), Ziv-TV .....45.6	WDSU-T, 9:30-10:00...Stop the Music, 5.7
4. Ellery Queen (Mys.), TPA .....43.0	WDSU-W, 9:30-10:00...Blue Ribbon Bouts, 15.1
5. Superman (Adv.), Flamingo Films .....40.2	WDSU-W, 5:00-5:30...Various, 0.6
5. Liberace (Music), Guild Films .....40.2	WDSU-S, 9:30-10:00...Wrestling, 0.6
7. Lone Wolf (Adv.), MCA-TV .....38.0	WDSU-M, 10:00-10:30...Championship Bowling, 1.3
8. The Falcon (Mys.), NBC Film .....37.3	WDSU-S, 10:00-10:30...Wrestling, 0.6
9. Annie Oakley (West.), CBS Film .....35.1	WDSU-S, 12:00-12:30...None, —
10. City Detective (Mys.), MCA-TV .....34.8	WDSU-T, 10:00-10:30...Various, 0.6-
11. Meet Corliss Archer (Comedy), Ziv-TV .....31.6	21. Racket Squad (Adv.), ABC Film .....10.8



TV FILM PURCHASES

By CHARLOTTE SUMMERS

Station KCCC, Sacramento, Calif., contracted with Screen Gems for three of its series, and WSUN, St. Petersburg, Fla., for two. KCCC's purchases were "Rin Tin Tin," "Top Plays of '55" and "Jet Jackson." WSUN picked up "All Star Theater" for First Federal Savings and Loan Association and "Top Plays of '55." "All Star Theater" was also sold to KTVT, Salt Lake City, and "Top Plays" to KBES, Medford, Ore. "The Big Playback" was sold to WHYN, Springfield, Mass. and WDSU, New Orleans.

KOTV, Tulsa, Okla., purchased "Life of Riley," Series A and Series B, from NBC Film Division. WTVN, Columbus, O., also picked up two shows from NBC with the purchase of "Victory at Sea" by Bavarian Brewing Company, and "The Falcon." Other NBC sales include: "Captured" to KPTV, Portland, Ore.; "Victory at Sea" to KTTV, Los Angeles, WKRC, Cincinnati, and WTAR, Norfolk, Va., for National Biscuit Company, and "Hopalong Cassidy" to KBAK, Bakersfield, Calif.

WBBM, Chicago, picked up "Gene Autry" from CBS TV Film Sales and WSLI, Jackson, Miss., picked up "Cases of Eddie Drake" and "Files of Jeffrey Jones." CBS News Film was sold to WDEF, Chattanooga, Tenn., and "Range Rider" to KCCC, Sacramento, Calif. "The Whistler" was also sold to KCCC, Sacramento, and to WSM, Nashville, for Ace Coffee Company alternating with Hester Battery Company.

Guild Films this week chalked up a renewal on the "Liberace" series for WKAQ, San Juan, Puerto Rico for Warner-Hudnut Company for 35 weeks. "Joe Palooka" picked up four new markets with WTVD, Durham, N. C., KBOI, Boise, Idaho, KOAT, Albuquerque, N. M., and WSJS, Winston-Salem, N. C., contracting for the series. "Conrad Nagel" was sold to WIBK, Detroit; KBOI, Boise, Idaho, and WROM, Albany, New York.

Other Guild sales include: "Life With Elizabeth" to KWTW, Oklahoma City; "Frankie Laine" to KOAI, Albany, N. Y.; "Vita-pix Westerns" to WGN, Chicago; "Florian ZaBach" to KARK, Little Rock, Ark.; "Loony Tunes" to WCAU, Philadelphia; "Vita-pix Wrestling" to Livingston, Mont., and Deadwood, S. D.

REVOLVING DOOR

Parke Levy, creator and writer of "December Bride," literally "missed the boat" when his skedded European tour was canceled at the eleventh hour due to a strep throat contracted while visiting his family in Philadelphia. . . . Sy Weintraub, sales topper of Flamingo Films, became the father of a girl this week. . . . Marion Parsonnet, chairman of the board of Parsonnet & Wheeler, Inc., film producers, left this week for Munich to direct the forthcoming dramatic TV film series, "Brother Mark," starring Richard Kiley.

RKO-Pathé, Inc., will produce a picture for the Gold-Filled Manufacturers Association to be used for public relations, sales, and eventually TV use. . . . Dorothy Hart, "Pantomime Quiz" panelist, will have the leading role in the first drama of Guild Films' series, "I Spy." . . . Tom Whitesell, formerly with MPT Productions and Louis deRochemont, has moved to Transfilm, Inc., TV commercial and industrial film producers, as production supervisor.

Guild Films has opened an office in Minneapolis bringing to 17 its offices around the country. Mary Lowe will fill the account exec slot at the new office.

PRODUCTION NOTES

By BOB SPIELMAN

CBS executive producer Nat Perrin, in charge of color programming, declares the net will have at least one tint show next season, tho it may not be much more. Whether "Shower of Stars" and "Best of Broadway" will be continued has not yet been decided.

It's a lot more sensible for TV firms to go into theatrical feature production than for major motion picture studios to enter the telefilm field, believes Sam Marx, former UI and present Desilu producer. If the major studios try to make TV film as they have motion pictures, predicts Marx, they may easily wind up losing their shirts. Desilu, in addition to the Arnaz-Ball starrer, "Her Guardian Angel," will make a second feature called "Journey to a Star" this summer.

TCF-TV executive producer Mike Kraike will move into quarters at Fox's Western Avenue studio in two weeks. He expects to begin filming shortly thereafter on "My Friend, Flicka," first TV series the company will put into production.

One-time child stars Jackie Coogan and Mitzi Green are re-united in "So This Is Hollywood" episode to be filmed April 21. The pair will play Tom Sawyer and Becky in version of "Huckleberry Finn."

NBC-TV is casting around for a new time for the Bob Cummings show, with Cummings expressing considerable unhappiness over his 10:30-11 Sunday night slot.

Lucille Ball pulled a real "I Love Lucy" stunt last week when, instead of going to a CBS party, she wandered into a shindig being thrown by Dr. Pepper at the same hotel. Stayed half an hour before discovering her mistake.

Real-life drama that never came off and has been kept quiet by NBC might have occurred during the Academy Awards. The net had two cameras and crews stationed in Judy Garland's hospital room in case she received the "best actress" Oscar.

Continued from page 10

Table with columns: Rank Among Films, Title, (Type) and Distributor, March ARR Rating, Station, Day, Time, Top Opposition & Rating. Section: ST. LOUIS, 3 STATIONS. TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)

Table with columns: Rank Among Films, Title, (Type) and Distributor, March ARR Rating, Station, Day, Time, Top Opposition & Rating. Section: ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with columns: Rank Among Films, Title, (Type) and Distributor, March ARR Rating, Station, Day, Time, Top Opposition & Rating. Section: LOS ANGELES, 7 STATIONS. TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)

Table with columns: Rank Among Films, Title, (Type) and Distributor, March ARR Rating, Station, Day, Time, Top Opposition & Rating. Section: ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with columns: Rank Among Films, Title, (Type) and Distributor, March ARR Rating, Station, Day, Time, Top Opposition & Rating. Section: DAYTON, O., 2 STATIONS. TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)

Table with columns: Rank Among Films, Title, (Type) and Distributor, March ARR Rating, Station, Day, Time, Top Opposition & Rating. Section: ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with columns: Rank Among Films, Title, (Type) and Distributor, March ARR Rating, Station, Day, Time, Top Opposition & Rating. Section: COLUMBUS, 3 STATIONS. TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)

Table with columns: Rank Among Films, Title, (Type) and Distributor, March ARR Rating, Station, Day, Time, Top Opposition & Rating. Section: ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER



## LEGIT

### 'Champagne' Loses Zip Via Belabored Comedy

By BOB FRANCIS

A few seasons back we had a delightful, three-character comedy called "The Moon Is Blue." Its happily unlikely situations called for a somewhat uninhibited girl, a slightly stuffy young man and a wasp-tongued middle-ager. Now Leslie Stevens has come up with a farce at the Cort Theater, called "Champagne Complex," with practically similar components. However, except for the fact that Donald Cook was and is the wasp-tongued individualist in both, there any resemblance ends.

"Complex" is a one-joke play. Over three acts the joke comes in for a monumental belaboring, via obviously contrived situations and about anything the author can think of to promote a momentary chuckle. It seems that the fiance of an added, young tycoon has contracted a taste for public dis-

robing, whenever she sips bubble-water. This is very tough on the conventional dumbbell, and he gets his charmingly venomous psychiatrist-uncle to give her a few treatments. After three acts of chit-chat, door-bell-ringing and hectic telephoning, the heroine indulges in a final strip, designed to send the boy friend on his way for good, and latches on to Uncle Carter. Anyone looking on could have told her she should, the first time Cook came on stage.

However, since Stevens has a gift for writing a bright line, and since director Michael Gordon has evidently injected some amusing bits on his own, "Complex" has quite a surface entertainment gloss to mask the slimness of its plot. Also, it has Donald Cook with his superb comic timing, who can and does turn a lull into a moment of hilarity. This is a very fortunate circumstance, since there are a lot of lulls along the way, and Mr. Cook is at his funniest.

The other two sides of the triangle are also extremely helpful. Polly Bergen, bowing into her first straight Broadway role, has been given quite a chore to keep the ecdyisist heroine bubbling thruout a full three acts. She manages her lengthy assignment with lively éclat and is highly decorative to boot, a comedienne of fine promise. John Dall makes her intended just what he should be, a pompous, humorless caricature of a convention-worshipper. Playing a male prude is a thankless stint, but Dall makes it stand up admirably.

It's just too bad that Stevens hasn't been able to concoct a full-bodied farce comedy to match all the fine effort that has gone into "Complex." This champagne is hardly vintage.

**Mr. Ballantine**  
Palace Theater, New York

Ballantine, long this reporter's favorite worst magician, is back for a solid next-to-closing click with his hilarious burlesque magic gimmicks. Top news, on current bill, however, is local bow-in of Joe Maize and three instrumental assistants, Chubby Dorin, Joe Tobia and Johnny Cassinire. Maize combines mastery of a trick Hawaiian guitar, plus an elegant flair for roughhouse comedy for a sock act. TV variety programs should take immediate note.

Over-all good bill has that excellent stepping team, Bobby Joyce and Ginger for an opener. Clem Belling and his educated pooches are also on tap, as is returnee George Kirby with his familiar impressions. The Three Martells and Mignon contrib their fine adagio routines, and the Wilfred Mae Trio supply an excellent hoop-juggling wind-up. Other newcomer to the house is song-

**Jeanne Bal**  
St. Regis Maisonette, New York

Primarily with a music-comedy background, ("Guys and Dolls" and "South Pacific"), young singer makes a very auspicious, local nitery bow-in. On the basis of a warm, come-hither voice, on ingenuous selling approach, obvious stage training, plus equally obvious eye appeal, Jeanne Bal can command and hold a room like the swank Maisonette for an easy hour. The gal is a natural for TV stunts or wherever personality and poise is called for.

Ballad, specialty or torch, comes across with equally expert projection. The only fly in the pie, as far as this reporter is concerned, is her inclusion of "Honey Bun" routine from "Pacific," which needs a costume to make it effective. Why not switch to "Wonderful Guy," if she wants to include one of her song-and-dancer bits. Anyway, she's fine, and the room has booked a real comer.

**Ballet Theater**  
Metropolitan Opera, New York

Ballet Theater really threw the book at a packed house on opening night (12) in celebration of its 15th birthday, with such regular luminaries as Alicia Alonzo Igor Youskevitch, Nora Kaye and John Kriza dancing in their usual excellent style, and guests Alicia Markova and Hugh Laing giving the evening added wallop. Except for opening night fluffs and missteps, the ensemble work of this newly reorganized troupe was surprisingly good.

Aside from the big stars (of which there are many more to come during the run of this gala 15th season), the fine artistry of lesser lights deserve plaudits.—Barbara Lloyd, Lupe Serrano and Erik Bruhn in the "traditional white" opener, "Les Sylphides"; guests Annabelle Lyon in "Pillar of Fire," and Ruth Ann Koesun in "Fancy Free."

For maturity and depth of performance this troupe has no peer in the U. S. McDonald.

**The Skylarks**  
Statler Hotel, Los Angeles

The Skylarks, vocal group that flanks Dinah Shore on her TV show, hold its own as a single act. Time and television have given the youngsters (three guys and two gals) professional polish both as a visual and a vocal act. All selections are standards. Most effective offerings include "Old Man River," "St. Louis Blues" and an a cappella version of "Danny Boy."

Ross Harvey, dancing with his five well-trained parakeets, is a sure-fire crowd winner. Skinny Eanis' band capably backs the show and provides dance music.

Zhito.

## BROADWAY SHOWLOG

Performances Thru  
April 16, 1955

### DRAMAS

Anastasia	12-29, '54	125
Anniversary Waltz	4-7, '54	429
Bus Stop	3-2, '55	53
Champagne Complex	4-12, '55	7
Cat on a Hot Tin Roof	3-24, '55	28
Lunatics and Lovers	12-12, '54	144
Tea and Sympathy	9-30, '53	644
Teach Me How to Cry	4-5, '55	15
The Bad Seed	12-8, '54	148
The Bamboo Cross	2-21, '55	64
The Dark Is Light		
Enough	2-23, '55	60
The Desperate Hours	2-10, '55	76
The Flowering Peach	12-28, '54	127
The Seven-Year Itch	11-20, '52	1,006
The Teahouse of the August Moon	10-15, '53	631
Witness for Prosecution	12-16, '54	140

### MUSICALS

Can-Can	5-17, '53	804
Comedy in Music	10-2, '53	591
Fanny	11-4, '54	188
Kismet	11-3, '53	572
Meet the People	4-13, '55	5
Pajama Game	5-13, '54	382
Plain and Fancy	1-27, '55	92
Silk Stockings	2-24, '55	59
The Boy Friend	9-30, '54	228
The House of Flowers	12-30, '54	124
The Shoestring Revue	2-28, '55	56
Three for Tonight	4-6, '55	13

### COMING UP

Ankles Aweigh	4-18, '55	
All-In-One	4-19, '55	
Guys and Dolls	4-21, '55	
Inherit the Wind	4-21, '55	
Phoenix '55	4-23, '55	

stress Libby Dean, a likable, handsome lass, whose projection makes up for a so-so voice.

Francis.

**"Damn Yankee"**  
Shubert, Boston

The producers of "Pajama Game" look as tho they have hit another "grand slam" in "Damn Yankee," big, expensive, high-spirited and superior musical about baseball. Using a mild form of the Faust legend and based on the novel, "The Year the Yankees Lost the Pennant," George Abbott and Douglas Wallop have created a show that should be of major league caliber.

Stephen Douglas, handsome young newcomer with a fine voice, does well by the Adler and Ross songs. The audience couldn't get enough of "Heart," a genuinely funny number done by a trio. Gwen Verdon blazes in her role and veteran Ray Walston is a mischievous devil.

Apart from a rather silly "musical chairs" number, and one or two scenes that need doctoring, no one could beef on the over-all effect of good music, lyrics, dances and a production that has plenty on the ball.

Dewar.

**Ray Bolger**  
Sahara Hotel, Las Vegas

Ray Bolger is back in the Congo Room. Bolger is highly pleasing with such screamingly funny dance-mime routines as stripper Lili St. Cyr and the Louis-Baer fight. He also stands out in an interpretation of popular dances from the Charleston to bop.

Billed as an added attraction is

## NIGHT CLUB

### Celeste Holm Serves Tasty Dish of Crow

By BOB FRANCIS

Eating crow is not a pleasant pastime, but occasionally it is not only necessary, but palatable. This reporter has not always been in agreement with other opinion as to Celeste Holm's legit song-and-dancer contributions. Obviously, this has been a purely personal reaction. However, after seeing and hearing her for the first time on a nitery floor, he is happy to join the majority in extolling the Holm projection talent. The gal is quite, quite wonderful on the floor of the Persian Room.

Not in possession of anything like a big voice, Miss Holm cannily sticks to specialties for the most part, wherein her delightful flair for satire and comedy can take hold. This is not to say that she can't switch to something sensitive and tender like her waltz-ballad "Stowaway," or a streamlined, nostalgic medley of standards built around "Who Knows Where or When?" But these are injected purely for change of pace. Primarily her rep runs to special material, presumably written for her by Ruth Aarons, such as her opener "You Make Me Feel So Young" an item about a man chasing a gal with dire results to a bachelor; some delightful French twists on "Mam'selle de Paris" and "C'est la TV"; a travesty on the current "do it yourself" vogue, and a fine, ridiculous, rib of song styles suited for a night club floor.

These are matters right up the Holm vocal alley, and she puts them over with tremendous versatility and showmanship. One of her great assets is her ability never to attempt overselling or overaccentuate her comedy values. She plays up to her audience, evidently liking

songstress Mindy Carson, who is pleasing in the likes of "Lucky in Love," "Sincerely," "I've Got a Guy," "Steam Heat," "Got a Crush on You," "Got the World on a String," "Nobody," and a nostalgic medley of old-time favorites.

On the show as part of the Bolger act are Muriel Landis and Jack Prince, the former a hefty, light-footed dancer, and the latter a surprisingly good vocalist.

Oncken.

**Tony Martin**  
Chez Paree, Chicago

It looks like a four-week sellout for Tony Martin, the Chandra Kaly Dancers and the comedy team of Davis and Reese. Martin has played this club both as a band member and a single vocalist for 22 years and the patrons still like him.

Martin in this appearance seemed slower, more relaxed and

them, and wanting them to like her, too. In a manner of speaking, this is likely the epitome of show business projection. In any event, it makes for a highly winning performance.

Her act's production leaves nothing to be desired. Costuming and lighting are splendid. Her pianist-conductor Irving Actman gives her fine backing, as do likewise Ted Straeter's band-boys.

closer to the audience. Age isn't catching up with him yet, but it appears as tho he's anticipating it. He does more ad libs, short but cute dance steps and more clowning with the audience than he ever did previously. He does about a dozen numbers per show, all gaining heavy response.

The new comedy team of Davis and Reese started slow but wound up fast and in good shape with the house. Their best is the fighter routine, followed closely by the television bit.

Schickel.

**Gilda Gray**  
Bradford Hotel, Boston

The Queen of the Shimmy isn't shaking it much in this, her first night club appearance. But she does have a nice, warm little act, put together by Forman Brown of the Turnabout Theater, Hollywood. It's called "This Is My Life," based on the TV program. The ex-Follies gal looks like a twin for Marlene Dietrich, but first-night jitters; and a routine that is a bit slow, requiring careful attention, didn't hold the big crowd too well.

She works thru her life in song interspersing numbers like "St. Louis Blues," "Neath the South Sea Moon With You," and others scored for her by Brown. Her style is pleasing and nostalgic, and the crowd wanted to like her. If she overcomes her trouble with a mike and her nerves, she could, with the showmanship she displays, build a fairly acceptable act.

Dewar.

**Mickey Rooney**  
Cocoanut Grove, Los Angeles

It took a little man in the person of Mickey Rooney to lick a big house at the Ambassador Hotel's Cocoanut Grove here opening night, and the mighty mite exhibited a Sunday punch entertainmentwise as has seldom been seen in these parts. A mixture of song and comedy take-off routines, Rooney never faltered in any of his turns. Aided by straight man Joey Forman, the team worked a series of laugh-provoking routines to perfection. Material ran the gamut from impressions of TV's "Candid Camera," the "Amateur Hour," a series of movie star impersonations to a brace of songs from "Brigadoon" that had the house howling continuously. Dance team of Tommy Wonder and Margaret Banks preceded with the Freddy Martin ork cutting the show and playing dance sets.

Friedman.

## DRAMATIC & MUSICAL ROUTES

Blackstone the Magician: (Colonial) Boston.  
Damn Yankees: (Shubert) Boston.  
Dear Charles: (Biltmore) Los Angeles 20-23.  
Fifth Season: (Plymouth) Boston.  
Guys and Dolls: (Royal Alexandra) Toronto.  
Honey, The: (Shubert) Washington.  
King and I: (Shubert) Chicago.  
Pajama Game: (Hartman) Columbus, O.  
Pajama Tops: (Majestic) Boston.  
Plaf, Edith: (Selwyn) Chicago.  
Rainmaker, The: (Erianger) Chicago.  
Seven-Year Itch: (National) Washington.  
Seventh Heaven: (Shubert) New Haven, Conn.  
Solid Gold Cadillac: (Case) Detroit.  
Tea and Sympathy: (Blackstone) Chicago.  
Teahouse of the August Moon: (Curran) San Francisco.  
Tender Trap: (Harris) Chicago.

## NIGHT CLUB

### Old 'Horseshoe' Lit for New 'People'

By BOB FRANCIS

Billy Rose's old "Diamond Horseshoe" stand, of fond memory in the cellar of the Paramount Hotel, is lighted again. It is now titled "The Cafe Theater," and its nitery stage is tenanted by a pleasant little revue called "Meet the People." The producers are Lionel Stander and Jay Gorney.

Back on Christmas night, 1940, an unpretentious, intimate revue of the same name slipped into the Mansfield Theater to become a resounding hit and a springboard for some of its participants to make the top entertainment bracket. Now, 15 years later, a new edition of "People" has come to town, put together by some of the original group which wrote and cuffed the original.

Indeed, a couple of numbers

from that first show, "A Fellow and a Girl" and "Let's Steal a Tune From Offenbach," have been held over in the current frolic, not to mention, of course, the title song, "Meet the People." This reporter may be forgiven a bit of nostalgia if he doesn't think that the latest effort of Henry Myers, Edward Eliscu, Jay Gorney, et al., comes up to their 1940 brand of entertainment.

The new crop of performers are fresh and agreeable. Some of them, as in the parent revue, will bounce from this local showcasing into bigger and better stints. This reporter particularly likes the humor of a pair of original, young comics, Johnny Haymer and Earl Hall, and the exceptional stepping of Conrad Buckner.

On the distaff side, Ronnie Cun-

ningham is quite a comedienne, and Patricia Wilson has an extremely appealing voice. Practically everybody can dance, and Fred Kelly has set them some attractive and unpretentious patterns. Likewise, Mortimer Offner has again come up with a smoothly-paced staging chore.

But, if memory serves, the lyrics and sketches of "People" were a whole lot wittier and slicker than the current crop, and Gorney's tunes are not up to his old standards. Best of his new ones are "You and Your Broken Heart" and "Are You Now?" with a bow to an amusing specialty, "That Mittel-Europa of Mine."

In any event, the new "People" has some fine fresh talent, and combines happily with an evening of food and drink.



# Concert and Nitory Fields Get Shot in Arm From Jazz Boom

From Carnegie Hall to Neighborhood Hideaway, It's Loud at Cash Register

NEW YORK, April 16.—The big news at the box office is jazz. Jazz has given the night club and concert fields a king-size shot in the arm. It is virtually the only nocturnal attraction that the younger generation will consistently spend money for.

There are many reasons but one of the best, it seems, is the fact that jazz in the last year or more has received fantastic publicity and promotion on both trade and consumer levels. Two years ago, there were isolated jazz rooms in New York, Philadelphia, Boston, Chicago, San Francisco and Los Angeles, and it barely paid for a top act to make the jumps. Today, jazz is jumping at dozens of small and large clubs in every section of the country. Most of the agencies have gotten into the act and are booking what is now a highly practical, remunerative circuit. Competition for new as well as for accepted name talent is keen.

Simultaneously, jazz has been taking over the concert halls. A place such as Manhattan's Carnegie Hall gets many more requests for jazz concert bookings than it can accommodate. Double-decker dates—that is, two concerts in a night by the same talent, have become the rule. College theaters, such as the McCarter at Princeton, present jazz concerts between symphonic and legit play bookings. The idea of jazz festivals inspired by last year's Newport bonanza is catching on in many parts of the country.

#### Talent Booms

Many variety clubs that formerly closed one night a week, now stay open for a special "Jazz Nite," with guest artists. Other clubs that had planned to dispense with talent entirely, have settled for a weekend jazz bill. Even the one-time shrine, 52d Street, is showing signs of forsaking flesh and reverting to jazz. Class cocktail rooms have converted from bubbly piano music to "cool" jazz and are packing 'em in.

The bulk of the jazz acts in the East are booked by Associated Booking Corporation, Shaw Artists and the Gale Agency, while Mercury Artists leads in the field of "mambo-jazz."

Bert Block at ABC credits the boom to the tremendous record promotion, to national publicity stories in such magazines as Life, Esquire, Time, Vogue, and many others. He also attributes much of the interest to hi-fi recording sounds which have presented jazz at the peak of its excitement. Block also gives credit to some of the big-name disk jockeys who have shipped jazz education in between their more "commercial" pop offerings.

Since the first of the year, Larry Myers at Shaw Artists has been effective in persuading cocktail lounge operators to switch over to jazz in order to survive.

It has worked in such cities as Toronto, Rochester, Washington, Pittsburgh, Providence, Quebec, Detroit, Minneapolis, Milwaukee and more. Previously, most of these spots employed a trio at about \$350 and a pianist at about \$125, for an average weekly bill of \$475. Now these same spots are paying \$1,750 and \$2,000 for jazz units and making money. For the most part, too, they stay instrumental only and avoid the 20 per cent tax.

#### The Jazz Spots

A perfect example would be Olivia's Patio Lounge in Washing-

ton. During the traditionally slow Holy Week, the spot played Stan Getz' combo with Bob Brookmeyer, and business held at a peak. It should be emphasized, the jazz that sells best at these rooms is in the "cool" or modern style.

Even the traditionally Dixieland rooms are holding their own. Mixed bills of modern and Dixie have not always worked out, but Basin Street in New York is going to experiment with such a program when Bob Scobey's Dixie group comes in this June.

A list of the spots where jazz conversion has paid off would include New York's Basin Street (formerly Dixie and strip), The Embers (cafe acts), The Celebrity Club in Providence, The Las Vegas in Baltimore (formerly flesh), the Show Boat in Philadelphia, The Flame in Minneapolis (now part-time jazz), and many more.

Comparatively new rooms include New York's The Composer and The Chi-Chi, and several small spots in The Bronx which draw from the surrounding colleges. Other important showcases include Storyville, The Savoy and The Hi-Hat, Boston; Rouge Lounge, Detroit; Blue Note, Philadelphia; The Streamliner, Jazz Ltd., and the Blue Note in Chicago; Squeezer's Band Box, Rochester; Copa Casino, Buffalo; Birdland, Child's Paramount, The Metropole, Jimmy Ryan's, and others in New York, and of course still more on the West Coast.

## JAZZ RECORDS

### Sales Increase Hit Cool 55% In Hot Year

• Continued from page 1

sets aimed strictly at the operator market (The Billboard, April 16).

#### New LP Offerings

Latest diskeries to prepare EP sets for operators are the jazz oriented Bethlehem label, and Remington, the latter to be a low-cost package. These, to be offered within the next few weeks, are certain to be complemented by new sets from other diskeries.

Here again, the added exposure given jazz exerts a two-way influence. It gets more public play and this added play creates still more demand.

For retailers the flow of jazz albums has sometimes reached the flood stage. But most find their way into the hands of collectors. Since so much of the output of jazz diskeries is economically produced (relatively few musicians participate on record dates) most albums move into the black easily.

In peak release periods as many as 75 new jazz albums per month are turned out to market. And every so often a new jazz diskery springs up to add its contribution to the total.

Of interest, too, is the growing use of jazz masters on pre-recorded tape. This method of music reproduction is still in its infancy, but many industry observers see in tape a potentially large business.

Already there is considerable competition among pre-recorded tape firms for the rights to jazz disk catalogs. This will increase in intensity as the use of tape in the home spreads and pre-recorded tape manufacturers push to acquire more and ever more masters.

Buying — Selling — Programming

# JAZZ RECORDS,

# TUNES AND TALENT

The Billboard 1955

## REVIEW AND PREVIEW SECTION

### EDITORIAL

## The Jazz Renaissance

To those who kept the faith, interest in jazz never really waned even when its commercial possibilities were at low ebb. The present renaissance, therefore, is particularly gratifying to those who stayed with it, who nurtured it and helped it reach its present eminence as an art form and a commercial success.

Many share the credit. They were the dedicated musicians who struggled and built careers around a musical genre once considered lowly; the a.&r. fraternity whose members never lost interest in the potential of the jazz man; the music publishers and record manufacturers who somehow thru the lean years maintained contact with—and gave encouragement to—the many aspirants in the jazz field.

Today, the widened consumer acceptance of jazz is indicative of two things: Firstly, it emphasizes how valid was the faith of the early practitioners; secondly—and really a corollary to the first—the jazz upsurge illustrates the point that a musical form which is so close to the people cannot but do well commercially and artistically when it's properly merchandised.

Jazz, in the last few years, has been properly merchandised. Technical developments in the record and phonograph industries, the development of the LP and EP package business, engineering advancements in playing equipment, have been closely connected with the jazz renaissance. It is to the credit of the indie jazz

labels, and to the majors, that they saw the opportunity, seized it, and properly merchandised jazz as an important segment of the growing package record field.

For jazz is more than a teen-ager business. It is a musical form deeply rooted in early Americana, and whereas it was once based upon the simpler musical forms it has not achieved maturity. Whereas it draws inspiration from the early founts of New Orleans, Chicago and Kansas City, so does it now draw from the ranks of Julliard, the Curtis School of music and other centers once considered dedicated solely to the classical field. Whereas once it appealed to a limited few, it now counts as devotees that large group who make it their business to keep abreast of significant musical developments.

In fact, as a perusal of this special issue will reveal, jazz has really burst the bounds. As a significant development in American music it has achieved an enviable mark not only in the United States, but in all countries where music is a serious study.

Who reaps the greatest reward from the jazz rebirth? In the last analysis, it is the music lover and the music industry in general. This is as it should be. It is also fitting that those segments of the business which have done so much for the cause—the musicians, the jazz promoters, the record manufacturers—should be enjoying an economic reward after years of energy and devotion.



# Categories of Jazz Disks

## MODERN

By BILL SIMON

The modern sounds in jazz have grouped themselves into several "schools." An understanding of, or at least a respect for, their style variants is essential for the dealer who wants to grab a slice of the sizable jazz market.

One must be prepared to parry queries pertaining to the parochialisms of West Coast jazz, East Coast jazz, bop, progressive, cool and others.

And first of all—let's face it—Dixieland and ragtime addicts, with few exceptions, will have no part of the moderns, and those with an ear tuned to the "cool," "progressive" and experimental generally view the traditionalists as "reactionary," primitive and even retarded.

They just don't mix!

Many of us, including some intelligent, successful dealers, are broad-minded about every type of music, except jazz. Here their own often violent partisanship for traditional jazz manifests itself to the point where they won't carry what they don't like personally. Their disdain for the new schools, even when expressed good-naturedly, can be insulting to a sincere customer who knows what he likes and has \$3.95 or so to spend.

What's Modern?

Actually, what is "modern" about modern jazz?

Jazz, as a folk-origin music, is an expression of our time and culture. It's impossible for it, as such, to remain forever primitive, mechanical or even necessarily wholesome.

The seeds of refinement were sown in the late 1920's by Bix Beiderbecke, Duke Ellington and such who began noodling around with the European impressionist harmonies of Debussy, Ravel and Delius. They began to think of music vertically, as chords, extending the simple conventional triad into its overtone pattern, employing the seventh, ninth, 11th and 13th. Further, they saw the opportunity to paint tonal pictures, to create a variety of moods.

In the 1930's, the Ellington and Lunceford bands were great workshops for the development and fusing of ideas, and the European influences expanded here with the emergence of arrangers like Eddie Sauter (with Red Norvo, then Benny Goodman) and Billy Strayhorn (with Ellington).

New Crop

Meanwhile, musicians started going to school, and a new generation of instrumentalists and arrangers began to develop—men who now could combine technical skill and their knowledge of modern European harmony with their indigenous American feeling for jazz expression.

The modern jazz improvisors make use of the expanded palette provided by modern harmony, and to do so effectively they have to get in a lot more notes, for which they require fabulous instrumental facility. Granted, to some, one or another device has become an end in itself to the exclusion of a really swinging jazz pulse. But there are many modernists who qualify as sincere, bona fide jazz men.

Came World War II, and the unsettled, insecure status of our society produced new tensions. As everything became regimented, artists in most media were forced into a struggle for identity. They challenged the old and tried everything new—much of which proved invalid and eventually was discarded.

Bop Era

This was the "bop" era, jazz' hot-rod phase which, thanks to the leadership of several all-time jazz giants, managed to produce some very valid, permanent concepts and materials. Bop, in its pure sense, has departed, tho a number of re-

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## INSTRUMENTAL

No matter what the style, jazz or otherwise, there are certain instrumental recordings that will sell to large non-specialist markets. There are certain instrumentalists who, while purely jazz stylists, have been able to find themselves a mass market. And there are many others who may follow suit if the dealer or jockey cares to stock their wares and expose them to the pop public.

The instruments with the widest wax appeal are the piano and the guitar. Almost everyone plays or aspires to play one of these instruments. With the attraction goes some understanding of the technical problems involved, and a natural sympathy and/or admiration for the performers.

Among the jazz piano players who sell or could sell outside the jazz cliques, Erroll Garner comes to mind first. He never gets too far from the melody, yet he can play with a powerhouse beat, complicated block chords and an interesting line. Much the same holds true for such as Billy Taylor and Andre Previn. And there are those who dazzle with their flashy technique. Even classical piano fanciers are intrigued by the offerings of such as Art Tatum and Oscar Peterson.

Cocktail Piano

People who like cocktail piano are often attracted to the offerings of Teddy Wilson, Barbara Carroll, George Shearing, Marion McPartland and others of a definite jazz persuasion who like to sprinkle their repertoire with smart show tunes.

Guitar is the latest instrumental fad. The amplified instrument can now handle organ-like ideas—big, liquid chord patterns and sustained effects, as well as a much bigger dynamic range. In the hands of some jazz men, it becomes the vehicle for relaxed, scintillating mood music, while maintaining its

This feature is designed to help dealers sell more jazz records. The basic categories of jazz are discussed separately in the adjoining stories by staffer Bill Simon. The Billboard's purpose is to provide background information to increase understanding of jazz merchandise and of the clientele to whom it appeals. In addition to aiding dealers, this information should also be helpful to disk jockeys seeking to enlarge the scope of their record programming thru jazz.

jazz pulse and improvisational flavor.

Among the most popular and accomplished guitarists are Johnny Smith and Mundell Lowe, both of whom are top technicians and busy studio men. Others who fall very easy on the untutored ear are Barney Kessel, Tal Farlow, Joe Puma, Chuck Wayne and the comparatively avant-gardist Jimmy Raney. Then, of course, there are many examples around by the late French gypsy Django Reinhardt, who combined jazz and gypsy elements in a flashy manner. Smith, Lowe and some of the others seem to like good tunes that embody colorful harmonic changes, and their output along those lines will appeal to mood music and cocktail music buyers.

There are solo efforts by other jazz men that can qualify with the blue-lights or mood-music fanciers. Among them are presentations of certain horn men with strings—for example, the recent Ben Webster and Benny Carter ballad issues. Webster plays tenor sax, and Carter plays alto on some very soulful sides. And there's one featuring trumpeter Charlie Shavers with strings and Georgie Auld or Bob Dukoff (tenor saxes) with voices. And many, many more if one cares to explore the field. All are perfect antidotes for the pop listener's jaded palate.

## SWING

In the midst of the constantly raging controversies between aficionados of the modern and traditional jazz schools, swing has retained its hold on the great middle-of-the-road market.

Swing, as we generally know it, is the big jazz band of the late 1930's and early 1940's. Rhythmically it differs from Dixieland in that it emphasizes four beats to the measure, where Dixie lays the stress on two.

Most of the music is arranged, tho jazz solos are framed by or superimposed on the ensemble riffs. The riffs themselves usually have been borrowed or adapted from earlier improvisations. As such, to the purists, swing has lacked spontaneity. But to the masses, it has provided a form of jazz easy to understand and easy to dance to. It also has served to introduce and support some of the better jazz soloists in a bigger market.

The swing approach, when applied in smaller ensembles, such as the old Goodman Quartet and Sextet, Basie-led groups and Artie Shaw's Gramercy Five—to name just a few—has provided some delightful, fruitful invention, tight, orderly and propulsive. Today these same groups function in the same fashion, but the soloists draw on more modern melodic materials. Still, it can only be classified as swing.

Dealers hardly have to be reminded that the old recordings, and some of the new by Benny Goodman, Count Basie, Duke Ellington, Artie Shaw, the late Jimmy Lunceford, Les Brown and Woody Herman are perennial sellers. Several of the resuscitated "concert" recordings have been smash hits, in fact. Some of these bands, besides the Dorsey Brothers, are very much with us today. Sidemen of these bands, of current or alumni status, are actively engaged in the

(Continued on page 22)

## DIXIELAND

New jazz styles come and stay, or come and go, but Dixieland goes on and on. Unquestionably, the "traditional" jazz idiom with its several degrees of orthodoxy, it has proved itself the most durable of all. Granted, several of the new schools have yet to prove themselves in the long pull!

To a large segment of the market, including most buyers with just a casual interest, Dixieland is jazz. The terms are interchangeable. And that goes especially for a large group just this side of the half-century mark who grew up in the Roaring Twenties—the so-called "jazz age" when the original Dixieland combos out of New Orleans, then Chicago and later New York pounded out appropriate "mood music" for an entire nation. It goes for a few thousand crew-cut collegians who find themselves in tune with its freedom and cockiness.

Old Aunts, Too

Dixieland is happy music—brash, extrovert and with an obvious rhythmic urgency that can make your maiden aunt tap her feet and never lose the beat. Dixieland swaggers and struts. It's great boisterous sport.

Dixieland owes much of its appeal to its simplicity, harmonically as well as rhythmically. It is the most accessible of jazz styles to both performers and listeners. The accepted repertoire is familiar, and so are its principle performers, many of whom have been at it since the above-mentioned 1920's.

The old names never stop selling, and occasionally a bunch of youngsters will appear on the scene and create their own market. For example, several college groups have invaded the concert halls and disk labels.

Original Jazz Band

Dixieland, as a mass market product, made its wax debut with the Original Dixieland Jazz Band on Victor in 1917. The group continued selling strong until long after the band stopped recording in 1922. As recently as last week, Dixieland groups still were recording such OJDB originals as "At the Jazz Band Ball," "Tiger Rag," "Sensation Rag," "Clarinet Marmalade," etc. Label "X" has made some of the original recordings available on LP, so one can see how little change has affected the basic approach.

Next came the New Orleans Rhythm Kings, who added individuality, sophistication and also invented such tunes as "Panama," "Farewell Blues," "That's a Plenty," "Maple Leaf Rag" and "Tin Roof Blues," which melody served for the recent hit, "Make Love to Me." An original member of the group, trombonist George Brunies, is active today and boasts a large following. Another New Orleans lad, clarinetist Tony Parenti, active with his own group around 1925, is very much in demand these days whenever new Dixie waxes are contemplated.

Louis Armstrong

Then, of course, there is Louis Armstrong, who emerged 30 years ago as trumpeter-leader of a typical polyphonic New Orleans ensemble. He today has returned to that same basic, small-band format and is selling more records than ever.

The Original Memphis Five, a New York outfit, made hundreds of sides in the early 1920's, and the name, with several of the original musicians, still shows up on wax these days. Charter members were Phil Napoleon, trumpet, and Miff Mole, trombone—two salable names today. Around 1925 and 1926 Red Nichols and Wild Bill Davidson appeared on the disk scene—then Jimmy McPartland, Jack Teagarden and then some of the boys who eventually formed Dixieland's one successful full-sized band, the Bob Crosby ork. They would include Matty Matlock, Ray Bauduc,

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## RESURGENCE OF JAZZ DEEJAY

# Part and All-Jazz Program Get Good Reception Coast to Coast

By JUNE BUNDY

The jazz-only deejay has run a close race with the buffalo for "most extinct" honors over the past few years, with most spinners forced to confine jazz platter playing to their own phono at home. However, it's beginning to look as tho the recent sales boom in the jazz album field may revive the specialized spinner in a big way since many record companies are now actively campaigning for air plays on new jazz packages.

In line with this, RCA Victor reports 550 stations have already signed up for the label's new jazz album subscription service, which sends broadcaster-subscribers an average of two jazz sets every month for an annual fee of \$13. The fact that stations are actually willing to pay even a nominal amount for records in this age of free-wax-loading certainly augurs well for the programming future of jazz material.

Another encouraging sign for the jazz deejay's future in radio was the news last week that NBC signed Al "Jazzbo" Collins to emcee its four-hour Saturday afternoon music seg "Roadshow." Collins, who plays as much if not more jazz than any other Manhattan deejay over WRCA, plans to spin the same sort of wax on the network show.

In spite of his nickname, Collins thinks deejays make a big mistake when they openly label a record as "Jazz." He believes the average radio listener has a deep-seated resentment against the word, because it conjures up screaming trumpets and frenzied drum solos. "If we could lose the word 'jazz,'" says

Jazzbo, "more and more jazz would be played on the air." Collins is doing his bit by referring to it as "tasty music" and "music that's kind to your ear lobes."

Collins doesn't play any "screaming" jazz disks, but otherwise he features a wide variety of jazz wax, ranging from Dixieland to modern, and including such diverse types as Carmen McRae, Art Van Damme, flutist Herbie Mann, Dan Terry, Count Basie and Benny Goodman, along with artists he doesn't classify as strictly "jazz," but whom he feels are simpatico to the general mood of his program—Jeri Southern, Norman Paris Trio, Alfred Newman, Harry Belafonte and other folk artists.

In addition to his daily afternoon show and nightly 10:35 to 11 program over WRCA here, Collins starts a live jazz series over the station May 15, which will be aired from 4 to 4:30 over the station every Sunday afternoon. Tagged "Feel That Music," the show will spotlight live performances by top jazz artists from various schools.

A similar project is already under way at WNEW in New York, with Art Ford emceeing a live jazz program from 7:30 to 8 every Saturday night. The station's new program director Jack Grogan, a jazz enthusiast himself, says he hopes to open up the Saturday night sessions to studio audiences soon, a policy which proved very successful for WNEW back in the heyday of swing.

However, Grogan opines that jazz programming calls for careful pacing, and can only be concentrated in special time periods

when audiences are most receptive to that type of music. Otherwise, Grogan notes, WNEW programs "non-blaster" jazz disks thruout its pop deejay shows, using the wax for pacing value rather than presenting it in a solid block.

Pop deejay Bill Randle, of WERE, Cleveland, and WCBS, New York, has some interesting comments on the difficulties of programming an exclusively jazz jockey show today. Randle started out as a jazz deejay himself in Detroit (1943-'44) but gained his biggest success when he moved to Cleveland and switched to pop platters.

According to Randle, it was difficult to program a commercially successful jazz show then, but it is even more so today, because the current jazz field is divided into so many separate cults that there is no longer a large enough main stream of material to accommodate a general jazz show. Dixieland fans, for instance, he notes, usually don't want to listen to modern jazz artists, and fans of the latter are even more adamant in their dislike of Dixieland.

Randle classifies a few jazz artists as "basic" with—in many cases—pop appeal as well. They are the ones he would program on a jazz show today and whom he does program here and there on his pop programs: Erroll Garner, Carmen McRae, Roy Eldridge, Benny Goodman, Count Basie, Paul Quinichette, Johnny Hodges, Stan Getz, Clifford Brown, Sarah Vaughan, Charlie Parker, Dizzy Gillespie, Modern Jazz Quartet, Gerry Mulli-

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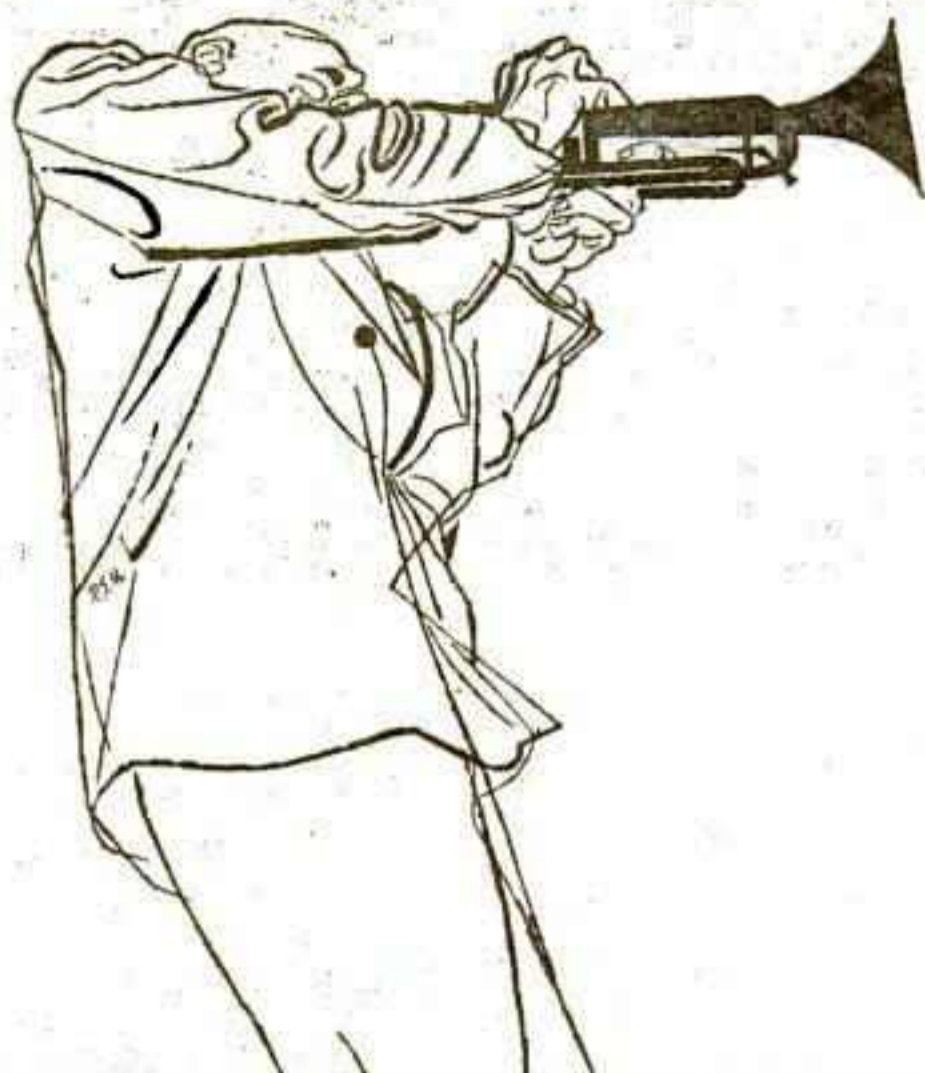
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**ILLINOIS JACQUET**  
**GENE KRUPA**  
**MEADE LUX LEWIS**  
**CHARLIE PARKER**  
**OSCAR PETERSON**  
**FLIP PHILLIPS**  
**ARTIE SHAW**  
**ART TATUM**  
**TEDDY WILSON**

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**LOUIS BELLSON**  
**BENNY CARTER**  
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**SLIM GAILLARD**  
**STAN GETZ**  
**DIZZY GILLESPIE**  
**JOHNNY HODGES**  
**ANITA O'DAY**  
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Clap Your Hands • I Got Rhythm • But Not For Me • Someone To Watch  
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Our Love • After You've Gone • And the Angels Sing  
Crazy Rhythm • Haitian Ritual • Send For Henry • Lover  
Sweet Georgia Brown • Concerto For Verrell **LL 1211**  
Available on Extended Play BEPA 30 2-7" \$2.98

## TED HEATH'S 89th LONDON PALLADIUM CONCERT



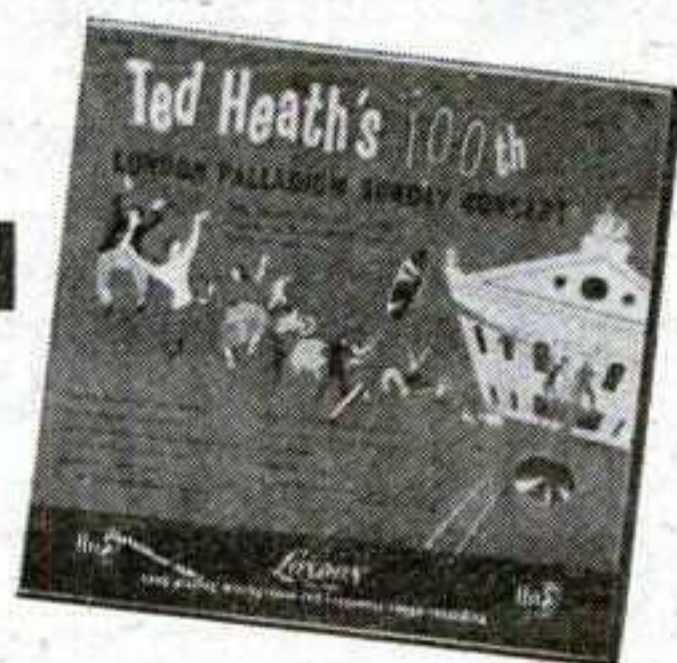
Eloquence • Pick Yourself Up • The Champ  
Blue For Moderns • Dark Eyes • Fourth Dimension  
Do Nothin' Till You Hear From Me • Solitude • The Hawk Talks  
I Got It Bad • Rhapsody For Drums • Etrospect **LL 802**  
Also available on Extended Play records BEP 6119, 20, 21 \$1.49 ea.

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Soho • Limehouse • Piccadilly  
Chelsea • Bond Street • Whitechapel  
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Jitterbug Waltz • I've Got a Feelin' I'm Fallin' • Alligator Crawl **LL 978**  
Also available on Extended Play BEPA 12 3-7" \$4.47

## TED HEATH'S 100th LONDON PALLADIUM CONCERT



Lush Slide • Birth Of The Blues  
Fascinating Rhythm • Our Waltz • Theme From  
"Moulin Rouge" • Viva Verrell • Henry IX • Mood Indigo  
Shiek of Araby • Holiday For Strings • How High The Moon **LL 1000**  
Also available on Extended Play BEPA 17 3-7" \$4.47

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Clair De Lune • Piper's Patrol • Vanessa  
Hot Toddy • On The Bridge • Yours Is My Heart Alone • Alpine Boogie  
La Mer • Alouette • Hawaiian War Chant **LL 750**

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JIMMY HAMILTON    VIC DICKENSON  
KEN KERSEY    JIMMY GIUFFRE  
AARON SACHS    OSCAR PETTIFORD  
AL "JAZZBO" COLLINS  
HANK D'AMICO    JOE WILDER  
HERBIE MANN    KAI WINDING  
JOE PUMA    EDDIE SHU    SAM MOST  
BOBBY SCOTT    JOHNNY GUARNIERI  
MILT HINTON    RUBY BRAFF  
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**BETHLEHEM RECORDS**  
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### TASTE IN JAZZ ALBUMS

## MODERN SCHOOL HEAD BEST-SELLERS' CLASS

By GARY KRAMER

The trend of today's customers to jazz of the modern school is dramatized by the lists of best-selling jazz albums submitted to The Billboard by leading manufacturers. Even using the term "modern" rigidly, fully two-thirds of all items appearing in these lists belong in that category. True, the names of old-time greats garnish the list—Louis Armstrong, Sidney Bechet, Fats Waller and even Bix Beiderbecke. However, this is the hour of Brubeck, Shorty Rogers, Mulligan, Chet Baker, etc., and the manufacturers' lists drive this point home.

In the lists, Dixieland gets a few easy listings from firms that specialize in re-issues and recordings of contemporary practitioners of two-beat. The Riverside, "X" and Commodore labels are prominent in this area, and they have been doing increased business recently, along with labels concentrating on more progressive material. Yet even these labels are not blind to the signs of the times.

Labels like Atlantic, Period and Vanguard are doing well with Dixielanders like Wilbur De Paris, Muggsy Spanier and Wild Bill Davison, but they are orienting themselves increasingly in the modern direction.

#### Jazz Stalwarts

A look at the best-seller lists also indicates to what degree the jazz stalwarts of the 1930's and 1940's are still making their weight felt. Picking out the names of Duke Ellington, Benny

Goodman, Woody Herman, Count Basie, Gene Krupa and Lionel Hampton at random, there seems to be every reason to believe they will continue to play an important commercial role in the market of the future.

Another sampling of names from the lists brings forward a group that includes Charlie Parker, Bud Powell, Dizzy Gillespie, Billie Holiday, Charlie Mingus and Stan Kenton. In their pioneering years, roughly 10 years ago, the larger musical world did not appreciate the importance of the advances they were making.

The overlapping of the jazz and pop fields is also evident in these lists. To Coral, "Les Brown at the Palladium" is a jazz album, and to RCA Victor, "Inside Sauter-Finegan" is. A mark of the ascendancy of jazz today is perhaps this mixture of jazz and pop elements, seemingly widening the appeal of both.

#### Pure Experiment

In the other direction—that of pure experiment and synthesis with serious music — the first commercial reaction is also being felt. An example is Epic's "Swingin' Trends in Chamber Sounds" which the label doubted would have appeal for any but a few academic souls, only to discover that the taste of collectors for classically oriented jazz is well advanced. More companies are now preparing to dip a toe in these esoteric waters.

## JAZZ BEST SELLERS

This list of best selling jazz records was submitted by manufacturers. They indicate LP's currently enjoying most sales in each label's jazz catalog. No attempt has been made to evaluate the relative sales strength of one manufacturer's product against that of another.

#### ANGEL RECORDS

38 W. 48th St., New York, N. Y.  
1. Svend Asmussen & His Unmelancholly Danes (60000)  
2. Le Jazz Hot: Django Reinhardt & Q. H. C. F. (60003)  
3. Italian Jazz Stars (60001)  
4. Inside Jazz Down Under—Graeme Bell (60002)  
5. Jonah Walls—Jonah Jones (60005, 60006)

#### ATLANTIC RECORDS

234 W. 56th St., New York, N. Y.  
1. Rampart Street Ramblers—Wilbur De Paris (141)  
2. Erroll Garner (109)  
3. Dizzy Gillespie—Vol 1 (138)  
4. Sidney Bechet & Muggsy Spanier (1206)  
5. Piano Panorama—Billy Taylor (113)

#### BETHLEHEM RECORDS

1650 Broadway, New York, N. Y.  
1. Lullabies of Birdland—Chris Connor (BCP 1001)  
2. Lullabies for Lovers—Chris Connor (BCP 1002)  
3. The Most Intimate—Charlie Shavers (BCP 1021)  
4. Carmen McRae (BCP 1023)  
5. East Coast Jazz No. 4—Herbie Mann (BCP 1018)

#### BLUE NOTE RECORDS

767 Lexington Ave.  
New York, N. Y.  
1. A Night at Birdland, Vols. 1-3—Art Blakey & Clifford Brown, (5037, 5038, 5039)  
2. Tal Farlow Quartet (5042)  
3. Bud Powell Trio (5041)  
4. Miles Davis Quartet with Horace Silver (5040)  
5. Lionel Hampton (5046)

#### CAPITOL RECORDS

Hollywood & Vine Sts.  
Hollywood, Calif.  
1. B. G. in Hi-Fi—Benny Goodman (W 565)  
2. The Kenton Era—Stan Kenton (WDX 569)  
3. Something Cool—June Christy (H 516)  
4. Marian McPartland at the Hickory House (T 574)  
5. The Woody Herman Band (T 560)

#### CLEF RECORDS

451 N. Canon Dr.  
Beverly Hills, Calif.  
1. Count Basie Dance Session No. 2 (MG C-647)  
2. The Lionel Hampton Quintet No. 2 (MG C-642)  
3. The Rocking Mr. Krupa—Gene Krupa (MG C-627)  
4. Oscar Peterson Plays Richard Rodgers (MG C-624)  
5. The Genius of Art Tatum No. 4 (MG C-615)

#### COLUMBIA RECORDS

799 Seventh Ave., New York, N. Y.  
1. Brubeck Time—Dave Brubeck (CL 622)  
2. Jazz Goes to College—Dave Brubeck (CL 566)  
3. Louis Armstrong Plays W. C. Handy (CL 591)  
4. Brubeck at Storyville—Dave Brubeck (CL 590)  
5. How Hi the Fi—Buck Clayton (CL 567)

#### COMMODORE RECORDS

289 Nepperhan Ave.  
Yonkers, N. Y.  
1. Dixieland Jazz Jamboree, Vol. 1—"Wild Bill" Davison's Commodores (FL 20000)  
2. Billie Holiday, Vol. 1 (FL 20005)  
3. Billie Holiday, Vol. 2 (FL 20006)  
4. Jam Sessions at Commodore, Nos. 1, 2, 3 & 5—Eddie Condon (DL 30006)  
5. Chicago Jazz, Vol. 1—Muggsy Spanier's Ragtimers (FL 20009)

#### CONTEMPORARY RECORDS

8481 Melrose Pl.  
Los Angeles, Calif.  
1. Barney Kessel, Vol. 1 (C 2408)  
2. Barney Kessel, Vol. 2 (C 2514)  
3. Howard Rumsey's Lighthouse All Stars, Vol. 3 (C 2506)  
4. Shelly Manne & His Men, Vol. 1 (C 2503)  
5. Lennie Niehaus, Vol. 1 (C 2513)

#### CORAL-BRUNSWICK

50 W. 57th St., New York, N. Y.  
1. Concert at the Palladium—Les Brown (Coral CX 1)  
2. Jazz Time, U. S. A., Vols. 1-3 (Brunswick 54000, 54001, 54002)  
3. Hi-Fi Jazz—Terry Gibbs Sextet, George Auld's All Stars, Tony Scott Quintet (Brunswick 58058)  
4. Jazz for G.I.'s—Tony Scott & Mat Matthews (Brunswick 58057)  
5. Jazz on the Aie—Terry Gibbs & Milt Buckner (Brunswick 58048)

#### EMARCY RECORDS

35 E. Wacker Dr., Chicago, Ill.  
1. Images—Sarah Vaughan (MG 26005)  
2. After Hours with Miss "D"—Dinah Washington (MG 26032)  
3. Clifford Brown & Max Roach (MG 26043)  
4. Dinah Jams—Dinah Washington (MG 36000)  
5. Erroll Garner Contrasts (MG 36001)

#### EPIC RECORDS

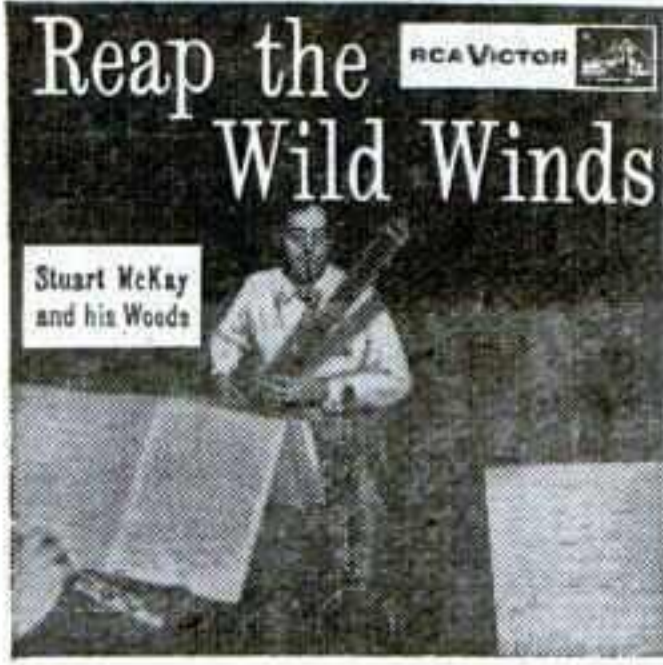
799 Seventh Ave., New York, N. Y.  
1. Lester Leaps—Lester Young with Count Basie Orchestra (LG 3107)  
2. The Hackett Horn—Buddy Hackett (LG 3106)  
3. House Hop—Lou Stein Trio (LG 3101)  
4. The Duke's Men—Bigard, Stewart, Hodges, etc. (LG 3108)  
5. Swingin' Trends in Chamber Sounds—Harris Lee Woodwinds & Others (LG 3086)

#### ESOTERIC RECORDS

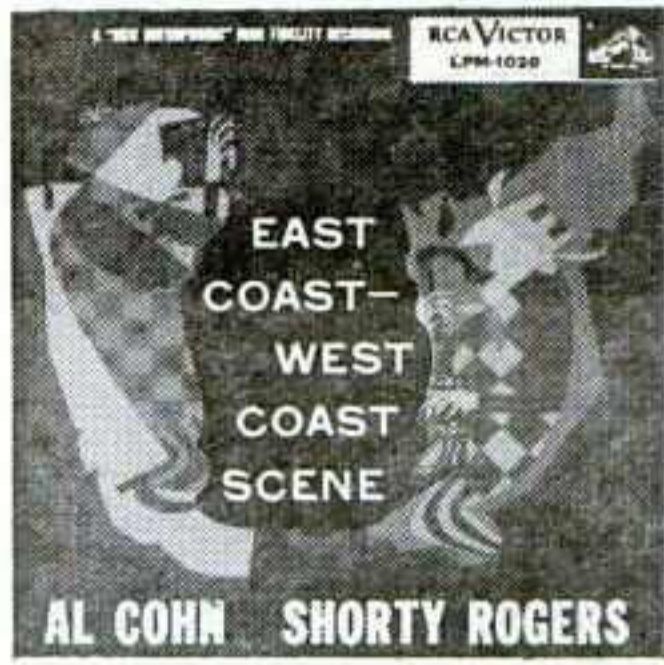
238 E. 26th St., New York, N. Y.  
1. Charlie Christian—Jazz Immortal (ESJ 1)  
2. Jazz Off the Air, Vol. 1—Eldridge, Phillips, Casey, etc. (ESJ 2)  
3. Al Haig Trio (ESJ 7)  
4. Sonny Berman—Jazz Immortal (ES 532)  
5. Jazz Off the Air, Vol. 2—Jackson, Ventura, Rich, etc. (ESJ 3)

(Continued on page 20)





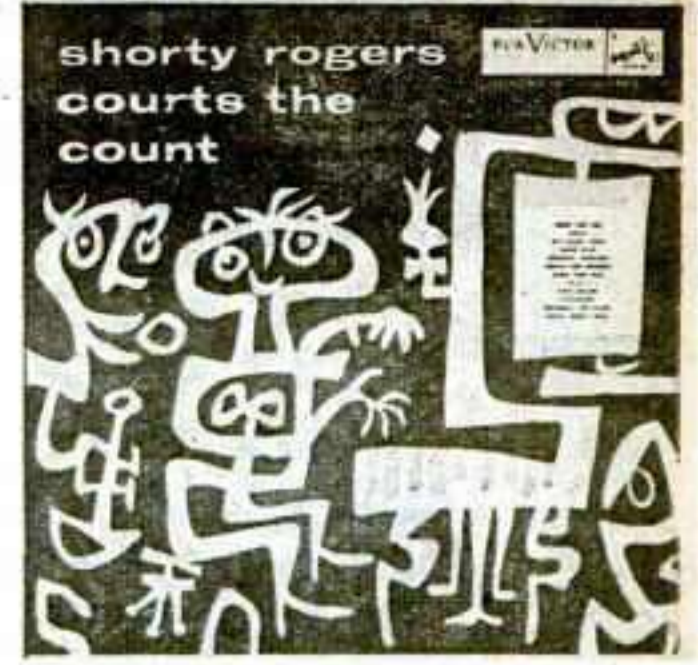
\*\*LJM/EJC-1021, \$3.98 ea.



\*\*LJM/EJC-1020, \$3.98 ea.



\*\*LJM/EJC-1018, \$3.98 ea.



\*\*LJM/EJC-1004, \$3.98 ea.



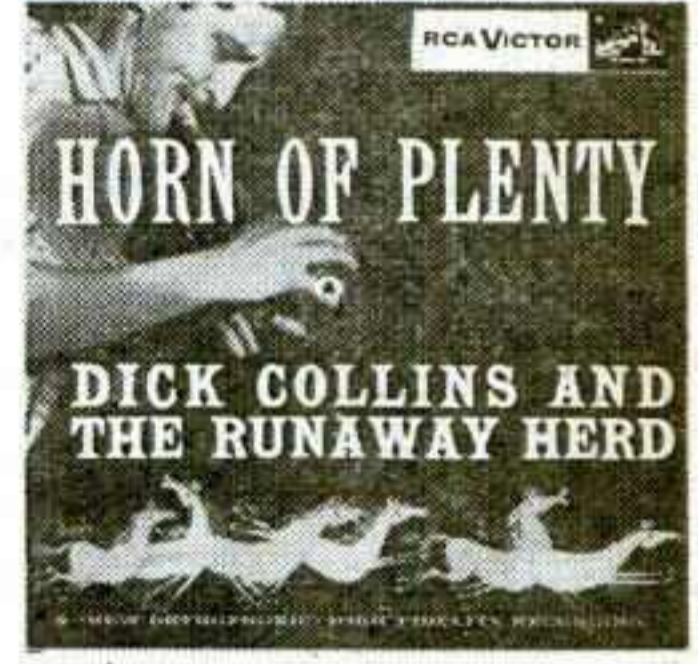
\*\*LJM/EJC-1003, \$3.98 ea.



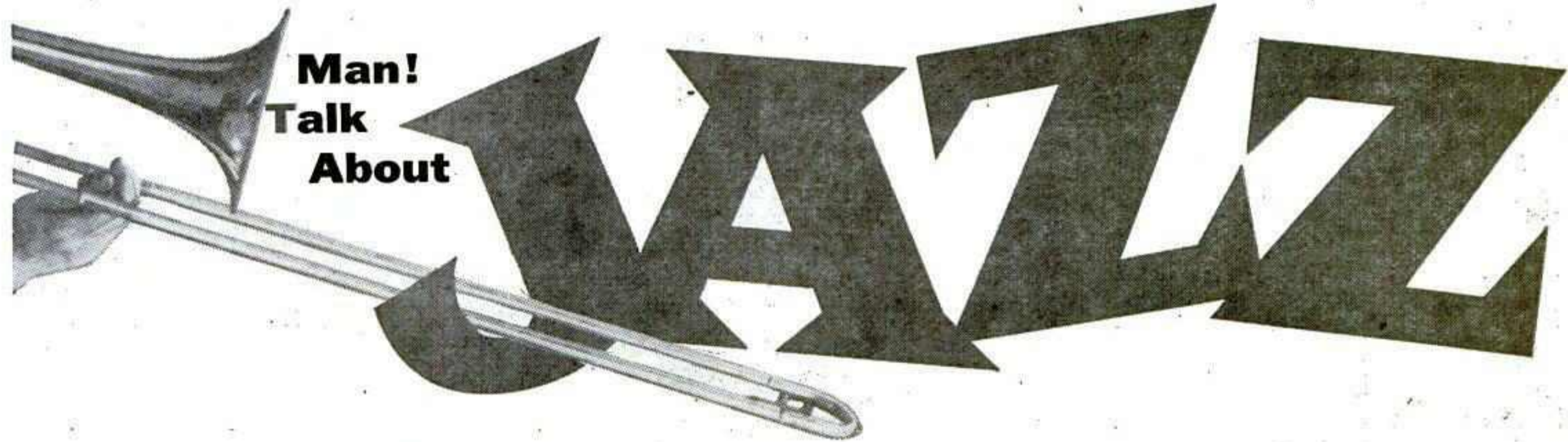
\*\*LPM/EPB-3138, \$2.98 ea. (10" Long Play)



\*\*LJM/EJC-1023, \$3.98 ea.



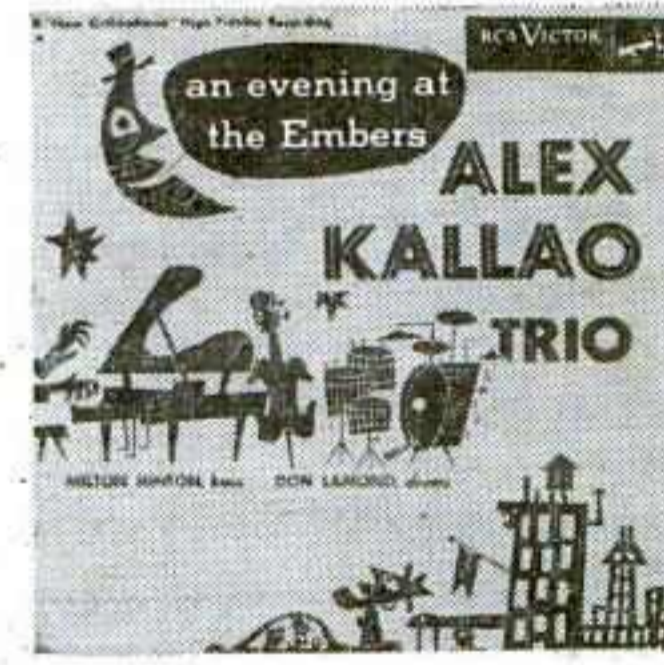
\*\*LJM/EJC-1019, \$3.98 ea.



\*\*LM-1888, \$3.98; ERB-56, \$2.98



LMJ/EJC-1002, \$3.98 ea.



\*\*LJM/EJC-1011, \$3.98 ea.



\*\*LJM/EJC-1007, \$3.98 ea.

And two more coming up!



\*LJM-1001, \$3.98, EJB-1001, \$2.98



\*\*LJM/EJC-1010, \$3.98 ea.



\*\*LJM/EJC-1024, \$3.98 ea.



\*\*LJM/EJC-1022, \$3.98 ea.

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without jackets.

PACIFIC JAZZ ENTERPRISES, INC.  
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JAZZ PACKAGING

Re-Issue Albums Have  
Solid Sales Potential

By ORRIN KEEPNEWS and  
BILL CRAUER

Riverside Records Owners, Pro-  
ducers of Label "X" Vault Originals

The jazz reissue package within  
the past few years has become  
firmly established as a staple item  
in the record market.

This may not sound like red-hot  
news to some people, but the fact  
is that it's very easy to remember  
back to the days when there was  
virtually nothing in this category  
available in any record store.

Reissues, by and large, consist of  
sides that were made in the 1920's  
and 1930's, altho now that we're  
well into the 1950's, items from the  
1940's are beginning to qualify for  
the category.

Even more than age, tho, jazz  
reissues are characterized by their  
special kind of sales potential. It  
is not a huge potential, not in  
terms of today's frequent million-  
copy pop hit, but it's a remarkably  
steady pattern, often with a ten-  
dency to rise instead of fall in the  
second year and thereafter. The  
reason: A record that is 20-odd  
years old when it's "new" is not  
apt to do a quick fade. It was re-  
issued on the assumption that a  
small but very devoted nucleus  
wanted to own it and will buy it as  
soon as they can. But it may take  
them some time to discover its ex-  
istence.

Old Magic

In addition, the magic of the  
great old jazz names (Jelly Roll  
Morton, Bix Beiderbecke, Fats  
Waller—and particularly those who  
are still active, like Ellington and  
Armstrong) seem to intrigue a con-  
stant enough flow of new cus-  
tomers.

This slow-but-steady definition  
means that the jazz reissue category  
should actually exclude the occa-  
sional item with a very large poten-

tial, even tho they are technically  
reissues. RCA Victor's Glenn  
Miller packages, heavily promoted  
retrospectives like Capitol's recent  
job on Stan Kenton, the several  
probable "memorial albums" of  
Charlie Parker material that will be  
coming along in a hurry now—rec-  
ords of this sort, which draw on the  
whole current market for jazz or  
on all those people who were the  
dance band record market of 15  
years ago, are something else again.

Old But First

The only other important excep-  
tion to be noted is that, paradox-  
ically, the best reissues are often  
those that are not reissues at all.  
Occasional untapped mother lodes  
turn up: masters that are old  
enough to belong in the reissue

Special articles on jazz writ-  
ten by other record company  
executives will be published  
in subsequent issues. Watch  
for story by Bob Shad, Mer-  
cury-EmArcy, next week.

category, but that for one reason  
or another were never on the mar-  
ket before. The "never previously  
issued" tag on a package by an old  
jazz name is sure to mean a (com-  
paratively) strong seller.

As for the newness of the jazz  
reissues' solid foothold in the  
current market, there seem to be at  
least three paramount reasons.

Two are the direct result of fair-  
ly recent technical improvements.  
Of most significance is the devel-  
opment of the long-play record.  
The impact may have been forgot-  
ten by this time, but obviously any  
close-to-marginal item is more at-  
tractive, all the way down the line  
from manufacturer to dealer, if it  
is necessary to treat as a single  
*(Continued on page 24)*

JAZZ BEST  
SELLERS

• Continued from page 18

FANTASY RECORDS

654 Natoma St.  
San Francisco, Calif.

1. The Gerry Mulligan Quartet (3-6)
2. The Dave Brubeck Quartet at Oberlin (3-11)
3. The Dave Brubeck Quartet at College of the Pacific (3-13)
4. The Dave Brubeck Trio (3-1)
5. The Dave Brubeck Quartet (3-5)

GOOD TIMES JAZZ

8481 Melrose Pl.  
Los Angeles, Calif.

1. Firehouse Five Plus Two, Vol. 1 (L1)
2. Kid Ory's Creole Jazz Band, 1953 (L21)
3. Bob Scobey's Frisco Band, Vol. 2 (L22)
4. The Banjo Kings (L15)
5. Kid Ory's Creole Jazz Band, 1954 (L12004)

M-G-M RECORDS

701 Seventh Ave., New York, N. Y.

1. Oh, Rock—Lionel Hampton Orchestra (E-285)
2. When the Saints Go Marching In—Max Kaminsky (E-261)
3. Winter Sequence—Ralph Burns (E-270)
4. An Evening With George Shearing (E-312)
5. Cats vs. Chicks—Clark Terry Septet & Terry Pollard Septet (E-255)

NEW JAZZ RECORDS

446 W. 50th St., New York, N. Y.

1. Jimmy Raney Ensemble (1103)
2. Zoot Sims in Hollywood (1102)
3. Phil Woods Quintet (1104)
4. Jimmy Raney Quartet (1101)
5. Jon Eardley in Hollywood (1105)

NOCTURNE RECORDS

6124 Santa Monica Blvd.  
Hollywood, Calif.

1. Shorty Rogers' Compositions—Bud Shank (NLP 2)
2. Virgil Gonsalves (NLP 8)
3. Harry Babasin Quintet (NLP 3)
4. Jazz in Hollywood—Herbie Harper (NLP 7)
5. Bob Enevoldsen Quintet (NLP 6)

NORGRAN RECORDS

451 N. Canon Dr.  
Beverly Hills, Calif.

1. Stan Getz at the Shrine (MG N-2000-2)
2. Buddy De Franco and Oscar Peterson Play George Gershwin (MG N-1016)
3. Dizzy Gillespie and Strings (MG N-1023)
4. Memories of Duke Ellington—Johnny Hodges (MG N-1004)
5. The Driving Louis Bellson and His Orchestra (MG N-1020)

*(Continued on page 24)*

FANTASY RECORDS  
SPRING RELEASES

TJADER PLAYS MAMBO

- |                          |         |  |
|--------------------------|---------|--|
| 3-18<br>10" LONG<br>PLAY | EP-4033 | FOR HEAVEN'S SAKE<br>YESTERDAYS<br>WACHI WARA<br>BEI MIR BIST DU SCHOEN                |
|                          | EP-4034 | I CONCENTRATE ON YOU<br>FASCINATIN' RHYTHM<br>IT AIN'T NECESSARILY SO<br>MAMBO MACUMBA |

JAZZ INTERWOVEN -- DAVE and PAUL  
(Concert Versions) BRUBECK DESMOND

- |                          |          |  |
|--------------------------|----------|--|
| 3-20<br>10" LONG<br>PLAY | EP-2-800 | STAR DUST<br>CRAZY CHRIS<br>AT A PERFUME COUNTER |
|--------------------------|----------|--|

DESMOND

- |                          |          |  |
|--------------------------|----------|--|
| 3-21<br>10" LONG<br>PLAY | EP-2-801 | JERUVIAN — BAROQUE — BUT HAPPY<br>MISTY WINDOW — WARM CRADLE<br>GARDEN IN THE RAIN — SOON<br>WINKY — WILL I KNOW |
|--------------------------|----------|--|

- |                           |         |   |
|---------------------------|---------|---|
| GERRY MULLIGAN<br>QUARTET | EP-4028 | MY FUNNY VALENTINE<br>LINE FOR LYONS<br>CARIOCA<br>BARK FOR BARKSDALE |
|---------------------------|---------|---|

- |                      |         |   |
|----------------------|---------|---|
| VIDO MUSSO<br>SEXTET | EP-4029 | COME BACK TO SORRENTO<br>CUTTIN' THE NUT<br>GRUNNIONS A-RUNNIN' |
|----------------------|---------|---|

By request! • The Famous "Trolley Song" rehearsal by the Dave Brubeck Quartet • Fantasy 535 and 535-X

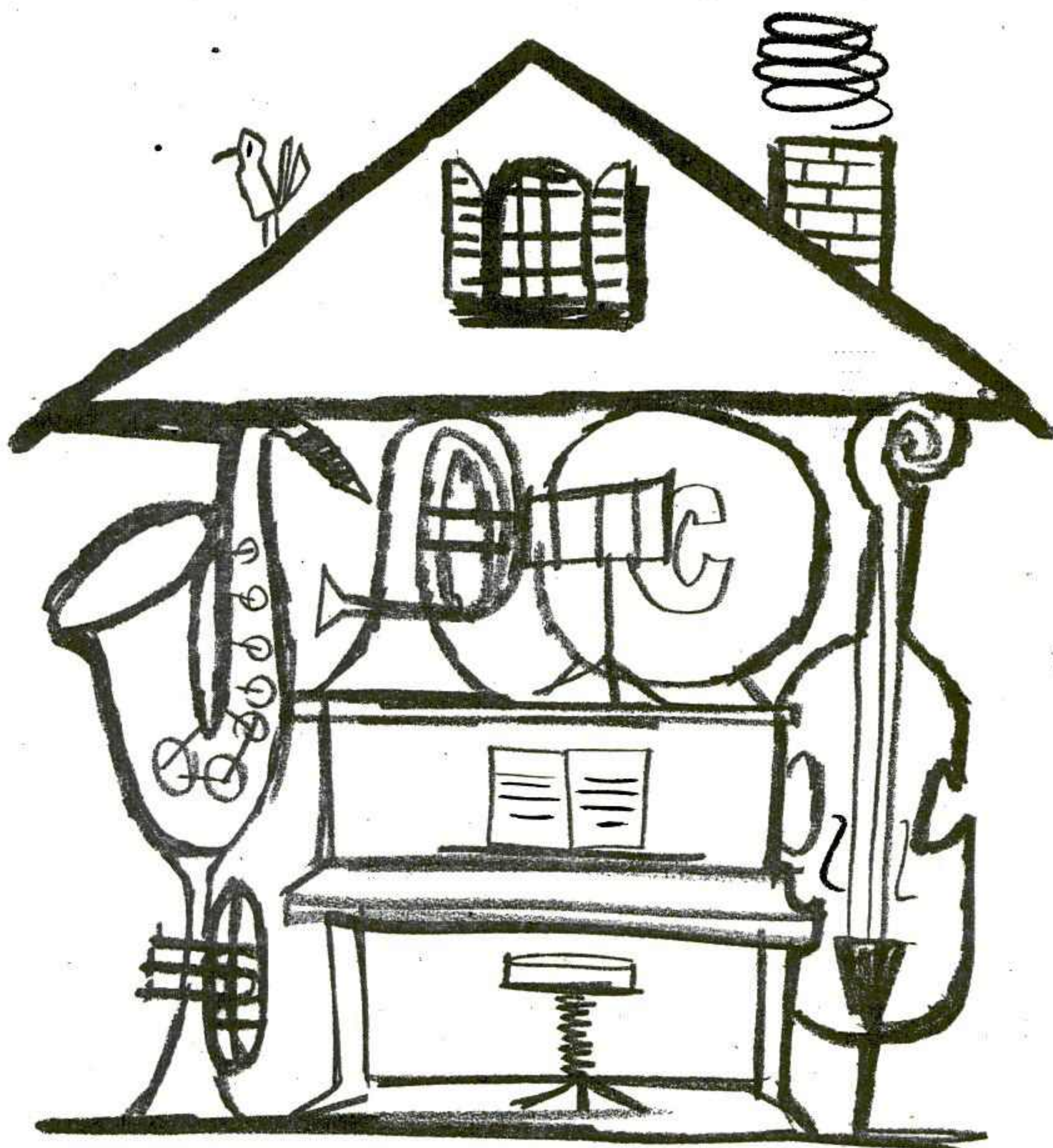
THESE WORLD RENOWNED JAZZ ARTISTS FEATURED ON FANTASY RECORDS

- |              |                 |                |              |
|--------------|-----------------|----------------|--------------|
| CHET BAKER   | PAUL DESMOND    | VIDO MUSSO     | NAT PIERCE   |
| DAVE BRUBECK | BARNEY KESSEL   | GERRY MULLIGAN | JIMMIE RANEY |
| DICK COLLINS | CHARLIE MARIANO | RED NORVO      | CAL TJADER   |



COMING-JUNE 1ST.

# SENSATIONAL NEWS



FROM THE MOST  
FAMOUS HOUSE  
IN JAZZ

COLUMBIA  RECORDS

© "Columbia". P. T. M.



**DOES BILLBOARD TALK TO VARIETY?**

"Vanguard has released four 10-inch LP's of its new jazz showcase series. They're something special . . . The sides are notable for many reasons—but perhaps most, noteworthy are their fine sound and the authentic reproduction of the jazz idiom. Lend an ear."—Billboard.

"They're sock packages and should win wide appeal."—Variety.

**DOES TIME TALK TO NEWSWEEK?**

"Last week Vanguard—a label known for its engineering excellence as well as for highest browed music—entered the jazz field . . . It would matter little whether the sensitive-eared high-fidelity fan liked jazz or not. The pure reproduction of sound on these records would lead him to it."—Newsweek.

"A classical label gives jazz the hi-fi treatment with first-rate results . . . Some of today's finest group improvisations."—Time.

**VIC DICKENSON**

SEPTET Vols. 1 & 2, featuring Ruby Braff . . . 10" VRS-8001, VRS-8002  
SEPTET Vols. 3 & 4, with Shad Collins and Ruby Braff . . . 10" VRS-8012, VRS-8013

**MEL POWELL**

SEPTET Featuring Buck Clayton . . . 10" VRS-8004  
BORDERLINE, Trio Featuring Paul Quinichette . . . 12" VRS-8501  
THIGAMAGIG, Trio Featuring Ruby Braff . . . 12" VRS-8502

**SIR CHARLES THOMPSON**

QUARTET, with Jo Jones . . . 10" VRS-8006  
SEXTET, with Joe Newman . . . 10" VRS-8003  
BAND, Featuring Coleman Hawkins . . . 10" VRS-8009

*also*

BUCK MEETS RUBY, Featuring Buck Clayton and Ruby Braff . . . 10" VRS-8008  
JIMMY RUSHING SINGS THE BLUES, with Sam Price and Band . . . 10" VRS-8011  
URBIE GREEN AND HIS BAND, with Ruby Braff . . . 10" VRS-8010  
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**Resurgence of Jazz DeeJay**

• Continued from page 14

gan and some of George Shearing's early disks.

Bob Shad, artist and repertoire chief of Mercury's jazz label EmArcy, is of the opinion that there isn't much action on the jazz deeJay scene as yet. Shad thinks the current sales boom in jazz packages shows the merchandise doesn't need air-time to sell, and opines that most of the sales are made on the strength of reviews in newspaper music section and jazz journals. However, Shad is all for strengthening the position of jazz platters in radio, and notes hopefully that more rhythm and blues and pop jockeys are beginning to program jazz disks along with their other records.

Some of the leading deeJays today across the country include: Paul Martin, until recently with WVDA, Boston; Dick Martin, WWL, New Orleans; Phil McKeller, who recently left CKLW, Windsor, Canada, to join WINS here; Jim Lyons, KDON, San Francisco; Spider Burke, KXLW, St. Louis; Joe Rico, WGR, Buffalo; Holmes "Daddy O" Daylie, WGN, Chicago; Mike Rapchak, WAAF, Chicago; Fred Reynolds, WGN, Chicago; Jay Trompeter, WIND, Chicago; Will Moyle, WVET, Rochester, N. Y.; Willis Conover, WEAM, Washington; Gene Norman, KLAC, Los Angeles; Tiny Markel, WAVZ, New Haven, Conn., and Bob Raiford, WBT, Charlotte, N. C.

New York deeJays, with jazz spinning proclivities, include: Max Cole, WOV; Mitch Reid, WOR; Bill Hanrahan, WRCA; Lou Fisher, WINS; John S. Wilson and George Simon, WQXR.

Other deeJays are also getting good results with jazz programming. Ernie Gotthilf, WTHH, Port Huron, Mich., is readying a bi-monthly jazz series, as the result of audience response to a midnight to 4 a.m. "House of Jazz" program he staged one Sunday morning recently. Don Beecher, WEOA, Evansville, Ind., now devotes a 15-minute seg of his afternoon show to a jazz artist—usually a band or a group—while his Saturday night show "Nite Flite" is almost all jazz. Bob Bassett, WPEP, Taunton, Mass., devoted half of his three-hour show to the music of the late

Charlie Parker last month and reports that his pop audience responded enthusiastically to the jazz programming.

Bob Whitehead, WBAX, Wilkes-Barre, Pa., says he is piloting the only jazz deeJay show in his market (Monday thru Friday, 10:15-12 midnight) and reports surprising good response. However, Bob can use more jazz material. Out in Houston, Larry Kane, KLBS, has started a four-hour Sunday jazz show "in an effort to promote the growth of jazz in Houston"; while another Houston deeJay, Clifton (Kingbee) Smith, of KCOH, is working on a similar project. Smith, who says "good jazz is a rarity in Houston," staged a jazz festival in February at a local club.

Rod Ellis, WDXN, Clarksville, Tenn., has a five-hour daily show and half of it is devoted to modern jazz—Brubeck, Kenton, Mulligan, Baker, etc. Altho it's the only modern jazz show in the area, Ellis says he still has trouble getting wax material for the program. Down in Miami, Beach, Fla., June Garrett heads up an all-jazz record show six nights a week from 11 p.m. till midnight over WAHR. She plays "a great deal of progressive jazz and a fair amount of swing and Dixieland," and is anxious to contact other jazz deeJays in Florida for a mutual exchange of promotional ideas. Right now the gal spinner is conducting a "mystery record" contest, under the auspices of Southland Records. Listeners who identify the mystery disk (usually an early jazz collector's item) receive a free Southland jazz EP.

In line with Al Collins' theory that "jazz" is a discouraging word audience-wise, John Carlson, KAOK, Lake Charles, La., has this tale to tell: Last month Carlson started programming jazz on his two-hour Saturday afternoon show, but identified the record as "modern sounds" rather than jazz. Carlson is continuing the Saturday jazz policy, but admits to being a bit nonplussed by the reaction of some of his listeners. He notes: "People say 'That sure was good music you played Saturday.' I say 'Good. Do you like jazz?' They say 'No!' I say, 'Oh, Man, it just don't figure.'"

**Modern Sounds in Jazz**

• Continued from page 14

cordings surviving that era carry unusual musical interest.

In the years immediately following World War II, a serious-minded, comparatively introspective group gradually took over via score paper.

The source was the late saxophonist Charlie Parker whom many consider the greatest single fount of originality in jazz history. His ideas were transcribed and paralleled by such arrangers as Gerry Mulligan, Ralph Burns, Miles Davis and Johnny Richards, among others. Then Hindemith, Milhaud, Wolpe and La Violette welcomed handfuls of jazz men into their classes and bred a new awareness of form and counterpoint.

Today it is once more the thing to make everything "swing." That is to say—to reach a balance of tempo and feeling in which simultaneously there is drive and relaxation.

**Influential Men**

Naturally, the most important role in the development of modern jazz—its shape and sound—has been played by the instrumentalists themselves, and a mere handful have wielded as much influence on this era as did Bix Beiderbecke, Louis Armstrong, Ellington and Goodman in theirs.

