

# The Billboard

JUNE 4, 1955



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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## Boy! Them Arcades Are Better'n Ever!

Flying Saucers, Jets, B'ars, All of Your Dreams in Modern Penny Walk-Thrus

By KEN KNAUF

CHICAGO, May 28.—Have you ever wanted to take a spin in a flying saucer, shoot down jet planes, hunt polar bears or gorillas, hit home runs into grandstands, operate a bulldozer or have your fate foretold by a mystic swami? Well, all these pipe dreams are possible at a modern Penny Arcade, where mechanical genies spring to action thru the "magic" of pennies, nickels and dimes dropped into coin-operated amusement games that produce a bonanza for alert operators.

The Penny Arcade wet-nursed the movie industry at the turn of the century, but it is now taking its cues, in turn, from Hollywood, with "bigger and better attractions" billed every season.

### First Movies

The first movies were shown to the public at Arcades for small change. Now a moppet can do nearly anything he sees in the movies—ride Roy Rogers' horse, pilot a space ship or shoot him a b'ar—at an Arcade.

Arcades today are quick to take advantage of national fads. Riding the current Davy Crockett tide with the moppets, Los Angeles Arcades are using an old Crockett film produced years ago by an indie theatrical producer, running it in old Mills Panoram Peet movie machines. The film has been edited for the edification of the kiddies at Arcades and runs two minutes for 5 cents.

Similarly, the national yen for automobiles has been taken up by the Arcades. One of the favorite machines of kiddies—and adults—thruout the country is International Mutoscope's Drivemobile. The player sits down at the machine, which resembles the inside of an automobile, and steers himself along a "highway" that spins before him on a large cylinder.

### A Country Spin

The curving road leads thru town and country, and the hapless driver is apt to run down anything from a flock of chickens to arterial stoplight in the process. At the

## Kiddies Take Driver's Seat

PHILADELPHIA, May 28.—A miniature automobile and a motion picture screen have been combined to give the kiddies (and adults) the drive of their lives this year at Penny Arcades.

Sitting behind the wheel of the small automobile, which incidentally is equipped with an accelerator and brake pedal, the patron views a 3-D picture of a smooth looking road projected on a screen—then the road begins to move and he's on his way, wheeling for all he's worth.

As the ride progresses, the driver is confronted with curves, approaching automobiles and a maze of other hazards. The trick is to brake, swerve and accelerate at the proper times. Inventor-manufacturer Jack Gray calls the unit the Drive-O-Rama.

## THE GAL'S GOT THE BUILT, BUT NOT THE NAME

WASHINGTON, May 28.

—Close to 200 TV station executives had their pictures taken here Monday with a shapely blonde r any of them thought was Marilyn Monroe. Blushes and double takes were being registered all over the second floor of the Shoreham Hotel the next day when it was revealed that not only was she not Marilyn Monroe, but she really was a former TV film buyer once well known to many of those with whom she posed. Nobody recognized her.

When the National Association of Radio and TV Broadcasters' convention opened here Monday morning, Flamingo Films posted blow-ups of Miss Monroe with her skirts blowing high, the shot promoting "Seven-Year Itch." Streamers across the photo announced, "She's here."

At 11 a.m. sharp a limousine pulled up in front of the Shoreham and out jumped a gorgeous blonde wrapped in mink and wearing dark glasses. She was quickly ushered to Flamingo's hospitality suite, where station men crowded around to chat with the celebrated beauty and get their pictures taken with her.

The gal was really Monty McMurry, wife of Jim McMurry of NBC here. Under her maiden name, Monty Ashburn, she had been a film buyer for WSM-TV, Nashville, and then WRC here.

## 'Davy' Is Shooting Down Disk Marks Like Clay Pigeons

History's Fastest Seller; 20 Labels Rack 7,000,000 in Six Months

By BILL SIMON

NEW YORK, May 28.—"The Ballad of Davy Crockett," now entering its sixth month on the disk market and still going strong, has turned out to be the fastest selling disk entity in the history of the business. A reasonable estimate of its unit sales to date would be more than 7,000,000 disks including more than 20 different labels.

### Short Order

While there have been several tunes that have exceeded that total disk figure, their scores have been tallied over a much longer period. Some, in fact, have been seasonal songs, such as "Rudolph the Red-Nosed Reindeer" and "White Christmas," which come back strong year after year.

"Rudolph," which readily invites comparison in that it, too, combines kiddie and pop appeal, could be the runaway all-time seller, with a total of 18,000,000 units sold over a six-year stretch, with 80 different versions licensed by the writer-publisher, Johnny Marks, of St. Nicholas Music.

But "Rudolph" was a comparatively slow starter. Its first year on the market (1949) the original Gene Autry version on Columbia

had the field virtually to itself, and accounted for a 2,000,000 sale.

The following year Autry's dropped to 1,500,000, but other versions appeared to bring the total to 3,000,000. The number of versions and of disks sold has increased every year, and especially since the publisher has been licensing low-priced labels.

### Little Golden's

The one-com labels, in fact, have been largely responsible for the "Crockett" sweep. The No. 1 record firm in unit sales is Simon & Schuster's Little Golden label, which already has pushed out over 3,000,000 six-inch, 25-cent platters, including an undisclosed amount marketed in a premium deal with Derby Foods.

The full-price leader has been the Bill Hayes' Cadence version, now close to 1,500,000. Columbia, with the Fess Parker sound track version in both pop and kiddie units, is close to 1,000,000. Synthetic Plastics, which produces the 25-cent Peter Pan kiddie version and the 39-cent Prom pop disk, claims a total sale of 1,000,000 in a little more than a month. Capitol, with Tennessee Ernie; Decca, with Burl Ives; Coral, with Steve Allen; Victor, with Walter Schumann Voices; Bluebird, with the Sons of the Pioneers; Mercury, with Rusty Draper; Cricket, with kidisks at 25 and 49 cents, are some of the others that have figured heavily in the estimated total.

### All Over

"Crockett" disks may be purchased almost anywhere and in every price class—in record, toy, department stores, newsstands, candy counters, cigar stores, chains. And apparently few merchandisers expect the boom to subside in the near future. Most of the major department stores reportedly are investing a large share of the fall children's allotment in Crockett apparel and toys. The full-length film version of the highly successful Disney TV episodes opened only this week on Broadway, and has yet to fan out to the hinterlands.

Typically, in today's lethargic sheet music market, "Crockett" sheet sales have lagged far behind the hit tunes of an earlier day. According to the publisher, Walt

(Continued on page 13)

## Crockett Cake And Eat It, Too

NEW YORK, May 28.—Mercury literally took the cake this week for the most appetizing Davy Crockett promotion to date. More than 80 Hanscom Bake Shops in and around New York are now offering their customers one Davy Crockett cake and Rusty Darper's Mercury waxing of the ditty for the package price of \$1.76.

The pastry-platter promotion was set up by Lou Klayman, Mercury's branch manager here, and Richards Prince and G. Woll, of the Gottfried Bakeries.

## NEWS OF THE WEEK

### Legislators Tell Broadcasters: Satisfy the Public's Needs . . .

Nation's legislators tell broadcasters it is up to them to satisfy the public's needs. Radio-TV industry convenes for 33d annual convention in Washington. . . . Page 7

### RCA Victor Introduces New Hi-Fi Player Line; Sets Sales Drive . . .

RCA Victor is setting a major drive in the high fidelity equipment field with the introduction next week of a new line of players ranging in price from \$129.50 to \$1,600. Deliveries are scheduled to begin early in July. . . . Page 15

### Petrillo Surveys Musicians' Earnings, Problems In Report . . .

Report of president James C. Petrillo to the 58th annual convention of the American Federation of Musicians, opening June 7 in Cleveland, surveys musicians' employment and discusses the "robot age" as affecting the musical art. General David Sarnoff to address the convention. . . . Page 16

### \$25 Million Ohio State Fair Rebuilding Plans Revealed . . .

Plans have been disclosed for a \$25 million plant rebuilding program at the Ohio State Fair, Columbus. Program would be extended over a period of 10 to 12 years at an annual cost of \$2 to \$2¼ million. . . . Page 49

### Kiddie Record Lines Set for Fall Sales Push; New Trends Noted . . .

Kidisk indies gird for fall competition. Peter Pan inaugurates 25-cent EP, and all labels swing to pop tune representation. "Higher ticket packages" a new trend. New products and policies uncovered in a survey of the leading lines. . . . Page 10

### ABC in Sales Spurt; Likely to Sell Out Prime Time Next Season . . .

ABC's dream of selling out all its prime time next season is well on its way to becoming a reality. A booming week of sales saw the web filling in a number of programming holes, leaving it with not too many more to fill, except for Saturday night. . . . Page 2

### NATS, With Additional Station Strength, Faces Reorganization . . .

National Affiliated Television Stations, which has strengthened itself considerably with the addition of 16 more member stations, is facing a reorganization. Criticism by stations and distributors of the close relationship between NATS and National Telefilm Associates has posed a problem for the NATS organization. . . . Page 8

### Mineola Fair May Cancel; Thruway Poses Location, Date Problems . . .

One of the nation's older fairs, the Mineola (N. Y.) Fair, may be called off this year for the first time in its 113-year history. Location and date problems stemming from work on the State Thruway have forced the directors of the fair into several hectic sessions in attempts to solve the problem, but a cancellation appears in the making. . . . Page 49

### DEPARTMENT AND FEATURES

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## BLOOMING BUSINESS

### ABC Nears SRO Nighttime Sked; Sta. Still a Problem

NEW YORK, May 28.—ABC-TV's long-time ambitions to boast a sold out nighttime schedule looks as if it's going to be realized next season, tho Saturday night still looms as a major stumbling block on the horizon.

The steady growth the web has been going thru this past year was climaxed this week with one of the heaviest parades of incoming sponsors the network has seen in recent months.

Some of the web's sales activity this past week is still hush-hush pending conclusion of deals, it's known that among the definite sales made by the web are the pulling in of "Chance of a Lifetime" complete with sponsors Emerson Drug and Lenthic from Du Mont; "For Doctors Only," bankrolled by Ciba, and Parker Pen Company as bankroller of the remaining half of "Wyatt Earp."

Additionally, the web is close to selling the remaining half of "Ozzie and Harriet" to Pond's, tho there's a 50-50 chance Pond's will back out at the last minute. The "Chance of a Lifetime" stanza has been booked into Sunday, 9-9:30 p.m., while Ciba's "For Doctors Only" is taking over the Monday 9:30-10 p.m. slot.

A good picture of the excellent shape the web is in sales and pro-

gramming-wise can be gleaned from the fact that it has no more than six half hours from Sunday thru Friday night still open for programs and sponsors. It's expected that the next few weeks will see additional sponsors making a dash to get into the web's nighttime line-up before it's too late.

Wrapping up the latest info on sales and programming activities at the web, a night by night run down of ABC's fall schedule as of today is as follows:

Sunday: Rosefield Packing looks as if it's going to start the ball rolling with "You Asked for It" at 7 p.m. From 7:30-9, ABC is still set on programming first run features, tho it reportedly has dropped the idea of putting in Eliot Hyman's Pine-Thomas group and is now understood working on other features from different sources. "Chance of a Lifetime" is set for 9-9:30 p.m.; 9:30-10 p.m. is still open. Dodge winds up the  
(Continued on page 3)

### GM Gets Bob Hope, He Gets \$\$ Galore

NEW YORK, May 28.—General Motors has succeeded in wooing Bob Hope away from General Foods. The automobile manufacturer will probably put him to work for its Chevrolet division in the Tuesday night, 8-9 p.m. time period on NBC-TV, once every three weeks, next fall. In the same time period, the other three bankrollers—Whirlpool, Sunbeam and RCA Victor—will jointly sponsor Martha Raye and Milton Berle.

Hope will do 17 shows for his new sponsor. It was reported in the trade that the comedian will receive the top money in his TV career from his new sponsor. It was said at NBC-TV that Hope asked for so much money from General Foods that even compromises were ridiculous. Hope, of course, will also make special appearances for General Motors as, for example, his emceeing of its "Motorama" and the "Academy Awards." This last was made for Oldsmobile.

In order to acquire Hope, the company naturally had to give him the kind of an offer he couldn't turn down, replete with capital gains gimmicks that would make certain he could keep a large part of the money he earns. For General Foods it means the end of a long association with the comedian-actor, an association that spanned two media—radio and TV. The company found it just didn't have the kind of fat in its budget needed to pay him.

General Motors, however, now

has two TV salesmen—Jackie Gleason and Bob Hope—who undoubtedly will be making twice as much as Harlowe Curtice, the president of the company, whose pay with bonuses ranged around \$400,000 last year. Ford Motors, of course, has the high-priced Ed Sullivan in its keep, the man who set the pattern for these deals.

## MARRIAGE OF MEDIA

### NBC Pitches 'Home' Follow After TV Sell

NEW YORK, May 28.—Radio and TV are being combined for the first time in a unique fashion by NBC to give advertisers the selling power of both media. NBC, for its radio and TV webs, will shortly offer agencies a presentation which will allow their clients to purchase "Today," "Home," or "Tonight," either singly or in any combination, plus "Monitor," the radio network's new weekend around-the-clock show.

The selling pitch for what could conceivably become a marriage of both media to their individual advantages would be centered about getting customers to buy during the week via TV, and then to remind them to buy and use the product on the weekend via radio, and to restock during the next week

### Ford Eyes New CBS-TV Specs For Sat. Night

NEW YORK, May 28.—The Ford division of the Ford Motor Car Company has shown a substantial interest in purchasing the Saturday night spectaculars on the CBS-TV network next fall. The company needs a big show to match General Motors and Chrysler, its two major competitors, who have concentrated on programs of this type. The Lincoln-Mercury division of Ford has Ed Sullivan. Ford already owns part of the NBC-TV Monday night dramatic spectacular.

It is not known how much the CBS-TV extravaganzas will cost, but they will be priced substantially less than the NBC-TV spectaculars, which run about \$250,000 for talent. Reports are that they will come in for about \$200,000. Among the properties already wrapped up for the CBS spectaculars are three vehicles by Noel Coward, three to be produced by Paul Gregory, two Bing Crosby shows, and possibly Maxwell Anderson's "High Tor."

Ford is a pioneer in the use of spectaculars. Its Ethel Merman-Mary Martin show initiated the pattern several seasons ago, and was a smash success

## MUSICAL CHAIRS

### Clients' Shifts Keep Agency Men Hopping

NEW YORK, May 28.—With a recent major shift of the Lever Brothers business from two agencies to J. Walter Thompson, two other accounts were still undecided as to where their heavy billings would be serviced. The Florida Citrus Commission, a former J. Walter Thompson client, will entertain presentations next week from agencies. And Maytag still has not designated its new agency to replace McCann-Erickson, tho Russell Seeds is reported to have the inside track.

The Maytag shift is believed to have been caused by McCann-Erickson's inheritance of the entire Westinghouse business. J. Walter Thompson, of course, acquired about \$8,000,000 in business from Lever Brothers for Rinso and Pepsodent. The first product is leaving Hewitt, Ogilvy, Benson & Mather, and the second quits McCann-Erickson.

NBC puts its selling resources behind the combination in such an organized manner because it indicates a new and revitalized thinking about AM. One of the strong selling pitches devised by NBC is to show that the combination will have a lower cost-per-thousand impression than national magazines.

"Monitor" has had an unusually good reception, it being about 65 per cent sold out already. "Today," and "Home" have improved their sales showing tremendously thru a new summer incentive plan which has caught the imagination and interest of advertisers.

### Colgate Shapes Up Details for Show Format

NEW YORK, May 28.—Further indications of the kind of programming Colgate would offer in its new "Variety Hour" were given this week. The show will tee off June 12 on NBC-TV in its usual time slot, 8-9 p.m., with Charlton Heston acting as emcee for the first two weeks.

The theme of the first show will be a salute to the air age as dramatized by films. Scenes from the Paramount oldie "Wings," with Clara Bow and Richard Arlen, will be presented, as well as clips from "Strategic Air Command," its newest picture on the same subject. Arlen will appear in person, but a special interview with Jimmy Stewart, the star of the new picture, is now being filmed in London.

The second show will feature scenes from another recent Paramount Picture, "Far Horizons," with Fred MacMurray or Donna Reed, the stars, appearing in person. Martin and Lewis will begin their next season's work on September 18. Five shows have been scheduled for them. Jack Donohue is producer-director, and Bill Miller, executive producer.

### ABC and Segal Call Off Pact

NEW YORK, May 28.—ABC-TV and Alex Segal have agreed to call off their agreement to sign a contract for Segal to serve the web exclusively next season.

The move enables Segal to start talking with other webs and outside packagers for work next fall. ABC-TV had been pitching for the past couple of weeks to potential bankrollers an hour-long Saturday night live drama show, half of which would be produced and directed by Segal. It was a high budgeted affair, and the web was unable to arouse any concrete interest.

### 'HALLS OF IVY' IS GIVEN NEW CHANCE . . .

"Halls of Ivy" has gotten a reprieve. The show is being moved to Thursday nights, 10:30-11 p.m. on CBS-TV, where it will be seen beginning July 14. It had been thought that it would be canceled by International Harvester, but the company will give it a chance to see what it can do in a new time period. The National Biscuit Company, the co-sponsor, is dropping out, and a substitute is needed.

### OMMERLE CBS-TV VEEPE, PARK TO NBC, N. Y. . . .

The CBS-TV network has named Harry G. Ommerle as veepee in charge of network programs, New York. Ommerle will report to Hubbell Robinson Jr., veepee in charge of network programs. At NBC, Ben Park has been transferred to New York and named director of public affairs. Park is a veteran Chicago programming executive.

### FLORIDIAN NAMED TO REPLACE HENNOCK . . .

Richard A. Mack of Coral Gables, Fla., has been named to replace Miss Frieda B. Hennock as the Democratic member of the Federal Communications Commission. He was nominated for a seven-year term beginning July 1.

### GENERAL FOODS BUYS BLACK BEAUTY SHOW . . .

General Foods has bought a vidfilm series based on the Black Beauty stories from Television Programs of America. The program

which may be renamed "Thunder," is slated to go into its 11-11:30 a.m. Saturday morning time period on the NBC-TV network. Benton & Bowles is the agency.

### WEBB NAMED MANAGING DIRECTOR OF SRA . . .

Lawrence Webb has been named managing director of Station Representatives Association, succeeding Tom Flanagan who resigned from the post but will continue to act as consultant to the organization.

Webb comes to SRA June 1 from WLOK, Lima, O., where he's national sales manager of the radio-TV outlets.

### MERIAM TO DO POLITICAL COMMENTARY SEG IN CHI . . .

Jack Russell, of Jack Russell & Associates office, Chicago, has signed Robert E. Merriam, recent Republican nominee for mayor, to do a political commentary type program.

### FCC ASKS COURT RULING ON TV STATION OWNERSHIP POLICY . . .

The Federal Communications Commission last week petitioned the Supreme Court for a ruling on the validity of FCC's policy limiting the number of TV stations under one ownership to seven. The petition came in the wake of a lower court decision favoring the Storer Broadcasting Company's right to apply for a Miami outlet in spite of the FCC's original turndown of the application as contrary to its multiple-ownership rule.

## NEWS IN BRIEF

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**THE BILLBOARD SCOREBOARD**

**The Top New National Spot Commercial Campaigns on TV**

Placed during the week of May 8-14, 1955

The following data is tabulated from a weekly survey made by The Billboard among U. S. TV stations. It shows the new national spot commercial campaigns set on TV stations during the above survey week, regardless of the starting air date of those campaigns.

**NATIONAL SUMMARY**  
(Campaigns placed in more than one region)

Product & Advertiser	Product & Advertiser
Arrid, Carter Products	Lawn Mowers, Reo Mowers
Bodygard, Simoniz	Lipton Tea, Thomas J. Lipton
Clearasil, Eastco	Oldsmobile, General Motors
Fluffo, Procter & Gamble	Post Raisin-Bran, General Foods
Fruit of the Vine, Welch	Rol Aids, American Chiclé
Ice Cream, Swift	Tootsie Rolls, Sweets Co.

**REGIONAL SUMMARIES**

**Eastern**

Product & Advertiser	Product & Advertiser
Bobbi, Toni	Ideal Dog Food, Wilson & Co.
Bodygard, Simoniz	Imperial Margarine, Lever
Circus, Ringling	Knickerbocker Beer, Jacob Ruppert
Colgate Dental Cream, Colgate-Palmolive-Peet	Oldsmobile, General Motors
Eclipse Syrups, Eclipse Foods	Pin It, Procter & Gamble
Fluffo, Procter & Gamble	Pine-Sol, Milner Products
Frozen Meat Pies, Morton Packing	Revere Ware, Revere Copper & Brass
Grand Union Stores, Grand Union	Ronson Lighters, Ronson
	Tootsie Rolls, Sweets Co.
	Trix Cereal, General Mills

**Southern**

B. C., B. C. Remedy Co.	Ice Cream, Swift
Beechnut Chewing Gum, Beechnut Packing	Lipton Tea, Thomas J. Lipton
Beer, Schlitz Brewing	Minute Rice, General Foods
Busch Lager Beer, Busch Co.	NBC Bread, National Biscuit
Carnation Friskies, Carnation	Oldsmobile, General Motors
Clearasil, Eastco	Parade of Progress, General Motors
Flit, Esso Standard Oil	Post Raisin-Bran, General Foods
Fluffo, Procter & Gamble	Soups, Phillips Soups
Fruit of the Vine, Welch	Spoolies Curlers, Weaver Products
Gasoline & Oil, Atlantic Refining	

**Midwestern**

American Crystal Sugar, American Crystal Sugar	Lilt, Procter & Gamble
Arrid, Carter Products	Lipton Tea, Thomas J. Lipton
Bodygard, Simoniz	Miller Tires, Goodyear
Candies, Hollywood Candy	Nabisco Wheat & Rice Honey Cereal, National Biscuit
Chem O Cel, Brooklyn Products	Oil, Martin Oil
Chicken Dinner Candy, Sperry Candy	Peerless Milk, Fairmont Foods
Clearasil, Eastco	Post Raisin-Bran, General Foods
Dubonnet Wine, Schenley Industries	Robin Hood Flour, International Milling
Fluffo, Procter & Gamble	Rol Aids, American Chiclé
Frozen Potato Salad, Dulaney	Sawyers Crackers, Sawyer Biscuit
Frozen Foods	Vel, Colgate Palmolive-Peet
Fruit of the Vine, Welch	Vu Rite Pens, Ferber Co.
Lawn Mowers, Reo Mowers	
Lawn Mowers, Wind-King	

**Southwestern**

Bulova, Bulova Watch	Super Coola, Cantrell & Cochrane
Fruit of the Vine, Welch	Swift Table Ready Meats, J. Walter Thompson
Rol Aids, American Chiclé	

**Rocky Mountain & West Coast**

Arrid, Carter Products	Perfume (My Sin), Lanvin
Candy, Peter Paul Candy	Phillips Milk of Magnesia, Chas. H. Phillips
Carnation Wheat, Albers Milling	Popcorn, Top Pop Products
Coffee, Hills Bros.	Prodigal (Movie), M-G-M
Fluffo, Procter & Gamble	Ronson Shavers, Ronson Art Metal
42 Products, 42 Products	Shasta Canned Beverages, Shasta
Frozen Foods, Sea-Pac	Sunbeam Bread, Sunbeam
Hamm's Beer, Hamm's Brewery	Telephone & Telegraph, Pacific Telephone & Telegraph
Ice Cream, Swift	Tootsie Rolls, Sweets Co.
Insurance, Farmers Insurance	Viceroy, Brown & Williamson
Kools Cigarettes, Brown & Williamson	Tobacco
Lawn Mowers, Reo Mowers	
Nytol, Block Drugs	
Oldsmobile, General Motors	

**NBC Beats Magic Rug For 'Wide World' Spec**

NEW YORK, May 28.—NBC-TV this week was getting ready to make known the details of its first "Wide, Wide World" spectacular which will be presented on June 19 and uses an electronic magic carpet. NBC's President Sylvester (Pat) Weaver, who blueprinted the concept, is extremely happy about the way the initial program is shaping up, with more than a good chance in his opinion that it can be sold.

As put together by Executive Producer Barry Wood, Producer Fred Rickey and their staff, the program has a theme—"A Summer Night's Entertainment." The show makes use of remotes to a degree never employed before.

The initial part of the show takes the viewer to numerous important beaches which are located

in Denver, Salt Lake City and on Long Island. Then the show presents its entertainment; the first segment will be Guy Lombardo's "Arabian Nights" from Jones Beach, New York; then the Stratford Theater festival from Ontario, Canada; jazz from New Orleans and the last a treat from Mexico, Cantinflas, their world renowned comedian.

Tying all this together will probably be Dave Garroway, tho he is not firmly scheduled. The American Telephone & Telegraph Company has already evinced considerable interest in the series because of its prestige nature and its natural commercial possibilities. Should the initial program click, next season will see it programmed once every month in the same time period.

**ABC Nears SRO Nighttime**

Continued from page 2

night with "Break the Bank" in the 10-10:30 p.m. slot.

**Monday Sked**

Monday: "Jungle Jim" has been tied into the Monday 7:30-8 p.m. spot for a short period, with the web joining forces with Screen Gems in an effort to sell it. If no sale is made, the spot will be opened for other shows. Packard-Studebaker is definite for 8-8:30 p.m. with "Reader's Digest"; "Voice of Firestone" follows at 8:30-9; an undisclosed bankroller is all but signed to fill in the 9-9:30 p.m. spot; Ciba's "For Doctors Only" rounds out 9:30-10 p.m., leaving only 10-10:30 p.m. still on the block.

Tuesday: The web is completely sold out on this front with "Warner Bros. Presents" 7:30-8:30 p.m.; "Wyatt Earp," co-sponsored by General Mills and Parker Pen,

8:30-9; Danny Thomas for Dodge, 9-9:30; Du Pont's "Cavalcade of America" 9:30-10, and "Name's the Same" for Ralston-Purina 10-10:30 p.m.

Wednesday: Here again ABC is completely sold out. "Disneyland" starts off at 7:30-8:30; Liggett-Myers has the 8:30-9 spot for "Mr. Citizen" or another show; Geritol and Knomark has 9-9:30 for "Masquerade Party"; Scheaffer Pen and Brown & Williamson are holding on to 9:30-10 for "Penny to a Million" or another show, and Pabst and Mennen share the boxing bouts from 10 p.m. on.

**Thursday Line-Up**

Thursday: "Lone Ranger," half of which is still open, is definite for 7:30-8; the Bishop Sheen stanza, sponsored by Admiral, is in 8-8:30; "Stop the Music" for Quality Goods and Exquisite Form is set for 8:30-9, and "Star Tonight" for Brillo is all but set for 9-9:30. The hour from 9:30-10:30 is still open.

Friday: Except for the 10-10:30 half hour, ABC is set here with "Rin Tin Tin" 7:30-8; "Ozzie and Harriet" 8-8:30; "T-Men in Action" or another show for Chevrolet 8:30-9; "Dollar a Second" for Wine Corporation 9-9:30, and "The Vise" for Sterling Drug 9:30-10.

Saturday: This is the only real problem night the web now has. It's been pitching an hour live drama 8-9 p.m. without success. Dodge has the Lawrence Welk show 9-10 for the summer, but whether Dodge will stay thru next season is open to question.

**'Lux Workshop' To Test Talent, Pic Properties**

HOLLYWOOD, May 28.—Major motion picture studios will get an unexpected chance to test new talent and unproduced properties in their libraries on TV this summer. Lever Brothers, as a replacement for "Lux Video Theater," will sponsor "Lux Studio Workshop," for which studios are providing unfiled material to be adapted to live TV.

For motion picture companies it offers an unparalleled opportunity to test the quality of both script and talent. It should be pointed out that studios are now paying up to \$100,000 for material originally telecast on live dramatic programs.

Lever Brothers, in presenting this type of show, feels that it will best hold the audience that "Lux" built up slowly during the past year. The summer program kicks off June 30, with "Video Theater" returning to the air September 15 in the 10-11 p.m. NBC slot. Cal Kuhl will produce and Ken Carpenter will act as narrator. Stanley Quinn is the executive producer.

**ARB's TOP 10 TV WEB SHOWS**

(May, 1955)

\*Indicates Film

Rank	Show & Web	May Rating
1.	*I Love Lucy, CBS.....	47.9
2.	Toast of the Town, CBS.....	45.3
3.	*You Bet Your Life, NBC.....	41.8
4.	I've Got a Secret, CBS.....	37.4
5.	This Is Your Life, NBC.....	37.3
6.	Stage Show, Dorsey Bros., CBS.....	36.5
7.	Person to Person, CBS.....	35.5
8.	Two for the Money, CBS.....	35.2
9.	Jack Benny, CBS.....	34.9
10.	*Ford Theater, NBC.....	34.4

**ROMERO RATES HIGH... HITS 34.3 IN FIRST MILWAUKEE RATING**

In city after city, ARB\* reports **PASSPORT TO DANGER** is hot... and getting hotter! For example:  
15.1 in San Francisco, with a 75.5% share-of-audience!  
18.1 in Cincinnati, with a 36.7% share-of-audience!  
**34.3 in Milwaukee, with a 64.6% share-of-audience!**  
37.0 in Jacksonville, with a whopping 86.7% share!  
43.3 in Pittsburgh, with a 68.9% share!  
What a star! What a show! What a way to sell your product!

\*Jan. 1955

**CESAR ROMERO, starring in...**



**PASSPORT TO DANGER**

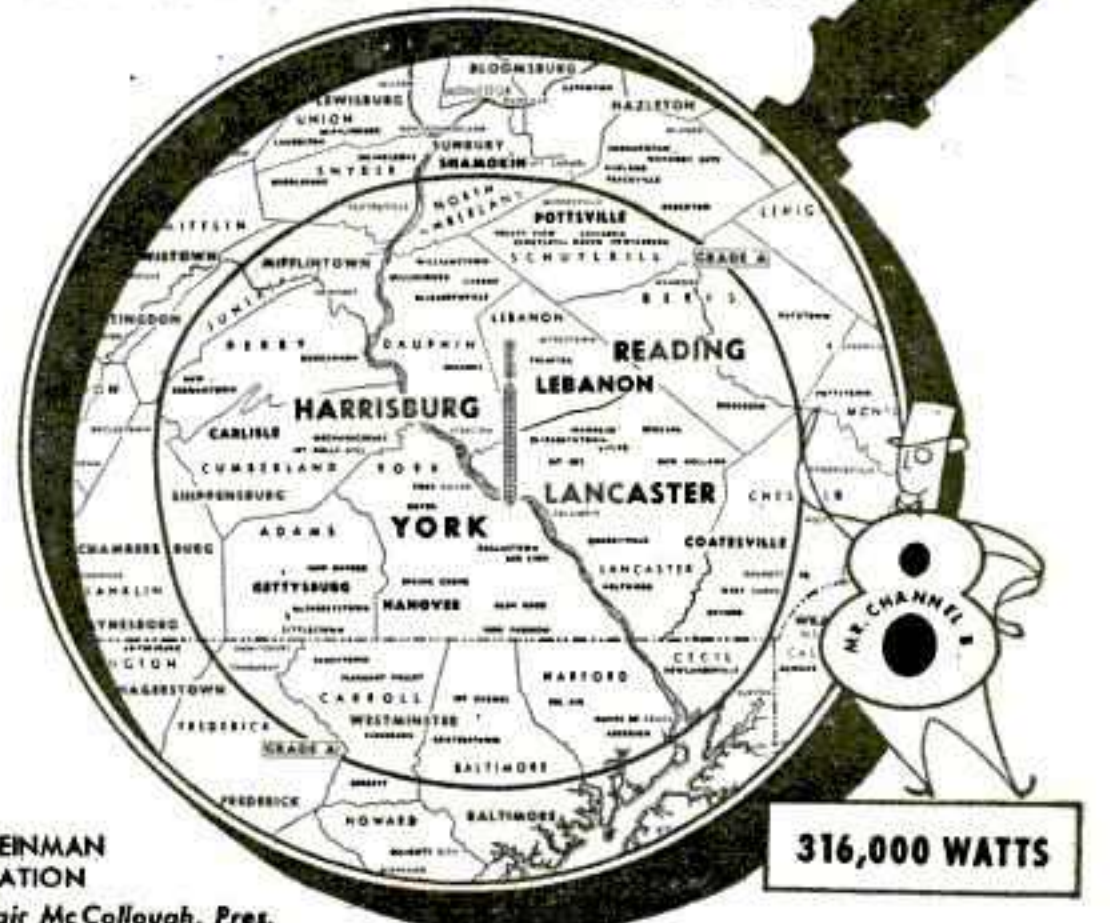
produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.  
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

**\$5 1/4 Billion Market CHANNEL 8 MIGHTY MARKET PLACE**



STEINMAN STATION  
Clair McCollough, Pres.