In the mid 1930's, the tenor sax player Lester Young came east with Count Basie's band and introduced a new lyrical, elastic, melodic line, sometimes surcharged with a devil-may-care, almost blase air. His soft sound and horn-off-at-an-angle stance have been adopted by an entire generation of tenor men from Stan Getz on down.

Today West Coast jazz is a big deal sales and publicity-wise. This is essentially "cool" jazz with a

heavy flavoring of modern "legitimate" music, and played often with the "legit" woodwinds—French horn, oboe, flute, bass clarinet, etc.—along with the usual saxes, trumpet and rhythm. Predominantly it is the personal style of the trumpeter-arranger-composer Shorty Rogers, who formerly worked for Woody Herman and Stan Kenton. Kenton Adaptator.

To some extent, it is small-group adaptation of the Kenton style. Also it may be said to include the Dave Brubeck, Gerry Mulligan and Chet Baker groups which are easily distinguishable thru the leaders' styles.

The so-called East Coast school has been so named to fan controversy. And this creates interest, which creates sales. Essentially it is not much different from the West Coast school, altho some observers believe its soloists have a more sanguine approach and perhaps favor more solos and less arrangements. Many of the younger, up-and-coming names may be grouped with the East Coast forces, along with such veterans as Al Cohn, Tony Scott, Kai Winding, J. J. Johnson and many, many more. Among the new names to reckon with are those of Clifford Brown, Don Elliott, Hal McKusick, etc.

**Progressive School**

Progressive, which in many cases overlaps the coastal schools, carries the connotation of experimentation with the forms and materials of the modern composers. It would indicate a predominance of written material as opposed to purely improvised, and as such it could include the more ambitious efforts of Kenton's and Herman's big bands, of the larger Shorty Rogers groups and the more pretentious of-

ferings of Mulligan, Brubeck and Teddy Charles.

Then, finally, there is what may be called, for want of a better term, "advanced swing." Some of the giants of the swing era have waited out the bop storms, have pooled their talents with various modernists and have themselves adopted the modern devices that suited them.

Basie, Ellington, Hampton and others employ new-school arrangers and sidemen and feature them heavily. Modern sounds mix well with a swinging beat.

**Swing Holds On**

• Continued from page 14

small ensemble swing recording activities in which such labels as Clef, Norgran, Bethlehem, Vanguard and Storyville specialize.

Swing no longer is considered provocative as a subject for debate. In other words, people don't talk about it as much as they used to. They just buy it, listen to it and enjoy it.

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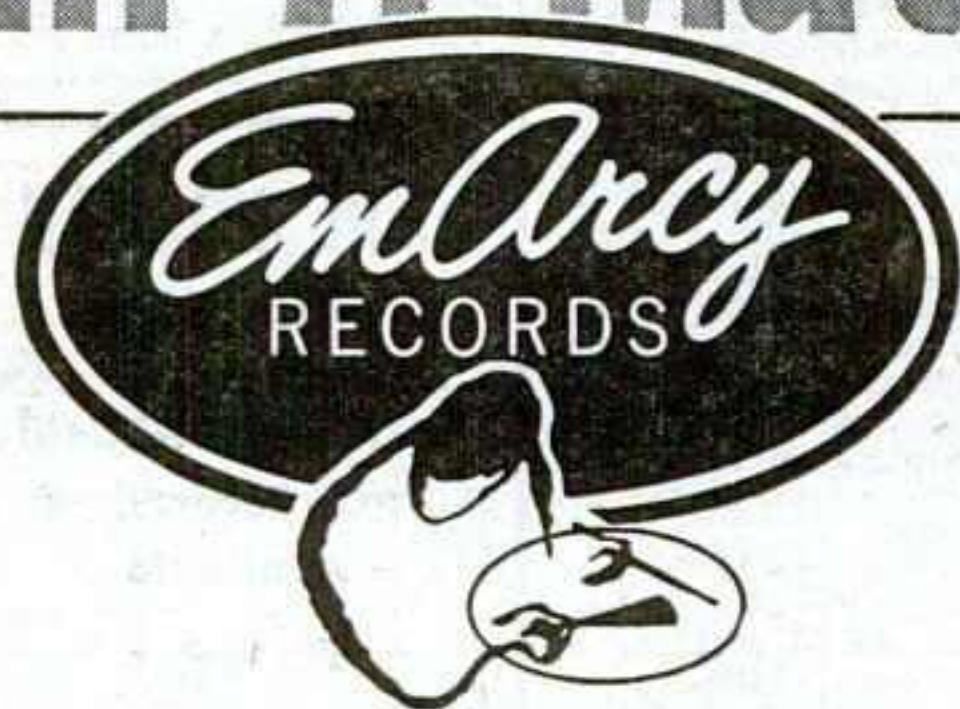
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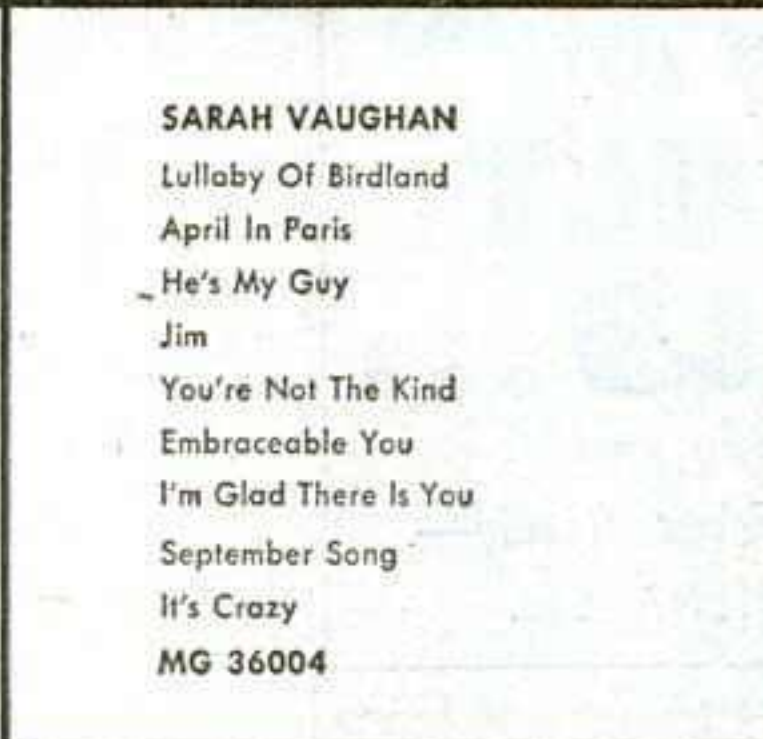


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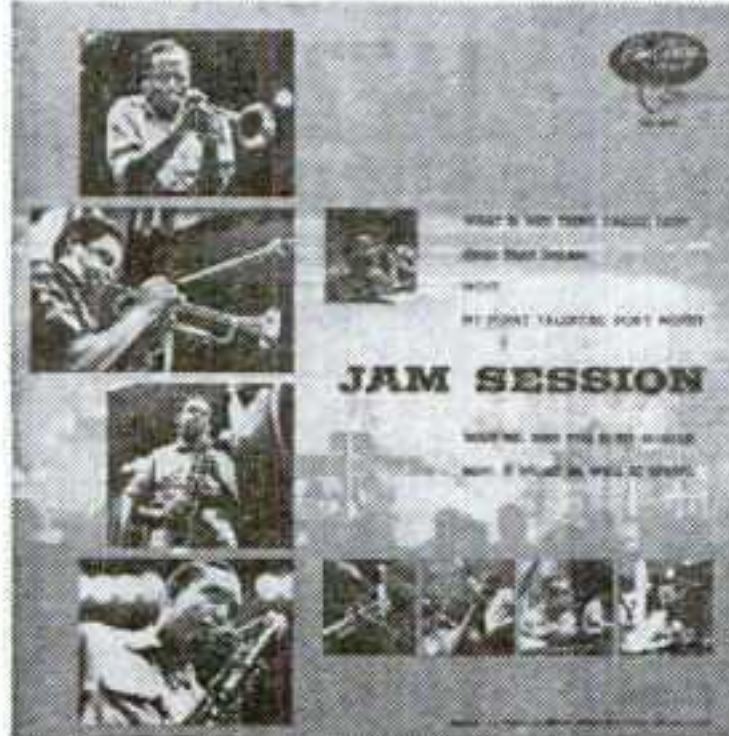
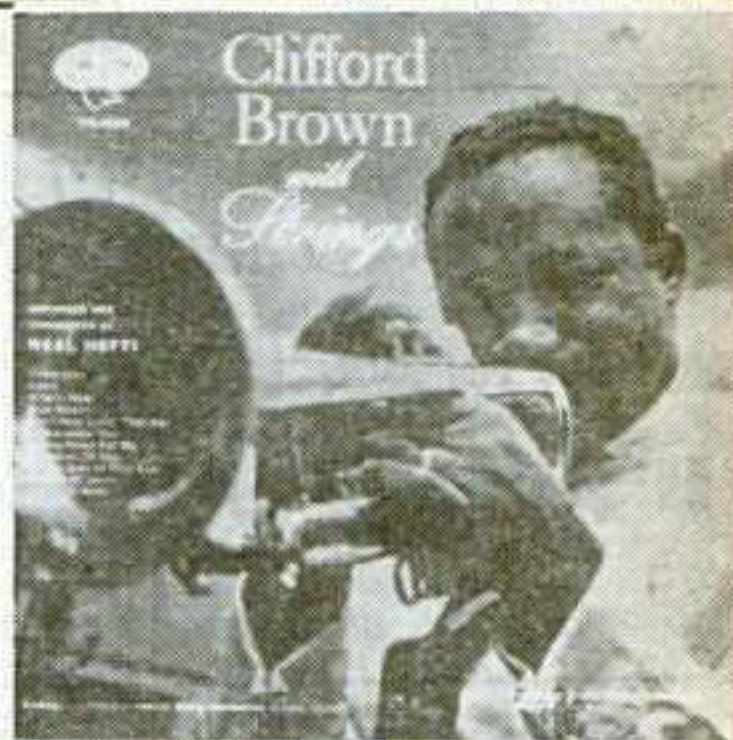
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## Re-Issues' Sales Potential

• Continued from page 20

unit what would otherwise be three or four separate 78 r.p.m. disks.

### LP Buyers

An indication of what this means in terms of volume, as well as indication of the nature of the deep-dyed-record-collector type of consumer, is in the occasional complaints that every label must have received at some time. It comes from buyers who have had to buy "a whole LP just to get two items I didn't have."

To return to the second technical point, the advent of high fidelity and all the attendant quality-consciousness, has been a large (and largely underestimated) boon to reissues. One part of this is the vastly improved re-recording and

filtering techniques that have come along and made many ancient items quite listenable.

It's now fairly commonplace for reissues to represent a decided quality improvement over the original recording. And while there's obviously nothing at all hi-fi about early jazz, there's some definite overlapping of the hi-fi and jazz reissue markets. There's more than one theory about this, but whatever the reason, it's true that very often the hi-fi buyer and the early-jazz buyer are the same man.

### Public Pressure

The third reason would appear to be a combination of a certain amount of public pressure and an improvement in the attitude of

artist and repertoire men toward jazz reissues.

Any run-down on this subject must start with mention of Columbia's George Avakian, who has constantly pressured in favor of reissues, and who was entirely responsible for that label's important and successful "Story" series of three or four 12-inch LP's apiece devoted to Louis Armstrong, Bessie Smith and Bix Beiderbecke. These probably should be credited with kicking off the current LP cycle of jazz reissues.

Reissue repertoire can be broken down into three basic categories, each with its own theory of existence:

### Majors' Control

(1) The majors, Victor, Columbia and Decca, control the bulk of early jazz material, for the simple reason that they were either in existence way back then, or have since taken over companies that were, or both. All there, however, now have limited reissue programs, meaning that anything on these labels (or on Brunswick, used as the outlet for most old Decca-owned jazz) is sound, sure-fire stuff. In this category is Armstrong and Ellington material on all three labels; recent Lionel Hampton and Coleman Hawkins re-releases and older Waller, Benny Goodman, Artie Shaw, Muggsy Spanier and various catch-alls ("Great Trumpet Artists," "Small Combo Hits," etc.) on Victor; the previously noted "Stories" and some Billie Holiday, Goodman, Woody Herman and a few others on Columbia.

Brunswick has not been particularly active in reissues very recently, but they have had almost all of their one-time 78 r.p.m. albums available on LP for some time. These range from Count Basie, Red Nichols and Ellington to much more collector-item names like King Oliver, Johnny Dodds and Jimmy Noone. There's a Dorsey Brothers LP on Decca, plus several volumes of all-star "Gems of Jazz" material. And Brunswick has just released an Art Tatum collection.

### Victor Material

(2) Most Victor material, particularly the earliest (1920's and early 1930's), has been made available to RCA's "X" label. Their "Vault Originals" and Riverside's "Jazz Archives Series" (this independent has built up a catalog equal to the potential of the majors in this area largely by purchase or lease of rights to long-dead jazz labels of

(Continued on page 36)

## Dixieland Never Dies

• Continued from page 14

Eddie Miller, all active and recording today.

### Chicago Bunch

Most commonly, when we speak of Dixieland now, we're referring to the good-humored brand expounded by a bunch of Chicago expatriates headed, because of his flair for personal publicity, by Eddie Condon. These lads learned their lessons in the middle 1920's from Bix Beiderbecke and Armstrong and began recording actively themselves about 1927. They've never stopped, altho there were some fairly dry years in the depressed 1930's.

In this group are McPartland, Bud Freeman, Pee Wee Russell, Joe Sullivan and Mezz Mezzrow. (Benny Goodman and Gene Krupa, original members of the cult, have made their marks outside the orthodox idiom.) Most of these men have made their homes in Manhattan and perform regularly at the several designated shrines—Nick's and Condon's and the Stuyvesant Casino in Greenwich Village, the Metropole and Childs' Paramount uptown, and in Chicago at Jazz, Ltd.

### Turk Murphy

Meanwhile, new names do appear, and one young West Coast bunch, headed by Turk Murphy, is a steady seller for Columbia. It seems also that every college must have its own resident Dixie combo. The most successful to date has been that of Stan Rubin from Princeton, who has landed himself an RCA Victor pact. The Spring Street Stompers, another Ivy League unit (from Williams), has cut for Jubilee, as has the Salt Lake City Five (lately of Syracuse University).

And then let's not overlook the one-time big band names (leaders and sidemen), many of whom are now New York studio men but show up with some frequency on jazz dates and let go with lively, inventive two-beat. These would include such as Bobby Hackett, Will Bradley, Billy Butterfield, Yank Lawson, Pee Wee Irwin, Bob Haggart, etc. And there are the New Orleans veterans Sidney Bechet, Wilbur de Paris, Paul Barbarin and many, many more, all available on new recordings as well as reissues.

The basic Dixieland ensemble consists of trumpet, clarinet, trombone, bass, drums and banjo or guitar. It makes a happy sound that pop record makers don't hesitate to use for vocal backgrounds. Witness such hits as the McGuire Sisters' "Muskat Ramble" (another Dixieland instrumental standard),

the De John Sisters' "No More" and Teresa Brewer's "Music, Music, Music."

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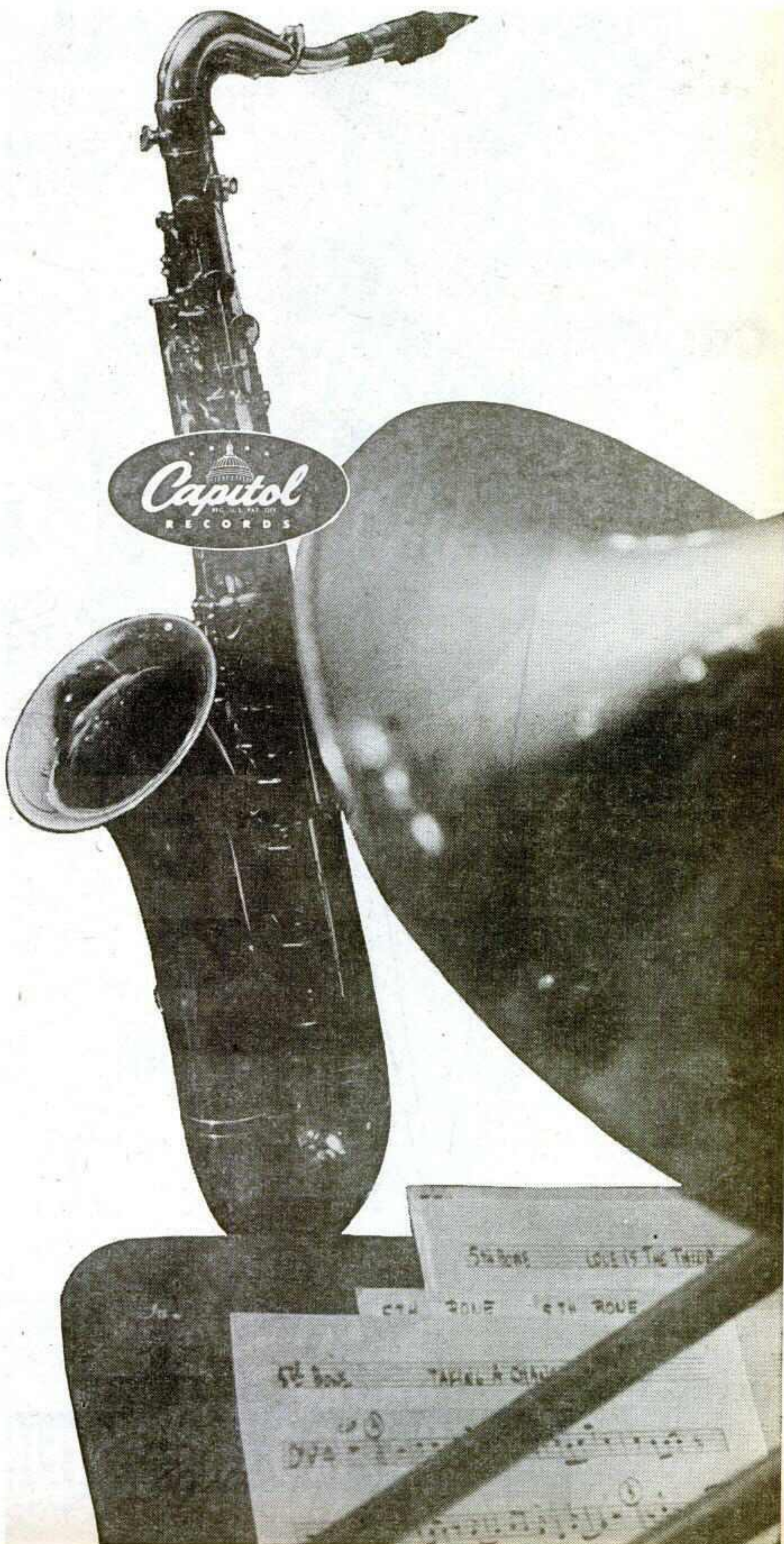
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<b>BILL HOLMAN</b> . . . . .	6500
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## Court KO's Royalty On Pre-'09 Copyr'ts

No Mechanical Fee on 'Summertime' In E. B. Marks-Remington Case Appeal

NEW YORK, April 16. — Old-line publishers took a beating this week, but record manufacturers were jubilant over an Appeals Court decision clearly stating that disks holding pre-1909 copyrights are not subject to mechanical royalties. The ruling upheld an earlier Federal Court decision.

The action involved the standard ditty "In the Good Old Summertime." It was first published by Edward B. Marks in 1902, with renewals taken out on the copyrights of the lyrics and music in 1929 and 1930 respectively.

### TAPE DEAL

## Don Pierce Labels Go To A-V Co.

NEW YORK, April 16. — Don Pierce, of Starday and Holiday Records, in from the West Coast on a business trip this week, set a deal for the duplication of his catalog on pre-recorded tape, inked a new pact with Broadcast Music, Inc., for his publishing firms, arranged a new deal for Canadian distribution of his wax, and acquired several masters.

A-V Tape Libraries has been assigned the rights for taping Starday folk and Hollywood rhythm and blues masters. About 40 masters are being made available immediately, with others to follow.

The new pact with BMI covers the Starrite and Golden State catalogs. At the same time, Pierce concluded writers' deals with BMI calling for direct payment by the licensing organization of performance fees to cleffers Eddie Noack, Arlie Duff and Red Hayes.

Starday wax will henceforth be (Continued on page 32)

## Coral Maps Jazz Promosh

NEW YORK, April 16.—Coral Records is mapping out plans for its fall jazz promotions, with two Les Brown LP's set as focal packages in the scheme.

The LP's will include more sides cut by Brown at the Hollywood Palladium. "Les Brown at the Palladium"—which Coral offered as a deluxe album package this season—was one of the label's best-selling LP's. Sales were evenly divided between the deluxe package (\$9.70) and individual sales of separate LP's from the set. The new package will carry a different title.

## GOLDSSEN GETS ROBERTS RIGHTS

HOLLYWOOD, April 16.—Mickey Goldsen, president of Criterion Music, Inc., has acquired the publishing rights to a major portion of the score from Warner Bros.' upcoming "Mister Roberts" film.

Five Polynesian and Samoan tunes are slotted in the film, headed by "Let Me Hear You Whisper," by Livingston and Evans, and "Farewell for Just a While," by Jack Brooks and Eddie Lund. Latter two songs have already been recorded and released, with several new versions due shortly.

Film is scheduled for release this summer.

## 'CROCKETT' BY HAYES WINS BB TRIPLE CROWN

NEW YORK, April 16. — Bill Hayes' Cadence waxing of "The Ballad of Davy Crockett" placed as number one on all three pop charts this week, thus earning him The Billboard's second "Triple Crown" award, an industry token of top favor with dealers, deejays and juke box operators across the country.

The first such award was presented to the McGuire Sisters, whose Coral recording of "Sincerely" was an across-the-board winner the week of February 23. Actually Cadence is entitled to two "Triple Crown" awards, since the Chordettes' "Mr. Sandman" disk took top honors in all three pop chart divisions, the weeks of January 8, December 25, and December 18. Unfortunately, tho, the "Triple Crown" award didn't exist at that time.

## Miller Signs 3-Yr. CBS Deal At Peak Figure

Contract to Give Jockey 600G for Radio, TV Stanzas

CHICAGO, April 16.—What is believed the highest paying contract ever signed by a disk jockey for his services was signed this week by Howard Miller for an exclusive three-year contract with CBS. H. Leslie Atlass, CBS vice-president in charge of the central division and general manager of WBBM and WBBM-TV, signed the pact on behalf of the network. The pact will bring approximately \$600,000 into Miller's pocket for one network radio show plus a total of four hours local TV work.

Miller becomes the property of CBS effective July 18, at which time his other commitments are supposed to have run out. It was learned from NBC, however, that (Continued on page 32)

## Blue Note Adds 5 Instrumentalists

NEW YORK, April 16. — Blue Note Records, the second oldest strictly jazz label in America (Commodore is the oldest), has just added five modern jazz instrumentalists to its stable. The new pacts are Kenny Durham, trumpet; Lou Mecca, guitarist; Hank Mobley, tenor sax stylist; Elmo Hope, a pianist, and Gil Melle, baritone sax.

Blue Note is headed by Alfred Lion.

Case was instituted by Marks against Remington Records, after the diskery refused payment of mechanical royalties on "Summertime." The publisher claimed that renewal of the copyright entitled the ditty to earn mechanical royalties.

The industry execs watched progress of the case closely during its initial stage, it was only during the appeals phase that industry interests lined up in opposing factions. A brief supporting the view of Remington was then filed with the court by the Record Industry Association of America, and documents backing up the arguments of Marks were submitted by attorneys for Songwriters' Protective Association and the Music Publishers' Protective Association.

Altho the original case involved "less than \$18," according to Don Gabor, president of Remington, many thousands of dollars hinged on the outcome.

### Key Point

A key point raised by Marks in his appeal had to do with arrangements of pre-1909 copyrights. It was his attorney's contention that "versions" of such tunes were subject to payment. The unanimous decision of the Circuit Court of Appeals rejected this plea on a procedural basis.

Up to now it is known that most diskeries have balked at paying mechanical royalties on pre-1909 copyrights, but, in some cases, paid at half the normal rate if publisher beefs were strong enough. Prior to the current case neither publishers nor diskeries were anxious to take such cases to court, each being fearful of an adverse decision.

Maxwell Okun represented Remington in the action. Marks' attorney was Julian Abeles.

## Dot, Cadence Hold 78 Price

NEW YORK, April 16. — Dot and Cadence Records this week decided to hold the price line at 89 cents for their 78 r.p.m. disks.

While Dot's topper Randy Wood and Cadence's Archie Bleyer are aware that most dealers are charging 98 cents for all 78's, Wood pointed out that his own production costs have not increased, and "as long as everything remains the same, sees no reason to penalize our dealers and distributors."

The two hot indie operators, after surveying the current market, agreed that, on hit titles, 45 r.p.m.'s are outselling 78's 60-40. On run-of-the-mill titles, the ratio is 70-30 in favor of 45's, they said.

## WEST COASTERS GET HYPO

# Pubbers Grow in Number, Stature With TV, Film Emphasis on Music

HOLLYWOOD, April 16.—Coast music publishers are on the rise, both in numbers and in stature, largely as a result of the additional importance currently placed on music by both television and motion pictures.

Tho the major music firms have always been represented here, the continuing increase of TV film production and a like increase in number of live shows emanating from the Coast, has cued activity and responsibilities many in the industry now believe comparable to New York.

As a result of the high tempo of TV film activity, Coast pluggers have found their jobs to be much more complex than ever before. Trade sources indicate that outlets for plugs have risen by as much as 100 per cent, with TV film largely accounting for the surge.

The concentration of TV plugs literally at the doorstep of Coast publishers has forced the song plugger to change his approach and his method of selling a song to a performer or producer. Pluggers frequent the TV film lots these days

## Appeals Court Finds For Cap Vs. Merc.

Only Plaintiff May Press From Telefunken Mats; Decision May Aid Fight Vs. Piracy

By PAUL ACKERMAN

NEW YORK, April 16.—In a decision involving ramifications of profound interest to the record industry, the United States Court of Appeals this week upheld the ruling of Judge Vincent Leibell (Capitol Records, Inc. vs. Mercury Records Corporation) that only the plaintiff is entitled to manufacture and distribute in the United States records made from some 34 disputed Telefunken matrices.

Case had originally been tried in the Southern District Court, with Leibell rendering his decision in the fall of 1952 (The Billboard, October 11, 1952).

The decision by the U. S. Court of Appeals has the following important facets:

1) It is interpreted by many observers as being a potent instrument in the fight against piracy. This is in no sense derogatory to the position of Mercury, as will be explained later.

2) The analysis of the case by Judges Dimock, Hand and Medina take up in some detail the matter of property rights in a recording as pertaining to the performing artist and the record manufacturer. Record executives who are aware of the material in the brief feel that there is a clear indication that record companies, if they were so minded, could once again test this aspect.

3) The third matter of interest lies in the dissenting opinion of Judge Hand, wherein he questions whether recourse to the law of New York State—under which law the court decided the issue—is a satisfactory solution.

## Art Music EP Series Issue Set by Decca

NEW YORK, April 16.—A new series of 12-inch LP's, titled the Art Music Masterpieces Collection, is scheduled for release by Decca Records. The series, which will include albums in the pop, semi-classical and classical fields, will feature on the album covers reprints of some of the world's greatest paintings. Musical contents of each album are being selected to typify the subject on the cover painting. Thus, the album "Popular Spanish Classics for Orchestra" has on the cover a reproduction of El Greco's painting of Toledo.

Consumers will be able to obtain the copies of masterpieces for 20 cents each by writing Decca. The offer is the subject of a legend on the back of the cover. It is expected dealers will find the art series suitable for special display purposes.

Crux of the dispute lies in the original grant of rights to the contending parties.

When the Nazis gained control of Czechoslovakia during the war, Telefunken made an agreement with the Czech diskery, Ultraphon, whereby the latter could press and sell within the borders of that country records made from those matrices: With the collapse of the Nazis, the Ultraphon matrices were confiscated and turned over to Gramophone, a Czechoslovakian instrumentality. In 1947, Mercury and Keynote made an agreement with Gramophone whereby disks could be pressed and sold in the United States. Capitol's agreement, on the other hand, was executed with Telefunken in 1948. (Continued on page 32)

## British Decca May Get More Mills Masters

Subject of Exec Meet; May Cut in Other Foreigners

NEW YORK, April 16. — Mills Music exec Irving Mills late this week was in negotiation with E. R. (Ted) Lewis, British Decca chief, to conclude an arrangement whereby Decca would acquire a number of the masters now being produced by the Mills disk operation. Mills has already turned over to British Decca the masters on "Hey, Mr. Banjo" and "Zoom, Zoom, Zoom" for release abroad.

Negotiations between Mills and other European publishers and record firms are scheduled. Rather than tie up the Mills disk output with one firm, Mills prefers to make individual deals giving foreign publishers the opportunity to make their own arrangements with foreign disk companies. This aspect of the Mills disk operation will clear thru Mills Music, Ltd., in London.

Title of the Mills label has been changed to Marquee, and the company the Marquee Record Corporation. Irving Mills, who purchased American Recording Artists from Borros Morris 12 years ago, has a sentimental attachment to the name, but is changing it in view of a protest by Columbia Records. (Continued on page 32)

## ALL'S JOY IN DISK BIZ AFTER COURT RULINGS

NEW YORK, April 16. — Altho disk sales have softened up a bit here and there, record companies are jubilant—for this week the courts handed down three decisions of major importance, all of them favorable to record interests.

The decisions are all considered in detail in The Billboard's Music-Radio department. They include the Remington Records-Ed. B. Marks case, holding that pre-1909 copyrights are mechanically free, as in the instance of "The Good Old Summertime"; the Capitol-Mercury case, construed as an aid in combating piracy via the angle of "Unfair competition," and the Decca Records-Jolson, wherein the court upheld, on all important points, Decca's (and the disk industry's) method of computing artists' royalties.

(Continued on page 32)



## INTERNATIONAL LANGUAGE

# Jazz Upsurge Noted in Europe and Latin America

Jazz, more than ever before, has become an international language. On the Continent and in Latin America, diskeries and export firms report sales are on the upgrade. From the American point of view, the picture is particularly good, inasmuch as the jazz upsurge in both Europe and Latin America is essentially United States-oriented.

## Foreign Labels

Jazz as an export commodity is a good business, says Joe Muranyi, of RCA Victor's International division, who points out that a good part of American jazz sooner or later finds its way to a foreign jazz label. This situation comes about via any one of a number of deals, and is in addition to the actual export of American-pressed disks.

Columbia Records' George Avakian points out that the foreign jazz market can be expected to increase, owing to continued activity of jazz clubs and the constant booking of American jazz artists for personal appearances abroad. Both Avakian and Muranyi also note that LP players are now being sold abroad in quantity and at cheaper prices, that the economic condition of the consumer is improved, that radio performances of American jazz disks are accepted programming and that the combined effect of these factors has been the gradual uplifting of the

record market and of jazz as a segment of that market.

## Types of Deals

There are three main types or arrangements whereby American jazz finds its way to foreign labels: 1) An American label records an album. A foreign label wants to issue the disk and leases the master for perhaps a 3 per cent royalty, or a nickel a record, etc. 2) An exchange of masters. In this type of deal, no payment or royalty is involved, and by means of this type of arrangement labels can quickly establish a motley catalog. 3) One company abroad issues the recordings of an American company. This type of deal is that entered into by the more important labels, and it

can be either reciprocal or one-way. For instance, Riverside's releases are issued exclusively by British Decca, but Riverside does not release British Decca here.

According to Avakian, the Europeans' interest in jazz covers a wide range—from Louis Armstrong reissues to Buck Clayton jam sessions. In fact, says Avakian, Philips, the giant Holland-based firm, now has a standing order for Buck Clayton records as a result of their success with Clayton's disks thus far. Albums of Benny Goodman's Carnegie Hall performances and broadcasts were also among the first which Philips released.

Too, American diskeries are be-

(Continued on page 36)

## THOMPSON IN ACTION

## Seeks Duplicate Of Bill in Senate

WASHINGTON, April 16.—Rep. Frank J. Thompson Jr., (D., N. J.) has asked Sen. Harley M. Kilgore (D., W. V.) to consider introducing a Senate counterpart of Thompson's House bill to create a federal copyright fact-finding commission.

Senator Kilgore, chairman of the Senate Judiciary Committee which handles copyright legislation, has advised Thompson that he will study the possibility.

Kilgore is chief author of a Senate bill proposing to end a copyright royalties exemption on juke boxes. The Kilgore bill has nine co-sponsors, including Sen. William Langer (R., N. D.), who

several weeks ago introduced a Senate counterpart of the Thompson copyright fact-finding bill but subsequently requested and received unanimous consent of the Senate for an "indefinite postponement" of consideration of the Langer version.

Langer's maneuver has left the Thompson bill alive only on the House side. A House counterpart of the Kilgore bill has been in the House hopper for several weeks under the sponsorship of Representative Thompson.

As matters now stand, the Kilgore bill would be the only piece of copyright legislation to come up for consideration in the event of a hearing on copyright measures by the Senate Judiciary Subcommittee on Copyrights, Patents and Trade

(Continued on page 85)

## SPLIT-COPYRIGHTS

## ASCAP Rule Confuses Publishing Fraternity

NEW YORK, April 16.—Many publishers are still more than slightly confused over the American Society of Composers, Authors and Publishers' recent ruling on split-copyrights, wherein ASCAP decreed that it will not credit any performances whatsoever written by its members in collaboration with Broadcast Music, Inc. writers and registered after January 1, 1955.

For a while publishers with both BMI and ASCAP firms thought they could solve the problem by having the BMI writer on a song sign a contract with the BMI company and the ASCAP co-writer sign a contract on the same song with the ASCAP firm. However, these same publishers this week reportedly received their first ASCAP statements on such two-way deals and discovered that ASCAP had only credited them on 50 per cent of the performances, while BMI had come thru with the full 100 per cent.

On the other hand, ASCAP's general counsel Herman Finkelstein disclaimed any knowledge of the 50 per cent performance credit deals, and said that ASCAP will not recognize any song co-written by BMI and ASCAP writers, regardless of whether or not the words are cleared thru one licensing agency and the music thru another.

Finkelstein also said that ASCAP will continue to collect for performances on split-copyright songs registered with it before January 1, 1955, and will credit ASCAP writ-

## NEW THERAPY FOR KIDDIES?

HOLLYWOOD, April 16.—Lee Palmer, Mercury Records Los Angeles branch manager, raised his eyebrows last week when orders for one of the company's children's records suddenly started to spurt.

Palmer did a bit of investigating, and after tracking down the orders, learned of a hitherto undiscovered source of promotion.

Seems as if physicians in the area have been prescribing the disk, a Childcraft platter by G. Davies, titled "Peter Ponsil Lost His Tonsil."

## Wurlitzer Out As Retailer of Phono Records

CHICAGO, April 16.—The Rudolph Wurlitzer Company confirmed reports that it had all but gone out of the retail record business, with only the Chicago store remaining on the active list.

The firm's Buffalo outlet, it was claimed, was hit hard by the January price cuts, with so much inventory in stock that a decision was made to quit merchandising records. The same situation was said to be the case in Cincinnati where the stock is slowly being sold out at a 20 per cent markdown.

Reasons given for the move were listed as no guaranteed inventory protection, no stable price structure, low mark-ups and no appreciable increase in the sale of phonograph records or equipment which could be attributed to the mass-price appeal heralded by the price cuts.

The only Wurlitzer retail operation thus remaining to continue to sell records is the Chicago outlet. However, officials of the firm indicated they have been thinking of closing this operation, but as yet have made no decision. The

(Continued on page 36)

## R.&amp;B. PAYOFF

## Freed Breaks Record; Jive Big in Harlem

NEW YORK, April 16.—Rhythm and blues shows paid off big this week for two local deejays. WINS' Alan Freed broke the Brooklyn-Paramount Theater's all-time house record (chalked up in 1932 by Russ Columbo); while WWRL's (Dr. Jive) Small had to turn 'em away Sunday evening (10) at Harlem's Rockland Palace.

Freed's stagershow reportedly chalked up a weekly gross of \$107,000, with the deejay (in on a percentage deal) taking home around \$50,000, out of which he split with the talent (about \$11,000) and his associates, Lou Platt, Morris Levy and WINS.

As a result of his slick performance, which literally had them standing in line for blocks in the rain, Freed received offers this week from the New York Paramount, Loew's State, and other Manhattan movie houses with stagershow facilities.

Dr. Jive's ball drew a capacity crowd of 4,200, with another 2,000 turned away at the box office. The one-nighter grossed \$6,000 and as a result of its success, jockey Tommy Smalls is planning to stage several more such jamborees this year.

Freed's talent line-up at the Brooklyn-Paramount included LaVern Baker, the Penguins, the Moonglows and Moonlighters, the Three Chuckles, Danny Overbee, Red Prysock, and Sam (The Man) Taylor. The Dr. Jive affair spotlighted three alternating bands and 14 acts including Roy Hamilton, Buddy Johnson, Alfredo, the Cadillacs, Ella Johnson, the Hearts, George Redd, Nolan Lewis and a surprise appearance by Billie Holiday.

## M-G-M Sleeve Plugs Set for DJ's, Dealers

NEW YORK, April 16.—The record market has been flooded with so many movie themes recently that M-G-M is now working out special sleeve promotions to spark additional deejay and dealer interest in the sides. The label's most recent effort in that direction is on Dave (Tico) Robbins Quintette's "The Silvana Mangano Mambo."

The sleeve features a hip-swinging full-length photo of Miss Mangano and a detailed plug for her new Paramount movie, "Mambo."

M-G-M's next sleeve promotion

(Continued on page 36)

## LEND-LEASE

## Ronnex Sets Deals With U. S. Waxers

NEW YORK, April 16.—Ronnex Records, a Belgium record outfit, has set lend-lease-type arrangements with several U. S. diskeries. The firm, which records European artists abroad and American artists here, has already set up distribution deals with the Audivacs (formerly Audivox) and Hollywood labels and is currently negotiating a similar agreement with Coral.

The Audivacs deal involves six Ronnex masters (recorded in Belgium), which will be marketed under the Audivac label here. The tunes are published by Ronnex's firm, Ray Maxwell Music, but part of the deal calls for Audivacs to take over the songs for its own firm Gateway.

The Coral deal involves U. S. distribution of two Belgium masters and two rhythm and blues sides cut here by the Bill Johnson Quartet. The Hollywood pact calls for the label to distribute two Ronnex masters cut here by a pop vocal group, the Encores.

Ronnex is represented here by Ray Van Hoogten, while his brother Albert heads up the Antwerp office, which—in addition to recording and distribution of its own masters—also handles Belgian distribution of many indie U. S. labels, including Jubilee, Bruce, Modern, Dootone, Rainbow and Bell.

## 'Audivacs' Is New Audivox Moniker

NEW YORK, April 16.—Audivox Records changed its name to "Audivacs" this week, rather than get into a legal hassle with the Vox label.

Beginning next week, all wax from the diskery will be released under the new Audivacs tag, including all further pressings of Dorothy Collins' new "That's All I Need" platter.

However, 10,000 copies have already been pressed under the old label, so they'll also be put on the market. Lenny Wolf, general manager of the Raymond Scott label, leaves this week for a swing around the deejay circuit to plug Miss Collins' platter.

## Maestro Org Set to Hypo Band Trade

HOLLYWOOD, April 16.—Formation of Dance Orchestra Leaders of America, and adoption of the slogan, "Get on the Bandwagon," was officially announced by Les Brown, president of the group, here this week.

Designed to hypo the dance band business, DOLA's formal aims will be to provide a forum for co-operation among band leaders; revitalize the art of ballroom dancing; promote new and better dance bands, and to do a public relations job for the industry.

Other officers named in addition to Brown include Harry James, vice-president; Lawrence Welk, treasurer, and Freddy Martin, secretary.

Membership of the organization is not restricted to Coast ork leaders, Brown declared, with current list already showing 65 leaders thru-out the country.

DOLA was formed at the suggestion of Tom Archer, president

(Continued on page 36)

## Young Bostonians Form Jazz Club

BOSTON, April 16.—Young Bostonians with a taste for jazz got together this week under the leadership of John McClellan, WHDH deejay, to form the Teenage Jazz Club at George Wein's Storyville.

McClellan, a believer in jazz as an art form, and Wein plan to stage monthly lecture-concerts. Members will hear top musicians play and explain their music. At the charter meeting, members listened to George Shearing, Errol Garner, the Steve Kuhn Quartet, Stanley Spector and Ray Hynes.

Impresario Wein and the Rev. Norman O'Connor, Boston College jazz priest, welcomed the new members.



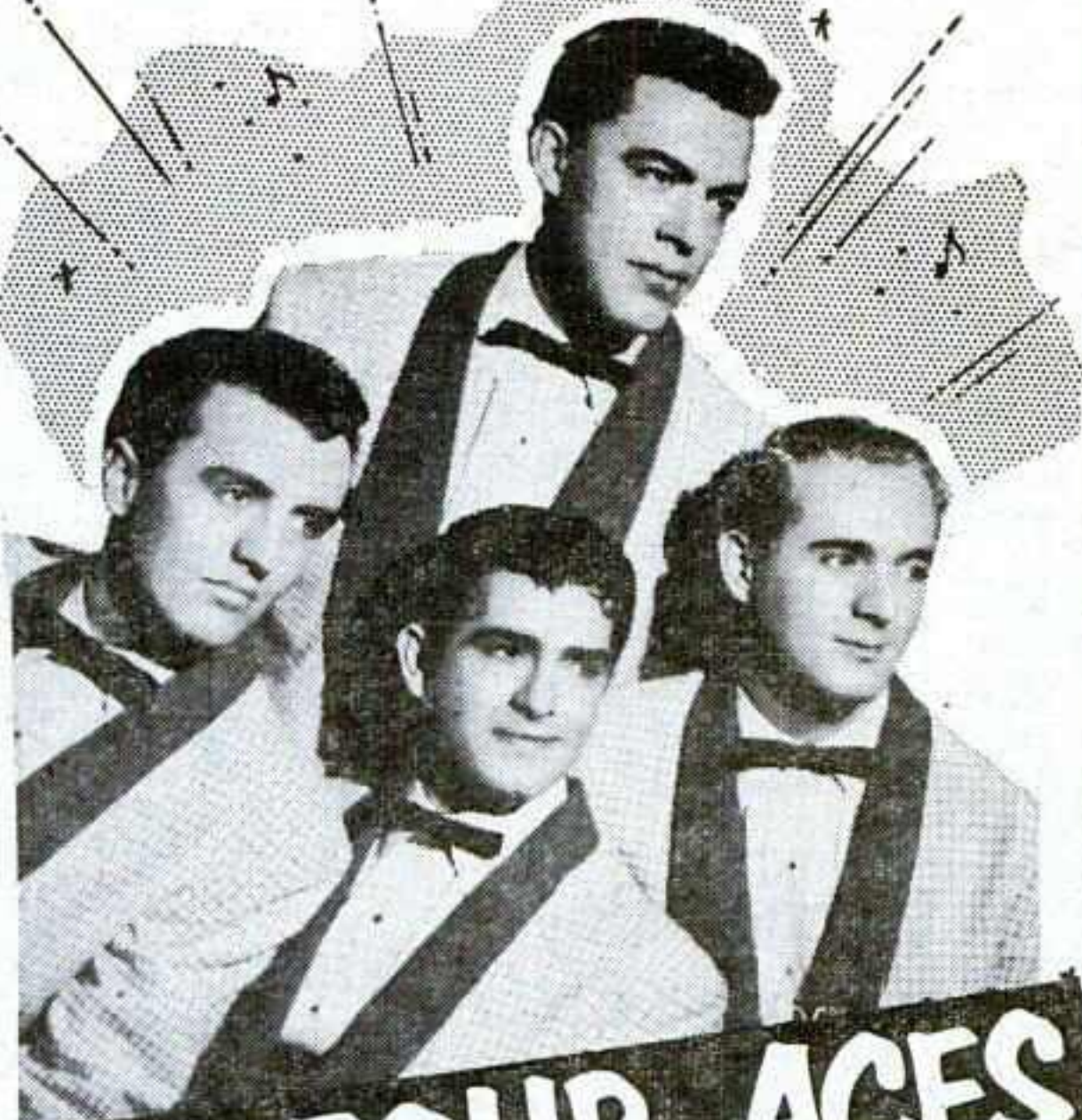
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## VOX JOX

By JUNE BUNDY

**ON THE TOWN:** Ohio was well represented in Manhattan last week with Lou Emm, of WHIO, Dayton, and Norman Wain, WDOK, Cleveland, both in town. Emm and his pretty brunette frau (who co-emcees a TV man-in-the-street show with him every noon) were catching the shows, while Wain was visiting his home town, Brooklyn. Both deejays were taping interviews for future airing over their own stations. Emm lined up Jackie Gleason, Bob Manning, Tommy Edwards, Denise Lor, Arlene Tye and Cleo Moore. Wain taped a special interview with Tito Puente for use on his "Mambo Matinee" show. Wain emcees a mambo dance session at Cleveland's Manger Hotel every Sunday night. Emm, incidentally, has a tough air schedule. He's on a Monday thru Friday schedule on WHIO—6-8 a.m., 9-10 a.m., noon-12:15 (TV), 3:45-6 p.m., radio again.

**JOX TRIX:** Gordon Towne, WBSR, Pensacola, Fla., recently conducted a contest for listeners to name his new show. The winning title was "Music Around Towne." . . . Bob Mahaffey, KBNZ, La Junta, Colo., sends in a raft of promotion ideas for deejays. The most interesting one concerns the station's Saturday afternoon show, which is literally turned over to local teen-agers. Each week a different school is allowed a free hand in the programming, which the kids determine via panel discussions, etc. The time is also theirs to sell, and Mahaffey notes, "They've done so well that some of our own salesmen have a rather reddish glow about the face! To be sure, the money's theirs."

Murray Kaufman, WMCA, New York, has an interesting gimmick for deejays to use when they program the Laurie Sisters' recording of "Dancing and Dreaming." Kaufman asked his audience to tell him how the tune differed lyrically from others and gave a free album to the first five listeners who called with the correct answer (e.g., the song doesn't contain a single rhyme.) . . . WNOE, New Orleans, has set up a Saturday night record hop in co-operation with the local city recreation department. More than 500 teen-agers showed up for the

(Continued on page 57)

## DEALER DOINGS

By JUNE BUNDY

**SHOPLIFTING:** A new book answering the most serious problems of shoplifting and other forms of dishonesty has recently been published. Entitled "You Can Do Something About Shoplifting," the book can be secured from the publisher, the Minnesota Retail Federation, Inc., 444 McKnight Bldg., Minneapolis 1, Minn. The illustrated, 81-page book is priced at \$2.75.

The letter of a recent correspondent complaining of the infinite number of needles that the dealer must stock today provoked Lura C. Wine, of the Record Shop, Richmond, Ind., to write, "I agree with Miss Richards. Equally bad is the compromise needle. I don't know who dreamed it up, but he should have his head examined. What can we do to get manufacturers to stop putting them in players?" Miss Wine finds this particularly irritating because "when the LP's and 45's jump, the owner always blames the record. It cost little more when the player is being manufactured to give it two needles. It will cost the customer considerably more in the long run in replacement of needles and records."

Rudolph Siegling, president of Siegling Music House, Charleston, S. C., was honored April 13 in New York as the nation's outstanding music store merchant in Brand Names Foundation's seventh annual Brand Name Retailer-of-the-Year competition. He received a bronze plaque as the top award winner in his retail category.

Mildred Mowery, who formerly leased space in Hemenway-Johnson Furniture Company, Shreveport, La., for her record shop, has opened the Music Box at 629 Milam Street in that city. Ernestine Schram will be associated with her in the operation of the shop. . . . Barnett Distributing Company, Baltimore, has been named distributor for Remington Records in the Baltimore-Washington trade area. . . . Wedding Bells will ring out May 21 for Camille Franco, pretty clerk at Town and Country Music Shop, Westwood, N. J. Congratulations! . . . McGowan's, operator of two stores in St. Paul, Minn., is closing its Loop store and will consolidate all operations in its store at 799 Grand Avenue. The company has taken over about 700 additional square feet of space adjoining the Grand Avenue store to put in a complete record department. Previously, only the Loop store handled records.

## JUKE BOX WRAP-UP

Rock-Ola Manufacturing Company unveils its 1955 120-selection phonograph next weekend, April 24-25. Firm's distributors throught the country ready open house festivities for all customers and guests. New model marks sixth major change in design since the end of World War II. Sneak preview held during MOA convention last month.

Ray Cunliffe, president of the Chicago Operator Association and treasurer of MOA, died of a heart attack Sunday (10). Cunliffe was responsible for much of the co-operation now existing between the record companies and the juke box operators in Chicago. Thru his efforts, dime play was introduced in Chicago as early as 1951. He was also chairman of the MOA conventions, finishing his fifth last month.

South Dakota juke boxes will soon be sporting the song "I Come

From South Dakota." The record was entered in the national "Miss Juke Box Contest," sponsored by MOA-RCA, by Gordon Stout, president of the S. D. operators. Altho the tune did not win the contest, Stout said that operators in his State planned to plug the tune just the same. Vocalist is Grace Lex, who also wrote the music and words.

For full details on these stories see Music Machine department beginning on Page 85.

## 'DAMN YANKEES' STIR UP FUSS BEFORE OPENING

NEW YORK, April 16.—Altho it has yet to open on Broadway, Frank Loesser's new musical, "Damn Yankees" has already stirred up more controversy in the record business than the World Series. Last week it was the "Lola" release hassle. This week the trouble centered about two other tunes from the score, "Heart" and "Near to You."

In a Tinker-to-Evers-to-Chance comedy of errors, jockeys first jumped the release gun on the Four Aces' Decca waxing of "Heart." RCA Victor was then forced to bring out Eddie Fisher's "Heart" disk, altho the singer's last release has been in circulation less than four weeks. This forced Mercury to rush out another Patti Page record too soon after her last one, because the flip on the Fisher platter "Near to You" is also the canary's new side. The jockeys are playing them, but every plug is a pain to the parties concerned.

## Hi-Fi LP's at 99c in Chi Am. Sales Effort

CHICAGO, April 16.—The Chicago American has launched a circulation-building promotion whereby hi-fi 10-inch classical LP's are made available for 99 cents plus coupons clipped from the daily.

As an initial offer, purchasers of the paper submit only one coupon and 99 cents for Beethoven's "Emperor" Concerto. Subsequent disks will be made available weekly for 99 cents and five coupons. Coupons may be redeemed at the newspaper office or at about 20 depots in outlying Illinois and Indiana towns. The paper's full page ads list 16 standard symphonic titles that will be issued.

According to the American, these recordings are from the catalog of the American Recording Society and are pressed by the RCA Victor custom pressing department. The "Famous Symphony Orchestras Under World Renowned Conductors" are not further identified.

American Recording Society has been issuing disks for several years as a mail-order club.

## 2 Mercer Pub Firms Formed

HOLLYWOOD, April 16.—Songscribe Johnny Mercer, pianist Milton Raskin and veteran music man Marshal (Brother) Robbins have joined forces in formation of two ASCAP music publishing firms, Palm Springs Music and Commander Publications.

Mercer was previously associated in his own publishing firms with Mercer-Morris Music in 1941, a partnership with E. H. Morris, and more recently via Capitol Songs, a subsidiary formerly owned by Capitol Records.

Firm already has approximately 20 songs in its catalog, several of which are songs that were not used in both "Daddy Long Legs" and "Seven Brides for Seven Brothers."

Robbins, brother of Howard J. (Buddy) Robbins and son of Jack Robbins, of the old J. J. Robbins & Sons firm, most recently was associated with Leeds Music here and has been active organizing the Mercer-Raskin combine for some months.

Ironic twist to the new association for Marshal Robbins is that he might ostensibly be working at diverse ends with his brother, Buddy, recently named general professional manager of Columbia Pictures music subsidiary, Columbia Pictures Music Corporation. Mercer, along with Gene De Paul, was signed to score the musical version of "It Happened One Night," a Columbia film which will be published by their music company.

## QUIET DRINK

### Silence Is Golden in Danish Juke

COPENHAGEN, Denmark, April 16.—For those humans who are allergic to the charms of music, there are tidings of both cheerful and dire purport, at least in this part of the world.

On the sunny side comes reports from the exposition of the Bavarian Hotel and Restaurateurs, in Nuremberg, Germany, extolling the virtues of a silent record—for those patrons of the beer halls who detest having their suds-imbibing disturbed by the ever-present juke box.

This little item is a new product of the well-known electrical equipment firm of Siemens and is distributed by the Music-Automat Company of Dusseldorf. It resembles in every way an ordinary platter and is inserted with normal disk in the juke boxes.

Any beer-hall patron desiring a brief respite from the "Heidelberg Stein Song" just plunks a 10-pfennig (4.8 cents) coin in the juke slot and pushes the button calling for the silent platter, which drops onto the turntable and grinds away in silence for three minutes. For a hour of quiet beer-drinking, all that is necessary is to stuff 20 10-pfennig coins in the slot at one time. Profit!

On the dark side is a report of a slightly delicate nature. A horrid message has come from a Copenhagen, who recently inspected the newly opened "Denmark House" on the Champs-Elysees in Paris. He relates that among the cultural items installed in this Parisian center of Danish tourist propaganda is a music-dispensing system with outlets in all of the rooms, including the ladies' "powder room" and the gents' room. Here there is no escape.

## Oncken Buys Vegas' KENO

LAS VEGAS, April 16.—Ed Oncken, The Billboard Las Vegas correspondent, has purchased radio Station KENO, 1000-watt ABC affiliate in this city, from Maxwell Kelch. Terms were not disclosed.

The station presently broadcasts from 6 a.m. to 2 a.m. daily and is scheduled to lengthen its air time until 4 a.m. Oncken, who was previously the station's news editor, will continue his affiliation with The Billboard, as well as serving on the staff of The Las Vegas Sun.

## 'Breakfast Club' Inks Singer Noel

CINCINNATI, April 16.—Baritone Dick Noel, under the personal management of Harry Carlson, local songwriter and head of Fraternity Records, new disk firm, has been signed to handle the male singing assignments on Don McNeill's "Breakfast Club" on the ABC radio network effective Monday (18). He replaces Johnny Desmond, who left the show earlier this year to work niteries.

Formerly heard on Decca, Noel presently has a tune, "When I'm Alone," going well on the Fraternity label. The ditty was penned by Carlson and Erwin King. In recent months, Noel has been working the nitery and hotel circuit thru General Artists Corporation.

Carlson returned here early this week from New York, where he supervised a session for thrush Cathy Carr, who waxed four new sides for Fraternity, backed by Don Costa and orchestra. First disk, "I Really Never Stopped Lovin' You" b.w. "Warm Your Heart," was released this weekend. Carlson also issued another release this week on Fraternity, "Crazy Otto Rag," with Ludwig Von Kaufman mouthing the lyrics. Kaufman in reality is Murray Kaufman, deejay at New York's WMCA. "Crazy Otto Rag" was penned by Eddie White and Mac Wolfson.

## MANNERS NIXES 1st SPINNINGS OF NEW DISKS

HOLLYWOOD, April 16.—With a number of disk jockeys throught the country concerned about getting a new release first, KFWB spinner Zeke Manners this week added his voice to the controversy in declaring he henceforth would refuse to "play any firsts on my show."

Manners likened new recordings to the legit stage, saying, "As stage shows have their New Haven's, let the records have their tryouts, but not on my shows."

"Let the other disk jockeys save their ego by telling their audience 'this is a first.' Let them dispense their lack of showmanship. I'll play the records when the audience says, 'We like it,'" he concluded.

## Day Competes With Etting

NEW YORK, April 16.—When the Ruth Etting M-G-M film biography, "Love Me or Leave Me," is released early next month, Columbia Records will have the real Etting competing with the ersatz Etting for record sales.

The diskery will issue simultaneously its album of sound track excerpts sung by the flick's star, Doris Day, and a set of the original Etting etchings cut in the early 1930's. Both sets will be 12-inch LP's, and they will include seven tune duplications, including the all-time Etting special, "Ten Cents a Dance."

The film sound track was obtained by Columbia from M-G-M on a trade deal that gave M-G-M use of Columbia's Rosemary Clooney and Jose Ferrer for M-G-M's sound track album of "Deep in My Heart" earlier this year.

## Rem'gton Sets Juke EP Deal

NEW YORK, April 16.—Remington Records is readying for early introduction a set of four EP packages for juke box operators, each to consist of 10 disks and carry an operator price of \$3.90. The EP's regularly list at 69 cents each.

Included are jazz and blues, international, polka and standard sets. Five complete sets of title strips will be contained in each package.

Artists include Sarah Vaughan, Dizzy Gillespie, Ethel Waters, Frank Yankovic, Enoch Light and Mary Lou Williams.

## Bard Now Making Harmonia, Sonart

NEW YORK, April 16.—The Bard Record Company, New Rochelle, N. Y., is now actively producing and distributing the Harmonia and Sonart labels, specialists in foreign waxings. Several new releases have been marketed this month in the Polish and Italian fields.

Recently, rights to several Harmonia and Sonart waxings, including items by Joe Bushkin and Zinka Milanov, were sold to Eli Oberstein. These masters, however, represented only a small fraction of the entire catalog.

Bard Records, which also operates an eight-press record plant, is headed by George L. Bard.

## Fern Named Hoffman L.A. Sales Manager

HOLLYWOOD, April 16.—Frank Fern, new products manager for Hoffman Electronics Corporation, has been appointed Los Angeles sales manager. Fern has been connected with the Hoffman organization both at the factory and with the Hoffman sales division in Seattle since 1953. Paul Bryant, general manager of the company's sales division, disclosed Fern's appointment.



all  
it  
takes  
is



and  
a  
song  
with  
"heart"  
appeal!



Eddie Fisher

sings

HEART



NEAR TO YOU

from the forthcoming Adler-Ross Musical Comedy "DAMN YANKEES"

20/47-6097

"New Orthophonic" High Fidelity Recording





# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Bill Monroe and His Blue Grass Boys, Cowboy Copas and Dot and Smokey are slated to launch a 16-week tent show tour thru New England around the middle of May. . . . A new country music vocal combination that's reported paying off for RCA Victor is made up of Rita Robbins, Anita Carter and Ruby Wells. Their recent release on "Pleading My Love" and "Rock Love" has proved so successful that RCA Victor called them in for another waxing session last weekend. . . . McLennan Crossing Picnic Park, Waco, Tex., cracked the season Sunday (16), with little Jimmy Dickens and Del Wood the top features.

Diz Dean, the ace hurler of the old St. Louis Gas House Gang of a few years back, will be one of the features of the Jimmie Rodgers Memorial Celebration to be held in Meridian, Miss., May 25-26, according to C. H. Phillips, of The Meridian Star, who is handling the press on the two-day event. Others who have already guaranteed their presence at the Rodgers celebration, according to Phillips, are Jimmie Davis, Slim Whitman and Ernest Tubbs. . . . Ed McLemore, big boss of "Big D Jamboree," Dallas, is launching an ambitious advertising and promotion campaign to put "Big D" in the top ranks of the nation's regular Saturday night jamborees and to plug its artists now waxing for Coral.

Lou Millet, heard with his Melody Ramblers on Columbia and Dot records, is set indefinitely on WLCS, Baton Rouge, La., from 1-4 p.m., Monday thru Friday, in addition to doing two TV spots a week. He is putting in his spare time on personals in the territory. Millet's new one on the Ace label is "Just You and Me" b.w. "Whispers of Doubt." . . . Gen. Henry Cannon is flying Carl Smith and His Tunemsmiths on their current 30-day tour of the West and Pacific Northwest, which got underway at Oklahoma City April 10.

Connie B. Gay, one of the East's top c.&w. promoters and country wax spinner at WARRL, Arlington, Va., is scouting the woods for a new gal singer for Jimmy Dean and His Texas Wildcats. She'll replace the Wildcat's present fem singer, who is awaiting a visit from the long-legged bird. . . . Jack Patton, after winding up on radio and TV shows in Southern California, is lining up acts for the opening of his Sunset Ranch, western park at Broadalbin, N. Y. It'll mark his second season at that spot.

Werly Fairburn starts as a regular with "Louisiana Hayride," Shreveport, La., May 7, with Fred Baker guesting on "Hayride" the same night. Fred Wamble will also be in Shreveport May 7 to appear as Mr. Cornhusker D. J. with Bob Strack on the latter's "Red River Round-up" on KWKH. Fairburn is slated to hop into Nashville April 30 for guest shot on "Grand Ole Opry." Both Fairburn and Wamble are out with new Capitol releases, with "Cold, Weary World" Werly's top side, and "I'd Only Make the Same Mistake Again" looking good for Fred. Mel Mallory and Keith Rush hit the road out of New Orleans last week to plug the new Fairburn disk.

Hank Thompson and His Brazos Valley have again been chosen to play the Frontier Days Rodeo at Cheyenne, Wyo.,

(Continued on page 60)

# RHYTHM-BLUES NOTES

By BILL SIMON

Texas currently is shaping up as one of the hottest territories for rhythm and blues record acts. The packaging of Lowell Fulson (Chess) and Choker Campbell's band (Atlantic) is paying off on one-nighters thru the Lone Star State, and Ray Charles (Atlantic) heads that way in May. An interesting package is set to hit the same trails in July—coupling Guitar Slim (Specialty) and T-Bone Walker (Atlantic). This should reach the all-time high in blues guitar battles. . . . Another name brace touring the State in June is Amos Milburn (Aladdin) with the Billy Clark ork (Herald).

On May 1, Ray Charles and Fats Domino join forces for a gala bill at the New Orleans Auditorium. Domino then heads north, where he will work during May, including a week at the Philadelphia Show Boat (16). . . . Guitar Slim takes his band into the Ebony Lounge, Cleveland, May 2-8. . . . Chuck Willis, Okeh artist, is set for the Crown Propeller, Chicago, May 4-8.

Billy Eckstine, whose "Jelly Jelly Blues" was his first and one of his biggest hits, is looking to recoup his once tremendous r.&b. fan following with his latest release, "Only You." . . . Teddy McRae, the one-time arranger and sax-clarinet man associated with the late Chick Webb and Ella Fitzgerald, is now general manager of Marlyn Music Publishers, and is handling r.&b. material for the company. He's also booking for the affiliated Sherwood Artists Management firm, which has inked record deals for two of its blues thrushes, Loretta Smith (M-G-M) and Anita Tucker (King). Outfit also is handling the Charioteers.

Earl Bostic, King's sax virtuoso, is on a four-month tour of the West Coast. . . . Therman Ruth, who was organizer of the original Selah Jubilee Singers, and is a well-known composer of gospel music, this week (18) will initiate a daily hour of gospel programming on New York Station WOV from 6 to 7 a.m. Mondays thru Saturdays.

Stan Pat, who spins r.&b. on WTTM, Trenton, N. J., wrote in to say that he's "sick and tired" of deejay "crusaders" with their comments about r.&b. lyrics. He's sure "their only aim is for publicity," and says that "In all my time as a disk jockey and particularly with a 100 per cent r.&b. show, I can truthfully say that I, along with the station and management, have never received one postcard, phone call, telegram or letter in regard to my spinning of so-called suggestive lyrics, and believe me, I have spun them all—major and independent labels." . . . Viviane Greene, pianist who has recorded for Decca, Trilon and Mercury, is deejay in charge of "Allen's Alley," a two-hour r.&b. seg over KFSC, Denver.

# Appeals Court Finds for Cap

Continued from page 27

This arrangement, approved by the Berlin Branch of the U. S. Military Government, gave Capitol the right to press disks from the masters and sell them in the United States.

In the original decision of Judge Leibell it was stated: "If Mercury is committing a tort by competing with Capitol, Gramophone has made Mercury's conduct possible . . . by authorizing Mercury to do the very thing of which Capitol complains." In other words, Gramophone made the unfair competition possible.

Leibell also pointed out that Gramophone and Mercury, in a supplement to their 1947 pact, realized the possibility of future litigation in the United States. He also stated the Czechoslovakian government's confiscatory proceedings did not give it the right to authorize reproductions of the disks beyond its own borders.

## Unfair Competition?

Arthur Garmaize, Capitol's attorney, has based the plaintiff's case all along on the angle of unfair competition. Herein, to many, lies the vast importance of the case with regard to the matter of piracy. For in this case, it is stated clearly that a record manufacturer can stop unauthorized reproductions of disks without recourse to the laws of copyright—without claiming infringement.

The Court of Appeals, in upholding the unfair competition theory, pointed to a number of parallel disputes, notably Metropolitan Opera vs. Wagner-Nichols Recorder Corporation. In this instance the Met granted to the American Broadcasting Company the exclusive right to broadcast its performances, and to Columbia Records the exclusive right to record and sell records of the performances. Wagner-Nichols, without consent, made and sold records of the broadcasts. The courts held that this constituted unfair competition and upheld a complaint seeking an injunction in favor of the Met and Columbia.

Implicit in the Wagner-Nichols decision to make and sell those records, of course, is the theory that once a manufacturer places records on sale, his act constitutes a dedication. That is, control is lost because the performances are in the public domain. In the brief on the present case, it is pointed out that had the New York courts decided that the sale of the Columbia recordings constituted dedication, everybody would have been free to copy the performances. "That could not have been the intention . . . it would be capricious . . ."

Similarly in the case of Capitol and Mercury, the Court of Appeals holds that plaintiff has not lost the right to make and sell the records in the United States; that to decide otherwise would amount to unfair competition.

In its examination of the case, the court held that Federal law was not applicable. "Nothing in the Act (Copyright Act) indicates an intention that the record shall be the 'copyrighted work.'" It is further stated: "Since each party . . . disclaims ownership in any of the compositions by virtue of copyright, we treat them as in the public domain for the purposes of the case."

In view of the above philosophy, the Court of Appeals stated that it must apply the law of the State of New York—the State in which the action was brought.

## RCA vs. Whiteman

Paul Kern, Mercury's attorney, commented that whereas Judge Dimock held that New York law applied, Judge Hand, in his dissenting opinion, held closer to Federal law, as in the case of RCA vs. Paul Whiteman. In this case it was held that once a record was sold, the seller had no control.

Judge Hand's opinion posed another point, that is, the possibility that the defendant, even though forbidden to make and sell the records in New York, might be able to do so in any other State which might regard the plaintiff's sales as a "publication"—and that it would be impossible to prevent importation of such disks into New York. Hand would have dismissed the complaint.

Mercury at press time has not indicated what future course it would follow on the case. It has been speculated that the firm might apply for a writ of certiorari in an attempt to have the Supreme Court review the case. Should this be done, it would presumably be based upon Hand's dissenting opinion, notably the clauses implying a legal weakness in basing the decision upon the law of one State, New York. It is to be noted, however, that the Supreme Court rejects 85 per cent of such applications.

In the event Mercury does not seek a review, case would then go to a special master to assess plaintiff's damages and defendant's profits.

Mercury, incidentally, has already agreed upon a formula for settling the claims of Gramophone. This case, filed by Gramophone in May, 1950, was predicated upon breach of contract. A formula has been agreed upon covering royalties on finished disks, rental charges on matrices, etc. Gramophone terminated its agreement with Mercury in 1949. (Details are in The Billboard, October 11, 1952.) Mercury filed counterclaims to the extent of some \$433,925. Federal Judge John C. Knox ruled that attorneys for both sides were to return to court by April 28, 1955, unless a settlement was achieved.

It is ironic that part of the sums sought by Capitol from Mercury may very well be part of monies Mercury will pay to Gramophone.

With regard to the matter of a manufacturer's property right in a disk, record execs queried feel they wish to study further the implications in the present decision. Several have expressed themselves as believing that the door is wide open for a test case on the matter. In the RCA vs. Paul Whiteman case, prior to the war, it was ruled that Whiteman invested his property rights in the manufacturer; that the manufacturer, who made a finished product, had a pecuniary right in this product. Victor went so far as to prepare a license form to license broadcasters. But the plan came to naught when hassles developed over how the proceeds would be split among the manufacturers, artists, musicians' union and composers.

Current Telefunken records are distributed in this country by London Records.

## Cap's Scott to England For Huddle With EMI

HOLLYWOOD, April 16. — Francis Scott, head of Capitol Records' album department, leaves here Tuesday (19) on the first leg of a trip to London. Scott is scheduled to confer with executives of Electric & Musical Industries, Ltd., on a mutual exchange of masters between the companies.

## British Decca

Continued from page 27

Latter years ago purchased the American Record Company, and, tho it has not used the name, feels it still has an interest in it. Mills, however, will retain the name, American Recording Artists, for other-than-label purposes.

Irving Mills this week amplified his attitude as regards records. "I'm the guinea pig for the industry," he said. He regards his disk operation as a necessary part of the publisher's professional activity. "Professional copies are out the window," he asserted.

The master he regards a demo for the song, and as a property. More than that, he views it as a medium whereby the publisher can cope with modern conditions and concentrate on the creation of standard songs in an era when much good material is "going down the drain." Mills reiterated points of policy: he would record only his own songs; send copies to a.&r. men, and, in the event the latter wished to release disks on the same, Mills would not jump the gun. In the United States, all masters made by Marquee will be retained by Mills.

## West Coasters

Continued from page 24

portunity for plugs is even greater with "The Mae Williams Show," "Eddie Cantor Comedy Theater," "Ames Brothers' Show," "The Whiting Girls," "This Is Your Music," "Make Room for Daddy," "Here Comes Donald" and "Florian Zabach Show" among those in production or on the drawing boards.

American Federation of Musicians, Local 47, lists 42 radio and TV shows that use music on a regular basis. Add to this the current practice of TV film producers to slot a song in a dramatic show and the coverage of Coast pluggers is easily expanded.

Of importance, too, is the growing number of publisher applications received by both ASCAP and BMI from Coast firms. The TV film production studios are getting into the act, too, as witness the recent formation of Jack Webb's Mark VII Music some weeks ago, and the repossession of the "I Love Lucy" theme song by Desilu Productions. A number of the veteran publishing companies have been quietly buying rights to TV film themes, bridges and cues and in those cases where these rights are not obtainable, new publishing firms have been formed in partnership with the production studios.

With TV using more original music these days, the songwriters have taken the cue and formed their own publishing companies, among them of recent note, Harry Warren, Johnny Mercer and Harry Ruby.

The indications are that Hollywood publishers and their representatives will continue to grow in importance, with television film likely to be the springboard.

## Miller Signs

Continued from page 24

there remains one radio contract which is claimed to have an expiration date of August 1956. Another contract which still has one year to run is that for a radio show aired over WIND here. This station, however, is owned by the CBS family and therefore no concern exists over this contract.

The new pact calls for Miller to do both radio and television work. He will be paid at least \$4,000 per week for one CBS network radio show as well as a total of four hours weekly TV shots. Miller currently has a two-hour TV show on Friday nights over the local CBS outlet, and it is expected another two hours per week will be added either on a Monday or Tuesday night.

As the plan now stands, it is understood that the Wrigley Company, manufacturers of chewing gum, will sponsor the network radio show. No format has been decided upon for the new show. Plans have been following two paths, one a 15-minute stanza across the board, and the other half hour show one night a week.

An audition film will be made in the near future, probably next week, of a new show which will star Miller, and which CBS supposedly has its eye on for a network TV spot. If the net does do anything with this show, it would mean even more money for Miller, as his present contract does not call for TV.

## Tape Deal

Continued from page 24

produced and distributed in Canada by Spartan Records, of London, Ont. Pierce's new pact with Spartan's Harold Pounds call for the release of four folk sides per month up North.

Starday has also acquired the master of "Guest Star in Heaven," an Ernie Vandagriff etching on the Rural Rhythm label which has been stirring some action in Memphis. While here, Pierce also leased two masters from Ronnex Records for distribution on Hollywood.

To round out a rather hectic week, Pierce conferred at length with Peer executives on songs the latter firm will handle for Starrite and Golden State in foreign countries.



# The Big Ballad for '55



# I DON'T WANT TO BE LONELY TONIGHT

*Sung by*

# teresa brewer

CORAL 61394 (78 RPM) and 9-61394 (45 RPM)

**CORAL RECORDS**

*America's Fastest Growing Record Company*



The Billboard, April 16, 1955.  
 • **Review Spotlight on...**  
**TERESA BREWER**  
**I Don't Want to Be Lonely Tonight**  
 Coral 61394—Teresa Brewer has a two-sided click here  
 ... plenty of jockey spins for the lovely ballad ... on  
 "I Don't Want to Be Lonely Tonight" she softens her  
 style and sings an appealing lyric with feeling and  
 plaintive sincerity.







**JUST  
WHAT  
THE DOCTOR  
ORDERED!**

**JONI JAMES**

**IS THIS THE  
END OF  
THE LINE?**

**WHEN  
YOU  
WISH  
UPON  
A STAR**

The Billboard Music Popularity Charts  
**POPULAR RECORDS**  
● REVIEW  
SPOTLIGHT ON...  
**THE CASH BOX  
DISK OF THE WEEK**

MGM 11960 78 rpm ● K 11960 45 rpm

**ART MOONEY**

**HONEY  
BABE**

**Billboard  
BEST BUY**

GO TO YOUR LEFT, YOUR RIGHT

GO TO YOUR LEFT, YOUR RIGHT



from the Warner film  
**"BATTLE CRY"**

B/W  
**NO REGRETS**  
MGM 11900 78 rpm  
K 11900 45 rpm

**BETTY MADIGAN**

**I HAD A  
HEART**

and  
**WONDERFUL WORDS**

MGM 11988 78 rpm ● K 11988 45 rpm

**JAMES BROWN**

**THE BERRY  
TREE**

and  
**I LOST WHEN I FOUND YOU**

MGM 11987 78 rpm ● K 11987 45 rpm

**GINNY GIBSON**  
**WHATEVER LOLA WANTS**  
and  
**IF ANYTHING SHOULD HAPPEN  
TO YOU**  
MGM 11961 78 rpm  
K 11961 45 rpm

**KAY ARMEN**  
**BELLA NOTTE**

and  
**LA LA LU**  
MGM 11967 78 rpm  
K 11967 45 rpm

**BUD HOBBS**  
**LOUISIANA SWING**  
and  
**I'M GONNA SET YOU FREE**  
MGM 11964 78 rpm  
K 11964 45 rpm

**DAVID ROSE**  
**TAKE MY LOVE**  
and  
**LOVE IS ETERNAL**  
MGM 30875 78 rpm  
K 30875 45 rpm

**RUSH ADAMS**  
**THE ROSE IN HER HAIR**

and  
**ONLY FOR YOU**  
MGM 11953 78 rpm  
K 11953 45 rpm

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



**CASEY at the BAT**

Based on Ernest Lawrence Thayer's famous poem. Dramatized and Directed by Dailey Paskman.

Narrated by  
**LIONEL BARRYMORE**  
With the Big  
League Quartette  
535-78 RPM 5K35-45 RPM

**MUSIC AS WRITTEN**

**SPA COAST HUDDLE  
ON PUBBER PACTS...**

Charles Tobias, president of the Songwriters' Protective Association, and attorney John Shulman are scheduled to arrive in Hollywood this week for a series of meetings with Ben Oakland and Coast board members in discussions pertaining to the pending new SPA contracts with music publishers. Existing SPA pact expires in December of 1956.

**CONN. BALLROOM ON  
WEEKEND SCHEDULE...**

Connecticut's Spring dance schedule is well under way, with Crystal Ballroom, of Crystal Lake, resuming a Saturday-Sunday policy last weekend (9-10). The location is featuring modern music on Saturday nights and polkas on Sundays.

Abbey Albert's orchestra, booked thru the Music Corporation of America, has opened an extended engagement in the Terrace Room of the Hartford Statler Hotel, replacing Clair Perrault's aggregation, which held forth for nine weeks. There's no decision as yet by Statler execs on summer closing of the room.

**CADENCE BUYS 4  
JAXON MASTERS...**

Cadence Records has purchased four Bob Jaxon masters from Barclay Records, a firm recently formed by Roy and Al Kohn. The singer's first Barclay disk was released last week, but since it has received only limited distribution, Cadence will re-release the platter under its own label this week. Cadence also has an option on Jaxon's services.

**ADLIB RECORDS BOWS  
VIA 'SESSION' DISK...**

Charlie Mack's new Adlib Record label put out its first release last week—"Let's Have a Session"—a music-to-rehearse-by LP for jazz musicians. The package, which features background rhythm music played in keys used by most jazz men, features guitarist Billy Nauer, drummer Don Lamond, pianist Tony Aless and Arnold Fishkin on bass. In addition to releasing more practice-platters, Adlib plans to bring out LP's featuring new jazz personalities.

**PINKY LEE INKS  
LONG DECCA PACT...**

Decca Records has signed a long term pact with TV star Pinky Lee. Lee, an NBC-TV personality, will not be limited to any one record category, according to Simon Rady, who negotiated the pact. First release is scheduled for late spring.

**FAULK EXITS WCBS;  
NAMED TBC VEEPEE...**

John Henry Faulk resigns from his WCBS show this month, to become a veepee of the Texas Broadcasting Corporation. Effective May 18, Faulk will head up public affairs for stations KTBC and KTBC-TV, Austin, Tex., and KANG-TV, Waco, Tex.—co-ordinating all programs for the outlets and also continuing as a performer with his own radio and TV shows for the stations. As yet, WCBS has not lined up a replacement for him.

**New York**

David Weingarten Music Publications, Bridgeport, Conn., has been succeeded by Gardner Music Corporation, with Dave Weingarten as president, and Rae Zelda head of the professional department. Firm's current plug songs are "I Took the Lord Into My Heart" and "All Hearts Beat As One."

RCA Victor has signed thrush Toni Arden to a recording pact. . . . Victor next week will hold its first session with Sonny Graham, recently named "Miss Juke Box." One of the tunes she will do is held in National Juke Box Music, Inc.

**JAZZ JOTS:** Stan Getz' combo, featuring Bob Brookmeyer on trombone, will play the Blue Note, Philadelphia, April 25-30. . . . Don Elliott tops the bill at The Band Box, Rochester, Next week. . . . Olivia's Patio Lounge, Washington, gets a quintet including Roy Eldridge, Ben Webster, Jo Jones, and a bass and piano. . . . George

Lewis, the New Orleans clarinetist who has been appearing at Child's Paramount with his own group, was visited one day last week by Louis Armstrong, and in his excitement suffered a heart attack. At press time, he was reported resting comfortably at the N. Y. Midtown Hospital.

Columbia's pop artists and repertoire chief, Mitch Miller, is author of a broad, analytical piece on popular music scheduled for the New York Times magazine section Sunday, April 24. . . . Johnny Marks, songwriter and owner of St. Nicholas Music, became the father of a boy April 11. He has two other children and "Rudolph, the Red-Nosed Reindeer." . . . Tex Beneke and his ork open a month's engagement at the Statler's Cafe Rouge Friday (22).

Coral thrush Karen Chandler opens Tuesday (18) for a week at the Mural Room, Baker Hotel, Dallas, Tex.

**Chicago**

Bobby Blue, orchestra leader, stopped off in Chicago on his way to the West Coast where he is reforming his band. Bobby and his band were involved in a bus accident in New York in 1951 and was returning from New York and the settlement of the case. Bobby will set up operations on the West Coast. He is also in partnership with his brother, Freddy Worth, in the Holiday Inn Motel, Las Vegas. . . . Russ Carlyle and his band are in the Oh Henry Ballroom for a long run. The band leader is taking his two off nights and traveling thru the Midwest area on a promotion tour.

Cathy Johnson, recently pacted by Mike Stewart, was a promotion visitor to Chicago last week to plug her Columbia waxing of "Guilty Shadows." . . . Also visitors last week were the Esquires. . . . Aaron Cushman, public relations, has moved to larger quarters in the same building, 333 North Michigan Avenue. . . . Ted Weems and his orchestra, are back on one-nighters in Texas. . . . Ralph Marterie has signed singer Gloria Brooks to a contract. A session was held last week.

**Indianapolis**

Connee Boswell opened Friday (15) at the Steckler House here to kick off a long list of names booked for the club. Jan August Trio follows later this month; Mel Torme and Helen O'Connell are booked for May, with the Four Step Brothers coming in in June. . . . Local Ross W. Christena office is bringing Dean Martin and Jerry Lewis to the Butler Field House here May 17, with the pair also slated to make an appearance at the Indianapolis auto race track during time trials for the Decoration Day 500-mile race. Christena also has Felicia Sanders and Helene Forrest coming to the Town House here next week, and Les Brown to the Indiana Roof May 11.

**Hollywood**

Bernie Silverman, national sales manager for Clef and Norgran Records, has appointed Portal Distributors to handle both lines in Pittsburgh. . . . Norm Malkin has set the Sunnysiders to a personal management contract. Group are currently hot via their Kapp rendition of "Hey, Mr. Banjo." . . . Summer shows are reportedly in the offing for both Tony Travis and Jaye P. Morgan. . . . Peter Potter's "Juke Box Jury" supplants both Jack Benny and Amos 'n' Andy in the latter's CBS radio time slots for the summer. . . . Monte Kelly ork backed singer Myrm Fox in her first date for the as yet unnamed Mills Music label. . . . Chuck Landis and Gene Norman have set Stan Kenton and his 20-man ork for a two-week run at the Crescendo. . . . Jeanette MacDonald has signed with the William Shiffrin agency. . . . Paul Gilbert follows Allan Jones into the Mocambo April 26. . . . "Blues Opera," new Harold Arlen-Johnny Mercer opus, will open in Venice in September instead of the previously announced bow in Paris. . . . Barney Kessel and His All-Stars, along with Zoot Sims, has been set to kick off the new Celebrity Room here.

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# Jazz International Language

Continued from page 28

coming more interested in the jazz products of Europe. Jazz produced by Philips is on the upgrade, and some of it has found its way onto the Epic label. "Jazz Behind the Dikes," a Philips-produced package cut by Scandinavian and Dutch groups, is rated as being of considerable quality.

Avakian, noting that there always has been a traditional jazz school in Europe, says that the pendulum shows signs of swinging towards the modern side. "The Swedes got cool." Releases like Dave Brubeck's "Jazz Goes to College" stir considerable excitement.

### RCA Overseas

RCA Victor, which exports American-made Victor disks, also follows the jazz trend overseas on the RCA overseas label, which RCA's affiliates press in France, Belgium and Holland. Despite the fact that there are "more jazz labels than you can shake a stick at,"

sales are very good both on the overseas and American-made Victor disks, notes Muranyi.

Decca and Capitol also point to a lucrative European jazz market, Decca stating that the entire continent is generally good, with France and Holland particularly hot. Sandor Porges, of Capitol, credits Sweden with being an important force in uplifting the entire foreign jazz market. The demand first started there, says Porges. Cap, he says, supplies matrices to European manufacturing representatives who press the disks. In addition, Cap ships a substantial number of finished records.

### Trends Alike

Most observers feel that artist popularity abroad parallels trends in the United States. The exception is freakish or local material which may have a fair sale in the United States, but would be too off-beat for any considerable European sale.

Currently, jazz abroad is largely a package business. Up to three years ago, it was largely a 78 r.p.m. business. Europe made the switch to LP later than the United States, but it has been accomplished. Jazz sales are still not comparable to those in America. The buying power of the teen-ager is not comparable to the teen-ager in America, but as against this negative element, American observers point out that jazz in Europe has a strongly intellectual appeal and attracts buyers from a wide age group.

Fostering this intellectualism, of course, are a number of widely read jazz magazines — such as "Rhythm" in Holland, the "Jazz Journal" in England, the writings of Hughes Panassie in France, etc. — all of which contribute to the

general promotion and acceptance of jazz.

### Talent Abroad

It's interesting to note that although Europe recognizes American jazz as an art form and is in itself U. S.-oriented, the Continent is now coming up with jazz instrumentalists who are highly regarded. A few examples are England's pianist Ronnie Ball and trumpeter Humphrey Lyttleton, Sweden's sax players Lars Gullin and Arne Domnerus, etc. And, of course, such English expatriates as George Shearing, Ralph Sharon and Marion McPartland.

In Latin-America there is a keen demand for American jazz, according to exporter Antonio Contreras. The market is not uniformly good, however, owing to heavy import restrictions obtaining in certain countries. Mexico and Venezuela are respectively the number one and two markets.

In Argentina, Chile and Uruguay restrictions are quite severe, although American firms are able to do business. The chief difficulty, as in Argentina, is the lack of American dollars available. In some Latin American countries, too, the import duties are considered very high.

## Re-Issues' Sales

Continued from page 24

the 1920's and early 1930's) represent a second, much broader re-issue theory.

This means not only a heavy percentage of key jazz names (Waller, Ellington, Beiderbecke, Jelly Roll Morton, Fletcher Henderson, Armstrong on either or both labels), but also LP's of either moderately or very obscure musicians (from King Oliver and Johnny Dodds on down to admittedly "far out" jug bands and boogie woogie pianists. The concept here is that of the moderate but assured and continuing market, plus a belief that exposure to the better-known items creates a curiosity about, interest in and eventually a new-customer demand for even the most obscure packages.

### Name Only

(3) A third group is almost re-issue-in-name-only and includes the repackaging of sometimes barely pre-LP Dixieland (such as Commodore and Blue Note) and modern jazz (Blue Note again, Mercury, some major-label items) into LP collections. The market here is obviously just about the same as for the original, usually early 1940's, 78 rpm's.

Summing up indicates that jazz reissues are here to stay. They call for patient handling (you'll never find a million-copy item, and maximum results probably call for more display than most dealers would feel suitable); are about the closest thing to deathless, steady-sales-pace items the record business has ever known, and undoubtedly have a far smaller percentage of real egg-layers than any other category, since most of these LP's have had about a quarter of a century in which to build up their basic minimum market.

## Wurlitzer Out

Continued from page 28

firm hopes both the Buffalo and the Cincinnati operations can liquidate their record stocks within six months. In gaining that end, the Buffalo outlet recently staged a three-hour sale which is claimed to have deminished stocks greatly.

On the other hand, in talking to various industry members, particularly salemen and distributors, it was learned that the Chicago retail outlet is supposedly doing better this year, month for month, than last year. The thinking here is that this outlet carried a greater inventory than the other Wurlitzer stores, and at that was not hit as hard by the price breaks. Other retail outlets in the Chicago area reported they had been hit hard also, but had found not enough cause to quit the business. In fact, there are many Chicago retail outlets which claim the price cuts upped their record sales as well as equipment sales.

# Robbins' CBS 'Disk Derby' May Become Trade Prize-Plug

NEW YORK, April 16.—Freddie Robbins' new CBS network deejay series "Disk Derby" may well become the prize-plug of the trade with its promise of from 2,000 to 3,000 guaranteed local and network plugs each week to the "CBS Radio Record of the Week."

In an effort to line up new releases for the show's weekly record competition, producer-director Lou Melaned persuaded some 200 CBS radio affiliates to guarantee each week's winning disk a certain number of local plays. In addition to this incentive and the record's initial exposure on the Robbins' show, the weekly wax winners will also be aired extensively over other CBS network radio shows, including the "Amos 'n' Andy" series, "Sunday Afternoon," and the Rudy Vallee program.

The format originally called for the selection of two daily winners, but it has since been changed to spotlight nine new releases during the first three broadcasts each week, with the winning disk determined by audience applause on the fourth day.

Some record companies are reportedly a bit wary of entering new releases in a network competition—thinking being that if the disks lost, it might hurt their sales appeal.

However, guests with new records lined up for the show's first week of broadcasting include RCA Victor's Lena Horne, Perez Prado, Matt Dennis and Terri Stevens; Coral's McGuire Sisters and Alan Dale; Decca's Carmen McRae; Cadence's Archie Bleyer.

Robbins hopes to give copies of each release to every member of the studio audience at each broadcast. However, some of the companies reportedly balked at supplying 250 free disks so the amount may be sliced to a few door prizes.

## May Settle BE-Hamp Suit

HOLLYWOOD, April 16.—Out of court settlement of the long pending suit brought by Brisk Enterprises against maestro Lionel Hampton was indicated here this week, with the booking of a string of tentative dates for the band leader in California by Associated Booking Corporation.

Breach of contract action was expected to be amicably disposed of by Lester Sill, plaintiff, and Bobby Phillips, head of ABC's Coast office.

Hampton has not played California since the action was filed and, according to Phillips, open dates for the vet orkster were immediately sold.

Phillips also disclosed the addition of Maury Brennan, former Chicago band leader, to the ABC staff here.

## M-G-M Sleeve

Continued from page 28

will be on LeRoy Anderson's waxing of "The Prodigal" from M-G-M's new movie of the same title, starring Lana Turner, while only last week the label brought out a special sleeve on "Marty" from the United Artist movie of the same name.

### DJ's and Dealers

It isn't unusual for publishers to shell out for special sleeves (which are sent to a limited number of deejays), but the M-G-M promotion is unique in that the sleeves are sent to both deejays and dealers, with the movie companies and/or the publishers underwriting the cost of as many sleeves as are sold.

It pays off for the movie companies, since the backs of the sleeves feature detailed descriptions of the movie plots, and M-G-M's publicity-promotion chief Sol Handwerger works closely with film flacks on deejay and dealer promotion.

In line with this, Handwerger notes that many dealers are using the sleeves as window and counter display items.

## Maestro Org

Continued from page 28

of the National Ballroom Operators of America at the latter's meet some four months ago.

A campaign to have dance music exploited by the nation's disk jockeys is expected to get under way shortly, Brown disclosed, with the organization also planning ties with national advertisers, civic groups, schools, etc.

James C. Petrillo, president of the American Federation of Musicians, has accepted the position of honorary president of DOLA.

CHICAGO, April 16.—It was learned this week that Sherman E. Pate, president of Permo, Inc., needle manufacturers, will make known his resignation at the company's annual stockholders and board of directors meeting April 26. It was not learned who will succeed Pate in the presidency, nor was it learned what his intentions for the future are.

## Epic Inks New Jazz Artists

NEW YORK, April 16.—Epic, Columbia's subsidiary label, has inked several new artists in the jazz field. According to artists and repertoire head Marv Holtzman, the diskery intends to maintain a sizable jazz stable.

Among those pacted are Will Bradley, Junior and Senior. Epic also signed the pianist Lou Stein, and violinist Harry Lookofsky. The latter has cut a multiple-dub fiddle album with jazz rhythm section, and arrangements by Quincy Jones.

Holtzman also contracted the singer Robert Clary, nitery entertainer and former star of "New Faces." Clary formerly recorded for Capitol.

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Mercury.....CREW CUTS  
RCA Victor.....THE DOODLERS  
RCA Victor.....RITA ROBBINS and DON WINTERS  
**ST. LOUIS MUSIC CORP.**

# BMI Check List

OF New RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
<b>AVERAGE GIRAFFE, THE</b> (Glenwood)			
THE FOUR LADS (Columbia)	75 (Good)	Best Bet	
<b>CHOP CHOP BOOM</b> (Frederick)			
THE CREWCUTS (Mercury)	Best Buy	Disk of the Week	Very Good
THE DANDELERS (States)	R&B Best Buy	R&B Sleeper	
<b>DON'T BE ANGRY</b> (Republic-Savoy)			
THE CREWCUTS (Mercury)	Best Buy	Sure Shot	Excellent
NAPPY BROWN (Savoy)	R&B Best Buy		
<b>DON'T KEEP IT A SECRET</b> (Springfield)			
TERRI STEVENS (Double AA)	Spotlight	B (Very Good)	
<b>FOR BETTER OR WORSE</b> (Starfan)			
KAY STARR (Victor)		Disk of the Week	Excellent
<b>IF I MAY</b> (Roosevelt)			
NAT "KING" COLE (Capitol)		Disk of the Week	Very Good
<b>IS THIS THE END OF THE LINE!</b> (BMI)			
JONI JAMES (MGM)	Spotlight	Disk of the Week	Best Bet
<b>MY BABE</b> (Arc)			
THE GAYLORDS (Mercury)	78 (Good)	Best Bet	
LITTLE WALTER (Checker)	R&B Best Buy	R&B Award	
THE GOOFERS (Coral)		B+ (Excellent)	
<b>OPUS ONE</b> (Embassy)			
MILLS BROTHERS (Decca)	B0 (Excellent)	Best Bet	
<b>PASS IT ON</b> (Peer)			
JULIUS LA ROSA (Cadence)	73 (Good)	Sleeper of the Week	
<b>THAT'S ALL I NEED</b> (Raleigh)			
LAVERN BAKER & THE GLIDERS (Atlantic)	R&B Spotlight	R&B Award	
DOROTHY COLLINS (Audivox)			Very Good
LINCOLN CHASE (Columbia)	75 (Good)		
<b>TOMORROW</b> (Herb Reis)			
JUNE VALLI (Victor)		B (Very Good)	Excellent
LITA ROZA (London)	72 (Good)	B (Very Good)	
<b>TWO HEARTS, TWO KISSES</b> (St. Louis)			
DE MARCO SISTERS (Decca)	Spotlight	Best Bet	
FRANK SINATRA (Capitol)	79 (Good)	Sleeper of the Week	Best Bet
DORIS DAY (Columbia)		B	
THE DOODLERS (Victor)	74 (Good)	(Very Good)	

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LONG, LONG  
WAY  
TOGETHER**

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*America's Fastest Selling Records*





# PHONOS—HI FI

By STEVE SCHICKEL

## STROMBERG ANNOUNCES LINE CHANGES . . .

Meetings held during the last few weeks saw the Stromberg-Carlson distributors and salesmen getting their first look at the changes made in the firm's line of products. Strengthening the firm's hi-fi line will be a new bleached mahogany hi-fi console. The unit will contain new hardware, new lighting for the record compartment, pilot light and interior trim. This model is in addition to the portable Hi-Fi-Et, the two regular table models, and the companion console in mahogany. No prices were listed by the firm.

## THREE NEW PHONO MODELS BY MERCO . . .

Three new phonograph models, including a three-speed, twin-speaker portable; a single speaker portable and a kiddie-game room console were announced this week by Merco Recording Company, Springfield Gardens, N. Y. The twin-speaker unit, which will retail for \$59.95, features an eight-inch speaker in a removable cover, and a four-inch speaker in the cabinet. The unit comes equipped with an extension cord for the cover speaker unit, as well as a turnover cartridge and a three-watt amplifier. The single speaker portable will retail at \$29.95, and the kiddie console will sell at \$49.95, equipped with a record storage area.

## FOREIGN MARKETS EYE TRANSISTORS . . .

Herman Fialkov, president of the General Transistor Corporation, said: "Interest in transistors is as keen in foreign markets as it is in this country." Fialkov made the announcement at the opening of his newly formed export division. The new division will be known as the International Division of General Transistor Corporation, and will be located in New York. The operation will handle the export of transistors and germanium diodes to all parts of the world. According to Fialkov, "many foreign countries are as far advanced as we are in the United States. And, like us, transistors are finding their way into more and more electronic products." He added that many nations also have an ambitious program of development set up that includes the use of transistors.

## PETER PAN ADDS SEVEN MODELS . . .

B & R Electronics, manufacturer of the Peter Pan line of phonographs, has added seven new models as well as carrying over seven models which have undergone some revision and remodeling thru the use of new components. Included in the new line are two three-speed portables, one large deluxe three-speed portable, a three-speed clock-phonograph combination, a radio-phonograph combination, an acoustic model and a three-speed console. The console will retail at \$49.95, while the deluxe portable will retail at \$34.95. The acoustic model will carry the low-end price tag of \$14.95, while the two three-speed models and the clock-phonograph combination will all retail at \$29.95. All models will be available for immediate delivery.

## ELECTRONIC FIRMS JOIN ATOMIC TEST . . .

Member companies of the Radio-Electronics-Television Manufacturers' Association will participate in a test to be held during the spring series of atomic tests in an effort to determine the amount of nuclear radiation given off by the blast. Some of the companies participating are Admiral, Anton Electronic Labs, Bendix, Cambridge Instruments, Chatham Electronics, Corning Glass Works, Electronics, Goldak, Jordan Electronics, Keleket X-Ray and Nassau Distributing Company.

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

Directors of the Magnavox Company have declared a regular quarterly dividend of 37 1/2 cents on the firm's common stock, payable June 15, 1955, to stockholders of record at the close of business May 25. . . . Olympic Radio & Television, Inc., announced sales of \$18,350,453 for the year 1954, compared to sales of \$17,667,485 for the previous year. The firm reported net earnings of \$256,836 for a profit of 59 cents per share of common stock. . . . Tape Recorders, Inc., has issued a new model tape recorder, the Carousel. The unit will list at \$239.95 and will feature an eight-inch speaker as well as a dual-track playing and recording system. The unit is said to play eight full hours without repeating.

# LINER NOTES

By IS HOROWITZ

## 'VIRTUOSI DI ROMA' GROUP SUES HERE . . .

The name of the "Virtuosi di Roma," familiar on disks, figured in a law suit this week. The Collegium Musicum Italicum, Renato Fasano, and other members of the association asked \$100,000 in damages, and an injunction against Columbia Artists Management and Albert Morini forbidding the latter's use of the contested name.

The plaintiffs charged that the Virtuosi di Roma were handled by the defendants in three past United States concert tours, but when negotiations broke down for a follow-up junket in 1954 used the name for another group containing only two former members of the Virtuosi. Legal action was filed in New York Federal Court.

## CO-OP LABEL TO WAX CONTEMPORARIES . . .

A new record company has been formed in New York to feature the works of contemporary composers on disks, and is now setting plans to market its LP's both thru a mail-order club and thru dealers. It's called Composers Recordings, Inc., and is headed by Avery Claflin, a retired banker who also writes serious music.

It is interesting to note that the board of directors of CRI includes prominent composers affiliated with both the American Society of Composers, Authors and Publishers, and with Broadcast Music, Inc. It is not often that members of both licensing organizations have been jointly involved in a project of this

kind. On the board are Douglas Moore, Henry Cowell, Quincy Porter, Bill Bergsma, Robert Ward, Alfredo Antonini, Otto Luening, Horace Grenell and Oliver Daniel.

Financial support for the endeavor is being supplied by the Ditson Fund and the American Composers Alliance. First records will be issued in September. CRI already has a backlog of 20 or more LP sides on tape ready for editing. Choice of repertoire will be up to the board.

Meanwhile, it has been learned that Carol Truax has been named co-ordinating manager of ACA, a post formerly held by Oliver Daniel. Latter is now director of Contemporary Music Projects for Associated Music Publishers.

## SAUTER-FINEGAN FOR CULTURAL TOUR . . .

The Sauter-Finegan Band has been chosen by ANTA and the U. S. State Department to appear in extensive concert tours in Europe, Asia and South America as a featured group in the cultural exchange program. Deal was concluded this week.

The first junket will carry the troupe to South America. It will last about three months, starting in August. The band, which introduced the Rolf Liebermann "Concerto for Jazz Band and Symphony Orchestra" in this country, plans to perform the work wherever possible on its tours, collaborating with local symphonic groups. They have recorded the composition with the Chicago Symphony, under Fritz Reiner, for RCA Victor.

## Coral Disks Brit 'Stranger'

NEW YORK, April 16.—Don Cornell has recorded "Stranger in Paradise" in England (the click tune from the Broadway musical of a few seasons ago "Kismet") in anticipation of the show's preem in London this month.

The disk will be released abroad under the Vogue-Coral label, marking the first time Coral has set up such a recording arrangement with its London associate. However, if the Cornell platter sells, Coral hopes to make similar arrangements for other Coral artists to cut special sides for release abroad when the performers are appearing there. The sides will not be released here.

## Chi Cairo Debuts Teen-Age Parties

CHICAGO, April 16.—The Cairo Supper Club, which several months ago went back to a record name policy, has come up with a new gimmick designed to publicize the policy. Bill Anastos, operator of the Cairo, is setting aside one Sunday afternoon during the first week of each new act for a show party for teen-agers.

The Sunday concerts will cost the teen-agers \$1 a head, for which they will receive free cokes, a hamburger sandwich and two shows featuring the headliner and the supporting act. At the \$1 tab, the afternoons will break even with a three-fourths audience.

The first of the teen concerts was held last week with almost 200 teen-agers showing up. Anastos hopes to fill the more than 500 seats on subsequent shows, claim-

## RCA Halts Stevens Date for Look-See At Double AA Pact

NEW YORK, April 16.—Thrush Terri Stevens' first recording date for RCA Victor, scheduled for next week, has been canceled pending clarification of her old pact with Double AA records.

According to Connie de Maria, Double AA topper, Miss Stevens is tied to that label until October. The singer claimed her freedom due to alleged non-fulfillment of her pact by the diskery.

Double AA is a subsidiary of Majar Records, which in a recent court decision, lost the right to use the Majar tag. The diskery has to surrender that name within a year, and is currently seeking clearance of the tag "Franklin."

The first show was done with no advertising.

## Classical Best Sellers (All Categories)

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

1. OFFENBACH: CAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
2. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
3. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4888
4. TCHAIKOVSKY: SWAN LAKE BALLE—Minneapolis Symphony (Dorati) . . . . . Mercury OL 3-102
5. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1757
6. VERDI: LA TRAVIATA — Renata Tebaldi, Orchestra of L'Academia di Santa Cecilia (Molinari-Pradelli) . . . . . London LLA 26
7. MENDELSSOHN: SYMPHONIES NOS. 4 AND 5—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1851
8. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
9. DVORAK: SYMPHONY NO. 5 (NEW WORLD)—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
10. VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) . . . . . RCA Victor LM 6018
11. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8271
12. TOSCANINI CONDUCTS WAGNER—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6020
13. MAHLER: SYMPHONY NO. 1—Vienna Philharmonic (Kubelik) . . . . . London LL 1107
14. MAHLER: SYMPHONY NO. 1 — New York Philharmonic (Walter) . . . . . Columbia SL 218
15. OFFENBACH: CAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4878
16. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1768
17. THE ART OF THE ORGAN—E. Power Biggs . . . . . Columbia SL 219
18. VERDI: TE DEUM; BOITO: MEFISTOFELE PROLOGUE—Shaw Chorale, NBC Symphony (Toscanini) . . . . . RCA Victor LM 1849
19. PUCCINI: MANON LESCAUT—Renata Tebaldi, Orchestra of L'Academia di Santa Cecilia (Molinari-Pradelli) . . . . . London LLA 28
20. RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL—Detroit Symphony (Paray) . . . . . Mercury 50020

## Reviews and Ratings of New Popular Albums

- STARRING SAMMY DAVIS JR. . . . . 82**  
(1-12")  
Decca DL 8118  
Sammy Davis Jr.'s first Decca album (and his only package currently on the market) should be a natural for sales. Tragic circumstance recently made the public acutely aware of him, and his own artistry and sock vocal showmanship are at their best on 11 tunes, including his hit platter version of "Hey, There" and such great standards as "My Funny Valentine," "September Song," "Glad to Be Unhappy," and a really standout rendition of "Birth of the Blues." Deejays will find the album particularly appealing.
- PLAYER PIANO . . . . . 72**  
(1-12")  
J. Lawrence Cook (1-10")  
Cadence CLP 1003  
Here's piano roll music—and with an up-to-date repertoire. The ditties include "Crazy Otto Medley," "Ballad of Davy Crockett," "Tweedle Dee," "Hearts of Stone," etc. Lawrence Cook, who has made a career out of making piano rolls, was pressed into service for these sides by Archie Bleyer—and the result is a charming, nostalgic potpourri with a curiously up-to-date flavor.
- RICHARD CROOKS FAVORITES . . . . . 68**  
(1-12")  
Camden CAL 217  
Richard Crooks is now represented by five LP's on the Camden label. The fine tenor voice still carries some charm when rendering the old standards—"Rio Rita," "I Bring a Love Song," "Neapolitan Love Song," etc. But frankly, the disk's sound, as expected, does not measure up to current top quality.
- MISTER CHAIRMAN—A POINT OF ORDER . . . . . 62**  
(1-12")  
The Barton Brothers (1-10")  
Allo LP R 7  
There are some laughs in this dramatization of an investigation of a chicken plucker (yeah, that's right), but not enough to carry a 10-inch LP. Anyway, it's probably too late to excite much attention.
- Jazz**
- K. & J. J., EAST COAST JAZZ NO. 7 . . . 81**  
Kai Winding and J. J. Johnson (1-12")  
Bethlehem BCP 13  
Some of the most exciting music heard on the East Coast this past season has been that provided by the quintet formed by the two leading jazz trombonists, Kai Winding and J. J. Johnson. Fine as both of these men are as individuals, together they stimulate each other to heights that set new standards for both. No small amount of credit for this swinging session is due bassists Wendell Marshall and Milt Hinton and pianist Dick Katz.
- OUR BEST . . . . . 78**  
(1-12")  
Norgran MG N 1021  
Norman Granz has compiled a sure-fire package in this collection of 11 best-selling sides, including "Lover" with Charlie Ventura, Stan Getz and Dizzy Gillespie's "Talk of the Town," Al Hibbler's sock reading of "I Let a Song Go Out of My Heart," and equally great performances by Lester Young, Benny Carter, Johnny Hodges, Ben Webster, Buddy DeFranco, Buddy Rich, Oscar Peterson, J. C. Heard, Willie Smith, etc. The package provides dealers with a perfect opportunity for easing new collectors over into the jazz field, since it covers an unusually wide range of first-rate artists in some of their best performances.
- DON ELLIOTT: MELLOPHONE . . . . . 75**  
(1-12")  
Bethlehem BCP 12  
A little explored instrument proves to be an expressive medium in the hands of Elliott, probably the only jazz mellophonist in the business. Elliott's approach is conservative, with emphasis on a clear melodic line and the solid harmony and beat of pre-1945 ensembles. But he does swing, and the velvety tones he brings from his instrument are an aural thrill. The material here consists mainly of standards, plus a few added fillips, like his own "Mellophone Mambo," in which he handles the bongo part himself via dubbing. An unusual LP that will attract those interested in something off the beaten track.
- HARRY CARNEY WITH STRINGS . . . 74**  
(1-12")  
Clef MGC-640  
There can be few interested in jazz who are not familiar with the fine work of Harry Carney, baritone saxophonist these many years in the Duke Ellington band. At long last he has been recognized and given his "own" album, and it becomes clear, as never before, how much luster he has added to that organization. Carney makes his personality felt, and he has a host of long-time admirers who will appreciate this tribute to him.
- HOT SONGS MY MOTHER TAUGHT ME . . . . . 74**  
(1-12")  
Lizzy Miles (1-12")  
Cook 1183  
Lizzy Miles, who's been singing for many, many years, has unlimited zest and vocal resource. With pianist Red Camp and Tony Almerico's band, she does 14 numbers here, including a batch of flavorsome standards such as "Bill Bailey," "Ballin' the Jack," "A Cottage for Two," "Georgia on My Mind." Engineering-wise and entertainment-wise, this is a fine disk, for Lizzie and her big voice seem to be right in the room. It's a pleasant evening.

(Continued on page 40)



**IT DEFIES COMPARISON!**

In recent years top hits have included *Bluebird Of Happiness, Lucky Old Sun, I Believe. Now... SOMEONE IS WATCHING* is classified in this group... *YET, it is so distinctive ...*

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# DANCE WITH ME, HENRY

*(The Wallflower)*

In 3 Weeks—From #21 to #11 to  
#7—and ...

Watch it go to # **1!!**

**THE NATION'S TOP TUNES**

This Week	Last Week	Weeks on Chart
7. 'DANCE WITH ME, HENRY'	11	3

BEST SELLING RECORD: G. Gibbs, Mercury 70572  
OTHER RECORDS AVAILABLE: Leslie Sisters, Marble 102  
Three Rays, Coral 70572; L. Winter, Crown 142  
Lou Monte, Victor, Italian Wallflower

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## • Reviews and Ratings of New Classical Releases

**TCHAIKOVSKY: VIOLIN CONCERTO; SINDING: SUITE IN A MINOR; RAVEL: TZIGANE (1-12")**—Jascha Heifetz, Violin. RCA Victor LM 1832 .....70

The Tchaikovsky is a reissue, transferred from an earlier 12-inch LP on which it occupied two sides. A standard disk of long-lived appeal, it should do even better now in its more economical use of vinyl. The Sinding and Ravel are new recordings, both played with the Los Angeles Philharmonic under Alfred Wallenstein. For bravura playing they are in the best Heifetz tradition and that fact alone should insure a fine and continuing reception for this package. Solid stuff for most any dealer.

**EVENINGS AT THE BALLET (6-12")**—Camden CFL 102 .....78

Here is the third in Camden's de luxe package series. The set, well packaged, features excerpts from an extensive range of international ballet repertory. Virtually every period of ballet is represented from the romantic "Nutcracker" and "Aurora's Wedding," to Leonard Bernstein's "On the Town." Bernstein is credited as conductor, but the other conductors and symphony orchestras represented are, as usual, listed under the label's low-price aliases. They include such conductors as Pierre Monteux, Arthur Fiedler, Serge Koussevitzky and Leopold Stokowski. Performances are impressive and the package should enjoy brisk sales.

**THIS IS HIGH FIDELITY (1-12")**—Vox DL 130 .....75

There have been any number of special hi-fi sets produced in the last couple of years, but none approaches this latest in educational and interest value. The fraternity should have a ball with it. The 20-odd page brochure elaborately illustrated, is a course in itself and the record vividly demonstrates the principles under discussion. Clarity of exposition even permits the home gadgeteer to conduct his own tests of amplifier and pickup response and tune the port of his bass reflex cabinet, if he desires. It is a safe guess that most hi-fi fans will not rest until they own a copy of this package.

**ELGAR: VIOLIN CONCERTO IN B MINOR (1-12")**—Campoli, Violin; London Philharmonic; Sir Adrian Boult, Cond. London LL 1168 .....75

For those interested in the repertory, the Campoli reading is likely to prove more satisfactory than the Heifetz, the only other available version. Tho Campoli doesn't have the intense drive, he more than makes up for it in elegance and tonal beauty—and he has more than the required amount of technique. Beautiful sound and balance between soloist and orchestra.

**ROSSINI: LA CENERENTOLA (2-12")**—A Glyndebourne Festival Production. RCA Victor LHMV 600 .....74

This undeservedly neglected opera is the sister piece to Rossini's most popular work, "The Barber of Seville," and the resemblance is inescapable. It has the same light-heartedness, similar patter songs and some melodious, almost folk-like arias. In this well recorded set, it receives its first truly "complete" disk, altho the rival Cetra set is nearly complete. Vittorio Gui conducts the Glyndebourne forces, which have always been notable for ensemble effect, rather than for flashy soloism. The leads, nevertheless, command attention for their pure, agile voices. Marina de Gabarain, contralto, is Cinderella and Juan Oncina, tenor, is the prince. A good bet for opera collectors.

**BETHOVEN: SONATA NO. 29 (HAMMERKLAUIER); SONATA NO. 30 (1-12")**—Istvan Nadas, Pianist. Period SPL 718 .....73

Nadas impresses as a pianist of significant talents, both musical and pianistic in this, a disk debut of great merit. His performance of the "Hammerklavier" is probing and thoroly realized. As word gets around he is likely to attract an enthusiastic following. Dealers with discriminating customers who like to "discover" talent could present this release with profit. The piano sound, particularly the bass register, is outstanding.

**BACH: CONCERTO FOR TWO VIOLINS IN D MINOR; CONCERTO FOR VIOLIN IN A MINOR; CONCERTO FOR VIOLIN IN E MAJOR (1-12")**—Reinhold Barchet, Will Beh, Violinists. Pro Musica String Orchestra; Walther Davisson, Cond. Vox PL 9150 .....72

Altho there have been LP's coupling both solo violin concertos before, Vox has gone the competition one better and added the Double Concerto in this new issue. Barchet, featured in many of the label's diskings of baroque music, paces his associates in readings of quiet and unostentatious merit. Fine chamber music playing and a distinct bargain for those seeking the repertory and not too concerned with "names" of virtuoso luster.

**AUBER OVERTURES (1-12")**—Paris Conservatory Orchestra; Albert Wolf, Cond. London LL 1157 .....71

These elegant overtures ("Bronze Horse," "Crown Diamonds," "Fra Diavolo" and "Masaniello")—for the most part examples of the music of the French Opera-Comique—are here presented in a disk of fine sound and quality. The chief competition is Victor's 12-inch LP, with identical repertory, cut by the Boston Pops conducted by Fiedler. For the classical dealer whose trade encompasses more than the warhorses, this new disk is desirable inventory.

**RAVEL: CONCERTO FOR PIANO AND ORCHESTRA; COPLAND: SONATA FOR PIANO; BERNSTEIN: SEVEN ANNIVERSARIES (1-12")**—Leonard Bernstein, Pianist. Camden CAL 214 .....71

At \$1.98 this is an unusually good value for modern music buyers. Ravel's "Gershwin-esque" concerto gets an appropriately vital rendition by Bernstein. This was recorded in England several years back with the Philharmonia Orchestra. The Copland and Bernstein pieces get their only LP readings here, and both are pleasant, accessible works, beautifully played.

**IRMGARD SEEFRIED CONCERT (1-12")**—Decca DL 9768 .....70

A first performance of the Hindemith "Geistliche Motetten," sacred songs presented with rare understanding by Miss Seefried. Flip holds the overture and Aria-Rondo from Mozart's "Il Re Pastore," an operatic racy; Mozart's Rondo for Soprano, "Non temer, amato bene," K. 490. In the latter two works the violin part is played by the soprano's husband, Wolfgang Schneiderhan, who is given somewhat prominent microphone treatment. A good, unacknowledged package for vocal collectors.

**SCHUMANN: CARNAVAL; CHOPIN: PIANO SONATA NO. 2 (1-12")**—Alfred Cortot, Pianist. RCA Victor LHMV 18 .....70

The septegenarian French pianist has recorded two brilliant lessons in style that many connoisseurs will favor over the other available versions, despite weightier names and more brilliant techniques. His Chopin ("Funeral March" sonata), while lacking the more meticulous technique of the other new version by Katchen, is in the grand manner, full of romantic dash and flavor. Class packaging is appropriate to the content.

**RAVEL: L'ENFANT ET LES SORTILEGES (1-12")**—Motet Choir of Geneva and L'Orchestra de la Suisse Romande; Ernest Ansermet, Cond. London LL 1180 .....69

This off-beat little opera fantasy should prove a real delight to fanciers of the French Impressionist's most advanced idiom. It's loaded with clever effects, and everywhere is evidence of the composer's fantastic skill with harmony and orchestration. The voices are uniformly excellent, and on hand are such "names" as Suzanne Danco and Hugues Cuened, plus conductor Ansermet, a specialist in such works.

**AN ERICA MORINI RECITAL (1-12")**—Camden CAL 207 .....69

The art of Miss Morini, long considered without a peer among women violinists, is shown here in a package of short, display pieces in acceptably engineered transfers from old shellac. There are six Hungarian dances and items by Vivaldi, Wienlawski, Sarasate and Ravel. A prize for knowing fiddle collectors.

## • Reviews and Ratings of New Popular Albums

• Continued from page 38

**MEET ME WHERE THEY PLAY THE BLUES** .....71

1-(10")

**THE BEST FROM THE WEST VOL. 1** .....69

1-(10")

Blue Note 5059

Since many of the participants in this set are under contract to other companies, producer Leonard Feather has called this a "Musical Blindfold Test." Listeners are supposed to guess the identity of the players, which shouldn't be difficult for followers of the West Coast school. Shank, Enevoldsen, Rogers, Manne would be a few of our guesses. There are good solos thruout, but it may prove difficult to sell outside the cult because of the anonymity.

**ORIGINAL DIXIELAND** .....68

Jack Teagarden Ork (1-10")

Period SPL 1106, 1110

Two albums that figure to profit from the current revival of interest in Dixieland. In the "Blues" album,

Teagarden plays (and handles vocals) with all the warmth and relaxed style of old, and aficionados of the idiom will be pleased with his work. The "Dixieland" album packages six evergreens of that school (all instrumentals), and the biggest kicks here are probably in the three selections in which Teagarden plays with an all-star group especially assembled for him, consisting of Jimmy McPartland, trumpet; Edmond Hall, clarinet; Dick Cary, piano; Walter Page, bass, and Jo Jones, drums.

**TEDDY WILSON** .....68

(1-12")

Norgran MG N 1019  
Outside of the fact that this is the ordinarily superb jazz pianist's first first 12-inch LP, there's not much to distinguish it. From the standpoint of jazz invention or that of smart tune selection, it's not up to his usual standards. Even the David Stone Martin cover is more bland than usual.



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Picture above: Richard Todd, star of "A Man Called Peter" receives first pressing of the song from Hovie Lister and Quartet members.





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 top three best-selling pop records this week were an incongruous trio of tunes for a pop chart—"The Ballad of Davy Crockett," a folk song; the Latin-American instrumental "Cherry Pink and Apple Blossom White," and a rhythm and blues ditty "Dance With Me, Honey." At the same time Roy Hamilton, usually classified as primarily r.&b., made the pop charts with "Unchained Melody" (number 22), but failed to hit the r.&b. listings.

Altho this is the first time Hamilton has made the pop charts before the r.&b. charts, the event is sure to be hailed as highly significant by those who contend that the singer is a pop artist and shouldn't be classified with r.&b.

Bill Hayes, of course, won The Billboard's "Triple Crown" award this week, taking number one honor on all three pop charts—retail, juke and jockey—and marking the second time Cadence scored a three-way win—last one being The Chordette's "Mr Sandman."

Newcomers to the pop chart included Al Hibbler's "Unchained Melody" (12), Ray Hamilton's "Unchained Melody" (22); Sarah Vaughan's "Whatever Lola Wants" (18) and Art Mooney's "Honey Babe." "Honey Babe," featured in the movie "Battle Cry," has an interesting history. It came out four months ago but didn't show any real sales action until the movie hit neighborhood theaters across the country.

Four two-sided hits appeared on the country and western chart this week, including a newcomer, Eddie Arnold's "Two Kinds of Love" backed by "In Time" while three two-siders showed up on the pop charts (all long-time best-sellers) and only one appeared on the r.&b. listing.

## Best Selling Sheet Music

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

Week This	Last Week	Weeks on Chart
1.		7
2.		15
3.		13
4.		10
5.		3
6.		10
7.		14
8.		2
9.		4
10.		4
11.		2
12.		1
13.		15
14.		5
15.		1

# HONOR ROLL OF HITS



## The Nation's Top Tunes

For survey week ending April 13

This Week	Last Week	Weeks on Chart
1.		9
2.		16
3.		13
4.		15
5.		3
6.		5
7.		4
8.		11
9.		14
10.		4

### Second Ten

11.		9
12.		8
13.		13
14.		6
15.		3
16.		21
16.		4
18.		15
19.		10
19.		1

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

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

## Tunes with Greatest Radio-TV Audiences

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

### Radio

All of You (R)—Chappell—ASCAP	
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	
Berry Tree (R)—Miller—ASCAP	
Blue Mirage (R) (F)—B. F. Woods—ASCAP	
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP	
Danger, Heartbreak Ahead (R)—Robbins—ASCAP	
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP	
Dreamboat (R)—Leeds—ASCAP	
Foolishly Yours (R)—Shapiro-Bernstein—ASCAP	
Hey, Mr. Banjo (R)—Mills—ASCAP	
How Important Can It Be? (R)—Aspen—ASCAP	
Is This the End of the Line? (R)—Broadcast—BMI	
It May Sound Silly (R)—Progressive—BMI	
Jim, Johnny and Jonas (R)—Red River—BMI	
Keep Me in Mind (R)—Famous—ASCAP	
Ko Ko Mo (R)—Meridian—BMI	
Let's Stay Home Tonight (R)—Peer—BMI	
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP	
Melody of Love (R)—Shapiro-Bernstein—ASCAP	
Play Me Hearts and Flowers (R)—Advanced—ASCAP	
Sincerely (R)—Arc-Regent—BMI	
Stowaway (R)—E. H. Morris—ASCAP	
Strange Lady in Town (R) (F)—Witmark—ASCAP	
Take My Love (R)—Feist—ASCAP	
That's All I Want From You (R)—Weiss & Barry—BMI	
Tweedle Dee (R)—Progressive—BMI	
Two Hearts, Two Kisses (R)—Hill & Range—BMI	
Unchained Melody (R) (F)—Frank—ASCAP	
Whatever Lola Wants (R)—Frank—ASCAP	
Young and Foolish (R)—Chappell—ASCAP	

### Television

All of You (R)—Chappell—ASCAP	
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	
Be Kind to Your Parents (R)—Chappell—ASCAP	
Berry Tree (R)—Miller—ASCAP	
Beyond the Stars (R)—Miller—ASCAP	
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP	
Church Twice on Sunday (R)—Harms—ASCAP	
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP	
Dance With Me, Henry (R)—Modern—BMI	
Danger, Heartbreak Ahead (R)—Robbins—ASCAP	
Do, Do, Do (What Your Heart Says) (R)—Raphael—ASCAP	
How Important Can It Be? (R)—Aspen—ASCAP	
It May Sound Silly (R)—Progressive—BMI	
Just One More Time (R)—Paxton—ASCAP	
Ko Ko Mo (R)—Meridian—BMI	
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP	
Mambo Italiano (R)—Rylan—ASCAP	
Melody of Love (R)—Shapiro-Bernstein—ASCAP	
Melody of Love (R)—Shapiro-Bernstein—ASCAP	
Mr. Sandman (R)—E. H. Morris—ASCAP	
Oh, Yeah? (R)—Jungnickel—ASCAP	
Play Me Hearts and Flowers (R)—Advanced—ASCAP	
Sand and the Sea (R)—Winnerton—BMI	
Silk Stockings (R)—Chappell—ASCAP	
Sincerely (R)—Arc-Regent—BMI	
That's All I Want From You (R)—Weiss & Barry—BMI	
This Ole House (R)—Hamblen—BMI	
Tweedle Dee (R)—Progressive—BMI	
Two Hearts, Two Kisses (R)—Hill & Range—BMI	
Where Will the Dimple Be? (R)—Rogers—ASCAP	
Young and Foolish (R)—Chappell—ASCAP	

## England's Top Twenty

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

Softly, Softly—Cavendish (Sherwin)	
Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)	
A Blossom Fell—John Fields (Shapiro-Bernstein)	
Let Me Go, Lover—Aberbach (Hill & Range)	
Under the Bridges of Paris—Southern (Hill & Range)	
If Anyone Finds This I Love You—Michael Reine (Ardmore)	
Prize of Gold—Victoria (Shapiro-Bernstein)	
Mobile—Leeds (Ardmore)	
Strange in Paradise—Frank (Frank)	
Naughty Lady of Shady Lane—Sterling (Paxton)	
Cherry Pink and Apple Blossom White—Maddox (Chappell)	
Mambo Italiano—Campbell, Connelly (Rylan)	
Happy Days and Lonely Nights—Lawrence Wright (Advanced)	
Open Up Your Heart—Duchess (Hamblen)	
Tomorrow—Cavendish (Reis)	
Ready, Willing and Able—Berry (Daywind)	
Mr. Sandman—E. H. Morris (E. H. Morris)	
Tweedle Dee—Robbins (Progressive)	
Majorca—Mills (Eastwick)	
No One But You—Robbins (Feist)	



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TERESA BREWER

Sings

I DON'T WANT TO BE LONELY TONIGHT SILVER DOLLAR

CORAL 61394 (78 RPM) and 9-61394 (45 RPM)



DON CORNELL

Sings

THE DOOR IS STILL OPEN TO MY HEART MOST OF ALL

CORAL 61393 (78 RPM) and 9-61393 (45 RPM)

LES BROWN

And His Band of Renown

Play

ROCK AND ROLL HOP LOVE IS ETERNAL

CORAL 61397 (78 RPM) and 9-61397 (45 RPM)



EYDIE GORME

and

STEVE LAWRENCE

Sing

(Close Your Eyes) TAKE A DEEP BREATH BESAME MUCHO

CORAL 61411 (78 RPM) and 9-61411 (45 RPM)



KAREN CHANDLER

Sings

MY FIRST LOVE HAVE YOU EVER BEEN LONELY

(Have You Ever Been Blue) CORAL 61386 (78 RPM) and 9-61386 (45 RPM)



PEARL BAILEY

Sings

BIG WORDS WORLD WEARY

CORAL 61385 (78 RPM) and 9-61385 (45 RPM)



BUDDY GRECO

Sings

TONIGHT TRULY

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61401

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61387

TOMMY DUNCAN SAN ANTONIO ROSE TIME CHANGES EVERYTHING

61391

JIMMY WAKELY WHOM GOD HATH JOINED TOGETHER SHOW ME THE WAY

61389

NEAL HEFTI BIG BOAT WHISTLE MARGIE

61398

CLIFF STEWARD RED HEAD SWEETHEARTS FOREVER

61399

ORLANDO ROBERSON

TREES I'M GONNA BE A LONG TIME FORGETTING YOU 61402

TOMMIE JEANE WHITLEY LEAVE MY HEART HOME TO BANDERA 61395

GLORIA WOOD LOVER—LOVER TEEN-TIME 61396

NEW CORAL EXTENDED PLAY SERIES



FOR YOU

Don Cornell

For You • I Was Lucky • We Three • Stay as Sweet as You Are

EC 81089



RHYTHM AND BLUES Edition 1

Georgie Auld

Jam Up • Rib Tips • Cherry Pink • Plantation Boogie

EC 81116



RHYTHM AND BLUES Edition 2

The Lancers

Afraid • Close Your Eyes • Two Hearts • Get Out of the Car

EC 81117



YOUR DATE WITH DON

Don Cornell

Most of All • Unchained Melody • All of You • Danger! Heartbreak Ahead

EC 81118



MAMBO LEE

Jackie Lee

Mambo Lee #1 • Temptation • Mambo Lee #2 • The Cuban Hop

EC 81119



YOURS FOR DANCING

Lawrence Welk and His Champagne Music

Malaguena • Lazy Gondolier • Blue Mirage • The Elephant's Tango

EC 81120



ORIGINAL MOVIE THEMES—Vol. 2

Composed and Conducted by Dimitri Tiomkin

Love Theme (from Lost Horizon) • Hajji Baba • High Noon • Duel in the Sun

EC 81112



**NO KIDDING! It's really a Million!\***



# TERESA BREWER

SINGS

# SILVER DOLLAR

CORAL 61394 (78 RPM) and 9-61394 (45 RPM)

**P. S.: BILLBOARD PICKS**

**TERESA BREWER SILVER DOLLAR**—Coral 61394—Teresa Brewer has a two-sided click here. She should grab off a large share of juke coin for "Silver Dollar" . . . the thrush belts out the oldie, "Silver Dollar," with sock showmanship and amusing vocal bounce . . .

APRIL 16 ISSUE

## CORAL RECORDS

*America's Fastest Growing Record Company*



Actual photo of a million dollars on display at JOE W. BROWN'S HORSESHOE, Las Vegas, Nevada



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Best Sellers in Stores

For survey week ending April 13

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—B. Hayes..... Farewell (BMI)—Cadence 1256	1	9
2	<b>CHERRY PINK AND APPLE BLOSSOM WHITE</b> (ASCAP)—P. Prado... Marie Elena Rumba (ASCAP)—Vic 20-5965	4	8
3	<b>DANCE WITH ME HENRY</b> (BMI)—G. Gibbs..... Every Road Must Have a Turning (BMI)—Mercury 70572	8	5
4	<b>CRAZY OTTO MEDLEY</b> (BMI)—J. Maddox..... Humoresque (BMI)—Dot 15325	2	12
5	<b>TWEEDLE DEE</b> (BMI)—G. Gibbs... You're Wrong, All Wrong (ASCAP)—Mercury 70517	3	13
6	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—F. Parker..... I Gave My Love (BMI)—Col 40449	6	7
7	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—Tennessee Ernie Ford..... Farewell (BMI)—Cap 3058	10	6
8	<b>UNCHAINED MELODY</b> (ASCAP)—L. Baxter..... Medic (ASCAP)—Cap 3055	12	3
9	<b>MELODY OF LOVE</b> (ASCAP)—B. Vaughn..... Joy Ride (ASCAP)—Dot 15247	7	20
10	<b>HOW IMPORTANT CAN IT BE?</b> (ASCAP)—J. James..... This Is My Confession (ASCAP)—M-G-M 11919	9	10
11	<b>SINCERELY</b> (BMI)—McGuire Sisters... No More (BMI)—Coral 61323	5	16
12	<b>UNCHAINED MELODY</b> (ASCAP)—A. Hibbler..... Daybreak (ASCAP)—Dec 29441	14	3
13	<b>DARLING JE VOUS AIME</b> BEAU COUP (ASCAP)—Nat (King) Cole..... SAND AND THE SEA (BMI)—Cap 3027	11	8
14	<b>BREEZE AND I</b> (BMI)—C. Valente... Jalousie (ASCAP)—Dec 29467	19	3
15	<b>OPEN UP YOUR HEART</b> (BMI)—Cowboy Church Sunday School... The Lord Is Counting on You (BMI)—Dec 29367	13	17
16	<b>MELODY OF LOVE</b> (ASCAP)—Four Aces..... There's a Tavern in the Town (ASCAP)—Dec 29395	17	14
17	<b>PLAY ME HEARTS AND FLOWERS</b> (ASCAP)—J. Desmond..... I'm So Ashamed (ASCAP)—Coral 61379	20	5
18	<b>TWO HEARTS</b> (BMI)—P. Boone..... Tra-La-La—Dot 15338	18	4
18	<b>WHATEVER LOLA WANTS</b> (ASCAP)—S. Vaughan..... Oh Yeah (ASCAP)—Mercury 70595	—	1
20	<b>KO KO MO</b> (BMI)—P. Como..... You'll Always Be My Lifetime Sweetheart (ASCAP)—Vic 20-5994	16	12
21	<b>IT'S A SIN TO TELL A LIE</b> (ASCAP)—S. Smith & the Redheads... My Baby Just Cares for Me—Epic 9093	29	4
22	<b>UNCHAINED MELODY</b> (ASCAP)—R. Hamilton..... From Here to Eternity (ASCAP)—Epic 9102	—	1
23	<b>IT MAY SOUND SILLY</b> (BMI)—McGuire Sisters..... Doesn't Anybody Love Me (BMI)—Coral 61369	23	5
24	<b>EARTH ANGEL</b> (BMI)—Crew Cuts... KO KO MO (BMI)—Mercury 70529	15	13
24	<b>DANGER, HEARTBREAK AHEAD</b> (ASCAP)—J. P. Morgan..... Softly, Softly (ASCAP)—Vic 20-6016	25	5
26	<b>MELODY OF LOVE</b> (ASCAP)—D. Carroll..... La Golondrina (ASCAP)—Mercury 70516	21	16
27	<b>MAMBO ROCK</b> (ASCAP)—B. Haley... BIRTH OF THE BOOGIE (ASCAP)—Dec 29418	22	8
28	<b>PLANTATION BOOGIE</b> (BMI)—L. Dee... Birth of the Blues (ASCAP)—Dec 29360	27	11
29	<b>PLEDGING MY LOVE</b> (BMI)—J. Ace... No Money (BMI)—Duke 136	26	9
29	<b>HONEY BABE</b> (ASCAP)—A. Mooney... No Regrets (ASCAP)—M-G-M 11900	—	1

## This Week's Best Buys

**MOST OF ALL** (Arc, BMI)  
**THE DOOR IS STILL OPEN** (Berkshire, BMI)  
—Don Cornell—Coral 61393

The singer has been making steady progress these past weeks with his latest release, and despite the competition on "Door" is beginning to show good action on both sides. The disk is currently on the Buffalo territorial chart and reported to be selling well in Baltimore, Pittsburgh, Cleveland, Milwaukee, Detroit, Nashville, Durham and St. Louis. A previous Billboard "Spotlight" pick.

**THE DOOR IS STILL OPEN** (Berkshire, BMI)  
—The Hilltoppers—Dot 15351

Competition on this tune is keen, and it is still too early to predict the eventual victor. The Hilltoppers have been showing good form so far and are getting their share of

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

the loot. Listed this week on the Cleveland territorial chart, the record is also a good seller in Cincinnati, Nashville, St. Louis, Milwaukee, Pittsburgh, Buffalo and Baltimore. Flip is "Teardrops From My Eyes" (Simon House, BMI). A previous Billboard "Spotlight" pick.

**LEARNIN' THE BLUES** (Barton, ASCAP) — Frank Sinatra—Capitol 3102

Moving out far more quickly than the last few Sinatra releases, this disk is shaping up as one of the outstanding sellers of the past several weeks. Both juke box and retail reports from Philadelphia, Buffalo, Cleveland, St. Louis, Milwaukee and Baltimore have been in the good to strong categories. Flip is "If I Had Three Wishes" (Shaw, ASCAP).

## Most Played in Juke Boxes

For survey week ending April 13

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—B. Hayes..... Farewell (BMI)—Cadence 1256	3	7
2	<b>CRAZY OTTO MEDLEY</b> (BMI)—J. Maddox..... Humoresque (BMI)—Dot 15325	2	10
3	<b>SINCERELY</b> (BMI)—McGuire Sisters... No More (BMI)—Coral 61323	1	14
4	<b>DANCE WITH ME HENRY</b> (BMI)—G. Gibbs..... Every Road Must Have a Turning (BMI)—Mercury 70572	7	4
5	<b>TWEEDLE DEE</b> (BMI)—G. Gibbs... You're Wrong, All Wrong (ASCAP)—Mercury 70517	4	11
6	<b>MELODY OF LOVE</b> (ASCAP)—B. Vaughn..... Joy Ride (ASCAP)—Dot 15247	5	19
7	<b>HOW IMPORTANT CAN IT BE?</b> (ASCAP)—J. James..... This Is My Confession (ASCAP)—M-G-M 11919	9	9
8	<b>MELODY OF LOVE</b> (ASCAP)—Four Aces..... There's a Tavern in the Town (ASCAP)—Dec 29395	6	15
9	<b>KO KO MO</b> (BMI)—Crew Cuts..... EARTH ANGEL (BMI)—Mercury 70529	7	11
10	<b>CHERRY PINK AND APPLE BLOSSOM WHITE</b> (ASCAP)—P. Prado... Marie Elena Rumba (ASCAP)—Vic 20-5965	10	3
11	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—Tennessee Ernie... Farewell (BMI)—Cap 3058	12	2
12	<b>HEARTS OF STONE</b> (BMI)—Fontane Sisters..... Bless Your Heart (ASCAP)—Dot 15265	13	19
13	<b>DANGER, HEARTBREAK AHEAD</b> (ASCAP)—J. P. Morgan..... Softly, Softly (ASCAP)—Vic 20-6016	17	3
14	<b>KO KO MO</b> (BMI)—P. Como..... You'll Always Be My Lifetime Sweetheart (ASCAP)—Vic 20-5994	11	11
15	<b>IT MAY SOUND SILLY</b> (BMI)—McGuire Sisters..... DOESN'T ANYBODY LOVE ME? (BMI)—Coral 61369	15	2
16	<b>MELODY OF LOVE</b> (ASCAP)—D. Carroll..... La Golondrina (ASCAP)—Mercury 70516	16	10
17	<b>PLAY ME HEARTS AND FLOWERS</b> (ASCAP)—J. Desmond..... I'm So Ashamed (ASCAP)—Coral 61379	20	3
18	<b>TWEEDLE DEE</b> —L. Baker..... Tomorrow Night (BMI)—Atlantic 1047	—	5
18	<b>THAT'S ALL I WANT FROM YOU</b> (BMI)—J. P. Morgan..... Dawn (ASCAP)—Vic 20-5896	—	17
18	<b>ROCK LOVE</b> (BMI)—Fontane Sisters... You're Mine (BMI)—Dot 15333	14	8

## Most Played by Jockeys

For survey week ending April 13

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Record	Last Week	Weeks on Chart
1	<b>BALLAD OF DAVY CROCKETT</b> —B. Hayes..... Farewell (BMI)—Cadence 1256	2	7
2	<b>SINCERELY</b> —McGuire Sisters..... No More (BMI)—Coral 61323	1	15
3	<b>DANCE WITH ME, HENRY</b> —G. Gibbs... Every Road Must Have a Turning (BMI)—Mercury 70572	6	3
4	<b>HOW IMPORTANT CAN IT BE?</b> —J. James..... This Is My Confession (ASCAP)—M-G-M 11919	3	9
5	<b>TWEEDLE DEE</b> —G. Gibbs..... You're Wrong, All Wrong (BMI)—Mercury 70517	5	13
6	<b>UNCHAINED MELODY</b> —A Hibbler... Daybreak (ASCAP)—Dec 29441	—	1
7	<b>UNCHAINED MELODY</b> —L. Baxter... Medic (ASCAP)—Cap 3055	11	3
8	<b>BALLAD OF DAVY CROCKETT</b> —Tennessee Ernie... Farewell (BMI)—Cap 3058	12	5
9	<b>PLAY ME HEARTS AND FLOWERS</b> —J. Desmond..... I'm So Ashamed (ASCAP)—Coral 61379	8	4
10	<b>MELODY OF LOVE</b> —B. Vaughn..... Joy Ride (ASCAP)—Dot 15247	4	15
11	<b>CHERRY PINK AND APPLE BLOSSOM WHITE</b> —P. Prado..... Marie Elena Rumba (ASCAP)—Vic 20-5965	9	2
12	<b>IT MAY SOUND SILLY</b> —McGuire Sisters..... Doesn't Anybody Love Me? (BMI)—Coral 61369	18	5
13	<b>DARLING JE VOUS AIME</b> BEAU COUP—Nat (King) Cole..... Sand and the Sea (ASCAP)—Cap 3027	7	8
14	<b>BALLAD OF DAVY CROCKETT</b> —F. Parker..... I Gave My Love (BMI)—Col 40449	10	3
15	<b>CRAZY OTTO MEDLEY</b> —J. Maddox... Humoresque (BMI)—Dot 15325	14	11
16	<b>HOW IMPORTANT CAN IT BE?</b> —S. Vaughan..... Waltzing Down the Aisle (ASCAP)—Mercury 70534	15	9
17	<b>BALLAD OF DAVY CROCKETT</b> —W. Schumann..... Let's Make-Up (BMI) Vic 20-6014	17	3
18	<b>KO KO MO</b> —P. Como..... You'll Always Be My Lifetime Sweetheart (BMI)—Vic 20-5994	13	12
18	<b>BREEZE AND I</b> —C. Valente..... Jalousie (BMI)—Dec 29467	—	1
20	<b>DANGER, HEARTBREAK AHEAD</b> —J. P. Morgan..... Softly, Softly (ASCAP)—Vic 20-6016	16	7



From The New Broadway Musical  
**"DAMN YANKEES"**



# PATTI PAGE

*Sings The Beautiful Ballad*

## "Near To You"

COUPLED WITH

## "I Love To Dance With You"

MERCURY 70607

### MERCURY TOP HITS AND NEW RELEASES

<p><b>"Dance With Me Henry"</b>                      AND                      "EVERY ROAD MUST HAVE A TURNING"  <b>GEORGIA GIBBS</b>                      MERCURY 70572</p>	<p><b>"Tweedle Dee"</b>                      AND                      "YOU'RE WRONG ALL WRONG"  <b>GEORGIA GIBBS</b>                      MERCURY 70517</p>	<p><b>"Whatever Lola Wants"</b>                      AND                      "OH YEAH"  <b>SARAH VAUGHAN</b>                      MERCURY 70595</p>	<p><b>"Chop Chop Boom"</b>                      AND                      "DON'T BE ANGRY"  <b>THE CREW CUTS</b>                      MERCURY 70597</p>		
<p><b>"Dixie Danny"</b>                      AND                      "NO CHANCE"  <b>Laurie Sisters</b>                      MERCURY 70548</p>	<p><b>"Ko Ko Mo"</b>                      AND                      "Earth Angel"  <b>THE CREW CUTS</b>                      MERCURY 70529</p>	<p><b>"Melody Of Love"</b>                      AND                      "LA GOLONDRINA"  <b>DAVID CARROLL</b>                      AND HIS ORCHESTRA                      MERCURY 70516</p>	<p><b>"Blue Mirage"</b>                      AND                      "REMEMBER ME"  <b>RALPH MARGERIE</b>                      AND HIS ORCHESTRA                      MERCURY 70535</p>		
<p><b>Buddy Morrow</b>                      "There Goes That Train"                      AND                      "Shoeless Joe"                      MERCURY 70611</p>	<p><b>Bill Farrell</b>                      "Man Called Peter"                      AND                      "Pagliacci"                      MERCURY 70609</p>	<p><b>The Penguins</b>                      "Don't Do It"                      AND                      "Be Mine Or Be A Fool"                      MERCURY 70610</p>	<p><b>David Carroll</b>                      "Till We Meet Again"                      AND                      "Blue Scarecrow"                      MERCURY 70606</p>	<p><b>Dinah Washington</b>                      "I Diddie"                      AND                      "The Last Thing I Do"                      MERCURY 70600</p>	<p><b>The Laurie Sisters</b>                      "Town Hall"                      AND                      "Dancing and Dreaming"                      MERCURY 70596</p>





# The BIG Vocal Version

# Alan Dale

sings

# Cherry Pink

(AND APPLE BLOSSOM  
WHITE)

Theme From RKO Picture  
"Underwater"

CORAL 61373 (78 RPM) and  
9-61373 (45 RPM)



## CORAL RECORDS

America's Fastest Growing Record Company

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending April 13

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

#### Atlanta

1. Unchained Melody, L. Baxter, Cap.
2. Ballad of Davy Crockett, F. Parker, Col.
3. Sand and the Sea, Nat (King) Cole, Cap.
4. How Important Can It Be? J. James, M-G-M
5. Blue Mirage, L. Baxter, Cap.
6. Honey Babe, A. Mooney, M-G-M

#### Balti.-Wash.

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Dance With Me, Henry, G. Gibbs, Mer.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Unchained Melody, L. Baxter, Cap.
5. Two Hearts, P. Boone, Dot
6. Make Yourself Comfortable A. Griffith, Cap.
7. Sincerely, McGuire Sisters, Cor.
8. Crazy Otto Medley, J. Maddox, Dot
9. Tweedle Dee, G. Gibbs, Mer.
10. Unchained Melody, A. Hibbler, Dec.

#### Boston

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Whatever Lola Wants, S. Vaughan, Mer.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Dance With Me, Henry, G. Gibbs, Mer.
5. Unchained Melody, L. Baxter, Cap.
6. Crazy Otto Medley, J. Maddox, Dot
7. Rock Around the Clock, B. Haley, Dec.
8. Unchained Melody, R. Hamilton, Epi.
9. Honey Babe, A. Mooney, M-G-M
10. Tweedle Dee, G. Gibbs, Mer.

#### Buffalo

1. Most of All, D. Cornell, Cor.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. Tweedle Dee, G. Gibbs, Mer.
5. Crazy Otto Medley, J. Maddox, Dot
6. Dance With Me, Henry, G. Gibbs, Mer.
7. Breeze and I, C. Valente, Dec.

#### Chicago

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Dance With Me, Henry, G. Gibbs, Mer.
4. Crazy Otto Medley, J. Maddox, Dot
5. Unchained Melody, A. Hibbler, Dec.
6. Unchained Melody, L. Baxter, Cap.
7. Melody of Love, B. Vaughn, Dot
8. Plantation Boogie, L. Dec, Dec.
9. Open Up Your Heart Cowboy Church Sunday School, Dec.
10. Unchained Melody, J. Valli, Vic.

#### Cincinnati

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Dance With Me, Henry, G. Gibbs, Mer.
3. Tweedle Dee, G. Gibbs, Mer.
4. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
5. How Important Can It Be? J. James, M-G-M
6. Cherry Pink and Apple Blossom White P. Prado, Vic.
7. Melody of Love, B. Vaughn, Dot
8. Unchained Melody, A. Hibbler, Dec.
9. Unchained Melody, R. Hamilton, Epi.
10. Melody of Love, D. Carroll, Mer.

#### Cleveland

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Don't Be Angry, N. Brown, Sav.
3. Unchained Melody, L. Baxter, Cap.
4. Two Hearts, P. Boone, Dot
5. Unchained Melody, A. Hibbler, Dec.
6. Boom Boom Boomerang DeCastro Sisters, Abb.
7. Wallflower, E. James, Mod.
8. Close Your Eyes, Five Keys, Cap.
9. Melody of Love, B. Vaughn, Dot
10. Door Is Still Open, Hilltoppers, Dot

#### Dallas-Fort Worth

1. Ballad of Davy Crockett, T. Ernie, Cap.
2. Unchained Melody, L. Baxter, Cap.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Two Hearts, P. Boone, Dot
5. Ballad of Davy Crockett, F. Parker, Col.
6. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
7. Breeze and I, C. Valente, Dec.
8. Crazy Otto Medley, J. Maddox, Dot
9. Melody of Love, Four Aces, Dec.
10. Melody of Love, B. Vaughn, Dot

#### Denver

1. Crazy Otto Medley, J. Maddox, Dot
2. Tweedle Dee, G. Gibbs, Mer.
3. Sincerely, McGuire Sisters, Cor.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Melody of Love, B. Vaughn, Dot
6. Dance With Me, Henry, G. Gibbs, Mer.
7. Ballad of Davy Crockett, B. Hayes, Cdc.
8. Ballad of Davy Crockett, F. Parker, Col.
9. Pledging My Love, J. Ace, Duk.
10. Ko Ko Mo, P. Como, Vic.

#### Detroit

1. Unchained Melody, A. Hibbler, Dec.
2. Breeze and I, C. Valente, Dec.
3. Dance With Me, Henry, G. Gibbs, Mer.
4. Ballad of Davy Crockett, B. Hayes, Cdc.
5. Dixie Danny, Laurie Sisters, Mer.
6. Don't Be Angry, Crew Cuts, Mer.
7. Cherry Pink and Apple Blossom White P. Prado, Vic.
8. Lazy Gondolier, Mantovani, Lon.
9. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
10. Whatever Lola Wants, S. Vaughan, Mer.

#### Kansas City

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Dance With Me, Henry, G. Gibbs, Mer.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
5. Two Hearts, P. Boone, Dot
6. Play Me Hearts and Flowers J. Desmond, Cor.
7. Don't Be Angry, Crew Cuts, Mer.
8. Unchained Melody, A. Hibbler, Dec.
9. Tweedle Dee, G. Gibbs, Mer.
10. I Belong to You, R. Flanagan, Vic.

#### Los Angeles

1. Crazy Otto Medley, J. Maddox, Dot
2. Ballad of Davy Crockett, F. Parker, Col.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Breeze and I, C. Valente, Dec.
5. Melody of Love, L. Diamond, Vic.
6. Ballad of Davy Crockett W. Schumann, Vic.
7. Sincerely, McGuire Sisters, Cor.
8. Tweedle Dee, G. Gibbs, Mer.
9. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
10. Birth of the Boogie, B. Haley, Dec.

#### Milwaukee

1. Breeze and I, C. Valente, Dec.
2. Ballad of Davy Crockett, F. Parker, Col.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Lazy Gondolier, Mantovani, Lon.
5. Unchained Melody, L. Baxter, Cap.
6. Silver Moon, B. Vaughn, Dot
7. Play Me Hearts and Flowers J. Desmond, Cor.
8. Crazy Otto Medley, J. Maddox, Dot
9. Dance With Me, Henry, G. Gibbs, Mer.
10. Cherry Pink and Apple Blossom White A. Dale, Cor.

#### Mpls.-St. Paul

1. Ballad of Davy Crockett, T. Ernie, Cap.
2. Dance With Me, Henry, G. Gibbs, Mer.
3. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
4. Crazy Otto Medley, J. Maddox, Dot
5. Ballad of Davy Crockett, F. Parker, Col.
6. Melody of Love, B. Vaughn, Dot
7. Cherry Pink and Apple Blossom White P. Prado, Vic.
8. Tweedle Dee, G. Gibbs, Mer.
9. Open Up Your Heart Cowboy Church Sunday School, Dec.
10. Ballad of Davy Crockett, B. Hayes, Cdc.

#### New Orleans

1. Ballad of Davy Crockett, T. Ernie, Cap.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Dance With Me, Henry, G. Gibbs, Mer.
4. Unchained Melody, A. Hibbler, Dec.
5. Crazy Otto Medley, J. Maddox, Dot
6. Ballad of Davy Crockett, F. Parker, Col.
7. Unchained Melody, L. Baxter, Cap.
8. Whatever Lola Wants, S. Vaughan, Mer.
9. Two Hearts, P. Boone, Dot
10. Sincerely, McGuire Sisters, Cor.

#### New York

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Crazy Otto Medley, J. Maddox, Dot
3. How Important Can It Be? J. James, M-G-M
4. Tweedle Dee, G. Gibbs, Mer.
5. Dance With Me, Henry, G. Gibbs, Mer.
6. Cherry Pink and Apple Blossom White P. Prado, Vic.
7. Sincerely, McGuire Sisters, Cor.
8. All of You, S. Davis Jr., Dec.
9. Melody of Love, B. Vaughn, Dot
10. Unchained Melody, A. Hibbler, Dec.

#### Philadelphia

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Crazy Otto Medley, J. Maddox, Dot
3. Tweedle Dee, G. Gibbs, Mer.
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Danger, Heartbreak Ahead J. P. Morgan, Vic.
6. Dance With Me, Henry, G. Gibbs, Mer.
7. Sincerely, McGuire Sisters, Cor.
8. Two Hearts, P. Boone, Dot
9. Melody of Love, B. Vaughn, Dot
10. Ballad of Davy Crockett, F. Parker, Col.

#### Pittsburgh

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Unchained Melody, L. Baxter, Cap.
3. Dance With Me, Henry, G. Gibbs, Mer.
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Close Your Eyes, T. Bennett, Col.
6. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
7. There Goes My Heart, Four Aces, Dec.
8. Melody of Love, Four Aces, Dec.
9. Danger, Heartbreak Ahead J. P. Morgan, Vic.
10. Where Will the Dimple Be? R. Clooney, Col.

#### St. Louis

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Dance With Me, Henry, G. Gibbs, Mer.
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. Unchained Melody, L. Baxter, Cap.
5. Unchained Melody, A. Hibbler, Dec.
6. Tweedle Dee, G. Gibbs, Mer.
7. Sand and the Sea, Nat (King) Cole, Cap.
8. Play Me Hearts and Flowers J. Desmond, Cor.
9. Dixie Danny, Laurie Sisters, Mer.
10. It's a Sin to Tell a Lie S. Smith and the Redheads, Epi.

#### San Francisco

1. Ballad of Davy Crockett, F. Parker, Col.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Tweedle Dee, G. Gibbs, Mer.
4. Crazy Otto Medley, J. Maddox, Dot
5. How Important Can It Be? J. James, M-G-M
6. Rock Around the Clock, B. Haley, Dec.
7. Melody of Love, Four Aces, Dec.
8. Sincerely, McGuire Sisters, Cor.
9. Unchained Melody, L. Baxter, Cap.
10. Unchained Melody, A. Hibbler, Dec.

#### Seattle

1. Ballad of Davy Crockett, F. Parker, Col.
2. Dance With Me, Henry, G. Gibbs, Mer.
3. Maybe, Four Coins, Epi.
4. Melody of Love, B. Vaughn, Dot
5. Tweedle Dee, G. Gibbs, Mer.
6. Ballad of Davy Crockett, B. Hayes, Cdc.
7. Crazy Otto Medley, Crazy Otto, Dec.
8. Open Up Your Heart Cowboy Church Sunday School, Dec.
9. How Important Can It Be? J. James, M-G-M
10. Fish, M. Carson, Vic.

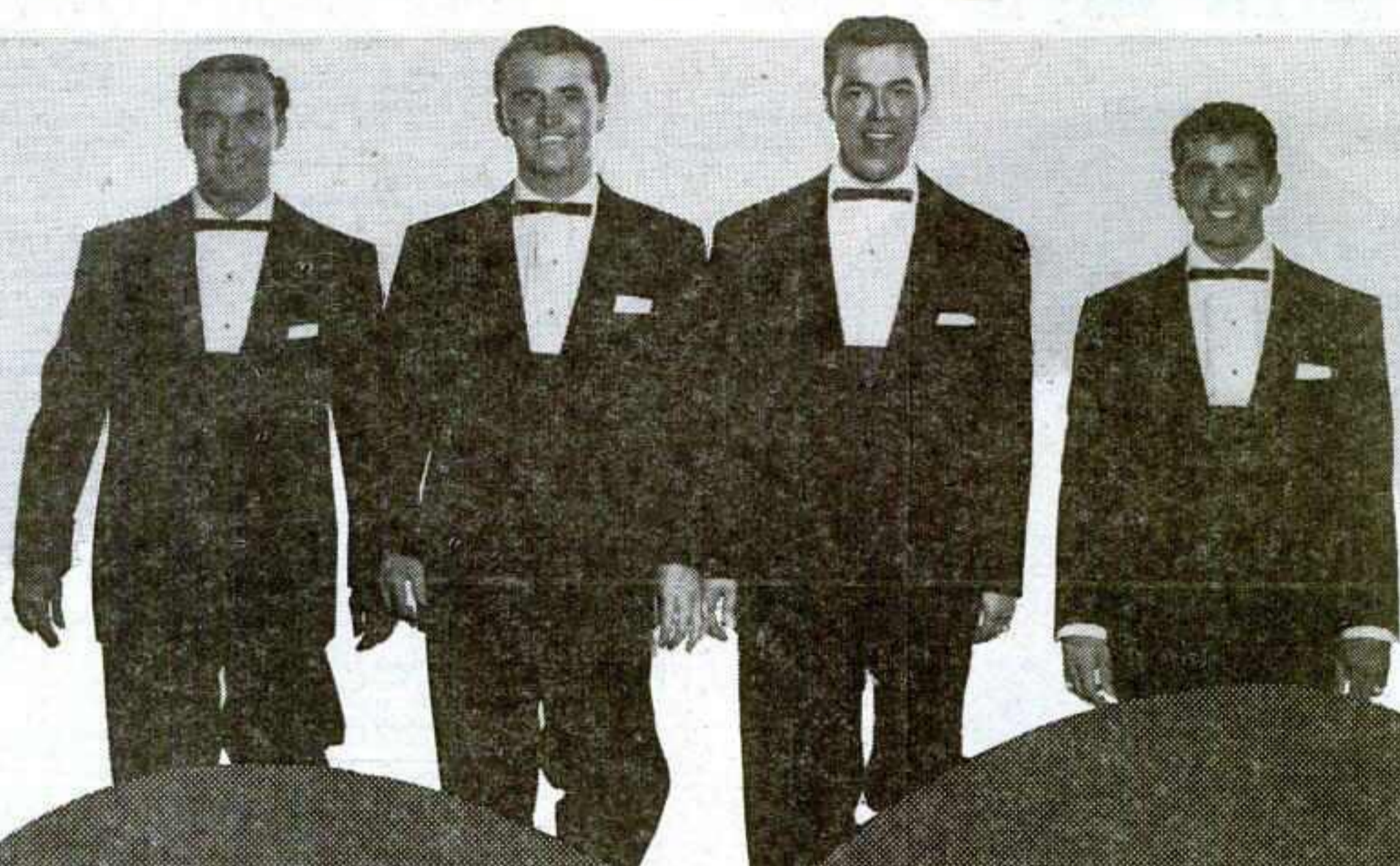


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# The FOUR ACES



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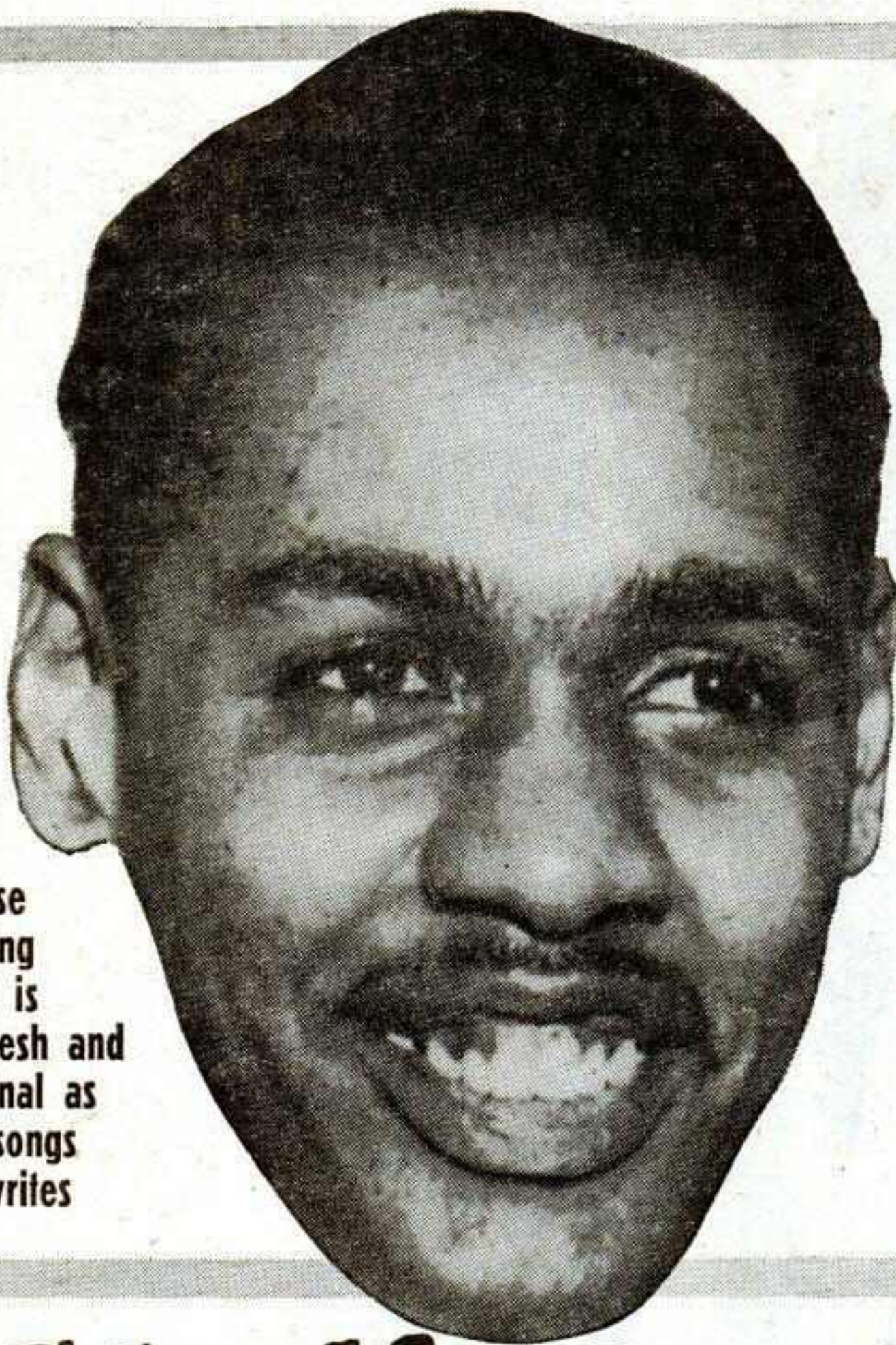
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1650 Broadway, N. Y. City

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Review Spotlight on . . . RECORDS

#### LES PAUL-MARY FORD

##### No Letter Today

Genuine Love—Capitol 3108—This could be a two-sided hit. It has appeal for all three markets. "No Letter Today" is a wistful country and western-type ballad sung with appealing sincerity by Mary Ford. "Genuine Love" has a strong r.&b. beat and a catch lyric. Paul's multi-guitar work, of course, is standout on both sides.

#### TONY BENNETT

Punch and Judy Love (Rylan, ASCAP)—Columbia 40491—Bennett warbles a poignant Bob Merrill ballad with a lovely melody, a clever lyric and a good title. This could be the disk to put Bennett back on the charts. Flip is "What Will I Tell My Heart" (De Sylva, Brown & Henderson, ASCAP).

### • Reviews of New Pop Records

#### EDDIE FISHER

Heart . . . . . 87  
VICTOR 6097—A Billboard "Spotlight" 4-16-'55. (Frank, ASCAP)  
Near to You . . . . . 83  
This tune is also from "Damn Yankees" and is suavely styled by the balladeer. Competition will be heavy on this tune, but Fisher will be able to more than hold his own. (Frank, ASCAP)

#### TERESA BREWER

I Don't Want to Be Lonely Tonight . . . 85  
CORAL 61394—A Billboard "Spotlight" 4-16-'55.  
Silver Dollar . . . . . 84  
A Billboard "Spotlight" 4-16-'55.

#### JO STAFFORD

Young and Foolish . . . . . 85  
COLUMBIA 40495 — A Billboard "Spotlight" 4-16-'55. (Chappell, ASCAP)  
Be Sure, Beloved . . . . . 78  
A fine side. Stafford's vocal is sensitive, sincere and technically excellent. Deejays are likely to spin it plenty. (Bourne, ASCAP)

#### THE FOUR ESQUIRES

Three Things (A Man Must Do) . . . . . 79  
CADENCE 1260—A stirring vocal reading of a fast-paced tune with an insistent beat. This one might take-off big with the right kind of promotional push. (Starlight, ASCAP)  
The Splux Won't Tell . . . . . 76  
A bouncy vocal job on a catchy novelty with good pacing. However, the flip has the most power. (Greta, BMI)

#### PATTI PAGE

Near to You . . . . . 79  
MERCURY 70607—Patti Page's last record has only been out a few weeks, but Mercury was forced to release this disk because Eddie Fisher's version of the ballad (from the forthcoming "Damn Yankees" show) was released this week. The thrush sings with affectionate sincerity on the haunting tune. Dramatically effective backing. Jockeys will spin. (Frank, ASCAP)  
I Love to Dance With You . . . . . 75  
A delightful double-voice track reading of a pretty tango. (Skidmore, ASCAP)

#### DOROTHY COLLINS

That's All I Need . . . . . 78  
GOTHAM 117—The canary has a way with r.&b. material and she wraps up this LaVerne Baker ditty with showmanship and a great beat. One of Dorothy Collins' best sides. It should get considerable juke and deejay play. (Raleigh, BMI)  
What Is This Thing Called Love? . . . . 76  
A tasteful thrashing job on the gorgeous oldie, with outstanding backing. Fine jockey programming. (Harms, ASCAP)

#### THE WILDER BROTHERS

Crazy Doll . . . . . 78  
"X" 119—A cute novelty with a freshness that should spur easy sales. The Wilder Brothers handle the lyrics with a light-as-air touch and are favored with a well-arranged orchestral backing. (Manning, ASCAP)  
L'Amour, Toujours, L'Amour . . . . . 73  
The oldie gets a smooth, highly attractive styling from the boys. Again, they are solidly backed by the ork. Middle Western territories have been especially strong for the group in earlier releases; they should be quick on the draw with this disk. (Harms, ASCAP)

#### RAY ANTHONY

Sluefoot . . . . . 77  
CAPITOL 3096 — Considering the remarkable long-run sales of "Bunny Hop," this new dance step originated for the movie "Daddy Long Legs" may be another big record for Anthony. It's a solid rhythmic opus with provocative hesitations. Dealers should not underestimate the commercial potential here. (Robbins, ASCAP)  
Something's Gotta Give . . . . . 76  
Another of the ingratiating Johnny Mercer tunes for "Daddy Long Legs" given a smoothly blended reading by the Skyliners, with Anthony and his boys supplying their expected groovy dance beat. (Robbins, ASCAP)

#### THE TAYLOR MAIDS

Why Do I? . . . . . 77  
CAPITOL 3100—This talented female trio has been stirring up considerable interest in the trade since it first appeared on the scene, and in this lilting tune from "I Am a Camera," they are bound to get maximum ex-

posure. Deejays, watch these girls. (Dartmouth, ASCAP)

#### Po-Go Stick . . . . . 74

A wild novelty that keeps accelerating in tempo until it reaches a delicious pace. The Maids demonstrate terrific control and vocal competence. (Blue River, BMI)

#### MITCH MILLER ORK

Theme From "I Am a Camera" . . . . . 77  
COLUMBIA 40493—This film theme is highly melodic, and Mitch Miller has given it a fine arrangement. It's a side out of the common run, and deejays will give it a whirl. (Dartmouth, ASCAP)

#### On Honolulu Bay . . . . . 74

Dreamy instrumental with chorus has good sound and quality. (Caesar, ASCAP)

#### THE NATURALS

Marty . . . . . 77  
M-G-M 11970 — The theme of the highly touted film is a bouncy, unpretentious ditty. The Naturals give an appropriately bright, extrovert reading that is bound to get much exposure once the film is distributed.

#### The Jitterbug Waltz . . . . . 73

It's a pleasant revival of this pretty, lilting Fats Waller opus. The group handles it with quiet competence.

#### FRANKIE LESTER

Empty Arms . . . . . 77  
"X" 117—This warm rendition of a lovely ballad is Lester's most outstanding waxing to date, and should do even better sales-wise than his well-received previous release, "Wedding Bells." (Midway, ASCAP)

#### Coquette . . . . . 73

This isn't the familiar Johnny Green standard, but another "Coquette" by Irving Berlin, dating from Mary Pickford's 1929 flick of the same name. It's fairly pretty and should get curio spins. (Berla, ASCAP)

#### THE THREE SUNS

Dancing With Tears in My Eyes . . . . 76  
VICTOR 6084—The slick combo does an admirable job on the evergreen in slow, tap dance beat, with a mid section that swings merrily. Fine program wax and listener demands could push this up into a comfortable sales figure. (Witmark, ASCAP)

#### I Wonder, I Wonder, I Wonder . . . . 75

The Three Suns have the assistance of a vocal group here, the Satellites, who project the ditty with a unique sound. More good prospects here. (Robbins, ASCAP)

#### PERCY FAITH ORK

Land of the Pharaohs . . . . . 76  
COLUMBIA 40482 — Exotic instrumental imagery by Faith on a haunting movie tune. Excellent jockey wax. (Remick, ASCAP)

#### The World Is Mine . . . . . 75

A lush, dreamy rendition of the film ballad, with a legit-styled vocal by Val Valente. Good romantic programming for deejays. (Paramount, ASCAP)

#### KITTY WHITE

Someone Like You . . . . . 76  
CENTURY 711 — The thrush, now signed by Mercury, sings an appealing torch tune with perceptive tenderness and warmth. The deejays should spin this one. (Pop, BMI)

#### If You'll Only Take the Time . . . . 74

Some delicate piping by the canary on a pretty ballad with nice backing by the Mellow Men and Benny Carter's orchestra. (Signet, BMI)

#### VICO TORRIANI-MANTOVANI ORK

Remembering . . . . . 76  
LONDON 1556—A nice vocal job by Torriani on a lush, lovely ballad, with dreamy backing. Good late night programming for deejays.

#### Mandolins Are Playing . . . . . 72

A charming vocal interpretation of a haunting ballad, with attractive backing highlighted by mandolin and squeeze box solo work. Good jockey wax.

#### PAUL WESTON ORK

Music From "A Streetcar Named Desire" . . . . . 75  
COLUMBIA 40484—Effective instrumental. It's powerful, descriptive mood music, with excellent orchestration by Weston. (Witmark, ASCAP)

#### Music From "For Whom the Bell Tolls" . . . . . 75

Same comment. (Famous, ASCAP)

#### JAN AUGUST

The Naughty Ghost . . . . . 75  
MERCURY 70608 — Artful ivory  
(Continued on page 52)





**Ray Anthony** has a 2 Sided Hit\*

and his ORCHESTRA

from the JOHNNY MERCER SCORE IN 20th CENTURY-FOX'S CINEMASCOPE MUSICAL

**"DADDY LONG LEGS"**

starring FRED ASTAIRE and LESLIE CARON

\* As performed by Ray Anthony and His Orchestra in the film

**SLUEFOOT**

*and*

**SOMETHING'S**

**GOTTA GIVE**



**CAPITOL 3096**



# SURE SHOTS

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

**EARL BOSTIC**  
**WHEN YOUR LOVER HAS GONE**  
**COCKTAILS FOR TWO**  
**KING 4790**

**THE MIDNIGHTERS**  
**SWITCHIE WITCHIE TITCHIE**  
**WHY ARE WE APART!**  
**FEDERAL 12220**

**MOON MULLICAN**  
**WHEN LOVE DIES WHERE DOES**  
**IT GO**  
**WHAT'S THE MATTER WITH**  
**THE MILL!**  
**KING 1447**

**LUCKY MILLINDER**  
**IT'S A SAD, SAD FEELING**  
**OW!**  
**KING 4792**

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 **RECORDS**

GIVE TO DAMON RUNYON  
 CANCER FUND

## The Billboard Music Popularity Charts

### POPULAR RECORDS

#### • Reviews of New Pop Records

• Continued from page 50

tickling by August on an amusing novelty with okay vocalizing by a group and interesting sound effects. Good off-beat programming for late night jocks. (Charm, BMI)  
**Chiqui Chaqui**...73  
 Fine pianistics on an attractive Latin-American ditty, which should please jocks and jukes. (Mellin, BMI)

**GUY LOMBARDO**  
**When the Saints Go Marching In**...75  
 DECCA 29486—Here's a new rendition of the Dixieland perennial that sells in whatever version is available. This bright bit of two-beat should fracture the Lombardo regulars and get plenty of juke play. Kenny Gardner and group take the vocal.  
**My Honey's Lovin' Arms**...72  
 More old time hominy for the big audience that likes Lombardo's marked schottish beat. Vocal is by Cliff Grass, and there's a twin-piano chorus too. Good standard merchandise. (Mills, ASCAP)

**BOB HARMON ORK**  
**Bye Bye Blues Boogie**...74  
 REPUBLIC 7089—Here's a boogie version of the old blues number. It's a bright instrumental, with fine beat, precise piano work and good sound. A strong one for the boxes. (Bourne, ASCAP)  
**Sad Blues Boogie**...74  
 Another good side. This time the boogie's a vocal. It's slower-paced than the flip, but has the same good sound and flavor. Johnny Viney is the warbler. (Babb, BMI)

**WAYNE KING**  
**Blue Hours**...74  
 DECCA 29500—The cycles of taste have swung back to that of the quiet, old-fashioned instrumental again, and King shows the youngsters how it's done in this pretty and familiar waltz. (Felsi, ASCAP)  
**Carefree**...73  
 Another fine effort in three-quarter time in King's well-known style. As long as the trend lasts, items like this should do well in the market place. (Harms, ASCAP)

**THE METROTONES**  
**Write Me Baby**...74  
 COLUMBIA 40486—A pop rhythm etching that has the group singing with gay spirit. The kids will like to dance to it and the side could pull

some juke coin. (Criterion, ASCAP)  
**Even Then**...70  
 Ballad pledging eternal love is sung smoothly to a gentle beat in the ork. (Music Hall, ASCAP)

**RICHARD TUCKER**  
**Someone Is Watching**...74  
 COLUMBIA 40487—Stations looking for something classy, not necessarily commercial, will like this. Tucker is in fine voice. (Ludlow, BMI)  
**Faith Alone**...72  
 A similar side. Tucker's finely trained voice will appeal to deejay programs appealing to an older audience. (Mills, ASCAP)

**SONNY HOWARD**  
**I Love Ya, Love Ya, Love Ya**...73  
 VICTOR 6095—The Jimmy Durante ditty is ready easily by the chanter, who's given top-notch assistance by ork and chorus. Real listenable, this (Durante, ASCAP)  
**If I Had My Life to Live Over**...71  
 Old-fashioned ballad is loaded with sentiment in this vocally smooth treatment by Howard, chorus and Hugo Winterhalter's ork. Pleasant seasonal wax. (General, ASCAP)

**BETTY CLOONEY**  
**Can't Do Without You**...73  
 "X" 118—The popular TV star is developing a more distinctive personality and unique singing style, and in a bouncy novelty like this it is seen to best advantage. Clooney fans will enjoy this bright opus. (Brandon, ASCAP)  
**I Love You a Mountain**...71  
 This rollicking ditty is given a fast ride by the singer. She brings out the humor of the lyrics with charm and skill. (Hollybrook, ASCAP)

**RUSS CARLYLE ORK**  
**If You Only Knew**...73  
 "X" 113—A competent vocal job on this pretty ballad set to a quiet, silky-stringed backing. Pleasant listening. (Lakefront, BMI)  
**Sobbin' Blues**...69  
 The hokey instrumentals that were the guts of the band biz a decade ago are coming back, and for those who demand them, this is one of the more appealing ones, with its wailing soprano sax and solid dance beat. (Morris, ASCAP)

**BUDDY MORROW ORK**  
**There Goes That Train**...73  
 MERCURY 70611—The label is cov-

ering its own r.&b. issue of this tune with this well-arranged, wailing dance band side. Dancers should go for it. (Vir-Cel Music, BMI)  
**Shoeless Joe From Hannibal, Mo.**...68  
 In conventional swing era style, Morrow runs down a danceable version of some "Damn Yankees" material. Instrumental. (Frank Music, ASCAP)

**GLORIA VAN**  
**This I Give to You**...72  
 "X" 111—There's an infectious beat on this vocal by Gloria Van. It's a good song, done with professional aplomb. (Studio, ASCAP)  
**I Worship You**...72  
 Another nice vocal. This is a tender ballad, done with sincerity and nice quality. (Miswax, ASCAP)

**GLORIA WOOD**  
**Lover, Lover**...72  
 CORAL 61396—The tune is out as Joan Weber's follow-up to "Let Me Go Lover," but hasn't shown strength. Miss Wood may do better with this sanguine reading. It's from "Blackboard Jungle."  
**Teen-time**...72  
 The thrush offers a sharp contrast to the flip with this boppish jazz item. Good musicianship should attract some hip jockey play.

**LOUIS JORDAN ORK**  
**Whatever Lola Wants (Lola Gets)**...72  
 "X" 116—Louis Jordan does a nice reading on this show tune which has so many top artists dividing the loot. Merits some deejay attention. (Frank, ASCAP)  
**It's Been Said**...70  
 The bright tune by Nellie Lutcher makes a fair novelty, as cut by Louis Jordan. (Leeds, ASCAP)

**VINCE CARSON**  
**Sweetie, Sweet, Sweet Sue**...72  
 "X" 110—Here's the great standard, belted out in a rhythmic arrangement. Vince Carson's vocal has good style and authority. Actually it's the oldie, "Sweet Sue." (Shapiro-Bernstein, ASCAP)  
**My Possession**...70  
 A change in pace from the flip. This is a beguine-type ditty, with characteristic rhythm. Vocal hasn't quite the charm of the flip, but ork work by Neal Hefti is excellent. (Newman, BMI)

**DAMIRON**  
**Rhumba Rhapsody**...72  
 SEECO 4161—The popular Latin pianist turns in a very listenable, danceable version of the minor-key standard. A good slice of program wax for jocks. Also has lasting juke value.  
**I'll See You in My Dreams**...68  
 Damiron plays almost in stop time. (Continued on page 53)

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 Bigger than "Moonlight and Roses"

## DANCING WITH TEARS IN MY EYES



I WONDER, I WONDER, I WONDER  
 Vocal by The Satellites

20/47-6084

# THE THREE SUNS

**RCA VICTOR**  
 FIRST IN RECORDED MUSIC





The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Reviews of New Pop Records**

• Continued from page 52

allowing maximum presence to the excellent mambo rhythm section. Fine moderate-tempo dance wax for mambo-cha-cha-fanciers.

**ROY STEVENS**  
**Black Velvet** .....72  
ORIGINAL 515 — Instrumental version of the standard features a trumpet solo by Roy Stevens. (Gornston, SEASAC)  
**Down in Villa Capri**... 65  
Relaxed instrumental, but lacks any interesting quality. (Citafon, ASCAP)

**ARTHUR PRYSOCK**  
**Morning, Noon and Night** .....71  
MERCURY 70599 — Gently bowed strings back Prysok as he resonantly warbles the pretty pop ballad. A listenable waxing. (United, ASCAP)  
**I Have Lived**... 70  
Another romantic etching by the low-voiced chanter. Prysok fans will like. (Collins, BMI)

**DAMIRON**  
**September Song** .....70  
SEECO 4160 — The great standard lends itself nicely to a slow mambo treatment by pianist and rhythm section. Listenable and danceable styling.  
**Cheek to Cheek**... 70  
Brighter tempo here on an equally attractive slice.