316,000 WATTS

**WGAL-TV Lancaster, Pa. NBC • CBS • DuMont**

Representatives:  
**MEEKER TV, INC.**  
New York  
Los Angeles  
Chicago  
San Francisco

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



# STEVE DONOVAN,

*the great*





# WESTERN MARSHAL

**new two-fisted TV Western Series**

**KO's the competition in its Premiere Showing**

The very first telecast of STEVE DONOVAN, WESTERN MARSHAL in Seattle-Tacoma drew a smashing 18.8 rating versus the competition of "Where Were You" (17.0), "I Led Three Lives" (11.0), and "Beulah" (2.8), in the 7:00-7:30 PM time period.\*

And this is just the first round.

STEVE DONOVAN, WESTERN MARSHAL is the brand-new... all-new... two-fisted Western. Each of the 39 half-hour episodes is packed full of action entertainment. Filmed under the supervision of veteran Western TV producer Jack Chertok, this series offers top quality production for viewers and advertisers alike.

STEVE DONOVAN, WESTERN MARSHAL delivers double-action impact—not only on television but also at the point of sale. Sponsorship makes available to you an unprecedented barrage of merchandising material, personal endorsements, premiums.

Westerns rack up an average 30.0 Nielsen rating—24% higher than the ranking average of all evening programs.\*\* And Pulse ratings list six out of the top ten syndicated shows as Westerns.\*\*\*

Now here is STEVE DONOVAN, WESTERN MARSHAL to beat them all. Excitement and action to capture your audience; powerful merchandising to sell your product—all wrapped up in a single potent NBC FILM DIVISION package.

Get STEVE DONOVAN, WESTERN MARSHAL on your side in the battle for sales in your markets. Don't delay—your market may be snapped up soon. Write, wire or phone now.

\*ARB, April, 1955 \*\*Nielsen, 2nd Report—February, 1955 \*\*\*Pulse—February 1955 Multimarket

## NBC FILM DIVISION

**serving all sponsors  
serving all stations**

30 Rockefeller Plaza, New York 20, N. Y.

Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.

In Canada: RCA Victor, 225 Mutual Street, Toronto; 1551 Bishop Street, Montreal





**POWERHOUSE HYPO**

**Disney Credits Video For Huge Income Gain**

HOLLYWOOD, May 28.—Television and its tremendous promotional impact were credited with playing a large part in the soaring income of Walt Disney Productions in a stockholders' report by Roy Disney this week. Gross income for the six-month period ending in April was reported at \$9,876,175 as against \$4,331,827 for the same period last year, with net profits rising from \$283,662 to \$430,048. The fact that the increase has been anticipated is indicated by the fact that the stock has risen from 24 to 38 during the period that the report covers.

Disney said that "television has proved to be a powerful factor in the exploitation and marketing of motion pictures." "20,000 Leagues Under the Sea," for instance, went to the top of the 'b.-o. list after an hour-long film depicting how it was made appeared on "Disneyland."

Similarly, jumps in income from licensing, music and publications from \$1,118,304 to \$1,496,175 is

largely attributable to the effect of TV.

It is believed in the trade that it was the success of Disney which led directly to the decision of Warner Bros. and 20th Century-Fox to promote their feature pix on the medium also.

Disney revealed that Walt Disney Productions is adding \$1,250,000 to its original investment of approximately \$500,000 in Disneyland Park, with American Broadcasting-Paramount Theaters contributing a proportionate amount.

**Closed-Circuit Used by Lever**

HOLLYWOOD, May 28.—Lever Brothers kicked off the largest advertising campaign for Lux soap in its history yesterday (27) with a closed-circuit telecast to its salesmen in 20 key markets. The 25-minute program originated at the NBC Burbank Studio and featured Lever Brothers' Vice-President Bill Burding, General Sales Manager Ray Underwood and J. Walter Thompson Vice-President Robert Black.

Also appearing were stars Jeanne Crain, Tony Gerri and Robert Newton.

It marked the first time that any soap manufacturer has used closed circuit TV as a sales medium, but Black said that if results come up to expectation, others are almost sure to follow. Lux is introducing its new Gold-Wrap soap.

**McNeill Buys 'How to Live'**

HOLLYWOOD, May 28.—Television and radio rights to "How to Live 365 Days a Year" this week were acquired by Don McNeill Enterprises. The book, by Dr. John A. Schindler, has already sold more than 100,000 copies.

McNeill said that he plans to adapt the book both for radio and TV, either for live or filmcasting.

**Lyford Joins NBC Station Relations**

NEW YORK, May 28.—Elmer (Buck) Lyford, former director of station relations at the Du Mont network, has joined the NBC-TV station relations department.

He will function in an executive capacity and report to Don Mercer, head of station relations at the web. Lyford is a veteran TV station relations and broadcasting topper.

**Sun Oil Eyes TNT Closed Circuit TV**

NEW YORK, May 28.—The Sun Oil Company is reported set to put on a multi-city closed circuit telecast towards the end of June. The telecast would be produced by Theater Network Television.

TNT also has scheduled a closed circuit show for Necchi on July 10.



Consisting of one key executive from each of 550 leading advertisers, advertising agencies, TV broadcasters and film companies.



Vadeboncoeur



Kirkland



Lesser



Goodman

**TOLL TV**

**Stations Fear Threat to TV; All Groups Predict Approval**

Station thinking about subscription TV is running contrary to that of sponsors and program suppliers, the second survey of The Billboard's TV Editorial Advisory Board reveals. 58 per cent of the station executives responding to the question said they did think toll TV would be a threat to the present system of commercial TV. In no other category of the board did a majority take this stand.

Further, the rest of the board predicted three to one that the FCC will eventually authorize some form of toll TV. The stations, on the other hand, were almost evenly divided in their view of this development. 43 broadcasters predicted the FCC would approve fee TV; 40 said it would not.

A further break down of station member votes indicates that despite the split in their ranks on the subject of toll TV, there is a preponderance of optimism, or call it wishful thinking.

Of the 55 broadcasters who said they thought toll TV would be a threat to sponsored TV, 32 predicted it would never be authorized, whereas only 18 predicted it would be, the other five making no prediction.

On the other hand, of the stations who said they did not regard fee TV as a threat, 75 per cent predicted it will be authorized. Of these a slight majority seemed to intend getting into toll TV themselves.

An example of this position was the statement of James Coan, president of WTOB-TV, Winston-Salem, N. C. He said: "We operate a UHF station and look forward to subscription TV as a possible partial answer to our ills. We are willing to experiment with any development which might furnish some solution to our present desperate plight."

Another sample comment in this category came from a prominent big-city station who said simply: "We would be interested in a modified form of subscription TV."

The minority of stations voting in this category just did not seem worried by the possible competition of toll TV. Some of these doubted fee TV will prove economically successful. Said Harry Huey of KZTV, Reno, Nev.: "It is my opinion that toll TV would be a popular novelty until about the first or second month's bill was received and paid. The cut-off rate will be fantastic."

Said a big-city broadcaster who didn't want to be quoted: "The limited availability of programs which the public would consider worth paying for is not sufficient to affect the commercial broadcaster materially."

The station voting on toll TV did not break down into any recognizable blocks. Big city and small city operators, VHF and

UHF stations showed up in all voting break-downs.

Many members of the Board in all categories showed themselves open minded on the subject. They said it was a free country and a competitive economy, and every new idea should have a chance to develop. Some of them said they thought the new competition would be stimulating.

One of the most interesting and probably significant responses elicited from the Advisory Board was one that could not be tabulated. This was a widespread frank inability to comment on the problem. Many said it was just too early to appraise the possible threat inherent in the idea or to predict the FCC's judgement. But still others complained of a shortage of data on many crucial issues.

One station manager returned a two-page letter, not for quotation, in which he posed five big questions to which he wanted the answers before he would make any judgement.

**HOW THEY VOTED**

1. Do you believe that subscription TV, if approved by the FCC, would pose a threat to the present system of commercial telecasting?			
	Yes	No	Depends
Stations and Networks	55	37	2
Ad Agencies	23	32	1
National Advertisers	5	6	0
Regional, Local and Spot Advertisers	9	12	0
Producers	19	32	4
Distributors	16	19	1
Grand Total	127	138	8

2. Do you predict that the FCC will approve some form of subscription TV?			
	Yes	No	Don't Know
Stations and Networks	43	40	8
Ad Agencies	36	12	6
National Advertisers	6	3	1
Regional, Local and Spot Advertisers	14	3	3
Producers	36	12	3
Distributors	26	8	1
Grand Total	161	78	22

**FOR QUOTATION**

**STATIONS SPEAK . . .**

GENE O'FALLON, general manager, KFEL-TV, Denver: "Every additional TV service should be given ample opportunity to prove itself."

JOHN KEENAN, WSJV, Elkhart, Ind.: "In my opinion there are still too many unknown facts concerning this problem to answer intelligently."

E. R. VADEBONCOEUR, WSYR-TV, Syracuse, N. Y.: "There are so many facets to this problem that it is impossible to foresee accurately. However, it is certain that our free program structure would be raided immediately. Pay-see TV would need desperately much more than the few big sports and special events and would turn at once to the best free shows to snatch them to pay basis."

WILLARD WALBRIDGE, KTRK-TV, Houston, Tex.: "Subscription TV is across the grain of public interest and healthful, natural development of TV as a free-enterprise, ad supported medium of entertainment and public service. We would not co-operate if it were authorized by the FCC."

LAWRENCE ROGERS II, WSAZ-TV, Huntington, W. Va.: "Removal of any free air time to run pay-as-you-see programs would have a deep and lasting effect on the public. A pay-TV vs. free-TV competition would dry up program sources with a consequent loss to both the public and the broadcast stations."

**AD AGENCIES SPEAK . . .**

JESSE HAIGHT, president, Wilson, Haight, Welch & Grover, Hartford, Conn.: "In this case, co-existence need not be a dirty word. As a matter of fact, there is no basic reason why subscription TV may not become an advertising medium. Magazines are . . . even telephones are. Am not in the slightest concerned about any threat to the advertising business."

W. S. KIRKLAND, W. S. Kirkland Advertising, Chicago: "I think it will follow the line the public eventually forces it to follow, which, I believe, will be somewhat like FM, except that it might enjoy a healthy life in educational and possibly public service areas. However, there will be no volume, thus it won't affect commercial TV."

**TV FILM DISTRIBUTORS SPEAK . . .**

IRVING LESSER, Major TV Productions: "I think the industry is so new and the future so unlimited that anything of merit should be tried."

BERT COLEMAN, United Press-Movietone News: "I do not believe there will be any serious effect, human nature being what it is. Americans have been indoctrinated in free radio-TV entertainment. Despite murmured complaints about commercials, audiences have shown themselves well satisfied with current commercial TV."

HARRY S. GOODMAN, Harry S. Goodman Productions: "I believe this will help UHF stations and hurt VHF. But I am of the opinion that there is room for subscription TV and it's bound to come sooner or later."

**Toll Is Polled For AM, Too**

WASHINGTON, May 28.—Subscription radio as well as subscription TV found its spirited proponents at the National Association of Radio and Television Broadcasters convention here this week. A petition was circulated that both issues—subscription radio as well as TV—be jointly considered by the Federal Communications Commission when its hearing on the subject begins on June 9.

The petition is said to have got eight signatures from stations, only two of whom are reported to be members of the NARTB. The feeling of the organization is that plans for the hearings were too far along to inject the issue. A resolution was also introduced and tabled at the FM panel on Monday (23) which would have made it possible to levy a fee for such programming.

**Confab Hears TV-Time Beef**

WASHINGTON, May 28.—An unknown California congressman took advantage of the Wednesday breakfast held by the broadcasters of his State at the Shoreham Hotel here during the National Association of Radio and Television Broadcasters convention this week. The legislator complained that none of the State's 12 congressmen was able to get time on the California TV stations.

The large number of congressmen that have to get equal time on these stations has been a stumbling block in the way of the outlets donating their facilities. The stations, however, took the problem under advisement and promised to find a solution.

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

**WGR-TV**  
Buffalo's FAVORITE station!  
CHANNEL 2  
**BUFFALO**



EDITORIAL

## Bows, Most Sincerely

About the only way we can say it is with the old-fashioned, simple words: Thank you, most sincerely.

Since last Monday, when the TV Film panel was held at the NARTB Convention under the auspices of The Billboard TV Editorial Advisory Board, we have had many kind things said to us about the session. We were also chided for the 8 a.m. starting time at which it was scheduled. We can only hope that the important subject matter discussed, and the searching remarks by a knowledgeable array of panelists, made up for the sleep lost by those who attended.

We are deeply grateful for the compliments paid the panel and its participants. We are equally thankful for the constructive criticism offered, from which we have benefited considerably. Our motive was one of shedding constructive light on a key industry topic; if the panel served that purpose—and our own feeling is that it accomplished a great deal—we feel privileged to have had a part in it.

To the members of the panel, some of whom made great personal sacrifices to be present, go our thanks and appreciation for a very valuable morning. To the many guests who filled the Blue Room of the Shoreham and lined its walls, we are grateful that you sacrificed the comforts of sleep for attendance at a real shirt-sleeve session.

And certainly, to NARTB's Hal Fellows, Bob Richards and Bee Arney, a deep bow for their advice, assistance and cooperation which made the panel possible.

TRADE SHOW AIRED

## Distrib Association Plans Jell at Confab

WASHINGTON, May 28.—For the TV film distributors, the 33d annual convention of the National Association of Radio and TV Broadcasters will probably go down as the point at which the plans for their association were crystallized. In these plans are also seen an opportunity for the distributors to set up an annual trade show that would be even more effective than their exhibits at the NARTB convention.

A few members of the distributors' organizing committee met with Harold See, chairman of the

NARTB's TV film committee, Wednesday night. Both sides stated that the meeting produced great areas of agreement, but nobody would specify just what it was they had agreed upon.

However, it was made clear that at the next meeting of the full organizing committee, which is headed by Dave Savage of Guild Films, work will begin on writing an organizational charter.

One of the first projects of the association will probably be the setting up of an annual TV film

*(Continued on page 13)*

## Distrib Draw Heavy Traffic With Exhibits

WASHINGTON, May 28.—Exhibits by the TV film distributors at the NARTB convention here this week ranged from the costly and colorful to the simple and staid. But one thing most of them shared was heavy traffic by station personnel and an occasional friendly look-see by neighboring distributors anxious to see what their competitors were doing.

Gifts and girls abounded. The latter particularly snowballed from day to day as more and more distributors kept pace with competition and put in hurry calls to local model agencies. National Telefilm Associates, however, came up with its own unique form of cheesecake by importing a supply of the real stuff from Lindy's Restaurant, plus corned beef sandwiches from the same for hungry conventioners.

Exhibits

A brief rundown of what the exhibitors came up with is as follows:

MCA-TV, Ltd., put on what was undoubtedly the most ambitious and costly exhibit. Using a circus-carnival flavor as its theme, the exhibit featured many moving items, such as a clown ringing a bell to exemplify MCA's stand that it "rings the bell with service after sale."

Television Programs of America utilized as its theme "Hats Off to TPA Winners" and ended up by giving away, by actual count, 5,392 "Ramar of the Jungle" pith helmets and other forms to chapeaux.

ABC Film featured a jungle display, beautified by Irish McCalla in person, dressed in the leopard skin she wears in ABC's upcoming "Sheena, Queen of the Jungle" series.

CBS Film Sales had a CBS Newsfilm crew shooting brief interviews between station execs and Senators from their home State for airing on their stations. Over 50

station execs and 15 Senators went before the cameras.

Guild Films utilized a "Build With Guild" theme for its exhibit and gave away "Confidential File" wallets.

Atlas Television took 1,000 pictures of conventiongoers poking their heads thru a "Capt. Z-Ro" life-size cutout figure.

Flamingo Films took pictures of station execs with "Marilyn Monroe" (see page 1 story).

Ziv came up with a simple display exhibit and spent most of its time talking to stations on personal appearances and promotion kits.

UM&M set up a "Duffy's Tavern" bar to refresh visitors.

Official's theme for its exhibit was its offering of "profit insured programs."

Screen Gems showed off the "Rin Tin Tin" merchandising items manufactured by its licensees.

NBC Film Division steered clear of exhibits and offered nothing but hospitality in its suite.

## TvB Presentation, Member Additions Portend Adulthood

WASHINGTON, May 28.—Oliver Treyz, president of the Television Bureau of Advertising, staged a semi-animated slide presentation on TV's selling power that had station men in the audience cheering at each new statistic. This and a flock of new memberships closed at the convention of the National Association of Radio and TV Broadcasters here this week, bringing total force up to 143 stations, seemed to convince TvB officers that their sales bureau had finally come of age.

There was hardly a mention of

INDUSTRY HAS NO HORNS

## Solons Learn Broadcasters Are Mature, Responsible

NEW YORK, May 28.—Broadcasters were sent home from the 33d annual convention of the National Association of Radio and Television Broadcasters here, at the Shoreham Hotel, with a mandate from the nation's legislators to program in the public interest and to show by their actions that government intervention and interference is not necessary. The unofficial theme of the convention was to

educate, as much as possible, the lawmakers on broadcasting, with an emphasis on TV.

The subjects of many of the panels, and the speakers selected, all had something to offer that interested congressmen. In addition, the numerous state breakfasts of the stations were held with many of their representatives and senators in attendance. There was no discussion of government-broadcasting relationships, but the legislators were briefed on many aspects of the industry.

The important speeches by NBC President Sylvester (Pat) Weaver, and CBS, Inc., head Frank Stanton indicated a maturity and a desire to give the public what it wants, and, in the case of Weaver, mold the public's taste to its betterment. (See other story this issue.) The reponse from important legislators was obvious. After declining a previous invitation, Senator Magnuson, of Washington, who heads the Senate's Interstate and Foreign Commerce Committee, spoke at a luncheon on the last day.

Hill Chairmen Heard

He stated that he did not consider broadcasters villains and that tho he would investigate various phases of the industry's activity, it would be a lengthy and deliberate study. Tennessee's Representative Priest of the House, Magnuson's opposite number in Congress because

he chairs the similar committee in the lower body, stated in a talk at the NARTB that he believes that regulation could never be a substitute for the initiation of individual broadcasters. He felt, however, that Congress today might not give broadcasters the same freedom they received in 1934, when the Federal Communications Commission was organized.

President Eisenhower, too, alerted the broadcasters to their tremendous responsibility on Wednesday when he noted that TV's place in the American home was such that its dissemination of news must be watched carefully. There was a distinct feeling present, according to observers, that the legislators wished the industry well, but that only increased watchfulness on the broadcasters' part, and satisfaction of the public's need, could prevent interference.

There was much talk behind the scenes about radio, with CBS affiliates once again leading a fight against the network's desire for a rate cut to equalize daytime and nighttime rates. It is believed, however, that the network will prevail. The move is being made to strengthen the CBS Radio competitive position against NBC's "Monitor" which has caught the advertiser's fancy.

Strangely enough, there was al-

*(Continued on page 13)*

## Reserved Channels Bring Fresh Hassle

WASHINGTON, May 28.—ABC-TV used the conferences of the National Association of Radio & TV Broadcasters convention here this week to question once more the efficacy of continuing to reserve VHF channels in tight markets for educational use. Lee Jahncke, assistant to the president, put the question up to the FCC at the panel session Tuesday, and got a blistering reply from Commissioner Frieda Hennock. President Bob Kintner brought it up again in his speech Thursday, when he named market monopolies and duopolies as the major problem of the TV business.

Jahncke asked the FCC if it thought it in the public interest to reserve the third channel indefinitely for educational stations when it meant depriving those markets of the service of a third network. Chairman McConoughy took the first crack at that question, and said we must be patient with the educational stations, but that he might consider turning those channels over to commercial operators in individual cases. Then Miss Hennock took it up, and the fireworks started. "What did ABC ever do to help more stations get on the air?" she demanded, while the packed ballroom burst into applause and laughter. She reminded them that the FCC allocated 1,875 commercial channels, but to date

only 430 of them are in operation. With special permission, Jahncke got up again to reply that ABC-TV's ability to serve the smaller markets depends on its ability to get its sponsors into the major markets.

Admitting that it would need careful consideration, Kintner proposed switching education VHF allocations in certain markets to commercial operation as a partial solution to the inaccessibility of diversified TV programming still remaining in large areas of the country. "Admittedly, this is a touchy subject," he said, "but one which has to be faced." He continued: "I believe it is better faced today, and that the overall public interest is better served, if an honest appraisal is given to the efficacy and the public interest of the present educational allocations."

## NARTB TO IRON OUT KINKS FOR FUTURE MEETS

NEW YORK, May 28.—The complaints of National Association of Radio and Television Broadcasters' members about poor convention facilities are likely to be taken care of at future conventions. The organization has made an informal deal with the Conrad Hilton Hotel chain for at least the next three years' conventions. The 1956 convention will be held at the Conrad Hilton in Chicago, the world's largest hotel, and in 1957 there is a tentative agreement to hold it at the same place.

In 1958 it is expected the convention will be held at the Conrad Hilton, Los Angeles, a hotel which is now being built and which is expected to be completed in time for the session that year. The major complaint this year concerned the traveling between the Hotel Shoreham and the Hotel Sheraton Park, difficult because of hill climbing or long bus waits. Otherwise, the convention was well-managed.

the split interests that existed just prior to last year's convention, when the present TvB was finally established.

Treyz told the stations that the selling phase of TvB began five weeks ago, and that the bureau is telling the TV story to Clorox, several insurance companies and other big bankrollers not now on TV. Further, he said, the promotional phase of TvB's work will start June 1. The first in a continuous series of presentations for selling locally will be sent to member stations June 15.

The slide presentation told of TV's phenomenal growth in the past seven years in terms of set circulation, average viewing hours and billings. It related TV's growing impact and the decline in its average cost per thousand. And it further gave solid evidence of TV's ability to influence sales in super-markets.

It all led up to one burning question: "Why, in view of TV's power, does it get only one thin

*(Continued on page 13)*



## NATS Adds 16, Refutes Bias Charge on NTA Association

NEW YORK, May 28.—Tho its efforts to establish itself as an important film-buying combine was strengthened this week by the addition of 16 more TV stations (including WFIL-TV, Philadelphia) to its membership roster, National Affiliated Television Stations, Inc., is finding itself under increasing fire from distributors and stations who are critical of the close relationship between NATS and National Telefilm Associates. NTA is the TV film distributor that joined with General Electric to help form NATS.

NATS has repeatedly stressed that its relationship with NTA will in no way limit or prejudice its acquisition of film from other sources. However, the situation has reached the state where NATS is finding it politic to resort to more positive and forceful methods of emphasizing this point. It has not been disclosed how NATS proposes to do this. However, unconfirmed reports have been circulating that a reorganization of NATS, which would result in clarification of NTA's status as merely one of

many sources of film for NATS, is in prospect.

### Add Strength

The addition of 16 more TV stations to the NATS line-up considerably strengthens the organization. It now has a total of 35 member stations with new ones reportedly on the verge of jumping on the bandwagon as a result of the membership drive being spear-

headed by Executive Director Berman Swartz. Of the 16 new stations signed, 13 are VHF and the other three are UHF. Most of them are in relatively small markets, tho in addition to WFIL-TV, a Kansas City (Mo.) station, KMBC-TV is one of the new group. The other 13 are WWLP, Springfield, Mass. (UHF); KCJB, Minot, N. D.; KBMB, Bismarck, N. D.; KHOL, Kearney, Neb.; KIEM, Eureka, Calif.; KBES, Medford, Ore.; WSIX, Nashville; WDBO, Orlando, Fla.; WRBL, Columbus, Ga.; WOAY, Oakhill, W. Va.; WTUV, Tupola, Miss.; WINT, Fort Wayne, Ind. (UHF), and WSBA, York, Pa. (UHF). The 19 stations previously signed by NATS were listed last week (The Billboard, May 28).

## Sterling Offers Jungle Footage For Live Show

NEW YORK, May 28.—Local stations can make up their own jungle show from a package of 78,000 feet of background film being peddled by Sterling Television. The station puts its own personality in front of the live camera, gives the show its own title and writes its own scripts. Sterling provides the film, sound effect recordings and poop sheets.

Sterling last week took over more than 1,000,000 feet of 35mm. jungle film from Jules Weill. The film was shot by Osa and Martin Johnson and others. Weill's Explorer Pictures has for years been distributing this film as a half-hour series titled "The Big Game Hunt."

### 2-Yr. Deals

Sterling is renting this jungle library in two-year deals. Saul Turrell, president of Sterling, figures that strip booking of the jungle show would cost a station \$2 a day. Turrell further points out that the local integration of the star makes it possible to get far more intensive personal appearance work than a sponsor can get in a complete film series. The star of a Hollywood produced film show may get into a market once a year. But a local personality can make store appearances almost as often as the sponsor wants.

The library has already sold to WCAU-TV, Philadelphia, and WCBS-TV, here, where the main characters have such names as Captain Nemo and Captain Safari.

## Skinner Preps 'Sgt. Preston'

HOLLYWOOD, May 28.—Production on "Sgt. Preston of the Yukon," bought by Quaker Oats for CBS-TV airing in the 7:30 p.m. Thursday time slot this fall, gets under way the middle of June at Westfilm Studios in Hollywood and on location in Aspen, Colo.

Veteran producer Charles Skinner has taken a four-year lease on the studio and expects to have possibly as many as four series before the cameras by next year. Next on the agenda will be "Riders of the Pony Express," with two others to follow once that has been launched.

## Screen Gems to Shoot, Distribute 'Texas Ranger'

NEW YORK, May 28.—Screen Gems has added a new property to its production and syndication roster.

The show, "Tales of the Texas Ranger," will be produced by Screen Gems for airing over CBS-TV next fall by General Mills in the Saturday 11:30-12 morning time slot. Colbert Clark has been named producer.

The network show will be beamed to 64 markets. Syndication of the series to other markets will be handled by Screen Gems.

The property, which was bought by General Mills from Stacy Keach, brings to eight the number of national shows that Screen Gems will be producing next season. It will be the third kiddie show on the firm's roster. The other two are "Rin Tin Tin" and "Captain Midnight," both of which are also syndicated by Screen Gems in the markets not picked up by their network sponsors.

Interestingly enough, the deal gives Screen Gems and General Mills two Saturday morning stanzas back to back next fall. "Captain Midnight," sponsored by General Mills and the Wander Company, airs in the 11-11:30 a.m. period.

## Film Directors Hold Meeting

WASHINGTON, May 28.—The entire Eastern membership of the National Association of TV Film Directors held its first meeting here yesterday on the heels of the NARTB convention. The main object of this meeting was to organize a national convention some time in November. Meanwhile, the organization is riding harder on its drive to increase efficiency at the stations' film rooms.

The 55 station film men here were welcomed last night by Harold Fellows, NARTB president, and heard a talk on color film for TV by Gentry Veal of Eastman Kodak.

The three-day meeting is being financed on a dutch-treat basis.

## Bernard Quits Ziv Sales, Joins TPA

NEW YORK, May 28.—Another top Ziv salesman joined Television Programs of America this week. Leon Bernard, who sold for Ziv-TV for four years, was named TPA's Midwest manager.

He is headquartering in Pittsburgh.

## Ziv-TV Signs 'Christian' Duo

HOLLYWOOD, May 28.—Ziv-TV this week signed Jean Hersholt and Wendell Corey to star in their new "Dr. Christian" teleseries. Hersholt played the "Dr. Christian" part on radio for 17 years.

Ziv-TV is expected to roll a pilot shortly. The company will then audition the show and make suggested corrections before entering into full-fledged production.

The Broderick Crawford "Highway Patrol" series, in the meantime, is reported to have advanced past the audition stage, and the program will probably be available for fall airing.

### 'BOBBIKINS'

## Preparatory Work Under Way by G-T

HOLLYWOOD, May 28.—Goodson-Todman this week began preparatory work on the pilot of "Bobbikins," created and written by Oscar Brodney, who was nominated for an Academy Award for "The Glenn Miller Story." Show is built around a 15-month-old boy who will "talk," but only to his father, and in a wisecracking way to boot. Nobody, of course, believes the father, from whence the complications set in.

Being set for location shooting in England is "Adventures of Ivanhoe," another G-T show. Packager plans to make 39 of the series with funds now frozen in Great Britain. Program will be built around Ivanhoe and the Black Knight, but will not utilize any of the other characters from the Sir Walter Scott novel.

## THE BILLBOARD SCOREBOARD

### • Top 25 Vidfilms Among Men

and Their Pulse Multi-Market Ratings

Rank Order	Title and Distributor of Series	Men per 100 Homes	Avg. April Rtg.
1	Inner Sanctum (NBC)	89	6.8
2	Biff Baker, U. S. A. (MCA-TV)	88	3.4
2	Boston Blackie (Ziv)	88	11.8
4	Colonel March of Scotland Yard (Official)	87	4.0
5	Foreign Intrigue (Official)	86	10.3
6	The Falcon (NBC)	85	12.4
7	Dangerous Assignment (NBC)	84	6.2
7	Eddie Cantor (Ziv)	84	12.0
7	International Police (NTA)	84	6.8
10	Mr. and Mrs. North (ATPS)	83	7.0
10	City Detective (MCA-TV)	83	11.7
10	Ellery Queen (TPA)	83	11.0
13	The Whistler (CBS)	82	16.4
14	I'm the Law (MCA-TV)	81	7.1
14	I Led Three Lives (Ziv)	81	16.0
14	Mr. District Attorney (Ziv)	81	14.1
17	Beulah (Flamingo)	79	6.0
17	Doug Fairbanks Presents (ABC)	79	8.2
17	Waterfront (MCA-TV)	79	15.5
20	Amos 'n' Andy (CBS)	77	9.3
20	Death Valley Days (Pacific-Borax)	77	15.0
20	Man Behind the Badge (MCA-TV)	77	9.1
23	Favorite Story (Ziv)	75	11.4
23	Life of Riley (NBC)	75	16.6
23	Science Fiction Theater (Ziv)	75	10.4
23	Sherlock Holmes (UM&M)	75	9.6

## THE BILLBOARD SCOREBOARD

### • Top Ten Network Film Shows and comparative rank among all web shows

This feature, which runs once a month in The Billboard's TV Film department, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicating the standing of film programs among all network entries. In the latter column, film shows which did not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly finding of the American Research Bureau.

Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web	April ARB Rating
1	2	I Love Lucy	CBS	51.7
2	4	You Bet Your Life	NBC	49.8
3	8	Disneyland	ABC	42.9
4	11	Dragnet	NBC	41.5
5	17	The Millionaire	CBS	33.7
6	18	Life of Riley	NBC	33.3
7	19	G. E. Theater	CBS	32.6
8	22	Fireside Theater	NBC	31.8
9	23	Our Miss Brooks	CBS	31.1
10	24	December Bride	CBS	30.9

## POWERFUL RE-RUNS

### Official Sights \$5 Mil On 'Margie,' Erwin

HOLLYWOOD, May 28.—Re-runs of top network shows still command large prices in the syndicated market. Official Films expects to gross well over \$750,000 in its first two sales of "Margie," and the Stu Erwin show, a figure which indicates that national sales are almost certain to hit \$5,000,000 and that an \$8,000,000 to \$10,000,000 figure is not beyond the realm of possibility.

KTTV, as expected, paid out the majority of the coin for the two properties, 125 "Margies" and 13 Stu Erwins. KRON-TV has already bought the former, with a deal on the verge of being signed for the latter vidfilm series.

The deal for the Roland Reed-Hal Roach Jr.-produced "Margie" show is believed to be on a one-per-week basis while programming of "Stu Erwin" is being left to the discretion of the individual stations. Information as to the length of the contract is not available.

The Official Films pacts are the first indication of how salable net reruns will be this summer and for the coming season, and is almost certain to act as catalyst in the field. ABC Film Division, for instance, is expected to begin pitching "Ray Bolger" soon, while CBS Films is acquiring reruns of "Life With Father," "Lineup" (to be called "San Francisco Beat") and possibly "Burns and Allen."

Plans of NBC Films are not set yet because of the fluidity of the whole program structure for next fall, but it seems likely that the syndication division will have at least two series, Mickey Rooney's

"Hey Mulligan," and "Dear Phoebe."

An ironic factor in this is that only a few weeks ago several major distributors reportedly turned down a number of net reruns because they felt they would be a drug on the market and, price-wise, would not be worth handling.

Thinking at KTTV seems to negate this belief, with station excess of the opinion that a number of net shows failed to draw audiences because they were programmed wrong, and that with an advantageous time slot a rerun on an independent station may actually better the original ratings.

## Dorso to Head Developm't of Ziv's Shows

NEW YORK, May 28.—Dick Dorso is joining Ziv-TV next week to supervise new program development. He resigned this week as vice-president in charge of the New York office of Rogers & Cowan, Ziv's publicity agency.