**HERB GEORGE**  
**Somewhere, Somewhere** .....70  
RICH 408—A sincere, warm vocal on a pretty ballad. (ASCAP)  
**I Can't Go On**... 70  
Same comment. (ASCAP)

**CONNIE BOSWELL**  
**Learn to Pray Every Day** .....70  
DECCA 29477—Miss Boswell makes a most effective pitch for prayer via this pleasant, pious song. Many jocks will favor this as a daily program feature. (Bloom, ASCAP)  
**Our Lady of the Highway**... 65  
The husy-voiced thrush offers a sincere, intense religious plea for safety. (Caesar, ASCAP)

**LORETTA THOMPSON**  
**Castles Built From Lies** .....70  
FAYETTE 1001—Good quality to Loretta Thompson's vocal delivery of this weeper, but the disks' sound is poor. (Fayette, BMI)  
**Let's Change the Alphabet**... 62  
Simple tune with novelty lyric gets

adequate vocal by Loretta Thompson; but disk's general sound is none too good. (Fayette, BMI)

**GENE JIMAE**  
**Song of India** .....69  
GENIE 1301—Twelve year-old Jimae is billed with justification, the "boy wizard of the harmonica." By means of multiple tracking, he plays the familiar tune in a way that suggests a whole harmonica orchestra. No matter his age, it's a fine performance that will sell to enthusiasts of the instrument.  
**I'll Dust the Stars**... 50  
Gail Sunday is vocalist on this side, with Jimae playing a pretty background. Had the vocal been omitted, Master Jimae would undoubtedly have provided a highly listenable side. (LaSalle, ASCAP)

**CLIFF EDWARDS**  
**When You Wish Upon a Star** ..... 68  
DECCA 29487 — Edwards recorded this for a kiddie album, "Pinocchio." The label reasons that it has appeal for grown-ups, too and has re-recorded it. The performance has taste and quiet charm. (Bourne, ASCAP)  
**Give a Little Whistle**... 65  
Another of the delightful selections from "Pinocchio." This cheery novelty is always pleasant to listen to, and deejays will find it easy to utilize in programming. (Bourne, ASCAP)

**JERI SOUTHERN**  
**Come By Sunday** .....67  
DECCA 29502—This slight blues tune is an unworthy effort for the thrush's fine, distinctive style. (Alamanc, ASCAP)  
**Nothing at All**... 66  
Miss Southern serves up a rather tedious side with this ballad entry from "Ankles Aweigh." (Chappell, ASCAP)

**DON REED**  
**Red Hot Papa** .....67  
GILT-EDGE 5092—This bluesy material brings a lot out of the young singer. He has a warm, pleasing baritone that might cause goose-pimples with the female teen-agers. (Douglas-Fox, ASCAP)  
**I Can See an Angel**... 65  
Reed makes another good impression here, despite little in the material or arrangement to hold interest. (4 Star, BMI)



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**HEY! MR. D.J.**

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by  
**THE SUNNYSIDERS**

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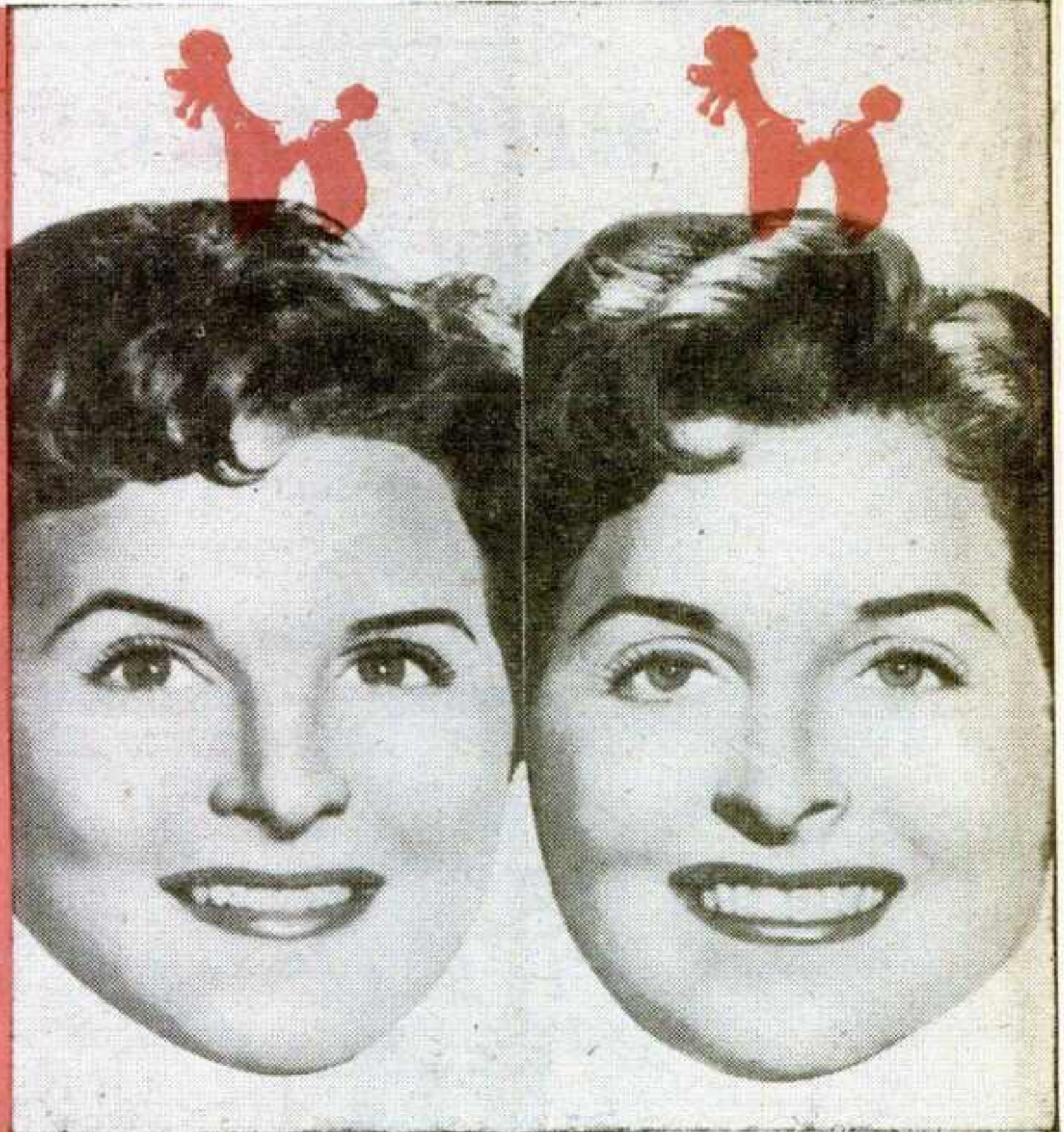
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**ROY**

**ACUFF'S**

**"DON'T JUDGE  
YOUR NEIGHBOR"**

c/w  
**"THE THIEF UPON THE TREE"**



3064



**LOUVIN**

**BROTHERS'**

**"LOVE THY NEIGHBOR  
AS THYSELF"**

c/w  
**"MAKE HIM A SOLDIER"**



3083



**MARTHA**

**CARSON'S**

**"IT'S ALL RIGHT"**

(If You've Done Your Best)

c/w  
**"COUNTING MY BLESSINGS"**



3045

**The Billboard Music Popularity Charts  
COUNTRY &  
WESTERN RECORDS**

**• Best Sellers in Stores**

For survey week ending April 13

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
<b>1. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....</b>	1	12
<b>I'm Gonna Fall Out of Love With You (BMI)—Dec 29391</b>		
<b>2. MAKING BELIEVE (BMI)—K. Wells.....</b>	2	7
<b>WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419</b>		
<b>3. I'VE BEEN THINKING (BMI)—E. Arnold.....</b>	3	12
<b>Don't Forget (BMI)—Vic 20-6000</b>		
<b>4. LIVE FAST, LOVE HARD, AND DIE YOUNG—</b>		
<b>F. Young.....</b>	4	4
<b>Forgive Me, Dear (BMI)—Cap 3056</b>		
<b>5. BALLAD OF DAVY CROCKETT—Tennessee Ernie..</b>	7	5
<b>Farewell (BMI)—Cap 3058</b>		
<b>6. LOOSE TALK—C. Smith.....</b>	5	25
<b>More Than Anything Else (BMI)—Col 21317</b>		
<b>7. MAKE BELIEVE (BMI)—R. Foley &amp; K. Wells.....</b>	7	8
<b>AS LONG AS I LIVE (BMI)—Dec 29390</b>		
<b>8. YELLOW ROSES (BMI)—H. Snow.....</b>	9	3
<b>WOULD YOU MIND? (ASCAP)—Vic 6057</b>		
<b>9. IF YOU AIN'T LOVIN' (BMI)—F. Young.....</b>	10	22
<b>If That's the Fashion (BMI)—Cap 2953</b>		
<b>10. ARE YOU MINE? (BMI)—G. Wright &amp; T. Tall.....</b>	6	12
<b>I've Got Somebody New (BMI)—Fabor 117</b>		
<b>11. TWO KINDS OF LOVE (ASCAP)—E. Arnold.....</b>	—	1
<b>IN TIME (BMI)—Vic 20-6069</b>		
<b>12. KISSES DON'T LIE (BMI)—C. Smith.....</b>	12	14
<b>No, I Don't Believe I Will (BMI)—Col 21340</b>		
<b>13. MAKING BELIEVE (BMI)—J. Work.....</b>	11	7
<b>Just Like Downtown (BMI)—Dot 1221</b>		
<b>14. MORE AND MORE (BMI)—W. Pierce.....</b>	13	5
<b>You're Not Mine Anymore (BMI)—Dec 29252</b>		
<b>15. DAYDREAMING (BMI)—J. Newman.....</b>	—	1
<b>Crying for a Past Time (BMI)—Dot 1327</b>		

**• Most Played in Juke Boxes**

For survey week ending April 13

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
<b>1. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....</b>	1	11
<b>I'm Gonna Fall Out of Love With You (BMI)—Dec 29391</b>		
<b>2. I'VE BEEN THINKING (BMI)—E. Arnold.....</b>	2	9
<b>DON'T FORGET (BMI)—Vic 20-6000</b>		
<b>3. IF YOU AIN'T LOVIN' (BMI)—F. Young.....</b>	4	19
<b>If That's the Fashion (BMI)—Cap 2953</b>		
<b>4. LOOSE TALK (BMI)—C. Smith.....</b>	5	21
<b>More Than Anything Else in This World (BMI)—Col 21317</b>		
<b>5. MAKING BELIEVE (BMI)—K. Wells.....</b>	6	4
<b>WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419</b>		
<b>6. ARE YOU MINE? (BMI)—G. Wright &amp; T. Tall....</b>	7	10
<b>I've Got Somebody New (BMI)—Fabor 117</b>		
<b>7. KISSES DON'T LIE (BMI)—C. Smith.....</b>	—	1
<b>NO I DON'T BELIEVE I WILL (BMI)—Col 21340</b>		
<b>8. AS LONG AS I LIVE (BMI)—R. Foley &amp; K. Wells... </b>	3	4
<b>Make Believe (BMI)—Dec 29390</b>		
<b>9. MAKING BELIEVE (BMI)—J. Work.....</b>	8	9
<b>Just Like Downtown (BMI)—Dot 1221</b>		
<b>9. LIVE FAST, LOVE HARD AND DIE YOUNG (BMI)</b>		
<b>F. Young.....</b>	8	3
<b>Forgive Me, Dear (BMI)—Cap 3056</b>		
<b>9. BALLAD OF DAVY CROCKETT (BMI)—</b>		
<b>Tennessee Ernie.....</b>	—	1
<b>Farewell (BMI)—Cap 3058</b>		

**• Most Played by Jockeys**

For survey week ending April 13

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

This Week	Last Week	Weeks on Chart
<b>1. IN THE JAILHOUSE NOW—W. Pierce.....</b>	1	12
<b>Dec 29391—BMI</b>		
<b>2. LIVE FAST, LOVE HARD, AND DIE YOUNG—</b>		
<b>F. Young.....</b>	7	4
<b>Cap 3056—BMI</b>		
<b>3. ARE YOU MINE?—G. Wright &amp; T. Tall.....</b>	2	15
<b>Fabor 117—BMI</b>		
<b>4. MAKING BELIEVE—K. Wells.....</b>	6	7
<b>Dec 29419—BMI</b>		
<b>5. LOOSE TALK—C. Smith.....</b>	3	25
<b>Col 21317—BMI</b>		
<b>6. BALLAD OF DAVY CROCKETT—Tennessee Ernie..</b>	—	1
<b>Cap 3058—BMI</b>		
<b>7. MAKING BELIEVE—J. Work.....</b>	—	3
<b>Dot 1221—BMI</b>		
<b>8. AS LONG AS I LIVE—K. Wells &amp; R. Foley.....</b>	8	9
<b>Dec 29390—BMI</b>		
<b>8. WOULD YOU MIND?—H. Snow.....</b>	13	2
<b>Vic 20-6057—ASCAP</b>		
<b>10. IF YOU AIN'T LOVIN'—F. Young.....</b>	5	23
<b>Cap 2953—BMI</b>		
<b>11. I'VE BEEN THINKING—E. Arnold.....</b>	4	13
<b>V 20-6000—BMI</b>		
<b>12. WHOSE SHOULDER WILL YOU CRY ON?—</b>		
<b>K. Wells.....</b>	10	3
<b>Dec 29419—BMI</b>		
<b>12. DAYDREAMING—J. Newman.....</b>	—	3
<b>Dot 1327</b>		
<b>14. KISSES DON'T LIE—C. Smith.....</b>	10	6
<b>Col 21340</b>		
<b>15. WAIT A LITTLE LONGER, PLEASE JESUS—</b>		
<b>C. Smith.....</b>	—	1
<b>Col 21368—BMI</b>		



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# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## This Week's Best Buys

**YOU'RE A HUMDINGER** (Central, BMI)—The Farmer Boys—Capitol 3077

A novelty that has proved to be something of a sleeper. Southern sources report steadily growing sales, with the disk now shaping up as a strong contender. Buffalo, Chicago, St. Louis and Baltimore also indicated good action. Flip is "I'm Just Too Lazy" (Central, BMI). A previous Billboard "Spotlight" pick.

## Review Spotlight on . . .

### RECORDS

#### FARON YOUNG

**Where Could I Go?** (Stamps-Baxter, BMI)  
**God Bless God** (Bradshaw, BMI)—Capitol 3107—Young, a steady winner among the younger crop of country warblers, has two deeply moving pieces of material, both of a pious nature. He handles them with that rich warm sound and maximum feeling. Should do extremely well with the family trade.

#### HANK THOMPSON

**Breakin' in Another Heart** (Texoma, ASCAP)  
**Wildwood Flower** (Brazos Valley, ASCAP) — Capitol 3106—Hank, as usual, puts loads of heart into this philosophical ballad. Tune has a good story line with a universal touch. It's difficult to see how the consistent warbler can miss out this time. Flip is "Woldwood Flower" (Brazos Valley, ASCAP), an instrumental.

### TUNES

**MUMBLING TO MYSELF** (Starrite, BMI)—Roy Drusky—Starday 185—For a great change of pace, jockeys would do well to give this a spin. It's highly unusual as song material, and Drusky's distinctive delivery and great timing give it a real down-to-earth appeal. Backing by harmonica, guitar and rhythm is also effective. Flip is another good side, "Such a Fool" (Starrite, BMI).

## C & W Territorial Best Sellers

For survey week ending April 13

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

#### Birmingham

1. In the Jailhouse Now, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.
3. Silver Bells, C. Atkins & H. Snow, Vic.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Are You Mine?  
G. Wright & T. Tall, Fab.
6. Making Believe, K. Wells, Dec.

#### Charlotte

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Live Fast, Love Hard and Die Young  
F. Young, Cap.
4. Loose Talk, C. Smith, Col.

## Reviews of New C & W Records

#### MARTY ROBBINS

**Daddy Loves You** ..... 85  
COLUMBIA 21388 — A Billboard "Spotlight" 4-16-'55. (Acuff-Rose, BMI)  
**Pray for Me Mother of Mine**... 85  
A Billboard "Spotlight" 4-16-'55. (Acuff-Rose, BMI)

#### RITA ROBBINS AND DON WINTERS

**Two Hearts, Two Kisses**  
(Make One Love) ..... 80  
VICTOR 6091—A stand-out country and western version of the r.&b. hit which should get its full share of plays from jocks and jukes. (St. Louis, BMI)

#### THE DAVIS SISTERS

**Fiddle Diddle Boogie** ..... 76  
VICTOR 6086—A happy vocal blend on a tuneful rhythm song with a gay beat. Good juke wax. (Trinity, BMI)  
**Come Back to Me**... 74  
A sincere, warm thrashing job by Victor's new sister team on a plaintive weeper. (Jamboree, BMI)

#### BOB WILLS

**Don't Keep It a Secret** ..... 75  
DECCA 29453 — A country weeper version of the promising three-beat tune. Sincere vocal by Jack Lloyd. Should do well in Southwestern markets. (Springfield, BMI)  
**The Boston Fancy**... 74  
There's a bright vocal to this side by Bob Wills' Jack Lloyd. Thrush is Darla Daret. (Sheldon, BMI)

#### EDDIE ZACK AND COUSIN RICHIE

**Lover-Lover (Why Must We Part?)**... 74  
COLUMBIA 21387—Weeper from the film "Blackboard Jungle" has lots of sentimental appeal in this sincere

country reading. Many will like this side and it should win copious deejay exposure. Cousin Richie is the smooth chanter. (Miller, ASCAP)  
**Rocky Road Blues**... 69  
Brisk item is projected happily by fem vocal group. (Peer, BMI)

#### DICK THOMAS

**Don't Keep It a Secret** ..... 74  
RITA 113 — Thomas serves up a sanguine country waltz treatment of the tune introduced pop-wise by Terri Stevens. Excellent material, and this version could pick up coin. (Springfield, BMI)

#### TEX WILLIAMS ORK

**Roses and Revolvers** ..... 73  
DECCA 29469—Here's a fast-driving novelty by Tex Williams which merits some spins. Title should help. The dangerous rigors of love is the theme of the lyric. (Hub, ASCAP)  
**Rancho Boogie**... 73  
This side's an instrumental, with plenty of motion and relaxed style. (Valley View, BMI)

#### BETTY AMOS

**Yes Mam', Mama** ..... 73  
MERCURY 70592 — This up-and-coming thrush turns in her best wax to date in this clever novelty. The material also has a pleasant, bouncy beat to make it all the more salable. (Milene, ASCAP)  
**Cheater-Cheater**... 70  
The singer revels in the deception practiced on an ex-boy friend who cheated on her. Another rhythmic

#### 5. Two Kinds of Love, E. Arnold, Vic. 6. Kisses Don't Lie, C. Smith, Col.

#### Cincinnati

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young  
F. Young, Cap.
3. Loose Talk, C. Smith, Col.
4. Would You Mind? H. Snow, Vic.
5. Ballad of Davy Crockett  
M. Wiseman, Dot
6. Making Believe, K. Wells, Dec.

#### Dallas-Fort Worth

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Yellow Roses, H. Snow, Vic.
5. Would You Mind? H. Snow, Vic.
6. Silver Bells, H. Snow & C. Atkins, Vic.
7. That's All Right, M. Robbins, Col.

#### 8. Live Fast, Love Hard and Die Young F. Young, Cap.

#### 9. Loose Talk, C. Smith, Col.

#### Houston

1. Daydreaming, J. Newman, Dot
2. Making Believe, J. Work, Dot
3. In the Jailhouse Now, W. Pierce, Dec.
4. Whose Shoulder Will You Cry On?  
K. Wells, Dec.
5. Ballad of Davy Crockett, T. Ernie, Cap.
6. Are You Mine?  
G. Wright & T. Tall, Fab.
7. Don't Forget, Davis Sisters, Vic.
8. Boom Boom Boomerang  
G. Wright & T. Tall, Fab.
9. Ballad of Davy Crockett  
M. Wiseman, Dot
10. Faded Love and Winter Roses  
H. Williams, M-G-M

#### Memphis

1. In the Jailhouse Now, W. Pierce, Dec.
2. Two Kinds of Love, E. Arnold, Vic.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Live Fast, Love Hard and Die Young  
F. Young, Cap.
5. Would You Mind? H. Snow, Vic.
6. Drinking Tequila, J. Reeves, Abb.
7. Pleases Don't Let Me Love You  
H. Williams, M-G-M

#### Nashville

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young  
F. Young, Cap.
3. Making Believe, K. Wells, Dec.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Two Kinds of Love, E. Arnold, Vic.
6. As Long As I Live  
K. Wells & R. Foley, Dec.
7. Loose Talk, C. Smith, Col.
8. If You Ain't Lovin', F. Young, Cap.

#### New Orleans

1. In the Jailhouse Now, W. Pierce, Dec.
2. Ballad of Davy Crockett, T. Ernie, Cap.
3. Making Believe, K. Wells, Dec.
4. Live Fast, Love Hard and Die Young  
F. Young, Cap.
5. It Tickles, T. Collins, Cap.
6. As Long As I Live  
K. Wells & R. Foley, Dec.
7. Make Believe  
K. Wells & R. Foley, Dec.
8. Are You Mine?  
R. Sovine & G. Hill, Dec.
9. Yellow Roses, H. Snow, Vic.
10. Making Believe, L. Frizzell, Col.

#### Richmond, Va.

1. Ballad of Davy Crockett  
M. Wiseman, Dot
2. Would You Mind?, H. Snow, Vic.
3. Live Fast, Love Hard and Die Young  
F. Young, Cap.
4. In the Jailhouse Now, W. Pierce, Dec.
5. I've Been Thinking, E. Arnold, Vic.
6. Loose Talk, C. Smith, Col.
7. Making Believe, K. Wells, Dec.
8. That's All Right, M. Robbins, Col.
9. In Time, E. Arnold, Vic.
10. If You Ain't Lovin', F. Young, Cap.

#### St. Louis

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young  
F. Young, Cap.
3. Two Kinds of Love, E. Arnold, Vic.
4. Rusty Old Halo, Carlises, Mer.
5. Drinking Tequila, J. Reeves, Abb.

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ditty given a sympathetic reading. (Tree, BMI)

#### CHUCK MAYFIELD

**Trinidad** ..... 73  
STARDAY 184 — Latin beat ditty about a Trinidad gent who knows how to handle the gals is performed brightly by Mayfield and string ork. Good juke material. (Starrite, BMI)  
**Tell Me Sweet**... 69  
A smooth job of chanting by Mayfield as he asks for reassurance from his love interest. Nice Listening. (Starrite, BMI)

#### DUB DICKERSON

**Under the Heading of My Business**... 73  
CAPITOL 3099—Dickerson does a good job belting out this novelty lyric. The chuckle in the voice is scarcely necessary, for the warbler has enough talent without such an artificial gimmick. (Tree, BMI)

#### I Must've Drove

**My Mules Too Hard**... 66  
Lyric's a good idea, but doesn't quite come off. Arrangement's interesting, but ponderous for the theme. (Nash, BMI)

#### WERLY FAIRBURN

**It's a Cold Weary World** ..... 72  
CAPITOL 3101 — A bluesy weeper with true country flavor. Werly Fairburn's vocal style has much individuality. (Mallory, BMI)

#### Spiritful Heart

Another weeper, showing the influence of the late Hank Williams in vocal style and theme. Quite a good side in a dolorous way. (Mallory, BMI)

#### JOAN HAGER AND CHUCK REED

**Hold Me Tight** ..... 72

MERCURY 70594—A novelty tune with a brisk tempo and a suggestion of r.&b. flavor that will do it no harm. The duo does a fine job of bringing out the humor in this material, and deejays will probably appreciate that. (Babb, BMI)

#### Beggars Can't Be Choosers

Miss Hager, alone on this side, handles this pretty pop-like ballad with relaxed style. The tune is a potent one, but not arranged appropriately to sell in the country market. (Valley, BMI)

#### KENNY LEE

**You Ring a Bell With Me** ..... 70

VICTOR 6087—A personable vocal on a jaunty-paced ditty, with lots of bounce in the beat. (Lowery, BMI)  
**But Not Like Mine**... 69  
An okay warbling job on a dreamy weeper. (Lowery, BMI)

#### JOE MAPHIS AND ROSE LEE

**Honky Tonk Down Town** ..... 70

COLUMBIA 21389 — Familiar folk melody is used to back up cute lyrics and the whole is beat out with engaging spirit. This could attract juke  
(Continued on page 57)

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**The Billboard Music Popularity Charts**  
**COUNTRY & WESTERN RECORDS**

**Reviews of New C & W Records**

Continued from page 56

spins. (Red River, BMI)  
**The Parting of the Ways...67**  
Weeper about a lover's misunderstanding is delivered with simple effect by the warblers. Easy listening. (Red River, BMI)

**THE KENTUCKY BOYS**  
**A Little Feller Like Me...69**  
"X" 121—Cute opus with a humorous twist moves briskly. Some radio spins likely. (Voca, BMI)  
**Don't Fetch It...68**  
Another cute side, this a patter ditty supported by a happy beat. It's got yodeling, too. (Natrass-Schenck)

**HARMONICA KID**  
**Coo Coo Coo...68**  
NUCRAFT 1022—This down-westerner has a ranchera format and a compelling dance beat. Despite poor recording, could see some territorial action.  
**Jole Blon...62**  
Still another questionable effort to revive Jole back-country style.

**LUKE THOMPSON AND JESSE KIDD**  
**Jesse's Breakdown...65**  
EXCELLENT 207—A fast and furious instrumental of the old-fashioned type. Banjos and fiddles play up a storm, and some of the rural areas will find it right to their taste.

**You Promised My Heart...60**  
Pete Nantz sings a tale of woe on this side. A routine performance at best.

**HARRY CHOATES**  
**New Jole Blon...62**  
STARDAY 187—A familiar country and Creole subject gets new treatment here, altho the voice is weakly recorded. (Starrite, BMI)

**Jole Blon...60**  
The country Creole-based subject is rendered mazooka style in the "original" French patois, with orking recorded better than the voice. Limited sectional appeal. (Starrite, BMI)

for KBTA, Batesville, Ark. . . . Carl E. Wells has replaced Mike Paxton at KAYS, Hays, Kan.

Bill Fanning has left KTNT, Tacoma, Wash., for a job in TV, and Hal Wills is the station's a.m. deejay. . . . KWCO, Chickasha, Okla., has dropped the network and gone into a straight music and news operation, with an afternoon show aimed at the high school and college crowd, piloted by Nick Sanchez, ex-KONA, San Antonio. . . . Jim Loyd has moved to KWOC, Poplar Bluff, Mo. . . . Lou Pyka and John Drozd have joined KLYN, Amarillo, Tex. . . . O. J. Keller and Dave Drew, at WTZX, Springfield, Ill., will handle Pepsi-Cola's Saturday night broadcasts from the city's new Teen-Center.

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

- APRIL 21, 1945:
1. My Dreams Are Getting Better All the Time
  2. Candy
  3. I'm Beginning to See the Light
  4. A Little on the Lonely Side
  5. Dream
  6. Just a Prayer Away
  7. Rum and Coca-Cola
  8. Ac-Cent-Tchu-Ate the Positive
  9. Laura
  10. Saturday Night (Is the Loneliest Night in the Week)

- APRIL 22, 1950:
1. If I Knew You Were Coming I'd've Baked a Cake
  2. Music! Music! Music!
  3. It Isn't Fair
  4. Third Man Theme
  5. Dearie
  6. Chattanooga Shoe Shine Boy
  7. My Foolish Heart
  8. Peter Cottontail
  9. Daddy's Little Girl
  10. Sentimental Me

**Vox Jox**

Continued from page 30

first hop, which was emceed by the station's deejays Bill Stewart, Bill Stanley, Bill Elliot, Roger Nash, Jeff Hugg and Jimmy Steele. Free refreshments are supplied by a local bottling company. . . . David H. Hildebran, KATY, San Luis Obispo, Calif., writes that the station could use rhythm and blues disks for programming, but can't get in touch with the right parties to receive them. "R.&b. is not distributed to Central Coastal California radio stations at all now," says David.

**CHANGE OF THEME:**  
Hugh Williams has returned after four years' service in the Air Force to WTNS, Coshoc-

ton, O., where he is taking over the reins on two shows, "The Song Shop," a daily airer, and "House of Sounds," on Saturday mornings. . . . Program director Harry Luke, W N A B, Bridgeport, Conn., has started a new hour show tagged "Deep Purple." . . . Bob Stitch, formerly with WMPS, Memphis, has moved to WHHM. . . . Duane Payne, ex-staffer at KLBM, Provo, Utah, has joined KLBM, La Grande, Ore. . . . Earl Boardman has rejoined KSIM, Sikeston, Mo., and takes command of the "Musical Showcase." . . . Jimmy Tugwell's first radio job is as a deejay

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# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

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**Review Spotlight on . . .**

**RECORDS**

**FATS DOMINO**  
 Ain't It a Shame (Commodore, BMI)  
 La-La (Commodore, BMI) — Imperial 5348 — The great blues singer socks over two showmanly sides with a personable rendition of the blues rocker "Ain't It a Shame," and an amusing interpretation of the novelty "La-La." Both sides are wrapped up in Domino's inimitable style and a pounding ork beat.

**THE PENGUINS**  
 Don't Do It (Tannen, BMI)  
 Be Mine or Be a Fool (Seal, BMI)—Mercury 70610—The Penguins are still up there on the charts with "Earth Angel," and this platter should grab off plenty of play from jukes and jocks. "Don't Do It" is a bouncy novelty, sung with charm and enthusiasm. "Be Mine or Be a Fool" features fine work by the lead singer.

**BILLY WARD AND THE DOMINOES**  
 Love Me Now or Let Me Go (Ward-Marks, BMI)  
 Cave Man (Ward-Marks, BMI)—Federal 12218—Here are two coin-grabbers with strong juke and jockey appeal. "Love Me Now or Let Me Go," an attractive weeper, is accorded a compelling vocal performance. "Cave Man" is an unusual novelty with amusing lyrics and a deft vocal interpretation, complete with a wonderful guttural growl gimmick.

**Best Sellers in Stores**

For survey week ending April 13

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. MY BABE (BMI)—Little Walter.....	3	7
Thunder Bird (BMI)—Checker 811		
2. WALLFLOWER (BMI)—E. James.....	2	10
Hold Me, Squeeze Me (BMI)—Modern 947		
3. I'VE GOT A WOMAN (BMI)—R. Charles.....	4	13
COME BACK (BMI)—Atlantic 1050		
4. PLEDGING MY LOVE (BMI)—J. Ace.....	1	14
No Money (BMI)—Duke 136		
5. FLIP, FLOP AND FLY (BMI)—J. Turner.....	5	5
Ti-Ri-Lee (BMI)—Atlantic 1053		
6. CLOSE YOUR EYES (BMI)—Five Keys.....	6	7
Deggone It, You Did It (BMI)—Cap 3032		
7. WHAT'CHA GONNA DO? (BMI)—Drifters.....	7	4
Gone (BMI)—Atlantic 1055		
8. DON'T BE ANGRY (BMI)—N. Brown.....	13	2
It's Really You (BMI)—Savoy 1155		
9. UNCHAINED MELODY (ASCAP)—A. Hibbler.....	—	1
Daybreak (ASCAP)—Dec 29441		
10. TWO HEARTS—Charms.....	9	4
First Time We Met (BMI)—DeLuxe 6065		
11. MOST OF ALL (BMI)—Moonglows.....	12	2
She's Gone (BMI)—Chess 1589		
12. YOU DON'T HAVE TO GO (BMI)—J. Reed.....	10	8
Boogie in the Dark (BMI)—Vee Jay 119		
13. LONELY NIGHTS (BMI)—Hearts.....	8	5
Oo-Wee (BMI)—Baton 208		
14. CHOP CHOP BOOM (BMI)—Danderliers.....	—	1
My Autumn Love (BMI)—States 147		
15. DOOR IS STILL OPEN (BMI)—Cardinals.....	—	1
Misirlou (BMI)—Atlantic 1054		

TWO NEW RELEASES!  
**THE PENGUINS**  
**"BABY, LET'S MAKE LOVE"**  
 b/w "KISS A FOOL GOODBYE"  
 #362

**CHUCK HIGGINS**  
**"TONKY HONK"**  
 b/w "HERE I'M IS"  
 #361

**DOOTONE**  
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**R & B Territorial Best Sellers**

For survey week ending April 13

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. What'cha Gonna Do? Drifters, Atl.
2. Wallflower, E. James, Mod.
3. My Babe, Little Walter, Che.
4. Flip, Flop, Fly, J. Turner, Atl.
5. Two Hearts, Charms, Del.
6. Door Is Still Open, Cardinals, Atl.
7. Pledging My Love, J. Ace, Duk.
8. Strange, Fats Domino, Imp.
9. Tweedle Dee, L. Baker, Atl.
10. You Don't Have to Go, J. Reed, VJ

**Balti.-Wash.**

1. I've Got a Woman, R. Charles, Atl.
2. What'cha Gonna Do? Drifters, Atl.
3. Door Is Still Open, Cardinals, Atl.
4. Pledging My Love, J. Ace, Duk.
5. Lonely Nights, Hearts, Btn.
6. Close Your Eyes, Five Keys, Cap.
7. Unchained Melody, R. Hamilton, Epl.
8. Don't Be Angry, N. Brown, Sav.
9. Wallflower, E. James, Mod.
10. Come Back, R. Charles, Atl.

**Charlotte**

1. Wallflower, E. James, Mod.
2. Two Hearts, Charms, Del.
3. Close Your Eyes, Five Keys, Cap.
4. Flip, Flop, Fly, J. Turner, Atl.
5. My Babe, Little Walter, Che.
6. Pledging My Love, J. Ace, Duk.
7. Don't Be Angry, N. Brown, Sav.
8. Ring a Ting a Ling, Midnighters, Fed.
9. What'cha Gonna Do? Drifters, Atl.
10. Most of All, Moonglows, Chs.

**Chicago**

1. Unchained Melody, A. Hibbler, Dec.
2. Loving You, L. Fulson, Che.
3. Tweedle Dee, L. Baker, Atl.
4. Earth Angel, Penguins, Dtn.
5. My Babe, Little Walter, Che.

**Cincinnati**

1. Chop Chop Boom, Danderliers, Sta.
2. Ring a Ting a Ling, Midnighters, Fed.
3. Door Is Still Open, Cardinals, Atl.
4. Wallflower, E. James, Mod.
5. What'cha Gonna Do? Drifters, Atl.
6. Pardon My Tears, Moroccos, Uni.
7. I've Got a Woman, R. Charles, Atl.
8. Two Hearts, Charms, Del.
9. Close Your Eyes, Five Keys, Cap.
10. Big Boy, B. Jennings, Kng.

**Detroit**

1. Unchained Melody, A. Hibbler, Dec.
2. Wallflower, E. James, Mod.
3. Chop Chop Boom, Danderliers, Sta.
4. Jump With Me, Baby, B. B. King, RPM
5. Pledging My Love, J. Ace, Duk.
6. Flip, Flop, Fly, J. Turner, Atl.
7. Loving You, L. Fulson, Che.
8. Most of All, Moonglows, Chs.
9. I've Got a Woman, R. Charles, Atl.
10. Eagle, Rev. C. L. Franklin,

**Los Angeles**

1. Sincerely, Moonglows, Chs.
2. Pledging My Love, J. Ace, Duk.
3. Flip, Flop, Fly, J. Turner, Atl.
4. My Babe, Little Walter, Che.
5. I've Got a Woman, R. Charles, Atl.
6. Don't Be Angry, N. Brown, Sav.
7. Close Your Eyes, Five Keys, Cap.
8. Tweedle Dee, L. Baker, Atl.
9. Lonely Nights, Hearts, Btn.
10. Unchained Melody, R. Hamilton, Epl.

**New Orleans**

1. Flip, Flop, Fly, J. Turner, Atl.
2. Wallflower, E. James, Mod.
3. Door Is Still Open, Cardinals, Atl.
4. My Babe, Little Walter, Che.
5. Close Your Eyes, Five Keys, Cap.
6. Most of All, Moonglows, Chs.
7. Unchained Melody, A. Hibbler, Dec.
8. When It Rains It Pours  
B. Emerson, Sun
9. What'cha Gonna Do? Drifters, Atl.
10. Mama Talk to Your Daughter  
J. B. Lenore, Par.

**New York**

1. Pledging My Love, J. Ace, Duk.
2. Close Your Eyes, Five Keys, Cap.
3. Don't Be Angry, N. Brown, Sav.
4. Most of All, Moonglows, Chs.
5. I've Got a Woman, R. Charles, Atl.
6. Lonely Nights, Hearts, Btn.
7. Unchained Melody, A. Hibbler, Dec.
8. Earth Angel, Penguins, Dtn.
9. This Is My Story, Gene & Eunice, Cbo.
10. My Babe, Little Walter, Che.

**Philadelphia**

1. My Babe, Little Walter, Che.
2. Most of All, Moonglows, Chs.
3. Chop Chop Boom, Danderliers, Sta.
4. Unchained Melody, A. Hibbler, Dec.
5. Unchained Melody, R. Hamilton, Epl.
6. Pledging My Love, J. Ace, Duk.
7. Don't Be Angry, L. Baker, Atl.
8. Come Back, R. Charles, Atl.

**St. Louis**

1. My Babe, Little Walter, Che.
2. You Don't Have to Go, J. Reed, VJ
3. Jump With Me, Baby, B. B. King, RPM
4. Loving You, L. Fulson, Che.
5. I've Got a Woman, R. Charles, Atl.
6. Unchained Melody, A. Hibbler, Dec.
7. Close Your Eyes, Five Keys, Cap.
8. Cherry Pink and Apple Blossom White  
P. Prado, Vic.
9. Chop Chop Boom, Danderliers, Sta.

**Most Played in Juke Boxes**

For survey week ending April 13

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE (BMI)—J. Ace.....	1	12
No Money (BMI)—Duke 136		
2. MY BABE (BMI)—Little Walter.....	3	6
Thunder Bird (BMI)—Checker 811		
3. I'VE GOT A WOMAN (BMI)—R. Charles.....	2	13
Come Back (BMI)—Atlantic 1050		
4. WALLFLOWER (BMI)—E. James.....	4	8
Hold Me, Squeeze Me (BMI)—Modern 947		
5. EARTH ANGEL (BMI)—Penguins.....	5	18
Hey, Senorita (BMI)—Dootone 348		
6. FLIP, FLOP AND FLY (BMI)—J. Turner.....	6	5
Ti-Ri-Lee (BMI)—Atlantic 1053		
7. DOOR IS STILL OPEN (BMI)—Cardinals.....	9	2
Misirlou (BMI)—Atlantic 1054		
8. WHAT'CHA GONNA DO? (BMI)—Drifters.....	7	4
Gone (BMI)—Atlantic 1055		
9. MOST OF ALL (BMI)—Moonglows.....	—	1
She's Gone (BMI)—Chess 1589		
10. TWEEDLE DEE (BMI)—L. Baker.....	8	15
Tomorrow Night (BMI)—Atlantic 1047		

**Most Played by Jockeys**

For survey week ending April 13

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

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	1	14
Duke 136—BMI		
2. WALLFLOWER—E. James.....	2	10
Modern 947—BMI		
3. MY BABE—Little Walter.....	6	7
Checker 811—BMI		
4. FLIP, FLOP AND FLY—J. Turner.....	3	6
Atlantic 1053—BMI		
5. WHAT'CHA GONNA DO?—Drifters.....	11	4
Atlantic 1055—BMI		
6. MOST OF ALL—Moonglows.....	14	3
Chess 1589—BMI		
7. I'VE GOT A WOMAN—R. Charles.....	13	14
Atlantic 1050—BMI		
8. COME BACK—R. Charles.....	8	12
Atlantic 1050—BMI		
9. CLOSE YOUR EYES—Five Keys.....	5	8
Cap 3032—BMI		
10. TWO HEARTS—Charms.....	10	4
DeLuxe 6065—BMI		
11. DOOR IS STILL OPEN—Cardinals.....	12	3
Atlantic 1054		
12. LONELY NIGHTS—Hearts.....	—	1
Baton 208—BMI		
13. EARTH ANGEL—Penguins.....	4	14
Dootone 348—BMI		
14. DON'T YOU KNOW?—F. Domino.....	9	4
Imperial 5340—BMI		
15. YOU DON'T HAVE TO GO—J. Reed.....	—	2
Vee Jay 119—BMI		

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<b>CHESS</b> #1596 "I Want To Be Loved" b/w "My Eyes" Muddy Waters	<b>CHECKER</b> #814 "Bo Diddley" b/w "I'm a Man" Bo Diddley	<b>CHECKER</b> #815 "That's My Baby" (Shliggy Boom) b/w "When" Flamingos

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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

This Week's Best Buys

I'M A MAN (Arc, BMI) BO DIDDLEY (Arc, BMI)—Bo Diddley—Checker 814 This unusual record has been blazing an impressive trail since release three weeks ago. Territories that have been reporting strong action include St. Louis, Atlanta, Durham, Nashville, Chicago, Cleveland and Buffalo. Both sides are doing well, with an edge on "I'm a Man" this week. A previous Billboard "Spotlight" pick.

BOP-TING-A-LING (Progressive, BMI) THAT'S ALL I NEED (Raleigh, BMI)—Lavern Baker—Atlantic 1057 The solid set of sales reports returned from almost all parts of the country on this disk indicate that retailers and operators must be expecting a repeat performance of "Tweedle Dee." Operators generally and Southern retailers have been particularly keen about "Bop-Ting-A-Ling," while the pop quality of the flip has given that side strong appeal in the North. A previous Billboard "Spotlight" pick.

Reviews of New R & B Records

BIP AND BOP Ding Dong Ding...82 ALADDIN 3287—A Billboard "Spotlight" 4-16-'55. Du Wada Du...82 A Billboard "Spotlight" 4-16-'55. (Gallo-Otis, BMI)

DU DROPPERS Talk That Talk...82 GROOVE 104—A Billboard "Spotlight" 4-16-'55. Give Me Some Consideration...82 A Billboard "Spotlight" 4-16-'55.

THE CHARMS When We Get Together...79 DELUXE 6087—An excellent side by this vocal quartet. The reading is relaxed and has a full sound. Watch it. (Jay & Cee, BMI) Let the Happenings Happen...77 Another strong side. The lads sing with style and heart, and are accompanied by bluesy, authentic instrumentation. Makes a swell coupling for the flip. (Jay & Cee, BMI)

MIRIAM GRATE My Angel...76 APOLLO 472—The lark carols a familiar sounding ballad with plaintive sincerity. Good backing by the Dovers. This one could catch on. (Bess, BMI)

BOB JOHNSON Please Squeeze...72 A driving rhythm ditty with an exuberant vocal job by Johnson. (Bess, BMI)

EDDIE BOYD Real Good Feeling...76 CHESS 1595—Boyd is feeling good, and he gets pretty groovy here. Listeners will enjoy this infectious beat, even tho it is of the Southern "down home" variety. An exciting juke box disk. (Arc, BMI) The Nightmare Is Over...72 An unusually fine example of the old Southern blues, built on a simple, appealing riff. Boyd is a past master of this form and his fans will like this a lot. (Arc, BMI)

PEARL REAVES You Can't Stay Here (Step It Up and Go)...75 HARLEM 2332—Jump blues is taken for a wild ride in this infectious reading by the warbler. It moves well thruout and projects excitement. Could do pretty well. (Kase, BMI) I'm Not Ashamed (Ugly Woman)...74 Looks are not everything, philosophizes Pearl Reaves in this raucous blues. May not get lots of air play,

but the side could attract juke coin. (Kase, BMI)

LEE RICHARDSON As Time Goes By...74 DELUXE 6086—The hit tune of years back is sung with individuality by Lee Richardson in a pop style. (Harms, ASCAP) That Old Feeling...74 Another oldie, sung with heat. (Feist, ASCAP)

JESSE BELVIN ORK Gone...74 SPECIALTY 550—Belvin warbles an attractive weeper with appealing sincerity and warmth. (Atlantic, BMI) One Little Blessing...74 Same comment. (Atlantic, BMI)

THE QUAILS The Things She Used to Do...74 DELUXE 6085—Nice vocal quartet, with lead singer Bill Robinson contributing an unusual sound. (Lois, BMI) Pretty Huggin' Baby...73 This side's bouncy, well suited to the boxes. (Lois, BMI)

LOYD GLENN Glenn's Glide...72 ALADDIN 3288—This guitar-piano-rhythm instrumental blues has distinctive flavor. It's danceable and listenable. (Aladdin, BMI) Foot Loose...72 Another fine dance instrumental by the flavorsome crew. Should be serv-

iceable for jukes and jocks. (Aladdin, BMI)

LIGHTNIN' HOPKINS Fast Life...72 HARLEM 2331—Folk-type blues is sung in characteristic style by Hopkins to weeping accompaniment by his guitar. A fine side for those who appreciate Southern blues. (Kase, BMI) The Jackstrapper...70 Another blues wrapped up by Hop-

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kins in his effective Southern style. Also good for this specialized market. (Kase, BMI)

JAN STRICKLAND All the Time...73 "X" 122—A personable vocal job on a pop r.&b. side with a listenable bounce and infectious beat. (Mellie, BMI)

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New Smash Hit—No. ????? "OOKEY OOK" The Penguins—Dootone Record Loyla Dee and the Jack Hallow Singers On Mercury Record DOOTSIE WILLIAMS PUBLICATION

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# HOCUS-POCUS

By BILL SACHS

**ROY SHRIMPLIN**, veteran pro magician who made his home in Alliance, O., passed away there April 6 of a cerebral hemorrhage, after a six-month illness, during which time he had suffered several heart attacks. The jovial Shrimplin had trouped for a number of years with carnival organizations and in vaudeville. In more recent years he presented high school assembly programs, assisted by his wife, Vivian. Long active in various magic organizations, Shrimplin was well and favorably known in magic circles from coast to coast. Prior to turning pro, the deceased served 35 years as billing clerk with the American Steel Foundries in Alliance. He retired from that post in 1943. Surviving are his widow, of 75 Rice Street, Alliance; a daughter, Mrs. Frank Packey, Alliance, and a sister, Mrs. George Clatterback, of that city. . . . Akron Society of Magicians will hold its annual Ladies Night at Chesterfield Inn, Akron, Thursday night, April 28. A banquet and floorshow will highlight the affair, with George Lydiatt, 903 Dan Street, Akron, in charge of arrangements. The annual event draws magic enthusiasts from all over Northern Ohio. . . . Doc Weiss, escapologist, postals from New York that Charles Horrell, escape artist known professionally as Shuckles, was found dead there recently, apparently of a heart attack. Shuckles had trouped with the Ringling circus and also had been a feature at Hubert's Museum, New York. . . . Rex Billings Jr., mentalist-magician, was the subject of a feature story by William T. Noble in the magazine section of The Detroit News of April 11. An accompanying photo showed Billings with his assistant, Ruth Ranta, who, the article claims, he has hypnotized thousands of times. . . . Detroit hypnotist, John E. Garrett, has established a vending machine route in the Motor City under the name of Unique Vending Service. . . . Pauline Coleman, wife of the late Dave Coleman, is on the mend

from a recent illness at her home, 718 Walnut Street, Terre Haute, Ind. . . . **TENKAI AND OKINU** will be featured on the International Guild of Prestidigitators' public show to be held April 23 at Patriotic Hall, 18th and Figueroa, Los Angeles. Show will be directed by Marian Chavez. . . . Goodcliffe the Magician, who publishes Abracadabra, the British weekly, will put out a magical daily the last week of this month when the British Magic Circle has its Golden Jubilee Celebration in London. Has anyone ever put out a magical daily before? . . . Robert Lund, magic practitioner and scribe, after five years as Detroit bureau chief for The New York Journal of Commerce, has become Detroit editor of Motor, trade monthly published by Hearst. . . . Frank White, 19-year-old San Angelo, Tex., lad, is reported racking up solid scores in West Texas theaters with his midnight horror show billed as "Dr. Marco and His Madhouse of Magic." White is assisted by a lad and two girls. . . . Roy Wallace, hillbilly magician of Renfro Valley, Mount Sterling, Ky., is still working school dates in the Blue Grass State, assisted by Emory Martin, one-armed banjo player. Mrs. Wallace, who formerly aided her husband, is holding down an office job in Renfro Valley. Bobo and Preston have been making the same territory, Wallace reports. . . . C. Thomas Magrum is working the Iowa country in the midst of a five-month school-assembly tour for the Dorothy Bennett office, of Evanston, Ill., and Omaha. . . . Ralph Geer, Mason City, Ia., trixter, is on the mend at his home there after spending several months at Mayo Bros.' Clinic, Rochester, Minn. . . . Mrs. T. Nelson Downs, wife of the late "King of Koins," has whipped a lengthy illness and is up and about again at her home in Marshalltown, Ia. . . . Just in receipt of the latest issue of Jay Marshall's New Phoenix, still one of the best 25-cent magic-literature buys on the market.

# FOLK TALENT AND TUNES

Continued from page 32

the last week in July. . . . **Joe Taylor and His Indiana Red Birds**, of WGL, Fort Wayne, Ind., recently had Georgie Riddle, of WMRI, Marion, Ind., as guest star on their Saturday noon broadcast. Other c.&w. artists playing the territory are always welcome, says Taylor. . . . Yodeler **Harry Booher** and **Bobby Cecil** are making personals in Maine. Now heard on Tyler Records, the boys plan a switch to another label soon. . . . **The Morgan Stylists**, western dance and show group made up of **Warren Morgan**, voice and guitar; **Mel Mills**, bass, and **Hal Clampitt**, steel guitar, are playing club dates in the Casper Wyo., sector. They recently concluded a five-month swing thru Oregon.

## With the Jockeys

**Marvin McCullough**, country deejay and singer, has left KWHN, Fort Smith, Ark., after five years, and is now spinning 'em at KRMG, 50,000-watter in Tulsa, Okla. McCullough invites artists and record companies to send in releases. . . . **Eddie Briggs**, currently serving on the staff of the Far East Network outlet on the Japanese island of Hokkaido, has initiated a new feature on his "Hayride" show called "Stateside Report." Seg has a c.&w. deejay giving a spiel each week. Jockeys who are interested may write Briggs at Far East Network, APO 181, San Francisco. Briggs' March popularity poll on c.&w. artists had **Ferlin Huskey** winding up in the No. 1 spot.

"Country music is still going great in this part of the world," types **Gene Gardner**, WFUL, Fulton, Ky. **Jimmy Work (Dot)**, who penned "Making Believe," guested on Gardner's "RFD-1270" show recently. . . . **Jimmie Skinner**, performer-deejay, who celebrates four years of broadcasting at WNOP, Newport, Ky., in May, has a new one out on Decca, "I Don't Need a Doctor" b.w. "Blame the Right One." Jocks may receive a copy by writing Jimmie in care of the Music Center, 222 E. Fifth Street, Cincinnati. **Jimmie broadcasts** daily, 9-10 a.m., from his record shop, and also on Saturdays, 12-1 p.m.

**Roy Drusky (Starday)** is now working two shows over WLW-TV, Atlanta, each Saturday, "Midday Hoedown," 12:15-1 p.m., and "Atlanta Jubilee," 6-7 p.m. Drusky also does a daily stint over WEAS, Atlanta, from 5:15-5:30 p.m. . . . **Bob Prather**, also of WEAS, has taken over the morning hours at the station with his "Morning Star Time," aired daily from 6-9:30. . . . **Kenny Lee (RCA Victor)** has a new show on WLW-TV, Atlanta, each Tuesday night, "Stretman's Jamboree," heard from 7-7:30. On the show with Lee are his **Western Playboys**.

**Tom Edwards, WERE**, Cleveland, is skedded to do the "Mr. Deejay, U. S. A." show over, WSM, Nashville, June 24. . . . **Big Jim Wilson** notes from WAVE, Louisville, that **Hawkshaw Hawkins** was in Louisville recently for an appearance at Crossroads Grill. Plane connections prevented his appearance on any local deejay shows. Wilson also reports that **Porter Wagoner** filled the guest spot at the Crossroads Sunday, April 10, and **Goldie Hill** was in at the Downs Theater, Louisville, Monday (11), with staffer **Dave Brockman** and band. **Mac Wiseman** stopped off in Louisville April 5 to promote his "Ballad of Davy Crockett."

two-weeks' stay at the Roxy, Cleveland, April 14 after a Hirst wheel tour. . . . **Celeste Parea**, former dancer, is now a singer of romantic ballads at the El Rey, Oakland, Calif. While in the chorus in Las Vegas, Nev., she won several beauty contests and was named Queen of Chi Phi by the Berkeley Chapter for its fall initiation. . . . **Art Moeller** and **Goldie Vaughn** are new operators of the El Capitan, Hurley, Wis., and celebrated a grand opening April 16 and 17 with music by **Eva and Whitey Peterson**. . . . **Harry Linton Isom**, of New York, has written an original burly sketch which he feels is deserving of a tryout.

# THE FINAL CURTAIN

**ANTONELLI—Samuel G.**, 51, accordionist, April 4 in Bridgeport, Conn., of injuries sustained in an automobile accident. Survived by his widow, Anne; a son, Ralph; a brother and a sister. Burial April 8 in St. Michael's Cemetery, Stratford, Conn.

**ARTHUR—Tom**, veteran theater owner and manager, April 11 in Mason City, Ia. Born in Waseca, Minn., he started out in show business at a very early age as a billposter and stagehand in the opera house in Waseca. Later he became manager of theaters in that city and in Faribault and Owatonna, Minn. In 1904 he came to Mason City, Ia., where he managed a group of houses, including the Cecil Theater which he has headed for the past 50 years. Survived by his widow.

**CLEARY—Lee Thomas**, 60, an actor for 35 years, April 11 in Los Angeles, of uremic poisoning. Survived by his widow and two sons. Burial in Rose Hill Cemetery, Los Angeles.

**CYNAR—Joseph M.**, veteran outdoor showman, March 31 in Newark, N. J. He was the former partner of Sam Vendola, president of Vendola Amusement Corporation. Survived by his widow, Rose.

**DAVIS—Elizabeth**, 87, oldest member of the widely known Leopold family, March 28 in Columbus, O. During their many years in show business the family trouped with Hagenbeck-Wallace, Barnum & Bailey and other shows. They also showed frequently at the old Chicago Museum. Survived by her son, James, Columbus, and two brothers and a sister. Burial in Columbus.

**FERRIS—Horatio**, 83, veteran of more than 50 years in show business and father of Carl D. Ferris, of Page & Ferris Combined Shows, April 1 in Wilmington, N. C.

**FREEMAN—Esther Jane**, 45, lyric, concert and radio soprano, April 11 in Chicago. She was the wife of Clarence M. Shapiro, drama coach and motion picture talent scout.

*In Cherished, Beloved Memory of Our Darling Husband and Father*  
**CHARLES GERARD**  
Who Left Us Very Suddenly  
April 21, 1953  
We Miss You More and More  
WIFE, ANNA, AND DAUGHTER VIOLET

**GLASER—Raymond**, 43, TV and screen writer, April 10 in Los Angeles. He had written for "Life of Riley," "Duffy's Tavern" and others. His widow, his parents, two daughters and a brother survive.

**HORRELL—Charles**, escape artist known professionally as Shuckles, recently in New York of a heart attack. He had trouped with the Ringling circus and was featured at various times at Hubert's Museum, New York.

**ISLEY—Willard**, 57, circus musician for many years, the past eight with Clyde Beatty Circus as solo trumpet, at Macon, Ga., April 8 during the opening performance of King Bros. & Cole Bros.' Circus. (Details in Circus section.)

**KERR—Gordon**, veteran ride operator, April 9 in Osceola, Ia., of a heart attack. At the time of his death he was with the Jay Gould Circus. Survived by his widow and a daughter.

**KIRKSMITH—Karl**, 70, former cellist with symphony orchestras, April 9 in Seattle. A cellist since he was 14, he had played with orchestras in Chicago, New York, Philadelphia, Cincinnati and Kansas City, Mo., as well as the Hollywood Bowl orchestra, Los Angeles. He was a brother of the Six Kirksmith Sisters, widely known in vaudeville.

**LANGERS—William J. (Billy)**, 84, old-time circus clown, April 6 in Gobles, Mich. Widely known as the Clown On the Bounding Rope, he retired from show business about 25 years ago. Survived by his sister, Carry, Bloomington, Mich. Burial in Robinson Cemetery, Gobles, Mich.

**LOCKE—Dean**, 65, employee of the American Midway Shows, recently of injuries sustained in an automobile accident at La Villa, Tex. Burial in Coleman, Tex.

**MATTHEWS—David F.**, 50, former Hollywood story editor, April 14 in Honolulu. Following 10 years as story editor at Warner Brothers, he joined the story department of 20th Century-Fox in 1940. After military service in World War II, he returned to Fox as assistant story editor, a position he held until leaving the studio in 1952. He had resided in South America and Hong Kong as a free-lance writer and was making one of his periodic return trips to the United States at the time of his death. There are no known survivors.

**NELLIGAN—Ada**, 67, musical comedy actress, April 11 in Cedars of Lebanon Hospital, Los Angeles. Survived by a son and a daughter. Burial in Forest Lawn Cemetery, Los Angeles.

**PIANTADOSI—Al**, 71, veteran songwriter, April 8 in Encino, Calif. Perhaps his best-known song was the World War I controversial, "I Didn't Raise My Boy to Be a Soldier." He first gained recognition as "Ragtime Al" in the early 1900's, playing in New York's Chinatown. In 1914 he and Irving Berlin collaborated on songs, and in 1914 he became a charter member of the American Society of Composers, Authors & Publishers. Among his songs are "Pal of My Cradle Days," "The Curse of an Aching Heart," "Baby Shoes" and "That's How I Need You." His widow, a brother and two sisters survive.

**PINFOLD—Jack**, 74, retired carnival owner, recently in Miami. (Details in Carnival section.)

**RIZZO—Vincent J.**, 39, trumpet player, April 10 in Roselle, N. J. He had played with the Tommy and Jimmy Dorsey bands. His widow, mother and three sisters survive.

**SHRIMPLIN—Roy**, 68, veteran magician of Alliance, O., at his home in that city of a cerebral hemorrhage April 6. (Further details in Hocus Focus column, this issue.)

**SLOUT—L. Verne**, veteran tent show operator who retired from the field in 1953, April 12 of a heart attack at his home in Vermontville, Mich. (Details in Roadshow-Rep column.)

**STANLEY—Jack**, 58, former concert violinist, music director and radio-TV producer, at his home in San Marino, Calif., April 4, of a heart attack. He most recently was associated with the Harry Richman television show as music director. Widow, two brothers and a sister survive. Interment at Mt. Sinai Cemetery.

**STEELE—Rex J.**, 52, veteran Warner Brothers employee, April 10 in Los Angeles of a heart attack. Survived by his widow and two daughters. Burial in Forest Lawn Cemetery, Los Angeles.

**STOUT—Frank**, 80, artist and stage designer, April 10 in Sharon, Conn. He had been stage designer for the Neighborhood Playhouse, New York, and at the Pittsburgh Playhouse, of which he and his wife were co-directors. For several years he was also director of scenic art in the drama department, Carnegie Institute of Technology.

**TOLLEFSEN—Mrs. Augusta Schnabel**, 70, pianist, April 9 in New York. She made her American debut in 1906 with the New York Symphony Society and later appeared with many orchestras. With her husband, Carl H. Tollefson, and cellist Michael Penna, she became part of the Tollefson Trio which toured for many years. Survived by her husband.

*A New Star In the Heavens*  
**AL WAGNER**



The loss of a real friend leaves a void in the hearts of  
**TOM TERRELL**  
**JANETTE TERRELL**  
**DENIS TERRELL**  
**THERON TERRELL**  
and their families

**WEIGERT—Hermann**, 64, operatic coach who was with the Metropolitan Opera 13 years, April 12 in New York. German born, he left posts as conductor and teacher in Europe to join the Met in 1924 where he became the leading coach in the Met's German wing. For the last two summers he was on the musical staff of the Bayreuth Festival in Germany. His widow, soprano Astrid Varnay, and two children by a previous marriage survive.

**WOOD—Lerin S.**, 87, grandfather of Charles (Chuck) Burnes, Ringling-Barnum clown, recently.

# MARRIAGES

**FIELDS-PETERS—**Bertram Fields, hotel chain executive, and Roberta Peters, Metropolitan Opera soprano, April 6 in New York.

**HIRSCHBERG-GREGORY—**James Hirschberg, treasurer of King Bros. & Cole Bros.' Circus, and Sylvia Gregory, performer with the show, in Macon, Ga., April 6.

# BIRTHS

**SAXON—**A son, Van Jon, to Mr. and Mrs. Tex Saxon April 5 in Prospect Height Hospital, Brooklyn. Father is unit manager for Hollywood Daredevils. Mother is former dancer.

**SHORE—**To Mr. and Mrs. Sammy Shore a daughter, Sandra, March 31 in Detroit. Father is a night club comedian.

# BURLESQUE BITS

By UNO

**Lucille (Justine Lewis) Charlot**, whose stage name is Princess Kuanna, absent from the stage thru illness, plans opening a dressmaking shop in Norfolk. During her convalescing period she writes cute and interesting lyrics, one set of which reads "The Column, by Uno (Charles), may be full of grammatical snarls, but it contains all the news of where to catch views of your favorite burly-cue dolls. It tells of comics and straights, of marriage and birth rates, of what act is now open and just who is hopin' for a full 52 of club dates. It's our way of keeping in touch with pals we don't see much. Our way of knowing what is now showing in theaters and clubs and such." . . . The Hudson, Union City, N. J., week of April 17, is conducting its second season's contest for chorines striving for future striptease principal honors. Their

eligibility is to be decided by audience applause. Taking part are **Ellie O'Connell**, **Mitzi Cordell** and **Babs Paulette**. Coming features are **Blaze Starr** and **Patricia Wilson**, week of April 24; **Vicki Welles**, May 1, and **Tempest Storm**, May 8. . . . **Harry Wald**, former concessionaire of the Grand, St. Louis, who for the past five years has been operating the World Playhouse in the same city, has purchased the property and expects to spend approximately \$25,000 improving the theater. . . . **Milt Schuster** returned to his Chicago booking office after a long vacation on the West Coast, and renewed acquaintance with show folk he had not seen in 40 years. While he was away **Bob Goodman** took over and booked such new features as **Jeni Joice** at the Gayety, Detroit, for two weeks and **Maxine Martin** at the Mayfair, Dayton, O., with the rest of the houses to follow for both.

**Jennie Lee**, at her first appearance at the Hudson, Union City, N. J., week of April 3, disclosed she started her stage career as a parade girl at the Follies, Kansas City, Mo., and that besides her many dates for featured strip roles she manages to find time writing stories for such mags as Modern Man and Peep Show. Thru **Dave Cohn** she opened April 15 for four weeks at the Follies Bergere in Calumet City, Ill. . . . **Comic Loney Lewis** continues his literary contributions to strengthen scenes. His latest is a revision and modernization of "Sailor Beware." Also toward the song quota for strippers. In collaboration with **George Ponzoni**, ork leader at the Hudson, Union City, he has completed a ditty for **Gilda** called "I'm Grown Up" and another for **Brandy Martin**, "Brandy Is Intoxicating." . . . **Matty Matthews**, comic, started

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## Calif. Fair Contracts RCA One-Day Rodeo

ANGELS CAMP, Calif., April 16.—An agreement was reached by the board of directors of the Calaveras County Fair and Jumping Frog Jubilee here and the Rodeo Cowboys Association and a rodeo will be featured at the fair May 22, the closing day.

A 50 per cent increase in purses was asked by the RCA but was rejected by the fair board. The fair, managed by Carl T. Mills, had planned to sponsor instead an amateur show or disbanding the annual rodeo.

With RCA sanction, the contract was awarded Christensen Brothers of Eugene, Ore., which has supplied stock for the event for several years.

## CNE Contracts Step Brothers, Four More Acts

TORONTO, April 16.—The Canadian National Exhibition this week announced the addition of five more acts to its grandstand show, including the Harmonica Rascals and the tap-dancing Step Brothers.

Also in the line-up will be Donna Cresco, violinist; Dave Broadfoot, comic, and Bob Top and Lauren, roller skaters.

Previously signed were Ed Sullivan, TV emcee; the Four Lads, singers; Will Mahone, songs and dances; Willie, West and McGinty, comedy; Rosemary Burns, songs, and the Wazzin Troupe, Arab acro troupe.

## Award 500G To 317 Hurt in Seat Collapse

BALTIMORE, April 16.—A total of nearly \$500,000 was awarded by judges Thursday (14) to 317 persons injured three years ago when temporary bleachers collapsed at the Sonja Henie Ice Show. Court hearings started shortly after the accident on March 6, 1952.

The awards were made jointly against Sonja Henie Ice Revue, Inc., and Edwin T. Coronati and the Coronati Amusement Company, a New Jersey firm which has supplied portable seating facilities for many major events for many years.

## Jefferson Beach Park Struck by 135G Fire

ST. CLAIRE SHORES, Mich., April 16.—A fire, of unknown origin, swept thru Jefferson Beach Amusement Park here Friday morning (15), burning out one side of the big midway and causing an estimated \$135,000 damage.

Rides in general were only scorched but the Funhouse, a shooting gallery, Penny Arcade and restaurant were burned to the ground. The park's electrical system was put out of operation.

Biggest loss was the Funhouse, which was valued at \$100,000. It was reported that the park was

## SIX AMERICAN SHOWS ROUTE IN CANADA

NEW YORK, April 16.—A report that the Ringling circus will again play Canada brings the total of American shows that will invade the Provinces this year to six. A second circus, King Bros., will also play Canada. Four carnivals will be active, the Royal American and World of Mirth shows, which limit their Canadian activities to fairs, and the Cetlin & Wilson and King Reid shows.

## Detroit Plans August Cele On Water Front

DETROIT, April 16.—An outdoor waterfront festival is being planned by the Central Business District Association to open here August 20. Reminiscent of the 250th Birthday Celebration in 1951, the proposed "Aquarama" will be used to lure the Olympic Games to Detroit in 1960.

Event, as viewed by the sponsors, is slated to become an annual fiesta on the order of the New Orleans Mardi Gras. Principal local business leaders are back of the event, with the chairmanship divided between Benson Ford, head of the Lincoln-Mercury Division of Ford Motor, and Mrs. Blanche Parent Wise, a member of the City Council. A fund of \$75,000 is available to start activities, according to C. Bradford Hitt, executive secretary of the Central Business District Association.

Michigan State Fair will be held here September 2-11.

## EXHIBIT AID

### Dallas Publishes Facilities Booklet

DALLAS, April 16.—The State Fair of Texas has published a booklet describing all facilities at State Fair Park, home of the exposition.

The 20-page booklet contains photographs and description of all exhibit halls, the auditorium, Cotton Bowl stadium, livestock buildings, midway, aquarium, recreational areas, museums and the October fair itself.

The booklet points up the complicated nature of the Dallas operation. The 187-acre fairgrounds is maintained by the Dallas Park Board. Several of the museums and the aquarium are operated by

covered by insurance. The fire was first discovered shortly after 10 a.m. but wasn't brought under control until mid-afternoon.

The park, one of the major ones in the State, is owned by Lakeshore Amusement Company and is managed by Harry Stahl. W. O. King, Mount Clemens ride manufacturer, has rides booked at the spot. In addition to rides, picnic facilities, an athletic field and games, the park has a ballroom that uses name bands.

The spot opened its season Friday (8).

## Polio Conquest Promises End To Biggest Outdoor Gate Crippler

NEW YORK, April 16.—Development of the Salk vaccine as a safe and effective weapon against poliomyelitis, apart from its benefit to mankind, will save the outdoor amusement industry literally millions of dollars annually.

The terrifying scourge which had so long avoided prevention and even successful treatment flourished at the height of the outdoor season. Hardly a parent has escaped the worry engendered by a reported area casualty. Few, if any, of today's teen-agers and their younger brothers and sisters have escaped parental restraint when their inclination was to attend a place of outdoor amusement, when polio annually was at its height from July thru October.

Every facet of outdoor show business has suffered from the gate-killing effects of the disease. Shore and inland recreational centers, circuses, amusement parks, carnivals and, in particular, fairs, can individually and collectively show attendance and gross figures

that reflect the polio experience in their areas.

### Fairs Hit Hard

The fairs, and with them the carnivals that played them and suppliers who furnished other entertainment features, formed the outdoor category hit hardest annually. Most of the continent's 2,600 annuals are sandwiched in the months when polio is most prolific—July thru October. Some succumbed financially when epidemics hit. Some were almost as badly hurt when only a few cases were reported to coincide with their dates.

It is interesting to note that 1947, possibly the biggest year ever for the outdoor industry, reported the second fewest number of cases—about 10,000—in the period from 1940 thru last year. In 1942 there were only about 5,000 cases. In 1952 the peak was hit with about 60,000 cases reported.

The incidence of polio has continued to grow in the last 14 years. Some years have been better than

others but the reported number of cases have dropped below the 30,000 mark only once since 1948 and that was in 1951 when about 28,000 cases were recorded.

### Youngsters Prone

The most important single group of potential outdoor show business patrons, ages 5 to 30, was the most susceptible to the disease, according to figures compiled by the National Foundation for Infantile Paralysis. The upswing of the disease began annually in May and then rose sharply until it hit its peak in August and September and declined slowly thru the remaining months of the year. No section of the country was immune.

The consternation and cost that went with the disease seem now to be well on their way to an end. According to an evaluation of the mass testing of the Salk vaccine conducted last year and made public Tuesday (12) at the University of Michigan, Ann Arbor, by Dr. Thomas Francis Jr., the vaccine is effective in preventing 80 to 90 per cent of paralytic polio. It is possible that virtually 100 per cent immunity may soon result with improvements. It is also possible that the immunizing shots may last a lifetime.

It is estimated that there is enough vaccine available now for 30,000,000 treatments. Production of vaccine will be pushed as fast as possible with the age groups most prone to the disease receiving priority. When there is enough for everyone the disease will be licked and with it the biggest single crippler of outdoor attendance.

## WLW TALENT OFFERED

### GAC Eyeing Outdoors For Country Bookings

NEW YORK, April 16.—General Artists Corporation has charted several dates for country and western talent, taken over when it assumed ownership of the WLW "Midwestern Hayride" artists last winter.

In addition, GAC is plugging away as usual with its lineup of popular music talent, having secured major fair bookings such as the Du Quoin (Ill.) State Fair and the Michigan and Indiana State fairs. Coney Island in Cincinnati is among the parks to show GAC performers this year.

The country booking is being handled by Vice-President Art Weems and while not many dates are finalized, many are in various stages of negotiation. The WLW talent was represented at Midwestern fair meetings by Ken Smith who stayed with WLW Promotions thru the winter.

Jimmy Boyd, young vocalist, has been signed for the Dearborn County Fair in Indiana July 29-30. The entire Hayride crew, featuring Laurie Anders, will show at the Coliseum Fairgrounds, Louisville, on September 10.

Pop artists have been booked into other fairs. Du Quoin will show the McGuire Sisters thruout the week. The Mills Brothers and Ralph Flanagan's band will play the Lorain County Fair, Wellington, O., on August 24. Frankie Laine will play the Indiana State Fair on September 1 and 2.

A week's schedule for the Michigan State Fair will have the Mills Brothers performing from September 2-11, Joni James from September 2-5, Frankie Laine from September 9-11, and another act to be named.

Coney Island in Cincinnati will have Ruby Wright the week of June 17. Other country talent has been booked into Castle Farm in Cincinnati on May 7 and Harpster Park, another country funspot in Ohio, on July 1. This show will include Bonnie Lou, Rudy Hansen and the Pine Mountain Boys.

Country parks, it was said, are the main outlet for WLW country talent this summer as in recent years, altho GAC will be spending much effort in the future to build up fair and amusement park bookings for the hillbilly artists.

The "Midwestern Hayride" package is built both around and within the Midwesterners, the name for an eight-member group. For various bookings smaller groupings within

(Continued on page 63)

## Pa. Race Firm Is Chartered

HARRISBURG, Pa., April 16.—A Pennsylvania corporate charter has been issued to the Taneytown Fairground Speedway, Inc., 48 South Duke Street, York, Pa., authorizing the new company to capitalize at \$25,000 for the purpose of operating auto racing tracks.

Incorporators were listed as Clyde R. Bolen, York R. D. 3; Dale M. Brenneman, 2598 West Market Street, York, and Judson E. Ruch, Craley, Pa.

## Dancing Waters To Dress New Las Vegas Spot

NEW YORK, April 16.—The first permanent installation of Dancing Waters, fountain spectacle, is set for the Crown Room of the Royal Nevada, plush new Las Vegas hotel.

The deal was set with hotelman Frank Fishman. Hans Hasslach, co-owner of the novelty with Sam Shayon and Harold Steinman, is supervising the installation. Hasslach will handle the controls pending the training of permanent operators.

The South American unit of Dancing Waters opened Saturday (9) at the Teatro Colombia, Bogota, Colombia. Another unit opened in Manila on Monday (11) for a two-month showing.

## Dayton Amvets Offer Benefit

DAYTON, O., April 16.—More than 3,000 youngsters attended a circus-Easter party in University of Dayton Field House Saturday (9) under the sponsorship of Gem City Post 13, Amvets, with proceeds going to area war widows and their children. City Commissioner R. William Patterson, honorary guest, opened the show with a brief address.

Produced by Bob Campbell, local radio-TV entertainer, and promoted by John Townsend, the bill offered Chase and Park, trampoline; Jessie Sides, clown and unicycle; Ken Sherburne, juggling on rolling ball; Dean Allen (original voice of Donald Duck); C. W. Fenner, clown, and Sonny Morre's Roustabouts, ponies and dogs. Organist Dewey Reynolds and Dick Wiggernhorn, drummer, cut the show. George Hubler handled concessions.



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with butterlike flavor!"

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## Cristianis in Texas; Performance Detailed

TEXARKANA, Ark., April 16.—Bailey Bros. & Cristianis Circus, a 1,000-mile jump from Florida behind it, played to small crowds in a day-long rain here Saturday (9) under Kiwanis auspices. At St. Petersburg, Fla., before the marathon move, the show collected on rain insurance for a matinee.

The show is produced by Lucio Cristianis, who is general manager and featured performer. Harry Hammond is office manager. Bob Stevens is general agent. George Penny is legal adjuster, while Pete Cristianis has the concessions, Phil Doto is bandmaster, and Milt Robbins is announcer and program director.

### Hanneford, Zacchini

The program, in addition to the Cristianis Family, has Poodles Hanneford, Portis Sims, Frank Cook, Flora Zacchini, Manuel Barragan, John Gutierrez, Jeanine Pivotes and Ed Hodgini.

Run-down of the performance follows:

Display 1—Band concert. 2—Spec, introducing "the only white elephant in the world." 3—Cristianis's Aerial Bears, with Rahna Keo. 4—Barragan, stilts; Florinda, unicycle on pedestal; Gutierrez, wire. 5—Portis and Mary Sims' Jockey Dogs. 6—Clowns, featuring Poodles Hanneford. 7—Tommy Parris Company, trampoline. 8—Elephant and pony combinations, worked by Jane Cristianis, Marion Cristianis and Barbara Fairchild. 9—Ed Hodgini and Company, Funny Ford. 10—Jeanine Pivotes, arm planges, along with 10-web aerial ballet. 11—

Daviso, dressage riding. 12—Fredison Troupe, leaps over elephants. 13—Frank Cook, high wire. 14—Ortans Troupe, acrobatics.

After a 10-minute intermission, the show resumes with display. 15—Portis Sims, Liberty ponies. 16—Freddie and Ortans, rolly-bolly juggling. 17—Brownie Gudath, clowns. 18—Manuel Barragan, cloud swing, and aerial ballet. 19—Billy Griffin, clowns. 20—The Cristianis Elephants, worked by Marion Cristianis and Capt. Steve Fanning. 21—The Cristianis Family, bareback riding, featuring Lucio Cristianis. 22—Flora Zacchini, human cannonball.

## Von Manager Names Talent, Staff People

CLOVER, S. C., April 16.—Von Bros. Circus opened at Marion, S. C., its winter quarters town, April 2, to twin full houses, and earned a near-full night house here Friday (8).

Manager Henry Vonderheid announced the following staff:

Mrs. H. E. Vonderheid, office manager; R. J. Staver, agent; Marcus Timberlake, billposter; Lois Deitterick, phone crew manager; George Foster, banners and legal adjuster; C. E. Burr, concessions; John Kohl, mechanic; Ethel Foster, pit show; Bill Cody, Side Show; Floyd Lake, ring stock; Melvin and Jimmie Timberlake, pony ride; John Clancy and Cookhouse Pete, cookhouse.

### Silverlakes, Vons

The performance includes: Display 1—Spec. 2—Dog, pony and monkey acts in three rings. 3—Aerial Franklins (Silverlakes), double traps. 4—High-diving dog. 5—Zelrittas, trampoline. 6—Brownie Silverlake's clowns. 7—Myrna Silverlake, Dorothy Hill, Josephine Silverlake, the Vonettes, ladder acts. 8—Clowns. 9—Freddie Von, juggling. 10—Myrna Silverlake, contortion. 11—Bill Cody's Dogs, Henry Von's Dalmatians and Josephine Silverlake's K-9's. 12—Dorothy Hill, neck loop. 13—Zelrittas, hand balancing. 14—Clowns. 15—Freddie Von, single trap. 16—Vonettes' web act with Helen Fisher, Josephine Silverlake, Myrna Silverlake, Frances Walker, Doty Lewis and Dorothy Hill. 17—Zelrittas, rolly-bolly; Freddie Von. 18—Three Von Bros. pony drills. 19—Brownie Silverlake, Jargo. 20—George Foster's banner announcement. 21—Silverlake Trio, Roman rings. 22—Von Bros. Elephants, featuring Judy.

## Hamid-Morton Hiatus Ending

HARRISBURGH, Pa., April 16.—Hamid-Morton Circus opens here Monday (18) for a six-day run under Shrine auspices following a two-weeks' layoff following the show's stand in Washington. Upcoming are stands in Pittsburgh and Altoona, Pa., and Montreal, Quebec and Chicoutimi, Que., where the show shutters May 29. During the layoff, several Hamid-Morton acts appeared in "Big Top" TV show and with other circuses.

## AGVA Signs Cole Acts at Cincy Garden

CINCINNATI, April 16.—Shortly before the Cole Bros. Circus opened under Shrine auspices at the Cincinnati Garden here Monday night (11), Bob Edwards, local AGVA chief, negotiated a pact with Tom Grace, of the Garden management, whereby the 52 performers with the show were signed to AGVA contracts, with the Garden also paying into the AGVA welfare fund to protect the performers against loss incurred thru accident or injury during the run of the show.

Last year, AGVA negotiated a similar pact with the local Shrine committee, including payment to the welfare fund. The understanding was that the show would come in this year under the same arrangement. However, acts came in under the Barnes & Carruthers contracts, and it was then the local AGVA chief stepped into the picture. While there were rumblings of a possible strike unless the acts were re-signed to AGVA pacts, no actual threat was made in that direction, it was reported. Local unions, however, were said to have been behind the local AGVA office in its demands for AGVA contracts.

Under the new pact made with the Cincinnati Garden, all acts playing the spot in the future will be required to have AGVA contracts, Edwards stated.

First to benefit under the welfare clause here was George Alvarez, of the Flying Zacchins, cannon act, who fell 12 feet to the concrete floor when he bounced out of the net during the performance Wednesday night.

Under the AGVA's welfare fund stipulation, an injured performer is entitled to paid-up medical bills up to \$1,000 and \$50-a-week compensation up to three years or until the performer can resume his normal duties.

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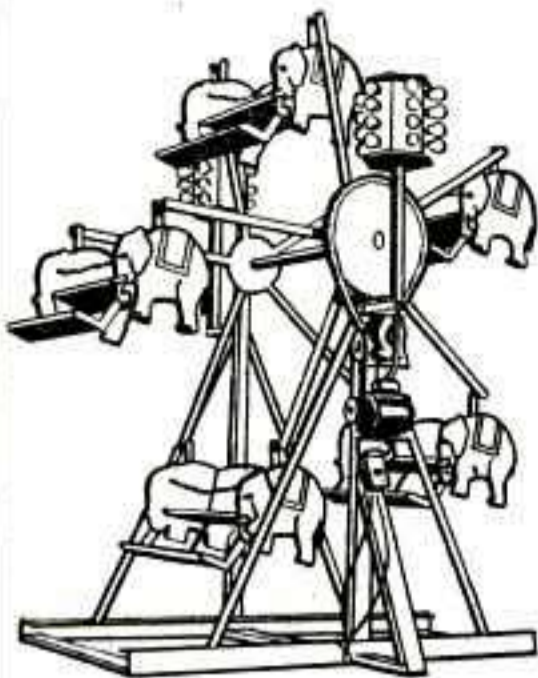
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**FACT SHEET**

**Dallas Fair Booklet Describes Facilities**

Continued from page 61

away as Detroit. The Dallas Chamber of Commerce refers a great many information requests to the fair and the expo's information set-up also gets a workout occasionally thru requests channeled to Dallas from Austin, the State capital.

**News Letter**

The Dallas Fair this year inaugurates a monthly newsletter, International News, as a means of promoting the Pan-American Livestock Exposition, an annual feature of the fair.

This newsletter goes to over 3,000 persons in the countries of Central and South America, as well as to U. S. breeders and other interested groups. Airlines such as Braniff and Pan-American have given the fair a hand in getting widespread distribution thruout the Latin-American countries. Interest in the newsletter was reflected by the fact that The Foreign Commerce Weekly, published in Washington by the U. S. Department of Commerce and circulated all over the world, reprinted a lengthy article from the first issue of the letter.

**Exec Letter**

An additional newsletter, Executive Newsletter, over the signature of James H. Stewart, general manager, goes monthly to all fair directors, honorary vice-presidents and committeemen, a list of about 300 thruout the State. This letter contains brief items to keep its readers informed about progress and plans for the upcoming fair. This newsletter has been published for the past three years.

The State Fair Bulletin, started several years ago as a quarterly, is now being put out only twice a year, since experience indicated the limited schedule more nearly fulfills the need for such a publication.

The Bulletin is published following the October fair, giving a comprehensive summary of the fair just held, and the other issue is put out in May or June, listing the tentative program for the coming exposition. About 3,000 copies of the Bulletin are printed.

**Special Edition**

A special edition of the Bulletin is now in the process of preparation and will be used to promote Negro Achievement Day at the fair. It contains photographs and stories about last year's Negro Day and plans for the 1955 program. It will be circulated thruout the State.

Regularly scheduled printed literature for the October fair itself includes up to 250,000 leaflets used as stuffers, maps and programs of the fairgrounds and the

64-page booklet, Fair, which has been greeted with great enthusiasm during the three years it has been published. Literature to promote the Pan-American Livestock Exposition is produced in Spanish.

The publicity department keeps on hand to fill frequent requests for specific information mimeographed material on the State Fair itself, the Cotton Bowl, the museums and aquarium, statistics on the fair, attendance figures for past fairs, the midway operation, an historical summary, the auditorium and the football schedule for the Cotton Bowl.

**Edina, Mo., Plans New Outdoor Spot**

EDINA, Mo., April 16.—The Knox County Amusement and Recreation Association has announced plans for the establishment of an outdoor recreation center between here and Knox City on Highway 6.

In addition to its use as a park and various other types of amusements, it will be the site of the Knox County Fair each year.

Included in the area will be parking space for 300 cars, concessions and various other type amusements. Corporate stock is being sold to county residents and other interested persons at \$10 per share.

**Morris in Florida**

VERO BEACH, Fla., April 16.—Kelly-Morris Circus played to a near-full afternoon crowd and three-quarter house at night here. Auspices was the DAV.

**GAC Books WLW**

Continued from page 61

can be formed, with duets, trios, singles, etc. There have been some 90 dates lined up for the country talent for this season, the majority in Midwestern States.

Artists handled are Zeke and Slim, the Kentucky Boys; the seven Hayriders; the Four Pine Mountain Boys; Bonnie Lou, featured single; Laurie Anders, the "Wide Open Spaces" girl of the former Ken Murray TV show; Rockin' Rudy Hansen, the two Geer Sisters, Phyllis and Billy Holmes, Buddy Ross, Ruby Wright, the three Bellaires, Bill Thall, Frances Foster, Mary Jane Johnson, Marian Spelman, John and Aileen Grigsby, Peter Grant, Dave Hamilton, Martha Hendricks, Bob Langston, Walter Phillips, James and Emma Philpot, Kenny Price, the four Trail Hands, and Pearl White. Also handled are Pee Wee King's group and Mimi Roman.

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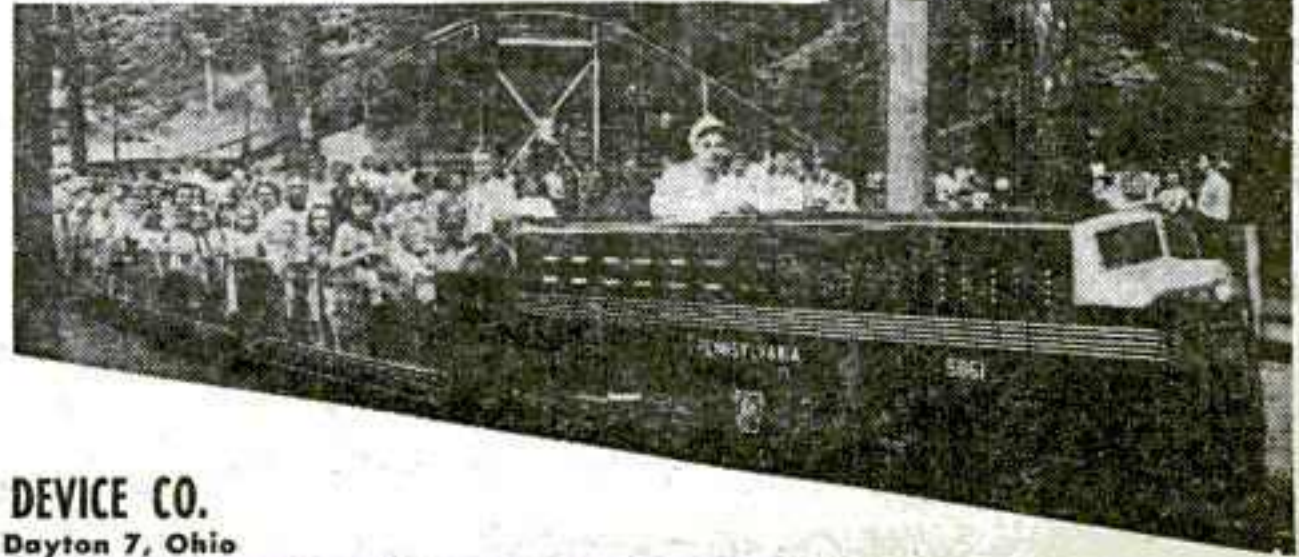


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**COMING EVENTS**

**Alabama**  
Birmingham—Better Homes Expo., May 15-22. Pat O'Toole, Town House

**Arkansas**  
Little Rock—Home Show, April 24-28.  
Little Rock—Ark. State Spring Livestock Show, April 14-23.

**California**  
Los Angeles—Home Show, June 9-19.  
San Diego—El Cajon Community Fair & Home Show, May 25-30.  
San Diego—Portugese Fiesta, May 29.  
San Diego—Spring Fair of Modern Home Ideas, April 22-27.

**Colorado**  
Denver—Home Show, May 8-15.  
Estes Park—Colorado Festival, June 17-19. James Johnson.  
Glenwood Springs—Strawberry Days, June 25-28. L. E. Meredith.  
Greeley—Horse Show, June 25-26. Chamber of Commerce.