Dorso was one of the founders and first executive vice-president of United Television Programs, which has since been absorbed by MCA-TV. He was producer and writer of "Counterpoint" for Bing Crosby Enterprises. Prior to these TV film ventures, he ran his own talent agency, Century Artists, Ltd. Before joining R&C he was a scriptwriter for Warner Brothers.

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COMMERCIALS

# Deal Portends U. S. P'duction For British TV

NEW YORK, May 28.—In what may be the first step of a trend towards a heavy upbeat in production of commercials in England for British TV by American advertisers, Peter Elgar this week closed a deal with Dancer-Fitzgerald-Sample advertising agency for 110 Sterling Drug commercials to be shot in London this summer.

Actual shooting of the commercials will be done by TV Commercials, Ltd., which has set up a new corporation in London in partnership with Elgar. The deal is said to be the largest single TV commercial film contract awarded a producer.

According to Elgar, the commercials will be aired in the U. S. on Sterling's ABC-TV show, "The Vise," and probably elsewhere. The commercials, however, will probably also be aired on British commercial TV. Sterling reportedly has bought time on the British commercial stations as have other American advertisers, including Procter & Gamble, Coca-Cola and Colgate.

# Brody Britain Bound to Sell Musical Series

HOLLYWOOD, May 28.—Bernard Brody, music clearance agent, leaves for Europe next week to begin negotiations for sale of a number of musical teleseries in the British market.

Altho Brody stated he could not divulge at this time what the shows are, he is known to be affiliated with Guild Film, and apparently it is some of their properties over which he will enter into talks.

Brody said that up to this time the amount of money that could be obtained from sale of films to British TV has been negligible, but that, with the advent of commercial television, the situation is changing rapidly.

# Film Festival Set by WGN-TV

CHICAGO, May 28.—WGN-TV is staging its fourth annual film festival here June 22 in the station's main audience studio. Screenings are to be held from 4 to 5:30 and 8 to 9:30 p.m. Preview will present five to 10-minute capsules of every type of TV film available for national and local sponsors.

Among the new series the station announced would be "I Spy" with Raymond Massey, "Judge Roy Bean" with Edgar Buchanan and John Butel; "Uncommon Valor," the Marines saga of World War II; "Brother Mark" with Richard Kiley, "March or Die" with Errol Flynn, and "Dr. Hudson's Secret Journal" with John Howard. Previews of first-run network shows now available for local sponsorship also will be shown. Include will be "Life With Father," the "Stu Erwin Show," "My Little Margie," the "Ray Milland Show" and "Gangbusters."

More than 300 local and national sponsors and agency personnel viewed 33 first-run shows last year.

# NTA Adds Doc, Roller Derbies

NEW YORK, May 28.—National Telefilm Associates this week continued its recent upbeat in acquisition of properties by taking on distribution of a new first run documentary feature and also 52 half hours of a roller derby stanza now in production.

The feature, which will be released for TV airing this September, is "Yesterday and Today," narrated by George Jessel. It was produced by Abner Greshler, from whom NTA acquired TV rights. The half-hour series, titled "The Mad Whirl," is being produced by Leo Seltzer. Humorous narration is handled by Ken Nydell.

The firm, meanwhile, this week wrapped up sale on its new "Fabulous Forty" feature package to WFMB, Indianapolis, at the NARTB convention.

# Sterling Gets 'Jethro'

NEW YORK, May 28.—Sterling Television has taken over distribution of "The Adventures of Jethro Adams," the only TV film series ever shot in South America.

# WHAT IS PROMOTION WORTH?

# 10 KTTV Series Campaigns Produce 17.5 ARB Average

HOLLYWOOD, May 28.—How effective are the promotion campaigns staged by KTTV, Los Angeles independent outlet, which does more to publicize its new programs than do the nets for the most of their shows? Station General Manager Dick Moore says that he believes an evaluation from an audience standpoint is almost impossible. But, he points out, during the past year 10 TV film series for which full campaigns were planned averaged 17.5 on the first ARB ratings.

This, it is to be emphasized, is in a seven-station market where a 20 rating is usually enough to place a show in the top 25.

Results of the latest promotion, on "Uncommon Valor," which made its national debut over the station this week, are not in yet, but, from a publicity standpoint, it proved typical.

The press was loaded into Greyhound buses equipped with portable bars for transportation to an undisclosed destination. This turned out to be El Toro Marine Base, from which a half-hour telecast of helicopter maneuvers was staged. With Gen. Holland M. Smith acting as host, the press was taken to a local country club for cocktails and dinner, where the series was screened for a review.

Such outings are only one phase of a campaign, however. The initial impact was followed up with delivery of cases of C rations, Marine Corps brochures and the like. The station, in the meantime, ran spots in strategic places to make the viewer aware of the new series.

### Can Be Expensive

Publicist Rev Winckler, who plans the campaigns with Napoleonic thoroughness, admits that they can become quite expensive, ranging in cost from \$200 to \$5,000. On the other hand, cost is alleviated

somewhat by sponsor co-operation, in many cases the distributor also pitching in.

One of the more gratifying returns came in during the kickoff of "Science Fiction Theater," when every TV column in metropolitan and suburban Los Angeles dailies devoted its lead to the show.

In this case an actor dressed in an outer-space costume visited the 36 top TV writers in the area to deliver a wire from another planet. Sponsors Olympia and Pictsweet contributed with cases of beer and frozen food. Miniature rockets provided by Douglas Aircraft, lunches of the future, and bottled air from outer space were also delivered.

The station during this time utilized 49 spot announcements. A space man arrived on one program via rocket ship. Another appeared to "float" thru a different program. A chemistry lab with beakers bubbling merrily was set up and displayed on the screens from time to time.

### Measure Results

Results of such publicity can be measured directly in two series. "Liberace," switching from another station to KTTV, rose from 6.6 to 18.3 in the ratings. "I Led Three Lives," coming off a web outlet, increased from 9.5 to 15.7.

In some instances more publicity accrued than was intended. When the press was taken on a train trip to promote "Stories of the Century" an attractive young woman accidentally got on, waving a ticket to San Bernardino. She stayed on and never did reach her destination that night. Whole newspaper columns were subsequently devoted to this incident (not staged).

Sponsor reaction has been remarkable. In some cases KTTV has lured programs from other stations because an advertiser felt his show

would receive such promotion. Ad agencies have taken kinescopes of the spots and half-hour promotion shows and distributed them nationally.

Premiere ratings (with last ratings of the series previously in that time period in parenthesis) follow:

"Stories of the Century," 10.8 (5.2); "Eddie Cantor Comedy Theater," 12.8 (none); "Science Fiction Theater," 14.5 (7.4); "Waterfront," 24.5 (18.7); "Lone Wolf," 17.8 (none); "Badge 714," 26.2 (3.2); "Annie Oakley," 16.9 (9.0) and "Superman," 18.4 (none).

# ROMERO

# IS TOPS

# IN HIS

# TIME SPOT IN

# CINCINNATI!

Yes, Passport to Danger, starring Cesar Romero, is going over big in Cincinnati, with a 25.6 rating and an impressive 48.2% share-of-audience (source: ARB, Feb. 1955). In San Francisco, in Louisville, in city after city, the story's the same. For example, here are more ARB ratings:

PITTSBURGH	43.3	68.9% share
JACKSONVILLE	37.0	86.7% share
SAN ANTONIO	26.1	56.4% share
MILWAUKEE	34.3	64.6% share

All this, plus the fact that Romero's available to do commercials. No wonder he has so many happy sponsors!

# CESAR ROMERO, starring in ...



# PASSPORT TO DANGER

Produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC. 7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

# More 'Featurama' on Horizon for Du Mont

NEW YORK, May 28.—There is more "Featurama" type programming coming up on the two Du Mont-owned stations, according to Ted Cott, general manager of the o&o's. Beginning June 13, "Junior Featurama" will be installed at 5:30-6:30 p.m. across the board. And in three weeks WTTC, Washington, will begin the late night "Featurama" that bowed on WABD here this week.

In its first week here, "Featurama," which consists of miscellaneous short subjects frankly aimed

at the in-and-out type audience, had sold 14 participations and drew highly complimentary mail and phone responses.

To find out just what kind of material the audience wants, WABD is starting a contest next week in which viewers will get prizes like portable typewriters for telling which shorts were their favorites and why.

### "Looney Tunes"

Cott is also planning expanded use of the "Looney Tune" cartoons bought from Guild Films. Since bowing in the 6:30-7 p.m. strip on April 11, the cartoons have risen to top-rated position in the slot. Now they are also getting a ride in "Featurama." In another couple of weeks they will also be installed Saturday and Sunday morning. There they will be backed by miscellaneous adventure films framed by the "Captain Video" format. That will be until such time that "Video" is shot on Electronicam for national distribution.

Cott figures if "Featurama" can reach a rating of 5.0 it will be the best late-night buy in town. On the basis of the first week's response, he thinks this rating can be easily attained.

# TV FILM SALES

**ADVERTISERS TV PROGRAM SERVICE**  
MR. AND MRS. NORTH  
Sustaining: KTVW, Seattle

**CBS TV FILM SALES**  
**NEWS FILM**  
Sustaining: WMAR, Baltimore

**RANGE RIDER**  
Holmes Pontiac: WPIX, New York  
Campbell Soup: KDKA, Pittsburgh, WTVT, Tampa  
Sustaining: Radio Jan, Stockholm, Sweden

**THE WHISTLER**  
Interstate Insurance: WDEF, Chattanooga  
Sustaining: WPIX, New York

**ANNIE OAKLEY**  
American Bakeries, Taustee Bread: WIBW, Topeka, Kan.

**AMOS 'N' ANDY**  
McDuff Hardware Co.: WJHI, Jacksonville, Fla.

**TOM CORRADINE ASSOCIATES THE RUGGLES**  
Sustaining: KTVK, Phoenix, Ariz.

**GENERAL TELERADIO FILM DIVISION**  
**UNCOMMON VALOR**  
Professional Insurance Counselors Group: WSLI, Jackson, Miss.

**GUILD FILMS**  
**LIFE WITH ELIZABETH**  
Sustaining: KTVK, Phoenix, Ariz.

**HOLLYWOOD TV SERVICE**  
**STORIES OF THE CENTURY**  
Ford Motors: WABT, Birmingham

**THOMPSON KOCH INSEPECTOR MARK SABER**  
Sustaining: KTVW, Tacoma, Wash.

**MCA-TV**  
**I AM THE LAW**  
Sustaining: KTVW, Tacoma, Wash.  
**HOLLYWOOD OFF BEAT**  
Sustaining: KTVW, Tacoma, Wash.

**FAMOUS PLAYHOUSE**  
Galbreth-Ladon Furniture Co.: KOB, Albuquerque, N. M.

**FOLLOW THAT MAN**  
Horizon Homes: KOB, Albuquerque, N. M.

**ROYAL PLAYHOUSE**  
Horizon Homes: KOB, Albuquerque, N. M.

**NBC FILM DIVISION**  
**BADGE 714-B**  
Prince Macaroni: WJAR, Providence  
Sustaining: KVDO, Corpus Christi, Tex.; WOAI, San Antonio; KFD, Beaumont, Tex.

**THE FALCON**  
Dodge Dealers: KIEM, Eureka, Calif.  
Sustaining: WGBS, Fort Lauderdale, Fla.

**DANGEROUS ASSIGNMENT**  
Plymouth Dealers: KIEM, Eureka, Calif.  
Ford Dealers: WMCT, Memphis

**HIS HONOR, HOMER BELL**  
Sustaining: KVDO, Corpus Christi, Tex.

**CAPTURED**  
Midwest Motors: WDAF, Kansas City, Mo.

**HOPALONG CASSIDY-1 HOUR**  
Sustaining: WKBN, Youngstown, O

**HOPALONG CASSIDY-A**  
Sustaining: KVDO, Corpus Christi, Tex.; WKBN, Youngstown, O.

**LIFE OF RILEY-A-D**  
Sustaining: KIMA, Yakima, Wash.

**NATIONAL TELEFILM ASSOCIATES**  
**JAMES MASON SHOW**  
Great Western Sugar: KOA, Denver

**OFFICIAL FILMS**  
**SECRET FILE: U.S.A.**  
Participating: KCB, Lubbock, Tex.

**WALTER SCHWIMMER PRODUCTIONS**  
**CHAMPIONSHIP BOWLING**  
Beacon Gas & Oil: KVV, Tulare, Calif.

**EDDY ARNOLD TIME**  
Martha White Mills: WDEF, Chattanooga

**SCREEN GEMS, INC.**  
**YOUR ALL STAR THEATER**  
Ford Dealers: KTVW, Tacoma, Wash.

**Bakke Motors: KGVO, Missoula, Mont.**  
(1/2 renewal)

**Butterey Food: KGVO, Missoula, Mont.**  
(1/2 renewal)

Sustaining: WNAC, Boston, and WJBK, Detroit

**RIN TIN TIN**  
Sustaining: KGVO, Missoula, Mont.

**TOP PLAYS OF '55**  
Sustaining: KGVO, Missoula, Mont.; WJBK, Detroit; WNAC, Boston

**JET JACKSON**  
Sustaining: KGVO, Missoula, Mont.

**STERLING TELEVISION CO.**  
**INVITATION PLAYHOUSE**  
Dairy Maid Drive-In: KRBC, Abilene, Tex.  
Sustaining: KCOP, Los Angeles

**KING'S CROSSROADS**  
American Trust Co.: KRON, San Francisco  
Sustaining: WTVD, Durham, N. C.

**ARMCHAIR ADVENTURE**  
Sustaining: WTVD, Durham, N. C.

**MOVIE MUSEUM**  
Sustaining: WPNB, Traverse City, Mich.

**JONATHAN STORY**  
Sustaining: WFPM, Indianapolis

**TELEVISION PROGRAM OF AMERICA**  
**STAR SHOWCASE**  
Participating: KCB, Lubbock, Tex.

**ELLERY QUEEN**  
Preston Drug Co.: WJHI, Jacksonville, Fla.

**ZIV TELEVISION PROGRAM**  
**MEET CORLISS ARCHER**  
National Biscuit Co.: WTVR, Richmond, Va.

**SCIENCE FICTION THEATER**  
Plymouth Dealers: WMCT, Memphis.

**THE Acknowledged LEADER**

**TELEVISION**

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- 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

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**JOHN**  
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*of all time.....*

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THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

THE TV INDUSTRY'S MOST COMPLETE GUIDE SHOWING TOP 10 PROGRAMS IN EACH CITY AND ALL TV FILM SERIES IN ALL MAJOR MARKETS

This chart shows the latest ratings of TV programs in all markets covered by American Research Bureau's monthly reports.

The 10 top-rated shows are listed first for each market, followed by every non-network film series playing in that market.

All film show listed are sold on a syndicated basis unless the title is preceded by a dagger (†).

in which case they are nationally spot-booked. Stations are VHF except where the symbol "u" is used, indicating UHF.

For complete program rating and audience composition information on a national or individual market basis, please consult ARB, National Press Building, Washington 4; 551 Fifth Avenue, New York; or P. O. Box 6934, Los Angeles 22.

Table with columns: Rank Among Films, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating.

SACRAMENTO 7 STATIONS

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

- 1. Toast of the Town, KBET...56.0
2. You Bet Your Life, KCCC...53.9
3. I Love Lucy, KBET...53.5
4. Jackie Gleason, KBET...47.3
5. \*Waterfront, KCCC...43.2

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Waterfront (Adv.), MCA...43.2
2. Annie Oakley (West.), CBS...27.4
3. Dangerous Assignment (Adv.), NBC...25.0
4. Cisco Kid (West.), Ziv...24.8
5. I Led Three Lives (Adv.), Ziv...24.1

HOUSTON 3 STATIONS

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

- 1. George Gobel, KPRC...55.1
2. Academy Awards, KPRC...53.8
3. This Is Your Life, KPRC...51.1
4. Your Hit Parade, KPRC...47.7
5. \*Waterfront, KPRC...43.9

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Waterfront (Adv.), MCA-TV...43.9
2. I Led Three Lives (Adv.), Ziv...32.2
3. Cisco Kid (West.), Ziv...28.0
4. Badge 714 (Mys.), NBC...27.5

Table with columns: Rank Among Films, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating.

MILWAUKEE 3 STATIONS

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

- 1. Academy Awards, WTMJ...57.8
2. George Gobel, WTMJ...54.1
3. \*Saturday Night Theater, WTMJ...51.9
4. Dragnet, WTMJ...50.9
5. You Bet Your Life, WTMJ...50.6

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Kit Carson (West.), Coca-Cola...26.4
2. Jungle (Adv.), R-TV...25.2
3. Annie Oakley (West.), CBS...23.2
4. Cisco Kid (West.), Ziv...22.8

PITTSBURGH 5 STATIONS

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

- 1. Jackie Gleason, KDKA...69.6
2. Elgin Hour, KDKA...63.4
3. Academy Awards, KDKA...58.4
4. Life of Riley, KDKA...58.1
5. Mama, KDKA...56.7

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Mayor of the Town (Drama), MCA-TV...47.9
2. I Led Three Lives (Adv.), Ziv...42.7
3. Ellyery Queen (Mys.), TPA...39.0
4. Janet Dean, R.N. (Drama), UM&M...37.8

SALT LAKE CITY 3 STATIONS

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

- 1. Your Hit Parade, KTVT...53.2
2. Dragnet, KTVT...42.0
3. Disneyland, KUTV...40.5
4. Person to Person, KSL...39.8
5. You Bet Your Life, KTVT...39.3

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Badge 714 (Mys.), NBC...33.5
2. Stories of the Century (West.), Hollywood TV...31.0
3. Waterfront (Adv.), MCA-TV...31.0
4. Cisco Kid (West.), Ziv...27.6



### Trade Show Aired

Continued from page 7

festivals in New York. Such a trade show, many of them believe, would be more productive of sales than their exhibits at the NARTB conventions.

#### Public Relations

Most of the distributors feel that their participation in NARTB is a good public relations venture. But the atmosphere of the convention, they find year after year, is not conducive to contract signing.

Besides, the main targets of the blue-chips syndicators, are ad agencies and sponsors, rather than stations. The feature-film houses also are becoming interested to a growing degree in advertisers. Altho the NARTB convention attracted 40 to 50 agency men here, the distributors feel they could make a better impression on them in a down-to-earth trade show in New York.

There was considerable talk among the distributors here about trying to hold down the hoopla at next year's NARTB convention. If a distributor holds down his exhibit cost to around \$5,000, he can make it back with one or two sales. But when he tries to keep up with the Joneses with bigger and flashier displays, he quickly finds the cost of station relations running far higher than even all his unconfirmed orders can support.

## SEG to Demand New Benefits

HOLLYWOOD, May 28.—Health and welfare plan benefits will be the principal collective bargaining demands by the Screen Extras' Guild this year, it was learned today prior to the Guild's annual membership meeting tomorrow (29). Also sought will be increases in daily and weekly wage minimums and improvements in working conditions.

Re-elected officers are: Richard H. Gordon, president; Franklin Farnum, George Barton and Tex Brodus, vice-presidents; Kenner Kemp, secretary, and Jeffrey Sayre, treasurer.

## Harwald Has New Equipment

WASHINGTON, May 28.—The Harwald Company had one of the most successful TV film equipment exhibits at the National Association of Radio and Television Broadcasters' convention this week, here. The company received an estimated \$50,000 worth of tentative orders from station owners and distributors.

It has several products expressly created for TV. Its new improved editor, Model K Inspect-O-Film, handles several operations simultaneously, among which is finding broken film, sprocket punches and weak splices. Its Protect-O-Film is a new film conditioner which cleans it, reduces wear, prevents dirt and dust collection and strengthens film base. And it has devised an improved shipping case which has reinforced corners and is made of hard vulcanized fiber.

## Warner's Inks Two Producers

HOLLYWOOD, May 28.—Warner Bros. this week signed the second of three producers for its "Warner Bros. Presents" series for ABC-TV this fall.

Inked to film the 13 "Casablanca" episodes was Jerome Robinson, producer of MCA-TV's "Man Behind the Badge." Harvey Foster, producer of Hal Roach Jr.'s "Public Defender," will head the "Cheyenne" operation.

Still to be selected is a producer for the 13 pix in the "King's Row" skein.

### TvB Presentation

Continued from page 7

dime out of every advertising dollar spent?"

The total advertising expenditure in 1954 was \$8,145,000,000. TV got \$809,000,000.

Based on study of the Nielsen TV Index, the slide presentation revealed that TV gets more exposure in the average family than any other medium. The average family has watched TV a full hour by 2:06 p.m., it has watched its second hour by 6:12 p.m., third hour by 8:20 p.m., its fourth by 10:31 p.m. and its fifth by 12:03 a.m. The crowd burst into applause when Treyz announced that the average family has watched five hours and 15 minutes before the lights go out.

#### Dichter Report

Another report that brought down the house was on the results of a study made for TvB by Dr. Ernest Dichter's Institute for Research in Mass Motivations. In five towns (San Francisco; Fresno, Calif.; Syracuse; Peekskill, N. Y., and Tarrytown, N. Y.) supermarket patrons were asked to put their purchases into separate bins marked "Newspapers," "Magazines," "Radio" and "TV," to indicate which medium influenced their purchase of the individual products.

The results were as follows: Radio — 386 products worth \$116.42, or 8 per cent of the money spent by those surveyed. Newspapers — 540 products worth \$160.10, or 11 per cent. Magazines — 1,157 products worth \$393.97, or 27 per cent. TV — 1,772 products totalled \$788.55 or 54 per cent.

TV, Treyz asserted, moved twice as much merchandise as magazines.

The presentation also broke these figures down by 15 product categories, which showed, that TV was the biggest product mover in most cases. Some of the few exceptions were canned fruits and vegetables, condiments and canned meat, in which magazines influenced the major share of sales.

#### Washer Study

The presentation wound up with a demonstration of the high correlation between high TV viewing and ownership of automatic washing machines, indicating TV's power as a medium for the new sudsless detergents.

Following the TvB presentation, NBC-TV showed a research film, "Strangers Into Customers," a before-and-after study of the impact of TV in Fort Wayne, Ind. It showed that over-all purchase of brands advertised on TV went up 24 per cent after telecasting began in that city.

### Biz Has No Horns

Continued from page 7

most a complete absence of talk at the convention about color, a live issue last year. Broadcasters seemed to feel that it was now up to the set manufacturers, and the networks, to provide together the stimulus that would sell receivers. Surveys have shown that most large stations have the equipment to transmit color, and the American Telephone & Telegraph Company stated at the convention that it can now transmit color to a network of 100 stations.

A live issue and the subject of much backstage gossip was subscription TV. It is estimated that between 1,000 and 1,500 station executives visited the Phonevision exhibit at the Sheraton-Park Hotel. An attempt was made by Dave Baylor, of KCSJ-TV, Pueblo, Colo., to place a pro-toll TV resolution on the agenda of the last day's session of the NARTB. The proposal was tabled and is to be proposed to the NARTB at its June meeting. The feeling about subscription TV evinced by many station executives was that it was now up to the FCC to make its decision, and that any action on their part would be premature.

## NBC-TV Skeds June 6 Start For 'Camera'

HOLLYWOOD, May 28.—Paul Gilbert pilot, to be filmed by NBC-TV, has been set to roll at Hal Roach Studios on June 6. Program, to deal with the adventures of a pair of photographers, has been titled, "Have Camera, Will Travel." Gig Young, originally considered as Gilbert's buddy in the show, has since been signed as host on the "Warner Bros. Presents" series, and no one is as yet set to replace him.

## Texas Film Exhibs Begin Drive Vs. Subscription Video

BEAUMONT, Tex., May 28.—Today some 500 theaters of the 1,400 in the State have contributed money to the national committee spearheading the concerted drive against subscription television. This was the report from the Texas Exhibitors Committee Against Pay-as-You-See TV.

All exhibitors throught the State were urged to pay their pro-rata share to assist in the impending long drawn-out battle. Most of the major theater circuits in the State have already contributed to the fund.

# WILKES-BARRE GOES FOR ROMERO... AND HOW!

Cesar Romero, starring in Passport to Danger, is as "hot" in Wilkes-Barre as he is in other cities, with a 16.9 rating plus 39.7% share-of-audience (source: ARB, Feb. 1955) And here are more ARB ratings:

SAN ANTONIO	26.1	56.4% share
MILWAUKEE	34.3	64.6% share
CINCINNATI	25.6	48.2% share
JACKSONVILLE	37.0	86.7% share

Advertisers go for Romero, too! No wonder: he's big "box office," and what's more, you can build exciting promotions around his name. Call us and check on your market.

CESAR ROMERO, starring in...



## PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC. 7 West 66th St., N. Y. CHICAGO - ATLANTA - DALLAS - HOLLYWOOD

GIVE TO DAMON RUNYON CANCER FUND

Established Film Business  
**FOR SALE**  
Owner plans retirement, offers complete stock and facilities of profitable, exclusive, Eastern-located film business—free and clear of all encumbrances.  
Full Purchase Price  
**\$75,000**  
((\$50,000 cash required))  
• Sales Service Rentals  
• 8 mm. and 16 mm. Motion Picture Films, Equipment and Accessories  
• Almost 200 Films for Television  
• Biggest independent film library in the East. Over 2000 films ON HAND.  
Interested and Responsible Parties, WRITE or WIRE for full details.  
**BOX 993**  
The Billboard, 1564 Broadway  
New York 36, N. Y.

you'll love  
**"Eddy Arnold Time"**  
A thrilling half-hour musical show with Eddy Arnold and his all-star group—26 films in the con.  
**Walter Schwimmer Co.**  
75 E. Wacker Drive, Chicago 1, Ill.  
Franklin 2-4392

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

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

1. George Gobel, KOA	64.7	6. Jackie Gleason, KLZ	41.1
2. Your Hit Parade, KOA	61.4	7. Toast of the Town, KLZ	39.0
3. Academy Awards, KOA	51.2	8. Dragnet, KOA	38.4
4. I Love Lucy, KLZ	49.8	9. Four Star Playhouse, KLZ	36.0
5. Jack Benny, KLZ	48.5	10. *Death Valley Days, KLZ	35.3

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. *Death Valley Days (West.), Pacific Borax	35.3	KLZ—M, 9:30-10:00	Fabian of Scotland Yard, 8.1
2. Life of Riley (Comedy), NBC	34.7	KLZ—M, 6:30-7:00	Producer's Showcase, 14.7
3. I Led Three Lives (Adv.), Ziv	28.5	KLZ—T, 9:00-9:30	Ray Bolger, 9.7
4. Mr. District Attorney (Mys.), Ziv	26.9	KLZ—T, 9:30-10:00	Captured, 6.4
5. City Detective (Mys.), MCA-TV	23.3	KLZ—Th, 9:30-10:00	Man Behind the Badge, 11.2
6. Annie Oakley (West.), CBS	23.1	KBT—M, 6:00-6:30	Burns and Allen, 16.7
7. Liberace (Music), Guild	22.5	KLZ—F, 9:00-9:30	Star and Story, 17.6
8. Stories of the Century (West.), Hollywood TV	22.3	KLZ—Th, 7:30-8:00	Ford Theater, 26.0
9. Victory at Sea (Docum.), NBC	21.7	KLZ—Su, 9:30-10:00	Racket Squad, 15.9
10. Badge 714 (Mys.), NBC	18.6	KFEL—Su, 7:00-7:30	G.E. Theater, 28.5
11. Paris Precinct (S-9:30), UM&M	18.4	33. Gene Autry (T-6:30), CBS	9.9
12. Star and Story (F-9:00), Official	17.6	33. Buffalo Bill Jr. (S-4:00), CBS	9.9
13. Range Rider (F-7:30), CBS	17.3	35. Wild Bill Hickok (Th-6:30), Flamingo	9.7
14. Waterfront (F-9:30), MCA-TV	17.6	36. Sherlock Holmes (Th-6:30), UM&M	9.1
15. Racket Squad (Su-9:30), ABC	15.9	37. Foreign Intrigue (F-9:30), Official	8.9
16. Where Were You? (Su-9:00), MCA-TV	15.5	38. Lone Wolf (Th-9:30), MCA-TV	8.5
17. Hopalong Cassidy (F-6:00), NBC	15.0	39. Fabian of Scotland Yard (M-9:30), Telefilm	8.1
18. Dangerous Assignment (Su-7:30), NBC	14.9	39. D. Fairbanks Presents (Su-7:30), ABC	8.1
19. Flamingo Theater (M-8:30), Flamingo	14.9	41. The Falcon (Th-9:00), NBC	7.8
20. Boston Blackie (F-6:30), Ziv	14.9	42. Meet Corliss Archer (T-9:00), Ziv	7.6
21. Little Rascals (M-5:00), Interstate	14.3	43. Times Square Playhouse (M-9:00), Ziv	7.4
22. Your Star Showcase (M-9:00), TPA	14.3	44. Old American Barn Dance (M-7:00), Kling	7.2
23. Favorite Story (Th-9:00), Ziv	14.3	45. Terry and Pirates (Su-3:30), Official	6.6
24. *Kit Carson (S-5:00), Coca-Cola	14.0	45. Beulah (F-6:30), Flamingo	6.6
25. Stories of the Century (Su-8:00), Hollywood TV	13.0	47. Captured (T-9:30), NBC	6.4
26. Superman (W-6:00), Flamingo	12.8	47. Ramar of the Jungle (S-4:00), TPA	6.4
27. Stu Erwin (W-8:00), Official	12.6	47. My Hero (S-9:00), Official	6.4
28. Bobo the Hobo (Th-6:15), NTA	12.4	50. Little Rascals (S-4:00), Interstate	6.3
29. Janet Dean, R.N. (Su-9:30), UM&M	11.2	51. Mr. and Mrs. North (T-9:30), ATPS	5.8
29. Amos 'n' Andy (T-6:30), CBS	11.2	52. Championship Bowling (Su-3:00), Schwimmer	5.5
29. City Detective (Th-9:30), MCA-TV	11.2	53. Beulah (M-6:30), Flamingo	5.0
32. Championship Bowling (W-7:30), Schwimmer	10.2	53. Frankie Laine (W-7:30), Guild	5.0

Rank Among Films	Title (Type) and Distributor	April ARB Rating	Station, Day, Time	Top Opposition & Rating
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### ST. LOUIS 2 STATIONS

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

1. Academy Awards, KSD	58.5	6. Loretta Young, KSD	45.1
2. Truth or Consequences, KSD	48.1	7. Milton Berle, KSD	44.2
3. George Gobel, KSD	47.0	8. What's My Line? KWK	43.8
4. Toast of the Town, KWK	46.2	9. Jackie Gleason, KWK	43.6
5. You Bet Your Life, KSD	45.4	10. I Love Lucy, KWK	43.0

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Mr. District Attorney (Mys.), Ziv	34.1	KSD—M, 10:00-10:30	Stu Erwin, 6.3
2. Badge 714 (Mys.), NBC	32.8	KSD—M, 9:30-10:00	Studio One, 24.3
3. City Detective (Mys.), MCA-TV	32.6	KSD—F, 10:00-10:30	Ray Bolger, 15.3
4. *Death Valley Days (West.), Pacific Borax	31.3	KWK—T, 9:30-10:00	Eddie Cantor, 20.0
5. Little Rascals (Comedy), Interstate	26.2	KWK—M to F, 5:00-5:30	Various, 2.6
6. Racket Squad (Mys.), ABC	25.9	KWK—T, 9:30-10:00	Lux Video Theater, 30.2
7. Lone Wolf (Adv.), MCA-TV	24.8	KSD—Th, 10:00-10:30	Name's the Same, 16.7
8. Ellery Queen (Mys.), TPA	24.0	KWK—Th, 9:00-9:30	Lux Video Theater, 30.4
9. All Star Theater (Drama), Screen Gems	22.3	KSD—M, 10:30-11:00	Florian ZaBach, 3.9
10. Hopalong Cassidy (West.), NBC	22.3	KWK—F, 5:00-5:30	Various, 3.2
11. Superman (M-6:00), Flamingo	21.2	26. Inner Sanctum (Th-11:00), NBC	10.1
11. Star and Story (S-9:30), Official	21.2	26. Stranger Than Fiction (S-6:00), United World	10.1
13. The Falcon (Su-10:00), NBC	21.0	28. Hollywood Off Beat (T-11:00), MCA-TV	10.0
14. Eddie Cantor (T-9:30), Ziv	20.0	29. Colonel March (Su-3:00), Official	8.4
15. Ramar of the Jungle (Su-2:30), TPA	18.2	30. *Ames Brothers (T-6:15), Royal Crown Cola	7.6
16. Inspector Mark Saber (Su-10:30), Thompson Koch	17.7	31. Your Star Showcase (Su-3:30), TPA	6.6
17. Liberace (T-10:00), Guild	17.4	32. Stu Erwin (M-10:00), Official	6.3
17. Meet Corliss Archer (F-9:30), Ziv	17.4	33. Ethel Barrymore Theater (Su-3:30), Interstate	6.0
19. Annie Oakley (S-12:30), CBS	17.3	34. Mayor of the Town (Su-10:30), MCA-TV	5.8
19. Cisco Kid (S-5:00), Ziv	17.3	35. Life With Elizabeth (Su-3:00), Guild	5.2
21. Little Rascals (S-4:30), Interstate	17.2	36. Passport to Danger (W-10:30), ABC	4.3
22. Wild Bill Hickok (S-5:30), Flamingo	14.9	37. Florian ZaBach (Music), Guild	3.9
23. Buffalo Bill Jr. (S-4:30), CBS	13.0		
24. Sherlock Holmes (Su-10:00), UM&M	12.2		
25. *Kit Carson (S-4:15), Coca-Cola	11.9		



**LEGIT**

## '7th Heaven' Ain't As Blissful as Title

By BOB FRANCIS

It's a long, long time since this reporter saw "Seventh Heaven," that post-World War I sentimental idyll in a Montmartre garret. Now it has come back, at the ANTA Theater, dressed up new, with music, song and dance. The change-over isn't exactly felicitous.