**Connecticut**  
Stamford—Spring Festival, April 21-30.

**Florida**  
Miami—Southeastern Automotive Show, April 22-30.

**Georgia**  
Atlanta—Southeastern Automotive Show, April 28-30. Foster B. Steward, 1401 Peachtree St., N.E.  
Thomasville—Rose Festival, April 29.

**Illinois**  
Onarga—Celebration, June 30-July 4.  
Salem—Sailors & Soldiers' Reunion, June 20-25.  
Sawyer—Firemen's Homecoming, June 17-18. Al Ondo.

**Indiana**  
Charlestown—VFW Spring Festival, April 23-30. Marvin Gillin.  
Montezuma—VFW Community Fair, June 21-25. Frank Wilhete.  
North Webster—Mermaid Festival, June 23-July 4. Lions Club.  
Madison—Legion Spring Festival, May 2-7. Louis DeCar.

**Iowa**  
Riceville—Centennial, May 28-30.  
Iola—Allen Co. Centennial, June 3-7. Edward B. Porter.  
LaPorte City—Centennial, June 6-8.  
New Orleans—La. Boat Festival—Pan American Regatta, June 18-19. I. J. G. Janssen Jr., Box 52, Arabl.  
Waterloo—Northwest Ia. Sports Vacation Show, April 21-24. Bill Christiansen.

**Kansas**  
Dodge City—Boot Hill Celebration, May 1-8.

**Kentucky**  
Eminence—IOOF Celebration, June 27-July 4.

**Louisiana**  
Gonzales—East Ascension Strawberry Festival, April 30-May 1. Mrs. Alice McConnell.  
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 13-14. Carroll Trahan.  
New Roads—Baton-Rouge-Pointe Coupee Boat Festival, May 28-29. Dr. George Thomas, 1112 N. Blvd., Baton Rouge.  
New Orleans—Home Show, May 21-29.  
Shreveport—Spring Festival, April 27-May 1. Able C. Goldberg.

**Massachusetts**  
Boston—Motorama, April 23-May 1.  
Charlestown—Celebration, June 13-18.  
Westfield—Elks Mardi Gras, June 6-11. James T. O'Brien.

**Michigan**  
Mount Clemens—Amvet Fiesta, June 30-July 4. Hugh Lennox, 21337 Cass Ave.  
Sault Ste. Marie—Soo Intl. Centennial Expo. & Marine Fair, June 28-July 17.  
Vermontville—Maple Sirup Festival, April 16. Dr. Clarke Davis.

**Missouri**  
Bollivar—Kiwanis Club Jr. Livestock Show, June 16. A. T. Johnson.  
Carthage—Jersey Parish No. 1 Jersey Show, June 1-2. Melvin West.  
Galatin—Jr. Lamb Show, June 9. Geo. H. Schmitt.  
Jefferson City—Lions Club Festival, June 30. David R. Newsam.  
Maryville—County Fat Lamb Show, June 10. Kenneth Walkup.  
Moberly—Kiwanis Club Jr. Lamb Show, June 15. A. T. Johnson.  
Springfield—Ozark PFA Lamb Show, June 3. John L. Kirby.  
St. Joseph—Apple Blossom Celebration, May 9-14.

**Nevada**  
Las Vegas—Heldorado Days, May 13-16.

**New York**  
Haverstraw—Old Home Week, June 6-11.  
Kingston—Hudson Valley Firemen's Convention, June 13-18.  
Syracuse—Sportsmen's Show, April 28-May 2. Ball & Grier, Utica.

**Ohio**  
Cleveland—American Legion Carnival, May 2-7. Bill Frans.  
Portsmouth—Charity Horse Show, May 28-30.  
Woodville—Celebration, June 30-July 4. Henry Herkel.  
Youngstown—Do-It-Yourself, Sports & Handyman's Show, April 20-24. Jr. Chamber of Commerce.

**Oklahoma**  
Colgate—89'er Celebration & Homecoming, May 14-17. H. B. Dickson.  
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 Bldg.  
Pawhuska—Osage Downs Futurity & Race Meet, May 1-8. Clarence Paden, Chamber of Commerce.

(Continued on page 77)

**Memphis Names Glenn Pinkston Exhibits Mgr.**

MEMPHIS, April 16.—Glenn Pinkston, longtime Memphis showman and sportman, has been named director of exhibits of the Mid-South Fair, a position he will hold on a year around basis.

For the past four years, Pinkston has managed the fair's annual sports show. In addition, he managed the World's Largest Fish Fry in Paris, Tenn., in 1953 and is master of ceremonies for the Al Chymia Shrine in Memphis.

Upon his appointment, Pinkston disclosed that a number of changes are contemplated in the fair's exhibit set-up. Featured exhibit this year will be a "Made in the Mid-South Show," which will highlight locally manufactured products under auspices of the Memphis Chamber of Commerce. A do-it-yourself show will also be added this year. Fair runs from September 23 thru October 1.

**Texas Storms Strike Hagen**

JACKSONVILLE, Tex., April 16.—A severe storm warning here and cold, rainy weather in other recent towns held Hagen Bros.' Circus to mediocre business.

Tornadoes hit several spots near here just before show day (6), and there were high winds and rain during the show. Each performance drew a fractional turnout. At Palestine on Thursday (7) the show had half houses in cool weather. Denton on Saturday (9) was washed out by heavy rains. Business also was hurt there by a route change which put the show in here a week earlier than first scheduled.

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Burkhart: Poplar Bluff, Mo.; Flat River 25-30.  
Capital City: Barnsville, Ga.  
Cavalcade of the West: Vacaville, Calif.  
Central States: Hazelton, Kan.; Great Bend 25-30.  
Coleman Bros.: Middletown, Conn., 21-30.  
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Crafts 20 Big, Unit No. 1: Indio, Calif.  
Drew, James H.: Marnet, W. Va.  
Dumont: Griffin, Ga.  
Dyer's Greater: Cantwell, Mo.  
Franklin, Don, No. 2: Lindsay, Okla.  
G. & B.: Belpre, O.; Ravenswood, W. Va., 25-30.  
Georgia Am. Co.: Gainesville, Ga.  
Gladstone Expo.: Yazoo City, Miss.; Batesville 25-30.  
Gold Medal: (Mason, Turner & Ashby Sts.) Atlanta, Ga.; Athens 25-30.  
Great Southern Expo.: Beaumont, Tex.  
Hale's Shows of Tomorrow: Kansas City, Kan., 18-28.  
Happy Attractions: Canton, O.; Massillon 25-30.  
Heller's Acme: Wycoff, N. J., 21-May 1.  
Hill's Greater: Clovis, N. M.  
Hottle, Buff, No. 1: Baton Rouge, La.  
Imperial, No. 2: Pacific, Mo.; St. Clair 25-30.  
Interstate: Rome, Ga.  
Keystone Expo.: Calhoun Falls, S. C.  
Majestic Greater: Indianapolis.  
Manning, Boss: Jacksonville, N. C.  
Midway of Mirth: Murphysboro, Ill.  
Nolan Am. Co.: Springfield, O.; Zanesville 25-30.  
Norton's Rides: Weatherford, Okla.  
Page & Ferris: Savannah, Ga.  
Penn Premier: Essex, Md.  
Red Ribbon: Hampton, Ark.  
Reithoffer: Pittston, Pa.  
Rocky Mountain Empire: Farmington, N. M.  
Rohr's Modern Midway: Lacon, Ill.  
Royal Midwest: Charlestown, Ind., 23-30.  
Schafer's Just for Fun: (Casa View Shopping Center) Dallas, Tex.; (Inwood Shopping Center) Dallas 25-May 1.  
Shamrock: Cleburne, Tex.  
Southern Valley: Little Rock, Ark.; Pine Bluff 25-30.  
Southland: Lake Charles, La.  
Sunset Am.: Excelsior Springs, Mo., 28-May 7.  
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Hamid-Morton: Harrisburg, Pa., 19-23; Pittsburg 25-30.  
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Shipstads & Johnson's Ice Pollies: Milwaukee 19-24; Spokane 27-May 3.

**Miscellaneous**

Stafford's Variety Circus: Jacksonville, Ala., 19; Gunterville 20; Arab 21; Walnut Grove 22; Centre 23.

Hi-Brown Bobby Burns, of burnt cork note and his bride, the former Mrs. Andrews, are spending the summer at her home in De Land, Fla. . . . Art (Doc) Miller, last season ahead of Hunt Bros.' Circus, now is posting bills for the King Reid Shows. He recalls old gilly show days and wonders if any veterans of the Princess Olga Shows are still around. . . . Frank H. Thompson, Aurora, Ill., veteran of early days in the parachute and balloon business, recalls the John B. Riggs and Barrett wagon circuses in Minnesota.

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## Record Business on Easter Spurs High Hopes for 1955

NEW YORK, April 16.—Parkdom reveled in just about its best Easter on record last weekend (9-10) with holiday celebrants in the millions crowding outdoor amusement locations in perfect weather.

In the East there was a mild Saturday and hot Sunday which saw temperatures nudging 80 in many places. The entire seaboard was blessed with mid-summer weather and heavy patronage.

Business was especially good at locations which require automobile travel to reach them. Shore funspots all reported excellent attendance and spending, the populace having gone all-out to seek relief from the heat in breezes gotten thru car windows, on amusement rides and along boardwalks.

### Gotham Spots Profit

The New York area's places which were open did very well, it was reported. Steeplechase Park at Coney Island and Olympic Park in New Jersey had set later openings. Coney Island had better than 500,000 visitors during the weekend, and all open concessions and rides drew heavy play. Palisades (N. Y.) Amusement Park opened for the regular season on Saturday (16) and reaped the benefit of the weather, as did Rockaways' Playland in Queens.

The amphitheater at Palisades was jammed with more than 4,500 people on opening day for appearances of record artists and the Merry Mailman TV favorite. Altho

announced performers such as Sammy Davis Jr., the De Castro Sisters and Bill Hayes did not show, disk jockey Joe Franklin emceed a lineup of vocalists, up-and-coming on records and in Broadway musicals. Sylvia's Kennelkade dog act and Albon's sway pole act filled out the bill.

Rockaways' Playland reported it grosses more than double that of any previous Easter Sunday, as did other amusement parks in the East. Refurbishing work was completed for the big day and the spot opened with its customary admission policy of half-price discount on rides and attractions for uniformed servicemen and service-women. The park was set to run during the holiday week, but only got Monday (11) in before rain spoiled the rest of the week's business. Harry and Evelyn Currie reopened their games with several new agents including Johnny Corrigan, Louis Brown, John J. Smith, and Jack Zeeman, who will manage the roll-down. Arthur Emanuel and son will open their two concessions this weekend.

### Compounce Offers Names

The good weather was a boon to Lake Compounce in Connecticut, which had been ballyhooing its ballroom attraction, the McGuire Sisters. The girls performed two shows on Sunday (10) with a house band, and around 2,000 persons

paid admission at \$1.80 plus tax. While not a financial bonanza, the event served to kick off the season in fine style and drew heavily to the funspot that day.

From Old Orchard Beach to Nantasket, New England locations all reported big business. Larry Stone had Paragon Park off to a good start despite the fire which hit the location several weeks ago. Revere and Hampton Beaches also reported attendance and grosses which indicated a good season ahead. The same was true at Whalom Park, inland at Fitchburg.

Leroy Gill operated a free gate for youngsters at Norumbega Park and had all rides going. He recently filled in a gully in the center of the park and intends to add several more kiddie rides.

Altho such places as Coney Island and others which got in a few good weekends prior to Easter had reported encouraging business, it took Easter to indicate that, in general and barring local economic setbacks, the public is well enough healed to provide a good season for operations this year. There was no holding back on spending last week. The only places which did not enjoy a big spurt in business were those directly in town. Fairyland, huge kiddie spot in Queens, noted that neighborhood people flocked to the open highways in cars to escape New York's blistering heat.

## Dallas Midway Starts Strong Despite Showers

DALLAS, April 16.—In spite of rain, which usually seems to plague opening days, the Midway at State Fair Park opened Saturday (9) to excellent crowds which built steadily from the 9 a.m., opening hour until showers closed the park down about 4 p.m.

A sunny Sunday followed to give the midway one of the best Sundays it has ever had so early in the season, Fred Tennant Jr., midway superintendent said.

Saturday was billed as a nickel day until 5 p.m. All rides were 5 cents, under sponsorship of Cabell's Minit Markets, Texas drive-in grocery chain. Cabell's, TV sponsor of "Waterfront" in this area, put on a free show with TV star Preston Foster and a number of performers from WFAA-TV in the Auditorium Saturday morning. In addition, stores distributed nearly 40,000 tags identifying kids as Cabell's guests and permitting them to ride for a nickel. Television station gave the day many good plugs and Cabell's boosted the day in newspaper ads and on TV.

## Conn. Animal Farm Reopen

HARTFORD, Conn., April 16.—Emerson's Wild Animal Farm on the Berlin Turnpike in suburban Newington, Conn., has opened for its sixth season with several new features.

Ralph Emerson, owner, reports the chief new attraction is a building housing cages of a lion, pumas, bears and other large animals. Many rare birds have been added, and the farm again has its complement of monkeys.

Weekly giveaway program sponsored by Pepsi-Cola company got under way on the midway stage Monday night (11). Weekly prizes will include bicycle, tricycles and radios.

A 12-week season of free acts, also sponsored by Pepsi-Cola, will begin May 30.

Beginning May 4, square dances will be held regularly on the midway each Wednesday night. Dances will be sponsored by Morton's Potato Chip Company.

Annual Sports and Vacation Show, sponsored by Dallas Morning News, was to begin in the State Fair Park Automobile Building Friday (15). Show usually is booster for midway. It runs thru April 24.

## Balmy Weather, Promotion Give Whalom Best Start

FITCHBURG, Mass., April 16.—Balmy weather on Easter Sunday (10) gave Whalom Park one of the best openings it has ever had. By mid-afternoon the several parking areas appeared jammed and the flow of traffic to and from the park and lake area was constant. Virtually all ride units enjoyed

## Houston Playland Attracts 20,000 In Rainy Weather

HOUSTON, April 16.—Despite unfavorable weather, 20,000 attended the season opener for Houston Playland Park on Easter Sunday. Main event of the opening day was an Easter party sponsored and promoted by The Houston Chronicle.

Prizes of saving bonds, cash, and merchandise were awarded. Top prize was for the most unusual hat made from one or more front pages of The Chronicle. All rides were half price. Houston Playland is open seven days weekly from Easter thru Labor Day and on weekends and holidays from Labor Day until Easter.

### BIG WEEKEND

## New Features Spark Opener At Palisades

By IRWIN KIRBY

PALISADE, N. J., April 16.—Perfect weather graced the season opener at Palisades Amusement Park last Saturday (9), and several new attractions and features, altho it is too early to tell how they will do financially, were fairly well attended on the midways.

Most notable among these were a Mickey Hughes ride import and the Bert Lane Company's Golf-O-Mat unit. The latter had a good play and was well framed, being

(Continued on page 73)

## Dicklich Sells Ideal for 115G To Fun City Co.

JOHNSTOWN, Pa., April 16.—Ideal Park, a 37-acre property south of Johnstown, has been sold by Milan Dicklich for \$115,000 to Fun City, Inc. The new operating firm is headed by Herman Eisenberg, Johnstown, president, and Herbert Greenwald, New York, vice-president. The new owners said they will spend \$100,000 in improving the spot.

Eisenberg said that three buses have been purchased to provide free transportation to the park from Central Park in downtown Johnstown. Half hour service is planned starting May 1. The park swimming pool, said to be the largest in Pennsylvania, will be equipped with a water filter system at a cost of \$25,000. A white sand beach also is planned. Plans also call for installation of 11 kiddie rides and additional concession stands. Present bathhouses are to be demolished and replaced with modern ones. Dicklich, who had owned the park for 28 years, plans to do some traveling.

In addition to real estate involved in the transaction, two houses and 11 cottages on the grounds were acquired by Fun City.

## Spokane Spot Draws Record Easter Throng

SPOKANE, April 16.—A record Easter crowd of some 25,000 was reported by Lloyd Vogel, owner-manager of Natatorium Park. All rides had waiting lines all afternoon. Concessions did a brisk business, especially the hot pups and cotton candy stands.

Vogel credited a new \$50,000 Auto Skooter installation with drawing the added customers. But weather undoubtedly played an important part. The day was mostly sunny and one of the warmest Easter Sundays in years.

The park gave every child, under 12, an Easter egg and a ticket good for one free ride. The youngsters also got a bargain price of 9 cents for all rides except the Skooter. The egg giveaway was substituted for the customary Easter egg hunt. About 3,600 colored eggs were distributed.

Twenty new Lusse Auto Skooters have replaced Dodgem cars in a

(Continued on page 73)

## Ocean Beach Notes Record Easter Play

NEW LONDON, Conn., April 16.—Ideal weather brought record crowds and grosses to the amusement area at Ocean Beach Park, municipally operated fun spot, Easter Sunday (10).

Dick Coleman, a partner in the operation of the large grouping of major and kiddie rides at the fun spot, said grosses were more than double those earned on any pre-season Sunday in the past. Patronage was reported near the saturation point thruout the day and evening.

The park will continue to operate weekends until the end of May when a full-time schedule will go into effect.

TULSA, Okla., April 16.—Kiddieland Park opened its 1955 season last week, boasting about \$25,000 worth of improvements since closing last fall.

Operated by Bob Bell on the Tulsa State Fairgrounds, the park features 15 rides, most of them designed and built by Bell. Until this year the park catered exclusively to the younger set, but Bell has expanded his operation to attract the teen-age crowd with the addition of a Dodgem.

A break in weather during March permitted an early opening date for the park this year. Additions for this season include sufficient rest room facilities.

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## Record 99 Events Set for Illinois

SPRINGFIELD, Ill., April 16.—A record 99 fairs will be held this year in Illinois, two more than in 1953, the previous high year, the State Department of Agriculture announced.

Last year there were 94 active annuals. Back in operation after a year lay-off are events at Anna, Georgetown and Franklin Grove.

## Three Major Annuals Sign Trout Tanks

NEW YORK, April 16.—William Shilling this week reported booking three major fair dates for the Berkshire Trout Farm's fishing tanks.

The attraction was said to be signed for the Canadian National Exhibition in Toronto, August 26-September 10; New York State Fair in Syracuse, September 3-10, and Eastern States Exposition in Springfield, Mass., September 17-25.

For the Easter holiday period one of the farm's portable tank units was set up in Bamberger's department store in Newark, N. J.

Shilling also will provide a grandstand sports show for the Barrington (Mass.) Fair this fall.

## B. C. Skeds 46 Events

VANCOUVER, B. C., April 16.—A total of 46 fairs will be held this year in British Columbia, according to a preliminary list issued by the British Columbia Fairs' Association.

Pacific National Exhibition is scheduled here for August 24-September 5. The Duncan Exhibition will be held September 8-10, and the Armstrong event August 14-15. First fair of the season will be August 16-17 in Chilliwack.

Others in the various areas include:

- Vancouver Island: Victoria, May 2-7; Coombs, August 26-27; Luxton, August 27; Courtenay, September 1-3; Saanichton, September 3-5; Cobble Hill, September 7; Alberni, September 8-10; Sooke, September 10; Lasqueti, September 14; Nanaimo, September 15-17; Ladysmith, September 21-22.
- Fraser Valley: Haney, August 18-20; Gibson, August 19-20; Squamish, September 5; Abbotsford, September 7-9; Agassiz, September 16; Langley, September 9-10; Mission, September 17; North Delta, September 14-15; North Burnaby, September 16-17; Cloverdale, September 16-17; Powell River, September 22-24; South Burnaby, September 23-24; Aldergrove, September 23; Ladner, September 23-24; Vancouver, September 30-October 1.
- Okanagan-North Thompson: Peachland, August 26; Chase, September 5; East Kelowna, September 7; Cawston, September 1; Kelowna, September 8-10; Lillooet, September 15-16; East and West Kootenays: Crawford Bay, September 14; Nelson, September 15-17; Central B. C. and Peace River: Fort Fraser, August 27; Smithers, August 27; McBride, August 30-31; Quesnel, September 2-3; Bella Coola, September 5.

## Texas State Signs Steichen Photo Show

DALLAS, April 16.—The giant photography show put together by the Museum of Modern Arts in New York City will be the principal attraction at the Dallas Museum of Fine Arts during the 1955 State Fair of Texas, October 7-23. The museum, located on the fairgrounds, brings in a special feature each year for the fair and usually pulls better than 100,000 people during the 16-day run of the exposition.

The photography show, called "The Family of Man," will occupy all available gallery space at the museum, with the exception of that

And two new ones have filed their declarations to operate, those at Pekin and Havana.

Of the total, 31 annuals will run in July, 57 in August and 11 in September. The Illinois State Fair here will run August 12-21.

First fair of the season will be the Western Illinois Fair at Griggsville, June 30 thru July 4. Other early operations include the Fayette County Fair, Melvin, July 4-8, and the Jersey County Fair, Jerseyville, July 4-9.

Final fair of the season in Illinois is the Okawville Agricultural Products Fair, Okawville, which draws the curtain on the season September 17-19. Another late run is the Shawneetown Fair, which will operate September 12-16.

## 2 Mass. Fairs Get Race O.K.

BOSTON, April 16.—The Massachusetts State Racing Commission this week announced issuance of racing licenses to the Brockton Fair and the Barrington Fair at Great Barrington.

The licenses are for six days of thoroughbred horse racing September 12 to September 17 at each of the fairs.

## Dates, Location for Mineola Still Hazy

WESTBURY, N. Y., April 16.—The Mineola Fair picture was still up in the air this week, with no chance that a decision on dates or precise location will be made for at least another week. There is a good probability for a Labor Day event being held this year, earliest ever for the venerable Long Island annual.

The Yonkers Raceway situation affects Mineola's running. State Thruway work impedes the entrance to the Yonkers track, making its harness race dates indefinite. Since Roosevelt Raceway's racing must not conflict with that at Yonkers, Roosevelt's race meet is also indefinite. And Roosevelt is where the Mineola Fair is held under canvas.

Directors will meet on Friday (22) here to try to iron out the difficulty. Their plan is to adhere to the Labor Day dates for the fair, beginning September 3. If there is racing during that week they would try to set the tents and midway elsewhere on the grounds and close at 6 p.m. nightly, prior to the night harness programs.

Labor Day is an untested factor for the Mineola Fair. Being so close to a major coastal city, the annual will be competing with parks and resorts for patronage, as well as with the amusement elements of New York City proper.

## Fair Dates

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The Billboard Pub. Co.  
The complete list of Fair Dates was published in the issue dated April 9. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

- Illinois**  
Cullom—Cullom Jr. Fair Assn. Aug. 12-13.  
Everett Sandusky.  
Fisher—Fisher Comm. Fair & Horse Show. July 19-21. Mrs. Doyne H. McKinney, Fossiland.  
Franklin Grove—Franklin Grove Fair Assn. Aug. 25-27. Laverne S. Baker.  
Mt. Vernon—Mt. Vernon State Fair Assn. July 18-23. Mrs. E. Carylle Pierce.  
Okawville—Okawville Agrl. Products Fair Assn. Sept. 17-18. Arthur L. Koetting, Jr.  
St. Charles—Kane Co. Fair Assn. Aug. 3-6. Richard Barney, Geneva.
- Kentucky**  
Benton—Marshall Co. Fair Assn. Aug. 23-27. Curt Phillips.  
Munfordville—Hart Co. Fair Assn. Sept. 1-3. Andrew Bird.
- Maine**  
Pembroke—Pembroke Trotting Assn. Aug. 12-14. Harold L. Gardner.  
Readfield—Readfield Grange Fair Assn. Sept. 10. Mrs. Ruth F. Hight.  
Springfield—North Penobscot Agrl. Soc. Sept. 3-5. Paul H. McKinney, Brewer.
- Minnesota**  
Warren—Marshall Co. Fair Assn. July 14-16.
- Missouri**  
Albany—Gentry Co. Free Fair. Sept. 8-10. Junior Clark.
- North Carolina**  
New Bern—Tri-County Fair Assn. Sept. 19-24. W. A. Godley.
- CANADA**  
**Alberta**  
Medicine Hat—Medicine Hat Exhn. & Stampede. July 21-23. Ed Elford.
- Manitoba**  
Arborg—Arborg Exhn. Aug. 10.  
Beausejour—Beausejour Fall Fair. Sept. 16.  
Ethelbert—Ethelbert Fall Fair. Oct. 27.  
McAuley—McAuley Exhn. June 29.  
Plumas—Plumas Exhn. July 29.
- Waskada—Waskada Fall Fair. Oct. 14.**
- Saskatchewan**  
Churchbridge—Churchbridge Agrl. Soc. Oct. 21. Mrs. Edward Bily.

## Wis. State Combines Food, Show as Lure

### Free Truck Roadeo Set for Opening Day; Expand Horse Show to Nine Full Days

MILWAUKEE, April 16.—The Wisconsin State Fair this year will combine food and entertainment in publicizing its night grandstand show. The big annual will take a cue from many successful drive-in theaters by urging the area working people to come to the fair from work, eat in one of its popular restaurants and see the big night show.

In order to improve traffic problems the fair will permit automobile parking in the race track infield and on the newly paved asphalt track. Buses will be utilized to transport the patrons to their favorite restaurant or eating stand on the grounds.

W. R. (Bill) Masterson, manager of the fair, this week also reported they had completed the annual's attraction program. A free matinee program, featuring a truck roadeo coupled with highway safety demonstrations, is scheduled for the opening Saturday. Preliminaries to this event will be run off-the-day previous.

### Holter Show

The Gene Holter animal show, featuring racing ostriches, will take over in front of the grandstand Friday evening, August 26, and will do a repeat on Sunday evening, formerly filled by an auto thrill show.

The fair's horse show will be expanded to a full nine days this year. The first four will be devoted to western-type horses, complete with square dances and full regalia. The saddle horse show will operate the final five days.

A better balanced cattle show is also in the making. Open class cattle will come in on August 19 and be released by the following Wednesday. The beef cattle, however, will be held over until the Friday night of the fair so that judging can take place on Wednesday.

## 82 Annuals Scheduled for No. Carolina

HICKORY, N. C., April 16.—Eighty-two fairs, 10 of them Colored events, are scheduled for operation in North Carolina this year, according to a bulletin issued from the office of Corbin Green, president of the Association of Agricultural Fairs.

About one-third of the dates, mostly covering the smaller events, remain to be set. The first scheduled event is the annual at Drexel which will open August 24 and is one of only two events scheduled for that month. All other published dates are in September and October.

Biggest event, the State Fair at Raleigh, is scheduled for October 18-22. Other large events and their dates are Winston-Salem, October 11-15; Charlotte, October 4-8; Greensboro, October 4-8; Rocky Mount, September 26-October 1; Shelby, September 20-24; Wilson, October 9-15.

## Mexico, Mo., Girds To Build Up Gate

MEXICO, Mo., April 16.—The 75-year-old Audrain County Fair will center all emphasis on regaining the loss in attendance chalked up last year when drought conditions cut into turnouts. Total gate count last year was 45,000, it was reported.

Mound City Shows will provide the midway attractions at this year's event August 2-5.

day and Thursday. The junior cattle will come into the fair on Wednesday when the open dairy classes leave. In effect, this will give an entire week to cattle judging in the Coliseum and will result in having a beef and dairy show on the grounds for the entire nine days, Masterson pointed out.

The steer show will be held on opening day, Saturday, and a "king's row" will be established where the champions will remain on exhibit for the entire run.

## PNE Studies New Admin. Bldg. Plans

### To House Offices Police Dept., Press, Radio Quarters

VANCOUVER, B. C., April 16.—Preliminary plans for a new Administration Building at the Pacific National Exhibition are now in the hands of V. Ben Williams, general manager. "As soon as they are okayed by the directors final plans will be drawn and tenders called for before this year's annual opens August 24," Williams said.

Plans call for a three-story building which will house directors' quarters, general administration offices, police offices and press and radio quarters, which will be moved from their present location in the building east of the livestock barns.

The present Administration Building, which is the last of the original 1910 buildings, will be razed as soon as the new construction is completed which should be late this year, a tentative date being December 24.

## Amite, La., To Enlarge Grandstand

AMITE, La., April 16.—The Tangipahoa Paris Fair Association has awarded a contract for the construction of an additional wing to its present stadium, officials announced. Jack's Welding & Machine Shop, this city, was the successful bidder with a figure of \$9,231.

The stands will be built and rented with preference given to church and civic organizations, the association announced. A professional rodeo will play the spot October 6-10 and a junior rodeo will be held for local youngsters.

## Calif. State Plans Queen For 101st Run

SACRAMENTO, Calif., April 16.—The California State Fair & Exposition will select its "Maid of California" to reign over the 101st anniversary run of this event on opening day, September 1. Fred Heitfeld, special events director, said.

In the past the queen has been picked beforehand and participated in the opening-day ceremonies. The field will be narrowed to 11 top contestants the Sunday prior to the debut on Thursday. The crowning is set for 2 p.m. in the Open Air Theater.

The selection will be made by a panel of five widely known Californians. The winner will receive a \$1,000 bond and the other 10 will be given \$100 bonds.

In entering the contest, contending queens are picked by the board of supervisors of each county and an organization selected to sponsor her. In most instances, Heitfeld added, queens are chosen at county and district fairs.

Requirements for entrants are that they be between the ages of 16 and 26 and a resident of California for one year prior to August 28.

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## 2 Can. Fairs Boost Reid Route to 14

Early June Events Also Help Expand Shows' Play Territory in Provinces

MONTPELIER, Vt., April 16.—King Reid, owner-operator of the shows bearing his name, this week announced the addition of two early Canadian fairs and the expanding of his route of annuals to a total of 14.

The new events are the Laval County Exposition, on the city line of Montreal, an event getting under way this year for the first time, and the Industrial and Educational Exhibition of St. Jerome, Que., a fair established about five years ago.

Charles Joyce, show agent, who returned to winter quarters here this week after a booking trip to Canada, said that other dates may be added in the provinces. The show, which limited its initial Canadian appearances several years ago to the Maritime provinces, now has dates in Quebec and may seek additional territory in the Province of Ontario.

### Sundays Included

Joyce said that the Laval exhibition will be built around a new arena constructed there last year at a cost of \$600,000. It will run for 10 days, June 3-12, including Sundays. It will be a full-scale event with acts and attractions other than the midway and commercial exhibit space. The arena, which will be used as a commercial exhibit building, is reportedly already sold out at \$150 per booth. A budget of \$7,000 has been set up for advertising.

The St. Jerome event will run from June 15-19 and also include Sunday operation. Altho it was reported to have had a paid attendance of 60,000 last year, the fair will operate with a free gate this year. With no admission charged it is hoped that attendance will soar above the 100,000 mark.

Advertising of the event started in March. Features include acts, stock cars, horse racing and thrill shows. It will be the first time Reid has played the event.

### 10 Weeks in Can.

Reid now has a total of 10 weeks in Canada. It is possible that two more weeks may be added. The route now stands with six dates in the Maritimes, including celebrations at Woodstock, N. B., and Charlottetown, P.E.I.

The show will jump from its winter quarters here into New York State to open at Glens Falls May 2. It will make up-State New York territory before crossing the

border and aim for some of the money that is expected to be in circulation in communities harboring workers on the St. Lawrence Waterway. Joyce said that some 12,000 persons will be employed on this project by early summer. About 3,000 are expected to be in the vicinity of Massena, N. Y., alone.

The show will be well equipped to harvest money if good weather prevails. Reid plans to carry 16 rides, 12 shows and 50 concessions. New light towers are being readied and a new, big minstrel show, Club Ebony, will be presented by Charles Taylor.

### Held Best Route

Show personnel figures the two-country route laid out by Reid holds the best dollar potential of any tour in the history of the organization. Those who have made the Canadian trek with the show in the past know the territory is good if the weather is right.

While the railroading Cetlin & Wilson Shows will also go into eastern Canada this summer, present indications are that the shows will not play any of the same towns.

## Publicity, Weather Aid Strates D. C. Preem

WASHINGTON, April 16.—Some good publicity and a break in the frigid weather which greeted the opening here Thursday (7) helped the James E. Strates Shows gain momentum over the Easter weekend.

Mae S. Hong, publicist, scored with a full page in the Friday (8) edition of the Daily News, a tabloid. Text was limited to about a column with six photos used for illustration.

Other tub-thumping efforts reported included a series of radio interviews. Miss LaVonnne, Motor-drome performer, was interviewed by John Massey, Friday (8) on WWDC. L. Harvey (Doc) Cann appeared on the Around the Town program on the same station Monday (11). Lew Hamilton, a talker, was interviewed by John Bandy on Monday on WUST. On Wednesday (13) Clarence Samuels, producer of Ebony Follies, was also interviewed by Bandy.

### Weather Improves

The weather knocked out business on the opening night but improved thereafter and held thru the important weekend. The poor weather turned again early in the week but there was hope that the wind-up would be big.

The executive staff announced here follows: James E. Strates, president and general manager; L. Harvey (Doc) Cann, manager; Allan Travers, general manager; Mike Olsen, general superintendent; Eddie McTeague, assistant

## Tri-State Inks Gratz, Pa., Fair

ESPY, Pa., April 16.—Bill Shoemaker, owner of Tri-State Shows, this week announced the show has closed to provide the midway attractions at the Dauphin County Fair, Gratz, Pa., September 20-24. Mel Sober, general agent, represented the midway organization in the negotiations.

Fair was played by another show last year. Sober expects to book independent shows and concessions in a good number as the fair is only a 45-mile jump from Bloomsburg, which runs the week before.

## ORLANDO SETS 10-YEAR PACT WITH STRATES

WASHINGTON, April 16. A 10-year contract covering the amusement zone has been awarded the James E. Strates Shows by the Central Florida Fair, Orlando. The announcement was made here this week by James E. Strates, owner of the shows. Strates has played the February date for several years. Two years ago he began building a permanent winter quarters on the outskirts of Orlando.

## Injury Delays Heller Opener

WYCOFF, N. J., April 16.—Veteran showman Harry Heller, in his 70's and owner of Heller's Acme Shows, has delayed his opener a week due to injury. Heller accidentally lost his right thumb while handling a power saw last Monday (11) and spent the week in the hospital.

Heller's Acme was to open here last night, but instead will get under way Thursday night (21) at Franklin Field in Franklin, N. J.

general superintendent; Nick Bozinnis, treasurer; Harry I. Tong, vice-president and general counsel; William Stillman, accountant; Arthur Atherton, secretary; F. Percy Morency, office manager; Mae S. Hong, press agent; Nelson Thomas, manager, advance billing; Red Ryan, mail clerk and The Billboard.

James Thompson is special agent; Blackie Martin, trainmaster; O. L. Stonecipher, chief electrician. (Continued on page 72)

## Illions Pacts Babcock For Pomona Funspot

POMONA, Calif., April 16.—Harry A. Illions, director of the World's Fair Amusement Zone at the Los Angeles County Fair, this week signed the rides of the Frank W. Babcock United Shows to augment the permanent devices during the fair. The event starts its 17-day run September 16.

Illions plans several outstanding

## Rose City Staff Gathers for Show's April 23 Preem

CAPE GIRARDEAU, Mo., April 16.—Personnel of Schrader's Rose City Rides are gathering at the show's winter base and almost all rides, concessions and trucks are set for the April 23 opener at Fomfelt, Mo.

Ted Sullinger, who spent the winter on Blue Grass Shows, will handle the Ferris Wheel; Cy Darling and Jim Redman will have the Merry-Go-Round; Heavy Thomas the kid rides and Louis Garner the Octopus. John Roggenbuck will manage the concessions.

Mr. and Mrs. Lambeth will be back with their photo gallery. Cecil Beck is back to help with concessions. Cecil Woods, veteran concessionaire, is mending after an auto crash last year and expects to be ready for the bow.

No shows will be carried the early part of the season.

## Shows, Rides Added By Sullivan Show

Terrell Jacobs' Animal Unit Inked; Builds Major, Kid Ride Line-Ups

CHICAGO, April 16.—J. P. (Jimmy) Sullivan's show is stressing new features for its '55 Canadian tour. Among them are a new title, World's Finest Shows; several new rides and shows and a new 84-foot entrance arch, Sullivan disclosed while here this week to attend a committee meeting of the Showmen's League of America.

Show's route this year, which traditionally included a stand at Windsor, Ont., is slightly changed. In addition it will be back to play the Western Canadian B Circuit of fairs after a year's absence from the loop.

Season's opener is set for May 7 at Brantford, Ont., to be followed by Ontario stands at Sarnia, Hamilton and Sault Ste. Marie. Show will then rail to Winnipeg for two weeks to be followed by a still date in Regina, Sask. Show enters the B circuit at Lethbridge, Alta., and will wind up the seven weeks' tour at Prince Albert, Sask.

The organization will then make a 2,400-mile jump to Three Rivers, Que., allowing four days and three nights for the move. At Three Rivers, the Sullivan gear will join the Conklins and will then play two Quebec fairs, Quebec City and Sherbrooke and four Ontario towns at Renfrew, Lindsay, Kitchener and Simcoe in that order.

A total of 14 major rides and 10 kid devices will be carried, Sullivan said. In addition to two Ferris Wheels, the show will carry a Merry-Go-Round, Roller Coaster, Dark Ride, Tilt-a-Whirl, Fly-o-Plane, Octopus, Hi-Ball, Moon Rocket, Rock-o-Plane, Rolloplane, Sky Ride and Skooter. The Kiddieland will have a Train, Horse and Buggy, Merry-Go-Round, Boats, Autos, Bomber, Tanks, Tubs of Fun, live ponies and one other ride.

Featured backend show will be Terrell Jacobs' Wild Animals. Also in the line-up will be Bob Seer's Globe of Death, reptiles, midgets, Jimmy Hurd's gal unit, Mylott's

Side Show and a Funhouse. Show will carry eight diesel plants and 10 light towers, all equipped with loud-speakers to carry taped music and be used for lot communications. Plans are to travel on either 40 or 45 cars this year, Sullivan said.

Staffers, in addition to the owner-manager, include Hank Blade, assistant manager; T. E. Jordon, office manager and secretary; M. F. Sullivan, concessions secretary; Pat Marco, concessions manager; Phil Cronin, Kiddieland manager; Allen Lleneire, chief electrician, and Tiny Jamison, superintendent of transportation.

## Golden West Adds to Rides For May 9 Bow

ROSEMOUNT, Minn., April 16.—Golden West Shows will open their season at Red Wing, Minn., with an enlarged ride line-up that will include six major and three kid devices, Ken Charlesworth, owner, announced here at winter quarters. Show will bow at Red Wing on May 9.

Rides to be carried include a Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Glider, Spitfire, Whoopee, Kiddie Planes and Autos and live ponies. Several new trucks and a new Diesel plant has also been added.

Show will play fairs and celebrations in Minnesota and North and South Dakota and has booked five spots in Missouri for the month of October.

Two new backend units will be ready for the opening date. A 60-foot front Athletic Show is being built and a new Girl Show front, mounted on a semi, is under construction here.

Archie Renville has booked his new cookhouse. Others on the front end will include Red Carross, three; Steve Ristic, two; Mr. and Mrs. Bill Lincoln, one; Mrs. Joyce Burke, two; Vera Wells, one; Walt Klemann, photos; Hill Brothers, two; Jay Burke, bingo and two, and Claude Evans, one.

## Jack Pinfold Dies in Miami

MIAMI, April 16.—Funeral services were held recently for Jack Pinfold 75, retired carnival owner. He owned Central State Exposition Shows, which toured Florida for 22 years, from 1910 until his retirement in 1932.

In 1937, Pinfold donated his Merry-Go-Round and other rides to the Miami Police Benevolent Association Park. Surviving is a niece, Mrs. Howard Truax, this city.

## Free Act, Shows, Staff Set for A. of A. Opener

MIDDLE RIVER, Md., April 16.—The Vivonas will carry a free act with their Amusements of America midway this season, plus some 10 show units which will be on hand for the opener here this week. Advance promotion work is well underway, Harry Wilson having arrived on Wednesday (6) to get the ball rolling.

The free act will be Miss Potect in her dynamite act. Shows are Marie LeDoux' Side Show with 120-foot front; Nita, with 80-foot front and managed by Christine

Ferrone; Cindi, managed by Tony Masiello; Skeets Jordan's Dark-town Scandals, Ken Drauker's monkey Motordrome, Johnny (Tiny) Dempsey's Reptile Show, Pop's Monkeyland, a Fun House, Mignon, the Penguin Woman, and Irene Burton's Wild Life.

The show will also carry a Bill Jones bingo, co-managed by Bob Negus and Kenny Brust. A new front gate, designed and built by Dempsey, features a bicycle rack (Continued on page 72)

### ALCIDOS

## Free Act Set For Season By Coleman

MIDDLETOWN, Conn., April 16.—The Alcidios high act has been set for the season as a free attraction by Coleman Bros. Shows. The act is furnished by the Al Martin office, Boston.

Coleman Bros. is one of the remaining few sizable shows which continues to use a free act on a regular basis. Owner Dick Coleman believes that the value of a thrill act in luring people thru the gate remains constant.

The show will open its season here next Thursday (21) for a 10-day run. Units will operate right thru the weekend, including Sunday.

A number of units are already on the show lot, owned by Coleman, where they are being touched up. Jack Faircloth is getting his Drome ready and Al Meyers is preparing the Side Show.



# MIDWAY CONFAB

Hank Shelby, veteran concessionaire, is confined to St. Luke's Hospital, Chicago. Reports he's on the mend and is looking forward to being released in the near future.

William T. Collins, owner of the show bearing his name, and Frank Winkley, head man of Auto Racing, Inc., were visitors at the Atwell Luncheon Club in Chicago's Hotel Sherman, Tuesday (12). Both were in Chicago to attend the

meeting of the Showmen's League nominating committee. . . Howard S. Anthony has opened his four kid rides on an east-end lot in his home town of Jackson, Mich.

Personnel of the James E. Strates Shows who participated in publicity efforts during the show stand in Washington included Jean Delabate, who was interviewed on WWDC by John Rowzie, and Jim Thompson who was interviewed on WUST by Jackson Lowe. . . Frances Fournier left the Strates show to visit her father in Canada where he recently underwent an operation. She will rejoin the show in Wilmington, Del. . . Shirley Lawrence was a visitor to the Strates lot in Washington.

Recent local visitors to the Virginia Greater Shows lot in Suffolk, Va., included Dr. L. C. Holland; Harvard Birdsong, of the Birdsong Peanut Company, and daughter, and Sheriff Frank Culpepper.

Moe Vivona, who had his concessions on the Vivona Bros.' Shows for almost 10 years, will be off the road this year, having made a good connection with a Newark, N. J. venetian blind firm, according to Harry Wilson. Moe has stored his equipment. Mike and Hilda Roman are back on the show, now called Amusements of America, with their newly-framed cookhouse which will carry tables as well as stools.

Roy B. Jones, Pepsi-Cola rep, visited the James E. Strates Shows during its Washington stand. . . Mae S. Hong, publicist, is working ahead of the Strates Show as is Nelson Thomas, biller. Next on the show route is Wilmington, Del.

Mrs. Bernice M. Wallace, bookkeeper for Renfro Valley (Ky.) Enterprises, has resumed work after suffering an ankle fracture a week ago in a fall from her trailer door. She was hospitalized for a week but now manages to get to work with her right leg in a cast.

Mr. and Mrs. George McAllen are in Sunset Amusement Company winter quarters at Excelsior Springs, Mo., where they are busy readying the John T. Hutchens Modern Museum. McAllen will manage the unit this year due to Hutchens' ill health, altho the latter will travel with the show. McAllen has 10 attractions already booked. Mrs. Hutchens and Mrs. McAllen will have the jewelry concession on Sunset.

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Address: Astoria, Ill.

## SCOTLAND RIDES WANT

Jewelry Concession (direct sale and engravings), also Photo Gallery. Must be neat concessions. Prefer middle-aged couple who have both. Fourteen weeks of celebrations on streets, play Pennsylvania, Maryland and West Virginia. Will give exclusive. Mail until May 2; Box 91, Ellmore, S. C.; after May 2; Box 12-A, Fayetteville, Pa.

## WANT

Small Carnival—Glendive, Montana, July 2-3-4  
**BOX 930**  
Glendive, Mont.

## WANT ADVANCE AGENT

For two Street Exhibits. Must book and advertise, radio and newspaper publicity. Four spots weekly. Salary no object, plus hotel and gas. Contact by paid wire.  
**E. D. EXLINE**  
Unnatural Exhibits, Hill's Trailer Park, Reidsville, North Carolina

## FOR SALE

Kiddie Auto, Airplane and Water Boat Ride with tractor and trailer. \$3500.00 cash. Must be seen to appreciate. Booked on American Beauty Shows, De Soto, Mo., April 21 to 30.  
**S. J. SCHANTZ**

## CHEROKEE AMUSEMENT COMPANY

Opening date May 4; with Broken Arrow, Okla., Celebration, May 13-14, to follow. Concessions Wanted—Cookhouse, Photos, Card and Balloon Darts, Roman Targets, Heart Pitch, Seales, Novelties, Ball Games, Coke Bottles. Contact  
**J. W. MAHAFFEY**  
Erie, Kansas

## SIDE SHOW ACTS ATTENTION

Want Working Acts and Freaks of all kinds. Ticket Sellers that make second openings. Magic Man that pitches. Truck Drivers and Canvas Help (Leon Koltz, come on in). Shrine sponsored circus dates (week and three-day stands), followed by outstanding route of Fairs, including five State Fairs. Everyone be ready to report for opening, Portland, Oregon, May 16. All replies to

**CHAS. H. HODGES**  
Box 235, Coldwater, Mich.  
(Winterquarters Open)

## ATTENTION

### LEE HOS WANTS

Peek Store, Hanky Panks, Buckets. J. C. Holder, Arnie Goldberg, Jess, contact Red Mundy. Call Tampa 84-6564 till Thursday, April 21. Join Batesville, Miss., April 25, with Gladstone Expo.

## IMPERIAL SHOWS #2 WANTS

Ride Help: Foreman and Second Men for Fly-o-Plane, Merry-Go-Round and Kid Rides. Concessions: Have openings for a few more Hanky Panks. Address

**E. L. WINROD, Mgr.**  
Pacific, Mo., this week;  
St. Clair, Mo., next week.

## TURNER SCOTT WANTS

Caterpillar and Coaster Foreman. Long season, no ups or downs. If you have any habits outside of the knife and fork, don't bother me. Sam Butler, contact. Address: **TURNER SCOTT**, 120 N. Grandview Ave., Daytona Beach, Fla.



## Now Announcing Three Outstanding Dates

### LOWELL COMMON FOURTH OF JULY CELEBRATION

Auspices Lowell Post #87, American Legion. Considered the largest Fourth of July Celebration in the East. July 2, 3 and 4 (3 big days and nights). Located in the heart of the city of Lowell, Mass. Official attendance 500,000. Gigantic Fireworks Display.

Now booking legitimate Concessions—Hanky Panks, Motordrome. RIDES—Both Major and Kiddie. All type Shows. DEFINITELY NO RACKET TO OPERATE.

Now booking all type Concessions for spectacular GREEN MOUNTAIN EXPOSITION, May 27, 28, 29 and 30, at Hartland Fair Grounds in Hartland, Vermont. Bona fide attendance 75,000 to 100,000.

Now booking a few Concessions for second largest FIESTA in New England, ST. PETER'S FIESTA, Gloucester, Mass., June 30, July 1, 2, 3. Bona fide attendance 100,000.

For Space, contact at once

## LAGASSE AMUSEMENT COMPANY

12 Whitcomb Street, Haverhill, Mass. Tel. 4-6461  
or  
GENERAL MANAGER O. L. WESLEY  
13 Hallenan Avenue, Lawrence, Mass. Tel. 3-9905

# HAPPYLAND SHOWS

OPENING MAY 13

## ROYAL OAK TOWNSHIP . . . SUBURB OF DETROIT, MICHIGAN

Followed by 20 Celebrations and Fairs in State of Michigan

WANT SHOWS—Side Show, Motordrome, Monkey, Snake, Mechanical and other well-framed Shows.

Would like to hear from Whitey Sutton, Sailor Katzy, Rex Barnes, Emil Kedrowitz, Frank Lentine and others.

Address **HAPPYLAND SHOWS**, 3426 Iroquois. Phone Walnut 1-7924, DETROIT 14, MICH.

# ROYAL AMERICAN SHOWS

"World's Largest Midway"

Has again been awarded the contract to furnish all Attractions and Concessions for the South's Greatest Spring Festival—the Memphis Cotton Carnival (on the Streets), Memphis, Tenn., starting May 7 and ending May 14 (2 Saturdays and 1 Sunday).

### CAN USE STARTING AT MEMPHIS AND FOR THE ENTIRE SEASON

Working Men in the Concession Department. Sub-Agents on Slum Stores, such as String Games, Jewelry Spindles, Ball Games, Pitch Games, Fish Ponds, many other Games.

### WILL BOOK FOR MEMPHIS ONLY

Any game of skill that will pass inspection, also Pitchmen, Demonstrators or anything new and novel suitable and in keeping with our policy.

Contact: **SAM GORDON**, Concession Mgr.

3317 Morrison, Tampa, Fla., until April 25; then c/o Claridge Hotel, Memphis, Tenn., on and after May 1.

**WANT** Tommy Arger wants for the Bingo—Counter men (experience not necessary), also two experienced Callers.

Contact: **TOMMY ARGER**

3319 San Miguel, Tampa, Fla., until April 25; then c/o Royal American Shows, Memphis, Tenn.



OPENING APRIL 30, FORT SMITH, ARKANSAS

### WANT FOR ONE OF THE BEST ROUTES IN THE MIDDLEWEST

Concessions: Can place legitimate Concessions of all kinds. Only two of a kind carried. Good proposition for well-flashed Penny Arcade. Can place Count Store and Peak Store Agents who can follow orders. Show: Want Fun House, Wildlife, Life Show or any Grind Show with own equipment. Rides: Will book Round-Up, Caterpillar, Flying Scooter, Dark Ride or any Major Ride not conflicting.

CONTACT **E. D. McCRARY, CHARLES TRAVERS** or **JESS WRIGLEY**, OWNERS

MUSKOGEE, OKLA., UNTIL APRIL 24

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



# 25th Season CANADA 25th Season

# BILL LYNCH SHOWS

## LIMITED

### OPENING LAST WEEK IN MAY

**WANT**

Girl Riders for office-owned Motordrome, top salaries paid; also one more Man Trick Rider.

Concessions open, Photo, good opening for aggressive Operator, also Hanky Panks.

Will book or buy complete Illusion Show; also want Animal Show—will supply complete equipment. Will also supply complete equipment for any worth-while attractions, also transportation.

**WANT****WANT**

Permanent address BILL LYNCH SHOWS, LTD., P. O. Box 582, Halifax, N. S.

## Prell Set for May 7 Preem At Greenwood

GREENWOOD, S. C., April 16.—Prell's Broadway Shows will open here May 7. The opening will mark the beginning of another season routed similarly to the many played in the past. Post-season plans which called for restricted still date activity and the building of a new format for pre-fair dates have been abandoned.

The show will preem with 12 major rides, 7 kiddie units and 8 shows, according to Joe Prell, general agent. Maxie Sharp has taken over the front end as business manager.

The show's lineup of fairs continues strong with a full schedule set several weeks ago. The route is pretty much the same as the one played last year.

Supervising final preparations in winter quarters are Abe Prell, manager; Joe Parsons, builder, and Jimmie Zybriskie Jr., electrician.

## JOE SCIORTINO WANTS GIRLS for Girl Show and Posing Show

Wardrobe and transportation furnished.  
Must be attractive. State experience.

TICKET SELLERS with experience on shows. Must drive semi. If you drink, don't answer.

I have contracted to furnish all shows on the midway of the Kansas State Fair at Hutchinson, Kan., Sept. 16-22. Want to hear from showmen with own equipment.

**J. SCIORTINO**

2102 W. Waters Ave., Tampa, Fla. Phone 921013

## WANT WANT AGENTS

For the following Concessions: Pitch-Till-U-Win, Pea Pool, Roll Down, Flasher, Slum Stores. White, get in touch with Sam Tucker. General Help.

**S. B. WEINTROUB**

Care J. A. Gentsch Show

Pascagoula, Miss., this week; Gulfport, Miss., next week.

## AGENTS!

FOR ROLLDOWN, PIN STORE, SIX CATS, BUCKETS AND SWINGER

Only one Concession of a kind on show. Opening Jeffersonville, Ind., April 22. Roland Hoenstreider and Paul Menzel, get in touch. Those interested come on in or wire.

**CHARLES LAMKIN or FRANK DUNCAN**  
c/o Western Union Jeffersonville, Ind.

## CARNIVAL WANTED BEDFORD COUNTY AGRICULTURAL FAIR

SEPTEMBER 19-24

Contact

**Midway Chairman**  
Box 21, Bedford, Virginia

## CAN PLACE

Hanky Panks. Playing Indianapolis lots for two months. Place Bowling Alley Agents who can follow orders.

**SAM GOLDSTEIN**  
**MAJESTIC GREATER SHOWS**

5106 Massachusetts Ave.  
Indianapolis, Ind.

## RIDE HELP WANTED

Foreman and Second Man for #5 Ell and Super Roll-o-Plane. Must drive semi and be sober. Best of wages and bonus. Can place Wife on Ticket Box or Concession. Contact

**JOHN HANSEN**

Antioch, Ill., or phone Antioch 527-J-2 after 8 P.M.

## General Agent Wanted

To book good Truck Show, principally in State of Illinois. Prefer one who is able to promote Celebrations and Special Events. Good proposition to responsible party.

Address: BOX 423, c/o The Billboard, 390 Arcade Bldg., St. Louis, Mo.

## WANTED

Adult and Kid Rides, Merry Horses, Roll-a-Whirl, Distortion Mirrors; cash if price and condition right.

**F. ALLEN**

1400 Brewerton Rd. Syracuse 11, N. Y.

## MERRY-GO-ROUND

Adult size, own transportation.

AVAILABLE IN THE EAST

Fairs, Celebrations or a good Show. Call Mechanicville, N. Y., 1106 after 6 p.m.

## AUCTION SALE Carnival Equipment

Tuesday, April 26, 10:00 A.M.

To settle estate of the late Leo J. Bonneau. Entire Kiddieland to be sold in separate lots—5 Rides, House Trailer, Generator, Organ, Tools and other valuable Show equipment. Terms of sale, cash or certified check.

19 WOODLAND ST. PAWTUCKET, RHODE ISLAND

Amie Villeneuve, Auctioneer

## WANT GRIND STORE AGENTS

For Prell's Broadway Shows

OPENING GREENWOOD, S. C., MAY 7

Will give the head of store to capable agent with crew. The following agents please contact me: Mose Kalin, Johnny Jumpatoni, Billy Van Dorn, Geo. (Chubby) Siegal, Shirl Sakobie, Billy Bloom and Stanley Levy. Also those who worked for me before. All contact

**MAX SHARP**

5980 INDIAN CREEK ROAD

Phone 6-8477

MIAMI BEACH, FLA.

## BYERS BROS.' SHOWS

Opening May 23 in Iowa. Playing 24 Fairs and Celebrations in Iowa, Missouri and Arkansas, starting in June. Osceola, Iowa, July 4, and Vinton, Iowa, Sweet Corn Celebration, Labor Day.

HELP—Ride Help for Merry-Go-Round, Wheel, Octopus and Kid Rides. Also Man for up-to-date Fun House.

SHOWS—Athletic, Snake, Girl, Monkey, Mechanical.

CONCESSIONS—Cookhouse, Candy Floss, Apples, Snow, Popcorn, Water Games, Jewelry, Ball Games, Hoop-La, Photos, American Dress Palmistry.

RIDES—Want to book or buy Auto Ride and Choo-Choo Train.

Communicate With: **CARL W. BYERS, Mgr.**  
GRISWOLD, IOWA

## PAGE BROS.' SHOWS

OPENING SPRINGFIELD, TENN.—APRIL 23

WANT—Cookhouse, Bingo, Scales, Arcade, Hanky Panks of all kinds. Tex Roberts wants Skillo, Pin Store and Count Store Agents. Cookhouse Toney, contact.

Address BOX 244, SPRINGFIELD, TENN.

## ROYAL UNITED SHOWS

Want Concessions and Side Shows for best route of Street Celebrations, Centennials and Fairs in South Dakota, Minnesota, Iowa and Illinois. Opening May 19 in Sioux Falls, S. Dak. FOR SALE: Calumet Coach Concession Trailer equipped with large Popcorn Machine, Hot Dog Dispenser, Combination Grill, Coffee Urn and Deep Freeze. Will sell reasonable.

**JOHN DORLAND**

BOX 326

PHONE 2-6274

SIoux FALLS, S. DAK.

## VOLUNTEER SHOWS

OPENING APRIL 23

CONCESSIONS—Bingo, Cig. Shooting Gallery, Pitch Till You Win, Jewelry, Novelties, Hi-Striker, Penny Pitch, Siring Game, Diggers, Six Cats, Buckets, Swinger. SHOWS—Monkey, Snake, Side Show. RIDE HELP—Second Men on all Rides, come on. Useful Show People in all departments.

**ELMER REID**

BOX 244, SPRINGFIELD, TENN.

## G & B RIDES AND SHOWS

WANT FOR RAVENSWOOD, W. VA., AND BUCKHANNON, W. VA.

Coke Bottles, Buckets, Glass Pitch, Balloon Darts, Cork Gallery, Ball Games, Basket Ball, Long or Short Range Gallery. Any Concession working for stock. Maxie Glenn wants Griddle Man. Joe Reynolds wants two Grind Store Agents and two Working Men. Mack McCaslan wants Agent for Pea Pool, Scales and Swinger.

All replies to **GEORGE BROAS**, Belpre, Ohio.

## M. D. AMUSEMENT SHOWS

OPENING HAZLETON, PA., APRIL 27

Playing Celebrations Centennials, Industrial and Farm Fairs

Can place Ferris Wheel Foreman, Tilt-a-Whirl Foreman; J. P. Black, come on. Winter Quarters now open. Want Bingo Caller, want a few more Concessions—Pitch-Till-You-Win, High Striker, Coke Bottles, String Game, Long or Short Gallery, Scales, Guess Your Age, Novelties, Straight Wheels, etc. Grace Cole needs Agent for Cigarette Game. John Cole needs Agents for Ball Games. All replies:

**MICH. DEMBROSKY**

302 E. Diamond Ave.

Phone: GL 5-0473

Hazleton, Pa.

## MULLINS' ROYAL PINE SHOWS

LAST CALL

LAST CALL

OPENING

BANGOR, MAINE, APRIL 28, 10 DAYS

All Concessions that are booked. Lot laid out Sunday, April 24. Have opening for French Fries and Ball Games, some Hanky Panks and one more Grind Show. Can use sober and reliable Ride Help who drive.

All replies **CLIFF MULLINS**

197 STATE STREET

PHONE: 8307

BANGOR, MAINE

## O.C. BUCK SHOWS

OPENING APRIL 21, TROY, NEW YORK

Due to sickness will book Custard. Can place Snake Show, also Fun House.

**O. C. BUCK**

O. C. BUCK SHOWS, TROY, NEW YORK

## HOLLY AMUSEMENT CO.

LAST CALL—OPEN MAY 2, COCHRAN, GEORGIA  
Want Sit Down Grab, Popcorn, Apples, Jewelry, Ball Games, Long Range, Scales, etc. No flats or P/C here. McMinn, Knox, Angelo & Doodle, phone me at once.

**F. HOLLINGSWORTH**

ROUTE #3

Phone: 41-793

BRADENTOWN, FLORIDA

## LIGHT PLANTS FOR SALE

GENERAL MOTORS DIESEL LIGHT PLANTS. Three 471's, 60 kw., 3 phase, 110 and 220 volts. Mounted in 28 ft. Drop Sides Factory Trailer. 3 complete Panel Boards, 500 gallon Fuel Tank, 2 Light Towers on top of trailer. Completely overhauled and in first class condition. Painted white inside and out.

PRICED VERY LOW TO SELL FOR CASH

Also have 1950 two-speed Chevrolet Tractor for same if desired. Write or wire:

**AGENT, SOUTHERN CONCESSION CO., INC.**

P. O. BOX 157

TARPON SPRINGS, FLORIDA

## Last Call—ROYAL MIDWEST SHOWS—Last Call

OPENING APRIL 23-30, CHARLESTOWN, INDIANA

Want Stock Concessions of all kinds, Jewelry, Hi Striker, Glass Pitch, Long or Short Range, Diggers, Pony Ride, Girl Show or any good Grind Show. Wire

**ROXIE HARRIS, Charlestown, Indiana**



## GOLD MEDAL Shows

**WANT WANT WANT**

**FOR ATHENS, GEORGIA, WEEK OF APRIL 25**

Hanky Panks, Ball Games, Basketball, String Game, Cork Gallery, Fish Pond, Six Cats, Derby, Diggers, Jewelry.

**SHOWS**—Wild Life, Fat Show, Penny Arcade, Monkey Show, Glass House.

**RIDE HELP**—Foreman for Looper, Wheel, Merry-Go-Round. Wire

**JOHNNY DENTON**  
ATLANTA, GA., THIS WEEK

## JIMMIE CHANOS SHOWS

**OPEN MUNCIE, IND., MAY 2**

Want legitimate Concessions of all kinds—Ball Games, Basket Ball, Jewelry, Pitch Till You Win, Guess Your Age and Scales, African Dip, Short Range Gallery, Photo Gallery, Bumper, Custard and Ice Cream. Want Shows with own outfit and transportation—Monkey, Snake, Fun House or any other that does not conflict. Want Ride Help who drive semis—Foremen for Kiddie Rides, Rolloplane, Ferris Wheel, Flying Scooter, Wm. O'Hearn, answer. All Ride Help booked to go with us report winter quarters, we leave for Dayton, Ohio, April 20. All replies to

**JIMMIE CHANOS**  
801 East 5th St. after April 20, care of Western Union, Dayton, Ohio.

## WANTED AGENTS WANTED

For Six Cats, Buckets, Cigarette Block, Pan Game, Mouse Game and Hanky Panks. Also need General Concession Help.

**OPENING WITH KING REID SHOWS, MAY 2, GLENS FALLS, N. Y.**  
12 WEEKS IN CANADA PLUS FAIRS IN THE STATES.

**P. J. (PATTY) FINNERTY**  
79th Street Hotel, Miami, Fla., until April 21; then Madden Hotel, Glens Falls, N. Y.  
(Phone: 9872) April 25-May 9.

## CARNIVAL EQUIPMENT FOR SALE

Several Shows complete with trailers and tractors. Beautiful Front Gate Entrance. Shop Truck, Semi Trailers, Tractors and Straight Job Trucks and miscellaneous Show Equipment of all kinds. Priced very low to sell for cash.

Write or wire:  
**AGENT, SOUTHERN CONCESSION CO., INC.**  
P. O. BOX 157, TARPON SPRINGS, FLA.

## DUE TO DISAPPOINTMENT CAN PLACE FOREMEN

On Scooter and Round-Up. (Duke Wright, phone me; very important.) Fee, get in touch. Will sell "Ex" on Photos for the season.

**PAUL OLSON, Mgr., A C of A Shows**  
BOX 414, HOT SPRINGS, ARK.

**Opening April 21 to May 1 Wycoff, N. Jer. Free Gate**

## HELLER'S ACME SHOWS, INC.

**WINTER QUARTERS NOW OPEN**

**Opening 2 Saturdays 2 Sundays**

Concessions Wanted—Cook House, French Fries, 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. 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., Franklin Lakes, N. J. Phone WYcoff 4-0333-M**

## KIDDIE RIDES WANTED

Account disappointment, will book attractive Kiddie Rides for season. We have 18 Fairs and Celebrations in good ride territory. Opening April 23 (Saturday), Duncan, Okla.

Concessions: Glass Pitch, Age and Weight, Bumper, Photos, Cigarette Gallery, Milk Bottles, Basketball, Roman Targets, Hi Striker, Knife Rack, no Mitt Camps. Good proposition to good Grind Shows. Want 6 Cat Agent who will work for stock, also other Hanky Pank Agents. Also Ride Help. Ronnie Unger, contact J. T. Cypert immediately.

**SHAMROCK SHOWS, Box 423, Cleburne, Texas, thru April 20. Phone 5-5260.**

## PEPPERS ALL STATES SHOWS

Want Long Range, Slum, Clothes Pin Pitch, High Striker, Slum Darts, Slum Jewelry and Hoop-La. Pan Game Agents, Milk Cans, Bucket. Want Foreman for Octopus and Second Men on all rides; must be sober and reliable and have driver's license.

Join on wire. Niceville, Fla. Phone: Valparaiso 2791. No collect calls.

**F. W. PEPPERS**

## CONEY ISLAND AMUSEMENT WANTS FOR GEORGIANA, ALA.

Hanky Pank Concessions. Agents for Razzle, Pin Store, Pea Pool, Buckets, 6 Cats and P.C. Larry Reese Jr., Allen and Ted Woodward, answer.

**M. J. MILSAP, Business Mgr.**

## BEAM'S ATTRACTIONS

**GRAND OPENING OF NEW SHOW, JOHNSTOWN, PA., APRIL 25**

Want Hanky Panks, Shows appealing to family trade. Help—Merry-Go-Round Foreman, also Second Men on all rides. Top wages to sober, reliable men. Report at once. Show Painter. Contact

**BEAM'S ATTRACTIONS**  
WINDBER, PA. TELEPHONE 784-J or 722.

<p><b>STOCK TICKETS</b></p> <p>1 Roll ..... \$ 1.50 5 Rolls ..... 4.50 10 Rolls ..... 8.25 25 Rolls ..... 18.75 50 Rolls ..... 24.00 100 Rolls ..... 44.00</p> <p><b>ROLLS 2,000 EACH</b></p> <p>Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2</p>	<p style="text-align: center;"><b>We Manufacture TICKETS of every description</b></p> <p>Wheel tickets carried in stock for immediate shipment.</p> <p style="text-align: center;"><b>THE TOLEDO TICKET CO.</b> Toledo 12, Ohio</p>	<p><b>SPECIAL PRINTED</b></p> <p>Cash With Order. Prices</p> <table border="1"> <tr><td>2,000</td><td>6.90</td></tr> <tr><td>4,000</td><td>7.80</td></tr> <tr><td>6,000</td><td>8.70</td></tr> <tr><td>8,000</td><td>9.60</td></tr> <tr><td>10,000</td><td>10.50</td></tr> <tr><td>30,000</td><td>15.50</td></tr> <tr><td>100,000</td><td>32.00</td></tr> <tr><td>500,000</td><td>132.00</td></tr> <tr><td>1,000,000</td><td>250.00</td></tr> </table> <p>Roll or Machine Double coupon, double price</p>	2,000	6.90	4,000	7.80	6,000	8.70	8,000	9.60	10,000	10.50	30,000	15.50	100,000	32.00	500,000	132.00	1,000,000	250.00
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500,000	132.00																			
1,000,000	250.00																			

## FIRST CALL KING REID SHOWS

Opening May 2  
**GLENS FALLS, N. Y.**

First Fair  
**MONTREAL, CANADA**

June 3

**Want Want Want**

**KIDDIE RIDES:** Due to last minute disappointment can place Autos, Planes, Sky Fighter, Turn Pike, Midg-o-Racer or any others not conflicting.

**RIDES:** Roll-o-Plane, Fly-o-Plane, Rock-o-Wheel, Round-Up, Scooter, Scrambler and Looper.


**CONCESSIONS:** We still can place more legitimate Concessions of all kinds. Jewelry, Derby or Greyhound still open. Rare opportunity for well-framed Arcade.

**HELP:** Capable Help for all Rides. Positively top wages. Especially need Foreman for finest Merry-Go-Round on the road. Also need Ride Mechanic of highest caliber. Salary no object.

**TRUCK MECHANIC:** Need capable Truck Mechanic to maintain and supervise our fleet of modern trucks. Salary no object.

Phone, wire or come on in.

**KING REID SHOWS**  
Manchester, Vermont



**EDITH HOY**

Any information concerning the whereabouts of Aunt Edith Hoy will be appreciated by me. I will pay for all phone calls, telegrams or expenses, plus a little gift. Aunt Edith and Uncle Joseph Hoy travel with carnivals and side shows.

Contact  
**WM. G. BAKER**  
4200 Paul St., Frankford, Philadelphia 44, Pa. Phone: CU 8-9189.

## GEO. W. GORDON WANTS AGENTS

For Buckets, Cat Rack, Coke Bottle, Cork Gallery, Under and Over, Roll Down and other Hanky Panks; semi drives preferred. Opening in Hot Springs, Ark., May 27, with the A. C. of A. Shows. Write to

**G. W. GORDON**  
Rt. #1, Box 2076 Miami, Fla.

## WANT SIDE SHOW ACTS

Playing the B Circuit of Canada

Ticks: Sellers; if married use wives for Bally. Also legitimate Freak for Annex; no sex. Serpentine, Christine Holly, Blacke Wendel, Leon Garrison, contact at once; also Tattooer. Opening May 16, Sarnia, Ont., Can. All replies to

**L. B. MALOTT**  
4724 West Washington St.  
Indianapolis, Ind.—Phone Belmont 4701  
P.S.: Want to buy Sword Box.

## WANT BINGO

Will book Bingo for the season. Want Foreman and Second Man for Spitfire. Second Men on other rides. Want Buckets, Six Cats, Swinger, Count Store, Hanky Panks, \$15 per location. One Grind Show, Girl Show. Man for Fun House and Midget Horse. Agents for Hit and Miss, Cat Rack, Pea Pool. Open April 18, Nowata, Okla.

**PARADA SHOWS**  
Box 115, Caney, Kansas Phone: 468

## BUCK SMITH WANTS

Agents for Water Games, Balloon Darts and Bingo Help. Also Wheel Foreman. Contact E. L. SMITH, c/o Imperial Shows #2, Pacific, Mo., this week; St. Clair, Mo., next week.

## WANT CARNIVAL CENTENNIAL

Bamberg, South Carolina  
May 9-14  
Contact  
**ROBERT W. POWERS**

## WANT TO BUY

**El #5 Ferris Wheel**  
State year, condition and price.

**SHORID**  
P. O. Box 3209, Baltimore 29, Md.

## COLEMAN BROS.' SHOWS

Opening April 21 for 10 Days,  
Middletown, Conn.

**WANT WANT WANT**

**SHOWS**—Snake Show, Fun House, Monkey Show.

**RIDE HELP AND SEMI DRIVERS**

Jack Faircloth wants Drome Riders. Good proposition for man and wife.

**All Replies to: DICK COLEMAN**  
Coleman Bros.' Shows, P. O. Box 886, Middletown, Conn.

## FIREMEN'S FAIR

**6 BIG NIGHTS---JUNE 27-JULY 2**

WANT Independent Shows and Concessions that work for stock only. No flat stores will work here. Will book Two Shows and Thirty Concessions. What have you? All replies to

**BEN STEVENS**  
c/o Friendship Fire Co. #2 Phoenixville, Pa.

## Want-DESBRO SHOWS, INC.—Want

OPENING DATE MAY 4, GENEVA, N.Y.  
Municipal Parking Lot Located in Center of Town

Will book all Stock Concessions. Agents wanted for stock concessions. Ride Help wanted. Foreman for Ferris Wheel and Help on all rides. Curley Evans wants Bingo Counter Men. Also want Operator for Girl Show. Whitey Rogers is no longer connected with this show. Winter quarters now open.

**Angelo Desiderio, Gen. Mgr.; Ray Judd, Ride Supt.**  
59 Conkey Ave., Rochester 5, N. Y. Phone: Congress 4270  
Fair Grounds, Waterloo, N. Y.

## JAMES E. STRATES SHOWS

AMERICA'S BEST MIDWAY

We have complete outfit—Tent, Stage, Seats, Front, Wagons, suitable for stage illusion show, Hill-Billy show or any sit down show, with exception of girl shows. Address

**JAMES E. STRATES, Gen. Manager**  
Wilmington, Del., April 17-22.

## APPLE BLOSSOM FESTIVAL

WINCHESTER, VA., APRIL 28 & 29  
200,000 PEOPLE EXPECTED.  
WANT NOVELTIES AND STRAIGHT SALES ONLY.

Dingers, stay away.  
**SOL NUGER**  
Festival Headquarters Winchester, Va.

## DRAGO AMUSEMENTS

**Last Call—GRAND OPENING—Last Call**  
12 RIDES—APRIL 28, KOKOMO, INDIANA—10 BIG DAYS  
Opening within 1/4 mile of the new \$36,000,000 Chrysler project

Want Concessions—Long and Short Range, Ball Game, Pitch-Till-U-Win, Hoop-La, String Game, Cork Gallery, Novelty, Hi-Striker, Watch-La, African Dip, Duck Pond, Live Ducks, Derby, Balloon Dart, Mouse Game, or what have you? Will book Penny Arcade for small per cent. Will book any Show with own equipment for small per cent. Have ring and transportation for Athletic Show if you have top and personnel—good proposition. This show is well booked, making small jumps; all in Indiana except July 4th spot—Hoopston, Ill. All those booked with me be in Kokomo before April 28. Al Blue, contact me at once.

**All replies Paul Drago**  
1711 E. MARKLAND AVE., KOKOMO, INDIANA.

## SUNSET AMUSEMENT COMPANY

OPENING EXCELSIOR SPRINGS, MO., APRIL 28

Can place Six Cats, Short Range, Milk and Punk Racks, also Hanky Panks. Custard or Ice Cream and Glass Pitch open exclusive. Ride Foreman jobs open; Let us know before you come. Want Agents for Buckets and Percentage. George McAllen wants for Hutchen's Museum; either Sword Swallower, Musical or Knife Act, good Freak, also Woman for Inside, Bally Girl and Husband preferred.

**Address 701 N. Main St., Excelsior Springs, Mo.**

## I. T. SHOWS WANT

Roll-o-Plane Foreman and Smith & Smith Chairplane Foreman; both to start at once. Concessions: Age, Scale, Novelties, Photo Gallery. Also would like to hear from good Fun House to start on Long Island tour in mid-May. Danny Snyder, get in touch with Morris Brown at once.

**PHIL ISSER, Gen. Mgr., 1916 Avenue K, Brooklyn, N. Y. Sheepshead 3-2702**



## METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Opening April 29, Montgomery, Ala. Seven Choice Still Dates to Follow

<b>LAST CALL</b>	<b>LAST CALL</b>	<b>LAST CALL</b>
<b>CONCESSIONS</b>	<b>CONCESSIONS</b>	<b>CONCESSIONS</b>
<b>SHOWS</b>	<b>SHOWS</b>	<b>SHOWS</b>
<b>HELP</b>	<b>HELP</b>	<b>HELP</b>

Johnny Reed wants to hear from few more Grind Store Agents. Also those contacted, get in touch. Working Men to take care of Concessions. Billposter and Electrician who can handle Caterpillar Diesels.

Foremen for Caterpillar, twin Ferris Wheels and Whip. Also Man to handle Kiddieland. Second Men on all Rides. Canvasman to handle Big Top. "Skid Row," get in touch. Also Train Help.

Red Kelly, I answered your wire, come on in. Also Moody, come on. Lot Man who can handle Railroad Show.

SHIRLEY LEVY, Exchange Hotel, Winterquarters, 222 May St., Montgomery, Ala.

## Geren Easter Debut Big at Cincy Garden

CINCINNATI, April 16. — W. R. Geren's Mighty Hoosier State Shows kicked off the season with a bang Sunday (10) on the lot of Cincinnati Garden, working without let-up from 11 a.m. to 11 p.m. Here for a 10-day stand, Geren has high hopes for the date, based on opening day takes, if the weather holds up.

Twelve office-owned rides and 15 concessions were in operation here. More than 50 of the latter were booked, but their operators pulled away when they learned of local law forbidding the parking of trailers, said Geren.

The walk-out drew sharp comment from Geren, who said he would rather handle 100 ride men than concessionaires with trailers. "They expect show managers to take care of their trailers as soon as they get on a lot in regard to lights, running water, toilets, etc., even before the lot is laid out," he said. "Even the Sunday paper must be there. I guess they'll next demand that the manager furnish air conditioning and walk their dogs. But not Bill Geren. He has found out the hard way that the fewer concessionaires on the lot the more his rides gross. I thought I would be the last man in the business to talk this way, but 1954 proved it to me."

From here the show moves to Jeffersonville, Ind., opening there April 22. In addition to the rides, the show carries its own light plants, six light towers and search light. For the first time in 15 years it is operating with a free gate. Fairs and celebrations start June 20, taking the show thru October 2.

NEW BRITAIN, Conn., April 16.—City Hall Commission has agreed to rent the lot south of the parking lot adjoining Willow Brook Park, for \$25 a day for a carnival, May 23-30, under sponsorship of Eddy-Glover Post, American Legion.

Similarly, it agreed to rent the lot for the week of June 13 for a carnival under sponsorship of Pvt. Walter J. Smith Post, Veterans of Foreign Wars.

## A. of A. Opener

• Continued from page 68

along the front, plus two bulletin boards on which will be posted the week's program of special events.

Rain and mud kept things pretty gloomy thru the week but there were hopes for a break in the weather which would allow the show to open as scheduled.

Wilson planted early newspaper and radio copy and started a few promotions, chief among them the distributing of 15,000 free front gate tickets among Glenn L. Martin Company workers. He also charted a Sunset Matinee, ladies night, two children's matinees, and a public wedding. The 10-day run started Thursday (14) on Hawthorne Field.

Units Listed

As in the past, the Vivona family will operate two units, one of which will be busy at metropolitan area celebrations and religious festivals. The larger, No. 1 show will carry the following equipment for its still dates and celebrations: Merry-Go-Round, three Ferris Wheels, Octopus, Roll-O-Plane, Ridee-O, Fly-O-Plane, Roller Coaster, Looper, Dark Ride, Dodgem, nine-ride Kiddieland, and the shows. At fairs the list will be increased.

Staff for the No. 1 Unit will include John Vivona as general manager, Morris Vivona, general agent; Danny Dell, business manager; Mrs. Catherine (Ma) Vivona, treasurer; Dominic Vivona, secretary; Harry Wilson, special representative; James Rapp, advance man; John (Tiny) Dempsey, lot superintendent and builder; Pete Hendrix, chief electrician; Tony Masiello, mechanic; Al Reisinger, purchasing agent; Bull Smith, watchman, and Shorty Denton and wife, in charge of lavatories.

The No. 2 unit will consist of seven rides and 20 concessions, with Babe Vivona, general manager; Morris Vivona, general agent; Dave Linebarrier, assistant to Babe Vivona, and Roy and Bob Delawter in charge of lot, electricity and rides.

Several trucks were moved up from quarters in Florence, S. C. a week ahead of the opening here, with the balance moving out on Sunday (10). The family has scheduled stepped-up promotional work by Wilson to retain and possibly increase still-date grosses.

## T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

### AMERICAN TENT CORPORATION

America's Largest Builders of Fine Show Tents

201 E. Water St. Norfolk 10, Va.  
Representative C. C. Mitchell

### BILL SANDERS



**WHEELS**

ALL SIZES—ALL NUMBERS

**CARDINAL PRODUCTS CO.**

Les Berger  
49 West 27th Street  
New York 1, N. Y.  
MU 6-8268

## FOR SALE

FROZEN CUSTARD BUILT ON TRAILER

Can be handled by car if desired. Booked on good show. Chevrolet Truck with 10-ft. custom-built van body. 10 kw. 110-220 Light Plant, almost new. 12x12 Sit-Down Grab Stand with kitchen. Completely equipped. Can be used for small cookhouse. Built last year. All above equipment can be transported as one unit.

**HARRY SCHWARTZ**  
222 Grand Ave. Rutherford, N. Jer.  
Tel.: WEbster 9-4279

## WANTED

INDEPENDENT SHOWS

8 WEEKS STARTING APRIL 28 ON CHOICE KANSAS CITY LOTS

No mud, no long moves, money every week. Monkey Show, Fun House, Snake Show, Glass House or others not conflicting. Frenchie Douillon needs two Girls. Hale's Shows of Tomorrow; no Concessions needed. All wires to

**TED CORY, General Agent**  
516 Fitzgerald, Kansas City, Kansas, or  
Phone Fairfax 9040 before 11 a.m.

## WANT

TO BOOK, BUY OR LEASE

Tilt-a-Whirl, Octopus, Roll-o-Plane, C-Cruise for best fair route in Kansas, Nebraska and Oklahoma. What have you?

**Orrie Maddox**  
MADDOX BROS. SHOWS  
Atlanta, Kans.

## C. E. ANDRICAN

WANTS AGENTS

Buckets, Pan, Fish Pond (Henry Collins, Kyle Loudy, come on). OPENING APRIL 28. Address:

c/o Sunset Amusement Co.  
701 N. Main, Excelsior Springs, Mo.

## WANTED

Rides and Concession Carnival for Broken Bow, Nebraska, Diamond Jubilee, July 1-5, inclusive. Rush information as to quantity and quality of Rides and Concessions to

**CHAMBER OF COMMERCE**  
Broken Bow, Nebraska

## CARNIVAL WANTED

July 1-2-3-4

**AMERICAN LEGION CLUB**  
St. Cloud, Minnesota

## General Agent Wanted

who can do promotional work. State experience, ability and all particulars in first letter. Send late photograph. Must be reliable and sober at all times.

BOX A-162, The Billboard  
6000 Sunset Blvd. Hollywood 28, Calif.

## WANTED CARPENTER AND BUILDER

who can do some painting and electric work. Year around job to right man. Must have tools, be sober and reliable. State salary expected, experience and qualifications in first letter. Send late photo.

BOX A-163, The Billboard  
6000 Sunset Blvd., Hollywood 28, Calif.

## WANTED COMBINATION BILLER

with transportation. Wally and Larry Lawrence, answer to

**EARL D. BACKER**  
Rudd Hotel Owensboro, Ky.

## IMMEDIATE PLACEMENT

Due to disappointment can place at once Girl Show and Sideshow, with or without own equipment. Also, can place Colored Revue; will furnish complete outfit. Jack Jackson, who wired me last week from Monroe, La., contact me.

Do not write or wire—but phone (contact after April 24).

**C. C. GROSCURTH, BLUE GRASS SHOWS**  
Phone: 4-2753 Owensboro, Ky.

## BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

<b>LAST CALL</b>	<b>LAST CALL</b>
Opening West Terre Haute, Ind., April 28, with Greencastle, Ind., to follow	All people contacted, lot will be laid out April 25.
CONCESSIONS: Can place a few clean legitimate Concessions that work for stock. Want Photos, Novelties, Short Range, High Striker, Age & Scales, Cork Gallery, Fish Bowl and Custard. Those joining now given preference at Fairs and Celebrations starting May 28. SHOWS: Can place Snake, Fat, Illusion, Wildlife at small percentage. Have opening for a few reliable, sober Ride Men. Must drive. Fred (Tex) Solis, wire me at once.	All replies to <b>ERNIE ALLEN</b> 669 SWAN STREET TERRE HAUTE, INDIANA

## D. J. (DEL) ROHR

Presents

### ROHR'S MODERN MIDWAY

WANT NOW

For Centennials and Bona Fide Celebrations and Fairs in Illinois—First Centennial for Decoration Day.

Concessions: Short Range, Glass Pitch, Fish Pond, Bumper, Age and Scales, Novelties, etc. No flats or gypsies. Want Shows such as Mechanical or what have you. Agents for office-owned Concessions. Ride Help on all Rides. Can use one more Major Ride. No collect calls or wires accepted.

All address **DEL ROHR**  
Chebanse, Ill., or Lecon, Ill., April 19 to 24; then as per route. Phone: Chebanse 11.

## PALMETTO EXPOSITION SHOWS

Want Ride Help for all Rides. Top salary paid. If married, can use wife in ticket boxes. Roy (Iodine) Bailey, please contact.

**MILTON McNEACE**  
700 Block Patterson Ave., Winston-Salem, N. C., all this week.

## DON FRANKLIN SHOWS #1

Official Opening, Bryan, Texas, Friday, April 29

Can place a few more sober, reliable Ride Men. Contact me this week during the Battle of Flowers, care of my rides on the Main Plaza, San Antonio, Tex., or P. O. Box 649, Seguin, Texas.

**DON FRANKLIN, Mgr.**

## AMUSEMENTS OF AMERICA

Can place for LEIPERVILLE (CRUM LYNN), PA., and eight weeks of choice New Jersey spots, followed by our BIG fair season starting in July:

Hanky Panks of all kinds, Age & Scales, Punk Ball Games, Photos, Balloon Darts, Penny Pitch, Short Range, Break the Dish and Basket Ball. Marie Le Doux can place Working Acts for Side Show.

Address **JOHN VIVONA**  
Middle River P. O., Baltimore, Md., this week.

<b>FOR SALE</b>	<b>FOR SALE</b>
KIDDIE RIDES AND OTHER EQUIPMENT	KIDDIE RIDES AND OTHER EQUIPMENT
Allan Herschell Auto Ride (20 passenger), Mangels Whip (24 passenger), Airplane Ride, real nice, in very good shape. Also GMC Truck, 30-ft. Fruehauf Trailer, practically new, new tires. Wagon Front for Geek Show, can be used for Bally or Pit Shows, complete. Popcorn Wagon, popper included. Snow Cone Outfit. 1950 Chevrolet Truck, less than 30,000 miles. Also have Deadman Loop-o-Plane, \$200.00; motor in A-1 shape. Can be seen in operation, 51st & State St., East St. Louis, Ill., or contact	JOHN FRANCIS, 6825 St. Charles Rock Rd., St. Louis County, Mo. (Phone: After 10:00 p.m. and before 9:00 a.m., EVergreen 3-1894)

## LONE STAR SHOWS

WEST UNION, OHIO, APRIL 18-23

CONCESSIONS—Ball Games, String Game, Hoop-La, Glass Pitch, Short and Long Range, Cork Gallery, etc. All Hanky Panks open. Rose and Russell Gallagher, contact. RIDES—Can place set of Kid Rides, Octopus, Chairplane, Coaster or any Major Ride not conflicting. SHOWS—Illusion, Big Snake, Ten-in-One or any Show of merit with own outfit. HELP—Can place all around Ride Help who can drive semis and have license. Address all mail and wires to

**DICKIE MACSPADDEN, West Union, Ohio, this week.**

## United Exposition Shows

New showing at Grand and Laclede, St. Louis, Mo., April 16-30 incl.

Can use a few more Hanky Panks. Ride Men who drive, must be sober. Also Acts for Side Show to join May 2.

Contact **C. A. VERNON**  
Per Address Above

## Ray Amusement Co.

30 Weeks of California Celebrations

Can place Wheel Foreman for #5 Eli. Will book Long Range Gallery, Dart Balloon, Photo Booth, High Striker, Baby Ducks; not 25%. Write 3732 Laurie St., Fresno, California. Show opens Clovis, California, April 19 thru 24; Fresno, California, on Blackstone Ave., April 27 thru May 1.

## HARRISON GREATER SHOWS

WANT FOR WOODRUFF, S. C., THEN HEADING NORTH

Slum Concessions of all kind, \$21 week. Dick Taylor, get in touch. A few choice Concessions open. Sell exclusive on Bingo, Frozen Custard, French Fries, Photo. Want Girl Show with or without outfit. Have complete outfit for Side Show with Acts. Jean Rendelle, waiting on you. Have complete outfit for organized Minature Show. Want Merry-Go-Round Foreman, Ferris Wheel Foreman, Chairplane Foreman, top salary and bonus. Joe Hedgebeth, Tom Smith and Woody, wire at once. Bucky Denby wants Agents for office-owned Concession. Jack Whelan, get in touch; have good proposition for you. Want General Agent who knows North Carolina, Virginia or West Virginia. All mail and wires to **FRANK HARRISON, HARRISON GREATER SHOWS, Woodruff, S. C., this week.**

## WANTED FOR Florida Tomato Festival

RUSKIN, APRIL 27-30

A few more Hanky Panks, good opening for Grab. For the first time in the history of this Annual Festival it will be Free Gates. Can place useful Ride Men who can drive, also stay sober.