There never was much story to "Heaven," but in a more sentimental day it exuded a splendid, cloying stickiness, and everybody loved the little waif of the Paris streets who shackled up with her sewerman and learned to love him. The adjectives, I think, at the time, were "tender," "endearing," etc.

But somehow the book in the hands of Victor Wolfson and Stella Unger has slipped off the old, young-love enchantment beam. Little Diane captures her highly remarkable young man in proper form. He still comes back blind from the wars for a pathetic finale, but the major emphasis is strictly on sex. Seldom since "Behind Red Lights" have so many ladies-of-the-evening-with-hearts-of-gold been rampant on a single stage. It's a likely topic, but it can be carried to extremes, via dance, song and dialog. The jokes get considerably tired.

On the good side of the ledger, Victor Young's score runs true to the ingenuous mood of the original story. The tunes won't set the juke boxes aflame, but ballads like "Where Is That Someone for Me?" "If It's a Dream" and "A Man With a Dream" are highly easy on the ear. Stella Unger's lyrics are adequate, but hardly inspired. Peter Cennaro's dance patterns are fine in individual specialties, but inclined toward repetition via book demands.

As the lovers, Cloria DeHaven and Ricardo Montalban give generally engaging performances. Neither is outstanding vocally, but make up the lack with warmth and likableness. A comedian like Kurt Kaszner is more or less wasted on the role of the benevolent taxi driver, obviously thru no fault of his own. This reporter particularly applauds the contributions of Patricia Hammerlee, Chita Rivera and Gerriane Raphael as the principal trio of local tarts.

"Heaven" is handsome in design and costuming. Good people have lavished a lot of effort on it. But it doesn't add up to this reporter's notion of celestial bliss.

**Vaughn Monroe**  
Astor Roof, New York

After many years the Roof has switched policy to a single star act, and has happily booked Vaughn Monroe for its tee-off. Singer got away to a fine opening night reception from the time he started off with an ingenuous "Getting to Know You" audience-acquaintance pitch, to his solid "Without a Song" wind-up.

In between he sandwiched a variety of his standard items, such as "Foolish Things," "Ballerina," "I Said It Again," "Moon Over Miami" and a rousing bit from "Oklahoma!" As always, an ace showman, he makes effective use of a hand-mike for a top-flight job of selling.

Accompanist Larry Green gives him excellent keyboard help, and Neil Hefti and his band provide an additional fine brand of musical backing. Overall looks like smart summer policy at the Astor. Francis.

**Eartha Kitt**  
Latin Quarter, Boston

Eartha Kitt hardly needed to weave her subtle and sensuous songs to capture the hearts of the biggest gate this spot has enjoyed in ages. It was all over after her first number, "I Want to Be Evil." Whatever she followed with, the audience was her slave. She has learned much about showmanship since her last visit, and she gets so much sheer sex into "Apres Moi," "C'est Si Bon" and "Let's Do It" that anyone would think they served opium to the customers.

Working with a quartet, Miss Kitt shows her feeling for various moods and even gets in some hot licks with "I Wish I Could Shimmy Like My Sister Kate." She presents a stirring picture, and her slightly scornful mien only seems to whet the appetites of the clients the more. Dewar.

**Carlos Valadez**  
Le Cupidon, New York

Mexican movie actor and singer Carlos Valadez makes an auspicious local nitery debut at the swank East Side spot. Valadez is no Latin matinee idol, but he has great warmth and charm, plus a personality salesmanship that builds steadily thru a fine rep of Spanish and English numbers. The wind-up of "My Crazy Yellow Pony" (his RCA Victor recording)

**Barbara Carroll Trio**  
The Embers, New York

What it is about Barbara Carroll's brand of jazz that is unique has often baffled the critics, and in her current return engagement at The Embers, the key to her special appeal is as elusive as ever. Lacking great technical keyboard powers, she eschews attempts at virtuosic display and concentrates on terse and pithy music-making that is a model of taste and wit.

Miss Carroll's style is not richly chorded and does not sport the intricate harmonic evolutions of other pianists of the modern school; it is the delicately chisled melodic lines that she constructs with such classic simplicity that absorb and impress the listener. Despite the self-imposed limitations of her idiom, it proves over a half hour to be uncommonly expressive. Now skittish, now poignant, Miss Carroll's playing is the foil of a mercurial personality that never ceases to fascinate. Kramer.

**Karen Chandler**  
Town and Country, St. Louis

This swank room in the Congress Hotel is tailor-made for a song stylist like Karen Chandler. Intimate atmosphere lends itself to la Chandler's delivery. The pert little blonde in an eye-filling blue gown works like a Trojan for 35 minutes and does over a dozen songs.

Besides packing all the potential of a big-time wax star (she records for the Coral label) the gal shows a definite flair for comedy and satire. She does a Scottish song, complete with brogue, and an amusing parody on "Two Sleepy People." A satiric version of "Whatever Lola Wants" scores nicely. Miss Chandler's combination of vivacious personality and excellent showmanship, plus a thrilling set of pipes, could skyrocket her into the big time overnight. Dick Fister's ork cuts the show in usual swell fashion and plays music for dancing. Abie.

## BROADWAY SHOWLOG

Performances Thru May 28, 1955

### DRAMAS

All in One	4-19, '55	47
Anastasia	12-29, '54	173
Anniversary Waltz	4-7, '54	477
Bus Stop	3-2, '55	101
Cat on a Hot Tin Roof	3-24, '55	75
Inherit the Wind	4-21, '55	44
Lunatics and Lovers	12-12, '54	192
Once Upon a Tailor	5-23, '55	8
Tea and Sympathy	9-30, '53	692
The Bad Seed	12-8, '54	196
The Desperate Hours	2-10, '55	124
The Honeys	4-28, '55	36
The Seven-Year Itch	11-20, '52	1,054
The Teahouse of the August Moon	10-15, '53	679
Witness for Prosecution	12-16, '54	188

### MUSICALS

Ankles Aweigh	4-18, '55	48
Can-Can	5-17, '53	852
Comedy in Music	10-2, '53	639
Damn Yankees	5-5, '55	28
Fanny	11-4, '54	236
Finian's Rainbow	5-18, '55	13
Pajama Game	5-13, '54	430
Phoenix '55	4-23, '55	41
Plain and Fancy	1-27, '55	140
Seventh Heaven	5-26, '55	4
Silk Stockings	2-24, '55	107
The Boy Friend	9-30, '54	276
Three for Tonight	4-6, '55	61

### CLOSING

House of Flowers	12-30, '54	164
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### COMING UP

Almost Crazy	6-2, '55	
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**LEGIT**

## Karlweis' 'Tailor' Job Good on Thin Garment

By BOB FRANCIS

Oscar Karlweis is always a warm and engaging actor. This time he is lending his talents to a little Jewish folk comedy, called for some quaint reason "Once Upon a Tailor." When he is busy with his amusing portrait of an impoverished dressmaker in Galicia (circa 1880) matters are quite happy at the Cort Theater. Karlweis can extract a lot of fun out of very little. And when all is said and done, there isn't very much to "Tailor."

It is too bad, because Baruch Lumet's gentle little fable literally shines with kindness and good intentions. It frequently lulls you with its unpretentious good humor. But the over-all plot might well be an adaptation straight out of Second Avenue language theater. It is strictly for addicts of Jewish Mittel-Europa period pieces. This reporter hardly thinks there are enough of the latter around to sustain matters at the Cort for any length.

Lumet's yarn concerns a village tailor who turns matchmaker in order to get money to pay off his married daughter's dowery. However, his commission vanishes when the prospective bridegroom and his younger daughter fall in love. This premise obviously leads to some small, but lengthy, complications of which the end is never for a moment in doubt.

Except for the star's considerably droll characterization, that's about all there is to "Tailor," and fortunate the play is to have him. There is a helpful performance

from Anne Hegira as his devoted wife and quite outstanding one from Anita Cooper as the young daughter. Other pleasant contributions are made by Jimmy Oster, Adelaide Klein and Peter Fernandez.

Boris Aronson has come up with an extraordinary, cock-eyed set, like all old wood-cut out of Grimm's "Fairy Tales," for them to play in, and I guess Paul Morrison's costumes are just right for Galicia in the Elegant Eighties. But "Tailor" just takes too long to run up a simple seam.

**Marshall and Farrell**  
Palace, New York.

Topping an overall good bill are Pete Marshall and Tommy Farrell, new to the house, but well-known elsewhere talentwise. Duo have an excellent comedy act, based mostly on ribbing corny radio shows, and register solidly with the customers.

Back on the agenda is the excellent clowning of the Three Arnauts with their standard "Birdland Courtship"; the Rigoletto Brothers' novelty magic; Bob Whalen, the Irish thrush, who was a big hit in house a while back, and the superior Latin stepping of Rodolfo and Juanita. Another new face locally is comic Johnny Haymer. Lad has good appearance and delivery; but his gags, while twisted, are still very, very ancient.

Across Chai and Somay get the bill off to a rousing start, and Tom and Jerry, experts on the horizontal bars, bring it to an equally fast finish. Francis.

**Ann Crowley, Bobby Winters,**  
Dick Kerr  
Statler Hotel, Los Angeles

Seldom has so much talent displayed so little as Ann Crowley in her West Coast premiere. Miss Crowley did not sing a lullaby, but she might just as well have. In comparison to the pace of the show a tortoise would have seemed like a hare. It's a shame, because she appears to have talent, as well as a beautiful if small voice. Her best number was "Hi Lili, Hi Lo."

Bobby Winters kicks off the show with a clever juggling act that includes some deadpan comics. He doesn't quite have his routine down pat yet and this resulted in some embarrassing moments. Top crowd pleaser is a bobbling bit with three tambourines.

Dick Kerr provides a light interlude with imitations ranging from Rose Murphy to Satchmo Armstrong. Spielman.

**Gary Crosby**  
Chicago Theater

Gary Crosby and Louis Armstrong register solidly with on-the-spot doings of their newly recorded "Struttin' With Some Barbecue" and "Ko Ko Mo."

Gary carries over enough of the Crosby clan's traits to be readily identified and yet steers clear enough of his dad's work to escape the mimic label there. Where he earns a top mark as mimic is in singing Satchmo's part. That's the big show's high spot.

Filling out the bill are the All-Stars and Velma Middleton, Dolores Hawkins, Excess Baggage Dogs and the Honey Girls.

**Tropi-Can Can Revue**  
Moulin Rouge Hotel, Las Vegas

The fast-moving show has plenty of talent but no name stars, and the Moulin Rouge will depart from the Strip two-a-night tradition by staging a third late show to catch the late stayer-outs.

The Tropi-Can Can Revue, with Bob Bailey as emcee, features the comic routines of Stump and Stumpy, tapper Teddy Hale, vocalist Ann Weldon and the Honey-tones, gal quartet. All are crowd-pleasers. Highlight is an excellent line of 25 girls and boys. Music is by Benny Carter and ork. Oncken.

and an excellent version of "Cherry Pink" gets him off to a click finish. He should be an asset to any small, class room.

Also new in the room is Hernandez Rodriguez's ork. The aggregation rates a bow not only for a splendid job of show cutting, but also for all-round excellence as a dance band. Expectedly, the boys are highly sharp with Latin rhythms but can turn their talents to any tempo for fine effect. Francis.

**Vera Ellen**  
Dunes Hotel, Las Vegas

One of the most lavish stage productions ever seen on the Strip ushers in the new Dunes hotel, as Robert Nesbitt's Magic Carpet Revue bows into the plush Arabian Room with star Vera Ellen.

The star appears in production numbers thruout the show, rather than in a single display of talent, and the whole effect is highly refreshing. The Ellen numbers are titled "The Sidewalks of New York," "In the Streets of Paris," and "Starlight Paradise," with each drawing a great ovation.

Also well received is a top ventriloquist from Paris, Robert Lamouret, who uses a comic duck for a dummy; Dick and Dot Remy in a number called "The Palace-New York," and a stageful of dancers who do everything from ballet to comic interludes. Oncken.

**Jimmy Komack**  
Bon Soir, New York

Jimmy Komack, who garnered himself some fine notices in Broadway's current "Damn Yankees," is doubling into the room. Comic is just as sharp, fast and funny in a small room. He has developed good material, knows how to deliver it, and has a masterly way with a throwaway line.

Also on the zany beam are the antics of Clara Cedrone and Dam-

ian Mitchell. Comedy duo racked up a fine record at No. 1 Fifth Avenue, and are doing the same here. Plenty of laughs in this combination, which is definitely ready to take over in any midtown intimate room. Pair would be a natural for a spot like "The Blue Angel."

Remaining on a fine bill is the perennial Mae Barnes, still bewailing the fact that "She Shouldn't Have Trusted That Man." The Three Flames continue their excellent show cutting. Francis.

**Marilyn Maxwell**  
Royal Nevada, Las Vegas

Marilyn Maxwell is the second headliner at this new Vegas resort to find it hard to compete for applause with the spectacular Dancing Waters. Miss Maxwell's routines need a bit more sparkle. But even so, she gets A for effort in delivering half a dozen numbers and her stripless striptease as a finale.

Second spot is taken by the Novelites, a team of hard-working zanies guaranteed never to put a customer to sleep. Opener is the Goetsches, a unicycle act.

Chorus numbers are well-produced by tapmaster George Tapps, whose routines add the needed touch to elevate the line above the ordinary. Oncken.

## NIGHT CLUB

### With This, How Can You Lose?

By BOB FRANCIS

Another natural took over the New York Copa floor this week. Tony Bennett came back to head up Jules Podell's latest spring bill and as usual wowed the faithful who were out in force to bid him welcome.

Bennett ran off a dozen or better numbers for continuous sock reception and could have continued far into the morning as far as the customers were concerned. As usual, his rep primarily stressed the torchy, weeper strain, of which he is past master. But he included more than enough rhythm and swing tempos for excellent change

of pace, and wound up with a sensational job on "Sing, You Sinners." On the ballad side this reporter particularly liked an item called "When We Were Young." Naturally, "Rags to Riches," "Broken Dreams" and the like were included. Tony put on a great show.

Laugh department of the agenda is in the able hands of Mary McCarty, long a favorite with this department. Comedienne gets easier and better each time out. She has garnered herself versatile material, most of which is packed for laughs and gaited exactly to her comedy talents. She really has

come to rate a top spot in fem clowning.

Also on the new menu are the Honeydreamers (two gals and three men). The quintet harmonizes well and has developed a good selling style together. Their specialty is an amusing novelty in which they cover singing commercials they have done for radio and TV. The finale is a rousing, if overloud, get-together on "Home Town Band," in which one of the lads gets in some hot licks via trumpet and fiddle. The group is likable and exceedingly able.

The remainder of the show remains handsomely status quo.



## Cohen Heads Coral Label's Hillbilly A.&R.

**Keeps Decca Job; Move Implies No Artist Interchange**

NEW YORK, May 28.—Coral Records has placed Paul Cohen in charge of its hillbilly artist and repertoire operation. The appointment of Cohen to the post—which of course is in addition to his present duties as head of the Decca country a.&r. set-up—highlights a decision by Coral to plug for a greater share of the country business.

Coral's decision to avail itself of Cohen's talents in no way implies any interchange of artists between it and Decca. Separate talent rosters will be maintained. Cohen, who has been outstandingly successful in keeping Decca high on the c.&w. charts, will devote himself to building artists immediately. Johnny Thompson, who had been doing some a.&r. work for Coral in the country field, will operate henceforth strictly in sales, as the label's Southwestern divisional manager.

### Thiele's Plans

Bob Thiele, Coral's a.&r. chief, plans to release four country sides a month. Thiele already has on his c.&w. roster Marvin Rainwater (writer of "Gotta Go Get My Baby" and recently signed by Arthur Godfrey), Pete Pike, Jimmy Wakely, Tommy Duncan, Johnny Dakota and a bevy of "Big D Jamboree" artists out of Dallas including Helen Hall, the Belew Twins, Doug Bragg and the Texas Stompers.

Coral's heightened activity in the country field follows the pattern of gradual expansion which has marked the administration of sales chief Norm Weinstroer and a.&r. topper Thiele. The label, which became a strong factor in the singles business in the last few years, markedly stepped up its album production and merchandising several months ago.

## Trend Bankruptcy Action Postponed

HOLLYWOOD, May 28.—Disposition of the assets of Trend Records, Inc., was delayed this week when a creditors' meeting before Benno M. Brink, referee in bankruptcy, was postponed until June 6.

Trend has filed an involuntary petition of bankruptcy last March showing liabilities of approximately \$30,000. Creditors' claims filed by Laminated Plastics Co., Jeffries Banknote Co. and Standard Lithograph Co. prompted the bankruptcy action.

According to available legal opinion, both Capitol Records and Columbia Records, Inc., who both hold liens against Trend masters, would have prior claim to Trend assets.

## EmArcy's Summer Disk Sked Kicks Off With 16 Jazz LP's

NEW YORK, May 28.—Mercury Records jazz label, Emarcay, will kick off a heavy release schedule and promotion campaign on June 6, with 16 jazz LP's scheduled to hit the market before the end of July.

Six 12-inch LP's will be released in June, including the Clifford Brown-Max Roach quintet on "Brown and Roach, Inc.," Dinah Washington's "For Those in Love," Erroll Garner's "Solitaire," a baritone sax package by Lars Gullin, "Jam Session" with Maynard Ferguson, Herb Geller and others; and "Busman's Holiday" featuring Roy

## HOW EXCLUSIVE CAN YOU GET?

NEW YORK, May 28.—Two publishers this week sat in a local bistro complaining each to the other about the rising costs of doing business. Said one to the other, "It's getting so rough that I have to make up at least 25 lead sheets and demos just to cover the a.&r. men."

Quipped the other, "I make up more than that on an exclusive."

## Heebner Heads Capitol Custom Dept. From N. Y.

HOLLYWOOD, May 28.—Walt Heebner, vice-president and general manager of Capitol Records' Custom Services Department, will henceforth helm the operation from the company's New York offices.

Move was announced here this week by Cap President Glenn E. Wallichs, and is designed to further strengthen the firm's Custom division. Wallichs also disclosed the appointment of Tom Mack as Western sales manager of Custom Services, effective June 1.

Following his shift to the East, Heebner disclosed that Herb Sachs will continue as Eastern sales manager, while John Seely continues as manager of the firm's Film Music Library Service and Fred Grimes continues as his assistant.

Heebner returns to New York after nine years in Hollywood as artist and repertoire director for RCA Victor, a television producer, and with Capitol's a.&r. department until June, 1952, when he was appointed manager of Custom Services. He was appointed a vice-president and general manager of the department in January, 1953.

Mack joins Capitol following six years as assistant director of artists and repertoire and head of modern jazz repertoire for Decca Records on the Coast.

## Honor Jimmie Rodgers; Talk Nat'l C.&W. Days

By BILL SACHS

MERIDIAN, Miss., May 28.—Jimmie Rodgers' Third Annual Memorial Celebration was brought to a close with a five-hour, 30-act jamboree at Junior College Stadium here Thursday night (26) to a crowd of some 4,500 applauding, shouting country & western fans. Horace Logan, public relations chief of "Louisiana Hayride," Shreveport, La., did a commendable job of emceeing the big show, which included a half-hour shot, 8:30-9 p.m., over the CBS radio network, featuring largely "Hayride" talent.

Music men on hand for the two-day get-together included Gerlun Landon, Hill & Range; Mr. and Mrs. Ralph Peer, Nat Vincent and "TeePee" Mitchell, Peer International; Mel Mallory, Mallory Music; Bob Burrell, Capitol; Chuck Crumacker, RCA, and Wesley Rose and Mel Foree, Acuff-Rose, Nashville. Hank Snow and Ernest Tubb headed up a "Grand Ole Opry" delegation which included Little Jimmie Dickens, Del Wood, Justin Tubb, Elaine Tubb (Skooter Bill) and Jimmie Rodgers Snow. Gabe Tucker, personal manager to the Tubbs, and Bill McDaniel, WSM publicity boss, were also on deck for a looksee.

C. H. Phillips, who handled the publicity and promotion, and his co-workers, Charles Welch, executive secretary, and Dick Smith, (Continued on page 24)

## TV THREATENS TUNE KINGPINS

# Video Exploitation Seen Affecting DJ's, A&R Men

By IS HOROWITZ

NEW YORK, May 28.—The impact of television on the music business, with new examples accruing weekly, is beginning to show its effect in unexpected quarters. If the present course is continued, it may well lead to significant shifts of power among those who wield heavy influence in creating and promoting new records into the hit category.

Industry observers have already traced the power of proper TV exposure in kicking off a new disk. The examples are becoming legion. And tho most do not work up into hit status, few if any are unprofitable. Diskery execs agree that all have made money.

What is newer in the complex picture of tune and record launching is the possible effect TV strength may have on the disk jockey, for some years the promotional kingpin, and the diskery artist and repertoire man, who more frequently now is no longer the prime arbiter on which piece of material his diskery should record. Deejays have long worn the

mantle of disk-launcher with becoming modesty. They have been and are still the prime objective of diskery, publisher and artist seeking to get a new wax property off the ground.

### Some See Signs

But it's no secret today that some of the more acute jocks are suffering mild pangs of emotion at how easily a well-handled TV plug can outpace their most sustained effort in exposing a new ditty. A TV one-shot can, and often does, bring the new waxing to the attention of more potential customers than dozens of jocks with a week's programming under their belts.

On the a.&r. level, another interesting fact is being driven home. As experience continues to show the power of TV, the diskery creative man is more willing to let some of his initiative pass into the hands of the TV producer, or the publisher or artist who is able to swing the video deal. This is money in the bank for the diskery, and no a.&r. man can ignore these business facts of life. At least one highly placed a.&r.

exec is welcoming this trend. It passes part of the burden of genius or to other shoulders, he said.

### Effect on Sales

On the sales and distribution level, the impact of the proper TV plug is also having a profound effect. While reliance on deejay exposure of a new record keeps sales and promotion execs at diskeries nursing along the waxing, and improvising according to the vagaries of competition and slowly building demand, TV can create the demand at one fell swoop.

The classical pattern now developing is for the diskery to have copies in distributors' and key dealers' hands the day after the TV plug. If the plug had its expected effect, other dealers will be calling distribs for their share. Less "selling" has to be done.

Of course, all the effectiveness of the TV plug is watered down if it is just a video rendition, and the song is not built into the plot of the show. One tradester put it succinctly: "It all depends on the amount of reprise and integration."

In any case, estimates place the rise in effective TV send-offs for new diskings currently at about 200 per cent over a year ago. By next year, if the present rate of increase holds, it may hit near 1,000 per cent over mid-1954.

## RCA to Launch Big Hi-Fi Phono Drive

NEW YORK, May 28.—RCA Victor will launch its greatest drive in the high fidelity phonograph arena next week when its instrument division stages a preview showing of a new equipment line ranging in price from \$129.50 to \$1,600.

The move will be supported by a heavy advertising budget, and first deliveries to the trade are expected early in July, about a month after distributor showings are held.

The price leader of the new line will be a table model phono at the suggested list of \$129.50. In all,

five models will comprise the line. The \$1,600 de luxe model will contain a tape recorder and playback, phonograph and AM-FM radio. The line will be marketed thru regular Victor distribution channels.

Until now, the company's greatest push in the top quality phono field has been with hi-fi components, offered in intermatched setups easily hooked together. The new line, of course, is completely packaged.

### Tape Angle

Victor's new stress on hi-fi playback equipment gains added significance in view of the record division's planned release of new pre-recorded tapes at lower prices. This development, which includes a number of new stereophonic tapes, pegs the price of tape according to the duration of the music it contains (The Billboard, May 28). Also, the label is re-recording many of its catalog staples on disks to take advantage of the latest hi-fi techniques.

At the phono preview Wednesday (1) the Victor program will be outlined by Robert A. Seidel, executive vice-president of consumer products, and George R. Marek, record division artist and repertoire manager.

## SPECIAL WAX

# Could Help Progressive Jazz Trade

HOLLYWOOD, May 28.—Progressive jazz could well elevate its position in the recording industry and increase its sales by furnishing disk jockeys with special condensed d.j. platters, according to KFVB disk jockey Zeke Manners.

Manners declared the limited amount of air time available to disk jockeys prevented them from properly exposing progressive jazz in its present form, with music running way over the normal "three-minute period common to popular records."

Were shorter disk jockey copies made available, said Manners, they could be programmed to fit in with the tight commercial schedules so common to disk jockeys.

## 'Davy' Shoots Disk Marks Like Pigeons

• Continued from page 1

Disney's Wonderland Music, about 400,000 copies have been sold to date. "Rudolph," incidentally, also reflects the comparatively poor sheet-as-opposed-to-disk market, with a total copy sale of around 2,000,000, altho this sale cannot be dismissed lightly.

One problem presented by the unprecedented hit proportions of "Crockett" is the constant appearance of unauthorized lyric sheets with the 20-odd verses, as used by organizations at social gatherings.

Meanwhile, interesting sidelights to the Crockett craze constantly crop up. For example, the John Baumann Company here has run ads in at least one local paper touting a sale on Davy Crockett parakeets, "guaranteed to say 'Davy Crockett' or exchanged free."

## Columbia Adds School Phono

NEW YORK, May 28.—The phonograph division of Columbia Records has added to its line a new model designed for school use. The model, designated as the HF-1, is a two-piece high fidelity job retailing at a suggested price of \$79.95.

The company will plug the machine in the educational market at the reputed height of the school purchasing season with a cover ad and story in the June issue of Audio-Visual Guide. It's described as a three-speed, manually operated unit, with a 30-foot extension cord for remote speaker operation. The speaker is contained in the cover.

It comes equipped with two sapphire needles and a jack for auxiliary amplifier or school system. It weighs 20 pounds and is designed to take rough handling.



# Low-Priced Kidisk Field Bristles With New Ideas

## Four Chief Indies Prepare Big Plans for Garnering Heavy Sales

NEW YORK, May 28. — The low-priced children's record companies are girding for the fall season, and plans uncovered this week presage an unusually lively battle for the consumer quarter (25 cents).

At present, four indie kidiskeries dominate the field: Simon & Schuster (Little Golden Records), Peter Pan, Record Guild of America and Cricket, all of whom produce six-inch or seven-inch platters retailing at 25 cents. Record Guild and Cricket also produce 49-cent lines. The only majors producing quarter disks are Columbia and Mercury, neither of whom has marketed the small disks with anything approaching all-out promotion.

In the indie label's fall programs, which tee off at the factory level in July and August, these general tendencies are noted: 1) Increased playing time on a small disk; 2) an increase in issues of pop tunes which are deemed suitable for kiddie consumption; 3) an intensified pitch for merchandising of records by toy dealers; 4) special groupings and de luxe packaging aimed at "higher ticket merchandising."

### Most Radical Step

At this stage, perhaps the most radical departures are being set by Synthetic Plastic, producer of Peter Pan disks as well as the Prom pop line and Parade LP's.

Peter Pan will be the first diskery to produce a 45 r.p.m. disk—and even an EP—to list at 25 cents. The outfit is, in fact, bringing its entire kidisk line down to a quarter, including all of the titles that formerly filled a 49-cent, 10-inch 78 r.p.m. platter. A number of the label's standard stories and songs—mostly public domain material—have been redubbed on EP disks, which will be sold singly, or in packages of four, retailing at 98 cents.

## Columbia Ties Down 2 Execs, Using \$ Bait

NEW YORK, May 28. — This week, as rumors of artists and repertoire personnel switches prevailed, Columbia Records nailed down two of its younger execs who almost were lured from the fold. They are George Avakian, head of the pop album and jazz departments, and Marve Holtzman, pop a.&r. man for the Epic and Okeh subsidiaries.

Avakian turned down several strong pitches from new projected diskeries, electing to stay at Columbia with a two-year contract and a sizable salary increase. Holtzman, whose strongest offer of several was from a leading indie in the South, also received a large increase.

## Two Shifted At Columbia; New Ad Head

NEW YORK, May 28.—Irving Townsend, advertising manager for Columbia Records, will relinquish that position on June 1 to become executive assistant to Vice-President Goddard Lieberman. His ad duties will be assumed by Gilbert McKean, who will fill the newly-created post of Director of Consumer Relations.

McKean, who has been director of the Columbia Transcription Service, will be responsible for advertising, sales promotion, publicity, design and packaging. He will co-ordinate activities of all these departments. Townsend will work on special artists and repertoire projects on assignment from Lieberman.

In the pop vein, Peter Pan Pops will feature one hit tune backed by a traditional title, in a four-color package, for 25 cents. Generally the pop rendition will be the same recording issued on the 39-cent Prom label, tho Prom disks carry two hits back to back.

This year, for the first time, Peter Pan is going out for representation by toy jobbers as well as disk jobbers. The feeling, according to sales manager Ben Loewy, is that these outlets don't conflict. Even in department stores, toy jobbers sell the toy department while

record jobbers sell the record department, he said.

### Cut Shipping Costs

Peter Pan's competitors will be watching with considerable interest the trade's reaction to the diskery's new policy of "no returns—no exchanges." According to Loewy, the same titles sometimes have been shipped back and forth between jobbers and retailers as many as eight times, with shipping costs devouring all the profits. In place of returns, the diskery is instituting

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## HARMONY REIGNS

# Brig. Gen. Sarnoff To Address AFM

By PAUL ACKERMAN

NEW YORK, May 28.—On the highest public relations level, the 58th annual convention of the American Federation of Musicians, opening in Cleveland June 7, is expected to be especially noteworthy. Delegates and their wives, numbering in all some 2,000, will be addressed by Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America.

In the annals of labor-management relations, the occasion cannot be regarded as other than a coup, for it symbolizes harmonious relations despite the fact that bargaining negotiations between the musicians and the entertainment groups epitomized by RCA have been intense.

The scheduling of the Sarnoff address, of course, highlights an interesting historical picture and focuses attention on one of the key philosophies of James C. Petrillo, AFM chief. That is, the necessity, in his mind, of viewing objectively the present-day economic structure; the necessity of realizing the impossibility of returning to a past day, and the advisability of maintaining friendly relations with industry, while at the same time making the latter aware of its responsibilities to the musician and the musical art.

### Automation

Much of this thinking is implicit in Petrillo's annual report to the convention, specifically in his analysis of the present mechanical age. In a report titled "Automation—Man, Machine, Music and Musicians," Petrillo traces the development of both old and new mechanical devices which displace musicians.

A partial answer to the robot age, in the view of the AFM, is the Music Performance Trust Fund, wherein manufacturers, thru their contributions in the disk and TV film field, help alleviate the condi-

tions brought about by mechanical advances. Stating that "no man and no organization can stop progress because progress is part of the free enterprise system," Petrillo adds that the AFM has nevertheless always stood its ground. . . . "that industry must bear a share of the responsibility for the worker it has displaced with the machine."

### Petrillo Plan

The Petrillo Plan, as he calls the AFM royalty formula, presents such a formula whereby the employer assumes such a responsibility. The plan, according to Petrillo, is now out of the experi-

(Continued on page 20)

## WABD, WTTG Accent On Live, Canned Music

NEW YORK, May 28.—Music, both live and recorded, will play an important part in the programming future of Du Mont's flagship here, WABD, and WTTG, Washington, according to Ted Cott, who recently became general manager of both stations.

Cott is readying a flock of new musical programs for WABD here this summer, with formats featuring practically every kind of music—classical, pop, and rhythm and blues. In line with this, the exec is anxious to work closely with record manufacturers and publishers, and he has already written to some of the top labels, asking them to submit suggestions on possible themes for use on WABD shows, in general, and the station's new "Featurama" film shorts program in particular.

Cott, who thinks publishers and record companies are inclined to underestimate the plug-values of TV program themes, points out that a theme used on the late night "Featurama" series, for instance, would pay off in 28 TV performance credits a week—14 over WABD here and 14 over the Washington station, which will probably carry many of the same programs, now that Cott is heading up both stations.

### Teen Show

Cott is also making plans for a pop-r.&b. teen-ager show, which

## Sombrero Net Now 9

SAN ANTONIO, May 28. — Raoul Cortez, president of radio Station KCOR here, has announced that there are now nine member stations of the recently organized Sombrero (Spanish) Network. KCOR will be the key station in the tape recorded program network, which will air Spanish programs to the 2,600,000 Latin Americans coast-to-coast.

## EDDY ARNOLD GET'S A 'DAY'

NASHVILLE, May 28. — June 5 will be designated "Sunday-Eddy Arnold Day" here as the chanter will be feted in an all-day celebration. Heading the roster of well-wishers will be Tennessee Governor Frank Clement and Nashville Mayor Ben West.

At the same time, Steve Sholes, RCA Victor country artist and repertoire man, will be on hand to renew Arnold's contract with the label.

## LOVE PUSH

# NBOA Ops Get GAC Dance Mats

NEW YORK, May 28. — The General Artists Corporation is letting the National Ballroom Operators' Association distribute GAC's special one-column general dance promotion mats to NBOA members.

The mats, brainchild of GAC's band booker Howard Sinnott, are designed to promote a desire to dance, rather than plug a specific attraction, altho space is provided to insert that information. Copy line utilizes a psychological approach—similar to that of Arthur Murray dance studio ads—with such catch phrases as "Are you lonely? Go out. Have fun while dancing to the music of —"; "Want to meet new friends?" "Sitting home tonight? Why?" etc.

According to Sinnott, ballroom operators should stop selling names and start selling romance if they want to increase business. He also opines that much poor ballroom business could be remedied by the use of a little soap and water, meaning that cleaning campaigns and remodeling jobs are in order for many operators.

## Wing Working Closely With Mercury Team

### Top Parent Firm Artist Move On To Subsid Roster

NEW YORK, May 28.—Mercury Records' new subsidiary label, Wing, will be working in closer association with its parent company than first expected, judging by the pattern followed in Wing's initial pacting of artists. This week, Ronnie Gaylord and English bandleader Malcolm Lockyer were moved over from Mercury's artist roster to Wing, while two other Mercury artists, Lola Dee and Nick Noble, made the same shift last week.

At the same time it was learned that, in addition to Wing's regular artist and repertoire chief Lew Douglas (operating out of Chicago) Mercury's Eastern a.&r. men Hugo Peretti and Luigi Creatore, and rhythm and blues exec Bob Shad, will also record certain personalities for the new label.

Peretti and Creatore have just recorded Ronnie Gaylord's first Wing release here, and the disk will be out on the market by the end of next week, along with first Wing waxings by Lockyer, Noble and Miss Dee. Wing's initial release will also include an Eddie Ballantine record. The bandleader, musical director of the ABC "Breakfast Club" show for many years, is the first new (non-Mercury) artist signed by the company.

### R&B Disks Ready

In the r.&b. field, Wing will bring out platters by Titus Turner and Jay Hawkins—also formerly on Mercury—within the next two weeks. Wing's first release of packaged merchandise—special mood music LP instrumentals recorded

(Continued on page 20)

## Pierce Leaves WSM & 'Opry,' Dewitt Is Mum

NASHVILLE, May 28.—Webb Pierce, one of the top members of Station WSM's "Grand Ole Opry," Monday (23) tendered his resignation from WSM and the "Opry" in a letter to John H. Dewitt Jr., president of WSM, and Edwin Craig, chairman of the board of National Life & Accident Insurance Company, which operates the station.

In the letter, Webb complained that he was not given his own radio show and that despite the fact that he had been voted the top folk singer for the last two years, WSM had not shown him "any consideration whatsoever."

"We brought young Pierce here because we recognized his talent," said Dewitt. "I have nothing else to say at this time except to wish him well."

## Musicians in All Major Fields Earn \$57 Mil

NEW YORK, May 28. — Musicians in the major show business categories earned approximately \$56,790,000 in the period from January 1, 1954, to December 31, 1954, according to President James Petrillo's report, which will be presented to the 58th annual AFM Convention opening in Cleveland June 7.

The figure should not be construed as the total earnings of musicians, for in many areas—New York, for instance—club dates constitute as much as between 60 and 70 per cent of the annual earnings of members of local musicians' unions. The figures do, however,

mirror the employment picture with regard to major entertainment fields.

The grand total of all radio broadcasting employment in the United States, Canada, Puerto Rico and Honolulu is estimated at \$16,997,768. Television employment in the United States, Canada and Honolulu totaled \$7,721,210,63, of which \$1,288,830.67 was derived from TV films and jingles.

### Theater Employment

Theatrical employment (not including traveling orchestras) totaled \$5,923,560.14. The fields cov-

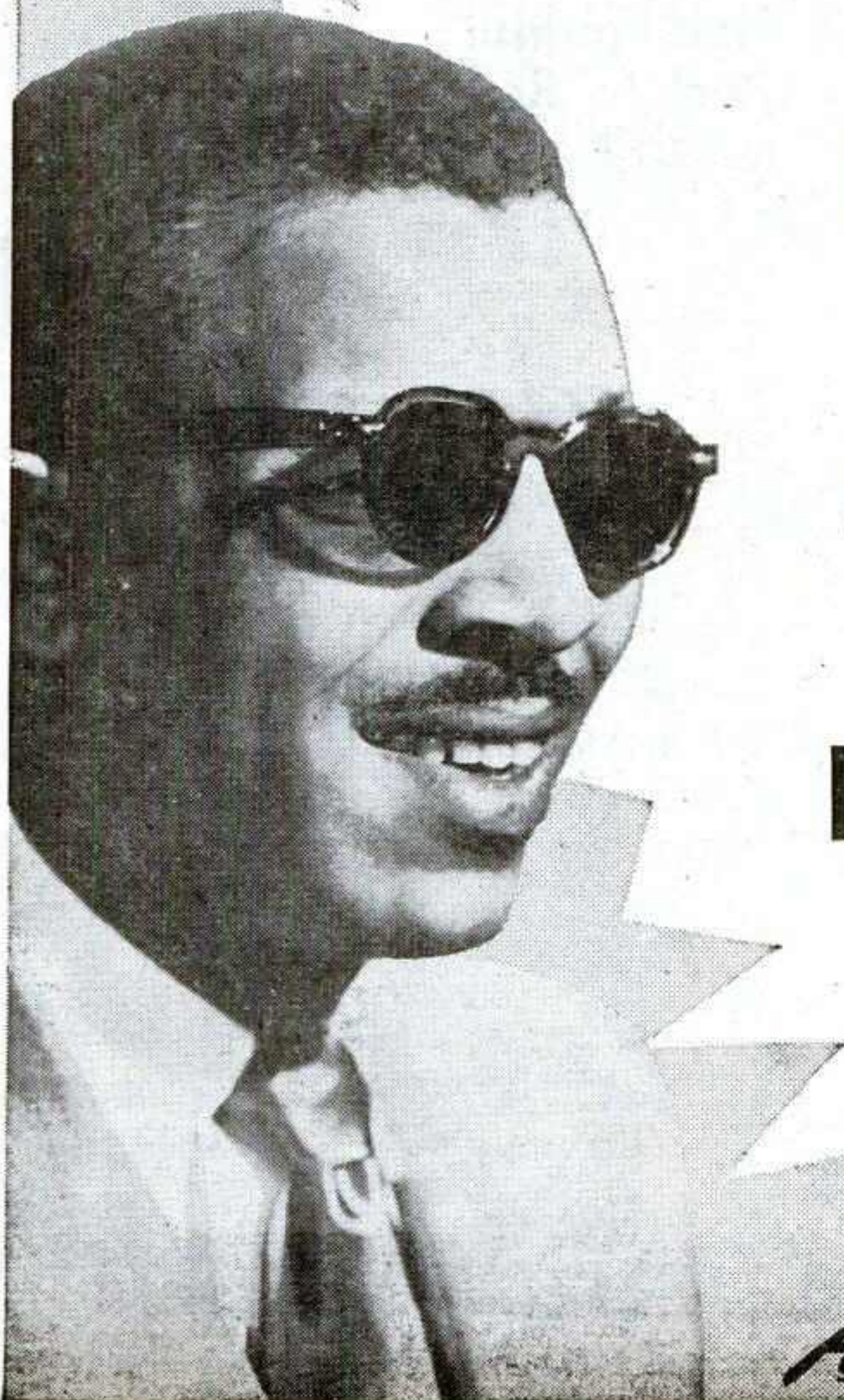
(Continued on page 20)



*his first  
new record  
since the memorable release of* **"Unchained Melody"**

# AL HIBBLER

*Sings*



**I CAN'T  
PUT MY  
ARMS  
AROUND  
A  
MEMORY**

**THEY  
SAY  
YOU'RE  
LAUGHING  
AT  
ME**

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*America's Fastest Selling Records*





## VOX JOX

By JUNE BUNDY

**PROGRAMMING:** Promotion and programming go hand in hand at most local radio stations these days. WBAL, Baltimore, for instance, has an interesting format gimmick tagged "Mr. Five by Five." Five deejays from the station get together and select one current record to work on each week. During the week they alternate as emcee for the night program (in addition to their regular jockey spots on the station). The stunt really pays off in plugs for the preferred platter. This month, for example, one of the records picked—the Gaylord's "Chee Chee-oo Chee"—pulled something like 75 plays during its seven-day plug period. WBAL jockeys in on the show include Al Ross, Lee Case, Martin Edwards and Chuck Richards. . . . John Farley, WHAS, Louisville, is living it up this summer. He broadcasts his "On a Saturday Afternoon" show from the edge of a local swimming pool and interviews swimmers and sun bathers while on the air.

Fred Wolf, WXYZ, Detroit, started broadcasting this week from the station's new mobile studio, a 33-foot trailer with a thermopane studio at one end. Wolf airs his 6 to 9 a.m. daily show while touring the city, playing music and giving traffic and safety bulletins to help local police control heavy traffic flow at strategic points. . . . Wes Hopkins, WTTM, Trenton, N. J., deejay, recently celebrated his 11th year at the mike with a special show featuring some of the top records he has played during his broadcasting career. Hopkins estimates he has played more than 143,000 disks.

**SPONSOR BAIT:** Sid Sherman, KRWC, Forest Grove, Ore., writes his own commercials, and they're so good that the station has actually had listeners "request" they be played on the show. The spots are two to three-minute situation comedy-type segs, which put Sherman in various locales to make zany pitches for his sponsors. For instance, one of them (for a used car dealer) has him on a lion hunt in Africa, where the sponsor sells him a truck in which to haul the feline catch home. Another one has Sherman cutting a fishing trip short because he has to hurry home and let his wife have the car. The sponsor shows up and sells him a spare jalopy for the frau. The taped personalized commercials have paid off big, according to

(Continued on page 41)

## DEALER DOINGS

By GARY KRAMER

**WINDOW PULLS SALES:** Bernie May, of May's Music, Albuquerque, N. M., has won many awards for attractive window displays. His recent "Fiesta in Spain" window, an entry in Decca's current promotion, however, outdid any previous effort. He writes: "Never have we had a window which brought us such direct sales results as this one. We learned that it certainly pays to take the time and effort to make attractive window displays. This particular window exceeded our usual budget for this purpose only slightly, yet it was by far the cheapest window from point of view of return."

Sam N. Morrison, of Bell Sales, a one-stop operation in Knoxville, makes some comments in a letter about the place of the one-stop in the music business. He writes: "There is no question but that the record industry realizes the value of the one-stop in promoting records, but when are they going to realize his value as an adviser and critic? His close contact with the retail customer via the juke box operator and disk jockey make him as knowledgeable as anyone in regard to current tastes and trends." Morrison speculates that perhaps an important factor in the success of Dot Records has been Randy Wood's experience as a one-stop and his ability to keep the grass-roots touch. He thinks other manufacturers might take a page out of his book.

**HERE AND THERE:** Bob Levine, ex-road manager of the Les Elgart band, now of the Music Box in Newark, N. J., is finding keen customer interest in The Billboard's national charts, which he displays prominently in the store. They follow not only these but the "Spotlight" and "Best Buy" features from week to week, always curious about what new entries will be found in the next issue. . . . Mrs. L. H. Jamagin, of the Wauchula Furniture Company, Wauchula, Fla., gets a nice plug for her record department by furnishing records to a local drive-in theater. . . . George Feyer, pianist of Vox's "Echoes" series, recently made a personal appearance (with piano) at Fox and Sutherland, Mount Kisco, N. Y. Kal Fox is manager of the record department, assisted by Pete Barber.

A blast at the continued inroads of record clubs on established dealers comes from George Silha, of Holland's on Chicago's South Side. Silha writes: "It is time that all dealers got after the distributors and manufacturers regarding these discount clubs. The latest is the Nel Kaye Record Club. They advertise in national consumer publications that they sell 'all labels and all speeds' at 38 per cent discount. How can they do it? Are they getting additional discounts from our distributors? We can't stop legitimate record clubs, but when our suppliers themselves promote record clubs and lend their co-operation to schemes that wreck legitimate retailing, then one must protest their actions. The manufacturer must be made to stop selling to these non-dealers."

## JUKE BOX WRAP-UP

Music operators discuss methods used to convince location owners that a written contract has become a must in the juke box business. Survey shows that 40 per cent of nation's operators use written word, 80 per cent agree that it is the only way to protect investments which climb as high as \$3,000 per spot.

New England music operators meet in Boston for dime play discussion regarding the Eastern Seaboard. Need for increase in collections postpones usual summer inactivity among operators. Cerebral palsy drive conducted by Massachusetts operators begins to roll. A percentage of collections from 10,000 machines to be turned over to the CP fund. Drive ends May 31.

Chicago's sixth annual music operator golf outing to be held at Bunker Hill Country Club August 24. Event to include record representatives, artists and allied manufacturers as well as operators. Expect over 600 guests to attend.

For full details on these stories see Music Machines' department on Page 72.

## HITTING BACK

### 'Tune Quiz' Aids Indies Against Webs

PHILADELPHIA, May 28.—Now that the radio networks and their flagships have started to adopt the indie radio stations' music-and-news programming pattern in earnest, the independent broadcasters are beginning to look around for record show gimmicks to fight the new competition.

In line with this, WIP here has launched a new disk program tagged "Tune Quiz," a daily show (3-4 p.m.) which combines the contest quiz features of network radio with a regulation disk jockey format. Interestingly enough, WIP is practically sold out time-wise, but the station decided to buy the outside quiz package to consolidate its position in Philadelphia's radio market (against increasing network competition on a local level) rather than "just selling time."

WIP is only selling the series as a strip, with sponsors required to buy a minimum of five quarter-hours a week. In return, the sponsors are cut in on many extra promotional benefits. "Tune Quiz" is packaged by Thunderbird Productions (Tom Reddy and Gene Milner).

Milner himself is emceeing the series over WIP, but the company plans to set up other deejays in key radio cities; while in the smaller markets, stations will be allowed to have their own spinners handle the show. In addition to WIP, the series has also been sold to WMAL, Washington, and WFBR, Baltimore.

#### A Dozen Games

The series features more than 12 different record games, with "Record Roulette," a musical take-off on the more deadly Russian game, a permanent, daily, 15-minute feature on the program.

An important aspect of the format is that it is set up so that at least 12 full record sides are played thruout the hour, with contest chatter held down to a minimum.

A promotional feature of the show will be a monthly LP with 25 "Tune Quiz" games, designed to be played at home. The LP, which will retail at around 98 cents, will feature segments of current record hits each month, and, according to Milner, most of the major labels have agreed to let the producers use excerpts from their current platters on the LPs.

### Niles to Join Ventura Pubs

NEW YORK, May 28.—Duke Niles, Eastern manager for Capitol Records' publishing subsidiaries for the past four years, will resign that post June 1 to head up Ray Ventura's music publishing firms, Rayven and Paris, here, as president and general manager.

Ventura, one of the top music publishers in France and a leading film producer, owns the Olympia theater in Paris. Niles leaves for Europe and confabs with Ventura about the American operation next month.

### 3 AFRS Live Segs Axed for Economy

HOLLYWOOD, May 28.—A move to eliminate all Armed Forces Radio Service productions that emanate live this week resulted in the termination of contracts of three civilian AFRS employees, disk jockey Bud Widom, sports announcer Fred Hessler, and Dave Young, announcer-narrator. Move reportedly came as a result of a recent government order to "effect a drastic budget cut," with possible future plans of eliminating commercial AFRS shows.

Widom, best known of the trio, conducted a successful disk jockey show for AFRS for the past four years, "Bud's Bandwagon."

### M-G-M TAKES RIDE ON HAYES

NEW YORK, May 28.—Bill Hayes never had it so good when he was on the M-G-M label. Now that the former "Show of Shows" TV star has clicked on Cadence with "The Ballad of Davey Crockett," M-G-M is beating the drum for his old releases.

Last week the label re-issued the singer's waxing of "Wanderin'," and this week M-G-M rushed out a special album release of eight Hayes sides, covering practically everything he ever recorded for the label. The album is available as a 10-inch LP and a two-pocket EP.

### Faulk's Shift In Plan Puts DJ's in Spin

NEW YORK, May 28.—There were some disappointed deejays in town this week when WCBS here abandoned its search for a spinner to take over a late afternoon spot across the board.

Bill Randle was set to fill the post starting next month, but his Cleveland station, WERE, suddenly pulled him out of the deal last week, and WCBS execs immediately launched a frantic hunt for a replacement.

This week, however, John Henry Faulk (who recently resigned from his daily 5-6 p.m. WCBS show to become a Texas Broadcasting Company veepee, effective next month) changed his mind, thereby automatically canceling out half of the scheduled Randle time period. Lanny Ross will continue to occupy the other segment, from 4:15 to 5 p.m.

Faulk attributes his change of heart to the multitude of "please stay in New York" fan letters he received, but tradesters believe he also may have been influenced by a hefty salary increase.

### Hub Faithful Rock 'n' Roll

BOSTON, May 28.—The faithful converged this week on Loew's State Theater here for the big, noisy, seven-day "Rock 'n' Roll" show. The joint was jumping, but since the regular patrons stayed away in droves and a hot spell came up, there was little heat in the take.

There were beefs at the box office on the dollar tab, with 50 cents for small fry, some even turning away. With a "nut" of \$15,000 for the layout, the gross was estimated at somewhere under \$27,000 for the week. Only 500 patrons were in the house when the show opened Friday (20).

The more-than-an-hour show featured deejay Alan Freed as master of ceremonies, with Dinah Washington, Dakota Staton, Nappy Brown, Ella Johnson, the Moon-glows and the Five Keys making up an 11-act presentation.

### SPA Re-Elects 7 To Council Posts, Delays Exec Vote

NEW YORK, May 28.—Members of the Songwriters Protective Association re-elected all incumbents to the seven open posts on the org's council in balloting concluded here last week. Brought back for another three years were Abel Baer, Walter Bishop, Paul Cunningham, Milton Drake, Alex Kramer, Joseph Meyer and Sam Stept.

The reconstituted 21-man council then met to elect officers, but time ran out before the election could be held. A discussion of a proposed change in the mechanical royalty structure took up all the available time. Present officers, including retiring President Charlie Tobias, will remain in office until the next council meeting is scheduled, probably in June.

## DOLL DISK

### Coral, Dot Ga-Ga Over Goo Goo's

NEW YORK, May 28.—Dot Records and Coral Records are readying rival pitches on the Goo Goo doll this month, in hopes that the new sound—which is something like a pixilated pipe with the hiccups—will be the next big novelty wax hit.

Coral launched its campaign last week with Steve Allen's recording of "The Goo Goo Doll." Allen, who also wrote the song, introduced the Goo Goo doll originally on his NBC-TV show "Tonight." Meanwhile, Dot has recorded another Goo Goo disk tagged "Close the Door," which also features the dizzy doll sound gimmick and is sung by Jim Lowe, writer of "Gambler's Guitar."

Allen introduced his record this week on his show, and Dot hopes he will showcase Lowe's disk shortly, since NBC owns the merchandising rights on the Goo Goo toy and presumably is interested in promoting the doll, regardless of Allen's label affiliation. Coral has already sent out 1,800 Goo Goo's to deejays, while Randy Wood, Dot topper, has mailed out 3,200 jockey copies of the Jim Lowe disk. Dot originally planned to send the spinners toys, too, but changed their minds. After all, who needs two Goo Goo dolls?

Dot has signed a long-term contract with Lowe, who is booked to guest on Howard Miller's "Close-up" TV show over CBS-TV's Chicago station June 3 and on ABC's "Breakfast Club" program June 7.

### Liberty Merger With Nocturne

HOLLYWOOD, May 28.—Indies Liberty and Nocturne Records this week completed a merger whereby the latter firm's catalog will henceforth be issued under the Liberty label.

Liberty, headed by 20th-Fox music director Si Waronker, will release the Nocturne output under its "Jazz in Hollywood" series. Harry Babasin, former president of the jazz line, will continue to supervise the repertoire function of the line.

### Fear of Rock-Roll Nixes Conn. Date

BRIDGEPORT, Conn., May 28.—A dance scheduled for the Ritz Ballroom here, the area's largest dance hall, was canceled last Sunday (22) by Joseph Barry, one of the owners and operators of the spot, because of inferences that Rock 'n' Roll dances might be featured.

Barry canceled the dance voluntarily after Police Supt. John A. Lyddy had called him on the phone to inquire about the dance.

The local police had issued a ban on such dances after a recent near-riot at the New Haven Arena. Barry stated that he did not desire to become involved in a controversial issue. The Fats Domino ork was booked to play.

### Betty Hutton Jams Sydney Stadium

SYDNEY, May 28.—The Yankee invasion is still hitting the box office high, and the latest of the importations is Betty Hutton and her vaude show, appearing under the direction of Lee Gordon Productions on the Stadium Circuit.

At the first concert held in Sydney, 10,000 fans paid for the 5 p.m. session. As they were leaving at the end of the show, they met the advance party of an additional 10,000 who were coming to the 8:45 p.m. session. The double issue created one of the worst traffic jams ever seen in Sydney. Traffic was backed up from the stadium to the city proper.



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# FOLK TALENT & TUNES

By Bill Sachs

## Around the Horn

More than 3,000 payees turned out for "Hillbilly Jamboree," a feature of the recent Memphis Cotton Carnival, according to Marion Keisker, of Sun Records. Featured talent included Slim Rhodes and the Mountaineers, Chet Atkins, Chuck Reed, and the York Brothers. The show was sponsored by Sleepy-Eye John, of WHHM. . . . Sonny Houston, WORC, Worcester, Mass., and his Trailsmen were booked by Slater Orchestra Service, Worcester, to appear with Bill ("Davy Crockett") Hayes at the May 29 Sportsmen's Show at Canobie Lake Park, Salem, N. H.

Biff Collie's May 21 30-minute show on KPRC-TV, Houston, was a tribute to Jimmie Rodgers in connection with Jimmie Rodgers' Day. On the occasion, "The Singing Brakeman," the only film short made by Rodgers, was shown for the first time on TV. Mrs. Rodgers was guest on the program. . . . Jimmy Newman has the guest spot on "Grand Ole Opry's" June 25 show. . . . Bob Nihazy (Wyoming Slim), former member of the late Pappy Howard's "Barn Dance Jamboree," has signed as personal manager for Dotty Jean Fillmore, currently appearing on the Saturday night "Circle Theater Jamboree," Cleveland.

According to Don W. Richardson, promotion chief for "Ozark Jubilee," the ABC-TV network show originated out of Springfield, Mo., each Saturday night, the latest American Research Bureau survey in the Denver area shows the stanza leading its NBC competition in the show's first half hour and leading both NBC and CBS in the finale seg.

The Foggy River Boys are set for a May 30-June 4 tour thru Kansas and Oklahoma. . . . "Talent Round-Up," the new amateur show slated to debut out of Springfield, Mo., June 28, will not be a radio airer, as previously reported. The show, to be emceed by Slim Wilson, will be seen on the ABC-TV network, 7:30-8:30 p.m., EDT. Hank Locklin, a regular on the "Big D Jamboree," Dallas, has signed with RCA Victor, according to J. F. Dolan, of the Dallas Sportatorium staff. Arlie Duff and Texas Bill Strength were "Big D" guest stars Saturday (28).

Latest Columbia releases by Jeanette Hicks, of "Louisiana Hayride," Shreveport, is "Just Like in the Movies" b/w "Such a Wonderful Feeling." Another recent etching by her and Billy Walker is "Let's Make Memories Tonight," b/w "Which One of Us Is to Blame?" . . . The Louvin Brothers (Capitol), newcomers to "Grand Ole Opry," will cut their first love song soon, says Bill McDaniel, WSM press chief. The song will be backed by a re-release of the Louvins' hit tune, "Alabama." . . . Carl Smith and Charlie Walker were special guests on the Prince Albert portion of the May 28 "Opry." . . . Lonzo and Oscar have a new Decca record, "Green Horn Farmer," with "Oh What a Wind" on the flip. They are backed by Cousin Jody, steel guitar, and Tommy Warren, bass fiddle. . . . Ernest Tubbs' latest Decca release is "It's a Lonely World" and have You Seen?" . . . George Morgan's new Columbia release is "I'd Like to Know" b/w "The Best Mistake I Ever Made." (Continued on page 38)

# RHYTHM-BLUES NOTES

By BILL SIMON

The Du Droppers, doing nicely with their Groove dinking of "Talk That Talk," are reportedly playing to packed houses up Canada way. And Groove, incidentally, has inked Charlie Hughes as a single. The warbler, who is known sometimes as "Carnation Charlie," has been lead singer with one of the top quartets. . . . Stan Pat, the r.&b. deejay on WTTM, Trenton, N. J., is giving up his radio chores to devote full time to his artists and repertoire duties with Grand Records.

Atlantic Records this week is releasing the first disk by a recently signed duo, the Twin Tones. While the diskery is keeping the identity of the lads a deep, dark secret for the present, it's known that one of them was with the original Ravens, and the other is a well-known single. They were so pleased by their recordings together that they currently are working up an act for the road. When it's ready, of course, everybody in the field will recognize them, we're told.

Shaw Artists is contemplating a package built around Jimmy Witherspoon and Bo Diddley. These artists are appearing on the same Apollo Theater bill June 10-16. . . . The Clovers, who worked last week at The Plam, Hallandale, Fla., with Paul Williams' band, are joining Amos Milburn and the Billy Clark ork for a tour of Texas, following which they take off alone for California. Williams, meanwhile, is teaming with Ruth Brown and several other acts for a one-nighter jaunt thru the East and Midwest.

Leroy Smith, one of the largest r.&b. bookers in the Rocky Mountain area, has Roy Milton slated for a one-nighter in Denver May 30, followed by Sarah Vaughan and trio on June 8. Duke Ellington and Louis Jordan recently played to packed houses there for Smith.

Warbler Abner Kenon has been signed by Joe Davis for Jay Dee Records. His first two sides are both Kenon originals. Davis also has been busy rearranging his distribution in several areas. He has taken the line away from Cosnat in Cleveland-Detroit and Philadelphia, with Philadelphia Record Distributors taking over in Philly, but Davis is still undecided about the Cleveland-Detroit territory. In San Francisco, he replaced Chatton with the Dexter Distributing Corporation, and in Boston, Trans-Disc took over Jay Dee distribution from Records, Inc.

Now that the Bruce Records partners have split up, Leo Rogers has acquired the management pact with the Harptones. The group has signed a five-year contract with the new Old Town Record Company of Harlem. Their first sides for the label will be released within two weeks, according to Rogers. . . . Music publisher Jack Gold has signed a management deal with the new Pittsburgh group, the Favoretts. The outfit has signed with Jubilee Records.

Savoy Records has signed the Gaskin Sisters, two New York girls who, according to Herman Lubinsky, "sound like a trio." And Savoy's Freddie Mendelsson is on a three-week sales promotion trip down South.

Joe Davis, after six years in the Brill Building, New York City, is moving his JayDee diskery and publishing firms to 10th Avenue territory. From here on he intends to concentrate even stronger on r.&b. . . . Hal (Corn Bread) Singer, after several years on the road, has decided to settle down in New York. The honk tenor man, one of the originators of the rock and roll idiom, should provide a strong competition to such busy recording tenorists as Sam Taylor and Red Prysock.

# Lombardo Trip Grosses 270G

NEW YORK, May 28. — Guy Lombardo grossed \$270,000 on his concert tour which began April 9 and finished Sunday (22). The maestro did 40 dates, with three dance dates in Cincinnati and Cleveland sandwiched among the concert nights.

In cities where Lombardo was on percentage, his top gross was Peoria, Ill., April 8, where the figure hit \$8,998. Top over-all gross, however, was taken in Omaha, April 30, with the box office racking up \$19,000. Attendance was 9,500 at this date, which was played on a flat fee basis. On the same basis, Lombardo drew \$12,500 at the gate in Canton, O., May 19.

From here on in Lombardo will accept only weekend bookings until his "Arabian Nights" production, scheduled to open June 23 at Jones Beach, New York, is set. He will play at the DuPont Country Club, Wilmington, Del., June 3-4; at Old Orchard Beach, Me., June 10, and Hampton Beach, N. H., June 11.

The maestro's sidemen will probably vacation during the month of August, while Lombardo is speed-boating.

# Cap Institutes New Method to Screen Songs of Pubbers

HOLLYWOOD, May 28.—Capitol Records augmented its procedure for screening new material from music publishers this week in an effort to continue to allow "as much time as is possible to hear new songs."

New procedure has repertoire staffers Voyle Gilmore, Lee Gillette and Dave Dexter, when they are in Hollywood, screening songs at the firm's executive headquarters on Vine Street here. Don Robertson and Don Hassler will screen tunes from publishers at the company's Melrose Avenue recording studios. Both sessions will continue to be run on Thursday of each week as heretofore.

All publishers previously gathered at Capitol's recording studios. New system groups publishers, with repertoire staffers handling a specific group of publishing company representatives.

# Harmony Reigns

Continued from page 16

mental stage. "It is significant," he adds, "that the International Labor Organization of the United Nations is studying the so-called 'Petrillo Plan' as part of its world research."

Together with the Petrillo Plan, a subsidy must be created if music as an art is to survive, in the view of the AFM chief.

Parenthetically, it is to be noted that Petrillo's point of view started crystallizing many years ago, as did his rapprochement with certain facets of management. This was apparent at the termination of the first record ban, when the AFM chief and General Sarnoff staged an entente cordiale in a recording studio.

# Wing Working

Continued from page 16

in France by Mercury's distributor there, Barclay Records—will be out by late June or early July.

The Ronnie Gaylord switch is an interesting one, in that he was originally the lead singer with Mercury's present top-selling trio, The Gaylords. However, when he entered the Army, the group acquired a new lead man, so Mercury decided to sell him as a single after he was released from the service last year. Confusion over two Gaylords on the label naturally ensued, and Mercury hopes to clarify the situation by putting Ronnie Gaylord on Wing. At the same time, of course, Wing acquires its first artist with a best-selling disk in his past.

# Low-Priced Kidisk Field

Continued from page 16

a larger discount. In most sectors, the wholesale price of the 25-cent disks can be a flat 15 cents, at the distributor's option.

Simon & Schuster's Little Golden line will remain exclusively 78 r.p.m. and six-inch, according to its director, Arthur Shimkin. Golden will base its appeal on its exclusive acquisition of top franchise properties. At present, it features a large catalog of Disney titles, Rootie Kazootie, and its own established Little Golden Book characters. In October, it will bring out its Mickey Mouse Club label, coinciding with Disney's launching of the Mickey Mouse Club on ABC-TV.

Meanwhile, S. & S. also will expand its higher-priced box-set line with four new units. Its first eight-record box, "Instruments of the Orchestra," issued last year, reportedly sold well at \$3.95. Follow-ups, to be released in August, will include "A Child's Introduction to the Great Composers," "A Child's Treasury of Hymns," "Walt Disney Song Parade" and a Mickey Mouse Club box. The latter will sell at \$2.95, and the others at \$3.95. Each will contain eight extra-play disks, 78 or 45 r.p.m.

S. & S. also is involved in an entirely new product called the See-a-Song, which it will ship late in June. This item is a phonograph with an attached animation device. The animations slip over a cylinder which revolves while the record plays. It is manufactured by the Walfeld Company of Valley Stream, L. I., and will be sold by Walfeld and also by S. & S. personnel. The item is being offered in a package with three Golden disks and six animations (one for each side), and will retail between \$15 and \$20.

Cricket, like Peter Pan, Golden and Record Guild, will enter production of "kiddie-pop." Pop tunes, suitable for children, will be waxed for both 25-cent and 49-cent issues. The lower priced platter in most cases will be an abbreviated version of the others. These will go into production as soon as suitable new tunes show up, according to the label's Si Leslie.

The diskery's full exchange privilege will apply to all issues.