NOTICE—Parks and Beaches, we have a fleet of Rides, not junk, also several Merchandise Concessions at liberty for season. What do you have to offer? All answers to

**JOHN B. DAVIS**  
Route 3, Box 514 Tampa, Florida

## WANT TO BUY FOR CASH

Merry-Go-Round, must be in A-1 condition, with or without transportation.

**JERRY SADDLEMIRE**  
Glades Amusement Co.  
La Belle, Fla.

## WANT

General Agent with car capable of booking a twelve-ride show. Join on wire. Salary no object if you can produce. Do not misrepresent or you won't last.

Replies to  
**H. B. ROSEN, INTERSTATE SHOWS**  
Western Union or General Delivery  
Columbia, Tenn.

## WANT

General Agent with car capable of booking a twelve-ride show. Join on wire. Salary no object if you can produce. Do not misrepresent or you won't last.

Replies to  
**H. B. ROSEN, INTERSTATE SHOWS**  
Western Union or General Delivery  
Columbia, Tenn.

## Strates in D. C.

• Continued from page 68

Wayne Kingsley, superintendent of diesels.

Show lineup presented here included three shows (two girl, one snake) presented by Jack and Bonnie Norman; Clarence Samuels, colored revue; Side Show, Mickey Mansion; Motordrome, Joe Pekaquin; Mermaid, James Thompson; Illusion, James Power; Wild Life, Ruth Barron; Small Horse, Rocky Road to Dublin and Arcade, Gyp McDaniels and the Dillinger Show.

## WANT

Arcade Mechanic on all type machines. Top salary. Apply

**AL DORSO**  
c/o Cetlin & Wilson Shows  
Petersburg, Va.

## HELP WANTED

25 men wanted at once for Tilt, Merry-Go-Rounds, Ferris Wheels and Kiddie Rides. Good position and good money for qualified. Report to:

**CATTANEO AMUSEMENT ENTERPRISES**  
Bensenville, Ill. Phone: 263R

## TOM MURRAY or DON PIERSON

or anyone knowing of the above, contact

**JERRY COFFEY**  
2115 Joyce Newport, Ky.  
Phone: Axtel 9269

## Parker 40 Ft. 2-Abreast Merry-Go-Round

Has 24 Parker wooden horses in very good condition, very good canvas, 16-section platform, Allis-Chalmers gasoline motor, new music cabinet with wire recorder sound system. This ride is in very good shape, all newly painted last summer, ready to run, as is, price \$5,000. Also Cretors Pop Corn Machine, \$175.

**R. E. PORTER**  
30 Wolf Lake Rd. Muskegon, Mich.  
Ph.: Muskegon 62-2646



## ROADSHOW REP

**NEIL SCHAFFNER**, now in the process of preparing for the 1955 tour of his Schaffner Players, reports having signed the following: Crampton and LaVoe, dance stylists, for feature vaudeville; Evelyn Justice, late of the Barter Players of Virginia, leads; **Scott Edmonds**, now appearing at Palm Tree Playhouse, Sarasota, Fla., male leads; **George Allen**, juveniles, and **Jimmy Davis**, novelty musical vaude and general business parts. Schaffner said that the Brooks Stock Company, under the management of **Maude Brooks** and **Ad Aulger**, will do a complete rep of Schaffner plays this summer, including "Stump Holler Folks," "The Unmarried Widow," "The Go-Getting Grandpa," "Too Pretty to Teach School," "Hillbilly Courtship" and "His Other Wife," with "Panty Snatchers" for the farce. . . . **Grace and Crawford Eagle** were visitors at the home of **Boob and Neva Brasfield** in Lyford, Tex., early in March. For many years Boob was a comedian and partner in Bisbee's Comedians. Another visitor at the Brasfield home, in February, was **Red Foley**, the folk singer, who was playing Harlingen, Tex. Boob, the sick, worked two shows with Foley. . . . **Orville Speer** cards from Clinton, Ind., that he is taking daily ex-ray treatments for a cancer under his tongue. . . . "I well remember **Fred Raymond**, who was mentioned in the column of February 26, and his wife, **Sadie**, in "The Missouri Girl," writes **Karl Cartwright**, Norfolk. "They were Tops. **Walter Ambler** was also a good Toby comedian." . . . **Aleide Dumaine** writes that he has promoted three amateur shows in the Newport, Vt., area, using "Grandpa Pulls a Boner" as his opus. Dumaine reports that business has been nothing to brag about. He plans to move to his native Ontario before long.

**L. VERNE SLOUT**, 61, veteran tent show operator who retired from the field in 1953, died of a heart attack at his home in Vermontville, Mich., April 12. Slout toured for 29 years with his Slout Players thru the Middle West and in recent years he and his wife confined their activity to Michigan. A few years back the Slouts presented protean-type shows in schools during the winter season. In later years, he and Mrs. Slout promoted hobby and antique shows during the winter months, which they took on as a full-time venture after quitting the tent show field. Slout sold his show equipment after failing to interest his children in show business. He completed school in Vermontville, Mich., and taught school a year. Then he joined the Lillian Lyons Stock Company. Later he went to Albion College, then into lyceum and chautauqua work. In World War I he was in the Army Engineers Corps. He opened his own tent show in 1924 and in ensuing years wrote 15 comedies, several of which are still in use, by stock companies. He was known as Toby Slout to many persons because he often played Toby roles. He and the show gained national publicity when they were said to be the last show giving "Uncle Tom's Cabin," and in recent years national publications checked with him regularly to see whether he would revive "UTC." In 1936 he and **Ora Ackley**, an actress who has been with radio and other stock companies, were married. She survives him, along with his mother, Mrs. William Slout; two children by a former marriage, William, a New York TV actor, and Mrs. William Grube, Detroit, and three grandchildren. Burial Friday (15) at Vermontville.

## 7 Skateries Enrolled as RSROA Members

DETROIT, April 16.—Operators of seven roller rinks have been added to the membership roster of the Roller Skating Rink Operators' Association, it was announced this week by Robert D. Martin, secretary-treasurer, from RSROA headquarters here.

The operators and their rinks are **George F. Windham**, Windham Rollarena, Miami, Okla.; **John E. Paine**, Arena, Richmond, Va.; **Mr. and Mrs. C. M. Fontenot** and **Mr. and Mrs. Wilton A. Tatem**, Pelican Skateland, Lake Charles, La.; **Barnet Levine**, Harry Prince and **Maurice Devine**, Pine Island Park Roller Rink, Goffs Falls, N. H.; **Melvin H. Hall**, Rollercade, North Hollywood, Calif.; **Wayne V. Bachman**, Ashland (O.) Skateland, and **Mr. and Mrs. Roger W. Adams**, Skateland, Everett, Wash.

## Big Weekend

Continued from page 66

set in the infield of the miniature train ride. Patrons have to cross the tracks to approach it.

The Golf-O-Mat is far from being a cheap unit but it is the most successful attempt to date to give reality to a coin-operated driving range requiring little space. There is a cage enclosure, metal-screened in front and corded on the sides. A coin box takes a quarter for which 10 balls are automatically tee'd up for the player.

Golf balls are driven against a realistic reproduction of a fairway, and progressively stepped lights record the supposed distance of the drive. Hooks or slices are also flashed, and the balls drop out of sight and funnel back to the machine beneath the driving mat. secret of the device is a compressor unit which builds suction within the hollow rubber tee. Force and direction of the drive are registered thru the tee and onto the fairway.

### Perfect Weather

Both weekend days were perfect, weather-wise, resulting in excellent attendance. The 4,500-seat amphitheater had good attendance to see two free acts, vocalists, and a kiddie TV favorite on Saturday. The Arcade and Skillo building drew heavily on opening day.

All rides got good plays on Sunday (10), with the bright sun showing off the new Jack Ray color scheme to advantage. As usual, the park is sporting a fresh coat of graduated pastel shades on all buildings, with the whole offering a pleasing appearance to the eye.

Hughes has two new rides at the park, one of them his circular platform ride for kids, featuring realistic German ride bodies of motorcycles, bicycles, race cars, roadsters and fire engines. They are hand carved and sport bright coloring and shining chrome, plus loud button-operated horns. Also on display is his Kiddie Hot Rod ride.

### Motorglobe Returns

An old favorite, the Globe of Death, returns to the U. S. thru Hughes. Presented under canvas, it consists of two motorcyclists and a bicyclist criss-crossing and looping the loop within a steel mesh globe. Prices are 50 cents for adults and 25 for kids. Crew is German.

The Rotor this year is sporting a new front labeled with its proper name, after being called the Magnet-Drome since its installation several years back.

Among the many guests for the opener were **Richard Geist**, of Rockaways' Playland; booker **Abe Feinberg**, publicists **Bert Nevins** and **Sol Abrams**, kiddieland operators **Mack** and **Bunny Kassar**, merchandise jobber **Bill Uran** and many others, including **Jack Rosenthal** who dined with brother **Irving** on Saturday night.



LEVITTOWN (L. I.) ARENA, No. 12 and latest link in the chain of America on Wheels rinks, is slated to open Tuesday (19) with an elaborate skating show by members of the United States Amateur Roller Skating Association as a featured attraction. Like other rinks in the William Schmitz-directed chain, the new arena is considered the last word in up-to-date rinks, incorporating such features as 140 by 200-foot unobstructed maple skating floor, plush carpeting in lobbies, stage equipped with electric organ, silver glass cloth ceiling, cold cathode lighting and Formica wall.

## Girl Scouts Take Over at B'klyn Empire

BROOKLYN, April 16. — More than 1,000 Girl Scouts from Brooklyn's ocean front area skated special sessions, Tuesday (12) morning and afternoon, at Mike and Sunny Durante's Empire Roller-drome, 200 Empire Boulevard. The big rink, which featured public matinee skates every other day of the Easter week vacation, was closed to the public while the girls were there. Special activities included ceremonies, conducted by the Scout leaders, and skating exhibitions provided by the rink's amateur club.

## Capell Firm Low Bidder On Greenville Project

GREENVILLE, S. C., April 16. —Low bidder on a planned expansion of Cleveland Park Municipal Skating Rink was the Fletcher J. Capell Construction Company, it was announced by City Manager Gerald Shaw.

The bid was \$26,096 base and \$3,569 for an additional 17-foot area. The bid included \$400 for special flooring.

The city manager said no announcement on awarding of contracts would be made until later. There were several other bidders, the high being \$38,000.

## Spokane Spot

Continued from page 66

new \$32,000 building. A Tooner-ville Trolley is to be installed in time for the 1955 grand opening, May 20, when Harry James will play. Other name bands will be booked during the season.

### Contest Coming

Easter marked opening of the park for pre-season, weekend business. First band booking was Billy May's ork, with Sam Donahue skedded April 16. Vogel entertained city officials at a party April 1.

The 1955 World's Championship Roleo, log rolling championship, will be held at Nat Park June 24-26. Top log birlers from the United States and Canada will compete for \$2,500 in prizes and trophies. They will work in a concrete tank 150 feet long and 75 feet wide, ranging from 3 to 12 feet in depth. There are seating facilities for 3,000. The Roleo will be held under the lights for the first time in its 57-year history. The National Roleo Association will conduct the elimination tournament.

## Summer Sked Reported for Park Circle

BROOKLYN, April 16. — First New York City area roller-drome to heed the fair weather slack in box office is Park Circle, 11 Ocean Parkway, which goes into abbreviated summer schedule following tomorrow night's (17) session. After that, Park Circle will be open Thursday, Friday, Saturday and Sunday nights only, with matinees on Saturdays and Sundays. According to Vincent Padula, the rink will continue its policy of admitting girls and ladies at no charge on Sunday nights.

During Easter week, Park Circle hosted large parties from Lafayette, Bay Ridge and Brooklyn Tech High Schools.

**SPECIAL SALE!**

NEW "CHICAGO" SHOE SKATES, Men's and Ladies' ..\$9.50 Pr.  
250 SETS BROWNIE PRECISION WHEELS ..... 2.50 Set

250 PR. MEN'S AND LADIES' NEW SHOES WITH USED SKATES. New 785P reject wheels ..... \$6.50 Pr.

250 PR. NEW MEN'S SHOES, leather lined, broken sizes, formerly \$6.75. NOW ..... \$5.50 Pr.

2600 ECONOMY PRECISION Bearings, fit any wheel ..... .20 Ea.

150 SETS ROYAL PRECISION WHEELS ..... 2.50 Set

250 SETS HOWARD FIBRE PRECISION WHEELS ..... .50 Set

WOOL POM-POMS, all colors ..... 3.00 Dz.

BUNNY FUR POM-POMS, with bells, jumbo size ..... 4.00 Dz.

Write—Wire—Phone!

Terms: 1/3 Down, Balance C.O.D.  
Authorized Distributor for "Chicago" Roller Skate Co.

**JACK ADAMS & SON, INC.**  
723 Morris Park Ave., Bronx 62, New York  
SYcamore 2-1110-1111

**SKATING RINK TENTS**

42 x 102 IN STOCK  
52 x 122 AT ALL TIMES

**NEW SHOW TOP**  
1 Hip End, 1 Gable End.  
46'6" x 93'6". O.D.  
Flamefoil Duck. Immediate Delivery.  
12' Wall. Write for details.

**CAMPBELL TENT & AWNING CO.**  
100 Central Ave. Alton, Ill.

**CURVECREST RINK-COTE**

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself!

**WE BUY AND SELL** NEW and USED RINK ROLLER SKATES. Lowest prices. Write for quotations—1-day service.

**JOHNNY JONES, JR.**  
representative for CHICAGO ROLLER SKATE CO.  
21 CHATHAM ST., PITTSBURGH 19, PA.

**There Is BIG MONEY in a ROLLER RINK**

Properly Managed and Equipped With the **BEST RINK SKATES. ASK US.**

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## Drivin' 'Round the Drive-Ins

**SUNSET DRIVE-IN**, Munday, Tex., owned and operated by P. V. and Clyde Williams, has reopened following widening of its screen and installation of CinemaScope equipment. . . . **Mrs. Winfield Jensen**, manager of the Scenic, Brady, Tex., has announced installation of CinemaScope. . . . Some 50 persons were found trying to crash the Trail Drive-In, Houston. They were found by drive-in employees as they came out of car trunks. . . . CinemaScope has been installed at Ford Drive-In, McCamey, Tex., operated by H. Ford Taylor. . . . Construction has started at Big Springs, Tex., on a 500-car drive-in to be operated by H. R. Poor and L. G. Haynes. It will be equipped for CinemaScope. . . . A new drive-in to be called the General Custer is under construction at Monroe, Mich. . . . The drive-in now under construction by Ashmun Theaters at Saginaw, Mich., will be named the Bel-Air, with opening probably around Decoration Day. . . . West End Drive-In, Alentown, Pa., and Super Skyway Drive-In, Kunsville, Pa., are being serviced by F. D. Moore, Pittsburgh. . . . Tri-State Buying & Booking Service, Philadelphia, is handling the Route 45 Drive-In, Berlinsville, Pa., and the Strinestown (Pa.) Drive-In.

difficulties encountered in daytime light. Full color pictures come thru clearer. Its performance is equally good in the rain. . . . **Jack Armstrong**, Toledo theater operator, has announced plans for construction of a drive-in at Napoleon, O. Armstrong is associated with the Jesse James Drive-In, Toledo drive-ins. . . . Considerable publicity and excellent public relations resulted for Lee's Wadsworth Drive-In, West Denver, for its special Easter sunrise services. More than 40,000 handbills publicizing the services was handed out. Delayed radio broadcasts and filmed TV shows about the services kept the promotion going, and Life magazine sent a representative to cover the services.

Earlier reopenings than in former years are noted for drive-ins in the Philadelphia area, with mild weather conditions helping to move up the relightings. . . . **Oak Hill Drive-In**, Scranton, Pa., reopened with a new CinemaScope screen and what is reputed to be the first for a drive-in in this area, the Koll Morgan lens. A new policy has been adopted where family films will be shown, and children to 14 will be admitted free. . . . **Walter Reade** Eastern circuit, which includes 30 conventional theaters, will number eight drive-ins this season, including the new 1,000-car drive-in near Atlantic City, the Absecon Drive-In, scheduled to open Decoration Day. Additional playground equipment has been ordered for the Lawrence Drive-In near Trenton, N. J., and the animal zoo which was such a great favorite last year will again be open.

Attorney **Herman M. Levy**, general counsel for Theater Owners of America, and executive secretary, Motion Picture Theater Owners of Connecticut, has registered with the Connecticut Secretary of State's office as lobbyist for MPTO of Connecticut during current Legislature's session.

**A REVOLUTIONARY** new design in movie projection screens, which increases light intensity up to 200 per cent, has been introduced by the Bettinger Corporation, Waltham, Mass. The screen, called Reflectoscreen, is a specially treated porcelain enameled surface with tiny glass beads fused into the surface. It will withstand the most rigorous weather conditions, and because of greater reflectivity, enable earlier drive-in theater showings in daylight-saving areas. According to independent laboratory tests, Reflectoscreen gives a clearer image even under



## King-Cole Aggregation Opens; Displays Changes, Enlargement

**Riding Act Stops Show; Using Two Specs; Midway Altered; Performing Census Up**

MACON, Ga., April 16.—King Bros. & Cole Bros.' Combined Circus opened to excellent business here Saturday (9) and revealed significant differences from the show presented last year by Co-Owners Arnold Maley and Floyd King.

Highlights include the Dorchesters' riding act, the enlarged street parade, addition of a second spec, revamping of the midway, and general enlargement, as well as first use of the new title.

The parade has been built into a more attractive lure to customers, with a line of march that includes 70 horses, more than 100 persons, six new wagon-style circus floats and 17 elephants, plus the steam calliope.

### More Performers

The number of performers has been practically doubled over that of last year, with foreign acts, most of them new to this country, comprising about 75 per cent of the program.

The whole appearance of the midway has been changed with the use of the Cole Bros.' wagon fronts for the Side Show and a new lighting system, with all canvas banners eliminated. The show drew

plaudits for the appearance on the lot and the efficient transportation on 72 show-owned units. There are eight other units on the advance.

On opening day the performances ran about 2 hours and 10 minutes. This will be tightened to a compact 2 hours. No concert was given locally but the Wild West Show and wrestler features were to be added at the first road stand, Augusta.

### 2 Houses in 3

The usual opening day schedule of three performances was given. While it was a highly profitable

day for the show, the cash receipts were about 15 per cent less than last year. The kids' matinee at 11:30 a.m. drew a half house. Regular 2:15 p.m. matinee drew three-quarters, which was about the same as the night show. The three performances combined would have given the show two fully packed straw houses.

Show's menagerie, an 80 with three 40-foot middles, is crowded with cage and lead animals. The 110 horses carried with the show are in the combined pad room and dressing room top, a 60 with two 30's, which is not open to the pub-

(Continued on page 75)

## BEATTY BUSINESS NEARS '48 RECORD

**12 Days in Los Angeles Brings String Of Turnaways, Capacity Houses, Straw**

LOS ANGELES, April 16.—A near-record run was chalked up by the Clyde Beatty Circus which ended this year's run of 12 days here Sunday night (10).

During the closing four days of the run the show piled up four turnaway matinees to be added to three turnaways, an extra performance and five full houses during the first eight days. No matinee was given on opening day, Thursday (30).

Night crowds for the last four days held strong, with Thursday, Friday and Saturday evenings (7-8-9) getting 85 to 90 per cent houses. The closer on Sunday night dropped to 40 per cent.

The show moved from here to Long Beach for two days, Monday and Tuesday (11-12). Monday afternoon was slim because of high winds and the evening house was a strong two-thirds. Business picked up the second day with a strong two-thirds matinee and a near capacity that night.

Wednesday (13) in Torrance, both the afternoon and evening shows were well over three-quarters.

### Short of 1948

The Los Angeles run was said by some to have exceeded all past years, including 1948. However, this did not prove out. That year four shows, three of them turnaways, were given on a Saturday. This was followed the next day by three more performances, all turnaways. And three shows were necessary on Tuesday, the matinee a turnaway.

This year's run gave the show seven turnaways, an extra performance, and eight full houses out of a scheduled 23 performances.

For the run just closed 700 were turned away on the second Thursday, and 200 on Friday. The closing day's matinee was slow getting under way but four reserve sections were given away to take care of the general admission.

A parade was given by the Beatty organization in Hawthorne, where the circus played Friday (15).

## WARD-BELL TAKES 3 ALASKA STANDS

**New Outfit Contracts Shrine Auspices; Tent for Anchorage, Fairbanks, Valdez**

GAINESVILLE, Tex., April 16.—The Ward-Bell Circus will play engagements in Anchorage, Valdez and Fairbanks, Alaska, this summer, it was announced by Gus Bell, managing director, thru the show's general office here.

This booking comes after the Bailey Bros. & Cristiani Circus pioneered by playing Anchorage and Fairbanks last summer, the first time a circus ever made Alaska. Ward-Bell will be making similar history by becoming the first show to play Alaska and Hawaii in the same season, and also by becoming the first show to make Alaskan stands under canvas.

### June, July Dates

Whether Ward-Bell or Bailey-Cristiani would make the Alaskan Shrine dates this season has been the subject of speculation in circus trade circles for some weeks.

The Anchorage Shrine Club will sponsor the stands in Anchorage June 27-July 4, and Valdez July 6-7. The Farthest North Shrine Club will sponsor Fairbanks July 9-14. The show will exhibit at Peace River, Alta., on the return trip from Alaska on July 28-29.

### Canada This Month

Ward-Bell Circus will play eight indoor dates in Western Canada during April at member buildings of the Western Canada Arenas Association.

Also revealed were several stands on the Ward-Bell route. Included are: Memorial Arena, Victoria, B. C., April 19-21; Civic Arena, Nanaimo; Memorial Arena, Kamloops; Memorial Arena, Penticton; Comico Arena, Trail, and Civic Arena, Nelson, B. C., ending April 30.

### Set Ia., Ill., Mo.

Ward-Bell will play the fair at Davenport, Ia., in August and then dates at Macomb, Ill., and Peoria,

## KITZMAN HANGS CALLING CARDS

ALHAMBRA, Calif., April 16.—When Harry Chipman, who claims he has quit the show game in favor of newspapering, came home Sunday (3) he found the front windows of his house were plastered with paper for the Clyde Beatty Circus date in Monrovia (18).

His not-unlikely explanation: Francis Kitzman's billing crew passed by and recognized the address. Chipman, who was Beatty press agent last season, says he'll go along with the gag and leave the lithos up until show day.

## Bailey-Cristiani Books Stands In Northwest

GAINESVILLE, Tex., April 16.—General Agent Bob Stevens, of the Bailey Bros. & Cristiani Circus, has announced a string of stands contracted by the show for this summer. He did not state the dates of individual stands. The towns, all with Shrine auspices, include:

Riverton, Rock Springs, Sheridan, Laramie, Casper and Cheyenne, Wyo.; Baker and Pendleton, Ore.; Carlsbad, N. M.; Kalispell, Helena, Missoula, Great Falls, Livingston, Lewistown, Miles City, Glendive, Sidney and Billings, Mont. These were played last year by the Gil Gray Circus.

Tampa (Fla.) Tribune of April 3 carried a feature about the musical bottles played by Edmondo Zucchini.

## 25 Plus Evans To Make Tour With R-B Band

NEW YORK, April 16.—The Ringling circus band will tour with 25 men again this year under the direction of Merle Evans. In Madison Square Garden for the New York run the band comprises 28 musicians, three of which will not make the road tour.

Considerable use of current and stand-by popular favorites are in the score this year, especially during the specs. Some of the current songs are "Mr. Sandman," "Sincerely," "Tweedle Dec."

There are several new bandmen, namely clarinet, George Oliva; cornets, Stanley Muenkel and Bubba Voss; trombone, Walter Bourne, and drummer Glen Crowl. Willie Kaimi is playing a steel guitar during one of the specs which has a Hawaiian setting.

Also in the band are piccolo and flute, Max Ring; clarinet, Everett Gairn, Harry Berke, Frank Sullivan, and Charles Kuradson; cornet, Frank Sering, Otis Jones, Don McLean, Ramon Escoria, and Joe Thorne; horns, Ernie Stango and Frank Siminer; baritone, John Horak and Gene Morse; trombone, Lew Bader, Ray Cassell, Charles Wauford and Andy Grainger; bass, Johnny Ewans and John Bartlett; drums, Ray Floyd, and organ, William Danielson.

Remaining behind when the show leaves New York will be Kuradson, Thorne and Bourne.

## Free Preview Value Mulled

MACON, Ga., April 16.—What about a free dress rehearsal preview for the circus? Co-Owners Floyd King and Arnold Maley, of the King Bros.-Cole Bros.' Combined Circus, thought the idea would be good. So they sent out 400 invitations, more than 100 to out-of-town points as a courtesy. Invitations were for the bearer and party.

When time came for the dress rehearsal Friday night (8), the big tent was swamped, nearly 2,500 Maconites showing up for the free show. Last year the private dress rehearsal had drawn less than 100.

On Saturday, show day, business was off about 15 per cent for the regular performance, and Owners King and Maley are wondering whether it was a good idea after all.

## Antalek Sets Syracuse Show

SYRACUSE, April 16.—Producer Joe Antalek, of the Five Antaleks, perch act, this week announced the line-up of acts and staffers for the Syracuse Shrine Circus, Monday (18) thru Sunday (24). Included are:

Hawthorn's Olympic Bears (14); the Valeries, double traps; Bozo Harrell & Company, comedy; Howard Suesz' Liberty Horses; Bud Carrell and Rose, Wild West; Zavatta's Dogs; Lona and Her Pets; Marcelli and Janis, wire; Montes De Oca, leaps; Five Antaleks, perch; Gretona Family, high wire; Flying Deislars; Shirley and Gloria, polly-bolly; Irma and Rio, unsupported ladder; Donwallys, balancing; Elly Ardely, trapeze; Baudy's Greyhounds and Monkeys; Tokayer Troupe, teeterboard; James M. Cole Elephants, and Sky Kings, double sway pole.

Clowns are Ted Tosky, Bozo Harrell, Mrs. Harrell, Prince Leo Francis, Grover O'Day and Mickey. Show will include a grand entry, and a street parade will be given with Shrine and circus units on opening day.

Staff includes Antalek, producer; Bud Carrell, equestrian director; Al Vernon, band, and O. W. Wilbur, props.

## NEW ROGERS SHOW BOWS IN ARKANSAS

**Little Rock Shrine Sponsors Debut; Kuhn, Newman, Powell, Hodgins Join**

LITTLE ROCK, April 16.—The new Rogers Bros.' Circus made its premier appearance here Monday (12) with an indoor layout at Barton Coliseum. The date was Shrine sponsored and formerly was played by Polack Bros.

Rogers, owned by Si Rubens, is scheduled to play the fair season this fall as a grandstand circus. Its performance includes some personnel which has been with the Hagen Bros.' Circus until this point in the season. Dress rehearsals were Easter Sunday and new aluminum poles were put into use.

Spec, web and double ladder production numbers were directed by Billy Sheets, who is equestrian

director. Dale Madden and Tex Maynard furnish the music. Dale Madden Jr., is in charge of the prop crew.

Performance includes Eddie Kuhn's wild animals, Wayne Newman's posing horse and bareback riding; the Davenport Elephants, worked by Rex Williams and Betty; Barth and Maier, perch; Tom and Betty Waters, perch; the Hodges-Hodgini Trio, trampoline; Gee-Gee Engresser Powell, who made TV and the papers here with stories about the elephant which formerly belonged to her family and now is in the zoo here; Cook & Ennis, Funny Ford, and Eddie Frisco, comedy car.

## R-B Into Vermont, Canada and Coast

NEW YORK, April 16.—The Ringling circus will hit Canada and the Pacific Coast again this season after a one-year layoff from those areas, and will make its initial jump into the State of Vermont, it has been learned.

Vermont, altho played for some 15 days by the old Barnum show up to 1918, has been by-passed for more than 35 years by the Big One. This year the show will play Montpelier and Burlington, from where it will jump off to Canada.

The Canada tour will be a short one, lasting little more than a week. There will be four days in Montreal, June 23-26, under auspices of the Air Cadets and with support of strong business groups in the area. Four other Canadian dates will be played as the show moves down to Detroit.

### Many Repeat Dates

After its customary early tour thru Boston, Baltimore, Washington and Philadelphia, the show will swing up toward New Eng-

land. There will be Pennsylvania dates, New Jersey stands including East Paterson and Newark, and about a week in Connecticut. By and large the route will consist of towns played before, with few very small ones. The Michigan spots will be followed by a trek thru Northern Ohio and Indiana, and into Chicago toward the end of July as in past years.

The circus last played Canada two years ago for 16 days including a kick-off jump of 302 miles from Lewiston, Me., to Quebec City. This time the entry move will be a mere 70-odd miles from Burlington up to Montreal, but there will be a major move required before the last of the Canadian dates is played.

In 1953 the Big Show moved westward from Chicago and entered the Coastal States in early September at Spokane, then followed the coastline down to Los Angeles and back home thru the Southeastern States.



# UNDER THE MARQUEE

Nat Green visited Harry Atwell at Sarasota, Fla., last week. . . . Jorgen Christiansen and his animals made a picture and story for The Clarksburg, W. Va., Telegram while Polack Eastern was there. Press Man Bill Naylor was on hand. En route to Madison, Wis., Christiansen was planning visits with the Gretonas and with Edna Dee Curtis. He met the Walter Jenners in a cafe in New York recently.

Happy Kellems, veteran clown, in Cincinnati last week for the Shrine circus at Cincinnati Gardens, was a visitor at the home office of The Billboard last Friday (15), accompanied by Garner Newton, minstrel old-timer, who gave

Happy his start in minstrelsy with the John W. Vogel show many years ago. Coincidentally, on the Cincy date, Kellems worked with Chester (Bobo) Barnett, who headed up the clown contingent and who put Happy in the clowning game a number of years back. Kellems has several indoor dates still to play, after which he and Newton plan to team up to produce minstrel shows under auspices.

Paul Kaye's word from Polack Eastern is that the show encountered its first bad driving weather of the season on the jump from Albany to Erie, N. Y. . . . Gene Randow has added a conga line to the clown band finish and Al Ackerman is now doing a kilt bit. . . . Dick Slayton is experimenting with the new sound system. . . . The Rhodins have added more lighting effects. . . . New rolling equipment includes the Frielanis' truck and the Helmuth Gunthers' house trailer. . . . Al Perry is back at work after hospitalization. . . . Visitors included Harry and Grace Shoyer, Henry and Claire Barrett, and Mrs. Grace Hannaford.

CFA Paul Bowers, Martinsburg, W. Va., caught Ringling in New York and visited with Count Nicholas, Emmett Kelly and Otto Griebing. He'll make the Mills Bros. opening and banquet in Jefferson, O. . . . Harry Quillen, fan and photog, is busy in the darkroom with pictures of the Beatty and Rudy shows as well as the National Orange Show. . . . Circus rooms of Harry Chipman and Lyman Sheldon, both in the Los Angeles area, are attracting attention of fans-thereabouts.

Fans at New Philadelphia, O., recently had a meeting in which Fred J. Pfening, president of the new Mack circus; Clown Lee Virtue; Dick Johnson, magic; the R. N. Rays, dogs and juggling; the Marion Wallichs, whips and knives; and Bob Senhouser, O. C. Wallace, and Gerald Harshman, clowns, participated. New officers are J. Robert Senhouser, president; Harshman, vice-president; Norman Senhouser, secretary-treasurer. J. Robert Senhouser also is State chairman of CFA and announces the State outfit will convene at Jefferson, O., for the Mills opening. Floyd McClintock is vice-chairman for the State and John Wyatt is in charge of convention arrangements.

Bob Dover, assistant to Pat Valdo on the Ringling Show, had an emergency appendicitis operation last week in New York. Bob was taken to the hospital with a suspected virus infection, but examination there showed the trouble to be his appendix.

The New Yorker magazine of April 16 has the first of a two-part story on Merle Evans, musical director of Ringling Bros. and Barnum & Bailey Circus. Concluding stanza will be in next week's issue.

The Freddie Valentine flying act will make a repeat performance on the "Big Top" TV show April 23 after completing an engagement at the Buffalo Shrine indoor circus. The act is also skedded to do a repeat at the Hartford, Conn., Shrine indoor circus after the TV date. . . . The Aerial Alcidos, Sid, Kay and Beverly, arrived in Indianapolis April 8 for an eight-week stint for the Civil Defense Expo. At conclusion of this date the group will play Midwest parks and fairs.

The Concord (N. H.) Monitor recently carried a three-column cut and story about L. D. (Doc) Hall, contracting agent of the Ringling-Barnum show; Ralph Keniston and Paul Sullivan making arrangements for the Big Show's June 20 use of city-owned airport land.

When the E. R. Gray Television Circus showed Nashville, Ill., recently, Naomi McDowell was on hand to play the calliope on the street. The show went over big, drawing good crowds. . . . After playing the Orrin Davenport show

# MILLS ORDERS NEW TOP; READIES FOR OPENING

JEFFERSON, O., April 16.—Mills Bros. Circus this week ordered a new big top, which will be 130 with three 40's, as a final preparation for the show's 16th season. The show was scheduled to start its tour Saturday (16), with its annual banquet as an extra attraction for show people, fans and officials.

The tent, which will be delivered later, will be built by the O. Henry Tent & Awning Company, Chicago. Bernie Mendelson, of the tent company, conferred with Jack Mills, general manager, this week. Meanwhile, the present canvas was put up Monday (11) for final rehearsals. Foreign and U. S. acts arrived as scheduled, and the dress rehearsal was set for Friday night.

# King-Cole Aggregation Opens

Continued from page 74

lic. Big top is a 130 with three 50-foot middles. The Side Show is a 60 with three 30's. There are two smaller tents on the midway, the midget elephant owned by R. E. McAfee and the Floyd King Wild Life Show.

## "Parisian" Spec

The foreign flavor is easily recognized from the first spec, titled "Parisian Frolics," featuring a can-can by the 12 English Rockettes, staged by Geoffrey Taylor of London. There is a total of 24 English performers imported for the show, as well as other foreign acts.

For the first time the show has a second spec, midway in the performance. This is titled "Toy Town Parade" and also is directed by Taylor.

The Dorchesters, English riding act (5), stopped the show at opening performances and had to respond to encores. Originally set in Ring 3, they were moved by Manager Maley to the center ring the next day. Other big applause winners included the Sons of Morocco (7), whirlwind tumbling; the Flying Hartzells; the Dubsky troupe (6 persons), acrobatic, Risley and perch act; the Kareffs, balancing on trapeze, and the dressage numbers featuring Toni and Inga Smaha and Calvin and Gail Miller. Most of the time all three rings are used.

After the first spec, the program at the opening was as follows:

Display 2—Escalantes on horizontal bars. 3—Principal riding acts, Dorchester, Claudine Conley and Virginia Conley. 4—De Lisle Chappell, aerial trapeze and upside-down walking; Kareff Troupe, and Anita Conley. 5—Comedy acrobats, Sons of Morocco, Dubsky Trio and Tunisians. 9—Clown fire house. 10—Trapeze and aerial numbers by Ulla Valencianos, Sylvia Gregory and Betty Yarbrough, with aerial ballet (18) on swinging ladders. 11—Riding Conleys (9) and Riding Dorchesters. 12—Concert announcement. 13—Sons of Morocco, tumbling act. 15—Wire acts by Phil Escalante, Jose Torres Alforo and Pierce Sisters. 16—Clown boxing act. 17—Dressage with Calvin Miller, Toni and Inga Smaha and Gail Miller. 18—Clown walkaround. 19—Escala-

in Rochester, N. Y., Jeff Murphree, clown, visited his home in Troy, Ala., before rejoining the show in Hibbing, Minn. En route north he visited the Packs office in St. Louis and with Bill Bentledge there. After completing his Davenport dates, Murphree is to play Packs and Braly fair dates. He is booked into December.

Col. Don Ray and Honey are touring South Africa with the W. H. Wilkes Circus. Ray is in the role of Buffalo Bill on the show and Honey is the show's press agent. They will return to the U. S. and Canada early in 1956.

Ed Hiler is with Ring Bros., working for Bennie Fowler, the general agent. . . . Ward Hall and Harry Leonard, now with the Byron Gosh indoor circus, plan to operate their Side Show as usual this summer. . . . Ira Millette and family caught the Beatty show in Los Angeles, with Ira and George Hannaford recalling the Barnum & Bailey show of 1916. Clowns Abe Goldstein and Charles Hilderra were dinner guests at the Millette home. Millette joins the Ringling show as an advance agent again this season and left for New York this week.

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## MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

A sun umbrella for individual use that clamps onto any chair, chaise lounge or glider has been introduced by R. A. Humphrys & Sons, Inc., Philadelphia. Marketed under the trade name Solo-Shadow, the umbrella is priced to retail at \$6.95. The item features a unique tilting device that enables it to be leaned in any direction at the touch of a finger. Opening to a four-foot spread, the umbrella casts ample shade for one or two persons and also has a snap-bak safety construction which prevents damage from high winds. Made of vat-dyed Sailforth fabric, the umbrella may be had in white with red, green, yellow or blue. Standard model is packed 12 to a carton in assorted colors.

Holub Industries, Inc., Sycamore, Ill., announces a Do-It-All screw fastening kit which contain 100 No. 12 one-inch HI plastic screw anchors, 100 zinc-plated sheet metal-type screws, and one-quarter-inch spiral fluted masonry drill with carbide tip, all packed in a handy, transparent plastic box. It is claimed that the plastic screw anchors hold indefinitely in any material you can drill. A one-quarter-inch hole is required, then you simply push the anchor into the hole and turn in the screw. Made for both outdoor and indoor use, the anchors are fabricated of ethyl cellulose and are unaffected by moisture, corrosion heat or cold. To introduce this kit, it is being offered at \$3.95 for what the firm claims is a \$6.55 value.

The Cerco family register is a personal organizer in book and record form. It's packed with helpful information and permits systematic organization of important papers and records. It also provides a per-

sonal data record in duplicate (one can be extracted for file purposes). It retails for \$3 postpaid. Cerco Products, Salem, Conn., offers the item.

Byron Stevens, of Stevens Enterprises, Los Angeles, proclaims the musical animated chimps the fastest selling toy since the teddy bear. He claims that the lively dancing and rhythmic beating of cymbals attracts and holds a crowd as a carnival or pitch item. Also praised for the money-making potential are the animated drummer bear and five-movement clown. Stevens also handles animal post cards which give out a cat cry when squeezed.

Marplex Products, Inc., Rhineland, Wis., is introducing its miniature wild-life creations. In one group is a flintlock dueling pistol at \$13.50 per dozen, miniature buck paper weight at \$6.30 per dozen, a large doe and fawn ash tray at \$14.40 per dozen and a beagle hound, 9½ inches long, at \$24.75 per dozen. The firm claims they are so true-to-life creations and urges that readers write for a complete catalog.

Sibco, Newark, N. J., claims that 15 minutes use of its new cushion vibrator at home is equal to the exercise you get from a five-mile walk. It reports that men and women are reporting loss of about 1½ inches from their waistline in about two weeks after using the vibrator 15 minutes a day. The product is made of vinyl plastic and comes with handy easy-to-plug-in electric cord. The vibrating mechanism is scientifically engineered for years of hard use. Retail for \$24.95 postpaid. C.O.D. orders require \$2 deposit. Write for dealers discounts.

## PIPES FOR PITCHMEN

by BILL BAKER

CARL EVANS . . . carding from Jasper, Tex., says that he intends changing his line. It seems that the business of purveying soap is just a little on the slow side in that district.

DOC (Corn Plaster) STARK . . . infos that Joe Conti and Larry Freedman are still pushing glass cutters and sharpeners to good returns in a Newark, N. J., Woolworth store.

DAVE (Whitstone) COLLINS . . . is temporarily in Ward 4, Veterans' Hospital, East Orange, N. J. He would like to hear from some of the boys in the business.

"FIRST PIPE . . . since 1927," pens Tiny King from Cleveland. "Yes this is the first report from me in all that time even tho I read Pipes every week. I have been laid up for 20 weeks. It's been a pretty tough and lonely stretch but now I'm beginning to get itchy feet. Have had two operations in 20 months and 14 different casts on a bum ankle. I expect to get with it again in September but, in the meantime, I would like to hear from all the old-timers as well as the J.C.L.'s in the business. I have worked both high and low. Things have been kinda tight for me but I'm still making it on my own. Am still in bed now. I sure would like to hear from Morris Kantroff, Hicks the advertiser, Red Wood, the Ragan sisters or just anyone who would drop me a line. You know that this gets to be a pretty lonesome burg when you don't have some mail to read. My wife sends regards to all. The address is 1581 22d Street, Cleveland 14, O." (Editor's note: While one pipe in 28 years hardly classifies our friend Tiny as a regular contributor to the column, we are nevertheless powerful glad to hear from him and we hope that he doesn't wait

another 28 years before taking his pen in hand again.)

"IN ST. PETERSBURG . . . Fla., there's a drugstore that started out as a tiny country-style store back in the '20s," writes Mrs. Bob Noell, of Noell's Monkey Ranch, Tarpon Springs, Fla., in reply to our recent request for more info on Webb's City. "From this small beginning," says Mrs. Noell, "Doc Webb created what is now world renowned as the world's most unusual drugstore. It is a city within a city. The store is now a three or four-story block square department store. Nearby is the Webb's City Nursery, where I've been buying punk trees and palm trees for the zoo, and just behind that big main building is a huge gasoline station. Scattered for five or six square blocks around him are his huge parking lots. He even has a private police force. Escalators take you up from the ground level. Here you can buy anything from a \$300 camera or projector to a 10-cent box of aspirin. The many lines include appliances, gifts, ready to wear, furniture, etc. Also included are a huge supermarket, cafeteria and prescription department. Doc Webb is something of a showman. He has a talking mermaid show on the top floor. This is a gorgeous bit of scenery with wax mermaids scattered about. To one side, mike in hand, is a young lady who kids the boys. If you leave a note, with description and name of the victim, she'll call him by name. Webb has a small booth on his main parking lot especially for pitchmen. I don't know what string you pull to get the use of it, but there's a pitchman there every winter. Another place where we see old-timers on occasion is at the Largo Auction House. It is halfway between Largo, Fla., and Clearwater. Swell folks run the place. A Mr. Winn is the boss."



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# COMING EVENTS

• Continued from page 64

**Pawhuska**—Ben Johnson Memorial Steer Roping, June 26.  
Pawhuska—Osage Co. Cattlemen's Assn. Convention & Ranch Tour, June 24-25.  
Tarentum—Boat and Sports Show, May 9-14. James W. Grinder, 139 E. 7th Ave.

**Pennsylvania**  
Pittsburgh—Sports Show, June 24-July 1. Don Stone, Pitt Post Gazette.  
Southwest Greensburg—Westmoreland Co. Firemen's Convention, June 6-11. H. W. Churns, 524 Alexander, Greensburg.

**South Dakota**  
Aberdeen—Knights of Columbus Carnival, June 8-12.  
Bison—Gala Day, June 23.  
Bridgewater—Diamond Jubilee, June 7-8.  
Brookings—Livestock Field Day, May 4.  
Brookings—Shorthorn Show & Sale, May 23-24.  
Chamberlain—75th Anniversary Jubilee & Water Carnival, June 3-5.  
Deer Rapids—Diamond Jubilee, June 9-11.  
De Smet—Old Settlers' Day, June 10.  
Lennox—Celebration, June 7-9.  
Pierre—Auto Dealers' Show, April 22-23.  
Pierre—Historical Pageant, Rodeo and Carnival, June 16-19.  
Plankinton—Tulip Festival, May 24-26.  
Redfield—75th Anniversary Celebration, June 14-15.  
Sioux Falls—Sportsmen's Show, April 24.  
Sioux Falls—Antique Show, May 1-3.  
Sioux Falls—Shrine Ceremonial, May 19.  
Spencer—Diamond Jubilee, June 27-28.  
Vermillion—Horse Show, May 30.

**Tennessee**  
Dayton—E. Tenn. Strawberry Festival, May 9-14.  
Humboldt—Strawberry Festival, May 2-7.  
Livingston—Strawberry Festival, May 16-21.  
Memphis—Memphis Cotton Carnival, May 10-14.  
Memphis—Memphis Cotton Carnival, May 10-14.

**Texas**  
Corpus Christi—Buccaneer Days, May 12-15. Buster C. Sheley.  
Dallas—Southwest Sports & Vacation Show, April 15-24. Martin P. Kelly, Prom. Dept., Dallas Morning News.  
Dallas—National Home Show, April 30-May 2. Grover Godfrey, 102 Walnut Hill Village, Dallas.  
Dayton—FFA Livestock Show & Rodeo, May 5-7. A. W. Rigby.  
Fort Hood—Fort Hood Carnival, April 30-May 4. J. A. McDonald, c/o Special Services Office.  
Fort Worth—Star-Telegram Home Show April 17-24.  
Galveston—Home & Do-It-Yourself Show, May 4-6. Patrick J. O'Toole, Casa de Palmas Hotel, McAllen.  
Gladewater—Gladewater Dairy Day, May 5. Herman Williams.  
San Antonio—Fiesta San Jacinto, April 17-23.  
Sherman—Spring Livestock and Dairy Show, May 3-4. J. C. Maples.  
Stockdale—Stockdale Watermelon Jubilee, June 24-26. Joe Meyers.  
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.  
North Salt Lake City—Intermountain Jr Fat Stock Show, June 2-3. Merrill Parkin.  
Perron—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—Utah Basin Jr. Livestock Show, May 27-28. Marvin Smith.

**Virginia**  
Richmond—Rose Show, May 10-15.  
Winchester—Shenandoah Apple Blossom Festival, April 28-29. J. Pinckney Arthur.

**Washington**  
Enumclaw—Enumclaw Jr. Dairy Show, May 21. Martin J. Teeter.

**Spokane**—Sports Show, April 19-24.  
Spokane—Spokane Jr. Livestock Show, May 3-6. P. R. Gladhart.  
Spokane—Inland Empire Home Show, May 21-29.  
Toppenish—Central Wash. Jr. Livestock Show, April 26-28. Willa M. Rowland.

**West Virginia**  
Moundsville—Firemen's Spring Festival, April 25-30. Frank Sweeney, Glendale.

**Wisconsin**  
Madison—Wisconsin Sport, Travel & Vacation Show, April 26-May 1.  
Milwaukee—Horse Show, June 3-5.  
Tacoma—Tacoma Home Show, March 27. Edgar V. Smith, 1103 1/2 Division Ave.

**Wyoming**  
Casper—Rocky Mountain Oil Show, June 23-26. Darrell Booth.  
Lander—Pioneer Days, June 28-July 4.

**CANADA**

**Alberta**  
Calgary—Sportsmen's Show, May 21-28. Roy Lisogar, 7 McDougal Court, Edmonton, Alta.  
Edmonton—Sportsmen's Show, May 7-14. Roy Lisogar, 7 McDougal Court.

**British Columbia**  
Vancouver—Sportsmen's Show, June 3-11. Roy Lisogar, 7 McDougal Court, Edmonton, Alta.  
Victoria—Sportsmen's Show, June 14-18. Roy Lisogar, 7 McDougal Court, Edmonton, Alta.

**Ontario**  
London—Miss Canada Pageant, June 26-July 2.  
London—Centennial, June 30-July 9. Tom Ringler, City Hall.  
Ottawa—Ottawa Tulip Festival, May 15-19.  
Toronto—International Trade Fair, May 30-June 10.  
Toronto—Intl. Air Show, June 4-5.

**Quebec**  
Montreal—Eastern Canada Better Home Builders' Show, April 18-23.

**Saskatchewan**  
Saskatoon—Fat Stock Show & Sale, May 27-28.

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**DOG BONE 10-WAY WRENCH**



This is really a complete set of 10 box and socket wrenches combined into one tool. Easy to use, handy, saves looking for the right size, you've got it in the palm of your hand. Do-it-yourself workers, offices, stores, garages, homes, even the most experienced mechanics buy this Dog Bone Wrench when they see it. No other single tool can do all the jobs, square or hexagon, that Dog Bone accomplishes. Made of tempered tool alloy steel with I-beam-shaped re-enforcing handle that is rustproof and will give years of service. Be the first in your community to cash in on this HOTTESr SELLING ITEM

Sample 59¢ \$2.75 doz. \$30.00 gross

**HOTTESr SELLING ITEM**

Sample 59¢ \$2.75 doz. \$30.00 gross

**THREE PEN POUCH SET WITH COMB & COUNTER DISPLAY—\$64.80 Gross**

**ALCAMATIC Large Jumbo Size Round Cooker-Fryer**

IT ROASTS! IT STEAMS! IT BLANCHES! IT STEWS! IT BAKES! IT FRIES! IT COOKS! IT SERVES!



Snug fit, heat resistant, general utility Glass Cover. Serves as a cover when used for cooking, stewing or casserole — keeps shortening clean during temporary storage. Good Housekeeping Seal of Approval.

**PRICE \$39.95**

FULLY GUARANTEED FOR 1 YEAR

In gleaming bright chrome exterior. Individually boxed. Shipping weight approximately 7 lbs., 1200 watts—AC only. With General Electric Cord Set. Sample Price: \$8.50 each. Lots of 12—\$7.75 each. 50 or more—\$7.65 each.

Prices F.O.B. Syracuse, N. Y. 25% deposit, bal. C.O.D.

**DEE'S WHOLESALE CO.**

625 S. STATE STREET Free Catalog—Write. SYRACUSE, N. Y.

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!





**THE ORIGINAL "HIT" MINIATURE CANDID CAMERA**

FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES

Sensational camera tells like wild! Precision made lens and shutter. Comes complete with genuine pigskin carrying case and carrying strap. Eye-level view finder, polished nickel plated parts.

**FREE wholesale CATALOG**

Write for our big new 1955 catalog illustrated in dazzling color. Jewelry, leather goods, housewares, toys, novelties, watches and hundreds of other items.

Gold Finish Model "Hit" Camera \$15.50 Per Doz. Sample \$2.00

**\$13.50 PER DOZ**

PER DOZ. SAMPLE \$1.75

Film for "Hit" Camera. Package of 6 rolls. 60¢

**GEM Sales Co. 533 Woodward Detroit 26, Mich.**

**Eye-Catching... FOR A PROFIT**

**Indian Design Hand-Beaded, Top-Grain Leather Belts!**

● Hand-Laced! ● Direct From Manufacturer!

No. 5341: 1/2", 7-bead wide, not laced, sizes 20 thru 32... \$5.50 doz.

No. 5342: 3/4", 7-bead wide, sizes 20 thru 42... \$9.00 doz.

Terms: 25% cash, balance C.O.D.—F.O.B. Denver, Colo. JOBBERS' INQUIRIES INVITED!

ONE DOZEN SAMPLES PREPAID: No. 5341, \$6.50 doz., and No. 5342, \$10 doz.

**MEIER & FRANK MERCHANDISE COMPANY 2156 ARAPAHOE STREET DENVER 5, COLORADO**

**SPECIAL \$57 DOZ.**

**CALENDAR CHRONOGRAPH BRAND NEW**

Fast Selling Promotion Watches

Also Round Gold-Plated Geo. Wash. model watch Jeweled Anti-Magnetic. A real Flash! Special \$45 doz. Price incl. matching Expansion Band.

Date Changes Daily Automatically In The Window

Also brand new thin Geo. Wash. Model, 1 and 17 Jewel watches. Close out. Ass'd. costume jewelry with box and price tag. Sample \$1.00 extra.

**B. & B. Jewelry Sales Wholesale Only 7163 VANDEMAN WA 0318. HOUSTON, TEX.**

**FOR LOWEST PRICES!**

**6 PC. WATCH SET**

Swiss Jeweled Watch Gold Plated with sweep second hand and expansion band... Smart cuff links... Matching the clasp... Money Clip and Collar Pin. Gorgeous plush box. 1 year Factory Guarantee.

Smartly Styled. Handsomely Boxed.

**\$5.25 SET**

In Lots of 4 SAMPLE \$6.00

SEND FOR FREE CATALOG OF NAME BRAND MERCHANDISE AND CONFIDENTIAL PRICE LIST... 20% with order, balance C.O.D.

**H. STONE, INC., 74 Hanover St., Boston 13, Mass.**

**NEW LOW PRICES POLISHED ALUMINUM IDENT**

NO. C-34—CHILD'S ASST. Gross—\$3.00.

NO. C-31—ADULT—SPECIAL. Gross—\$3.60.

NO. C-32—LADIES' DOUBLE HEART. Gross—\$7.20.

NO. C-33—MEN'S IDENT. Gross—\$7.20.

Send for FREE C55 CATALOG 25% Deposit With Order—Balance C.O.D.

**OPTICAN BROTHERS 300 W. Ninth St., Kansas City, Mo.**

**Beautiful Genuine Dupont Plastic NEW False Plate**

MADE FROM YOUR OLD, LOOSE PLATE One Day Service

No Impression Needed AT LAST—a new, revolutionary False Plate Duplication System that saves you money! Actually transforms your old, loose, uncomfortable, cracked or chipped plate into a new, comfortable fitting, lustrous natural-pink, lightweight Dupont Plastic Plate, using same teeth or with new, natural-shaped, matched teeth. Once again—you may know false plate wearing happiness. Broken, cracked plates repaired; missing, broken teeth replaced.

Write today for FREE details and simple instructions to follow. If plate is loose, to MAKE IT COMFORTABLY TIGHT—for our duplication without cost to you. Highest prices paid for Dental Gold.

**ALL-STATE DENTAL LABORATORIES 22 W. Madison St., Dept. 589, Chicago 2, Ill.**

**WANT SOMETHING NEW and different?**

Beagle Hound, very popular wherever shown original in design and so true to life in appearance it looks like an actual mounted specimen... just one of over one hundred items of lifelike wildlife novelties. Write today for complete details and quantity prices on the Beagle Hound that is 9 1/2" long, 3" wide, and 7" high. Complete catalog FREE.

**MARPLEX PRODUCTS, INC. Rhinelander, Wisconsin**

**"GAS SHAVERS"**

Greatest gag gimmick yet! \$1.00 Retailers—Dealer's Cost \$6.75 Doz. Send \$1.00 for sample postpaid. Jobbers, distributors, write, wire or phone for quantity prices.

**G. & S. MFG. CO., Dept. "B" Nashville, Tennessee**

**CLASSIFIED SECTION**

**A Market Place for Buyers and Sellers**

**ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

**RATE: 15c a word—Minimum \$3**

**CASH WITH ORDER**

**FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE**

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

**DISPLAY-CLASSIFIED ADS**

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

**RATE: \$1 per agate line—\$14 per inch**

**CASH WITH ORDER** (unless credit has been established)

**IMPORTANT INFORMATION**

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

**ACTS, SONGS & PARODIES**

**A COMEDY BUY**

7 complete gag folios. Adlibz \$2. Comical collection \$2. Song Titles \$2. Bits o' Biz \$2. Short Routines \$2. Hecklers \$1. Intros \$1. Order all seven... \$10 (dept. A23)

**SHOW-BIZ COMEDY SERVICE**

1613 E. 29 St. B'klyn 22, N. Y. ap30

**20,000 PROFESSIONAL GAGS, ROUTINES, doublets! 1500 pages! For free comedy catalog, write Robert Orben, 73-11 Bell Boulevard, Flushing, N. Y. my14**

**AGENTS & DISTRIBUTORS**

**A BRAND NEW ITEM—COPYRIGHTED, registered. Exclusive. First time anywhere. Not sold in store. You buy direct from manufacturer. 100% profits. Best earning big cash first day. Details free.**

**"Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. ap30**

**AGENTS—MAKE UP TO \$100 DAY SELLING Amazing Color Filters. Put your Television in colors. Send \$2 for free catalog, any size. Prompt delivery. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. ap23**

**AGENTS—SELL RICH LOOKING 34X66 1/2 before such a large rug for so low a price! Multicolor stenciled designs, hooked carpet and Oriental patterns; 2 rugs, \$2.50 prepaid; 4 rugs, \$1.15 each, prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. ch-np**

**AGENTS, JOBBERS—BIG SUMMER NUMBER. Ladies' Slackie Bags; zipper closing; three styles, fancy, clear, patent, embossed; retail \$1; dozen assorted, \$7 post-paid; three samples, \$2. Jobbers, write for prices. Crescent Sales Co., 150-B Broadway, N. Y. C. 38.**

**AAA AMAZING CLOSEOUTS**

Ropes, all beads, asst. dz. \$4

Ropes, chain & beads, asst. dz. \$2.50

Tailored earrings, asst. gr. \$15

Tailored pins, asst. gr. \$15

Stone Earrings, asst. gr. \$18

Stone Pins, asst. gr. \$18

Rhinestone neck. collars, boxed, dz. 9

Bracelets, round & link, asst. dz. 30

Tailored ties/dz & cufflink set, asst. dz. 30

Sample dozens reg. price 20% deposit, balance c.o.d.

**NEW ENGLAND JEWELRY**

124 Empire St. Prov., R. I.

**ATTENTION—HOSIERY: LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line. Ladies' and Men's, Children's Hosiery. Nyons, \$1 dozen; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments an attraction guaranteed or money refunded. S. J. Pollard, Box 4, (5-1741), 1258 Market St., Chattanooga, Tenn. ap25**

**BIG MONEY—"OSCAR" MAKES EVERYONE laugh. Whirlwind seller, 900% profit. Fifty samples (\$2.50 retail) for 25¢. Manager, Box A884, 920-Third, Seattle 4, Wash. ap23**

**CIRCULARS—SIZE 3x6, 150 WORDS, 1000 circulars, \$2.75 postpaid; 6x9, 300 words, 1000 circulars, \$5.50 postpaid; 9x12, 600 words, 1000 circulars, \$11 postpaid. Do not print the circulars. For \$1 will send printer's address. Max Saltzman, Dept. Printer, 7635 Hinds Ave., North Hollywood, Calif. ap23**

**DECALCOMANIA TRANSFERS NOW offered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Raleco," X-L, Boston 10, Mass. ch-np**

**EARRINGS, NECKLACES, BRACELETS assorted, gross, \$25.50; 3 dozen different samples, \$8.75. Retail \$25.75. Postpaid cash with order. Jacob, Manufacturer, 1715 E. Mercer, Seattle 2, Wash. ap23**

**ELECTRIC BINGO BLOWERS—DIRECT from the manufacturer. Write today! Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. ap30**

**FAMOUS MFR. CLOSEOUTS**

Beautiful Summer Assortment... \$3.50 dz.

White Necklaces, asst. \$2.75 dz.

Children's White Necklaces... 2.00 dz.

Asst. White & Colored Earrings... 2.00 dz.

Tailored or Stoned Earrings... 2.00 dz.

Scatter Pins, carded... 1.55 dz.

Cufflinks, carded... 1.75 dz.

Cufflinks, boxed... \$3.44 & \$5 dz.

Neck & Earrings, boxed... 9.00 dz.

Lord's Prayer Necklaces, boxed... 3.50 dz.

Beautiful Ropes, asst. \$3.44 & \$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.**

**JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co. Akron 14, O. ap30**

**LADIES' NYLON HOSIERY—THIRDS, \$1 doz. Pillow Cases, \$3.25 doz.; Chenille Bedspreads, \$35 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn.**

**MAGIC SIGN LETTERS—SELL LIKE crazy to merchants everywhere. Colorful plastic. Magically self-sticking, changeable. Free samples. Gary Enterprises, 19625 Ventura, W. Tarzana, Calif. ap30**

**MAKE HUGE PROFITS SELLING OUR 6 1/2"x11" stock store Signs. Send \$1 for 30 sample signs and low price list. Hudak Signs, 311 S. Blakely St., Dunmore, Pa. ap23**

**MAKE \$25 DAILY SELLING ALL-WEATHER plastic gasoline station Pennants. Write today for full information. Central Flag, Rossmoyne 5, Ohio. my7**

**SELL TO STORES NEWLY INVENTED flashlight; has six colored bulbs. Thousands of uses, millions of customers, sells itself. Make up to \$500 weekly. Agents wanted immediately. Write Turner Company, 1170 Broadway, New York 1, N. Y. ch**

**GENERAL DELIVERY VERO BEACH, FLORIDA**

**DOES YOUR SPARE ROOM EARN money? Cash in plenty. Instructions, 50¢. Barant, 1810 N. Huey, South Bend 28, Ind.**

**FOR SALE—HOMEMADE CANDY, POP-corn, Ice Cream Store. 21st St. on Boardwalk, Coney Island. Selling on account of illness. Established 15 years. ap25**

**FOR SALE—RECORD SHOP, DENVER. Excellent location, low overhead, outstanding possibilities. Owner leaving town. C-200, c/o Billboard, Cincinnati 22, Ohio. ap30**

**FOR SALE—ONE CHICAGO SKATE Grinder \$50; one 12 in. American Sand-grinder \$150; 20 pr. Shoe Skates, new and used \$3 each; one Web-Cor Recorder and one Hammond Organ and two B40 Speakers, \$1500. Howard Woodruff Jr., Franklin Grove Rd., Dixon, Ill. Ph. 3-3247.**

**GET MONEY EVERY DAY BY MAIL—Fleasant home-operated business. New booklet tells how. Only 25¢. A. Spencer, Mokena, Ill.**

**"GROW INTO THE MAIL-ORDER BUSINESS." Experienced operator tells how. Vital tips; selecting product; advertising. Send \$1 today! Premier, Box 8177, Chattanooga, Tenn.**

**"MAIL GAZETTE" LEADING MAIL-ORDER magazine; hundreds money-making opportunities, profitable occupations, business services, wholesale sources. Copy, 10¢. Hamilton, 288-MC, Marietta, Ga. ap30**

**MUSIC STORE—COMPLETE. '54 PROFIT over \$8000. Investment returned in 2 years. Principals only. Located Penna. Box C-211, c/o Billboard, Cincinnati 22, O.**

**NEW ELECTRIC MACHINE BAKES greasy doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Jay Co., 3605 S. 15 Ave., Minneapolis 7, Minn.**

**NOTICE, FOR SALE—BAR WITH DANCE. Just remodeled; downtown location. Call Rossek, WI 25325. 2441 N.W. 41, Oklahoma City, Okla.**

**OPPORTUNITIES UNLIMITED—CARNIVALS and fairs. Laminated Cards, Photos, etc., or sell kits; new machineless laminating offers profits up to 1000%; samples, price and plan, 25¢; kit, \$1. Worthington, 2024 W. 64th St., Indianapolis, Ind.**

**PAINT SIGNS WITH MASTER PATTERNS. Set 1 1/2" to 12" with supplies, sent prepaid, \$2. Sample 3¢. Eyerly, BB-583, Newton, Iowa. ap30**

**ANIMALS, BIRDS, PETS**

**A BIGGER AND BETTER ASSORTMENT of snakes than ever before for \$25. Harmless or poisonous. State which. McClung, Laplace, La.**

**AAA ANACONDAS, BOA CONSTRICTORS, Dragons, Pythons, Snake Dens and complete reptile exhibits on hand for immediate shipment. Large shipments arriving weekly. We carry in stock a variety of monstrosities and reptiles of all kinds. Buy where prices are right and quality is unexcelled. This week's special: "Lovable baby spider monkeys for pets \$27.50 and 4 heavy-bodied six-foot boa constrictors for \$50." Tarpon Zoo, Tarpon Springs, Florida.**

**ANIMALS, BIRDS, REPTILES, "RED Tailed" Boas, Anacondas, Rattlers, Cottonmouths, Snake Dens and "Complete Reptile Exhibits." Carnival owners and reptile operators, write for special list. Complete stock of pet items for resale. Pet shops, write on letterhead for special list. Monkeys and all other small animals. Write or wire "Reptile Jungle," Sidell, La. Call 322 day-time only. my7**

**ASSORTED MICE—BLACK, WHITE, TAN and grey, \$25 per hundred. Telephone 9411. C. C. McClung, Snake Farm, LaPlace, La. ap23**

**BOAS, IGUANAS, RATTILERS, NON-POISONOUS Snakes, Monkeys, Anaconda Reptile Farm, 220 North San Gabriel Blvd., South San Gabriel, Calif. my7**

**CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses, theatrical world. Marine Enterprises, Inc., Hermosa Beach, Calif. np**

**PLENTY SNAKES, ALL KINDS—ALSO Alligators, Horned Toads, Armadillos, Coimundis, Kangaroo Rats, Agoutis, White Anail Pigeons, White Doves, Feathery Monkeys, white and spotted, Rats, deodorized Skunks, Wild Cats, Guinea Pigs, Peccaries, Parakeets, Goats. Otto Martin Locke, Phone 141, New-Braunfels, Tex. ap30**

**SOMERSAULT DOG, HOPE JUMPING DOG, both ways. Rope balancing dog, also scooter barrel, baby buggy, hind legs. Faith King, Rt. 3, Pataskala, Ohio.**

**SPECIAL SNAKE DENS—10 SNAKES, \$10; huge Highland Gopher Tortoise, don't bite, \$5 each; small Turtles, \$5 dozen; mama Opossums with babies, \$3.50 each; Bobcats, \$19.50; Raccoons, \$4 each; deodorized Skunks, pigmy Skunks, \$12 each. Large birds, reptiles, all kinds. Thompson Wild Animal Farm, Clewiston, Fla. ap23**

**TAME CINNAMON-WHITEFACE RING-tails, \$32; Spiders, \$30; Squirrel Monkeys, \$25; Owls, \$22; Marmosettes, \$25, Agoutis, \$25. Hammond Organ and two B40 Speakers, \$1500. Howard Woodruff Jr., Franklin George, New York 40, N. Y. Lorraine 9-0940. my14**

**BUSINESS OPPORTUNITIES**

**A GOLD MINE OF INFORMATION—"THE Concessionaires and Showmen's Secrets" book. Third edition. Valuable secrets, formulas, ride plans, buyers' guide and direct-mail, 1¢ postage. Supply limited. "Popcorn" Miller, 3525 South Cedar St., Lansing 10, Michigan. ap30**

**ALL FLAVORS POPULAR FOR SNOW-balls, cones, drinks. Fast Airmail service; quality best. Prices lowest. Ice Creamery, 2514 N. 1st, Detroit, Mich. Free illustrated catalog. Snowball Company, 9534-B Lemturner, Jacksonville 8, Fla. ap23**

**ARCADE—CHARLESTON, S. C. POPULATION 200,000 besides Navy and Air Force bases. Top location. Lease \$400 per mo. Equipment, 25 slot machines, 12 ft. lead ball game, 25 juke boxes, 10 juke machines, 12 years location. I have made mine, yours for \$5000. Bert Elam, R. F. D. 4, Box 336B, Charleston, S. C. Dial 6-3378.**

**CLUB ACTIVITIES WANT RIDES, AMUSEMENTS, just remodeled; good location routes 45-60; 2 miles south Cumberland, Va. Fair Ground, John Lipscomb, Route #1, Farmville, Va.**

**COMMERCIAL FORMULA**

"Hot Dog on Stick Batter" "Carmel Corn" and "Carmel Apple" Three for the price of one—\$10.00

**NATIONAL SUPPLIES**

General Delivery Vero Beach, Florida

**FOR SALE—RECORD SHOP, DENVER. Excellent location, low overhead, outstanding possibilities. Owner leaving town. C-200, c/o Billboard, Cincinnati 22, Ohio. ap30**

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**PAINT SIGNS WITH MASTER PATTERNS. Set 1 1/2" to 12" with supplies, sent prepaid, \$2. Sample 3¢. Eyerly, BB-583, Newton, Iowa. ap30**

**SHOW LOT FOR RENT—AT NEON JCT.,**

Letcher Co., Ky. High and dry. Centrally located. Good parking. Not in Corporation. E. G. & Neva B. Howard, c/o Neon Drug Store, Neon, Ky.

**START A MAIL-ORDER BUSINESS ON small capital; details \$1. Fred Hettick, Mgr., Box 1478, Bismarck, N. D.**

**STUDIO OR HOME—MAKE DIRECT positive photograph enlargements in color. 900% profit, big demand everywhere. Write Warren Blackville, S. C. my7**

**YOUR OWN BUSINESS, SPARETIME—How I make sales by telephone & postcard. Complete \$1; results or refund. D. Rego, 61 Bowler, Fall River, Mass. ap23**

**2500 AUCTIONS—BRAND NEW 1955 LISTINGS in 41 states, towns and days given. Valuable. \$30. Simpson, 2705 Julie St., St. Joseph, Mo. ap23**

**FOOD AND DRINK CONCESSION SUPPLIES**

**BUYERS POPCORN-CANDY FLOSS**

Contact us for complete Supplies and Service.

**National Theatre Supply**

2111 Champa St. Denver, Colorado

**PRE-POPPED POPCORN "READY TO EAT." New Poppers Vending machines, Warmers, popcorn one bag to carload. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. ap30**

**SNO-BALL FLAVORS PREPAID. \$5.50 GALLON. Sample, 40¢. Send for complete price list. Stuchbery Mfg. Co., 1417 Market St., Chattanooga 2, Tenn. my21**

**FOR SALE SECOND-HAND GOODS**

**ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, Ill. my14**

**FOUR ELECTRIC PITCH BASEBALL MACHINES. New Netting for two cages, Bats, automatic Coin Boxes and 64 Neon Sign with flashing name hitting ball; very colorful sign. Very reasonable. Write to John F. Simon, R. D. 3, Easton, Pa. ap30**

**KIDDIE CHAIR SWING AND KING BOAT Rides. Used one month. Reasonable. Frank D. Benn, Earl Hotel, Detroit, Mich.**

**LARGE USED SUPER STAR MODEL—\$20.00. \$350. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y.**

**41 CRETORS GAS POPPER, STAR WEINER Machine, Peanut Roaster, Snow Ball Machine, Orange Drink Dispenser, Star Grill, Polar Pet Snow Ball Machine, Popcorn Machines. Poppers Supply, 146 Walton, Atlanta, Ga. ap23**

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**ALLAN HERSHELL CAROUSEL—Perfect condition; aluminum top, electric fluid drive, \$9,500. Utica Funland, 505 Utica Ave., Brooklyn, N. Y. EV 4-7179. ch-my7**

**ARCADE—BUILT ON SPECIAL TRAILER; 40 ft. round top, large front, 40 Arcade machines, heavy cable, switch box, P.A. system. Only \$1,000 buys complete Arcade. See or write Frenher or S. W. Lake at Eagle Wis.**

**COMPLETE DONKEY BASEBALL-BASKETBALL outfit. Twelve trained donkeys, truck, lighting system, including generator. All necessary equipment. Write Box C, Wickatunk, N. J. my7**

**CORK GALLERY AND PENNY PITCH, canvas, both good; frames, shelving, backdrop, ten guns, some stock, International truck to haul, complete, \$400 or best offer. Hughey, 841 Lawrence Ave., Chicago 40, Ill.**

**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 Golmerac, Route 2, Independence, Wis.**

**FUN HOUSE—30 FT. SEM. 1—NEEDS little work, \$800. Tony Bonk, 1117 South 20th St., Milwaukee, Wis.**

**HAMMOND ORGAN—MODEL "B" D.X. Good condition. Williams and Lee, 464 Holly Ave., St. Paul, Minn. (2) np**

**LIST YOUR RIDES—WE NEED KID RIDES, Calliopes, Boats, Canoes, Marine engines, Oddities, Carnival Equipment. We have preserved Two-Headed Baby; Eli 12; Merry's 27; 40'; 60'; complete park in Midwest bargain. Many others. Nationwide service and Canada. Young's Carnival Sales, 111 Park Ave., Duluth 6, Minn. ap30**

**LONG RANGE SHOOTING GALLERY ON truck. In excellent condition. No junk. L. Schamanski, 315 Union St., Mich. City, Ind.**

**MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. jell1**

**MAR-CRAFT AUTO RIDE—USED THREE short seasons, good condition, new top, \$1200. Mrs. Raymond Billet, 108 Elm Blvd., Neb. Pa. Manitowish, Wis.**

**PORTABLE ROLLER RINK FOR SALE—Complete, 45x90 maple floor. Write or phone 118W. Evansville, Wis. Skateland, Evansville, Wis.**

**SHOOTING GALLERY—15 SHELL LOADING tubes. 75¢ dozen; \$6.00 of any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb. Pa. Manitowish, Wis.**

**SHORT RANGE TARGETS—NEW SAMPLES free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np**

**THREE VERY FINE FLAT SETS OF scenery; used at fairs for grandstand show. Covers stage 80 by 100 ft. Williams and Lee, 464 Holly Ave., St. Paul, Minn. (2) np**

**TRAIN RIDE—500 FOOT TRACK, LIKE new; new plywood Kiddie Boats for tank ride; 60 passenger Barrie Ferris Wheel. Secco Sales, 418 Main St., Bradley Beach, N. J. Prospect 5-1744.**

**TRAINS—ALL SIZES. GAUGES. TYPES: new, used, trade-ins. Photo, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. my21**



TWO 12 PASSENGER CHEV. LIMOUSINES, fine condition. Williams and Lee, 46 Holly Ave., St. Paul, Minn. (2) ap

30x60 SQUARE END FLAMEPROOF TENT, 9 ft. wall used one season; first-class condition; price \$300; including poles and stakes, \$350; heavy duty, factory built tandem wheel utility or stock trailer, 16 ft. long, haul tent and poles, \$300. John R. Jack, Punta Gorda, Fla.

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT—EASY LESSONS, books, tarot, psychic aids, curious charts, spiritual products. Free booklet, Dasaro, 2300 South Michigan, Chicago 16, Ill. my7

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Chalk Talks and Rag Pictures, Catalog 10c Balda Art Service, Oshkosh, Wis. ap30

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50c wholesale, Nelson Enterprises, 336 S. High, Columbus, O. my14

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**Letter List**

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**  
2160 Patterson St.  
Cincinnati 22, O.

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway  
New York 36, N. Y.

Adams, Pete  
Adelaide & McMahon  
Eight Club Performers:  
Admire, Irving  
Allen, Frieda  
Allen, R. S.  
Anderson, Mrs. Dara  
Andreano, Frank  
Andrews, James S.  
Armano, Brian  
Armstrong, Matthew  
Ayer, Jos. C.  
Ayers, C. W. (Bob)  
Babbs, "Speedy"  
Baggett, Jim  
Baker, James W.  
Barfield, Mrs. Athalee  
Barfield, Jo Ann  
Bates, Mrs. Paul  
Bauserman, Doris  
Bays, Dick  
Beard, E. L. (Al) & Mrs.  
Beckwith, Ace  
Beery, Tom  
Bell, Billie  
Bennett, Sam W.  
Bergstrom, Carl  
Bernard, Victor Jos & Mrs.  
Berosini, Mike  
Berryman, Pete  
Bjornberg, Martin E.  
Blakely, Benton H.  
Blauvelt, Sam  
Bolaski, Helena  
Bolton, John  
Bonzel, Eddie  
Boone, Eugene  
Borror, W. L.  
Brady, L. P.  
Broderick, Mrs. Anna  
Broffie, Harry J.  
Bromell, Frank  
Brooks, Mrs. Stella  
Brown, Vivian  
Browning, J. J.  
Budd, Charles  
Burkhart, Melvin & Mrs.  
Burns, Larry R.  
Burridge, Jos.  
Burton, Howard  
Burto, Leon H.  
Danovich, Paula  
Cassino, Frank  
Cassidy, Mrs. Kay  
Cassidy, Hugh  
Cates, Raymond R.  
Cecil, Herbert Lamar  
Cennamo, Eddie  
Cerrone, Vito & Mrs.  
Chapman, Earl  
Chastain, Wm.  
Christy, Eugene  
Cieski, Leonard F.  
Clemens, Mrs. Donna  
Cole, Wiley & O.  
Coleman, Bill  
Collins, Tex Slim & Mrs.  
Cooney, John C.  
Cooper, Jack Britton  
Cotton, Odell  
Curtis, Irene Winner  
Curtis, Date & Mrs.  
Cushman, B. J.  
Cyr, Theodore  
Danovich, Jr., Dan  
Davis, Fred  
DeWitt, John & Mrs.  
Decker, Robt. C.  
Decker, Edna  
Dennis, Geo.  
Dennis, Jack  
Dillion Sound Truck Co.  
Dillon, Mrs. L. L.  
Doid, Calvin Milton  
Duffy, John  
Dunn, David B.  
Dunne, Kandy  
Eardwood, Judge Red  
Eddy, Samuel D.  
Elliott, James  
Engle, Wallace (Okie)

Avon, Buster  
Boston, Joe  
Byrnes, Martin  
Chandler, Bob  
Chisholm, Dovey  
Connelly, John  
Di Gatzino, Jack  
Dixon, John  
Du Lac, Frenchy  
Fivel, Sam  
Gibbons, Louis  
Goodman, Bert  
Greensburg, Joel  
Herman, Mitchell  
Kincaid, Edna, or Lois  
Levene, Max  
Lippincott, Mrs.  
Lo Bombard, Victor  
Lockhart, William  
Long, Leon  
Longinetti, Jr. Jess  
Lowery, Sam & Mrs.  
Lynch, James  
McBride, Boots  
McCormack, Jack  
McClary, Mac  
McLaughlin, W. A.  
McSpadden, J. R.  
McSpadden, Myrtle  
Mace, Mrs. Sue  
Mack, Robert L.  
Malone, Jack  
Mansfield, Rusty & Mrs. (Clifford)  
Marder, Phil  
Mennuzza, Mrs. Jackie  
Merced, Jean  
Merkel, Harry  
Miles, Alan V.  
Miller, Donald & Mrs.  
Millsap, M. J.  
Moffett, Len  
Monte, Jimmy  
Montrose, Monte  
Moore, Frankie  
Moore, Joseph (punch)  
Morris, Gordon Allen  
Muse, Kitty  
Myers, Fred  
Nahalea, Charlie  
Nichols, Alice  
Nienaber, Robert  
Nix, Mrs. Joan  
Nolan, James  
Nott, I. E.  
Oddi, Joseph  
O'Flathery, Marie (Gurennett)  
Older, Harry Allen  
Olsen, August  
Olsen, Osmond S.  
Owens, W. W. (Red)  
Pack, Jeff  
Pagel, William  
Parsons, Carl  
Pasterczyk, W. S.  
Pearman, Mike  
Penny, Barton & Mrs.  
Pinsky, Paulcan  
Perry, Al  
Petitot, Steamer  
Pinciani, Anthony J.  
Pinchey, Robert  
Pinell, S. J.  
Powell, C. Clint  
Powell, Jimmie R.  
Prescott, Ray  
Qualls, Mrs. Bernice  
Rae, Ginger  
Ramo, W. H.  
Reese, Mrs. Carol  
Reilly, Charles E.  
Reynolds, Jimmie  
Rice, Princess  
Rice, George (Hiram)  
Richards, F. B.  
Riffle, Lewis (Buddy)  
Ring, Al  
Riggins, D. N.  
Rosen, Donald E.  
Ritchie, John  
Rivero, Fernando S.  
Rogers, Jesse  
Rosen, Francine  
Royal, Lucien

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

Keller, Lester  
Kessler, John J.  
Kight, Harry (cook)  
Kieban, Harry  
Kline, Charles & Peggy  
Knapp, Eddie  
Kuck, John B.  
Lackey, Haskell E.  
La Morris, W. F.  
Lange, Joe  
Lee, Charles Newton  
Leslie, Mrs. Edward  
Leslie, Mrs. Edward  
Levene, Max  
Lippincott, Mrs.  
Lo Bombard, Victor  
Lockhart, William  
Long, Leon  
Longinetti, Jr. Jess  
Lowery, Sam & Mrs.  
Lynch, James  
McBride, Boots  
McCormack, Jack  
McClary, Mac  
McLaughlin, W. A.  
McSpadden, J. R.  
McSpadden, Myrtle  
Mace, Mrs. Sue  
Mack, Robert L.  
Malone, Jack  
Mansfield, Rusty & Mrs. (Clifford)  
Marder, Phil  
Mennuzza, Mrs. Jackie  
Merced, Jean  
Merkel, Harry  
Miles, Alan V.  
Miller, Donald & Mrs.  
Millsap, M. J.  
Moffett, Len  
Monte, Jimmy  
Montrose, Monte  
Moore, Frankie  
Moore, Joseph (punch)  
Morris, Gordon Allen  
Muse, Kitty  
Myers, Fred  
Nahalea, Charlie  
Nichols, Alice  
Nienaber, Robert  
Nix, Mrs. Joan  
Nolan, James  
Nott, I. E.  
Oddi, Joseph  
O'Flathery, Marie (Gurennett)  
Older, Harry Allen  
Olsen, August  
Olsen, Osmond S.  
Owens, W. W. (Red)  
Pack, Jeff  
Pagel, William  
Parsons, Carl  
Pasterczyk, W. S.  
Pearman, Mike  
Penny, Barton & Mrs.  
Pinsky, Paulcan  
Perry, Al  
Petitot, Steamer  
Pinciani, Anthony J.  
Pinchey, Robert  
Pinell, S. J.  
Powell, C. Clint  
Powell, Jimmie R.  
Prescott, Ray  
Qualls, Mrs. Bernice  
Rae, Ginger  
Ramo, W. H.  
Reese, Mrs. Carol  
Reilly, Charles E.  
Reynolds, Jimmie  
Rice, Princess  
Rice, George (Hiram)  
Richards, F. B.  
Riffle, Lewis (Buddy)  
Ring, Al  
Riggins, D. N.  
Rosen, Donald E.  
Ritchie, John  
Rivero, Fernando S.  
Rogers, Jesse  
Rosen, Francine  
Royal, Lucien

Lawn, J.  
Lee, Geraldine  
Leon, Joe Sede  
Miller, Mark  
Moier, Pete  
Molnar, Beulah  
Nadja, Jean  
Nash, Lee  
Orway, Robert (Hollywood Shows)  
Pippin, Eddie  
Rosen, Geo.  
Smith, Rita  
Tschoga, Sol  
Waller, Clarence  
Vates, Robert  
Zucchini, Bruno

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

Barfield, Willie  
Bell, James  
Bloch, Marcus  
Bishop, Jack  
Boone, J. B.  
Cairo, Johnny  
Cassidy, Kay  
Chisholm, John  
Colombus, Scott  
Cooper, Rose  
Dorsey, George  
Farrell, Alfred

Archer, Mrs. J. V.  
Baker, D. C.  
Ballard, Chuck  
Belli, Abe  
Bennett, James T.  
Bicio, Peter  
Biles, Clyde E.  
Blair, Miss Zora  
Boone, Mr. & Mrs. George  
Bowlin, John  
Bowman, Roscoe  
Broffie, Harry J.  
Brown, August  
Bryer, Ollie  
Burge, Lloyd  
Byers, Paula  
Caldwell, E. S.  
Carey, Thomas P.  
Carpenter, K. L.  
Carradini, Mr. & Mrs. Jess  
Cash, John  
Cavness, John P.  
Chaney, Mr. & Mrs. Chas.  
Chisholm, Dave  
Clark, Vaughn  
Cousins, John J.  
Craighton, Mrs.  
Cromley, Robert M.  
Cutler, Louis & Rose  
Crowell, H. W.  
Dall, Bill  
Dallma, Mrs. Velma  
Dallman, Walter  
Dawn, N. E.  
DeBuck, C. Y.  
Dick, Daniel D.  
Eagle, Chief Ed  
Eckhardt, Kenneth  
Fincham, Wanita  
Foss, John D.  
Freeland, Raymond F.  
Fritz, Charles D.  
Ganoie, Webster D.  
Gee Gee's Club  
Gerber, Harold Carl  
Gillespie, Edward  
Gilmore, Mr.  
Gleason, Robert  
Goad, Nadine  
Good, Oran S.  
Goode, W. L.  
Grant, Mr. & Mrs. Milton  
Grigs, Charles  
Guliford, Loyd  
Heaps, John  
Hendricks, Clyde  
Hightower, E. D.  
Holston, J. F.  
Houston, Lee  
Hull, Chester  
Jetties, E. C.  
Jennings, Harold  
Johnson, Sadie  
Jones, K. Y.  
Koehler, Donald M.

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

Korman, Carroll  
Krieger, Calvert  
Lamb, Lloyd R.  
LaMont, Robert E.  
Laplan, Jean  
McCall, Art  
McHenry, Myron  
McMillan, R. J.  
Marcum, James H.  
Marcus, Red  
Matthews, Sport & Allice  
Mayberry, Arnold & Christine  
Medlin, James  
Melton, Jack  
Menetti, Eddie B.  
Merritt, Fred C.  
Milan, Alan  
Miller, Cole B.  
Moffett, Len  
Moore, Mr. & Mrs. Harvey  
Moore, Mrs. Jewell  
Moore, Raymond C.  
Morano, Geraldine  
Morgan, Mrs. Hester  
Morgan, Patricia Ann  
Nielsen, H. N.  
Nix, Chester  
Nofield, Mrs. James  
O'Connell, Jack J.  
Paitner, Ervin Eugene  
Patterson, J. B.  
Peterson, Ernest A.  
Purtin, Gene  
Raas, Pete  
Resam, Mona Lee  
Richardson, Joseph G.  
Robinson, Mr. & Mrs. Frank  
Rowe, Jack  
Ruscitto, Emil B.  
Sallor, Bob  
Scottino, Joe  
Scott, Mae & Charlie  
Shadel, Dick  
Shipley, Leonard L.  
Simm, Chester  
Smith, Henry Norman  
Steel, Cowboy  
Stone, C. E.  
Steinfeldt, Mr. & Mrs. Walter J.  
Striegel, Robert  
Studyvin, Harry  
Trohanovsky, Alex  
Vaughn, W. (Catfish)  
Ward, Dennis  
Watson, Mrs.  
Webb, Mary Frederick  
Webster, Fred E.  
West, Ralph McKinley  
Williams, Mr. & Mrs. E. H.  
Williams, Guy Jr.  
Williams, Harry T.  
Williamson, J. D.  
Wright, F. L.  
Zimmer, Florence

**BEAUTIFUL CROSS**



**MIRACLE CROSS**

When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

A REAL MONEYMAKER

Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.

\$4.25 Doz. \$48.00 Gross

Set with 12 brilliant cut stones, Chain and Cross in beautiful gold finish.

\$6.00 Doz. \$66.00 Gross

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World's Smallest Pistol



COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLTER OR BLANKS

ACTUAL SIZE

Dealer's Cost... \$1200 DOZ.

List... \$1.95 ea.

Actually shoots blanks with terrific report... sells on sight with a bang!

**DISPLAY CARD MOVES 'EM FAST**

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**G & S Mfg. Co.**  
Dept. B, 504-506 Daadrick  
NASHVILLE, TENNESSEE

**DOG-BONE 10-WAY WRENCH**  
\$3.00 Per Dozen



One Tool that can handle a million and one jobs effortlessly, for it will fit almost all size nuts and bolts, square or hexagon shaped (1/4 to 9/16"). The DOG BONE WRENCH is a veritable tool box all in one wrench. Use in the home, your car or office, aboard boats, for electrical and garden appliances. Every mechanic, machinist and hobbyist needs one. You will never miss any one size wrench when you need it, for the DOG BONE has 10 sizes to fit all nuts and bolts. Made of Tempered Tool Alloy Steel with I Beam shaped reinforcement handle. Samples 59¢ (Special Offer \$2 for \$1). On dozen orders add 25¢ postage. Distributors & Dealers Wanted.

**NOVEL MANUFACTURING**  
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New York 3, N. Y.

**Free... \* 1955 WHOLESALE CATALOG**

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**NEW! Fast Selling!**  
**Accordion-Pak PHOTO & CARD HOLDER**



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**Sells on Sight** "IT OPENS AND CLOSSES LIKE AN ACCORDION."

Beautiful Vynilite in assorted simulated leathers.

**AN IDEAL SPECIALTY GIFT ITEM**  
Holds sixteen pictures, licenses, cards. Has two money pockets. Send \$1.00 for sample, prices and brochure.