In the "higher ticket" class, Cricket is going to promote its new Cricket Record Library album series, with a special pitch at the toy trade. Four units are now available, each including four small disks in a de luxe album, plus a long-life needle, all for \$1 list.

Record Guild of America, the not ready to reveal its fall plans at this time, claims to have a novel manufacturing method on tap. More concretely, Record Guild indicated that the outfit intends to enter the educational disk field with a new low-priced product in September.

# Form Copyr't Org on Coast

HOLLYWOOD, May 28.—The California Copyright Conference, a non-profit group interested essentially in music copyright information, was officially launched here this week at a meeting of charter members.

Organization is composed of entertainment industry figures for educational and fraternal purposes, centering about the dissemination of information relating to copyrights.

Officers elected included Stephan Pasternacki, president; Bob Marks, vice-president; Carl Hoefle, treasurer; Luisa Field, secretary, and Martie Hubble, assistant secretary. Board of directors includes Paul Mills, Gerry Kales, George Schneider, Bernard Brody, Franja Pasternacki, Ben Oakland, Del Porter, Irving Coster, Carl Post, Dick Kirk and Bob McCluskey.

# Johancen Agency Sets Denver Hiatus Series

DENVER, May 28.—The Johancen Agency this week firmed up its summer series and will open on June 25 with Georgia Gibbs and the Mariners. Plans to bring in Guy Mitchell, the Mills Brothers and Tony Martin have been abandoned, but the outdoor concerts will feature Kitty Kallen and the Winged Victory Chorus on July 6, followed by Frankie Laine, Jimmy Boyd and Al Bernie on August 12, with Nat (King) Cole and Dorothy Collins making their first appearance in the Rocky Mountain area August 30.

# Laine Speaks in House

BOSTON, May 28. — Frankie Laine, here for a stint at Blin-sthor's Village, was paid a signal honor Thursday (19) when he was asked to speak to solons on the floor of the Massachusetts House of Representatives. The chanter was introduced by Michael Skerry, Speaker of the House.

Laine said he was "proud and humbled to be allowed to address such an august body" and "wished that everyone could have the privilege of seeing lawmakers in action." After the speech he was taken to the office of Governor Herter.

# SOLON PRAISES 'DEAR LADY'

BOSTON, May 28. — The song "Dear Lady," written by two Hub songwriters, was given Congressional recognition last week (10) in a speech on the floor of the House by Rep. Thomas J. Lane (D., Mass.). The work of Vin Santuosso and Ed Cronin, "Dear Lady" was praised by the legislator as "a popular song with religious overtones, designed to combat suggestive and off-color ballads."

Lane pointed to the fact that "colleges and universities . . . have fostered 'Dear Lady' in hopes of starting a new trend," and that "legion and documentary are the letters of approbation from leading educators, radio and television executives, and disk jockeys of the country."

# Admit Hal Howard Will to Probate

HOLLYWOOD, May 28.—Music Corporation of America Vice-President Hal C. Howard, 44, lost on a flight from Reno to Las Vegas last February 25, was declared legally dead last week (17) when his will was admitted to probate by Judge Victor R. Hansen, Los Angeles Superior Court.

Howard's plane has never been found. He was accompanied on the flight by his assistant, David Silver, 24. A veteran in the music business, Howard was in charge of band bookings for MCA on the coast. He is survived by his widow, Mary, and two children, Susan and Linda.

# Petrillo Reports

Continued from page 16

ered here include vaude and presentation houses, dramatic and musical shows, opera and ballet, burlesque and organ.

In the recording field, sidemen earned \$3,093,009.09, with leaders earning \$658,337.61. These earnings are based on flat union scale and do not include artists' royalties. In the transcription field, leaders and sidemen earned a total of \$1,330,168.93.

Seven major Hollywood film studios paid musicians \$2,674,821.41, whereas indie Hollywood producers paid \$498,202.68. Musicians in motion picture work in New York earned \$132,137.37, and several thousands more dollars are reported from such work in miscellaneous areas in the United States and Canada.

The statistics covering the symphony field are for the 1953-54 season. Figures indicate musicians with 33 major symphonies earned \$14,530,603.54, whereas musicians with 122 secondary symphonies earned \$3,221,475.32 in the same period.



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CORAL RECORDS  
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# MUSIC AS WRITTEN

## CAPITOL'S BITTAKER AND PORGES TO EUROPE . . .

HOLLYWOOD, May 21.—Floyd Bittaker, vice-president of Capitol Records' international division, and Alex Porges, general manager of the department, are scheduled to leave New York for a series of meetings with EMI executives in London.

Bittaker will visit with Capitol's wholly owned subsidiary in Toronto before going on to New York. Both Bittaker and Porges are expected to remain in Europe for approximately six to eight weeks.

## KOVAL FORMS LABEL AND PUBBERY . . .

Samson Records has been formed in New York by Sam Koval, whose original ditties have furnished the label with its first release. Songstress Kay Penton, and the arranger-conductor is Joe Leahy. Koval has also set up his own publishing firm, Dreamo Music, a Broadcast Music, Inc., affiliate.

## CHATEAU IS LAUNCHED WITH 1ST SIDES . . .

Chateau Records, a new label, was launched in New York this week. The firm's first release features thrush Paulette Girard, a featured player in the current Broadway hit "The Boy Friend," who is backed by the Mat Mathews ork. Another Chateau disk features Detroit thrush Dolores Carroll with Maurice King's ork and the Four Tops group. Chuck Darwin is handling promotion.

## SET 3 GRANZ JAZZ CONCERTS ON COAST . . .

Promoter Irving Granz will stage another in his series of Jazz a la

Carte concerts at the Shrine Auditorium, Los Angeles, June 10. Talent roster includes Sarah Vaughan, Dave Brubeck, Oscar Peterson, Jackie Cain and Roy Kral, and the Cal Tjader Afro-Cubans. Troupe will also play the Russ Auditorium, San Diego, and the Civic Auditorium, San Francisco.

## GRADES SET BRITISH CARMICHAEL DATES . . .

Lew and Leslie Grade, London bookers, have set up a two-week provincial tour for Hoagy Carmichael here next month. The composer will open at the Empire, Liverpool, June 20, followed by a week at the Empire, Glasgow. This will be his third visit to Britain.

## GEORGE FREEMAN TO SERVE JUKE OPS . . .

George Freeman, veteran record man, has opened the Northern One-Stop Record Service in Cleveland. The outlet is located in the same building as Northern Music, Inc., the Wurlitzer distributor in that city. The one-stop will service juke box operators in Northern Ohio.

## MONTANA SLIM DISK GETS JULY RELEASE . . .

Decca Records is bringing out a Montana Slim LP, tagged "All Time Greats," in July. The veteran country and western artist starts a 12-week Canadian tour June 11, teeing off from Alberta. Montana Slim broke the house record a couple of weeks ago when he (along

with Faron Young) appeared at a Mosque Theater, Newark, N. J., dance staged by WAAT, Newark, deejays Don Larkin and Lyle Reed. The warbler is booked for a return engagement at the Mosque in the fall.

## New York

Sid Caesar has been elected to writer membership in ASCAP. . . . A feature story in the June 4 issue of the Saturday Evening Post profiles Capitol exec Alan Livingston.

Irving Zucker, former local M-G-M promotion man, takes off this week on a three-month, coast-to-coast tour plugging M-G-M artist Sam (The Man) Taylor, plus several Apollo and Jubilee disks. Zucker, who now operates his own promotion firm, will cover Eastern cities from Philadelphia to Miami on the first leg of his junket.

Belamonte and his ork will make their first nitery appearance at Monte Proser's new La Vie June 2. . . . Victor's Sonny Graham (Miss Juke Box 1955) makes her club debut Tuesday (31) at the Old Town Hall Inn, Hartford, Conn. She's booked for five days. . . . Victor's Joe Carlton has pacted pop chanter Tim Kirby to a recording paper. His first release for the label is due out in a couple of weeks.

Tommie Jean Whitley, San Antonio radio and TV singer, has signed a contract to record for Coral Records. No date for a recording session has been set.

Ruby Newman and Sammy Eisen, long teamed in band work in the Boston area, have dissolved their partnership. The split was reported to be a friendly and mutual decision.

Progressive Music, publishing affiliate of Atlantic Records, has acquired the song "Blame the Right One" from Fayette Recording and Publishing Company. The tune had been recorded for Decca by the country warbler, Jimmie Skinner. . . . Peer International has acquired "How Important Can It Be?" for all of Latin America. Tune is published here by Aspen Music.

Oswaldo Farres, the Cuban clefter of such standards as "Quizas, Quizas," "Without You" and "Come Closer to Me," leaves for Argentina Tuesday (31) after several weeks here. He's reportedly set to sign an exclusive writer's contract with Peer.

The annual Patti Page-Kappi Jordan music business picnic will be held at Indian Point, N. Y. The date is June 18. . . . Still another New York nitery has converted to a full time modern jazz policy. The latest is the Cafe Bohemia in the Village, which opened Monday (30) with a bill that included Oscar Pettiford, Art Farmer, Hank Mobley, Kenny Clarke and Horace Silver. . . . Frankie Lester and the McGuire Sisters, head the bill opening at the Chicago Theater June 10. The booking is for two weeks with options.

Karen Chandler is set for the Congress Hotel, St. Louis, for two weeks starting June 19. . . . Sarah Vaughan opened Monday (30) at the Hollywood, Akron, O. . . . Jazzman-vocalist Don Elliott opened a two-week return engagement at the Composer Room Friday (27). . . . Music Tailors, a new arranging, copying and reproduction service, has set up shop here under the direction of Johnny Hamer, assisted by Hy Schindell and three staffers.

The Eddie Turner Trio has resumed nightly dance music at the Gam Restaurant, Ocean Beach Park, New London, Conn. . . . Paul McGeary and his ork have opened an indefinite stay at the Flamingo Room of the Church Corners Inn, East Hartford, Conn.

Bill Haley and his Comets, for the first time since their rise to disk stardom, will do a major network TV show. They go on the Milton Berle show, May 31, where they'll do (natch) "Rock Around the Clock." . . . Decca will record its

original cast album of "Seventh Heaven" Sunday (5). . . .

Coral Records is continuing its EP policy of packaging hits. Latest is an EP set of top c.&w. hits by Jimmy Wakely. Another set by Johnny Desmond, titled "Panorama Time" (title of the Mutual radio show) is also being released. The McGuire Sisters will cut four pops and an EP set next week. The label is also reissuing Cliff Stewart's rendition of "Alabama Jubilee," which will be recoupled with "Sweet Cidertime." . . .

Major J. H. Gigandet, who has many friends in the music business, was at the NARTB Convention this week contacting broadcasters and transcription firms. The major and his aides are now producing 26 network shows a week for Army and Air Force recruiting.

ASCAP Publicity Director Dick Frohlich and Mrs. Frohlich flew to Europe today (28) on a vacation trip. . . . Hal Fredericks, Chicago deejay, has spearheaded the formation of a Somethin' Smith fan club. . . . The Dejohn Sisters are occupying adjoining beds in Doctor's Hospital here. Julie is parting with her tonsils, and Dux is undergoing dental surgery. . . . McConkey Artists has signed The Staffords, a vocal group from the University of Southern California.

Joe Loco and his Mambo Quintet open at the Showboat, Philadelphia, for one week starting June 15. . . . Decca kidisk artist Frank Luther presented his musical version of "Tom Sawyer" today (28) in Westport, Conn., in behalf of the youth activities fund of the Kiwanis Club.

Harry Belafonte will double into the Waldorf Astoria's Starlight Roof from his Broadway show "Three for Tonight," starting June 1. He will appear at the midnight supper show only. Felicia Sanders and the dance team of Augie and Margo are also on the bill. . . . M-G-M Records has signed 18-year-old Connie Francis, a graduate of the Horn & Hardhardt kiddie TV show. Her first release is out this week.

Art Mooney is on a deejay trek around the country. . . . Cadence Records is pitching Marion Marlowe's first record for the label to deejays with the following slogan: "Godfrey Fires 'Em. Bleyer Hires 'Em." . . . George W. Goodman has been named supervisor of program operations of WLIB, New York, and a member of the station's program planning board.

## Denver

Dick Jurgens and his band take over the stand at Arnold Gurtler's Trocadero in Elitch's for a fortnight, replacing David Carroll's aggregation that featured Jerry Mercer on vocals. Tasso Harris, trombonist from Gene Krupa and Vaughn Monroe's band now fronting his own aggregation, ended a two-week stay at Lakeside's El Patio this week. Janet Brace closed by Mike DiSalle and his ork.

## Hollywood

Ballad called "I'll Always Believe in You" has been written by Ned Washington, Ray Heindorf and M. K. Jerome for Warner's "Miracle in the Rain." Gene Krupa inked to play in the Benny Goodman biofilm. . . . Mel Torme returns to Hollywood June 15 for additional chapters in the TV series produced by T-L Productions. . . . Albert Marx, former president of Trend Records, has entered the personal management business, signing singer Johnny Holiday as his first client.

Lawrence Welk ork pulled 31,782 payees at a dance sponsored by the U. S. Marine Corps, Santa Ana, Calif., in behalf of Navy relief. . . . Hal Levy continues his lyric writing course at UCLA thru the summer. . . . The Hi-Los, signed to a representation pact by MCA, will join Dennis Day and George Gobel on the June 15 General Electric teleshow. . . . George Sherlock, Decca Records promotion man, off on a two-week trip

that will take in Salt Lake City, Portland, Seattle and San Francisco. . . . Carl Lertzman and Danny Gould penned "Daniel Boone," with first release on the song out on Al Kavelin's Century label. . . . Phil Moore winds up musical chores for the Leda Annest Columbia Masterworks album this week. . . . Judy Garland kicks off her one-nighter tour at San Diego July 8. . . . Les Brown ork drew the highest opening night crowd in two years at the Palladium, 2,699 payees. . . . Roy Rogers and Dale Evans booked for the annual Houston Fat Stock Show next year. . . . The Ray Linn choral group has been added to the "Pete Kelly's" cast. . . . Singer Joy Lane has been signed to a Coral record pact. . . . The Dick Contino teleshow bows on KRCA, Los Angeles, June 11. . . . Joe Hoenig has resigned as general manager of the Ambassador Hotel to join Bankers Securities Corporation of Philadelphia. . . . Andre Previn and Shorty Rogers have completed arrangements for the first of two albums to be recorded by Betty Bennett for Atlantic Records.

One of the Winners at the San Remo Music Festival of 1955

## "CHEE CHEE-OO CHEE"

Recorded by:

DEAN MARTIN	Capitol
THE MARINERS	Columbia
THE JOHNSON BROS.	London
DENNIS HALE	London
THE GAYLORDS	Mercury
PERRY COMO and JAYE P. MORGAN	RCA Victor

Records listed alphabetically by companies.

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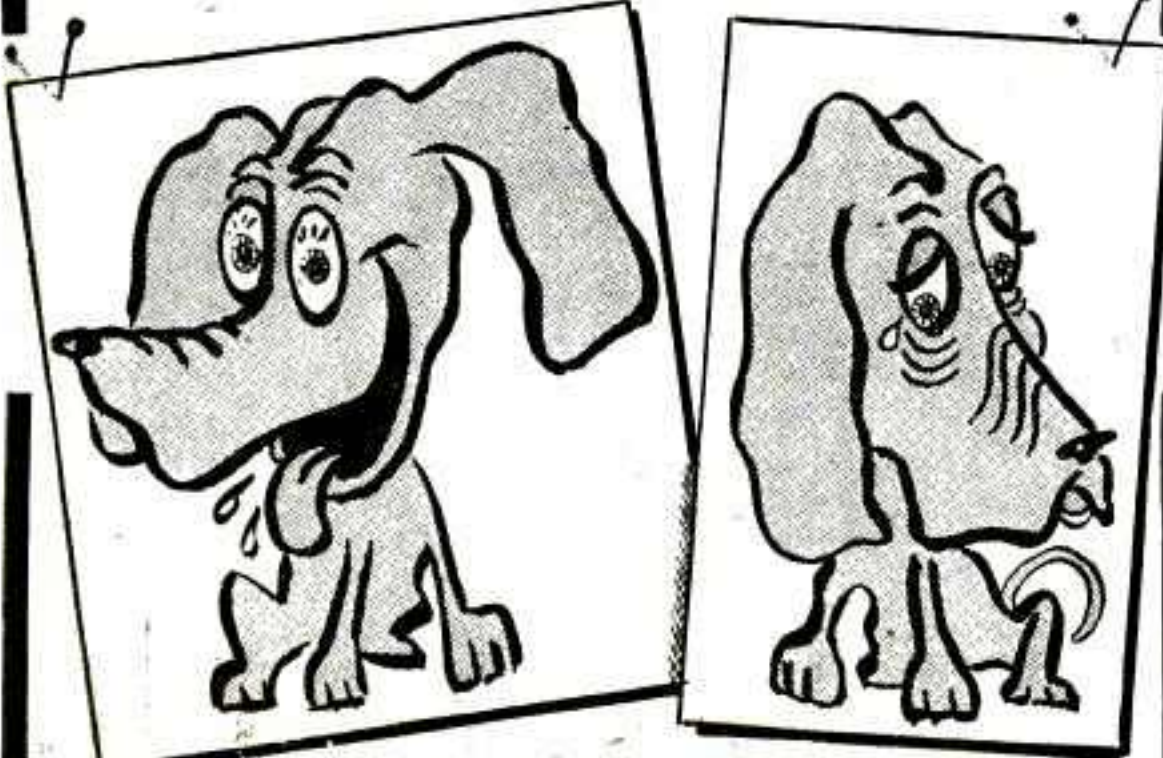
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*and NOW...*



# *Marion Marlowe*

## "MAN IN A RAINCOAT"

Cadence — No. 1266



**cadence**  
RECORDS

Hear Marion Marlowe introduce this unusual ballad on Ed Sullivan's "Toast of The Town", Sunday, June 5, CBS-TV



# PHONOS—HI FI

By STEVE SCHICKEL

## RCA INTRODUCES LOW-COST 12-INCH HI-FI SPEAKER . . .

The tube division of the Radio Corporation of America has introduced a new 12-inch low-cost high fidelity speaker, said to give a performance equal to more costly units. The new speaker has a frequency response from 40 to 16,000 cycles, an 8-ohm aluminum voice coil and is rated at 12 watts. A specially curved cone is used to provide wide dispersion of sound.

## BRUSH AMPLIFIER CUTS MATCHED TUBE NEED . . .

Brush Electronics, Cleveland, is introducing a new high-sensitivity DC recording amplifier. The new unit is a direct coupled amplifier using a chopper stabilized feedback circuit which permits extended frequency response and eliminates the need for matched tubes. The model will handle both low level DC or AC voltages with full ranges of frequencies. The new unit will retail for \$585 without a portable carrying case and for \$625 with the case.

## HIGHER-PRICED FEATURES IN GRAY'S LOW-PRICE ARM . . .

Gray Research & Development Company, Manchester, Conn., is bringing out a new low-priced tone arm, which incorporates all the features of the firm's higher priced arms. Tagged the Gray 18C Viscous-Damped Tone Arm, it utilizes the fluid control suspension principle which regulates vertical and horizontal movement of the arm and minimizes groove jumping and skidding.

According to Gray execs, the reduced consumer price, was made possible thru the use of advanced engineering technique. The arm itself is supported by a single needle-point pivot in the center of a ball and socket. The gap between the ball and socket—a few thousandths of an inch—is filled by means of a tube with the fluid, which serves as a sort of shock absorber for vibrations transmitted by the arm.

## KIERULFF DOUBLES 1954 WEBCOR UNIT SALES . . .

Kierulff & Company, Los Angeles distributor, has sold 12,000 units of Webcor products since the first of the year, thereby more than doubling its Webcor sales record of 5,000 units over the same period in 1954. The firm is currently selling 75 Webcor tape recorders per week to dealers, according to Cap Kierulff, general manager of the retail division. The exec said that the firm's retail hi-fi sales are slightly under last year in units, altho profits are up. Plug-in components, predicted Kierulff, will be on the market by 1960. The Kierulff retail division has a monthly volume of \$40,000 to \$45,000, with \$25,000 to \$30,000 of that figure in hi-fi.

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

Ted Gilmore has been appointed general manager of the Kansas City, Mo., office of Fridley Brothers, Inc., distributor for CBS-Columbia and Webcor products lines for both Kansas City and St. Louis territories. . . . Ground was broken last week for Motorola's new \$1,500,000 transistor manufacturing facility in Phoenix, Ariz. . . . The Philco Corporation has created a new division to be known as the Lansdale Tube & Transistor Company, with William J. Peltz named vice-president and general manager. . . . RCA reports that it has 90 distributors of consumer products in 86 cities, and 45,000 retail dealers handling its products.

Byrum & Bates, Greenville, S. C., is renovating the store's mezzanine to serve as a demonstration room for hi-fi phonos. . . . Nick Lomakin has opened his second music store in Pittsburgh. William Hase-man and Mrs. Lomakin will manage the new outlet, which is described as a "hi-fi shop" and will carry Webcor, Zenith and Westinghouse lines. . . . G. Warren Kimball has been named to the new post of manager, battery and renewal components marketing of RCA's tube division.

# LINER NOTES

By IS HOROWITZ

## RCA TO RELEASE NEW TOSCANINI IN JUNE . . .

RCA Victor has a new Toscanini album set for June release. The set features Schubert's Fifth Symphony, in a performance with the NBC Symphony. It was one of the last "studio" recordings made by Toscanini. Coupled with the Schubert is a 1947 broadcast performance of Mendelssohn's "Octet for Strings, Op. 20. Also due from the label in June is a pairing of two modern violin concertos (by Menotti and Honegger) as played by Tossy Spivakovsky and the Boston Symphony, with Charles Munch conducting.

## RETAIL HEYDAY, COL'BIA DELETES OLD CLASSICS . . .

Other major record manufacturers are watching with special interest the results of Columbia's left deletion of older and not so old classical LP's. The cutouts were put out on the market at a suggested list price of \$1.99 each per 12-incher. Large retailers grabbed most of the available stock and ran large-scale "sale" ads in local newspapers.

Prevailing practice among major diskeries has been to remove deletions quietly from production runs, and limit publicity on the project. It is known that at least one other major is considering a similar

approach to future cutouts as that taken by Columbia.

## CBS TO AIR THIRD ANNUAL "WORLD MUSIC" FEST . . .

CBS radio is planning to broadcast the third in its annual series of "World Music Festivals" this summer. In all, there will be 17 hour-and-a-half broadcasts, to run each Sunday afternoon beginning June 26.

James Fassett, Music director, will tape the European events in the series, with takes expected from widely-scattered plates. Among them will be the Ansbach Festival in Germany, the Royal Danish Festival in Copenhagen, the Stockholm Festival in Sweden, the Bergen Festival in Norway, the Sibelius Festival in Finland, the Salzburg Festival in Austria and the Bayreuth Festival in Germany.

American festivals broadcast will include those at Red Rocks, near Denver, and the Aspen Festival, also in Colorado. Both will receive their first nation-wide broadcasts during the series.

## MAJOR AND MINOR

Romero Cortes, of Dallas, is winner of the \$2,000 first prize in the 1954 Student Composers Radio Awards, sponsored by Broadcast Music, Inc. Cortes also won the \$1,000 Gershwin prize earlier this year.

bers of each segment of the industry, be appointed, with the group to make final report on 1956 Rodgers Day plans at the forthcoming deejay convention in Nashville in November. Tubb is slated to make his appointments within a few weeks.

## Much Activity

The two-day celebration was filled with the usual activity. A barbecue, with c.&w. entertainment, attracted some 10,000 persons to Highland Park Wednesday afternoon. On Wednesday night the American Legion, Jaycees, Shrine Mosque, local police department and the 40 & 8 sponsored dances in five different locations around the town, three of them to packed houses.

A parade Thursday noon, one of the largest and most colorful ever seen in Meridian, attracted an estimated 60,000 people to the line of march. Station WTOK-TV, WCOC, WMOX and WTOK cooperated in TV and radio interviews during the two-day festival.

James C. Bowling, of the Philip Morris Company, had his firm's Johnny on deck for the two days, and the Falstaff Beer people contributed the appearance of their aircaster, Dizzy Dean, former ace big-league pitcher.

# Jimmie Rodgers Honored

Continued from page 15

chairman of the reception committee, deserve an accolade for their excellent handling of arrangements and their dispensing of the typical Southern hospitality to visiting members of the press and trade.

## National C.&W. Day

Most interesting session of the two-day meeting was that called on short notice by Biff Collie, Houston deejay, to determine what recognition the disk jockeys might expect in such future celebrations. The deejays had been virtually overlooked in the local planning. Members of the trade press, music men and deejays present were invited to participate in the meeting.

The suggestion was made by a number of those present that so-called memorial celebrations honoring certain late country & western stars be dispensed with in favor of a national country & western days event to which all c.&w. talent, all radio and TV jamboree units, and all related facets of the trade would be invited to participate.

This would still, it was pointed out, permit the honoring of stars of the past and present, but at the

same time attract greater national recognition and therefore greater overall benefit to the country & western music business in general. With the idea presented on a national scale, it was felt, general overall co-operation would be easier forthcoming, with the result that the national celebration would carry a great deal more weight than sectional events in which co-operation obviously has been spasmodic.

## Tubb Picking Committee

Justin Tubb, who with Hank Snow was the originator of the Jimmie Rodgers Day idea, expressed himself as being in favor of a national country & western day, but said that he wasn't for chucking the Rodgers celebration idea. He suggested that the Rodgers event could be built into something worthwhile in time for 1956. He said that he wasn't entirely satisfied with the manner in which all details were handled for this year's event or last, but that with the proper co-operation all the loose ends could be tied up in time for next year. It was suggested that a committee, consisting of two mem-

# Classical Best Sellers (All Categories)

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

1. OFFENBACH: GAITE PARISIENNE; MAYERBEER: 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. THE FAMILY ALL TOGETHER—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1879
5. MENOTTI: THE SAINT OF BLEECKER STREET—Original Cast . . . . . RCA Victor LM 6032
6. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4983
7. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
8. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
9. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8271
10. MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos) . . . . . Columbia ML 4965
11. MAHLER: SYMPHONY NO. 1—New York Philharmonic (Walter) . . . . . Columbia SL 218
12. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4878
13. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1768
14. SAINT-SAENS: SYMPHONY NO. 3—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1874
15. MELODIES OF TCHAIKOVSKY—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4955
16. VERDI: LA TRAVIATA—Tebaldi, St. Cecilia Academy Orchestra (Molinari-Pradelli) . . . . . London LLA 26
17. THE ART OF THE ORGAN—E. Power Biggs . . . . . Columbia SL 219
18. CALLAS PORTRAYS PUCCINI HEROINES . . . . . Angel 35195
19. RACHMANINOFF: PIANO CONCERTO NO. 2—Pennario, St. Louis Symphony (Golschmann) . . . . . Capitol P 8302
20. RESPIGHI: ROMAN FESTIVALS; CHURCH WINDOWS—Minneapolis Symphony (Dorati) . . . . . Mercury MG 50046

# Reviews and Ratings of New Popular Albums

## LOVE ME OR LEAVE ME . . . . . 85

Doris Day, Percy Faith and his Ork (1-12")  
Columbia CL 710  
This sound track package from Doris Day's first M-G-M movie—the musical film bio of Ruth Etting, "Love Me or Leave Me"—should be a sales bonanza for dealers. The picture has received fine notices, and the combination of current Doris Day fans and the nostalgic appeal of the album to older buyers, should pay off big. A glamorous photo of Miss D. decorates the cover. Tunes sung by the star include several oldies: "It All Depends on You," the title song, "Mean to Me," and "Shaking the Blues Away" along with two new ones "Never Look Back" and "I'll Never Stop Loving You." Doris Day comes over most effectively, particularly with the torchy "Ten Cents a Dance." The same package of songs is available on Columbia as originally recorded by Ruth Etting. M-G-M has scheduled a big promotional push behind the movie, and dealers should reap the benefits.

## SHAKE, RATTLE AND ROLL . . . . . 84

Bill Haley and his Comets (1-10")  
Decca DL 5560  
This disk packages eight tunes, among them some of Haley's outstanding smashes, as "Rock Around the Clock" in addition to the title tune. "Dim, Dim the Lights," "Birth of the Boogie," and "Mambo Rock" are others. Fine album merchandise for the younger set, and should melt off the shelves.

## MOOD FOR LOVE . . . . . 80

The Four Aces (1-12")  
Decca DL 8122  
It makes commercial sense to package 12 tunes by the popular group. The disk has the typical Four Aces style and infectious beat. Included are "I'm in the Mood for Love," "Melody of Love," "Strangers in Paradise," "Let's Fall in Love," "There Goes My Heart," etc. The Album could quickly take its place among the best selling pop packages.

## MELODIES OF LOVE . . . . . 77

Wayne King Ork (1-12")  
Decca DL 8124—Record buyers will be given their choice of Wayne King love melodies—plural or singular—this month with RCA Victor bringing out a collector's issue by King titled "Melody of Love" and this package of new King waxings tagged "Melodies of Love." The chief difference in the two albums is that this one is purely instrumental, a factor which could influence sales in its favor, since the vogue for King-styled music was originally sparked by Billy Vaughn's instrumental version of the oldie. In addition to the title song, this package includes 11 other dreamy instrumentals— "That Naughty Waltz," "The Waltz You Saved for Me," "My Buddy," "My Wonderful One," etc. An added sales plus for the LP is the photo of a serene beauty on the cover.

## MELODY OF LOVE . . . . . 75

Wayne King Ork (1-12")  
Victor LPM 1117  
Billy Vaughn sparked a revival for Wayne King-type waxings this year with his "Melody of Love" disk, so what could be more natural sales-wise, than for RCA Victor to re-issue this collector's package of old King sides, including the title tune? The dreamy romantic quality is strongly in evidence, but the mood may be marred for some by the fact that most of the selections are accompanied by sentimental narrations by Franklin MacCormack, and vocals by King himself and Linda Barrie. In addition to the title tune, songs include "Because You Love Me," "Amour," "The Day Is Done," and "None but the Lonely Heart." A strikingly beautiful girl adorns the cover.

## JOHN CHARLES THOMAS SINGS SONGS YOU LOVE . . . . . 74

(1-12")  
Camden CAL 208  
There's a memorable collection of songs in this package of material cut by the noted singer. The range includes folk, spiritual, standard and operatic arias, as "Lord Randall," "Swing Low, Sweet Chariot," "Home on the Range," "In Questa Tomba Oscura," etc. Fourteen in all—a veritable concert, and a buy at the price. Not for the teen-agers, but assuredly of interest to conservative consumers, who will find melody, nostalgia and a touch of magic in these sides.

## THE GREAT MR. B. WITH A BEAT . . . . . 74

Billy Eckstine (1-12")  
M-G-M E 3176  
The title of this LP is self-explanatory, in that it presents Billy Eckstine singing out with polished drive on eight standards, all arranged with a solid beat and tasteful musicianship. Dealers should find a good market for this album since, in addition to Mr. B., it features backing by Woody Herman and his orchestra, the Metronome All-Stars, and the George Shearing Quintet. Selections include "How High the Moon," "St. Louis Blues," "Taking a Chance on Love," "You're Driving Me Crazy," "Life Is Just a Bowl of Cherries," "Here Comes the Blues," "I Left My Hat in Haiti," and "As Long as I Live." The sides have been issued as singles in the past, and as a group they make up an interesting collection of breezy good music with a beat.

## MAMBOS FOR DANCING . . . . . 73

Alfredo Ork (1-10")  
Rainbow LP 721  
This is one of the best mambo programs available. It's a big band effort, with fine, authentic group chanting, ideal mambo and cha-cha-cha tempos, and bright recording. Included are several numbers that had been issued as singles, but should do even better as package merchandise.

(Continued on page 26)



# Jazz June is bustin' out all over!

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| Bix Beiderbecke   | Eddie Condon    | Billie Holiday |
| Frankie Trumbauer | Louis Armstrong |                |

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## Reviews and Ratings of New Classical Releases

**SCHUBERT: SYMPHONY NO. 9 IN C (1-12)**—Halle Orchestra; Sir John Barbirolli, Cond. RCA Victor LBC 1085 .79  
Barbirolli surprises with a rich, glowing reading of this beautiful symphony, which is sometimes numbered as the 7th. It compares quite favorably with any of the higher priced versions in all respects. At \$2.98, Bluebird has one of its best values in this issue.

**OFFENBACHIANA (1-12)**—RIAS Symphony; Manuel Rosenthal, Cond. Remington R 199-183 .....78  
"Gaité Parisienne," created by Manuel Rosenthal and based on excerpts from Offenbach works, has long been a best-selling commodity in the classical field. So dealers should enjoy better than average sales with "Offenbachiana," another work based on themes by the composer. Written expressly for Remington, according to the liner notes, this work features excerpts from seven Offenbach operettas, adapted and orchestrated into symphonic form by Rosenthal.

**BORODIN: SYMPHONY NO. 2; SYMPHONY NO. 3; PRINCE IGOR OVERTURE (1-12)**—L'Orchestre de la Suisse Romande; Ernest Ansermet, Cond. London LL 1178 .....76  
There has been a freshet of recordings of Borodin's Second Symphony recently, and Ansermet puts up a candidate that deserves consideration for its special qualities. Taking the work at a slower pace than most conductors, Ansermet is able to present a more carefully balanced interpretation that puts the emphasis on ideas and exposition rather than pure sound. While many will prefer the more vigorous Mitropoulos reading, Borodin admirers may be more readily swung over to the London recording when they realize that the package also contains the first waxing of the Third Symphony, an unfinished work of two movements that has uncommon appeal.

**MOZART: PIANO SONATAS, NOS. 11 IN A (K. 331), 15 IN C (K. 545), 5 IN G (K. 283); RONDO IN A MINOR (K. 511) (1-12)**—Guilomar Novae, Piano. Vox PL 9080 .....75  
Vox has a piano disk here that ought to sell extremely well in its class. With just under an hour of music it is perhaps the most generous grouping of the repertoire available on a single LP. Too, it would be hard to find more popular Mozart; just about every amateur pianist has played or played at these familiar works. Then there is the performance, striking an enviable course between classic simplicity and romantic expressiveness. Many will find these readings by the pianist near ideal. A striking cover adds further saleability.

**MAHLER: SYMPHONY NO. 9; SCHONBERG: VERKLARTE NACHT (2-12)**—Israel Philharmonic; Paul Kletzki, Cond. Angel 3526 .....74  
Here is the third Angel recording by the Israel Philharmonic, and the impression of the orchestra as a first-rate ensemble is strengthened. While normally the market for another recording of the discursive Mahler Symphony would be small indeed, a rising interest in his output spells better prospects for this able performance. Superior packaging and the addition of the familiar Schoenberg selection on the fourth face of the two-disk set will help move the entry.

**VILLA-LOBOS: BACHIANAS BRASILEIRAS NO. 8; MOMOPRECOCE (1-12)**—Magda Tagliaferro, Pianist; Orchestre National de la Radiodiffusion Française; H. Villa-Lobos, Cond. Angel 35179 .....73  
From the exotic music mill of Villa-Lobos come two works never previously recorded. The Eighth Bachiana is the last of that series for large orchestra, and like the others is an unusual synthesis of Brazilian folk and rhythmic elements with an advanced modern symphonic idiom. "Momprecoce" is a work for piano and orchestra that celebrates the popular carnival of Rio de Janeiro in honor of Momo, God of Jesters. With the composer on the podium, and Mme. Tagliaferro at the keyboard ("Momprecoce" was written for her), these readings have all the authority and finesse the listener could desire.

**DOHNANYI: QUARTET NO. 3; DVORAK: QUARTET NO. 6 ("American") (1-12)**—Hollywood String Quartet. Capitol P 8307 .....72  
The Hollywood foursome plays superbly, and Capitol has provided excellent sound reproduction. The Dohnanyi, a contemporary conservative work, is offered for the first time on disks, and it offers some pleasant listening to those who may have had their fill of the standard romantic works. Coupled with the melodious Dvorak, it makes for a better than average chamber music entry, with popular rather than connoisseur appeal.

**DVORAK: SYMPHONIC VARIATIONS, OPUS 78; BALAKIREFF: TAMAR—SYMPHONIC POEM (1-12)**—Royal Philharmonic; Sir Thomas Beecham, Cond. Columbia ML 4974 .....72  
The something of a technical tour de force in the art of variation and orchestration, the Dvorak opus is not apt to create much of a ripple in the LP puddle. But its easy listenability and first disk performance here can be used as a wedge to move it over into collection, making a pretense at completeness. The juicy Balakireff symphonic poem is already well represented on vinyl. Performances are fine, the sound moderately good.

**RAVEL: PIANO CONCERTO IN G; PIANO CONCERTO FOR LEFT HAND (1-12)**—Jean Doyen, Piano. Orchestre des Concerts Lamoureux; Jean Rournet, Cond. Epic LC 3123 .....71  
Two fairly light, fairly popular works by the modern master. The former is reminiscent in its melodic vein of the Gershwin Concerto by which it is said to

have been influenced. The coupling is a wise one in its matched appeal. The performances are satisfactory.

**WAGNER: DIE MEISTERSINGER (EXCERPTS) (2-10)**—Paul Schoeffler, Hilde Gueden; Vienna Philharmonic; Hans Knappertsbusch, Cond. London LD 9078, 9079 .....70  
These excerpts are taken from the widely admired complete "Meistersinger" recorded by an outstanding cast for London. On LD 9078 the Hans Sachs, Paul Schoeffler, is heard in the "Fliedermonolog" of Act II and the "Wahnmonolog" of Act III. Hilde Gueden, Else Schurhoff and Gunther Treptow join Schoeffler on LD 9079 for the sequence that opens Act II, beginning with Eva's "Gut'n Abend, Meister!" and the first scene of Act III, opening with "Gruss Gott, mein Ev'chen!" While the complete opera may be too expensive for most collectors, these high points are within the reach of all, and ought to enjoy good sales.

**MOZART: PIANO CONCERTO NO. 17 IN G (K. 453); PIANO CONCERTO NO. 27 IN B FLAT (K. 595) (1-12)**—Hans Henkemans, Piano; Vienna Symphony; John Pritchard, Cond. Epic LC 3117 .....68  
Henkemans and Pritchard, who aren't well known here, do a creditable job on two superior Mozart concerti, both of which are available in several competitive versions. Buyers who like the idea of these particular works on one disk will not be disappointed in these versions, which are fairly straightforward, but not unbending. Recorded sound is fine.

**CHRISTINE: PHI-PHI (1-12)**—Westminster WL 5413 .....68  
Christine is best known for his "Valentina," a Chevalier trade-mark. This opera, however, was a big success after World War I, and this disk is awarded a "Grand Prix du Disque." It's extremely funny and bawdy, and French students will probably grab it up. Of necessity, at least one long vocal remains untranslated in the libretto. Sophisticates and scholars will find this sex farce, set in ancient Greece, extremely felicitous.

## Reviews and Ratings of New Popular Albums

Continued from page 24

### Jazz

**PAUL AND DAVE—JAZZ INTERVIEWS** .....77  
Dave Brubeck Quartet (1-10)  
Fantasy 3-20

Aside from several modest (some could even be termed timid) Brubeck solos, this is also saxophonist Paul Desmond's set all the way. Such life and ideas as it has seem to be generated exclusively by him. When he has meaty material with which to work, he keeps interest high. Lacking this in "Perfume Counter," an uneven impression is given. He and Brubeck achieve most notable rapport in a tastefully worked out arrangement of "Stardust." Bassist Bob Bates and drummer Joe Dodge give good account of themselves thru-out. Bates particularly in his solo in "Crazy Chris." While this set as a whole does not show the quartet at its most scintillating, it will still find a receptive market, since Brubeck's popularity has waned but little.

**REDSKIN ROMP** .....75  
Charlie Barnet Ork (1-12)  
RCA Victor LPM 1091

Here's a tastefully conceived and executed album of Barnet instrumentals featuring 12 arrangements by Billy May of tunes with American Indian title themes, ranging from the familiar "Cherokee" and a swifty "Iroquois" to an exciting "Comanche War Dance." Thruout the LP, May's distinctive style (particularly noteworthy on a unique version of "Indian Love Call") furnishes a perfect showcase for Barnet's driving beat and musicianship.

**HAL MCKUSICK QUARTET** .....72  
(1-12)  
Bethlehem BCP 16

Statistically, McKusick—who plays alto sax and clarinet here—is a Bird Parker follower, tho his tone is much more legit; actually very pretty. In this warm-hearted program of chamber jazz, he is most sympathetically and sensitively supported by Barry Galbraith on guitar, Osie Johnson on drums, and Milt Hinton on bass . . . (no piano). Most buyers will require an introduction to McKusick, but they'll be amply rewarded.

**KING RICHARD THE SWING HEARTED** .....71  
Dick Collins Ork (1-12)  
RCA Victor LJM 1027

It's difficult to pin down the reason for this set. Collins is the fine trumpeter with Woody Herman's band, but he has little more to do here than in the Herman context. In fact, the arrangements and most of the personnel have Herman associations except that the performances lack the Herman precision. There are a few good solo flashes by Collins and by trombonist Billy Byers. On the whole, it's not too stimulating as jazz.



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# 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

Many innovations and improvements in the Billboard's chart service have been made over the past few years. With this issue, another step forward is taken as we launch a Toronto territorial chart. Because of the increasing importance of the Canadian market we intend to run regular surveys of the tastes of our neighbors to the north. The Billboard hopes that this will be the first step in providing a chart set-up that will eventually cover that country thoroly. The Toronto territorial chart will run in this column again next week, and after that will appear alongside our other chart features.

### - TORONTO -

1. **Ballad of Davy Crockett**—Bill Hayes—Cadence
2. **Cherry Pink and Apple Blossom White** — Perez Prado — RCA Victor
3. **Unchained Melody**—Al Hibbler —Decca
4. **Dance With Me, Henry** — Georgia Gibbs—Mercury
5. **Whatever Lola Wants** — Sarah Vaughan—Mercury

### - COMMENTS -

This consensus from leading Toronto retailers indicates a close conformity of tastes between Canada and the United States disk buyers, for these five records also occupy positions 1, 3, 4, 5 and 13 on this week's national retail chart. The Toronto chart in the future will be taken down thru 10 places.

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. <b>Ballad of Davy Crockett</b> ..... Wonderland	1	13
2. <b>Unchained Melody</b> ... Frank	2	8
3. <b>Cherry Pink and Apple Blossom White</b> ..... Chappell	3	9
4. <b>Melody of Love</b> ..... Shapiro-Bernstein	4	21
5. <b>Dance With Me Henry</b> 6 Modern	6	7
6. <b>Open Up Your Heart</b> . 5 Hamblen	5	19
7. <b>Whatever Lola Wants</b> . 7 Frank	7	6
8. <b>Blossom Fell</b> ..... Shapiro-Bernstein	8	3
9. <b>Heart</b> ..... Frank	9	3
10. <b>Hey, Mr. Banjo</b> ..... Mills	-	1
11. <b>Something's Gotta Give</b> ..... Robbins	-	1
12. <b>How Important Can It Be?</b> ..... Laurel	11	16
13. <b>Tweedle Dee</b> ..... Progressive	10	16
14. <b>Darling Je Vous Aime Beaucoup</b> ..... Chappell	11	8
15. <b>Play Me Hearts and Flower</b> ..... Advance	13	7

# HONOR ROLL OF HITS

Trade Mark Reg.

## The Nation's Top Tunes

For survey week ending May 25

This Week	Last Week	Weeks on Chart
<b>1. Unchained Melody</b> By Hy Zaret and Alex North—Published by Frank (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441; R. Hamilton, Epic 9102. OTHER RECORDS AVAILABLE: C. Atkins, Vic 20-6018; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; L. Holmes, M-G-M 11962; Liberace, Col 40455; G. Lombardo, Dec 29509; L. Lonett, Atlantic 1058; J. Valli, Vic 20-6078. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.	1	9
<b>2. Cherry Pink and Apple Blossom White</b> By Louiguy and Mack David—Published by Chappell (ASCAP) BEST SELLING RECORDS: P. Prado, Vic 20-5965; A. Dale, Coral 61373. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; T. Puente, Tico 256; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.	2	11
<b>3. Ballad of Davy Crockett</b> By Tom Blackburn and George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; F. Parker, Col 40449; T. Ernie, Capitol 3058. OTHER RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11941; B. Ives, Dec 29423; R. Draper, Mercury 70555; W. Schumann, Vic 20-6041; Sons of the Pioneers, Bluebird BY-25; M. Wiseman, Dot 1240. ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard; Johnny Desmond, Thesaurus.	3	15
<b>4. Dance With Me, Henry</b> By Jules Taub, Joel Josea and Saul Ling—Published by Modern (BMI) BEST SELLING RECORD: G. Gibbs, Mercury 70572; E. James, Modern 947. OTHER RECORDS AVAILABLE: Leslie Sisters, Marble 102; L. Monte, Vic 20-6072; Ramblin' Tommy Scott, Four Star 107; Three Rays, Coral 70572; L. Winter, Crown 142. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.	4	10
<b>5. Whatever Lola Wants</b> By Dick Adler and Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORD: S. Vaughan, Mercury 70595. OTHER RECORDS AVAILABLE: G. Gibson, M-G-M 11961; Hi-Lo's, Starlite 1363; L. Jordan, X 0116; Mello-Larks, Epic 9101; B. May, Cap 3104; G. MacRae, Dec 29472; P. Prado, Vic 20-6122; D. Shore, Vic 20-6077. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.	5	6
<b>6. Melody of Love</b> By M. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; Four Aces, Dec 29395. OTHER RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll, Mercury 70516; D. Carroll-P.Tremaine, Mercury 70521; J. Cook, Crown 139; L. Diamond, Vic 20-5973; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, Vic 20-0024; F. McCormick, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, Vic 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.	6	22
<b>7. Blossom Fell</b> By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Nat (King) Cole, Cap 3095. OTHER RECORDS AVAILABLE: V. Barrett, London 1566; D. Valentine, London 1554.	8	4
<b>8. Heart</b> By Richard Adler & Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORD: E. Fisher, Vic 20-6097; Four Aces, Dec 29476. OTHER RECORDS AVAILABLE: N. Brooks, X.	7	4
<b>9. Learnin' the Blues</b> By Dolores Vickie Silvers—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3102	20	3
<b>9. Honey Babe</b> By Paul Francis Webster & Max Steiner—Published by Witmark (ASCAP) BEST SELLING RECORD: A. Mooney, M-G-M 11900. OTHER RECORDS AVAILABLE: Sauter-Finegan, Vic 20-6025	11	5
<b>Second Ten</b>		
11. <b>HEY, MR. BANJO</b> ..... Published by Mills (ASCAP)	19	2
12. <b>SOMETHING'S GOTTA GIVE</b> ..... Published by Robbins (ASCAP)	-	1
13. <b>BREEZE AND I</b> ..... Published by E. B. Marks (BMI)	13	7
14. <b>ROCK AROUND THE CLOCK</b> ..... Published by Myers (ASCAP)	17	2
15. <b>HOW IMPORTANT CAN IT BE?</b> ..... Published by Laurel (ASCAP)	10	17
16. <b>PLAY ME HEARTS AND FLOWERS</b> ..... Published by Advanced (ASCAP)	14	10
17. <b>OPEN UP YOUR HEART</b> ..... Published by Hamblen (BMI)	12	20
17. <b>DON'T BE ANGRY</b> ..... Published by Crossroads (BMI)	17	5
19. <b>MOST OF ALL</b> ..... Published by Arc (BMI)	20	5
19. <b>TWEEDLE DEE</b> ..... Published by Progressive (BMI)	9	19

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

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

## Tunes with Greatest Radio-TV Audiences

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

### Radio

- A Blossom Fell (R)—Shapiro-Bernstein—ASCAP
- All of You (R)—Chappell—ASCAP
- Ballad of Davy Crockett (R) (F)—Wonderland—BMI
- Berry Tree (R)—Miller—ASCAP
- Besame Mucho (R)—Peer—BMI
- Breeze and I (R)—E. B. Marks—BMI
- Chee Chee-oo Chee (R)—Hill & Range—BMI
- Cherry Pink and Apple Blossom White (R) Chappell—ASCAP
- Dance With Me, Henry (R)—Modern—BMI
- Hard to Get (R)—Witmark—ASCAP
- Heart (R)—Frank—ASCAP
- Hey, Mr. Banjo (R)—Mills—ASCAP
- Honey Babe (R)—Witmark—ASCAP
- How Important Can It Be? (R)—Aspen—ASCAP
- Is This the End of the Line? (R)—Broadcast—BMI
- Keep Me in Mind (R)—Famous—ASCAP
- Land of the Pharoahs (R)—Remick—ASCAP
- Learnin' the Blues (R)—Barton—ASCAP
- Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
- Melody of Love (R)—Shapiro-Bernstein—ASCAP
- No Letter Today (R)—Peer—BMI
- Play Me Hearts and Flowers (R)—Advanced—ASCAP
- Something's Gotta Give (R)—Robbins—ASCAP
- Strange Lady in Town (R) (F)—Witmark—ASCAP
- Take My Love (R)—Feist—ASCAP
- Tweedle Dee (R)—Progressive—BMI
- Unchained Melody (R) (F)—Frank—ASCAP
- Whatever Lola Wants (R)—Frank—ASCAP
- World Is Mine (R)—Paramount—ASCAP
- Young and Foolish (R)—Chappell—ASCAP

### Television

- All of You (R)—Chappell—ASCAP
- Ballad of Davy Crockett (R) (F)—Wonderland—BMI
- Breeze and I (R)—E. B. Marks—BMI
- Chee Chee-oo Chee (R)—Hill & Range—BMI
- Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP
- Dance With Me, Henry (R)—Modern—BMI
- Goin' Crazy (R)—Flo—ASCAP
- Heart (R)—Frank—ASCAP
- Hey, Mr. Banjo (R)—Mills—ASCAP
- Honey Babe (R)—Witmark—ASCAP
- Hot Potato Mambo—Box & Cox—ASCAP
- How Important Can It Be? (R)—Aspen—ASCAP
- Keep Me in Mind (R)—Famous—ASCAP
- Learnin' the Blues (R)—Barton—ASCAP
- Love Ain't Right (R)—Starstan—BMI
- Love, Love, Where Are You Love?—O'Connor & Miller—ASCAP
- Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
- Melody of Love (R)—Shapiro-Bernstein—ASCAP
- Open Up Your Heart (R)—Hamblen—BMI
- Pass It On (R)—Peer—BMI
- Play Me Hearts and Flowers (R)—Advanced—ASCAP
- Sluefoot (R)—Robbins—ASCAP
- Something's Gotta Give (R)—Robbins—ASCAP
- Stowaway (R)—Melrose—ASCAP
- Tweedle Dee (R)—Progressive—BMI
- Two Hearts, Two Kisses (R)—Hill & Range—BMI
- Unchained Melody (R) (F)—Frank—ASCAP
- What Part of Indiana Do You Come From? (R)—Longridge—ASCAP
- Whatever Lola Wants (R)—Frank—ASCAP
- You are So Rare to Me (R)—Flo—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.

- Stranger in Paradise—Frank (Frank)
- Cherry Pink and Apple Blossom White—Maddox (Chappell)
- Unchained Melody—Frank (Frank)
- Softly, Softly—Cavendish (Sherwin)
- Under the Bridges of Paris—Southern (Hill & Range)
- Where Will the Dimple Be?—Cinephonic (Rogers)
- Tomorrow—Cavendish (Reis)
- Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)
- Ready, Willing and Able—Berry (Daywin)
- Prize of Gold—Victoria (Shapiro-Bernstein)
- Unsuspecting Heart—Berry (Teepee)
- If Anyone Finds This I Love You—Michael Reine (Ardmore)
- Open Up Your Heart—Duchess (Hamblen)
- I Wonder—MacMelodies (Leeds)
- Mobile—Leeds (Ardmore)
- Let Me Go, Lover—Aberbach (Hill & Range)
- A Blossom Fell—John Fields (Shapiro-Bernstein)
- You My Love—Dash (\*)
- Chee Chee-oo Chee—Peter Maurice (Hill & Range)
- Tweedle Dee—Robbins (Progressive)



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## **MY ONE SIN**

RECORD NO. 3136





The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending May 25

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	Weeks on Chart	Last Week	Chart
1. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado	14	1	14
Marie Elena Rumba (ASCAP)—Vic 20-5965			
2. UNCHAINED MELODY (ASCAP)—L. Baxter	9	2	9
Medic (ASCAP)—Cap 3055			
3. DANCE WITH ME HENRY (BMI)—G. Gibbs	11	3	11
Every Road Must Have a Turning (BMI)—Mercury 70572			
4. BALLAD OF DAVY CROCKETT (BMI)—B. Hayes	15	4	15
Farewell (BMI)—Cadence 1256			
5. UNCHAINED MELODY (ASCAP)—A. Hibbler	9	5	9
Daybreak (ASCAP)—Dec 29441			
6. BLOSSOM FELL (ASCAP)—Nat (King) Cole	5	8	5
IF I MAY (BMI)—Cap 3095			
7. BALLAD OF DAVY CROCKETT (BMI)—F. Parker	13	6	13
I Gave My Love (BMI)—Col 40449			
8. HONEY BABE (ASCAP)—A. Mooney	7	11	7
No Regrets (ASCAP)—M-G-M 11900			
9. ROCK AROUND THE CLOCK (ASCAP)—B. Haley	4	10	4
Thirteen Women (BMI)—Dec 29124			
10. LEARNIN' THE BLUES (ASCAP)—F. Sinatra	4	16	4
If I Had Three Wishes (ASCAP)—Cap 3102			
11. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford	12	7	12
Farewell (BMI)—Cap 3058			
12. UNCHAINED MELODY (ASCAP)—R. Hamilton	7	9	7
From Here to Eternity (ASCAP)—Epic 9102			
13. WHATEVER LOLA WANTS (ASCAP)—S. Vaughan	7	13	7
Oh, Yeah (ASCAP)—Mercury 70595			
14. BREEZE AND I (BMI)—C. Valente	9	15	9
Jalousie (ASCAP)—Dec 29467			
15. DON'T BE ANGRY (BMI)—Crew Cuts	6	17	6
CHOP CHOP BOOM (BMI)—Mercury 70597			
16. LOVE ME OR LEAVE ME (ASCAP)—S. Davis Jr.	2	24	2
SOMETHING'S GOTTA GIVE (ASCAP)—Dec 29484			
17. IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads	10	19	10
My Baby Just Cares for Me—Epic 9093			
18. DARLING JE VOUS AIME BEAUCOUP (ASCAP)—Nat (King) Cole	14	14	14
SAND AND THE SEA (BMI)—Cap 3027			
19. HEART (ASCAP)—E. Fisher	3	21	3
Near to You (ASCAP)—Vic 20-6097			
20. HEY, MR. BANJO (ASCAP)—Sunnysiders	3	21	3
Zoom, Zoom, Zoom (ASCAP)—Kapp 113			
21. MOST OF ALL (BMI)—D. Cornell	4	20	4
Door Is Still Open (BMI)—Coral 61393			
22. CRAZY OTTO MEDLEY (ASCAP)—J. Maddox	18	12	18
Humoresque (BMI)—Dot 15325			
23. SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters	1	—	1
Rhythm 'n' Blues (BMI)—Coral 61423			
24. HEART (ASCAP)—Four Aces	2	29	2
Sluefoot (ASCAP)—Dec 29476			
25. TWO HEARTS (BMI)—P. Boone	10	23	10
Tra-La-La—Dot 15338			
26. HARD TO GET (ASCAP)—G. MacKenzie	1	—	1
Boston Fancy (BMI)—X 0137			
27. TWEEDLE DEE (BMI)—G. Gibbs	19	17	19
You're Wrong, All Wrong (ASCAP)—Mercury 70517			
28. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—A. Dale	4	27	4
I'm Sincere (BMI)—Coral 61373			
29. MELODY OF LOVE (ASCAP)—B. Vaughn	26	25	26
Joy Ride (ASCAP)—Dot 15247			
29. BLUE STAR (ASCAP)—F. Sanders	2	30	2
My Love's a Gentle Man (BMI)—Col 40508			

This Week's Best Buys

HARD TO GET (Witmark, ASCAP) — Gisele MacKenzie—"X" 137

In the most recent crop of releases, this has been easily one of the fastest moving. During the short time that it has been available, it has established itself firmly in Boston, New York, Buffalo, Pittsburgh, Cleveland, St. Louis, Kansas City, Milwaukee, Chicago, Atlanta and Durham. It is clear that the singer has a good possibility of going very high on the charts with this one. Flip is "Boston Fancy" (Sheldon, BMI). A previous Billboard "Spotlight" pick.

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

STORY UNTOLD (Rush, BMI) — Crew Cuts — Mercury 70634

Top rhythm and blues material still seems to be the key to easy success for this group. The sales pattern of this disk is falling into the familiar groove of other recent Crew Cuts' releases. In the past two weeks, the record has been reported good and strong in Los Angeles, St. Louis, Chicago, Milwaukee, Detroit, Cleveland, Pittsburgh, Buffalo, New York and Boston. Some territories also report excellent sales on the flip side, "Carmen's Boogie" (Broadcast, BMI). A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending May 25

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	Weeks on Chart	Last Week	Chart
1. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado	9	2	9
Marie Elena Rumba (ASCAP)—Vic 20-5965			
2. DANCE WITH ME HENRY (BMI)—G. Gibbs	10	1	10
Every Road Must Have a Turning (BMI)—Mercury 70572			
3. BALLAD OF DAVY CROCKETT (BMI)—B. Hayes	13	3	13
Farewell (BMI)—Cadence 1256			
4. UNCHAINED MELODY (ASCAP)—A. Hibbler	6	7	6
Daybreak (ASCAP)—Dec 29441			
5. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford	8	5	8
Farewell (BMI)—Cap 3058			
6. UNCHAINED MELODY (ASCAP)—L. Baxter	5	6	5
Medic (ASCAP)—Cap 3055			
7. CRAZY OTTO MEDLEY (ASCAP)—J. Maddox	16	4	16
Humoresque (BMI)—Dot 15325			
8. UNCHAINED MELODY (ASCAP)—R. Hamilton	5	8	5
From Here to Eternity (ASCAP)—Epic 9102			
9. WHATEVER LOLA WANTS (ASCAP)—S. Vaughan	4	10	4
Oh Yeah (ASCAP)—Mercury 70595			
10. TWEEDLE DEE (BMI)—G. Gibbs	25	13	25
You're Wrong, All Wrong (ASCAP)—Mercury 70517			
11. SINCERELY (BMI)—McGuire Sisters	20	9	20
No More (BMI)—Coral 61323			
12. HONEY BABE (ASCAP)—A. Mooney	3	14	3
No Regrets (ASCAP)—M-G-M 11900			
13. BLOSSOM FELL (ASCAP)—Nat (King) Cole	2	12	2
If I May (BMI)—Cap 3095			
13. HEY, MR. BANJO (ASCAP)—Sunnysiders	2	17	2
Zoom, Zoom, Zoom (ASCAP)—Kapp 113			
15. HOW IMPORTANT CAN IT BE? (ASCAP)—J. James	15	11	15
This Is My Confession (ASCAP)—M-G-M 11919			
16. PLAY ME HEARTS AND FLOWERS—J. Desmond	9	14	9
I'm So Ashamed (ASCAP)—Coral 61379			
17. HEART (ASCAP)—E. Fisher	1	—	1
Near to You (ASCAP)—Vic 20-6097			
18. MELODY OF LOVE (ASCAP)—Four Aces	21	14	21
There's a Tavern in the Town (ASCAP)—Dec 29395			
18. ROLLIN' STONE (BMI)—Fontane Sisters	1	—	1
Playmates (ASCAP)—Dot 15370			
20. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—A. Dale	4	17	4
I'm Sincere (BMI)—Coral 61373			
20. SILVER DOLLAR (ASCAP)—T. Brewer	1	—	1
I Don't Want to Be Lonely Tonight (ASCAP)—Coral 61394			

Most Played by Jockeys

For survey week ending May 25

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	Weeks on Chart	Last Week	Chart
1. UNCHAINED MELODY—L. Baxter	9	2	9
Medic (ASCAP)—Cap 3055			
2. CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado	8	1	8
Marie Elena Rumba (ASCAP)—Vic 20-5965			
3. UNCHAINED MELODY—A. Hibbler	7	4	7
Daybreak (ASCAP)—Dec 29441			
4. DANCE WITH ME HENRY—C. Gibbs	9	3	9
Every Road Must Have a Turning (BMI)—Mercury 70572			
5. BALLAD OF DAVY CROCKETT—B. Hayes	13	5	13
Farewell (BMI)—Cadence 1256			
6. LEARNIN' THE BLUES—F. Sinatra	5	10	5
If I Had Three Wishes (ASCAP)—Cap 3102			
7. UNCHAINED MELODY—R. Hamilton	5	7	5
From Here to Eternity (ASCAP)—Epic 9102			
8. WHATEVER LOLA WANTS—S. Vaughan	6	6	6
Oh Yeah (BMI)—Mercury 70595			
9. HEART—E. Fisher	4	9	4
Near to You (ASCAP)—Vic 20-6097			
10. BREEZE AND I—C. Valente	7	8	7
Jalousie (BMI)—Dec 29467			
11. BALLAD OF DAVY CROCKETT—Tennessee Ernie Ford	11	15	11
Farewell (BMI)—Cap 3058			
12. BLOSSOM FELL—Nat (King) Cole	4	11	4
If I May (ASCAP)—Cap 3095			
13. BALLAD OF DAVY CROCKETT—F. Parker	9	17	9
I Gave My Love (BMI)—Col 40449			
14. PLAY ME HEARTS AND FLOWERS—J. Desmond	10	13	10
I'm So Ashamed (ASCAP)—Coral 61379			
15. IF I MAY—Nat (King) Cole	1	—	1
Blossom Fell (BMI)—Cap 3095			
16. ROCK AROUND THE CLOCK—B. Haley	2	20	2
Thirteen Women (ASCAP)—Dec 29124			
16. MOST OF ALL—D. Cornell	2	—	2
Door Is Still Open (BMI)—Coral 61393			
18. DON'T BE ANGRY—Crew Cuts	2	14	2
Chop, Chop, Boom (BMI)—Mercury 70597			
19. CHERRY PINK AND APPLE BLOSSOM WHITE—A. Dale	3	—	3
I'm Sincere (ASCAP)—Coral 61373			
20. SOMETHING'S GOTTA GIVE—McGuire Sisters	1	—	1
Rhythm 'n' Blues (ASCAP)—Coral 61423			



RIDE TO THE TOP WITH

# DAVID CARROLL

HIS ORCHESTRA AND CHORUS  
AND HIS GREAT RENDITION OF

# "ALABAMA JUBILEE"

coupled with

**"BAFFI"**

MERCURY 70642

**YOUR SALES WILL THRIVE WITH THESE HOT MERCURY FIVE**



**THE CREW CUTS**



**"A Story Untold"**



AND

**"CARMEN'S BOOGIE"**



MERCURY 70634



**THE GAYLORDS**



**"Chee, Chee-oo Chee"**

AND

**"WHO'S GOT THE PAIN"**



MERCURY 70630



**RUSTY DRAPER**

**"Eatin'**

**Goober Peas"**

AND

**"THAT'S ALL I NEED"**

MERCURY 70619



**RALPH MARGERIE**

AND HIS ORCHESTRA

**"Oh My Beloved Daddy"**

(**"O MIO BABBINO CARO"**)

AND

**"CIRIBIRI MAMBO"**

MERCURY 70614

**CHUCK MILLER**

**"House Of Blue Lights"**

AND

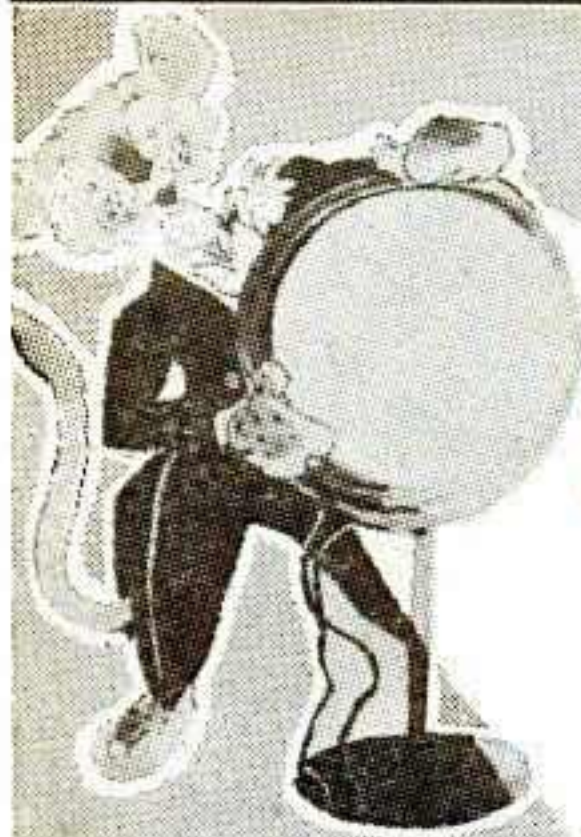
**"CAN'T HELP WONDERIN'"**

MERCURY 70627



CHICAGO 1, ILLINOIS





# M-G-M SPOTLIGHTS THE HITS!

## JONI JAMES

IS THIS THE  
END OF  
THE LINE?

and  
WHEN YOU WISH UPON  
A STAR  
MGM 11960 78 rpm  
K 11960 45 rpm

BILLY ECKSTINE

ONLY YOU

and  
LOVE ME OR LEAVE ME  
MGM 11984 78 rpm  
K 11984 45 rpm

ROBBIN HOOD

MIRROR,  
MIRROR

and  
ONE LOVE IS ENOUGH  
FOR TWO  
MGM 11997 78 rpm  
K 11997 45 rpm

CASHBOX  
PIC

**Art Mooney**  
and his Orchestra play

ALABAMA  
JUBILEE

PADDLIN'  
MADELIN'  
HOME

MGM 12000 • K 12000

DAVID ROSE  
and his Orchestra

TAKE MY  
LOVE

and  
LOVE IS ETERNAL  
MGM 30875 78 rpm  
K 30875 45 rpm

FLOYD CRAMER

SWEET  
ADELINE

and  
HOWDY MA'M  
MGM 11990 78 rpm  
K 11990 45 rpm

GINNY GIBSON

WHATEVER  
LOLA WANTS  
(LOLA GETS)

and  
IF ANYTHING SHOULD  
HAPPEN TO YOU  
MGM 11961 78 rpm  
K 11961 45 rpm

SAM <sup>The</sup> TAYLOR

HARLEM  
NOCTURNE

and  
RED SAILS IN THE SUNSET  
MGM 11977 78 rpm  
K 11977 45 rpm

GENE SHELDON

HEY, MR.  
BANJO

and  
HALLELUJAH!  
MGM 11982 78 rpm  
K 11982 45 rpm

TOMMY EDWARDS

WELCOME TO  
MY HEART  
and  
SPRING NEVER CAME  
AROUND THIS YEAR

MGM 11993 78 rpm  
K 11993 45 rpm

CHARLIE CALHOUN

SMACK DAB IN  
THE MIDDLE

and  
(I DON'T KNOW) WHY  
THE CAR WON'T GO

MGM 11989 78 rpm  
K 11989 45 rpm

ROGER ROGER

and his Orchestra

IT'S YOU

and  
PLEASE DO

MGM 30880 78 rpm  
K 30880 45 rpm

HANK WILLIAMS

MOTHER  
IS GONE  
and  
MESSAGE TO MY  
MOTHER

MGM 11975 78 rpm  
K 11975 45 rpm

## LERROY HOLMES

JUST FOR THE  
BRIDE and  
GROOM

and  
SAMARRA  
MGM 11992 78 rpm  
K 11992 45 rpm

ACQUAVIVA  
and his Orchestra

A MAN WITH A  
DREAM  
and  
A "MISS YOU"  
KISS

MGM 30881 78 rpm  
K 30881 45 rpm

BETTY MADIGAN

WONDERFUL  
WORDS

and  
I HAD A HEART

MGM 11988 78 rpm  
K 11988 45 rpm

ART MOONEY  
and his orchestra  
HONEY  
BABE

B/W  
NO REGRETS  
MGM 11900 78 rpm  
K 11900 45 rpm

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 36, N. Y.