**KIRK PLASTIC CO.**  
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**NEW!**



100 Feet of 48 12"x18" Pennants.  
All-Weather Durafilm, Only \$4.50.  
Money refunded if not satisfied.

**MYRLO COMPANY**  
Dept. B  
2168 W. 25th Cleveland 13, Ohio



## Fla. Citrus Rep Mulls Carton Juice Vending

NEW YORK, April 16.—Capt. Kenneth O. Ekelund, U.S.N. retired, special representative of the Florida Citrus Mutual dispenser and beverage division, was in New York this week to explore the possibilities of vending carton orange juice in half pint and quart milk machines.

Ekelund visited operators who have begun whole orange juice on an experimental basis. His object is to set up a program tying in milk with orange sales and getting orange juice as the second selection on milk machines.

According to Ekelund, the project has a favorable climate in which to develop. He pointed out that no mechanical difficulties are present in the vending of carton orange juice in milk machines.

He also cited the popularity of the juice and the acceptability of the cardboard container.

## HONEST MAN

### Fitchburg Op Gets Rebate—Nickel Check

FITCHBURG, Mass., April 16.—Ken Progin, operator of the Lincoln Vending Machine Company here, has honest customers. One of them is George L. Dawley, treasurer of Dawley & Shepard, Inc., manufacturer of Westminster crackers.

One evening, in the Westminster, Mass., Elks Club, Dawley dropped a dime in a cigar vender. He got his cigar—and a nickel change.

Immediately, the fiscal processes went to work. Noting that the vender said 10 cents a cigar, and that the cost to him was only 5 cents, he immediately sent Progin a check for the balance—5 cents, with the admonition "Don't neglect to include same on your income tax."

Progin still has the check, which he is considering saving as a souvenir. Incidentally, Progin recently was named New England distributor for Cole products.

## First Draft of Vender Sanitation Code to Be Completed by May 15

CHICAGO, April 16.—The first draft of a model vender sanitation ordinance and code to cover all types of food and beverage machines is being drawn up and is scheduled to be completed by May 15.

Officials of the National Automatic Merchandising Association and the U. S. Public Health Service, and members of NAMA's Sanitation Standards Committee, in a recent meeting in New York agreed that the first "working draft" of an ordinance and code should begin at once with a deadline of May 15 at which time the draft would be

circulated among committee members for comments, NAMA announced this week.

The first draft will follow a general format for the finished ordinance which will cover general requirements of all food and drink venders and specific requirements of each class of machine vending perishable, semi-perishable or non-perishable products.

### Advisory Plan

According to the plan, NAMA's sanitation standards committee will serve in an advisory capacity while the code is being developed. When it is completed, it is to be reviewed

both by NAMA and by a group of State and city sanitation experts.

At the meeting, it was suggested that the draft of the ordinance be submitted to a group of experienced operators for criticism before it is approved by the full sanitation committee. In setting up this group, all manufacturers are to be

(Continued on page 83)

## NERVE CENTER

### Wall Chart Aids Service Efficiency

DENVER, April 16.—A wall chart showing the names of all locations and the routeman who services them is a simple office procedure which has worked well in speeding service for Coffee, Inc., coffee vending operating firm here.

"It's the nerve center of our operation," said Bob Yount, head of the firm, "since there are hardly any service problems which arise not covered to some extent by the chart—which we call a 'visible file'."

The chart or "file" covers a five-foot-square section on one wall of the office consisting of 140 9 by 6-inch yellow cards in four vertical columns. At the top of each column is the name of the serviceman responsible for the locations listed.

### Card System

At the base of each of the cards, all of which are hinged at the top, the name of the location is spelled out in inch-high green block letters. It's easy to spot the name of a location and the routeman who services it from anywhere

(Continued on page 96)

## Nu-Matic to Reach 1,500 Ops on Mail

Hot Dog Units Average 1,000 in 1st Week On Conn. Parkway; U. of Pa. Location Set

NEW YORK, April 16.—Nu-Matic, Inc., this week stepped up its hot dog vender sales effort with the first of four mailing pieces to go to 1,500 operators throuth the East.

The firm, East Coast distributor for the vender made by McCann's Engineering & Manufacturing Company, Glendale, Calif., recently sold four units to Parkway Vending, New Haven, Conn., for installation in gas stations along the Wilbur Cross Parkway.

During the first week of operation, Harry Gerstein, Nu-Matic president, said the venders averaged more than 1,000 sales each, despite the fact that the week came during the tail end of Lent.

### Philly Sale

Another sale, to Norm Kasson, Philadelphia operator of automatic cafeterias in industrials, has been made, with one unit already shipped and another 10 to go out soon.

The first unit will be placed in the University of Pennsylvania, with the balance to go in industrials.

Directing the Nu-Matic sales promotion effort is Dick LaVoie, a former merchandising and promotion executive with the "Howdy Doody" show on the NBC-TV network. LaVoie is a Columbia University graduate, with a major in advertising and merchandising, and a World War II buddy of Gerstein, both of them serving as combat

infantrymen with the Third Division.

### Open House

In addition to the direct mail campaign, Nu-Matic plans to hold open house at its offices in May and is currently lining up a schedule to exhibit at leading trade shows.

The firm has developed a

(Continued on page 83)

## Wholesale Prices Up On King-Size Cigs

Move Could Mean Reduced Profit for Vending Ops; 26-Cent Pricing Difficult

NEW YORK, April 16.—Price increases in four of the leading king-size brands were announced here Thursday and Friday (14-15), with new prices pegged at \$9.50 a thousand.

Brands involved were those of the American Tobacco Company (Pall Mall and Herbert Tareytons), P. Lorillard (Old Golds), Liggett & Myers (Chesterfield) and Philip Morris.

This leaves R. J. Reynolds the only major manufacturer of king-size cigarettes which has not raised prices. A Reynolds spokesman said that no consideration had yet been given to raising the price on Cavaliers.

### Regulars Same

Prior to the increase, Pall Malls, Tareytons and Chesterfields had

been \$9.10 a thousand, while Old Golds and Philip Morris had been \$9.35 a thousand. Prices on regular-size smokes and filter tips remain unchanged.

Vending operators in areas like New York, where most brands vend for a straight 25 cents, will feel the impact of the price hikes. Here cigarette pricing falls in two categories in vending; either regulars are sold at 24 cents with pennied

(Continued on page 96)

## POP HISTORY

### Venders Sell 12% of All Soft Drinks

CHICAGO, April 16.—The soft drink vending machine is a blend of the old and the new: the machine itself which is relatively new on the American scene, and the carbonated soft drink, which is nine years older than the spirit of '76.

Originated in England in 1767, the soft drink saw its first real impetus 49 years later in the U. S. In 1816, when the first soda fountain opened, customers sought therapeutic benefits in carbonated mineral waters and almost immediately developed taste thrills in carbonated water flavored with fruit juices.

Today the soft drink is an American institution. Serving up a good portion of the annual soft drink dish is the vender: Last year, 50,700 cup venders sold

(Continued on page 83)

## PM First Quarter Sales Should Hit \$60 Million

NEW YORK, April 16.—O. P. McComas, president of Philip Morris, Inc., said that the firm's first quarter sales should hit \$60,000,000, with estimated earnings in the neighborhood of 55 cents a common share. "These figures do not necessarily reflect a figure which will be projectable for the entire year, since the first quarter of the year is normally the lowest in sales," he explained.

As the firm changed its fiscal periods, no comparison with last year's figures is possible.

Speaking at the annual stockholders meeting Tuesday (12), McComas stressed the expanding importance of vending machines and food outlets in the distribution of cigarettes.

### Marlboro Filters

He added that sales of the recently introduced, popular-priced Marlboro filters have been encouraging, but, because of the heavy costs incurred, he did not expect it to affect materially the 1955 earnings picture.

McComas cited the operation of the firm overseas, with the reinforcement of the English subsidiary with personnel strength, and the creation of Philip Morris (Australia) Ltd., a \$4,000,000 company which is now in production, and the licensing of the largest tobacco products manufacturer in the Philippine Islands to make Philip Morris.

Elected to the board of directors was Howard S. Cullman, chairman of the Port of New York Authority. He fills the vacancy caused by the recent death of his brother, Joseph F. Cullman Jr.

### Industry Figure

Cullman is president of Cullman Bros., Inc.; board chairman of the Cigar Institute of America and president of the Tobacco Merchants' Association of the United States.

Nine directors re-elected were

(Continued on page 83)

## Hold Up Venders In Post Offices

CHICAGO, April 16.—Postmasters have been directed to withhold the installation of additional vending machines without prior approval of the department.

This prohibition will remain in effect until new regulations have been issued, the Bureau of Operations of the Post Office Department announced. The Bureau said that new regulations are expected in a month.

## YEAR-ROUND SALES

### U. S. Cookie Boom Ups Vended Volume

CHICAGO, April 16.—Cookies are rapidly becoming an important vended item for the diversified operator.

A bigger and more stable market for cookie vending is pointed up by the fact that more people are eating more cookies and are therefore looking for their favorite brands and varieties when away from home.

Americans have become "cookie conscious" to a degree not anticipated a decade ago thru better packaging, better products, greater flavor assortments, and heavy brand promotion by manufacturers, according to food store managers.

The rise in industrial food vending has caused operators to become enthusiastic about cookies as a profitable year-round volume product.

Operators' acceptance of the cookie package is well illustrated in the 1955 Pulse of the Industry, conducted by Vend, magazine of automatic merchandising. The survey found that 84.6 per cent of all candy machines now on location stock cookies.

### Vend Survey

In a recent Vend survey, it was found that one-third of the operators surveyed reported cookies received added promotion during the

(Continued on page 96)

## FACT VS. FICTION

### Fight on Blue-Sky Artists Heats Up

CHICAGO, April 16.—Blue sky promoters are still fleecing would-be vending operators of thousands of dollars every month.

Altho blue sky takes have been dented considerably thru the cooperative efforts of the National Automatic Merchandising Association, the National Association of Classified Newspaper Advertising Managers, national and local Better Business Bureaus and Vend, magazine of automatic merchandising, the activity of the blue sky artist has by no means been stopped.

The campaign of these groups to keep such sales practices to a minimum is a continuing battle.

An important part of that battle are the articles and reports of blue sky methods appearing in local BBB bulletins.

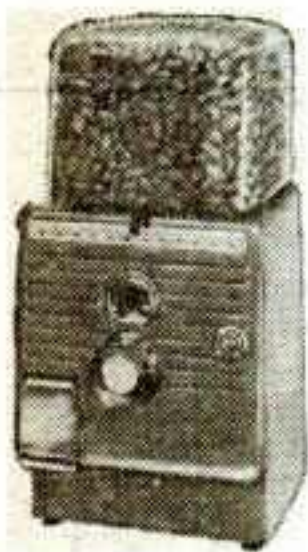
Recently, the Better Business Bureau of San Antonio, asked an operator to write a first-hand report from the point of view of the established operator.

Here's what the operator—Lee Moffett, head of the Pace Corporation, San Antonio—wrote and what appeared in the bureau's bulletin:

"The established vending machine operator is becoming increasingly concerned about the promoters and fast-buck boys who

(Continued on page 84)





**EVERYDAY**

More and More

**OPERATORS**

are "discovering" new profits vending peanuts, cashews, almonds and other delicious and tasty nuts in Northwestern nickel 49's. These operators are enjoying a profit which has long disappeared from the penny venter.

Why don't you get the jump on competition with Northwestern nickel 49's in your locations and see for yourself what a difference it makes, the customer is much more satisfied and so are you!

If you have penny 49's, they can be converted to 5¢ venders, operators, at the cost of \$1.50 each.

Wire, write or phone for complete information today

**The Northwestern Corp.**  
245 Armstrong St. Morris, Illinois

**PROFITABLE VENDING**

**Outdoor Milk Units Up Dairy Sales 14%**

LA GRANGE, Ill., April 16.—Outdoor milk venders provide double-barreled help for the dairy. They increase sales and cut distribution costs.

Nine outdoor milk machines increased carton sales by 14 per cent last year at Willow Farms Dairy here and they also offset the dairy's climbing distribution costs.

Jack Polivka, in charge of Willow Farms' vending division, which he set up in 1950, is a company executive with definite ideas on the potential of outdoor milk vending. He started with two machines, gradually increased the operation to its present size.

Selection of locations and the method of approaching prospective locations was a knack acquired after trial and error procedure over many months. "Extremely well populated residential districts with children make the best potential market area," Polivka said. He pointed out that this type market produces steady customers who use the machine as a constant

source of supply, whether the reason is price, convenience or quality.

**Market Area**

"You can consider your market area to extend for approximately one mile in all directions from your outdoor milk venter," he said.

"Ideally," Polivka said, "the milk venter should be located on a busy thoroughfare in the heart of a residential district, preferably close to a shopping area."

A machine installed "just a few feet off the sidewalk is a better sales producer than one placed back some 20 or 30 feet."

Many customers "welcome the semi-privacy of the outdoor milk machine so they can patronize it without being 'dressed up' as they would if going into a store." Service stations fall in three groups as locations. First, and easiest to negotiate, is the station-owned outright by the person operating it. Second, a little more difficult to arrange because two parties must be approached for approval, is the station and equipment on ground leased by an oil company from a party other than the station operator (both station manager and lessor must be contacted). Third, and least desirable, is the station owned 100 per cent by an oil company, where the station operator leases it from the company.

The last example is difficult to obtain because many oil firms do not permit venders in stations where they own the land. Polivka suggested that in the last instance the operator contact the oil company first.

**Competition—No Factor**

Nearly competition has not been found an important factor in locating equipment. Willow Farms is operating some units profitably with "cut-rate" stores only five blocks distant.

When approaching a location owner, Polivka stresses the benefits of increased traffic. He points out that besides the new business induced by the venter, a minimum rental guarantee of 1/2 cent per gallon or \$15 per month (whichever is higher) is made.

"Some stations, on this basis, receive up to \$30 a month," he said.

In return for the location rental, Willow Farms stipulates the station attendants give change courteously, notify the dairy if the machine requires servicing. If necessary, attendants must reload at least part of the vending compartment with cartons from the storage section.

**Litter Pick-Up**

Litter that may accumulate in the venter area, the dairy agrees, will be picked up daily by its route man.

In most towns, the dairy found, where it was the first to request a milk vending license it was necessary to have the license approved first by the local health authorities and then by the village or city board.

"Some of the small towns will not insist on health permits if officials are convinced the operator will keep his proper refrigeration temperature," according to Polivka.

Two important points to remember in applying for a milk vending license:

Place applications a day or two in advance of the next city board meeting. (Because Willow Farms determines its location site or sites beforehand, obtaining the license is the final step.)

Have a representative of the operating firm present at the board meeting to explain the advantages of having milk available in the community on a 24-hour basis (Polivka noted that license applications for other products have been turned down by boards because a representative was not on hand to explain the product, give the reasons for wanting a license.)

In many areas it is illegal to hook up venders to a location's electric meter unless the location owns the equipment. Separate meter installations for locations range from \$85 to \$150, depending upon

**Production Run Set For Lunch-O-Mat**

NEW BEDFORD, Mass., April 16.—Eastern Electric, Inc., will go into limited production of the Lunch-O-Mat Automatic Cafeteria May 1, with full production slated to get underway this fall, according to J. T. Teahan, Eastern vice-president.

Teahan said the first run of 50 units will be sold to operators in the Boston and New Bedford areas for test purposes. The machine, acquired from Larry Reiss' old Lunch-O-Mat Corporation in 1953, has undergone extensive modifications, the most important of which include reducing the cabinet size and increasing the hot sandwich selectivity from two to four.

The new units have capacities of 220 cups of hot coffee; 100 hot sandwiches (four selections) instantly cooked with raytheon radar-range; 59 cold sandwiches (two selections); pastry; four selections of canned drinks; four selections of cup drinks and 96 half-pint milk or chocolate milk.

New dimensions are 57 inches wide and 31 inches deep, with internal parts of stainless steel and complete circulated air refrigeration.

Each vending section is controlled by a separate coin mechanism, allowing several persons to purchase simultaneously. A built-in changemaker carries \$28 in nickels and dimes.

According to Teahan, about 25 of the old units were on location, but 15 of these have been called back to the factory for modification. Most prominent location is on a dining car of the Sante Fe Railroad.

**Reports Cancer Scare Drops Cig Sales 5% in '54**

MIAMI, April 16.—The Miami Herald published a story recently that cigarette smoking appears to have been discouraged to an extent by some medical claims that there was a relation between heavy smoking and cancer.

Quoting the Agriculture Department in Washington, the story reported that cigarette consumption declined 5 per cent in this country in 1954 compared with 1953.

The report stated "the considerable publicity concerning cigarette smoking and health during the recent year or two" is believed to have been partly responsible.

The Agriculture Department report showed that the number of filter tip cigarettes smoked last year was about seven times as great as in 1952.

The department also pointed out State tax figures indicated that the decline in cigarette use was widespread. Out of 41 taxing States and the District of Columbia, 38 showed declines ranging between 2 and 6 per cent.

the amount of work done by the operator himself and on the electrical code requirements for a particular location.

"We usually purchase lumber for a meter pole which satisfies the diameter and height requirements of the electric company, paint it and attach power lines to it ourselves and save between \$30 and \$40," Polivka said.

When are most outdoor venter sales made? Willow Farms' experience provides answers that with minor changes may apply generally:

Sundays and holidays, of course, are top volume days. Monday and the day immediately following a holiday run close seconds. On Sundays and holidays greatest sales volume is recorded between 4 p.m. and midnight; for the average weekday, maximum sales occur between 6:30 p.m. and 11:30 p.m.

A good method of calling attention to new installations and of keeping public attention on established locations, is to run small periodic advertisements in the local newspaper. The ads could stress the 24-hour availability of milk thru venders, include a map of the venter location or locations.

**Charter Vending Firm**

SACRAMENTO, April 16.—Cek Development Company has been granted a charter by the State to deal in coin-operated merchandise vending machines in Los Angeles County. Authorized capital was given as 2,000 shares, no par value. Incorporation papers were filed by Maynard B. Henry, Los Angeles. Directors are Henry Maxine Meyer, Los Angeles, and Dorothy Kallestad, South Pasadena.

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1¢ & 5¢ Comb.	\$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.50
Columbus 1¢ B.G.	6.50
Silver King 1¢ B.G. or Midse.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance 2¢ B.G.	6.45
Advance #11 Midse.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	54
Pistachio Nuts, Vendor's Mix	51
Pistachio Nuts, Sheik	44
Cashew Whole	52
Cashew Butts	50
Peanuts, Jumbo	42
Spanish	35
Spiced Nuts	55
Almonds, #80 ct., 5 lbs., vac. pk.	85
Baby Chicks	33
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	38
Licorice Lozenges	28
Leaflets (similar to M & M), 350 ct.	40
Assorted Fruit Chunks, 100 ct.	42
Rain Bie Ball Gum, 40 ct., 140 ct., 170 ct., 210 ct., 250 lbs. minimum, prepaid, per pound	28
100 ct.	30
Adams Gum, all flavors, 100 ct.	43
Wrigley's Gum, all flavors, 100 ct.	48
Beech-Nut 100 ct.	48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

**CHARMS**

Mouse & Cheese	12.50 M	17.50 M
Chi M' Egg	12.75 M	17.50 M
Trophies (16 different symbols—5 colors)	14.00 M	19.00 M
Roulette	18.00 M	22.50 M
Siren Ring	18.00 M	22.50 M
Elector Knife	15.25 M	19.50 M
Rocket Puzzle	15.25 M	19.50 M
Salt & Pepper Shakers (All plastic)	13.50 M	17.50 M
Salt & Pepper Shakers (metal top)	14.00 M	18.00 M
Sling Shots	8.75 M	15.00 M
Top Hats	8.25 M	
Top Hats with Key Chains	19.50 M	
Magic Photo Ring	12.50 M	19.00 M
Stamp Ring	12.50 M	19.00 M
Boxing Gloves	10.00 M	
Rifle & Game Bag	10.00 M	
Same with Key Chains		21.00 M

**CONFECTION SALES COMPANY**

10008 St. Clair Ave., Cleveland 8, Ohio

**BIG SAVINGS**

**BALL and VENDING GUMS**

**LOW Factory Prices**

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. .... 25¢ lb.  
Chicle Ball Gum, 130 ct. .... 34¢ lb.  
Clor-o-Vend Ball Gum .... 40¢ lb.  
Clor-o-Vend Chicks, 320 ct. .... 40¢ lb.  
Chicle Chicks, 320 & 520 ct. .... 36¢ lb.  
Bubble Chicks, 320 & 520 ct. .... 30¢ lb.  
Tab (short stick), 100 ct. .... 38¢ box  
5-Stick Gum 100 packs. .... \$1.90

F.O.B. Factory, 150 Lb. Lots

**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant Newark 4, N. J.

**GET ACQUAINTED WITH CHAMPION**

Send only \$10.00 for CHAMPION Gum & Charm Vender. Satisfaction Guaranteed. Free Charm price list.

**CHAMPION VENDORS SUPPLY**  
1119 E. Houston San Antonio, Tex.

**VEND—PUBLISHED BY THE BILLBOARD**

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

**MONTHLY FEATURES**

Candy Gum & Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for venter

1 year at \$4.  3 years at \$8. (Foreign rate, one year, \$8)

975

Name .....

Address .....

City..... Zone..... State.....

Occupation .....

**VENDING NUTS**

**SALTED FRESH DAILY**

**BUY DIRECT AND SAVE**

**DON'T PAY A MIDDLE MAN**

Spanish Peanuts ..... 33¢  
Blanched Virginia ..... 36¢  
Cashew Butts ..... 48¢  
Cashews (whole, small) ..... 52¢  
Assorted Nuts ..... 53¢

1/3 Deposit, Balance C.O.D.

**CHUNK • E • NUT**

**PRODUCTS CO.**  
231 N. 2nd St. Philadelphia 6, Pa.  
2908 Smallman St. Pittsburgh 1, Pa.  
1261 E. 6th St. Los Angeles 21, Calif.

**SEND FOR COMPLETE PRICE LIST**

**CIGARETTE, CANDY and DRINK MACHINES!**

**ROWE CIGARETTE VENDORS**

Imperial, 6 Cols., 180 Cap. .... \$ 85.00  
Imperial, 8 Cols., 240 Cap. .... 90.00  
President, 8 Cols., 320 Cap. .... 130.00  
Crusader, 8 Cols., 380 Cap. .... 145.00  
Diplomat, 8 Cols., 380 Cap. .... 175.00  
DUGRENIER CHAMPION, 9-11 COLS., 420 CAP. .... 100.00

**UNEEDA CIGARETTE VENDORS**

Model E, 4 Cols., 180 Cap. .... \$ 75.00  
Model E, 8 Cols., 240 Cap. .... 92.50  
Model 500, 9 Cols., 350 Cap. .... 100.00

**CANDY MACHINES**

U-Select-It, 74 Cap., Wall Model ... \$ 52.50  
Stoner Candy, Pre-war, 160 Cap. . 135.00  
National Model 918, 162 Cap. . 115.00

**DUGRENIER MODEL W**

9 Cols., 270 Cap. **\$90.00**

**ROWE CANDY MERCHANT**

with changemaker  
7 Cols., 158 Cap. **\$165.00**

**WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED**

**WRITE FOR INFORMATION**


All Equipment Unconditionally Guaranteed. Trade Prices 1/3 Deposit, Balance C.O.D.

**UNEEDA VENDING SERVICE, INC.**

"The Nation's Leading Distributor of Vending Machines"

250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295





**We**

**Have Newer**

**CHARMS!**

**Send \$2.50**  
and receive  
**100 high quality filled capsules.**  
Contains our complete assortment . . .  
or send 35¢ for regular sample kit of charms.

National Sales Agents for  
**ACORN CHARM VENDOR**  
parts and accessories

**PENNY KING COMPANY**  
2538 Mission Street Pittsburgh 3, Pa.

**Sales Up, Net Dips For Nat'l Biscuit**

NEW YORK, April 16.—The consolidated sales for the first quarter of 1955 were up 6 per cent from a like period last year, earnings dipped, according to George H. Coppers, National Biscuit Company president.

Sales were \$94,200,000 compared with \$88,700,000 in 1954. Profit was \$3,988,763, equal to 56 cents a common share, compared with \$4,653,410, or 66 cents a common share for the first quarter of 1954.

**Nu-Matic Mailing**

mustard pack which is part of the packaged hot dog deal. The mustard is in a heat sealed container, so that the patron can flavor to suit his taste.

An effort will be made to reach industrial caterers and concession operators in drive-in theaters. The sales point stressed will be that the packaged dog retains heat for several minutes, thereby remaining palatable while the worker takes the item to his bench, or the drive-in patron takes it to his car.

**Army Sales**

Meanwhile, Gerstein revealed that Nu-Matic sales to the U. S. Army are being negotiated, pending three modifications recommended by the University of Michigan, where the unit was tested for the Army.

These modifications, for military use, are the installation of a safety control switch, the use of screened-in side louvers and a glass door. The modified unit may be adopted for general use, Gerstein said.

Gerstein said that two salesmen will be added to the staff. He added that no distributors will be named.

**First Draft of Sanitation Code**

Continued from page 81

given an opportunity to nominate operators familiar with their equipment.

What both NAMA and the PHS hope to come up with is a model code which the latter can recommend to States and cities which want to adopt sanitation regulations covering the expanding vending machine industry. The model code would standardize whatever regulations are adopted.

Decisions were reached at the meeting regarding sanitation work being done in all vending divisions of the NAMA committee affecting equipment vending cold drinks, hot drinks, milk, ice cream, packaged food, confections.

**Research Work**

It was agreed that sufficient research work had been done at Michigan State College on cold drink vending machines to enable Dr. W. L. Mallman of that school to evaluate that section of the proposed ordinance properly. All manufacturers of cold drink equipment which have never sent a machine to MSC will be invited to do so.

Manufacturers of hot drink venders (including coffee, chocolate and soup) will be asked to send their equipment to Dr. Mallman for research purposes. William Seldy, Lily-Tulip Cup Corporation and vice-president of the NAMA committee, promised that all such manufacturers would be solicited immediately and that follow-up contacts would be made with them systematically. Included in this group will be manufacturers of hot conversion kits and suppliers of ingredients.

It was estimated that research on hot drink venders could be completed by June 30. Bulk milk vender manufacturers

will be separated from the milk and ice cream division. Approval is expected in April of a 3A standard on bulk milk dispensers (non-coin-operated) and this standard will be distributed by NAMA to interested parties at that time. Bulk milk vender manufacturers will be invited to send their equipment to Dr. Mallman at MSC so that he can study them in the light of the new 3A standard.

**Packaged Food**

A separate subcommittee will be set up on packaged food products. The recent prohibition of sandwich vending machines on Army and Air Force bases and the study being conducted by Prof. Walter Tiedeman at the University of Michigan pointed up the need for such a group, it was agreed at the meeting.

The next meeting of the full sanitation standards committee will be scheduled in New York in June.

Attending the meet were Fred L. Brandstrader, NAMA's legal counsel and secretary of the sanitation standards committee, Dr. Mallman; John Faulkner, chief of PHS's milk and food sanitation department; Archie B. Freeman and William C. Miller, both officials of PHS.

Committee members attending were Arthur Nolan, Dixie Cup Company, chairman, Seldy, vice-chairman; William M. Barnes, the Coca-Cola Company; D. W. Brous, Food Engineering Corporation, Manchester, N. H.; Charles Duke, Maxwell House Division, General Foods Corporation, Hoboken, N. J.; Morris Gottlieb, National Automatic Services, Inc., Stamford, Conn.; Jack Haley, Dixie Cup Company.

David Herman, Coffee-Mat Corporation, Elizabeth, N. J.; Samuel Hinkle, Hershey Chocolate Corporation, Hershey, Pa.; Morton Holland, Holland Vending Corporation, Maspeth, N. Y.; Richard Jamieson, Standard Brands, Inc., New York; Stuart Lyon, Lyon Industries, Inc., New York; Harold Meyers, Hershey Chocolate Corporation.

Everett Newcomer, City Milk Vending Corporation, New York; Jack Pero, Maryland Cup Company; Mel Rapp, Apcu, Inc., New York; George A. Schroeder, Schroeder, Products Company, Inc.

**Venders Sell 12% of All Pop**

Continued from page 81

1,835,934,400 drinks, and 580,000 bottle venders, 3,830,320,000 bottles, according to the 1955 Census of the Industry, conducted by Vend, magazine of automatic merchandising.

Together, vending machines accounted for over 12 per cent of all soft drink sales in 1954.

**Soft Drink Sales**

Approximately 60 per cent of all soft drink sales in the U. S. last year were colas of one type or another. In order of popularity, the next nine flavors were orange, lemon and lemon-lime, grape, root beer, ginger ale, cream soda, club soda, strawberry and cherry.

Brand preferences, in cup venders, as reported in Vend's Pulse of the Industry, did not follow the general flavor pattern exactly. By brands, best selling lines were Coca-Cola, Pepsi-Cola, Canada Dry Orange, Dr. Pepper and Hires Root Beer. By non-brand flavors: root beer, orange, cherry, grape and lemon-lime.

Both the early history and newest trends in the soft drink industry were featured in the D. & O. News, published by Dodge & O'cott, Inc., 156-year-old firm supplying aromatic chemicals, flavor bases.

D. & O. traced the development of the soft drink field from its beginning in England. When Joseph Priestley, an English clergyman, began experimenting with carbonic gas from beer vats in a local brewery, he made the first carbonated water.

Leaning of the experiment, the British Admiralty became convinced of the health value of the product, installed Dr. Priestley's carbonating device on two of their ships. As a result, British sailors were the first to drink soda water.

**Beverage Development**

In America, Dr. Philip Physick and Townsend Speakman share joint credit for development of the carbonated beverage industry. It came about this way: Dr. Physick, who as a fancier of mineral water "prescriptions" for the sick, suggested to Speakman that he devise a way to artificially manufacture carbonated mineral water. Speakman not only invented such an apparatus but went one step fur-

ther—he began to flavor the carbonated water with the juices of fruits.

In the early years, soft drink bottlers closed down in the winter; the new industry was considered a summer business only. A factor which slowed initial expansion was the rivalry among bottlers in bringing out new flavors in great profusion. Because they did not stabilize a few flavors and establish public acceptance for these flavors, consumers did not know "twice in a row how their soft drinks would taste."

With the active interest of research chemistry in soft drinks came the first organized efforts to set up production controls and flavoring and extract tests. This resulted in swift improvement of the product's color, taste, bouquet, effervescence, keeping qualities and accurate impurity checks. Sales boomed.

Today, D. & O. pointed out, the "newest and most enterprising development in the soft drink business has been introduction of canned beverages." It estimated: at present there are 40 plants canning soft drinks with an annual output of 750 million to one billion cups.

Concluding, the article took a rosy look into the future: "Americans love their soft drinks—there seems no reason to entertain any but the most optimistic predictions for the future of the industry that started just before the birth of our nation and has grown with it."

**PM First Quarter**

Continued from page 81

Chairman A. E. Lyons, C. T. Ames Jr., Joseph F. Cullman 3d, L. G. Hanson, H. E. Riddell, K. H. Rockey, W. H. Hatcher, W. B. Ryan Jr. and McComas.

Stockholders voted to shorten the name of the company from Philip Morris & Company, Ltd., Inc., to Philip Morris, Inc. They also approved a proposed increase in the authorized stock of the company by 2,000,000 shares of common stock, \$5 par value, bringing the total number of such shares to 5,000,000.



**\$25 DOWN**  
**Balance \$10 Monthly**

**ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.**

*Invented and Made Only by*

**WATLING**  
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**VICTOR SAVES YOU \$\$\$\$**  
and time by automatically sealing capsules. Also gives you better mdse. for your dollar. Your Victor dist. is at your command. World's largest manufacturer of capsules, charms and bulk venders.

**VICTOR VENDING CORP., Chicago 39, Ill.**

**DIAMOND JIM BRADY CUT-DIAMOND RING**



Wear **SUNGLASSES** when you look at this Cut-Diamond Ring. The Glare may blind you.

**WHAT A ROCK—WHAT A BONANZAI!**  
Done with reverse Prismatic Facets and VACUUM-PLATING.

**\$15.25** per 1,000  
F.O.B. Jamaica, N. Y.

Or at Your Distributor

**DIAMONDS are a GIRL'S BEST FRIEND**  
**DIAMOND JIM BRADY CUT-DIAMOND RINGS are an OPERATOR'S BEST FRIEND**

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place  
Jamaica 35, L. I., N. Y.

World's First and Largest Gimmick Manufacturer

**ADVANCE SANITARY VENDOR**  
The Finest for Vending "Flat-Pack" Products



Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 7/8" by 2" by 3 1/4". Has separate cash box. Advance coin detector with automatic coin return when machine is empty. Protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices Write, Wire, Phone Today.

**J. SCHOENBACH**  
Factory Distributor of Advance Vending Machines  
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**Precision-Built for PROTECTION & PROFITS!**

**ACORN**  
The only completely die-cast aluminum, precision built

**ALL-PURPOSE VENDOR**

- Vends CHLOROPHYLL GUM—all bulk mdse.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE:  
PENNY KING CO.  
2538 Mission St.  
Pittsburgh 3, Pa.

WESTERN OFFICE:  
OPERATORS VENDING MACHINE SUPPLY  
1023 S. Grand Ave.  
Los Angeles 15, Calif.

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Fill out this coupon and mail today.

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The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

976

Name .....

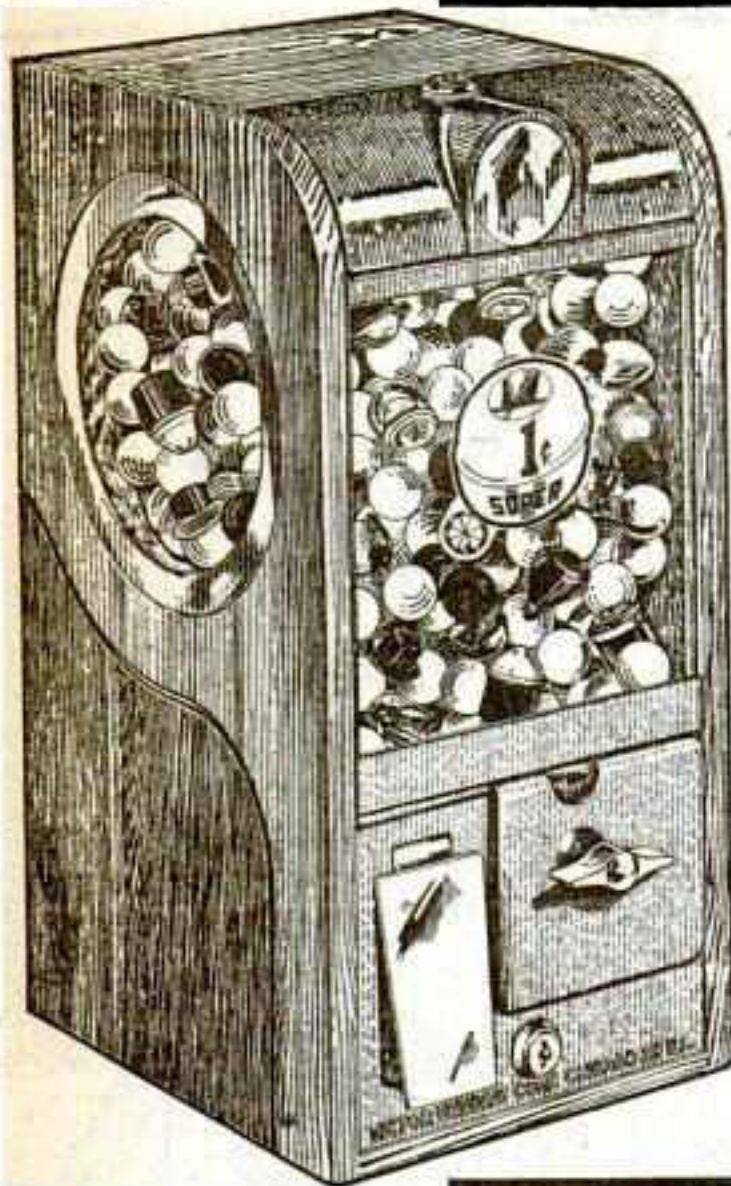
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City..... Zone..... State.....

Occupation .....







**YOUR SUPER LOCATIONS  
DESERVE THE FINEST  
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15 the Finest Capsule and 100-Count Ball Gum Vendor Obtainable and the Industry's Most Beautiful.

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at 1c, 5c or 10c Play.

**SUPER V**  
With 100-Count Ball Gum and a few

**ROCKET CHARMS**  
is creating a tremendous customer appeal . . . The fast turn-over is bringing greatly increased earnings for operators. Capacity 950 100-count Ball Gum. Get started on this proven successful operation NOW.

Contact Your Nearest  
**VICTOR Distributor at Once**

**Victor Vending Corp.**  
5701-13 W. GRAND AVE.  
CHICAGO 39, ILL.

**THE BILLBOARD INDEX  
ADVERTISED USED  
MACHINE PRICES  
VENDING MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 16	Issue of April 9	Issue of April 2	Issue of Mar. 26
Acorn Cabinet.....	9.00	9.00		
Advance D 1c BG.....	6.45	\$6.45	\$6.45	\$6.45
Advance No. 11 Mds.....	5.95	5.95	5.45	5.95
Columbus Ball Gum.....	4.95	4.95		
Columbus 5c.....	6.95	6.95	6.95	6.95
Cadillac Jr., 5c.....	6.95	6.95	6.95	6.95
Columbus 1c Bulk.....	6.50	6.50	6.50	6.50
Columbus Tri-More.....			17.50	17.50
Craig Ice Cream Bar.....			125.00	125.00
DuGrenier Adams (4 col.) 1c.			17.50	17.50
DuGrenier Tab Gum (4 col.)	17.50	17.50		
DuGrenier Tab Gum (6 col.)	17.50	17.50		
DuGrenier Champion (9 col.)	100.00	100.00	100.00	100.00
DuGrenier Champion (11 col.)	100.00	100.00	100.00	100.00
DuGrenier Model W (9 col.)	90.00		125.00	125.00
Eastern Electric (8 col.)			115.00	115.00
Exhibit Single Drink.....			25.00	25.00
Exhibit Post Card.....	15.00	15.00	15.00	
Hershey.....	5.00			
Hot Nut (2 col.).....	12.50	12.50		
Hot Nut (3 col.).....	25.00	25.00		
Hupp Single Drink.....			110.00	110.00
Jewel Vendors, 5c.....	7.50			
Keeney Electric (9 col.)....			145.00	145.00
Master 1c & 5c Bulk.....	6.95	6.95	6.95	6.95
Master 1c Bulk.....	6.50	6.50	6.50	6.50
Master 5c Bulk.....	6.50	6.50	6.50	6.50
Mills (5 col.).....			17.50	17.50
Mills Adams (6 col.) 1c....			150.00	150.00
Mills Single Drink.....				
Mills Tab Gum (6 col.)....	17.50	17.50		
National 918.....	11.50		115.00	115.00
National 930.....			95.00 130.00	95.00 130.00
National 950.....			110.00 145.00	110.00 145.00
Northwestern 39, 1c.....	7.50 7.95	7.50 7.95	7.95	7.95
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe				
1 and 5c.....	12.00	12.00	12.00	12.00
Northwestern 49, 5c.....	12.50	12.50		
Northwestern Standard.....	6.95	6.95		
Pop Corn Sez Vendor.....			55.00	55.00
PX (10 col.).....			110.00	110.00
Regal 5c.....	6.95	6.95		
Revco Ice Cream Cup.....			125.00	125.00
Rowe Candy Merchant				
(7 col.).....	165.00	165.00	165.00	165.00
Rowe Crusader (8 col.)....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric				
(8 col.).....	175.00	135.00	135.00	135.00
Rowe Imperial (8 col.)....	90.00	90.00	90.00	90.00
Rowe Imperial (6 col.)....	85.00	85.00	85.00	85.00
Rowe President (8 col.)....	130.00	130.00	130.00 155.00	155.00
Rowe President (10 col.)....			155.00	155.00
Silver King Hot Nut, 5c....			12.50	12.50
Silver King, 1c.....	8.50	8.50	8.50	8.50
Silver King, 1c Ball Gum..	7.45	7.45	7.45	7.45
Silver King, 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45 8.50	7.45 8.50	8.50	8.50
Silver King Hunter.....	10.00		10.00	10.00
Sneads.....			125.00	125.00
Stoner Candy (6 col.)....	135.00		135.00	135.00
Super-Vends (3-SEL).....			200.00	200.00
Uneda (5 col.).....				60.00
Uneda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneda Model E (8 col.)....	92.50	92.50	92.50	92.50
Uneda Model 500 (9 col.)..	100.00	100.00	100.00	100.00
Unedapak Model 500				
(9 col.).....			135.00	135.00
U-Select-it.....	52.50		52.50	
Victor Model V 1c Cabinet..	9.50	9.50	8.50	8.50
Victor Model V 1c Globe....	8.50		8.00	8.00

**WHILE THEY  
LAST!**

2 hole Imported  
Harmonicas, perfect  
for capsule or  
Bulk Vending  
**\$2.40** gross  
Hundred gross lot  
**\$2.25**

Order from your  
distributor or . . .

**Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393



**VICTOR'S  
5-STAR  
BABY GRAND**  
Convertible  
Vendor—In-  
stant change-  
over for: Cap-  
sule Vending,  
Rocket  
Charms, Ball  
Gum and  
Charms,  
Chicle Trees,  
100-Count  
Ball Gum,  
\$12.50 each  
less than 25  
cases;  
\$12.00 each  
25 cases or  
more.

Deal #1—4 5-Star Baby Grands  
with 1000 filled Victor Cap-  
sules . . . . . \$64.50  
Deal #2—With 25# 100 ct. Ball  
Gum . . . . . \$7.50  
Deal #3—With 25# Chicle  
Trees . . . . . \$1.25  
All Victor models available, f.o.b.  
Brooklyn. Time payment plan, trad-  
ings accepted. Write for our filled  
Victor capsule list.

**Pioneer Vending Service**  
590 Albany Ave., Brooklyn 3, N. Y.

**PENNIES  
PAY OFF**

with  
greatest  
money  
making  
scale  
on the  
market

YOUR FORTUNE  
"WEIGH"  
YOUR FATE

\$20 deposit  
puts it to work  
for you  
Good indoors  
or out  
Produces up to  
200% profit  
Wins Customers  
for Locations  
Two machines  
in one—weighs,  
tells fortunes



Foolproof—guaranteed 5 years. No  
knobs or handles to turn. 100% auto-  
matic; vault holds 10,000 pennies; dif-  
ferent fortune with each weight; one  
slot for each month. 14"x24"; 4' tall  
(5' with plate glass mirror). Double-  
coat porcelain and baked enamel finish;  
stainless steel mouldings; choice of col-  
ors. \$20 deposit, \$8 per month. Ship-  
ping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
Dept. B  
3206 Grace St. N.W., Washington 7, D. C.  
Send more details  Send scale   
\$10 deposit enclosed

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**MOUSE and CHEESE!**  
**2 BIG VICTOR WINNERS**

In Bulk In Capsules  
Mouse & Cheese . . . \$12.50 M . . . \$19.00 M  
CHIC'N EGG . . . . . 12.75 M . . . 17.50 M

Both items vend in 1/2 Gum Vendors . . . Rocket  
Charm Vendors and Capsule Vendors.

**VICTOR VENDING CORP.** 5701-13 W. Grand Ave.  
Chicago 39, Ill.

**ATTENTION, OPERATORS!**  
CHECK THESE SPECIAL OFFERS

- 5 lb. can Almonds with every 5 nut machines.
- 10 lbs. Ball Gum with every 4 Ball Gum machines.
- 6 Boxes Adams Gum with every Tab Gum machine.

**MACHINES**

Northwestern Model #49, 5c. \$12.50  
Silver King, 5c or 1c . . . . . 8.50  
Northwestern Standard . . . . . 6.95  
Cadillac Jr. . . . . 6.95  
Victor Model V, with B/G  
Wheel . . . . . 8.50  
Victor Model V, Cabinet, with  
B/G Wheel . . . . . 9.50  
Northwestern #39, 1c . . . . . 7.50  
Columbus B/G . . . . . 4.95  
Columbus, 5c . . . . . 6.95  
Regal, 5c . . . . . 6.95  
Acorn Cabinet . . . . . 9.00  
2 Col. Hot Nut . . . . . 12.50  
3 Col. Hot Nut . . . . . 25.00  
4 Col. Tab Gum, DuGrenier. . . . . 17.50  
4 Col. Tab Gum, DuGrenier. . . . . 17.50  
4 Col. Tab Gum, Mills . . . . . 17.50  
4 Col. Tab Gum, Heide . . . . . 12.50  
4 Compartment 1/2 Nut Machine  
(New) . . . . . 5.00  
Hershey Machine . . . . . 5.00  
Mason Mint Machine . . . . . 5.00  
Jewel 2 Compartment, 5c . . . . . 7.50  
Still a few Hunters or Penny  
Back Machines left, each. . . . . 10.00

WRITE FOR CATALOG OF NEW  
AND USED VENDORS & SPECIAL  
LIST NO. 10 OF MERCHANDISE,  
SUPPLIES, CHARMS AND ACCES-  
SORIES.  
1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609-A Spring Garden Street  
Philadelphia 23, Pa.  
LOmbard 3-2676

**New "Price" Diamond Shaped  
GEM RING**



A "sure fire" seller—a good 10¢  
value!

**NOW READY FOR  
IMMEDIATE DELIVERY!**

This unique shaped ring features  
bright colored beveled transparent  
stones in attractive assorted colors.

Copper . . . . . \$15.50 M  
Nickel . . . . . \$16.00 M  
Simulated Gold. \$16.00 M

For bulk or capsule vending  
**DON'T DELAY—ORDER TODAY!**

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

**In Philadelphia  
or Anywhere  
FILLED  
CAPSULES**  
Immediate Delivery  
Write for Lowest Prices

**VICTOR'S  
5c Baby Grand Deluxe  
CAPSULE  
VENDOR**  
Immediate Delivery

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**INCREASE YOUR BUSINESS VOLUME  
AND PROFITS BY  
SUN PISTACHIOS**

Small, 46 count . . . . . 44¢  
Extra Lg., 44 count . . . . . 49¢  
Special Blend, 42 count . . . . . 51¢  
Small Jumbo, 40 count . . . . . 52¢  
Jumbo, 38 count . . . . . 54¢

Packed 6 Triplex Bags to a Carton.  
**AMERICAN PISTACHIO CORP.**  
Importers & Roasters for Over 25 Yrs.  
111 Reade Street, New York 13, N. Y.

**GET ACQUAINTED WITH VICTOR'S**  
new and original charms for bulk and  
capsule vending. Send \$1.00 for 20 sam-  
ples, in capsules, prepaid, plus opera-  
tors confidential wholesale price list.

**VICTOR VENDING CORPORATION**  
5701-13 Grand Avenue, Chicago 39, Illinois

**Fact Vs. Fiction**

• Continued from page 81

are offering all sorts of get-rich-  
quick schemes thru vending ma-  
chines.

"The fact is that vending—like  
all other legitimate enterprises—re-  
quires money, time and effort for  
it to become a success. And even  
then, the profits are exceedingly  
modest.

"Let's examine some of the facts  
of vending as furnished by a na-  
tional accounting firm and based  
on a composite financial report of  
vending operators over the nation.

"Money invested: the average  
operator has in excess of \$10,000  
invested for each employee, in-  
cluding himself.

"Time required: vending is a  
24-hour-a-day, seven-day week  
operation. Service must be sup-  
plied day and night.

"Profits expected: established,  
efficient operators are well satis-  
fied if they make a profit of 2½  
per cent on sales before taxes.

"Volume expected: average sales  
per machine per year run about  
as follows: cigarettes, \$1,000;  
candy, gum and nuts (combined),  
\$240; beverage machines, \$1,700.  
Therefore a cigarette machine will  
earn—before taxes—about \$25 a  
year or slightly more than \$2 per  
month. A candy (bulk) machine  
will earn about \$6 per year or 50  
cents a month."

Moffett reiterated a four-point  
check suggested by bureaus and  
established operators before an in-  
dividual invests in the vending  
field:

1. Determine whether or not the  
product to be vended is one which  
will produce adequate volume.  
Don't take the salesman's word  
for this.
2. Determine whether the brand  
machine to be purchased is a type  
acceptable and used by experi-  
enced operators.
3. Talk to several large, estab-  
lished operators for advice on your  
venture.
4. Talk to your Better Business  
Bureau.

**VICTOR'S  
5-STAR  
BABY GRAND**  
Convertible  
Vendor—In-  
stant change-  
over to  
CAPSULE  
VENDING  
ROCKET  
CHARMS  
BALL GUM  
& CHARMS  
CHICLE  
TREES  
100-COUNT  
BALLGUM

\$12.50 each  
less than 25  
cases;  
\$12.00 each  
25 cases or  
more.

Time Payment Terms Available.

**ROY TORR**  
LANSDOWNE, PA.

**VICTOR'S  
TOPPER**  
1/2 BALL GUM  
MACHINE,  
\$12.50 each,  
\$12.00 100 or more.

**VICTOR'S FIVE STAR  
BABY GRAND**  
\$12.50 each

**FILLED CAPSULES**  
Assorted Mixture  
\$5.00 per bag of  
250.

Write for prices in  
sum and charms  
for 1/2 machines.

**H. B. HUTCHINSON JR.**  
860 North Ave., N.E. Atlanta 6, Ga.  
Tel.: Emerson 4300



## Rock-Ola Appoints 4 Phono Distributors

To Cover Oklahoma, Oregon, Portion Of New York; 4th in Fr. Morocco

CHICAGO, April 16.—The appointment of four new Rock-Ola distributors was announced here this week by Wayne Bradfield, advertising and sales promotion manager.

They are the Flower City Amusement Company, Inc., Rochester, N. Y.; Automatic Music Company, Tulsa, Okla.; Western Distributors, Portland, Ore., and the Aznive Hermann Company, Casablanca, French Morocco.

Flower City Amusement Company, headed by Joe and Lew Grillo, will cover the territory surrounding Rochester. Offices of the firm are at 620 Main Street, East. An open house for operators will be staged at the Power Hotel, Sunday, April 24, when the firm will show the new Rock-Ola line. A similar showing will be held the following day at the firm's offices.

### Okla. Showing

Automatic Music Company, 1214 W. Archer Street, Tulsa, will cover the entire State of Oklahoma. Romane Hogard, head of the firm, announced that he would tie-in appointment of his new distributorship with the unveiling of Rock-Ola's new phonograph line. The showing of the new Model 1448 will be held at the firm's headquarters April 24-25.

Budge Wright heads Western Distributors and will cover Oregon and counties in Washington around Portland. Showings of the new Rock-Ola line will be held at the firm's headquarters April 24-25.

The Aznive Hermann Company, headed by Nerses H. Hermann, will cover all of French Morocco. Headquarters of the firm are at 228 Boulevard De La Gare, Casablanca. Hermann, an American citizen, is a veteran of the coin machine business and is currently handling the Gottlieb line. He has been in Casablanca for the past five years and is well known thruout Germany and France.

## Rosenfeld to Bow Rock-Ola Phono at New Headquarters

ST. LOUIS, April 16.—The J. Rosenfeld Company, Rock-Ola outlet, will tie-in the official opening of its new building with the unveiling of the new Rock-Ola phonograph, Model 1448. The event will be an open house April 24-25.

The new building is at 4701 Washington Avenue. Features, according to President Jack Rosenfeld, are a complete service department, modern offices and showrooms and a large parts department. Ample parking space for customers has also been provided, he added.

## 'I COME FROM SOUTH DAKOTA' TO HIT JUKES

MOBRIDGE, S. D., April 16.—Juke boxes, at least in this State, will soon be sporting the song title "I Come From South Dakota" on their selection panels.

Gordon Stout, president of the South Dakota Phonograph Operators' Association, said that he was going to distribute the record to all operators in the State. The disk was recorded by Grace Lex, who also wrote the words and music.

Stout entered the record artist in the national "Miss Juke Box Contest," sponsored by MOA and RCA Victor. The contest, however, was won by a New York miss, Sonny Graham.

## Rock-Ola Distributors Gird for Showings Of New Phono Line

"International Rock-Ola Days" Gets Underway Sunday, April 24

CHICAGO, April 16.—Rock-Ola distributors thruout the nation and in neighboring countries began preparing this week for "International Rock-Ola Days," April 24-25, when the new 120-selection Rock-Ola phonograph line, Model 1448, will be formally unveiled to music operators for the first time.

A sneak preview of the new phonograph was held last month at the Morrison Hotel here during the Music Operators of America convention. At that time it was announced that regular distributor showings would be postponed a month to allow the Rock-Ola plant time to supply distributors with a sufficient number of display models.

In addition to the showings to be held next week, many distributors announced that they would set up similar showings the following week in cities thruout their territories.

### Auxiliary Equipment

Les Rieck, phonograph sales manager of Rock-Ola, said that distributors would display all of the 120-selection auxiliary equipment and the 50-selection phonograph, Model 1442, in addition to the new 1448 line. (See The Billboard, April 9, for complete description of the new model.)

Promotional material, along with decals and streamers for display purposes, will go out to distributors early next week, Rieck said.

The introduction of the 1448 marks the sixth major change in

(Continued on page 86)

## A NEW APPROACH

# Editorial-Type Ads To Build Good Will

PIERRE, S. D., April 16.—Editorial advertising: A new approach to successful public relations and good will for the juke box industry.

There are many forms of advertising—newspapers, radio, television magazines, point-of-sale. Even after the media to be used is selected, the advertiser must still determine how to tell his story most effectively.

Gordon Stout, operator and president of the South Dakota Phonograph Operators' Association, decided to tell his story, the juke box business, with the aid of a series of editorial type advertisements.

The plan worked so well that he adopted it as a regular part of operating his business.

### Resembles Column

The ad resembles a regular feature column found in any newspaper. It is headed "Notes, Quotes

& Anecdotes" by Gordon Stout. The copy runs about a quarter of a page and is bordered above and below by a musical staff.

Stout does not confine his writing strictly to the music industry; he covers such widely diversified subjects as politics, sports and economics.

Regarding the music business, Stout discusses his views on the hassle between music operators and licensing organizations, the part the juke box plays in building hit tunes and recording artists, he answers questions covering such topics as "What happens to juke box records after they are removed from the machines?" "How does the juke box industry serve local communities?" and "How does an operator pick the tunes that are used on his machines?"

### Blueprints Op Methods

In recent weeks, Stout has quoted members of President Eisenhower's cabinet on the country's foreign policy, urged readers to contribute to the polio fund, explained the function of Music Operators of America, blueprinted the methods used by operators to program their machines, and pointed out various phonograph donations by operators to local teen-aged clubs and charitable organizations.

When discussing juke box pro-

(Continued on page 90)

## DUAL BENEFIT

# Two in One Aids Ops Cut Route Costs

ST. LOUIS, April 16.—More than one benefit accrues to the music operator who diversifies his route, according to Earle Rainey, head of Rainey Novelty Company.

Rainey points out that installing other types of coin equipment increases collections without a proportionate increase in service costs.

Rainey also points out that in most cases more than one coin machine in a location will give an

(Continued on page 90)

## Chi Op Assn. Execs to Name New President

CHICAGO, April 16.—An executive board of directors meeting will be held by Recorded Music Service Association next Monday (18) when a new president will be named.

Ray Cunliffe, former president of the association, died last Sunday (10) (see separate story).

Phil Levin, treasurer of the RMSA, said the meeting would be held in the association's headquarters.

## Seacoast Holds Regional Meet

NEW YORK, April 16.—Eastern seaboard operators and distributors from Boston to Richmond, Va., gathered at Seacoast Distributors offices here Tuesday (12) to attend a Rock-Ola sales and service session.

On hand from the home office to greet the out-of-town coinmen were Dave Stern, Bob Slifer and Charley Reissner. The attendance list follows:

Bob Lazar and Al Culosimo, B. D. Lazar Company, Pittsburgh distributor; Hap Nevins, Wertz Music Supply Company, Rich-

(Continued on page 90)

## Thompson Asks for Sen. Duplicate Bill

Continued from page 28

Marks which is headed by Sen. Joseph O'Mahoney (D., Wyo.).

If Kilgore consents to introduce a Senate version of Thompson's copyright fact-finding bill, the latter measure would also be up for consideration in the event of a Senate subcommittee hearing on copyright legislation.

In the hope of getting a Senate version of his bill activated again, Thompson consulted on Monday (11) with members of Senator Kilgore's staff, and followed up the conference with a letter to Kilgore stating, "I hope that you will introduce in the Senate as soon as possible a companion measure to HR 2677 (Thompson's federal copyright fact-finding bill)."

Kilgore in a reply expressed thanks to Thompson for briefing him on the background of the copyright situation and added:

"I appreciate your advising me of your interest in this matter, and please be assured that I shall study the facts as presented to me in the light of your request for the possible introduction of a companion bill on the Senate side."

The Senate Judiciary Subcommittee on Copyrights, Patents and Trade Marks has not yet scheduled a hearing on the Kilgore measure. Senator O'Mahoney's subcommittee is awaiting comments which O'Mahoney has asked from U. S. Copyright Office, Justice Department and State Department on the Kilgore bill.

On the House side, the counterpart subcommittee has not indicated yet whether hearings will be held on either the Thompson copyright fact-finding bill or the Thompson version of Kilgore's anti-exemption bill. Thompson has asked Chairman Emanuel Scler, of the House Judiciary Committee, to request comments on the Thompson copyright fact-finding bill from the Federal Communications Commission, Federal Trade Commission as well as U. S. Copyright Office and Justice and State departments. A similar request went from Thompson to Rep. Edwin E. Willis (D., La.), chairman of the House Judiciary Subcommittee on Copyrights, Patents and Trade Marks.

## Appoint Beyer Asst. Adv. Mgr. At Wurlitzer

NORTH TONAWANDA, N. Y., April 16.—Robert H. Bear, phonograph sales manager of the Rudolph Wurlitzer Company, announced this week the appointment of Donald K. Beyer as assistant advertising manager.

Bear said that Beyer would assist A. D. Palmer, advertising and sales promotion manager of the firm, in the preparation of sales and advertising material for the entire Wurlitzer line of phonograph and remote equipment.

Beyer was formerly with an advertising agency doing public relations work. He is a graduate of Cornell University.



DONALD K. BEYER

## Ray Cunliffe Dies, Chicago Assn. Head

CHICAGO, April 16.—Raymond B. Cunliffe, 62, one of the best known and most respected music operators in the country, died last Sunday (10) following a heart attack.

Death came suddenly at 7 p.m. at his home on the South Side of Chicago. Just two hours earlier, he had been working in his garden.

Ray Cunliffe was president of the Recorded Music Service Association, an organization of Chicago operators formed in 1949; treasurer of Music Operators of America; a member of the Builders Tee Club and a member of Triluminar Lodge, No. 767, A.F. & A.M.

Responsible for the formation of the Chicago association, Cunliffe was elected its first president, a post he held until his death. He was also a pioneer in the move to dime play. Thru his efforts, Chicago successfully converted to 10-cent play before the end of 1951.

### MOA Leader

As active as he was in the Chicago association, he was equally so in MOA, the national organization of operators. In addition to his

duties as treasurer, he was also chairman of the association's convention committee, a post that required countless hours of planning and preparation. Just 11 days before his death, he wound up his fifth MOA convention.

Cunliffe did much to improve public relations for the phonograph industry. He was active in the war on questionable records and was lauded by the press. In a statement to The Chicago Daily News, he stressed that Chicago music operators were carefully screening all records before placing them on phonographs and would continue to do so.

Cunliffe was also praised along with other operators for his juke box donations to charitable organizations. Letters from the Red Cross, the Heart Fund, the Shrine Hospital fund and other charitable organizations attested to Cunliffe's efforts in their behalf. The annual Chicago golf outing, an event designed to bring together all segments of the music business—record company executives, music operators and others allied with the in-

(Continued on page 90)



## Rock-Ola Phono Set for Unveiling In Indianapolis

INDIANAPOLIS, April 16.—The new Rock-Ola phonograph, Model 1448, will be unveiled to music operators here April 24-25 in the Boulevard Room of the Antlers Hotel.

Host for the event will be Al Calderon, head of Calderon Distributing Company, Rock-Ola outlet in this area. The showings will begin at noon and refreshments and a buffet luncheon will be served.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**MIX BUSINESS WITH PLEASURE!**

See the New MODEL 1448

**ROCK-OLA**

April 24th-25th

Delicious REFRESHMENTS & DRINKS SERVED

**WERTZ MUSIC SUPPLY CO.**

1013 East Cary St. Richmond 19, Virginia

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**INSURANCE**

All Risk for Juke Box Operators

**BROADWAY BROKERS CORP.**

150 Broadway, New York 38 REctor 2-2195

GIVE TO DAMON RUNYON CANCER FUND

## Rock-Ola Distributors Gird

Continued from page 85

the company's design since the end of World War II. In 1948, Rock-Ola introduced the Magic Glow model, equipped for 78 r.p.m. disks only, and offering 20-selections. Four years later, the Rocket, a 50-selection machine available in either 78's or 45's, was bowed.

In 1952, Rock-Ola introduced the 120-selection Fireball, also optional as to the speed of record used. The following year, the Comet was unveiled, a 120-selection machine exclusively designed for 45's.

### Hi-Fidelity Added

Last year, high-fidelity was added to the Rock-Ola line, with the introduction of Model 1442, a 50-selection machine. The same mechanism and sound system was later added to the 120-selection machine, now being replaced by the 1448.

Meanwhile, officials at the Rock-Ola plant were also preparing for the two-day event. Twenty-eight representatives of the firm will travel to 26 cities to assist distributors greet operators and explain the features of the new model.

The Rock-Ola executives and representatives will be at the showings in various parts of the country. David Rockola, president; E. W.

Ristau, director of sales, and D. Kammiller, export sales manager, will be at World Wide Distributors, Chicago; A. A. Ehlert, treasurer, goes to Miami to be at Ross Distributing, and K. S. Miller, factory manager, will go to Pittsburgh, headquarters of the B. D. Lazar Company.

### Other Showings

H. Redick will be in Indianapolis assisting the Calderon Distributing Company's staff; R. Burr will be in Milwaukee aiding Badger Novelty; S. Olson travels to Youngstown, O., for the Music Vend Corporation of E. Ohio show; J. Toolan will be in New York assisting Seacoast Distributors; E. Francis at Cleveland, Lake City Amusement, Inc.; J. Lesniewski at Baltimore, Eastern Vending Sales Company, and R. Petri at Atlanta, Robinson Distributors.

H. Schweigert at Montgomery, Ala., Franco Distributors; H. Masteny at Memphis, S & M Sales; F. Campen, St. Paul, LaBeau Novelty; F. Schulz, Gretna, La., Huey Distributing Company; A. Janacek, San Antonio, Phono-Vend of Texas; J. Barabash, Tulsa, Okla., Automatic Music; Wayne Bradfield, Boston, Music & Television Corporation; Kurt Kluever, Detroit, Brilliant Music Company, and E. Gritzler, Omaha, H. Z. Vending & Sales Company.

B. Pinon, St. Louis, J. Rosenfeld Company; H. Siefferle, Philadelphia, S & K Distributing Company; B. Ravenscraft, Rochester, N. Y., Flower City Amusement Company; H. Wise, Louisville, H. M. Branson Distributing Company; W. Haldeman, Kansas City, Mo., Uni-Con Distributing Company, and Les Rieck, Charlotte, N. C., LeSturgeon Distributing Company.

## Philly 60% Converted to 10-Cent Play

PHILADELPHIA, April 16.—Dime play conversion here is moving along at a fast clip, with an estimated 60 per cent of juke boxes in the Philadelphia area getting 10 cents, according to Joe Fishman, Atlantic-Pennsylvania, Seeburg outlet.

Fishman predicted that the percentage would hit 85 by the end of May. Atlantic-Pennsylvania, meanwhile, has been holding luncheon meetings with Pennsylvania and New Jersey operators to discuss and promote dime play. The groups are small—usually 10 to 16 operators.

## Cincy Distrib Sets Rock-Ola Showing For April 25-26

CINCINNATI, April 16.—Marmar Distributing Company will hold open houses here at its new offices and showroom April 25-26 for the unveiling of the new Rock-Ola phonograph. The firm's new address is 1519 Central Parkway.

Les Rieck, Rock-Ola phonograph sales manager, will be on hand to assist Milton Marmar, head of Marmar Distributing, explain the features of the new model.

## Toledo Ops to See New Juke April 20

TOLEDO, April 16.—The first showing of the new Rock-Ola model in this territory has been scheduled for next Wednesday (20) at the Hotel Secor, it was announced by Joseph Brilliant, head of Brilliant Music Company.

The unveiling was scheduled for the Hotel Commodore Perry, but a last minute change was made necessary, Brilliant said.

Frank Nichols, sales manager of the firm, will host operators at the showing.

## COINMEN YOU KNOW

**Chicago**  
Communications to:  
Ken Knauft  
Central 6-8761

World-Wide Skeds  
Rock-Ola Showing . . .

World-Wide Distributors announced this week an operator showing of the new Rock-Ola phonograph, Model 1448, to be held Sunday and Monday, April 24 and 25. Al Stern, Len Micon, Joel Stern and Fred Skor are readying World-Wide headquarters for the showing.

Clayt Nemeroff and Charley Pieri, Monarch Coin Machines, report a lively business in shuffle game conversion unit installations.  
(Continued on page 88)

## MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

OPERATOR EP KITS selling for \$3.90 each and holding 10 disks per set will soon be released by Remington Records. There will be four packs to start with, each including title strips.

RECORD MANUFACTURERS LOOK TO the court decision this week in the case of Capitol vs. Mercury, involving old Telefunken masters, to provide a strong legal weapon in the fight against disk piracy.

THE BILLBOARD'S TRIPLE CROWN AWARD this week goes to Bill Hayes, for his etching of "The Ballad of Davy Crockett," which placed first on all three pop charts—Retail, Juke Box and Disk Jockey.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

## INTRODUCING...THE ALL NEW



MODEL 1448

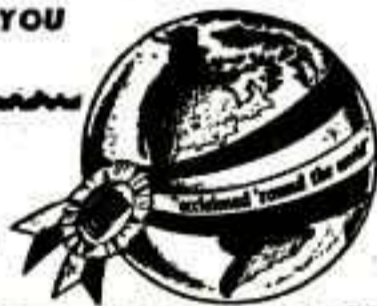
Plan now to attend our special showing during  
**INTERNATIONAL ROCK-OLA DAYS**

April 24 and 25

WE'LL BE LOOKING FOR YOU

**PUGET SOUND NOVELTY CO., INC.**

114 Elliott Ave., W. Seattle, Wash.  
Phone: Alder 1010



## The Pride of the Southland!

the New

MODEL 1448

**ROCK-OLA**

to be on display at the

**FRANCO DISTRIBUTING CO. SHOWROOMS**

April 24-25

REFRESHMENTS SERVED

**FRANCO DISTRIBUTING COMPANY**

24 NORTH PARRY ST., MONTGOMERY, ALA.

## SEE THE ALL NEW



MODEL 1448

Special Showing on April 24 and 25  
Plan now to join us during

**INTERNATIONAL ROCK-OLA DAYS**

**MODERN DISTRIBUTING CO.**

3222 Tejon Street Denver, Colo.  
Phone: Grand 7-6834

SEE THE **NEW** **ROCK-OLA**  
MODEL 1448

**BRILLIANT MUSIC COMPANY**

On display in our showroom  
April 24 and 25  
Refreshments served.

19963 Livernois Avenue, Detroit, Michigan Phone: Diamond 1-2750

GIVE TO DAMON RUNYON CANCER FUND



# AMI SETS MODEL "F" FOR DIME PLAY

It is our sincere belief that the factory, by setting equipment for 10c play, can help appreciably in gaining acceptance for the operator of a price for his service which will put the automatic music business on a realistic and more profitable basis.

Adherence to nickel play, in the face of inflation which has raised prices on almost every commodity and service, has long denied the operator a fair return on his investment. Accordingly, all AMI Model "F" juke boxes and wall boxes are now factory set for 10c play (1 for a dime—3 for a quarter). Where local conditions do not yet permit the move to dime play, operators are reminded that all AMI equipment quickly and easily converts to nickel play (and back again)—*and to a wide variation of plays for a quarter.*

Factory Set for 10c Play—and WORTH IT!

Originator of the Automatic Selective Juke Box in 1927  
AHEAD THEN — AHEAD NOW

**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark



# 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.

- April 19—Los Angeles Division, California Music Merchants' Association, monthly meeting, Hotel Gaylord, Los Angeles.
- April 19—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.
- April 21-23—Rudd-Melikian, Inc., annual convention, Hotel Claridge, Atlantic City.
- May 2—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- May 10—Westchester Operators' Guild, fourth annual banquet, New Parkway Casino, Tuckahoe, N. Y.
- May 10—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- May 10-13—National Restaurant Association, annual convention, Navy Pier, Chicago.
- May 11—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.
- May 14-15—National Automatic Merchandising Association, regional meeting, Region VIII, President Hotel, Kansas City, Mo.
- May 16—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- June 4-5—National Automatic Merchandising Association, regional meeting, Region I, Sheraton-Plaza Hotel, Boston.
- June 5-9—National Confectioners' Association, annual convention, Conrad Hilton Hotel, Chicago.
- June 9—New York State Operators' Guild, Inc., annual banquet, Concord Hotel, Kiamesha Lake, N. Y.
- June 15—United Jewish Appeal, annual banquet, Sheraton-Astor Hotel, New York.
- June 18-19—National Automatic Merchandising Association, regional meeting, Regions X, XI, XII, Ambassador Hotel, Los Angeles.
- June 19-20—South Dakota Phonograph Operators' Association, quarterly meeting, Pierre.
- July 15-17—National Association of Bulk Vendors, annual convention, Conrad Hilton Hotel, Chicago.

# TRIBUTE PAID RAY CUNLIFFE

CHICAGO, April 16.—The death of Ray Cunliffe last Sunday (10) came as a shock to all in the music industry.

The following letter from George A. Miller, president and general business manager of Music Operators of America, was typical of those that knew him:

"The passing of Ray Cunliffe, national treasurer of the Music Operators of America, Sunday, April 10, is a great loss to the entire music industry and especially to MOA. His friendship was legion and his loyalty unquestionable.

"I feel as tho I have lost my right hand in his passing—Ray Cunliffe was that close to me. He was a man who gave of his time and energy without question and expected nothing in return. Every officer and member of the Music Operators of America feels this great loss and shock most deeply. These are the sentiments of everyone who knew him.

"May God bless him and may his soul rest in peace.  
"Most sincerely,  
"George Miller."

# Golumbo to Bow Rock-Ola in N. E.

BOSTON, April 16.—New England operators will have their first look at the brand new Rock-Ola model 1448 Saturday (23) when Harry J. Golumbo, president of Music and Television Corporation, brings the new 120-selection hi-fidelity music machine to the Empire Ballroom of the Hotel Vendome.

Golumbo and his staff will be on hand to welcome operators and demonstrate the machine. A smorgasbord will be served and recording artists will be present.

# COINMEN YOU KNOW

Continued from page 86

Monarch is using the conversion unit produced by Ted Rubenstein, Marvel Manufacturing Company.

Doris Julia Grant, daughter of Tommy Grant, president of Ad Posters, coin machine screen-work firm, was married last week to William P. Fanning, Oak Park.

Mrs. Estelle Bye, office manager, Marvel Manufacturing Company, is proud of her son, Bobby, a Lane Tech student and one of the winners in four divisions of the Gold Key Award in the National Scholastic Art Awards.

Clarence Brandt, Harry Mortensen and Joe Kus represented United Manufacturing Company at the ball park on opening day, watching the Cubs score their initial triumph of the season. Earl Palmer and Howard Nerius are shaping plans for the firm's annual Twilight Golf League.

Mickey Green, Green Novelty Company, Wausau and Boulder Junction, Wis., stopped at All-State Coin Machine Exchange during the week to buy equipment and visit with his old friend Vince Shay. (Continued on page 90)

## THE ALL NEW



SEE!  
HEAR!  
COMPARE!

IS HERE!

It's now on Display in our Showroom.

You're cordially invited to attend the premier during

International  
ROCK-OLA DAYS

APRIL 24 and 25

GILBERT MUSIC COMPANY  
108 S. Center  
Bloomington, Ill.  
Phone: 44090

when answering ads . . .  
SAY YOU SAW IT IN THE BILLBOARD!

SEE! HEAR! COMPARE!  
Then You'll BUY the Brand New



MODEL 1448



SPECIAL  
SHOWING  
April  
24th  
and  
25th

COIN AUTOMATIC MUSIC CO.  
241 W. Main Street  
Johnson City, Tenn.

Phone: 945

Introducing  
the  
ALL NEW



MODEL 1448

Plan now to attend our special showing  
during Rock-Ola Days . . . April 24th and 25th

TWO CONVENIENT LOCATIONS: ● Our Omaha Showroom  
● Hotel Fort Des Moines, Des Moines, Ia.

H. Z. VENDING & SALES CO. 1205 Douglas Street, Omaha, Nebr.  
Phone: Atlantic 1121

# COIN MACHINE NEWS QUIZ

Did you read these  
exclusive industry news  
items published in  
The Billboard—  
and only in The Billboard  
—last week?

● JUKE OP PROGRAMMING GOES SCIENTIFIC. Complete nationwide report on what juke box operators are doing today to realize maximum earning power from the tunes they program, what aids they use in holding down risks in buying records to a minimum, and the problems they face. (Page 1, The Billboard, April 16.)

● TOBACCO EXEC HITS DIRECT VENDER SALES. An executive of a tobacco firm in Long Island, N. Y., tells vending operators how they can fight direct location sales successfully, details methods his own firm uses. (Page 78, The Billboard, April 16.)

● ORANGE GROWER ORG MAPS MAJOR VENDOR MOVE. The Florida Citrus Mutual, a grower organization dedicated to the promotion of the State's orange and grapefruit products, is marshaling its forces for a major drive in the vending field. Story details 10-point program FCM plans to use. (Page 78, The Billboard, April 16.)

● DEBUT NEW EP LINE FOR JUKE OPS. Another record firm debuted a line of special extended play records for music operators, making available 10 EP's on each label which will sell to operators for 60 cents each. Story details artists, records, plans. (Page 13, The Billboard, April 16.)

● EVANS JUKE DIVISION SOLD for \$200,000. The entire phonograph division of H. C. Evans & Company was sold to a former Evans distributor who plans to set up a manufacturing plant to make the Evans machines in Mexico City. Complete story of future plans and what sale included. (Page 71, The Billboard, April 16.)

● AMI, WURLITZER TO ALL-DIME OUTPUT. AMI, Inc., and the Rudolph Wurlitzer Company announced that all their equipment would be shipped from their factories set for dime play in a move designed to help operators in their efforts to switch to the bigger coin. Details of moves reported. (Page 71, The Billboard, April 16.)

IF YOU MISSED READING THE APRIL 16 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.  
Only The Billboard Gives You News While It's New

ALL NEW ROCK-OLA MODEL 1448

Special Showing on Monday, April 25  
Refreshments Served

LA BEAU NOVELTY SALES COMPANY  
1946 University Avenue St. Paul, Minnesota  
Phone: Nestor 2826



A Continuing Story of  
Leadership  
in Action

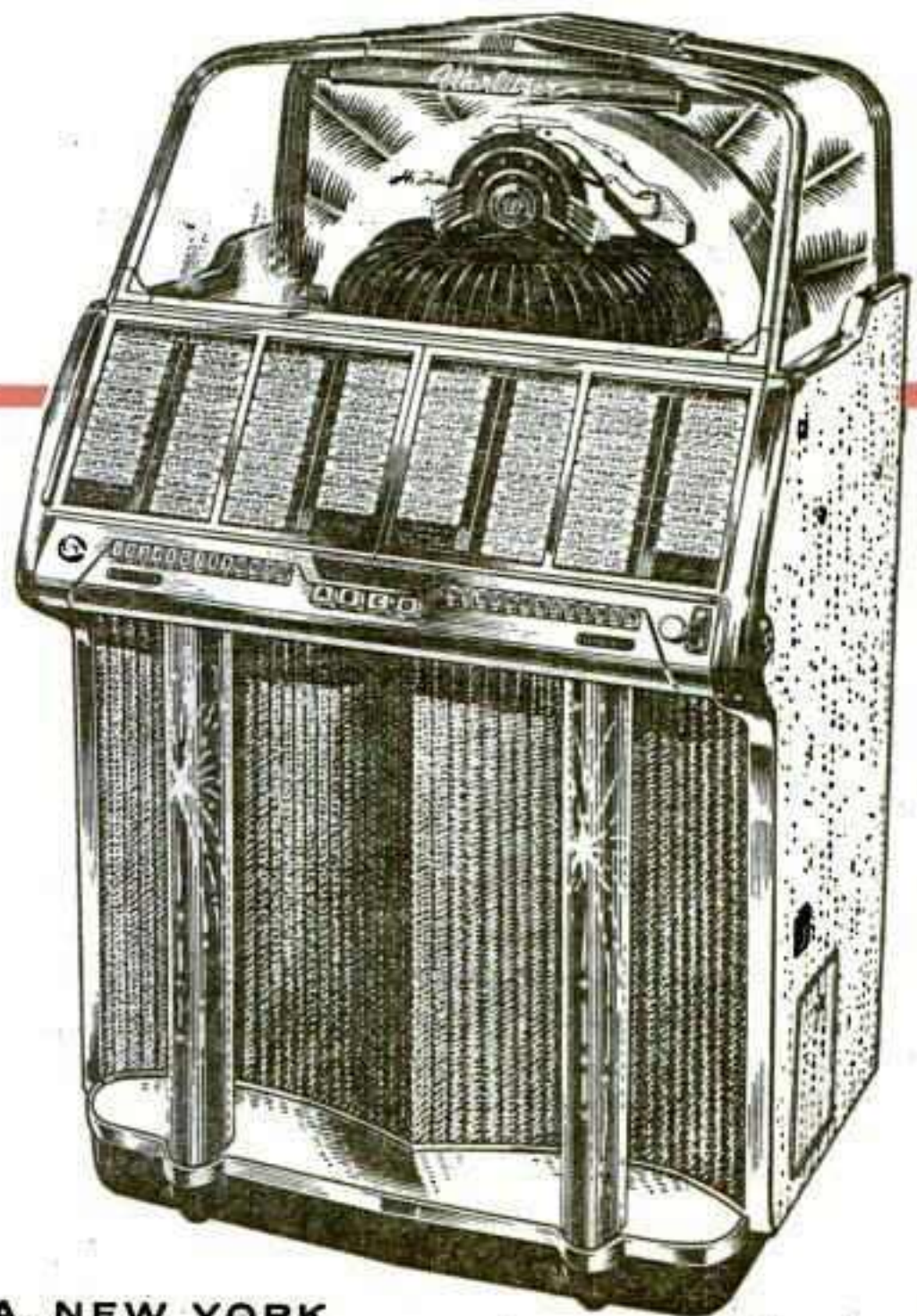




# GOING STEADY

**BEST LOCATIONS AND THE WURLITZER 1800**

The Wurlitzer 1800 has established a remarkable record for landing the best locations. Once in, it stays in for three solid reasons. No other phonograph can match its beauty. No other even approaches its High Fidelity sound. It out-earns all competition. That's why the Wurlitzer 1800 is going steady in top locations—going over with the public—and "going to town" for Wurlitzer Operators.



**GET INTO THE  
BIG MONEY  
WITH THE  
Wurlitzer 1800**



**DYNATONE SOUND TAKES THE MASK OFF  
THE MUSIC MORE THAN EVER BEFORE**

*See Your Wurlitzer Distributor*

**THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK  
Established 1856**

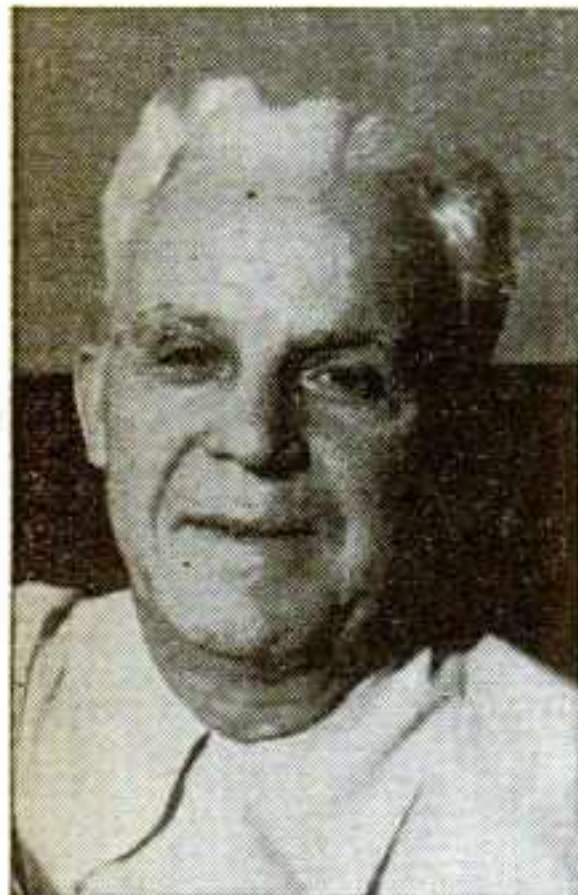


**Cunliffe Dies**

Continued from page 85

dust—was another result of his activity in the music field.

Cunliffe is survived by his widow, Mrs. Bessie Cunliffe; a daughter, Mrs. Robert (Nancy) Daly; his mother, Mrs. Fannie



RAYMOND B. CUNLIFFE

Zierk; a sister, Mrs. Joseph (Essie) Grefor, and two grandchildren, Keith and Raymond Daly.

Funeral services were held in the chapel at 2444 E. 79th Street Wednesday (13). Interment followed in Cedar Park Cemetery, Chicago.

**MUSIC and TELEVISION CORP.**

Boston, Mass.

Presents the New MODEL 1448

**ROCK-OLA**

at the

**HOTEL VEN DOME**  
Empire Salon Ballroom,  
Boston, Mass.

**APRIL 24**  
2 P.M. to 10 P.M.

Complete SMORGASBORD for your refreshment!

Your Host, Jerry Golumbo

The New Model 1448 Rock-Ola will be on display April 25 and thereafter at the

**MUSIC and TELEVISION CORP. SHOWROOMS**  
1119 COMMONWEALTH AVE.  
BOSTON, MASS.

**THE BILLBOARD INDEX**

**ADVERTISED USED MACHINE PRICES**

**MUSIC MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of April 16	Issue of April 9	Issue of April 2	Issue of Mar. 26
Model C 40.....	195.00		\$195.00	175.00
Model E 40.....				400.00
Model E 80.....				450.00
Model A.....	49.50 115.00	\$115.00	99.50 100.00	\$99.50(2)
			115.00	
Model B.....	150.00	169.00	169.00 195.00	185.00
Model C.....	150.00	189.00	175.00 189.00	215.00
			195.00	
Model D-40.....	275.00(2) 300.00	275.00 300.00	275.00 300.00	250.00 295.00 300.00
Model D-80.....	375.00 395.00	375.00 450.00	350.00 375.00	350.00 365.00 375.00
Model E 120.....	595.00 645.00 650.00	650.00	650.00	500.00
			675.00(2)	
<b>EVANS</b>				175.00
Constellation.....				
<b>ROCK-OLA</b>				
Comet.....		725.00	725.00	725.00
Comet 1438.....	675.00	675.00	675.00	
46.....	60.00			
1422.....	59.50	59.50	49.50	49.50 50.00
1426.....	79.50	79.50	89.50	75.00
1428.....	125.00	150.00(2)	150.00	119.50 150.00
1432.....		250.00		250.00
1434.....	299.50 320.00	295.00 299.50		
1434 Rockets.....	325.00	325.00	300.00 325.00	325.00
1436.....	375.00	335.00 395.00		
1436-A, 45 RPM.....	325.00			
1436-A, 75 RPM.....	275.00			
<b>SEEBURG</b>				
46.....	65.00	44.50 65.00		
47.....	75.00	54.50 75.00		
H-146-Hideaway.....	50.00	50.00	50.00	25.00 50.00
H-147-Hideaway.....	65.00	65.00	65.00	25.00 65.00
H-148-Hideaway.....	75.00	75.00	75.00	35.00 75.00
HM 100-A Hideaway.....	275.00	275.00	275.00	275.00
M 100-A (78 RPM).....	325.00 335.00	325.00 349.50	325.00	325.00 349.50
	349.50 375.00	375.00 425.00	349.50(2)	350.00 375.00
	395.00		425.00	
M 100 B.....	525.00 545.00	525.00 569.50	525.00 550.00	500.00 525.00
	525.00 569.50	575.00	569.50 575.00	569.50 575.00
M-100-BL.....	575.00	600.00	595.00 600.00	600.00
M-100-C.....	585.00 645.00	685.00		650.00(2)
	685.00			
146.....			49.50	49.50
147.....				69.50
147-M.....	89.50	87.50		
148.....	125.00	125.00	125.00	
148 ML.....	109.50 139.00	109.50 159.00	159.00	159.00
<b>WURLITZER</b>				
1015.....	69.50 75.00	64.50 69.50	54.50 95.00	54.50 75.00(2)
	95.00 99.50	99.50 100.00	99.50 75.00(2)	99.50
	100.00		100.00	89.50
1100.....	150.00 135.00	150.00 175.00	125.00	119.50 140.00
	175.00		150.00(3)	150.00(2)
			175.00	
1217 Hideaway.....	149.50	149.50		
1250.....	189.50	189.50	195.00 199.50	195.00 199.50
				225.00
1400.....	325.00(2)	325.00 385.00	295.00	279.50(2)
	385.00		325.00(2)	325.00(2)
1450.....	325.00	325.00	325.00	
1500.....	375.00	395.00	375.00	345.00 369.50
	395.00(3)		395.00(2)	395.00(2)
			425.00(2)	425.00
			445.00	
1500-A.....	445.00 495.00	445.00 495.00	495.00(2)	495.00
1550A.....	475.00			
1517 A Hideaway.....				350.00
1550.....	395.00 545.00	425.00	545.00	425.00
1650.....	395.00	425.00	425.00	

**New Approach**

Continued from page 85

gramming, Stout told how over 100 new records were released every week and how operators must pick only the potential hits if they want to remain in business.

Stout explained, "Those of us who make our living at programming juke boxes resort to all manner of means to obtain and determine the popular public opinion as regards music and how best to serve it. We subscribe to different trade journals that provide weekly and bi-weekly reports on the results of nationwide music popularity surveys. These publications go much deeper into the matter of surveys than any other source.

**Picking Tunes**

"Three reasons guide operators in their choice of all records found on juke boxes," Stout explained. "First, they are among the first 30 in national popularity rating; second, they have been requested by a location and, third, they are established old favorites."

Stout does not claim that his editorial advertising reaps heavy added collections, altho he believes that a customer who understands the music business, and the problems connected with it, is a better customer.

He is, however, convinced that the juke box business and the operators in his area, by reason of a better informed public, enjoys a much improved standing in the community.

**Seacoast Holds**

Continued from page 85

mond, Va., distributor; Monty Walker, S&K Distributing Company, Philadelphia distributor; George Currier and J. J. Golumbo, Music and Television Corporation, Boston distributor, and William J. Wolff and John Newman, Eastern Vending Sales Company, Baltimore distributor. Also, Joe Grillo, Lou

**Dual Benefit**

Continued from page 85

operator the advantage of cutting service and collection calls.

Diversification is also one of the best methods of building and holding location good will, he says. In many locations, Rainey pointed out, some equipment was not removed even when not making a profit, just to keep the location owner happy. Collections on the other machines in the same location prove the merits of this plan, he said.

Grillo and Lindy Nardone, Flower City Amusement Company, Rochester operator, and Armand Zambardi and William Furman, American Music Service, Elizabeth, N. J., operator.

**It's Open House...**

at

**ROSS**

**DISTRIBUTING CO.**

April 24-25

Come See the NEW

MODEL 1448

**ROCK-OLA**

Refreshments and Drinks Served

Come One... Come All!

**ROSS DISTRIBUTING CO.**

3401 N.W. 36th St.  
MIAMI, FLORIDA

See the beautiful new

**ROCK-OLA Model 1448**

during our

**"OPEN HOUSE"**

Celebrating the opening of our newer, larger quarters

**4701 Washington Ave.**  
ST. LOUIS, MO.

• SUNDAY, April 24

• MONDAY, April 25

REFRESHMENTS • BUFFET

**J. ROSENFELD COMPANY**

4701 Washington Avenue St. Louis 8, Missouri FOrrest 7-6730

COME IN NOW!  
SEE THE ALL NEW

**ROCK-OLA**

MODEL 1448

On Display in our Showroom during

**INTERNATIONAL ROCK-OLA DAYS**

April 24 and 25  
We'll be looking for you.



**H. M. BRANSON DISTRIBUTING CO.**

811 E. Broadway Louisville, Kentucky Phone: 1314

**COINMEN YOU KNOW**

Continued from page 88

Green's wife, Katie, and son, Mickey Jr., accompanied him on the trip to the Windy City. All-State is busy with Marvel's bowling game conversion, the Sparkler Bowling Alley.

First Coin Machine staffers are looking forward to a big turnout today (16) for their operator showing of the new Chicago Coin Hollywood Bowler game. Cards went out during the week to operators reminding them of the showing.

Mort Levinson, National Coin Machine Exchange, says the new Gottlieb Du-Ette five-ball game is a fast mover on the floor. Joe Schwartz, National owner, was busy talking to visiting operators during the week.

**ROCK-OLA**

MODEL 1448

On display in our showroom during

**INTERNATIONAL ROCK-OLA DAYS**

April 24 and 25  
Model 1448 is All New

SEE... HEAR... COMPARE

**H. C. BRINCK**

825 E. Front Street Butte, Mont.



*See... Compare... Buy*

the **ALL NEW ROCK-OLA** Model 1448

on display at your **ROCK-OLA** Distributor's Showroom

**INTERNATIONAL ROCK-OLA DAYS**  
April 24th and 25th

**Distributor's of ROCK-OLA**

**HI-FIDELITY MUSIC**

**AUTOMATIC MUSIC COMPANY**  
1214 West Archer Street  
Tulsa, Oklahoma  
3-4366

**BADGER NOVELTY COMPANY**  
2546 North 30th Street  
Milwaukee 10, Wisconsin  
Kilbourn 3030-3031-3032

**BORDER-SUNSHINE NOVELTY CO.**  
2919 4th Street, N. W.  
Albuquerque, New Mexico  
4-1626

**H. M. BRANSON DISTRIB. CO.**  
811 East Broadway  
Louisville 4, Kentucky  
Wabash 1343-1344

**BRILLIANT MUSIC COMPANY**  
19963 Livernois Avenue  
Detroit 21, Michigan  
Diamond 1-2750

**H. B. BRINCK**  
825 East Front Street  
Butte, Montana  
6726

**CALDERON DISTRIBUTING**  
450 Massachusetts Avenue  
Indianapolis 4, Indiana  
Lincoln 8468-8469

**CAPITOL MUSIC COMPANY**  
135 East Amite Street  
Jackson 1, Mississippi  
2-1822

**COIN AUTOMATIC MUSIC CO.**  
241 West Main Street  
P. O. Box 364  
Johnson City, Tennessee  
945

**FABIANO AMUSEMENT CO.**  
208 East Dewey Avenue  
Buchanan, Michigan  
331F2-809

**FLOWER CITY AMUSEMENT CO., INC.**  
620 Main Street, East  
Rochester 5, New York

**FRANCO DISTRIBUTING CO.**  
24 North Perry Street  
Montgomery, Alabama  
3-6463

**GILBERT MUSIC COMPANY**  
108 South Center St.  
Bloomington, Illinois  
4-4090

**H & H MUSIC AND DISTRIBUTING**  
1626 Third Avenue  
Moline, Illinois  
4-6703

**H. Z. VENDING & SALES CO.**  
1205 Douglas Street  
Omaha, Nebraska  
Atlantic 1121

**PAUL W. HAWKINS**  
329 East 7th Street  
Tucson 10, Arizona  
3-4503

**HUEY DISTRIBUTING COMPANY**  
335 Huey P. Long Avenue  
Gretna, Louisiana  
Algiers 5777-4892

**HUEY DISTRIBUTING COMPANY**  
3760 Airline Highway  
New Orleans 20, Louisiana  
Temple 9564  
Albert Huffine

**LA BEAU NOVELTY SALES CO.**  
1946 University Avenue  
St. Paul 4, Minnesota  
Nester 2826

**LAKE CITY AMUSEMENT, INC.**  
4533 Payne Avenue  
Cleveland, Ohio  
Henderson 1-7577

**B. D. LAZAR COMPANY**  
1635 Fifth Avenue  
Pittsburgh 19, Pennsylvania  
Grant 1-7811-1-7818

**LE STOURGEON DISTRIB. CO.**  
2828 South Boulevard  
Charlotte, North Carolina  
2-0437

**MARMER DISTRIBUTING CO.**  
1519 Central Parkway  
Cincinnati 14, Ohio  
Dunbar 5152-3

**MERIT MUSIC SERVICE**  
940 Linden Avenue  
Baltimore 1, Maryland

**EASTERN VENDING SALES CO., INC.**  
940 Linden Avenue  
Baltimore 1, Maryland  
Mu. 5-2110

**MODERN DISTRIBUTING CO.**  
3222 Tejon Street  
Denver 11, Colorado  
Glendale 5-8000-Grand 7-6834

**MUSIC AND TELEVISION CORP.**  
1119 Commonwealth Avenue  
Boston 15, Massachusetts  
Stadium 2-8956

**MUSIC-VEND OF EASTERN OHIO**  
3808 Southern Boulevard  
Youngstown, Ohio  
8-7515-2-1012

**OSBORN DISTRIBUTING CO.**  
278 Sixth Street  
San Francisco 3, California  
Underhill 3-2674

**PHONO-VEND OF TEXAS**  
1023 Basse Road  
San Antonio, Texas  
Pe 3-7197

**PUGET SOUND NOVELTY CO.**  
114 Elliott Avenue, West  
Seattle 99, Washington  
Alder 1010

**ROBINSON DISTRIBUTING CO.**  
301 Edgewood Avenue, S. E.  
Atlanta, Georgia  
Lamar 5207

**J. ROSENFELD COMPANY /**  
3218 Olive Street  
St. Louis 3, Missouri  
Olive 2-2800

**ROSS DISTRIBUTING COMPANY**  
3401 N. W. 36th Street  
Miami, Florida  
65-2531

**ROSS DISTRIBUTING COMPANY**  
90 Riverside Avenue  
Jacksonville, Florida

**S & K DISTRIBUTING COMPANY**  
808 North Broad Street  
Philadelphia 30, Pennsylvania  
Poplar 3-6384-5-8488

**S & M SALES COMPANY, INC.**  
1074 Union Avenue  
Memphis, Tennessee  
2-1133

**SEACOAST DISTRIBUTORS, INC.**  
1200 North Avenue  
Elizabeth 4, New Jersey  
Bigelow 8-3524-5

**SEACOAST DISTRIBUTORS, INC.**  
594 Tenth Avenue  
New York, New York  
Bryant 9-4684-5

**DAN STEWART COMPANY**  
140 East Second South St.  
Salt Lake City, Utah  
4-5209-22-2473

**UNI-CON DISTRIBUTING CO.**  
3410 Main Street  
Kansas City 2, Missouri  
Jefferson 1203

**WERTZ MUSIC SUPPLY CO.**  
1013 East Cary Street  
Richmond 19, Virginia  
7-3021

**WESTERN DISTRIBUTORS**  
1228 Southwest 16th Avenue  
Portland 5, Oregon  
Atwater 7565

**WORLD WIDE DISTRIBUTORS, INC.**  
2330 North Western Avenue  
Chicago 47, Illinois  
Everglade 4-2300

**EXPORT DISTRIBUTORS**

**CANADA**

R. C. French & Company  
2718 W. 4th Avenue  
Vancouver 8, B.C., Canada

Kuke Novelty Company  
225 East King Street  
Toronto, Ont., Canada

Lawrence Novelty Company  
547 Boucher Street  
Montreal, Quebec, Canada

William Pound Agencies  
68 Water Street  
St. John's, Newfoundland,  
Canada

Winnipeg Coin Machine Ltd.  
209 Pacific Avenue  
Winnipeg, Manitoba, Canada

**MEXICO**

Industria Nacionales de Sonido, SA  
Calzada Mexico Xochimilco 4861  
Mexico 22, D.F., Mexico

**CENTRAL AMERICA**

A. Sandoval de Nicol  
7A Avenue y 10 A Calle  
Guatemala City, Guatemala

Almacen Las Americas, S. A.  
Edificio Las Americas  
San Salvador, El Salvador

Curacao Trading Co., S. A.  
P. O. Box 353  
Tegucigalpa, Honduras

Curacao Trading Co., S. A.  
P. O. Box 62  
San Pedro Sula, Honduras

Juan Kawas & Company  
Apartado Postal No. 95  
La Ceiba, Honduras

Miguel G. Hernandez  
Apartado 235  
Managua, Nicaragua

Valeriano Miranda  
Apartado 1893  
San Jose, Costa Rica

**CUBA**

Equipos Musicales, S.A.  
Calle San Rafael 874  
La Habana, Cuba

Roberto Ros  
Apartado 107  
Santiago, Cuba

**PUERTO RICO**

R. Quiles Santiago  
Calle San Juan No. 912  
Santurce, Puerto Rico

**DOMINICAN REPUBLIC**

Ing. Ignacio Agramonte  
P. O. Box 672  
Ciudad Trujillo, Dom. Rep.

**SOUTH AMERICA**

La Comercial Prosper  
Barceñas a Rio  
Building "SADIA"  
Caracas, Venezuela

Simon Valasco & Company  
Calle 17, No. 9 16  
Pereira, Colombia

German Prano  
Apartado 2224  
Quito, Ecuador

Nicolas Chaponas  
Independencia 3215  
Santiago, Chile

**BELGIUM**

Brabo Corporation  
Kronenburgstraat 55  
Antwerp, Belgium

Le National  
60 Avenue de Jette  
Brussels, Belgium

**AUSTRIA, GERMANY,  
ITALY, SCANDINAVIA,  
SWITZERLAND**

Nova - 24 Semperstrasse  
Hamburg 39, Germany

**GUAM**

Guam Coin Amusement Co.  
P. O. Box 466  
Agana, Guam, M. I.

**ROCK-OLA EXPORTERS**

Irving Bromberg Co.  
8313 1/2 West Third Street  
Los Angeles, California

K. I. D. Inc. - 395 Broadway  
New York 13, New York

Messner-Hirth Export Corp.  
458 Broadway  
New York 13, New York

D. Phillip & Company  
6516 Whittier Blvd.  
Los Angeles, California

Rondod Contracting & Purchasing Corp.  
P. O. Box 1806  
Paterson, New Jersey

Cesar R. Sandoval & Company  
6405 S. Keating Avenue  
Chicago 29, Illinois

**ROCK-OLA MANUFACTURING CORP.**  
800 N. Kedzie Avenue, Chicago 51, Ill.



## American Shuffleboard Readies Sales Campaign to Game Operators

Concern Seeks to Replace Old Equipment; Current Production 50% Ahead of 1954

UNION CITY, N. J., April 16.—The American Shuffleboard Company, manufacturer of shuffleboards since 1938, is readying an intensive sales campaign aimed at game operators. While ASC has made both coin-operated and non-coin-operated equipment in the past, current production is virtually all coin operated.

Cornerstone of the impending drive will be the replacement of

existing equipment and the combating of complacency on the part of operators.

According to Sol Lipkin, field sales director, ASC units should be replaced every four or five years for maximum location profits. Lipkin explained that the units will generally yield high takes for the first couple of years, then level off gradually in the next two years.

### Investment Return

As many operators make back their investment in less than a year, he said, their attitude commonly has been that as long as the equipment is running on gravy, why shell out more money?

Actually, said Lipkin, weekly takes have tripled in stops where five-year-old shuffleboards have been replaced with new equipment and, in the long run, the operator is better off financially when he replaces five-year-old games with new ones.

Tho the firm has been selling games directly to locations in some areas, Lipkin regards this process as merely a means to an end.

### Sparks Interest

Nick Melone, sales manager, had this explanation for the direct sales policy: "In areas where operators are slow to install new shuffleboards, we find that the appearance of a few new games in the vicinity sparks interest not only in the stops where the new games are installed but in other stops as well."

"The outcome usually is that operators place orders for new equipment, takes go up, and inter-

est is generally revived. We always prefer to sell to operators rather than to locations, as there is a limit to the number of games a location can buy, but the operator can expand continually.

According to Paul Casano, ASC general manager, the plant is running about 50 per cent ahead of last year on sales, with current production at the rate of 200 units a month.

### New Locations

While most locations are still taverns, bowling alleys and recreation centers have opened up recently as shuffleboard stops. Skating rinks, too, are developing as locations.

Melone explains that the new locations are all outlets which cater to participating sportsmen—bowlers, skaters, billiard players and ping-pong enthusiasts.

When the alleys or tables are full, they like to be doing something. Shuffleboard satisfies this desire he added.

### Merchandising

American merchandises its machines on three bases—the American Shuffleboard Leagues, Inc., house leagues and tournament play.

In the first two, team play is organized, with the sale of games including placards and posters explaining league play, scorecards and other paraphernalia essential for organized competition.

For weekly tournament play, which usually has prizes awarded the winners, trophies, house rule

(Continued on page 95)

## Banner Season Looms for N.E. Kiddie Ride Ops

BOSTON, April 16. — Kiddie rides face their biggest season in New England, as they appear more and more in outdoor locations for the third summer. Operators got off to an early outdoor start Easter Sunday (10).

The demand is causing distributors to work day and night to fill orders. The rockets, sky ships, horses and boats are appearing thruout the six-State region in parks, beaches, lots and outside department stores and drugstores.

Ed Ravreby, of World Fair and Associated Amusements, predicted that New England kiddie ride operators would score greater grosses than ever before. Ravreby, distributor for Capitol Rides, announced that he is offering a rental service to New England coinmen and that he has purchased the Nyelo Manufacturing line, formerly of Clinton, Mass. He has a

(Continued on page 94)

## United Skeds Golf League

CHICAGO, April 16.—United Manufacturing Company announced plans this week for its annual Twilight Golf League, competition to be held this year at Sportsmans Country Club, Northbrook.

Play will begin May 4, and continue each Wednesday thru September 7, except for two vacation weeks in July.

Some 32 players have entered this year as individuals and as members of eight teams of four men each. A low gross trophy and a trophy for each player on the top and second place teams at the end of the league season will be awarded.

Officers of the league for the 1955 season are Howard Nerius, chairman; Earl Palmer, secretary, and Kurt Nelson, treasurer.

## Capitol Runs 20% Ahead 1954 in Ride Production

NEW YORK, April 16.—The kiddie ride business is experiencing somewhat of a revival this spring, according to Sam Goldsmith, Capitol Projectors executive.

Goldsmith said the downward sales trend has been halted and that Capitol is currently producing rides at a rate of 20 per cent more than last year at this time.

He added that a large percentage of the current output is in the smaller ride category—particularly horse, bunny and duck rides.

### \$300-\$500 Range

Goldsmith explained that the demand is for equipment ranging in price from \$300 to \$500, so the operator can get off the hook in a reasonable time. Locations for

the more expensive rides, he said, are limited.

According to Goldsmith, the business upswing is accounted for by two factors—the elimination of the marginal manufacturers from the field, and the stability of current operators.

He explained that a couple of years ago, operators were paying top-heavy prices to place equipment on locations which did not warrant the expenditure.

Thru the normal competitive process, he added, the less qualified manufacturers and operators fell by the wayside, leaving a small core of efficient coinmen in the race.

Goldsmith feels that this is a solid basis for future growth.

## High Court Rejects Oregon Pinball Plea

PORTLAND, Ore., April 16.—With Portland's pinball ban surviving an attack in the Supreme Court of the United States, pinball operators' only chance of staying in business in the city appeared this week to depend on any reversal of policy that might come from the city council.

The court Monday (11) declined to review litigation that attacked the constitutionality of the Portland 1951 ordinance. In dismissing the appeal, the court noted that no substantial federal question was involved.

The ruling killed final hopes of operators to outlaw the ordinance passed July 10, 1951, and attacked July 13 that year by Stanley G. Terry, Portland operator. He obtained an injunction prohibiting the city from enforcing the ordinance and was upheld in the Circuit Court in his contention that the ordinance involved unconstitutional seizure of property.

Two hearings before the State Supreme Court followed before the city won its appeal. The court held the city to be within its police rights to ban games despite a State tax on games. The court ruled the State law was a revenue measure and thus not in conflict with the city policing ordinance. Terry, on behalf of himself and other Portland operators, appealed this decision to the U. S. Supreme Court.

During the nearly four years of litigation, games have operated in Portland without regulation or license fees. Enforcement of the ban, if it develops, is still some weeks distant, awaiting the highest court's mandate.

### Await Mandate

Likelihood of the city council enacting a licensing ordinance is difficult of assessment, there being no official comment pending receipt of the court's mandate. However, shortly before the State court upheld the city's position, the council indicated a willingness to license games to avail the city of the estimated \$100,000 in annual revenue. The makeup of the council also has changed from that of 1951, when the ban was enacted.

As Terry points out, the city's revenue position has been rendered more acute by recent legislative action that will deprive the city of income from a business-income tax. Thus the \$100,000 revenue available from games may prove more attractive.

## Salt Lake County, Utah, Outlaws Pinball Game

SALT LAKE CITY.—Pinball operations in the unincorporated areas of Salt Lake County have been outlawed, effective April 20.

The ordinance bans "any game of bagatelle, pigeonhole or device or contrivance commonly known as

(Continued on page 96)

## UNION OPENS CHICAGO GAME OPERATOR DRIVE

CHICAGO, April 16.—A coin machine operators' union has set up headquarters here and is contacting Chicago amusement game operators to secure memberships.

The union, the Automatic Equipment and Coin Machine Operators Service and Repairmen, Local No. 3, reports its national headquarters at Gary, Ind., and according to Robert J. Cantazaro, secretary-treasurer, is an independent union.

Cantazaro, who is making the local effort to obtain memberships, claims he has already signed up about 50 Chicago operators.

Cantazaro said the national union has game, juke boxes and vending machine operators within its jurisdiction. Chicago headquarters of the union are at 343 North Laramie Avenue.

## CHI OP AIRS VIEWS

### Average-Size Route Run at Profit 16 Years

CHICAGO, April 16.—The average-size amusement game operator must put hard work and active interest into his route to make it a success.

George Sussman, who operates about 47 games in the city of Chicago, is an example of one such operator. He has been in the business since 1939.

Under the emblem of Metro Coin, Sussman operates Chicago Coin, Genco and United shuffle and gun games, located in taverns and restaurants thruout the city. He does all the buying, collecting, servicing and public relations.

Sussman, like many operators in the Windy City, splits his machine takes 50-50 with the location owner and expects to stick with this system in the future. He believes that when the location owner gets an even split he feels that he is actually a partner in the operation and will do more to encourage game play.

### Op Profits

Despite high investment costs and a lower rate of play than several years ago, the average game operator can make a profit, Sussman believes, but thinks it is a good idea to reduce costs by working on a basis of a lower average per game in takes than in former years.

He now gets an average of \$10-\$12 a week per game, considerably less than former years, but maintains a 30 to 35 per cent average in net profit from his game takes.

With investments in new games a heavy expense for operators, Sussman tries to hold such expenditures down, but adds about 10 new pieces a year. With an eye to keeping the route as up to date as he can, he has 70 per cent of the equipment consisting of games under three years old.

### New Games

Always on the lookout for a new game with a feature that he thinks will really pull play, Sussman goes "window shopping" for units with new gimmicks that will promote coin box takes. He thinks the trend to flashing lights on shuffle bowlers (which give the player scores according to his timing in delivering the puck) was a big improvement in the shuffle field, but wants to see more improvements in games coming off production lines.

"Operators need something that will give this business a real shot in the arm," he says.

Similarly, Sussman is always on the lookout for new locations. Without them, he says, a coin machine route would eventually run to the ground. In scouting for spots, Sussman will pick out a prospective street, travel it for two or three miles until he finds a likely location. Generally, Sussman says, if the location owner really can use a game it doesn't take much salesmanship to convince him of the advantages of such a move.

The prospective location owner is usually quick to recognize the profits that he can make on the operation; profits that can be used to help meet expenses. Sometimes Sussman points out that "the fel-

low on the next corner" has a game and is getting good play.

Sussman says that an operator can never be sure how well a prospective location will do. Some of the least likely looking spots surprisingly produce the best takes. Sussman found two new locations in restaurants last week. A shuffle game located in one of the restaurants took in \$40 the first three days.

Work on the route does not ease up when the machines are all located in bringing in takes. Sussman believes that an operator who doesn't keep an amusement game clean looking is in for trouble. A shabby game makes the location owner feel he is in need of a switch and pressure will be applied on the operator for a different game. Thus Sussman keeps the backglass clean, bulbs changed, pins washed and the plastic that guards the pins clean so that the player can see

(Continued on page 94)

## Ind. Firm Bows Bridge Ball, Novelty Game

ELKHART, Ind., April 16.—Bridge Ball, a new coin-operated stand-up novelty game, was bowed this week by Culp Products Company here.

The new game tests the player's ability to manipulate circling balls into numbered ball racks in the central portion of a pit built into the cabinet.

Players get five balls for a nickel, operating a lever atop the cabinet that moves a metal arm at the center of the ball pit. By moving the arm, the player is able to both catch and deflect balls spinning around the circular track within the pit.

The balls are set in motion by shooting a ball plunger at the front of the cabinet.

Replays are made by players "bridging" balls into proper racks, which are numbered from 1 to 6.

According to John W. Culp, general manager of the firm, the unit

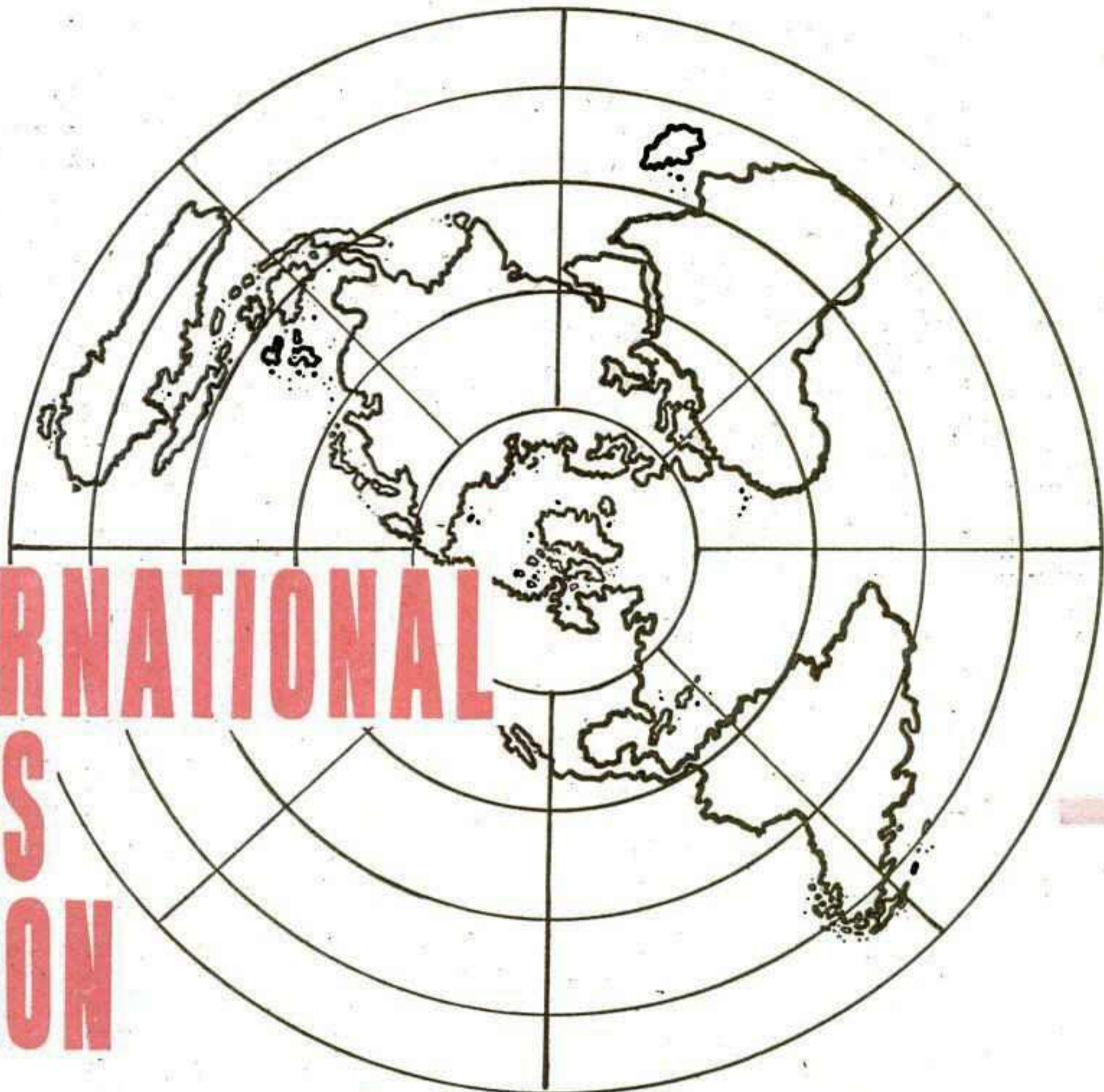
(Continued on page 96)

## Bally Lists 6 Units on Coin Market

CHICAGO, April 16. — Bally Manufacturing Company has six coin-operated units—four games and two kiddie rides—currently on the market.

These include Gayety, latest Bally pinball game; the Gold Medal and Blue Ribbon, new shuffle bowling games with match play and regular play respectively; Bull's Eye, kiddie pistol game; Hot-Rod, automobile kiddie ride, and the Champion horse ride.





# INTERNATIONAL SALES EDITION

➔ SPECIAL SECTION DEVOTED ENTIRELY TO EDITORIAL AND ADVERTISING FOR SALES ABROAD

## ★ FOREIGN COIN MACHINE SALES UP

During 1954 a 25% increase in foreign coin machine sales had been chalked up for U. S. sellers over the previous year. To alert U. S. Coin Marketers, this fast-growing market offers extra sales . . . now and in the future. Last year this was a \$15,169,380 market for U. S. sellers.

Here's an opportunity, Mr. Advertiser, to reach your regular Billboard coin machine audience, plus having an additional 5,000 copies of Billboard mailed to distributors, operators and other businessmen abroad.

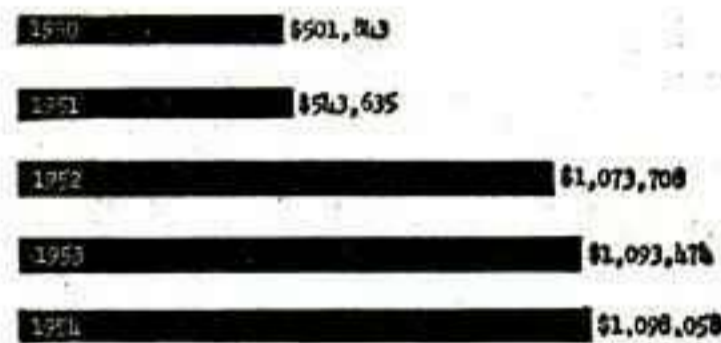
Act today and schedule a hard-hitting advertisement that will help you sell more new and used equipment, parts, supplies and services.

## ★ INTERNATIONAL SALES ISSUE TO GET SPECIAL EDITORIAL TREATMENT

You'll find the latest market information on U. S. Shipments of Music, Vending Machines and Amusement Games . . . results of a special Billboard Survey of Distributors in Foreign Countries . . . a timely, fast-paced story on the Procedure for Processing Foreign Orders . . . facts and figures on Foreign Market Conditions . . . plus regular news coverage.

SEE CHARTS FOR GRAPHIC-RISE OF EXPORT SALES

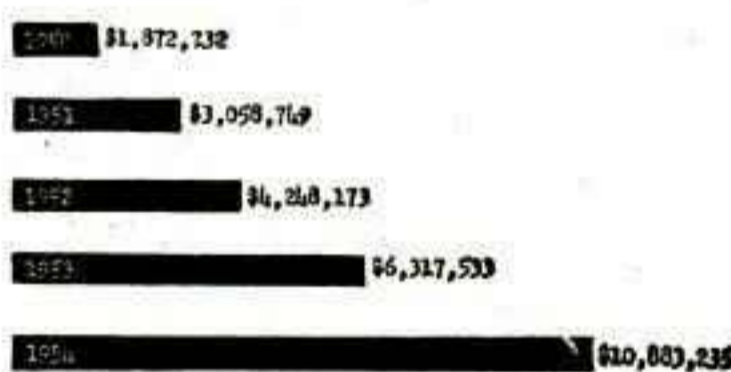
### VENDING . . . BIG FUTURE AHEAD



Got new or used Vending Machines for sale? If so, schedule an ad for the April 30 Billboard—International Sales Edition. You'll reach regular Billboard readers, plus 5,000 coin marketers abroad.

Best of all, this double-barreled advertising package won't cost you a penny more. Regular advertising rates apply.

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New or used Juke Boxes to sell? Run your advertisement in the International Sales Edition.

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There's a big demand outside the U. S. for new and used Amusement Games . . . and the demand is continuing at an ever-increasing pace.

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Advertisers will reach their regular Billboard audience of U. S. Coinmen, plus having their ads appear in complete copies of Billboards which will be mailed to a select list of 5,000 distributors, operators and other businessmen in foreign countries . . . men who are interested in buying from American sources.

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★  
REGULAR  
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**ADVERTISING DEADLINE  
APRIL 22  
ISSUE DATED  
APRIL 30**



Banner Season

Continued from page 92

complete stock of parts and equipment for its rocket ships.

Kiddie Parks

He said kiddie rides were going everywhere and that some ops were setting up kiddie ride parks, using from four to 10 various types of rides near and in summer resort areas.

BINGOS

THOROUGHLY RECONDITIONED

Table listing various bingo machines and their prices, such as Hi Fi for \$315 and Surf Club for \$345.

PURVEYOR DISTRIBUTING COMPANY 4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS

Chi Operator Airs Views

Continued from page 92

the pins clearly. He cleans the sides of the cabinet so that the paint job looks attractive.

Congenial Set-Up

The most important thing the operator must remember, says Sussman, is to be as congenial as possible. If you can keep on the best terms with the location owner—crack a joke or make him feel good, regardless of the game—he will seldom switch to a competing operator.

Public relations on a broader scale are also important to Sussman. He believes that every operator should support good causes, especially since operators can reach so many people.

Every year that the March of Dimes conducts its drive, Sussman contributes his time. He also solicits contributions the year round for the Boy Scouts, which he thinks is important in the fight on juvenile delinquency.

In the past Sussman has oper-

ated shuffleboard, ray guns and roll-down games, in addition to juke boxes, which he sold out about five years ago at a time when television loomed as a threat and takes were bad.

Game takes, he says, have dropped off slightly in the past five years, but thinks this is due to general business conditions—higher prices, higher rents and increasing unemployment, rather than to the games themselves, which he thinks have a lot of play appeal.

Prize Awards

Sussman thinks that operators can get along just as well without awarding prizes to high-scoring players. He says that while the first few weeks the awards may be a novelty, this often wears off and does not promote more play.

Machine servicing is done by Sussman at his residence on the Northwest Side, where he has his shop and business headquarters. He makes collections once a week or every two weeks for some locations. He sets up no schedule to move games—only those games that actually drop to an unprofitable level are moved.

Sussman is active in civic affairs and enjoys playing a round of golf.

With the characteristic enthusiasm that has made his operation a success, Sussman thinks that getting out and meeting with location owners and other operators makes the coin machine business sociable and interesting.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses.

Large table listing various amusement games and their prices across different issues of the Billboard, including ABC (United), All Star (Gottlieb), and many others.

SAY FELLAHS!

IF YOU WANT THE BEST "BUY"—GET KEENEY'S NEW 3-WAY BOWLER!



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CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps. RATE: 15¢ a word—Minimum \$3.00. CASH WITH ORDER

DISPLAY CLASSIFIED ADS Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted. RATE: \$1.00 a line—\$14.00 per inch. CASH WITH ORDER unless Credit has been established.

IMPORTANT INFORMATION In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

ADVANCE 25¢ MACHINES—\$23.55 EA. LOT of 50. Merchandise lowest prices. McDonald Distr. Co., 2416 W. Davis St., Dallas, Tex.

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save! steel cabinet, modern design, coin reflector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J.

1000 ADVANCE 5¢ THEATER AND BUS mint and gum machines. A-1 coin mecks, \$750 for lot. Timothy O'Toole, 1125 S. Beverly Drive, Los Angeles 35, Calif.

Help Wanted

WANTED — BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill.

WANTED—TOP MECHANIC

Thoroughly experienced phonographs and games. Steady job, top salary. Must have good car, be willing to work and be honest and reliable. Send references and qualifications first letter. Positively no drinking whatsoever. ABC MUSIC SERVICE, P. O. Box 331, Crescent City, Calif.

Parts, Supplies & Services

ATTENTION, ARCADE OPERATORS—"Sock-the-Ock" will change "Shoot-the-Bear" into a smooth performing money-maker. A proven kit in a complete package, \$21 each. A few "Shoot-the-Spooks" left. Write: 100 Service Co., 2638 Olive St., St. Louis 3, Mo.

ATTENTION, BULK CHARM BUYERS—Factory wholesale prices, finest varieties. Send \$5 for sample kit that will be credited toward your first purchase. Sheldon Sales, Inc., 481 Main St., Buffalo 3, N. Y.

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.

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa.

Positions Wanted

ALL-ROUND AMUSEMENT GAME AND vending machine man with wide experience on routes, arcades and amusement parks. Seeking new employment anywhere. Presently operating own small business, but do not have expansion capital. Know vendors from small bulk to biggest vendors; have special experience in coin photographic machines; well versed in arcade and shooting gallery operation. White, single, have car and can travel. Would appreciate operating ops or selling opportunities. Write Ben J. Mickewicz, North Wilmington, Mass.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL, 2952 Milwaukee Ave., Chicago 18, Ill.

AUCTION SALE, MAY 27 AND 28—15 coin-operated music boxes, player pianos, 35 other music boxes, horse-drawn fire engine, Calliopes, 25 antique cars, guns, other horse-drawn equipment. Thousand other items and museum pieces. Joe Streeter, Claremore, Okla.

CIGARETTE MACHINES — DU GRENIER 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 8 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.

COMPLETE ARCADE FOR SALE—TIP TOP condition. A few Panorams, five Philadelphia Skee Balls, Skee Balls like new. Write for list. H. C. Loebach, 211 Douglas, Wichita, Kans.

FOR SALE—4 DODGEM BULLPEN GAMES, costs new \$840 each; sacrifice at 1/2 price. Less than 1 year old. Call or write Bob Siegal, 2911 Brighton 1st St., Brooklyn 35, N. Y. SH 3-5427.

PANORAM PREPS, SIX-EXTRA PROJECTOR, twelve 600 ft. art film, some new. Parts and rewinding, S. C. License, \$1500 for all. Bert's Elam's Arcade, 338 King St., Charleston, S. C. Dial 63376.

VENDING HEADQUARTERS—SEND FOR free confidential price list. Reconditioned bulk vendors, charms, capsules, parts, supplies. Largest supplier in the world. 70 used Victor Toppers Glass Globes, \$10 ea.; 20 Acorn 5¢ Nut, like new, \$10; 50 used Silver King 5¢ Nut, \$6.50 ea. Logan Distributing Co., 916 Milwaukee Ave., Chicago 22, Ill.

14 WURLITZER SKEE BALL ALLEYS—200 pieces arcade equipment of all types, including Pookerinos, Shuffle Alleys, etc. Seyco Sales, 418 Main St., Bradley Beach, N. J. Prospect 5-1744.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

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, Pa.

VICTOR TOPPERS WANTED—ANY QUANTITY; give full details. Box M-118, c/o Billboard, Cincinnati 32, O.

WANTED TO BUY—POPCORN SEZ VENDING Machines, regardless of condition. Quite a few wanted, number of machines. John Groves Company, Carlene Popcorn, 39 Skyline Drive, Duquesne, Pa.



## BINGO SPECIALS

HI-FI .....	\$300
SURF CLUB .....	340
PALM SPRINGS .....	300
ICE FROLICS .....	300
BEACH CLUB .....	270
DUDE RANCH .....	270
BALLY BEAUTY .....	200
YACHT CLUB .....	135
ATLANTIC CITY .....	95
JOHNSON FAREBOX COIN COUNTERS, slightly used, like new .....	175
BINGO GLASS—21x40x3/16 inches. Each .....	3
9 pieces to box .....	24

1/3 Deposit With Order.

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IMPERIAL .....	220.00
JET .....	390.00
TEAM .....	275.00
CONY BINGO .....	60.00
GENCO 400—Latest Improvements .....	60.00

One-third deposit

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ARCADE EQUIPMENT  
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Scientific Pokerino, late model... Write  
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43 YEARS SERVICE • EST. 1912

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## FINDS KEY LOCATIONS

# Op Spots Kiddie Rides In Supermarket Chain

DENVER, April 16.—To insure the best possible profits from kiddie rides, the operator picks the spots that draw the most customers, and Lou Shulman, head of Modern Music Company here, has found one such type of location that has consistently built profits for him.

Shulman has discovered that spotting Merry-Go-Rounds, bucking broncos, space ships, and other rides near the big self-service magazine racks in supermarkets has done much to bolster his profits.

The Denver operator has successfully installed a variety of such rides in most of the stores operated by Millers Supermarkets, Inc., with 23 outlets in the city area.

### Average Shopper

Shulman found that the average shopper stops and examines the contents of the magazine rack at some time during a shopping trip and that it is during these periods of comparative inactivity that the youngsters who tag along become most impatient.

By providing the perfect solution in the form of a dime-operated ride which will keep the kiddies entertained for around 10 minutes, Shulman has won steady play.

"While the housewife is shopping she has the advantages of new sights and movement to keep the youngsters entertained," he pointed out, "but when she pauses at the magazine rack, the tykes usually become bored.

"If the ride is handy and she has a dime, she can keep her kiddies happy and out of mischief while she thumbs thru the magazines."

Shulman's line-up of kiddie rides covers the entire gamut from simple Merry-Go-Rounds to flashy rocket ships, and because the space in front of the magazine stands is usually one of the largest clear areas in the store, the kiddie rides get immediate attention.

Returns, according to Shulman, have been excellent, particularly in supermarkets located in the residential suburbs, such as the Merchants Park shopping center.

## Am. Shuffle Sets Sales Drive

Continued from page 92

signs and scoring equipment are provided.

### 50-50 Split

Nickel play predominates in New Jersey, Pennsylvania, Delaware and Maryland, with dime play the rule in the rest of the country. Up to four players, at 5 cents or 10 cents each, participate in a game. The split is generally half to the location and half to the operator.

The market for trade-ins is usually confined to boys' clubs and community organizations, with the games donated by ACS. Some old games are sold for use as work benches.

American looks largely to juke box and other game operators for sales, with the majority of shuffleboard operators running music machines and games as well, according to Lipkin.

### 3 Units

The firm makes three units, all operating on the same principle and all retailing in the same range as shuffle alleys. They are the 22-foot Triple Payoff, the 12-foot Cushion Rebound and the nine-foot Bank Shot.

On selling tavern locations, Lipkin says that the increased bar business brought about by the installation of new shuffleboard equipment is as strong an incentive as the potential revenue from the game itself.

Melone estimated that nearly 20 per cent of the firm's gross is accounted for by the sale of accessories and supplies. The catalog contains such items as weights, wax, powder, cleaner and polisher, glazes, scoreboards, fluorescent lamps, electric buffers, bowling pins and trophies.

### Scoreboards

All of the shuffleboard manufacturing, except the coin-operated electrical scoreboards, are made in the Union City plant. The scoreboards are made to ACS specifications under contract by another firm.

Parent company of ACS and its predecessor is the American Billiard Table Manufacturing Company, headed by Paul Cusano.

The firm began manufacturing shuffleboards in 1938 and adopted its present name in 1941. It retained most of the workmen who made the firm's billiard tables.

### Distributor Sales

With the exception of the New York area most sales are thru distributors, altho territories are open in the South and Southwest. The Midwest is the strongest sales area.

American employs 50 in the plant and 10 in the office, with a factory area of 30,000 square feet. Some 200,000 board feet of winter maple is kept in inventory at all times for game surfaces.

	Issue of April 9	Issue of April 2	Issue of Mar. 26
Quarterback (Williams).....	75.00	75.00	75.00
Rag Mop .....	29.50		
Rio (United).....	160.00 180.00	210.00 180.00 215.00	215.00
	210.00 245.00	225.00	225.00(2)
Rondevoo (United).....	49.50		49.50
Rose Bowl .....			
Saddle & Turf, Club Model (Evans).....	325.00	325.00	325.00 325.00
Samba (Exhibit).....	49.50	49.50	49.50
Screwball (Genco).....			49.50
Singapore .....	395.00 450.00	395.00 450.00	425.00 450.00
South Pacific (Genco).....	54.50	54.50	54.50
Spot-Lite (Bally).....	45.00 50.00	45.00 60.00	50.00 60.00
	60.00 69.50	75.00(3) 85.00	65.00 69.50
	795.00(3)	75.00(4) 85.00	69.50 75.00(3)
	75.00(3)		85.00
Stars (United).....		95.00	
Summertime (United).....	49.50	49.50	49.50
Super World Series (Williams).....		55.00 95.00	
Surf Club (Bally).....	300.00 325.00	340.00	300.00 310.00
	340.00 345.00	350.00(2)	335.00 340.00
	350.00(2)	355.00 375.00	345.00 350.00
	375.00(2)		355.00(2)
Tahiti .....	195.00(2)	195.00	160.00
Tampico (United).....	69.50	69.50	69.50
Three-of-a-Kind .....	18.50	18.50	18.50
Times Square .....	85.00		
Trinidad (Chicago Coin).....			49.50
Tropics .....	175.00(3)	175.00(3)	150.00
	195.00(2)	195.00	175.00(2)
			195.00
Turf King.....		35.00	
Varieties .....	410.00 475.00	475.00	410.00 450.00
	485.00 525.00	495.00(2)	495.00(3)
		525.00	500.00 525.00
Watch My Line.....	49.50		
Yacht Club (Bally).....	120.00 125.00	125.00 130.00	125.00(5)
	130.00 135.00	135.00 150.00	130.00(2)
	150.00 155.00	155.00	130.00 135.00
			140.00 155.00
			145.00 150.00
			155.00 200.00
Zingo .....	65.00	65.00	65.00

# EXHIBIT'S NEW.. MODEL "500" SHOOTING GALLERY

THE SEASON'S BIGGEST MONEY-MAKER!

## ALL MOVING TARGETS

for maximum player appeal

Swimming Ducks

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which can be hit 6 times or more as he makes a trip up or down the tree.

Flying Pheasants

appear from behind bushes in the background.

"Blackout" Feature

is earned by 20 hits—and gives 29 total shots!

Match and Free Play

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Made in 4 models with or without free play and match features—or combination of both.



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28 1/2 inches wide

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10 BALLY MAGIC ..... WRITE  
8 BIG TIME ..... WRITE  
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## WILL PURCHASE OR TRADE...

CIRCUS—FROLIC—SHOWBOAT—  
RODEO—GOTT. 5 BALLS—LATE  
SHUFFLE ALLEYS.

BRITE SPOT ..... \$ 95.00  
BRITE LITE ..... 75.00  
SURF CLUB ..... 325.00  
ICE FROLIC ..... 295.00  
DUDE RANCH ..... 275.00

CRISS CROSS ..... \$325.00  
ROYAL ..... 225.00  
HOLIDAY ..... 510.00  
MATCH POOL ..... 175.00  
SHUFFLE POOL ..... 135.00

CALL (ASCME)—BE 5-6770

### ALL STATE COIN MACHINE EXCHANGE

2317 North Western Ave.  
Chicago 47, Illinois

## Outlaws Pinball

Continued from page 92

pin game, pinball game, marble game or one-shot marble game." It also outlaws "any game, device, contrivance or machine which contains a pay-off or award device or mechanism for the return of money, coins, slugs, checks, credit, tokens or for the delivery of anything of value or representing or exchangeable or redeemable for anything of value."

The county commission last August tried to ban the games by repealing an ordinance licensing the units (The Billboard, September 4). The games, however, have since been operated without license.

The new ordinance, passed unanimously, provides that any violation shall be a misdemeanor, punishable by either a fine of not more than \$299 and/or a jail sentence not to exceed six months.

## Ind. Firm Bows

Continued from page 92

which is set off the floor on legs and is equipped with a coin chute, is being sold to operators at \$125 f.o.b., Elkhart, Ind. Culp said he might not be able to supply distributors with more than one sample for about 30 days, but hope to produce and market about 50 machines daily within a few months.

Operators may buy directly from the factory only when their distributors cannot supply them, Culp stated.

# Marvel Bows Conversion For Shuffles

CHICAGO, April 16.—A new conversion unit for shuffle bowling games is in production at Marvel Manufacturing Company, Ted Rubenstein, head of the firm, announced this week.

The unit, which includes a new backglass with the title, Sparkler Bowling Alley, adds a "flasher" feature to two-year-old shuffle bowlers.

With the conversion unit the old games are transformed into four-reel scoring games, with a traveling light system that gives any of the five different score values for strikes and spares, depending on the player's timing in delivering the puck.

The various values light up below a plexiglas panel running across the playboard at the head of the pin cover, and also light up on the backglass along a vertical panel in the middle of the glass.

The conversion units accommodate up to six players per game.

Four switches have been added with the conversion unit, and a new scoring motor disk. The unit is designed so that distributors can assemble it in their shops. Rubenstein said sales would thus be directed to distributors.

The unit is at present designed to fit four shuffle games, the United Clover, Cascade, Classic and Olympic. Rubenstein said the unit may be further developed to fit other shuffle games in the future.

# New Hurty-Peck Calif. Plant To Open in May

INDIANAPOLIS, Ind., April 16.—Hurty-Peck & Company, makers of soft drink flavor bases for cup vending machines, announced this week that a new flavor manufacturing plant under construction in Orange, Calif., is expected to be completed next month.

Opening of the new plant will give the firm two manufacturing bases. The firm manufactures its flavor bases under the Vend-O-Blend brand name in its Indianapolis plant.

# Hollywood Buys Bar Candy Firm

CENTRALIA, Ill., April 16.—Hollywood Brands, Inc., has purchased all the capital stock of Hoben Candy Corporation, Ashley, Ill., makers of bar candy, F. A. Martoccio, president, announced.

The assets of the Hoben plant, according to Martoccio, include a two-story factory approximately 330 feet long, and other real estate in Ashley. The factory is fully equipped and Martoccio estimates production at Ashley will be nearly as large as that at the Centralia plant.

When in full operation the plant employs between 250 and 300 persons. According to Martoccio, operations of the plant will continue with about the same personnel, and will have separate management.

# Leverone Named To Holiday Board

WALPOLE, Mass., April 16.—Louis Leverone, Nationwide Food Service, Chicago, Thursday (14) was elected to the board and named board chairman of Holiday Brands, Inc., maker of soluble coffee for the vending industry.

President E. L. Cannon reported that the firm had sales of \$1,154,510 in 1954 and a net profit of \$4,595. This compares with sales of \$801,640 and a loss of \$129,394 in 1953.

The stockholders voted to change the name of the firm to the Holiday Coffee Corporation.

## Nerve Center

Continued from page 81

in the office and even in the maintenance department.

Entered on the card is complete information concerning the location including the number of machines, frequency of service, any personal facts about the location owner which aid in keeping up good will, and the number of previous calls which have been handled.

Because of the complete information the file provides, the office dispatcher can quickly digest the information and pass it along to any serviceman when he calls, if the serviceman handling the location is not immediately available.

It is the responsibility of every routeman to keep the visible file up-to-date, in fact, up-to-the-minute, on every fact which pertains to the route. If there is a change of ownership in the location, or a location owner wants the machine serviced at a specific time each week—or every day, these facts are added.

Red bars alongside the green lettering on the cards identify all machines which must be serviced daily, and, which because of heavy usage, may be most logically expected to bring service demands.

## Cookie Boom

Continued from page 81

six-week Lenten period. Such promotion ranges from the simple addition of extra cookie columns in most machines to more elaborate programs involving use of streamers, colorful stickers announcing availability of "Lenten Specials."

Norman Automatic Vending Company, Philadelphia, had good results upping its usual one cookie column per vender to four columns during Lent. Vendall Service Corporation, Chicago, converts a number of its in-plant candy units to 100 per cent cookie operation. This is done mainly in locations having two candy venders, however.

C. B. Macke Corporation, Washington, D. C., states that the noticeable drop in candy sales during Lent is partially recovered by cookies.

The majority of operators surveyed feel present cookie varieties packaged for venders are wide enough to please customer tastes, altho a few operators suggested that more fig bars, white and chocolate cream cookies be made available.

Of the 84.6 per cent of operators who stock cookies in their candy machines, 52.2 per cent stock cookies in one column, 34.7 per cent in two columns and 6.8 per cent in more than two columns.

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Iowa and N. Illinois Operators!  
WE HAVE GOTTLIEB'S GREATEST!

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2-Player Amusement Game!  
ORDER NOW!

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WILL PAY TOP \$  
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Diamond Lill — Twin Bill — Stage Coach — Lady Luck — Daisy May — Hawaiian Beauty — Green Pastures — Poker Face — Queen of Hearts — Happy Days — Grand Slam — Four Stars — Coronation — Cross Roads — Globe Trotter — All-Star Basketball.  
Write—Wire—Phone!

## NATIONAL

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Phone: BUckingham 1-6466

## Wholesale Prices

Continued from page 81

packs, with king-size brands at 25 cents, or all brands are sold at 25 cents, with the operator taking a lesser profit on the kings.

Retail outlets, which normally sell regular brands for 24 cents and king-size brands for 25 cents, are tacking another cent on the 90-m.m. brands, selling them for 26 cents.

The vending operator, however, has a tougher problem, largely a mechanical one. As the overwhelming majority of machines on location are manual models with single pricing, the only way an operator can get a 26-cent vend is to set the coin acceptance mechanism at 30 cents and go into an elaborate system of penny packs.

Few operators will accept this solution, as the required insertion of 30 cents would scare a lot of customers away, and the placing of 4 and 5 cents change in each pack would be a considerable trouble and expense.

Of course, operators with multi-price equipment aren't faced with much of a problem. They're already getting premium prices for filter-tip brands, and their machines have the ability to vend the filters at 26 cents.

For most operators it could mean merely that they'll have to be satisfied with an even smaller edge on kings. It is possible that those operators who have been pennying regular-size packs will discontinue this process in order to pick up the lost margin on kings.

It goes without saying that vending prices are influenced by over-the-counter prices. Here's the way the situation shapes up in the New York area:

The Pall Mall sells for 10 cents a thousand higher than regular-size Lucky Strike, retailers charge a cent more for the former, even tho the extra per-pack cost is only .2 cents higher. The same situation exists in regard to regular-size and king-size Chesterfield.

American explained that the increased was dictated by higher production costs, due to the greater length and greater quantity of tobacco in king-size cigarettes, which use about 17 per cent more tobacco than standard smokes.

It is estimated that king-size cigarettes account for 30 per cent of all those sold.

### BOWLERS AT REDUCED PRICES

GENCO SHUFFLE POOL—	
4 Players	\$250.00
CHICAGO COIN CROWN BOWLER	150.00
CHICAGO COIN TEN FRAME BOWLER	135.00
CHICAGO COIN STAR LITE BOWLER	350.00
KEENEY DELUXE LEAGUE BOWLER	180.00
UNITED CLOVER SHUFFLE—	
6 Players	100.00

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1012 Market St., St. Louis, Missouri

### NEW UNITED CLIPPER—SHUFFLE ALLEY

BINGO—MANHATTAN  
SENSATIONAL NEW  
BONUS GUN—MOVING TARGET  
USED SHUFFLES

United Chief	\$295.00
United Royal	269.50
United Olympic	195.00
United Clover	169.50
Chi Coin Triple Score	189.50
Chi Coin Advance Bowler	285.00
Keeneey Carnival Bowler	159.50
Keeneey 10 Player	129.50
Keeneey 4 Player Match	109.50
Chi Coin Hi-Speed Triple	295.00

Write, Wire, Phone  
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NEW	
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Exh. SPORTLAND	345
CARNIVAL DE LUXE	365
RIFLE GALLERY	295
YOU SHOOT (Remington 22 with live ammo)	345
SHOOTING GALLERY	225
SHOOT THE BEAR	150
JET GUN	125
SIX SHOOTER	95
DALE GUN	65
BINGO 5 BALLS	
NEW	
Bally GAYETY	United MANHATTAN
FIRST-Conditioned	
BALLY	
BIG TIME	WRITE
VARIETY	\$475
HI-FI	315
SURF CLUB	345
ICE FROLICS	310
PALM SPRINGS	310
DUDE RANCH	275
BEACH CLUB	250
BEAUTY	210
PALM BEACH	125
ATLANTIC CITY	115
SPOTLIGHT	85
SHUFFLE GAMES	
NEW	
Chicago Coin HOLLYWOOD	
FIRST-Conditioned	
CHICAGO COIN	
FLASH BOWLER	\$385
STARLIGHT	325
SUPER FRAME	325
TRIPLE SCORE	155
CROWN	155
DOUBLE SCORE	125
UNITED—Match	
MERCURY, D.L.	\$425
BANNER	385
ACE	345
TEAM	275
IMPERIAL	235
CLASSIC	150
OFFICIAL	95
UNITED—High Score	
SPEEDY	\$375
CHIEF	275
ROYAL	225
OLYMPIC	145
SUPER	95
DELUXE	75
KEENEY	
BIKINI	\$285
DOMINO	155
CARNIVAL	135
6 PLAYER, Jumbo Pins with Formica.	75
BIG LEAGUE BOWLER	55
GENCO	
SHUFFLE MATCH POOL	\$195
SHUFFLE POOL	145

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HI-FI	275.00
UNITED YANKEE ALLEY	\$375.00
UNITED CHIEF ALLEY	275.00
UNITED ROYAL ALLEY	250.00
UNITED 10TH FRAME STAR ALLEY	119.50
UNITED SUPER FRAME STAR ALLEY	75.00

Finest Reconditioned Games in America—We Guarantee It

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## HERE'S HOW

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3 BOWLERS-in-one for the price of one!



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<p><b>TOURNAMENTS</b> Increase your collections 2 to 3 times with our well-tested Tournament Kits. Consists of Blackboard, Window Poster, set of ABC Rules and Chalk. PRICE—\$4.00 each.</p>	<p><b>UNITED SHUFFLE ALLEYS</b> Like New Clipper ..... Write Mercury ..... \$395 Mars ..... 350 11th Frame ..... 395 Speedy ..... 375 Yankee ..... 350 Eastern League ..... 250</p>						
<p><b>UNITED BINGOS</b></p> <table border="0"> <tr> <td>Mexico .....</td> <td>\$295.00 ea.</td> </tr> <tr> <td>Havana .....</td> <td>245.00 ea.</td> </tr> <tr> <td>Tahiti .....</td> <td>195.00 ea.</td> </tr> </table>		Mexico .....	\$295.00 ea.	Havana .....	245.00 ea.	Tahiti .....	195.00 ea.
Mexico .....	\$295.00 ea.						
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Featuring

- New Jumbo Scoring Reel
- Single Player Operation
- Simple Scoring
- 35 Seconds per Game

**\$250.00** each

Quantity Buyers: Write or call for special prices.  
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**3000**  
300 for Strike  
200 for Spare  
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1/3 deposit with order, balance C.O.D.

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Wms. Big League, F.S. .... 395.00  
Wms. DeL. Baseball 325.00  
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Chi. 4-Player Derby 195.00  
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Ch. Bsktball. Champ 195.00  
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United Royal, High Score ..... 235.00  
United Classic, Match Score ..... 150.00  
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	Issue of April 16	Issue of April 9	Issue of April 2	Issue of Mar. 26
ABT Challenger.....	\$20.00 75.00	\$20.00 25.00 75.00	\$20.00 25.00 75.00	\$20.00 25.00 75.00
Ace Bomber.....			150.00	150.00
Auto Photo.....			1,850.00	1,850.00
Bang-A-Way (Mutoscope)....		125.00	175.00	
Barrel Roll (Jennings).....	125.00	75.00		79.50
Baseball (Scientific).....	79.50		79.50	79.50
Basketball (Scientific).....				175.00
Bat-A-Score (Evans).....	165.00 175.00	165.00 175.00		175.00
Bat-A-Score (Senior).....	65.00	65.00		
Batting Practice (Scientific).....			95.00	
Best Hand.....		19.00	19.00	19.00
Big Inning (Bally).....	150.00	150.00(2)	125.00 150.00	125.00(2)
Big League (Williams).....	395.00	395.00	395.00	395.00
Big Top.....	395.00 450.00	395.00(2) 450.00	395.00 450.00	395.00 465.00
Carnival Rifle Gallery (United).....	355.00	355.00		385.00
Carnival Gun (United).....	375.00 385.00	375.00	355.00 385.00	395.00 400.00
Chicken Sam (Seeburg).....	99.50	99.50	99.50	99.50
Coon Hunt (Seeburg).....	179.50 225.00	179.50 225.00	179.50 225.00	179.50 235.00
County Fair.....	250.00 295.00	250.00	250.00	250.00(2)
Dale Gun (Exhibit).....	50.00 55.00	50.00 55.00	50.00 65.00(2)	44.50 65.00(2)
Deluxe Post Card (Exhibit).....	65.00 89.50	65.00(2) 89.50	89.50	89.50
Derby, 4 Player (Chi. Coin).....	50.00	50.00		
Drivemobile (Mutoscope).....	195.00	195.00	195.00	195.00
Duck Hunter.....	165.00	165.00	150.00 165.00	150.00 165.00
Flash Hockey (Coinex).....	20.00	20.00	20.00	20.00
Flying Saucer (Mutoscope).....	75.00	75.00	75.00	75.00
Goalie (Chicago Coin).....	149.50	149.50	149.50	149.50
Grandma Fortune Telling.....	99.50 100.00	95.00 99.50	95.00 99.50	95.00 99.50
Gripper.....	125.00	125.00	100.00	100.00
Gun Patrol (Exhibit).....	19.00	19.00	150.00	150.00
Heavy Hitter (Bally).....	150.00	150.00		
Hi-Ball (Exhibit).....	40.00	40.00	40.00	40.00
Hockey (Chicago Coin).....	75.00	75.00	75.00	75.00
Home Run, 6 player (Chicago Coin).....				175.00
Jet Gun (Exhibit).....	95.00 110.00	110.00	110.00	110.00 115.00
Jungle Gun (United).....	125.00(2) 145.00(2)	125.00(2) 145.00(2)	125.00(2) 145.00(2)	135.00 145.00 285.00
Jumbo Super.....	195.00 265.00	265.00 365.00	265.00 365.00	295.00 365.00
Kicker & Catcher.....	365.00	395.00	395.00	
Lite League.....	395.00	49.50	49.50	49.50
Metal Typer (Harvard).....	49.50	75.00	75.00	
Metal Typer (Standard).....	75.00			
Midget Movies.....	20.00	20.00	20.00	20.00
Midget Skee Ball (Chicago Coin).....	150.00	150.00	150.00	150.00
Mighty Mike.....	260.00	275.00	250.00 275.00	275.00
Night Fighter (Genco).....	185.00	185.00	185.00	185.00
Panoram.....			175.00	
Pee Wee (Genco).....	575.00	575.00	575.00	
Photomatic Deluxe.....	145.00 199.50	150.00 199.50	150.00 199.00	150.00(2)
Photomatic (Mutoscope).....	350.00	350.00	20.00	20.00
Pitch'm & Bat'm (Scientific).....	20.00	20.00		
Pistol Pete (Chicago Coin).....	20.00	20.00		
Pony Express (Exhibit).....	395.00	395.00	350.00	350.00
Quizzer.....	595.00(late)	595.00(late)	545.00(late)	545.00(late)
Ray Gun (Seeburg).....	185.00	185.00	65.00 99.50	65.00 99.50
Rifle Gallery (Genco).....	95.00 99.50	95.00 99.50	145.00	175.00
Round the World Trainer.....	95.00	95.00		
Set Shot Basketball.....	350.00	350.00		
Shocker (Acme).....	20.00	20.00	20.00	20.00
Shoot the Bear (Seeburg).....	129.50	129.50 145.00	129.50 145.00	175.00
Shipman Art Show.....	145.00(2)	150.00(3)	150.00(2)	150.00(2)
Shooting Gallery (Exhibit).....	150.00(3)	175.00	175.00	145.00 99.50
Silver Bullets.....	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Silver Chest (Genco).....	175.00 195.00	175.00 195.00	195.00 235.00	195.00 240.00
Silver Gloves (Mutoscope).....	225.00 235.00	225.00 235.00	240.00 245.00	245.00 250.00
Six Shooter (Exhibit).....	250.00 275.00	240.00 250.00	250.00 275.00	275.00 285.00
Skee Ball, 4 player (Genco).....	310.00	275.00 325.00	325.00	325.00 329.50
Skee Ball (Wurlitzer).....				350.00
Ski Roll (Evans).....	95.00	95.00	40.00	40.00
Skill Gun (ABT).....	95.00	95.00	95.00	95.00
Sky Fighter (Mutoscope).....	150.00	150.00		
Sky Gunner (Genco).....	145.00 150.00	135.00 150.00	100.00 150.00	100.00 110.00
Space Gun (Exhibit).....	175.00	175.00	175.00	150.00 195.00
Space Invaders.....	99.50	99.50	95.00 99.50	95.00 125.00
Space Ship (Bally).....	95.00	95.00		
Sportland (Exhibit).....	275.00 325.00	325.00 350.00	325.00 350.00	325.00 415.00
Sportsman (Keeney).....	385.00(2)		415.00	
Star Series (Williams).....	375.00 395.00	375.00 385.00	375.00	375.00
Star Shooting Gallery (Exhibit).....	89.50	89.50	89.50	89.50
Super Jet Fighter (Williams).....	250.00 295.00	245.00 300.00	300.00 325.00	300.00 325.00
Telequiz.....	295.00(2)	325.00	200.00	200.00
3-D Theater.....	100.00 115.00	100.00	100.00 110.00	100.00 110.00
Three Way Gripper (Gottlieb).....	115.00(2)	115.00(2)	115.00(2)	115.00(2)
Twin Shoe Shine.....	199.50	199.50	199.50	199.50
Undersea Raider.....	20.00	20.00	20.00	20.00
Voice-o-Graph (Mutoscope).....	125.00	125.00	125.00	125.00
Wizzard, 5c.....	375.00 495.00	375.00 495.00	395.00 495.00	395.00 495.00
You Shoot.....	20.00	20.00	20.00	20.00
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M100B ..... 550	1550 ..... 395		C ..... 150
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H147 HIDEAWAY ..... 65			
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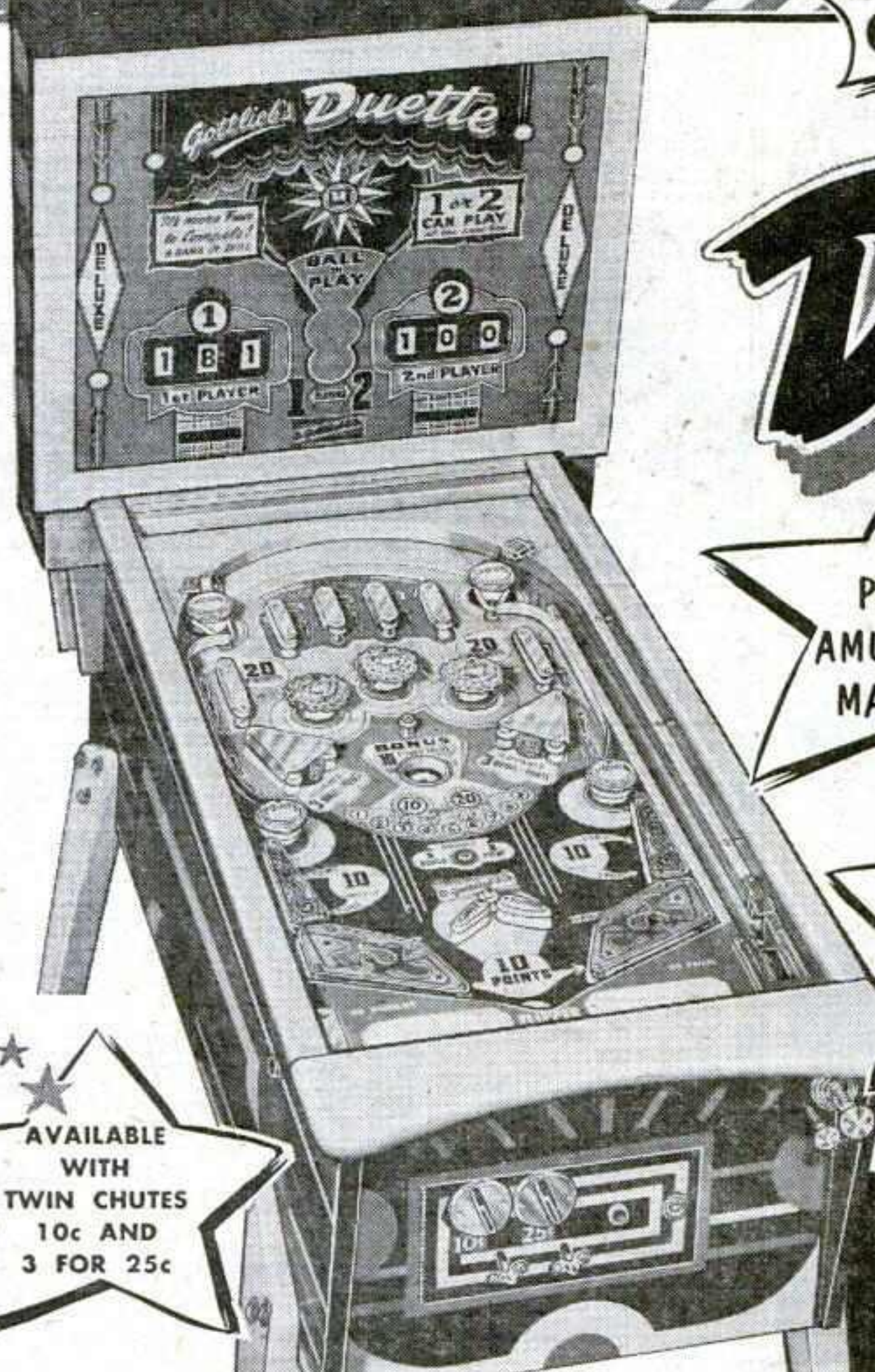
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<p><b>NEW GAMES</b></p> <p>Wms. POLAR HUNT Wms. PETER PAN Bally GAYETY Un. CLIPPER BOWLER Gott. DUETTE</p>	<p><b>LATEST 5-BALLS</b></p> <table border="0"> <tr> <td><b>GOTTLIEB</b></td> <td><b>WILLIAMS</b></td> </tr> <tr> <td>DIAMOND LILL .....\$235</td> <td>LULU .....\$235</td> </tr> <tr> <td>DRAGONETTE .... 185</td> <td>STARPOOL ..... 210</td> </tr> <tr> <td>LOVELY LUCY .... 175</td> <td>BIG BEN ..... 175</td> </tr> <tr> <td>HAWAIIAN ..... 160</td> <td>SCREAMO ..... 155</td> </tr> <tr> <td>BEAUTY ..... 150</td> <td>ARMY &amp; NAVY .... 95</td> </tr> <tr> <td>JOCKEY CLUB ..... 220</td> <td>GRAND CHAMPION ..... 125</td> </tr> </table>	<b>GOTTLIEB</b>	<b>WILLIAMS</b>	DIAMOND LILL .....\$235	LULU .....\$235	DRAGONETTE .... 185	STARPOOL ..... 210	LOVELY LUCY .... 175	BIG BEN ..... 175	HAWAIIAN ..... 160	SCREAMO ..... 155	BEAUTY ..... 150	ARMY & NAVY .... 95	JOCKEY CLUB ..... 220	GRAND CHAMPION ..... 125	<p><b>BINGOS</b></p> <p>NEVADA .....\$295 HAWAII ..... 275 RIO ..... 195 TROPIC ..... 165 CABANA ..... 135 LEADER ..... 75</p>
<b>GOTTLIEB</b>	<b>WILLIAMS</b>															
DIAMOND LILL .....\$235	LULU .....\$235															
DRAGONETTE .... 185	STARPOOL ..... 210															
LOVELY LUCY .... 175	BIG BEN ..... 175															
HAWAIIAN ..... 160	SCREAMO ..... 155															
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JOCKEY CLUB ..... 220	GRAND CHAMPION ..... 125															

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CROWN BOWLER ..... 130.00	ASTRO SCOPE ..... 125.00
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GOLD CUP BOWLER ..... 175.00	EXHIBIT STAR GUN ..... 315.00
ADVANCE BOWLER ..... 200.00	EXHIBIT SIX SHOOTER ..... 125.00
	EXHIBIT GUN PATROL ..... 150.00
	UNITED CARNIVAL GUN ..... 375.00
	UNITED JUNGLE GUN ..... 360.00
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	MUTOSCOPE DRIVE YOURSELF
	MOBILE (Like New) ..... WRITE
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	KICKERS & CATCHERS ..... 35.00
	SHIPMAN ART SHOW ..... 39.50
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	MERCURY ATHLETIC 13-WAY
	SCALE ..... 69.00
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	STANDARD METAL TYPER (Factory Rebuilt) ..... WRITE
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	CHICAGO COIN SUPER JET ..... \$395.00
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1/3 DEPOSIT WITH ORDER.

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WURLITZER	SEEBURG
1500 (104 Sel.) ..... \$395.00	M-100-B (45 r.p.m.)... \$569.50
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1015 Wurlitzer ..... 69.50	147-M ..... 89.50

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SEEBURG M100A, B, BL  
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ROCKOLA 1424, 1426, 1428, 1432, 1434, 1436  
COMPLETE SELECTION OF 5 BALL PIN GAMES, BINGO GAMES AND ONE BALLS.  
ALL TYPES OF ARCADE EQUIPMENT.

Send for Price Lists  
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TRIMOUNT A NEW ENGLAND INSTITUTION WITH A WORLD WIDE REPUTATION.

**3 BOWLERS-in-one**  
for the price of one!

**BE WISE!**  
**Keeney HAS IT AGAIN!**

## MODERNIZE your Cascades—Clovers—Olympics—Classics into Up-To-Date 4-DRUM SYNCHRO-FLASH SCORING!

Complete with colorful new Backlasses! Write, phone TODAY!  
**SPECIAL!** C.C. DeLuxe CRISS CROSS TARGET | BINGO SPECIALS! GET OUR PRICES!  
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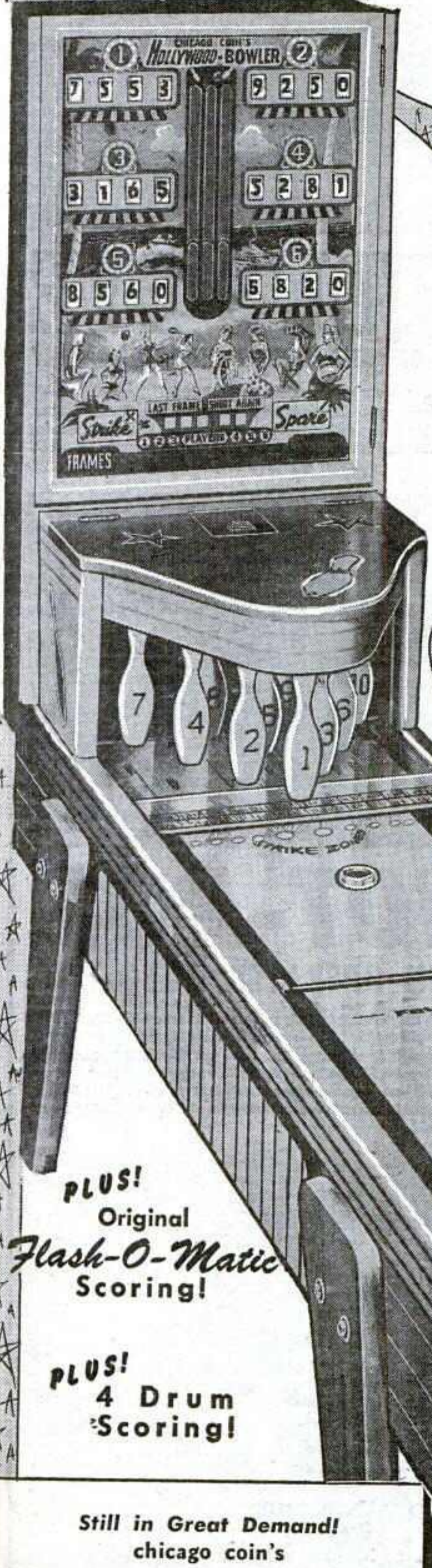
THE WHOLE TOWN'S TALKING ABOUT GOTTIEB'S **New Look**



**ACTION!...  
SUSPENSE!...  
THRILLS!...**

**chicago coin's**

# HOLLYWOOD BOWLER



**NEW** Flashing  
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Animate Back Glass  
To Indicate Additional  
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**NEW** Playboard  
(Feather Touch)  
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Larger Than Ever  
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**PLUS!**  
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**PLUS!**  
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Easily Adjustable to Play  
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Still in Great Demand!  
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# Bally GAYETY

## POPULAR Magic-Lines PLUS AMAZING NEW Magic-Pockets

**MORE FUN FOR PLAYERS MORE PROFIT FOR OPERATORS!**



### Balls JUMP OUT of holes and jump to holes that build up score



GAYETY Card above shows that player has hit 3 numbers by skill-stots into 3-hole, 6-hole, 10-hole. With MAGIC-LINES HE player turns knob, moves first line of Card UP, placing it in corner, as illustrated by second Card above. With MAGIC-POCKETS HE player may press button to kick ball out of 6-hole into 5-hole, then into 4-hole, while ball in 3-hole jumps to 2-hole, then to 1-hole.

MAGIC-POCKETS may be played to RELEASE BALLS from top-row holes for down-field action. Simply shoot or button-kick a ball into 1-hole, then button-kick other balls toward 1-hole. Then balls jumping out of 2-hole, being blocked by ball in 1-hole, escape for down-field action. Or 7-hole may be blocked to release balls out of 6-hole.

### Record Earnings Reported

Thrilling combination of MAGIC LINES and MAGIC-POCKETS, plus all the profit-proved play-appeal of the greatest Ballygames, from BEACH CLUB to BIG-TIME, is getting the biggest cash-box approval in years. Operators report record-smashing earnings from GAYETY. Get your share! Get GAYETY now!

**TURN KNOBS**  
with MAGIC-LINES lit to move first 3 lines of Card UP and DOWN for best possible score.

**PRESS BUTTONS**  
with MAGIC-POCKETS lit to move balls in top row of pockets to LEFT or RIGHT for best possible score.

FAMOUS BEACH CLUB  
BIG-TIME PLAY-APPEAL

## New Bally bowlers

combine greatest bowler features with new BONUScore play-booster

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE feature... plus popular SPEED-CONTROL and other famous Bally-Bowler features... and the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at "right on-the-nose" BONUScore speed-control. Order from your Bally Distributor today.

Popular SUPER STRIKES and SPEED CONTROL

**Gold Medal**  
WITH MATCH-PLAY

**Blue Ribbon**  
WITHOUT MATCH-PLAY

# Bally MANUFACTURING COMPANY

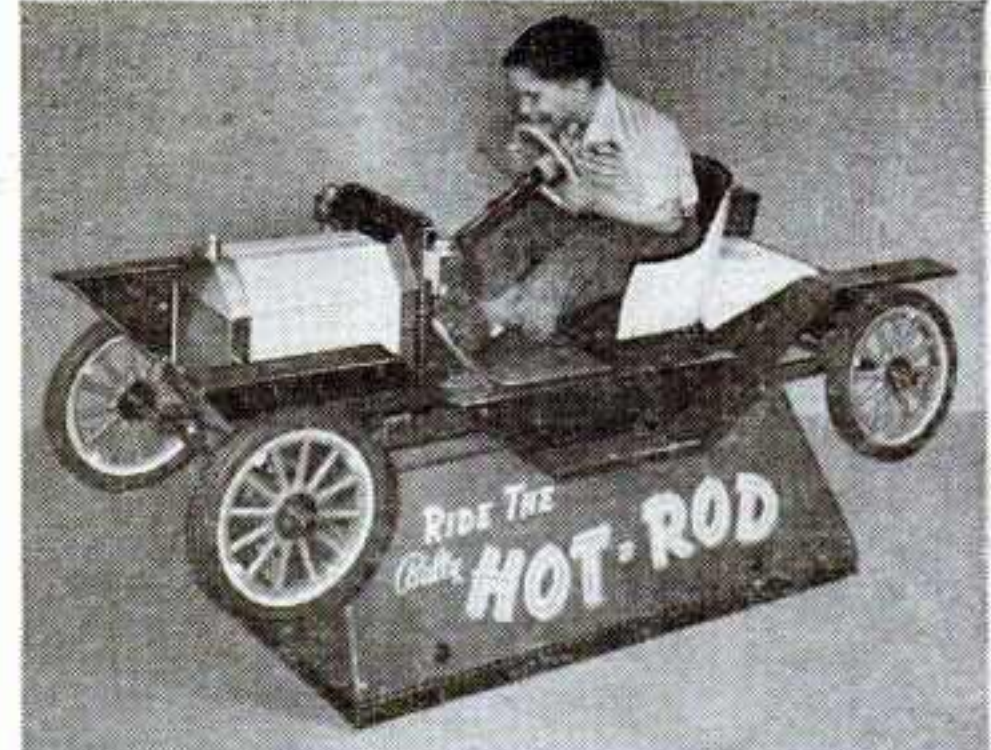
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## BULL'S EYE

COIN-OPERATED JUNIOR SHOOTING-GALLERY

Packed with appeal to junior marksmen, Bally BULL'S EYE... requiring only 1 1/2 ft. by 3 ft. of floor space... is a gold-mine in all locations frequented by youngsters with or without their parents. Operating on a nickel... 10 to 20 shots, depending on skill... BULL'S EYE takes in coins at a rate of \$25 to \$35 per hour. See BULL'S EYE at your Bally Distributor or write for complete details.



## HOT-ROD

COIN-OPERATED AUTO-RIDE

HOT-ROD, miniature model of early style roadster in eye-catching colors... with real headlights and horn... takes youngsters on a rolling, rocking ride for a dime. Throttle permits driver to accelerate speed at will. Riding-time adjustable to 45 seconds, 1 minute, 90 seconds or 3 minutes. Record-changer with 12-disc capacity, concealed in base, is optional equipment. HOT-ROD requires only 34 in. by 68 in. of floor-space to earn really important money in all kiddie-ride locations. Write for details.



## THE CHAMPION

COIN-OPERATED HORSE-RIDE

NEW ALL-METAL CABINET FOR INDOOR AND OUTDOOR OPERATION

Realistic western golden-palomino horse with genuine leather saddle... walks, trots or gallops, as rider controls speed by pulling reins. Riding-time adjustable to 45 seconds, 1 minute, 90 seconds or 3 minutes. THE CHAMPION occupies only 22 in. by 44 in. of floor-space and is the biggest, steadiest money-maker in the kiddie-ride class. See your Bally Distributor or write factory for complete description.



**UNITED'S DELUXE**

# CLIPPER

**SHUFFLE  
ALLEY**

**WITH ATTRACTIVE NEW SCORING FEATURES!**

**NEW  
MATCH-A-SCORE**  
DOUBLE CLOVER  
NUMBER MATCH • STAR-NUMBER  
CLOVER-STAR-NUMBER

**New FRAME-STRIKE Scores**

EASY FRAMES SCORE STRIKES  
MEDIUM FRAMES SCORE SPECIAL STRIKES  
HARD FRAMES SCORE SUPER STRIKES

**ALL TENTH FRAME STRIKES ARE  
SUPER STRIKES**

**FAMOUS  
STRIKE-A-MATIC  
SYNCHRO-FLASH FEATURE**

*Combines Strike Lane Accuracy With Speed Control  
Direct-View Scoring Lites on Playfield*

**NEW  
UNITED SLUG REJECTOR**

*Introduced For First Time  
Designed by United... Built by United*

**TOP SCORE 9750**

**E-Z SERVICE FEATURES**

**AVAILABLE IN  
10¢-3 FOR 25¢ MODELS**

**TWO SIZES:  
8 FT. BY 2 FT., 9 FT. BY 2 FT.**

**SEE YOUR  
DISTRIBUTOR  
NOW**



Adjustable  
to  
Advance  
Scoring

OTHER  
UNITED HITS  
NOW AT YOUR DISTRIBUTOR

**MANHATTAN**  
Fast-Action In-Line Game

**BONUS GUN**  
Flashy, Fast-play Shooting  
Gallery with  
Time Bonus Score

**COMET**  
SHUFFLE TARGETTE  
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Extremely Quiet

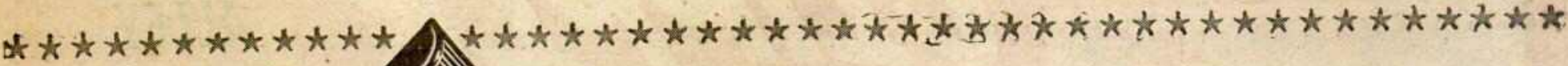


**UNITED MANUFACTURING COMPANY**

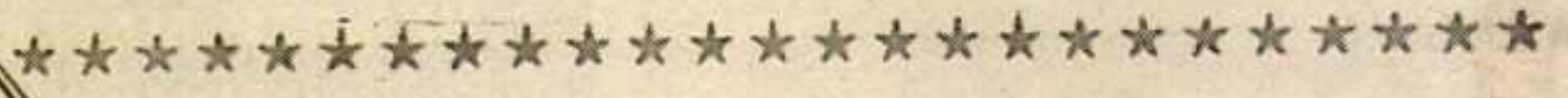
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CLIPPER SHUFFLE ALLEY ALSO AVAILABLE  
IN REGULAR MODEL WITHOUT MATCH-A-SCORE

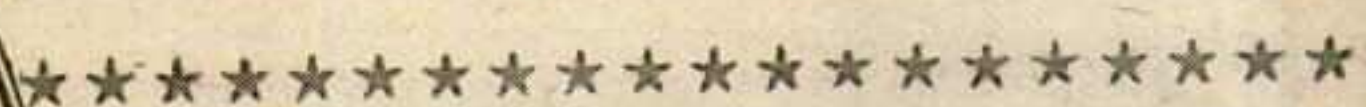




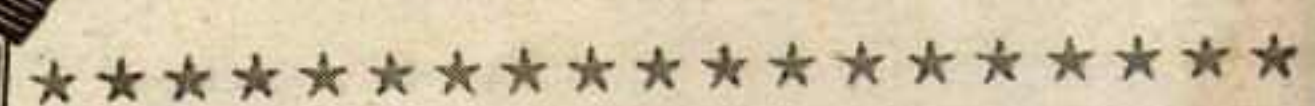
# Select-o-matic 100



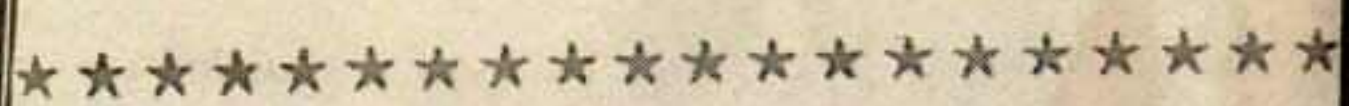
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**LEADER IN**  
*Performance*



**LEADER IN**  
*Economy*

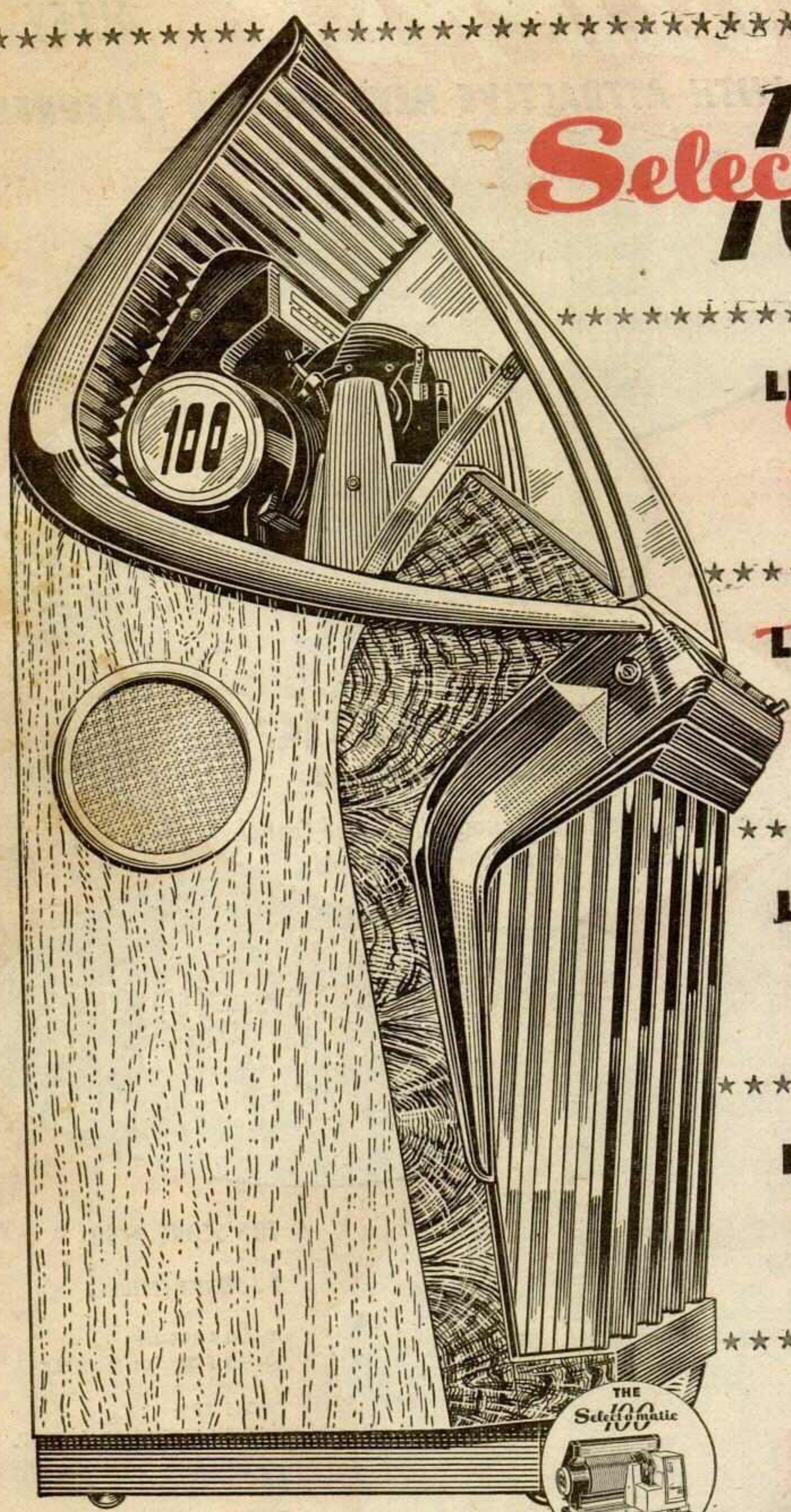


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