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending May 25

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

#### Atlanta

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Dance With Me Henry, G. Gibbs, Mer.
3. Unchained Melody, A. Hibbler, Dec.
4. Blossom Fell, Nat (King) Cole, Cap.
5. Unchained Melody, L. Baxter, Cap.
6. Ballad of Davy Crockett, F. Parker, Col.
7. Whatever Lola Wants, S. Vaughan, Mer.
8. Heart, E. Fisher, Vic.

#### Balti.-Wash.

1. Unchained Melody, L. Baxter, Cap.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Love Me or Leave Me S. Davis Jr., Dec.
4. Ballad of Davy Crockett, B. Hayes, Cdc.
5. Something's Gotta Give McGuire Sisters, Cor.
6. Whatever Lola Wants, S. Vaughan, Mer.
7. Ballad of Davy Crockett, F. Parker, Col.
8. Learnin' the Blues, F. Sinatra, Cap.
9. Dance With Me Henry, G. Gibbs, Mer.
10. Hard to Get, G. MacKenzie, X

#### Boston

1. Unchained Melody, L. Baxter, Cap.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Love Me or Leave Me S. Davis Jr., Dec.
4. Ballad of Davy Crockett, B. Hayes, Cdc.
5. Something's Gotta Give McGuire Sisters, Cor.
6. Whatever Lola Wants, S. Vaughan, Mer.
7. Ballad of Davy Crockett, F. Parker, Col.
8. Learnin' the Blues, F. Sinatra, Cap.
9. Dance With Me Henry, G. Gibbs, Mer.
10. Hard to Get, G. MacKenzie, X

#### Buffalo

1. Rock Around the Clock, B. Haley, Dec.
2. Love Me or Leave Me S. Davis Jr., Dec.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Learnin' the Blues, F. Sinatra, Cap.
5. Something's Gotta Give McGuire Sisters, Cor.
6. Dance With Me Henry, G. Gibbs, Mer.
7. Unchained Melody, L. Baxter, Cap.
8. Unchained Melody, A. Hibbler, Dec.
9. Most of All, D. Cornell, Cor.
10. Something's Gotta Give S. Davis Jr., Dec.

#### Chicago

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, L. Baxter, Cap.
3. Honey Babe, A. Mooney, M-G-M
4. Ballad of Davy Crockett, B. Hayes, Cdc.
5. Unchained Melody, J. Valli, Vic.
6. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
7. Learnin' the Blues, F. Sinatra, Cap.
8. Dance With Me Henry, G. Gibbs, Mer.
9. Blossom Fell, Nat (King) Cole, Cap.
10. Something's Gotta Give S. Davis Jr., Dec.

#### Cincinnati

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, L. Baxter, Cap.
3. Dance With Me Henry, G. Gibbs, Mer.
4. Honey Babe, A. Mooney, M-G-M
5. Whatever Lola Wants, S. Vaughan, Mer.
6. Blossom Fell, Nat (King) Cole, Cap.
7. Ballad of Davy Crockett, F. Parker, Col.
8. Unchained Melody, A. Hibbler, Dec.
9. Learnin' the Blues, F. Sinatra, Cap.
10. Unchained Melody, R. Hamilton, Epi.

#### Cleveland

1. If I May, Nat (King) Cole, Cap.
2. Rock Around the Clock, B. Haley, Dec.
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. Whatever Lola Wants, S. Vaughan, Mer.
5. O Mio Babbino Caro, R. Marterie, Mer.
6. Come Back My Love, Wrens, Rma.
7. Unchained Melody, A. Hibbler, Dec.
8. Cherry Pink and Apple Blossom White P. Prado, Vic.
9. Dance With Me Henry, G. Gibbs, Mer.
10. Unchained Melody, L. Baxter, Cap.

#### Dallas-Fort Worth

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, L. Baxter, Cap.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Ballad of Davy Crockett, F. Parker, Col.
6. Learnin' the Blues, F. Sinatra, Cap.
7. Blossom Fell, Nat (King) Cole, Cap.
8. If I May, Nat (King) Cole, Cap.
9. Chop Chop Boom, Crew Cuts, Mer.
10. Rock Around the Clock, B. Haley, Dec.

#### Denver

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Rock Around the Clock, B. Haley, Dec.
3. Unchained Melody, L. Baxter, Cap.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Ballad of Davy Crockett, T. Ernie, Cap.
6. Unchained Melody, A. Hibbler, Dec.
7. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
8. Crazy Otto Medley, J. Maddox, Dot

#### Detroit

1. Unchained Melody, A. Hibbler, Dec.
2. Most of All, D. Cornell, Cor.
3. Opus One, Mills Brothers, Dec.
4. Heart, Four Aces, Dec.
5. Cherry Pink and Apple Blossom White P. Prado
6. Love Me or Leave Me S. Davis Jr., Dec.
7. Breeze and I, C. Valente, Dec.
8. Truly, B. Greco, Cor.
9. Blossom Fell, Nat (King) Cole, Cap.
10. Smack Dab in the Middle Mills Brothers, Dec.

#### Kansas City

1. Honey Babe, A. Mooney, M-G-M
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Hard to Get, G. MacKenzie, X

4. Learnin' the Blues, F. Sinatra, Cap.
5. Blossom Fell, Nat (King) Cole, Cap.
6. Ballad of Davy Crockett, T. Ernie, Cap.
7. Dance With Me Henry, G. Gibbs, Mer.
8. Blue Star, F. Sanders, Col.
9. Unchained Melody, A. Hibbler, Dec.
10. Don't Be Angry, Crew Cuts, Mer.

#### Los Angeles

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, L. Baxter, Cap.
3. Dance With Me Henry, G. Gibbs, Mer.
4. Ballad of Davy Crockett, F. Parker, Col.
5. Unchained Melody, R. Hamilton, Epi.
6. Learnin' the Blues, F. Sinatra, Cap.
7. Breeze and I, C. Valente, Dec.
8. Bo Diddley, B. Diddley, Che.
9. Rock Around the Clock, B. Haley, Dec.
10. Love Me or Leave Me, L. Horne, Vic.

#### Milwaukee

1. Unchained Melody, L. Baxter, Cap.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Ballad of Davy Crockett, F. Parker, Col.
5. Dance With Me Henry, G. Gibbs, Mer.
6. Blossom Fell, Nat (King) Cole, Cap.
7. Hey, Mr. Banjo, Banjo Boys, Cap.
8. Breeze and I, C. Valente, Dec.

#### Mpls.-St. Paul

1. Unchained Melody, L. Baxter, Cap.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Rock Around the Clock, B. Haley, Dec.
4. Ballad of Davy Crockett, F. Parker, Col.
5. Dance With Me Henry, G. Gibbs, Mer.
6. Breeze and I, C. Valente, Dec.
7. Honey Babe, A. Mooney, M-G-M
8. Ballad of Davy Crockett, B. Hayes, Cdc.
9. Unchained Melody, R. Hamilton, Epi.
10. Ballad of Davy Crockett, T. Ernie, Cap.

#### New Orleans

1. Ballad of Davy Crockett, T. Ernie, Cap.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Rock Around the Clock, B. Haley, Dec.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Unchained Melody, L. Baxter, Cap.
6. Blossom Fell, Nat (King) Cole, Cap.
7. Ballad of Davy Crockett, F. Parker, Col.
8. Learnin' the Blues, F. Sinatra, Cap.
9. Gully Shadows, C. Johnson, Col.
10. Unchained Melody, A. Hibbler, Dec.

#### New York

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Unchained Melody, A. Hibbler, Dec.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Learnin' the Blues, F. Sinatra, Cap.
6. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
7. Ballad of Davy Crockett, F. Parker, Col.
8. Honey Babe, A. Mooney, M-G-M
9. Unchained Melody, L. Baxter, Cap.
10. Whatever Lola Wants, S. Vaughan, Mer.

#### Philadelphia

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, A. Hibbler, Dec.
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. Blossom Fell, Nat (King) Cole, Cap.
5. Learnin' the Blues, F. Sinatra, Cap.
6. Dance With Me Henry, G. Gibbs, Mer.
7. Honey Babe, A. Mooney, M-G-M
8. Ballad of Davy Crockett, F. Parker, Col.
9. Hey, Mr. Banjo, Sunnysiders, Kap.
10. Heart, E. Fisher, Vic.

#### Pittsburgh

1. Unchained Melody, L. Baxter, Cap.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Blossom Fell, Nat (King) Cole, Cap.
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Rock Around the Clock, B. Haley, Dec.
6. Dance With Me Henry, G. Gibbs, Mer.
7. Don't Be Angry, Crew Cuts, Mer.
8. Something's Gotta Give McGuire Sisters, Cor.
9. Plantation Boogie, L. Dec, Dec.
10. Whatever Lola Wants, S. Vaughan, Mer.

#### St. Louis

1. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
2. Breeze and I, C. Valente, Dec.
3. Blossom Fell, Nat (King) Cole, Cap.
4. Honey Babe, A. Mooney, M-G-M
5. Learnin' the Blues, F. Sinatra, Cap.
6. Is This the End of the Line? J. James, M-G-M
7. Hey, Mr. Banjo, Sunnysiders, Kap.
8. Unchained Melody, L. Baxter, Cap.
9. Blue Star, F. Sanders, Col.
10. Ballad of Davy Crockett, B. Hayes, Cdc.

#### San Francisco

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Ballad of Davy Crockett, F. Parker, Col.
3. Unchained Melody, L. Baxter, Cap.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Whatever Lola Wants, S. Vaughan, Mer.
6. Tweedle Dee, G. Gibbs, Mer.
7. Unchained Melody, A. Hibbler, Dec.
8. Ballad of Davy Crockett, B. Hayes, Cdc.
9. Blossom Fell, Nat (King) Cole, Cap.
10. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.

#### Seattle

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, A. Hibbler, Dec.
3. Ballad of Davy Crockett, F. Parker, Col.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Truly, Dinning Sisters, Ess.
6. Rock Around the Clock, B. Haley, Dec.
7. Breeze and I, C. Valente, Dec.



THE MOST  
REMARKABLE RECORD  
OF THE YEAR!

THE HIT BALLAD  
FROM THE U. A. FILM  
"THE KENTUCKIAN"

# far Away Places

# the Kentuckian Song

CORAL 61439 (78 RPM) and 9-61439 (45 RPM)

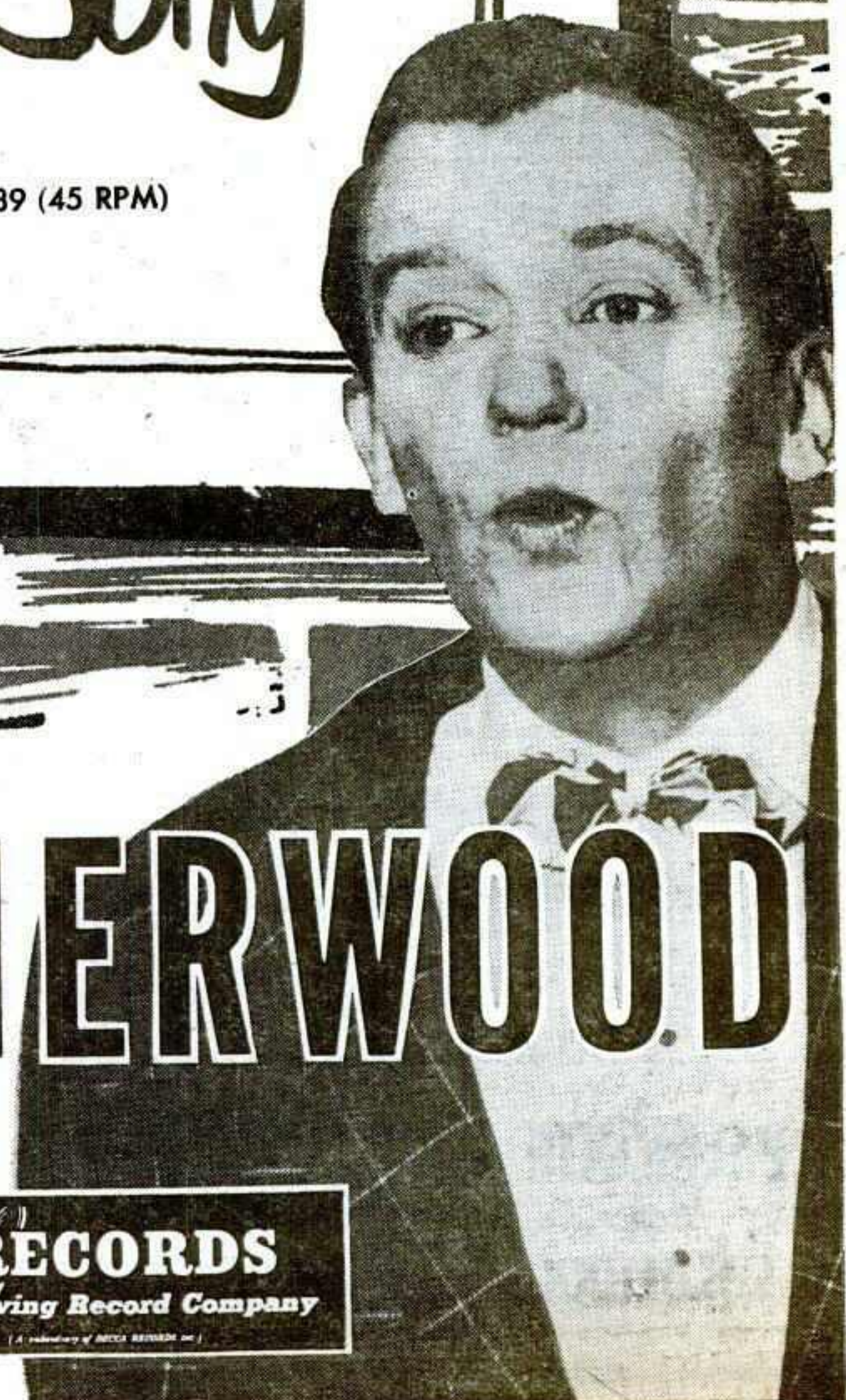
sung by

# BOBBY SHERWOOD

With Sound Effects  
and Orchestra directed by  
DON COSTA



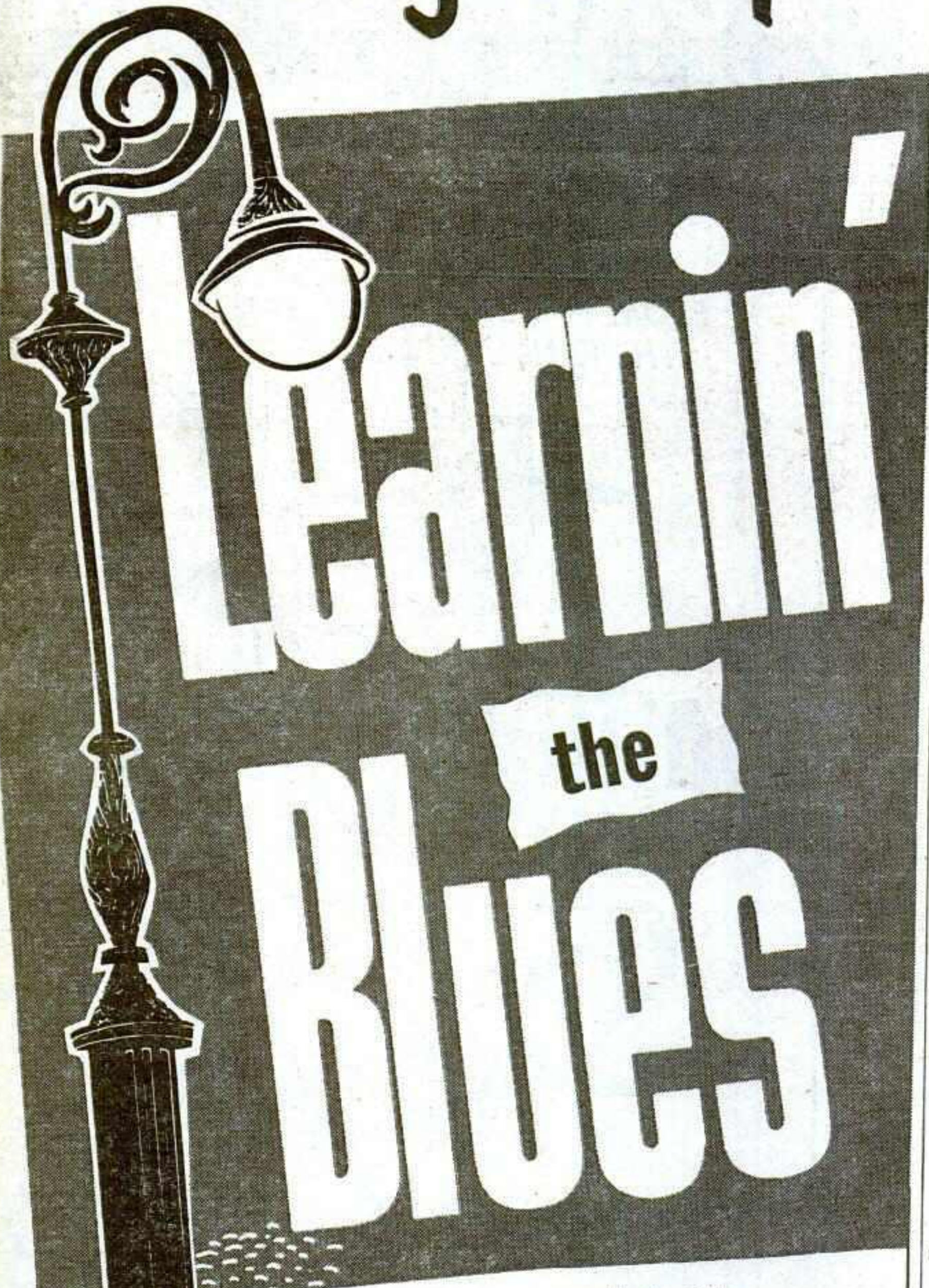
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America's Fastest Growing Record Company  
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Hottest Song in the Nation

# Heading for #1



popularized by . . .

## FRANK SINATRA

Whose CAPITOL recording jumped 5 places in Billboard's National Retail Best Seller Chart—May 21, 1955.



**JOHNNY DESMOND**  
FOR CORAL

**RAY ANTHONY**  
ON CAPITOL



**BELMONTE**  
FOR COLUMBIA

**JOE VALINO**  
FOR GOLD STAR

**CAB CALLOWAY**  
FOR BELL

### The Billboard Music Popularity Charts POPULAR RECORDS

#### Review Spotlight on . . . RECORDS

##### SAMMY DAVIS JR.

**That Old Black Magic** (Famous, ASCAP) — Decca 29541—Sammy Davis Jr. is climbing on the charts right now with "Love Me or Leave Me," and this sock version of another wonderful standard could make him a two-time winner. The warbler wraps up the ballad with immense feeling and exciting showmanship, plus a touch of his amusing mimicking talents at the finish. Flip is "A Man With a Dream". (Chappell, ASCAP).

##### GEORGIA GIBBS

**Sweet and Gentle** (Peer, BMI)—Mercury 70647—The canary has two best-selling platters to her credit at the moment, so her new waxing—a cover of the Alan Dale cha cha-styled "Sweet and Gentle"—should grab off plenty of plays. She sings it with a deft beat and warm sincerity. Flip is "Blackberries" (Gil, BMI).

##### FRANK SINATRA

**Not As a Stranger** (Maraville, ASCAP)  
**How Could You Do a Thing Like That to Me** (United, ASCAP)—Capitol 3130—"Learning the Blues" is currently a hot platter for Sinatra and a hard one to beat. However, he has two good sides here and both selections should get plenty of plays. The big promotional push is behind "Not As a Stranger," a haunting ballad featured in Sinatra's forthcoming non-musical movie of the same title. "How Could You Do a Thing Like That to Me" is a swifty torcher with a catchy beat and a charming vocal performance.

#### Reviews of New Pop Records

##### NAT (KING) COLE

**My One Sin** . . . 88  
CAPITOL 3136—A Billboard "Spotlight" 5-28-'55. (Mellin, BMI)  
**The Blues From "Kiss Me Deadly"** (I'd Rather Have the Blues) . . . 87  
A Billboard "Spotlight" 5-28-'55. (Winneton, BMI)

##### GISELLE MACKENZIE

**Hard to Get** . . . 85  
"X" 137—A Billboard "Spotlight" 5-28-'55. (Witmark, ASCAP)  
**Boston Fancy** . . . 75  
The "Hit Parade" thrush, in her first disking for her new label affiliate, renders a cute, contagious pseudo-folk tune. Should get heavy spinning in Boston. (Sheldon, BMI)

##### FERKO STRING BAND

**Alabama Jubilee** . . . 80  
MEDIA 1010—With all the noise and infectious spirit of a carnival, the band gives an appealing performance of a tune on which there is certain to be considerable competition in the next weeks. This version, at present, stands a good chance of coming out on top. (Remick, ASCAP)  
**Sing a Little Melody** . . . 76  
There is plenty old-fashioned charm in this tune too. Its cheerful message and banjo-flavored arrangement will have solid impact on many customers. (Eastwick, BMI)

##### MARIAN CARUSO

**Blessings** . . . 80  
DECCA 29540—This pretty, down-to-earth song is from the forthcoming musical version of "Seventh Heaven." It's similar in quality to "White Christmas" or "Count Your Blessings." Could develop into a big standard, and this well-sung version could help. (Chappell, ASCAP)  
**A Man Called Peter** . . . 72  
Despite the title, this item is unrelated to the flick of same name. An impressive chirping job. (Jungnickel, ASCAP)

##### THE FOUR COINS

**Story Untold** . . . 80  
EPIC 9107—Another pop version of the rhythm and blues hit. The group turns in a good performance and will share in the loot, altho late timing will play against them to some extent.  
**Magnolia** . . . 72  
This up-tempo ballad has a fresh, crisp sound, with the Coins riding it breezily all the way. The tune and arrangement make pleasant summer programming.

##### KAY STARR

**Good and Lonesome** . . . 79  
VICTOR 6146 — Rhythmic weeper is handed a mighty pretty performance by Miss Starr, with double voice tracking adding to the spirit. Figures to get plenty of spins and sales.  
**Where, What or When** . . . 76  
There's a rhythm and blues flavor to this opus, sold strongly by the canary. Juke boxes can make good use of it.

##### FRED ASTAIRE

**Something's Gotta Give** . . . 78  
VICTOR 6140—This is Astaire's flick version of the big "Daddy Long Legs" plus, which already is showing signs via the McGuire Sisters' disking. Fans of the artist, including many deejays, will see that this gets launched properly. Eminently listenable stuff. (Robbins, ASCAP)  
**Sneefoot** . . . 77  
The master infuses the Johnny Mercer "Daddy Long Legs" material with that sensational personality. A very happy, spinworthy side. (Robbins, ASCAP)

##### JAN PEERCE

**Blue Star (The "Medic" Theme)** . . . 78  
VICTOR 6144—The TV theme music, already riding in the Les Baxter instrumental version and the Felicia

Sanders vocal disking, gets a thrilling legit tenor warble by the Metopera ace. (Victor, ASCAP)

**Your Hands** . . . 73  
Another soaring vocal, this time on a semi-classical type pleader. For the family trade and tenor lovers everywhere. (Raphael, ASCAP)

##### PERCY FAITH ORK

**Not As a Stranger** . . . 78  
COLUMBIA 40512—A sensitive reading of the pretty melody from the title film. It makes for mighty pleasant listening, and there's a smooth warble near the end by thrush Bernadine Read for added aural value. Side could build steadily with exposure. (Maraville, ASCAP)  
**The Fiddling Bullfighter** . . . 72  
Flashy instrumental novelty, a Faith original, is run thru in virtuoso fashion by his ork. Good change-of-pace wax for deejay programming. (Marpet, ASCAP)

##### LES BROWN ORK

**Something's Gotta Give** . . . 77  
CORAL 61425—An eminently danceable instrumental version of a great rhythm tune from the new movie "Daddy Long Legs." Fine juke and jockey wax. (Robbins, ASCAP)  
**Saturday Night Mambo** . . . 76  
Another excellent dance instrumental. The tongue-in-cheek Latin-American ditty is featured in the sleeper hit film "Marty," which could pay off in an unexpected amount of play for this side. (Cromwell, ASCAP)

##### EDDY HOWARD

**The Three of Us** . . . 77  
MERCURY 70639 — Romantic readings of soft, dreamy material like this lovely ballad gave Eddy Howard some of his biggest disk clicks, so this platter may be one to watch. (Gaviota, BMI)  
**The Man From Laramie** . . . 74  
A swifty Western ditty from the Columbia picture of the same name. Pleasant easy-going vocal performance, but flip features the Howard his fans prefer. (ASCAP)

##### ART MOONEY ORK

**Alabama Jubilee** . . . 77  
M-G-M 12000—Revival of the spirited two-beater has a fresh sound in a goofy sort of way, with gimmicks allied to recent "Crazy Otto" entries. Mooney should find sales good here, with this follow-up to his current click. (Remick, ASCAP)  
**Paddin' Madeline Home** . . . 74  
More of the same gang-sing, banjo-backed and happy orking of an oldie. Good nostalgic listening in the vein of Mooney's "Four Leaf Clover." (Shapiro-Bornstein, ASCAP)

##### BILLY ECKSTINE

**Careless Lips** . . . 76  
M-G-M 11998—A fine side. Eckstine does this tango with suavity and style. Mr. B. is in excellent voice here, and merits deejay play. (Leeds, ASCAP)  
**A Man Doesn't Know** . . . 75  
The tune from "Damn Yankees" gets a sensitive, expert reading from Eckstine. Makes a nice coupling with the flip. (Frank, ASCAP)

##### JANE MORGAN

**Give Me Your Word** . . . 76  
KAPP 115—Miss Morgan exudes a warm, individual appeal in this quality tune. Could do well if the jocks latch on. (Shapiro-Bornstein, ASCAP)  
**Flyin' High** . . . 74  
This one's in the ranchero style and Miss Morgan belts it in exciting fashion to bright, rhythmic accompaniment. (Acuff-Rose, BMI)

##### THE THREE HAIRCUTS

**You Are So Rare to Me** . . . 76  
VICTOR 6149—Humorous commentary on the current state of the disk

(Continued on page 35)



# The Billboard Music Popularity Charts POPULAR RECORDS

## • Reviews of New Pop Records

• Continued from page 34

business will be spun gleefully by many deejays to the solid enjoyment of their listeners. Good sales are in prospect, too. The Three Haircuts, of course, are Sid Caesar and side-kicks Carl Reiner and Howie Morris. (Flo, ASCAP)

**Goin' Crazy...74**  
More of the same, this one real wild. (Flo, ASCAP)

**FREDDY MARTIN ORK**  
**Second Hungarian Mambo** .....76  
VICTOR 6134 — Martin is on a soprano sax kick in these sides. This adaptation of the Liszt potboiler is comparable in quality to some of the maestro's big items of several years ago. Should get plenty of spins. (Maestro, BMI)

**Argentine Fire Brigade...74**  
Colorful instrumental opus is excerpted from Harold Spina's "Gaucho Suite." Jocks will find it okay for program fodder. (E. H. Morris, ASCAP)

**STAN FREEBERG-DAWS BUTLER** .....  
**The Lone Psychiatrist** .....75  
CAPITOL 3138 — Take-off on the Lone Ranger has more than a few yocks. The side ought to get many spins and should inject a note of merriment in the disk business for the next month or so. (Maytime, BMI)

**The Honey-Earthers...74**  
Here the object of the parody is the Gleason family hit on his TV show. It, too, is loaded with laughs. (Maytime, BMI)

**EVELYN KNIGHT** .....  
**Hanky Panky** .....75  
HANSEN 101 — Here's the first Evelyn Knight record out in some time. She thrushes with style and appealing pertness on a catchy Bob Merrill march novelty, which should have special appeal to kids.

**Does It Make a Difference?...74**  
The thrush pipes delicately on a lovely Merrill ballad.

**DON, DICK N' JIMMY** .....  
**Make Me a Present of You** .....75  
CROWN 152—The vocal trio belts out a ballad with fair effect. (Terl, ASCAP)

**Three Little Pigs**  
**Went to Market...73**  
The nursery jingle is done with

schmaltz by the vocal trio. (ASCAP)

**KAREN CHANDLER** .....  
**Man in the Raincoat** .....75  
CORAL 61433—Moody and sentimental ballad is beautifully showcased here. Spins are likely to be frequent on this version of the Canadian import. (Canada Ltd., BMI)

**Sentimental Fool...73**  
Another pretty ballad is sung with warm tenderness by Karen Chandler. (Ross Jungnickel, ASCAP)

**TONI ARDEN** .....  
**Beware** .....75  
VICTOR 6142 — Gentle slapping of the ace support by the Hugo Winterhalter ork aids measurably in this fine waxing of the ballad. Miss Arden could win new friends with this one. (Bourne, ASCAP)

**I'll Step Aside...71**  
Toni Arden sings out strongly, conveying the mood of the robust torcher effectively. Could stir replay action. (Laurel, ASCAP)

**CONNIE RUSSELL** .....  
**Farewell, Farewell** .....75  
CAPITOL 3137—R.&B.-oriented ballad is handed a meaningful rendition by the thrush, with a strong assist from the ork. Pleasant listening. It could build well if pushed energetically. (Quintet, BMI)

**The Magnificent Matador...70**  
Showy opus from the title film is well waxed, but sales potential is doubtful. (Miller, ASCAP)

**JAY BRINKLEY** .....  
**Crazy, Crazy Heart** .....74  
DOT 15371—Bright hand-clapper is swung enthusiastically by Brinkley and group. A rousing etching that seems right for many juke boxes. It's in the r.&b. tradition. (Mellin, BMI)

**Forces of Evil...73**  
Another side that swings solidly. The chanter sells strongly. Also good for the boxes, especially where dancing is permitted. (Mellin, BMI)


**JEFF CHANDLER** .....  
**Foxfire** .....74  
DECCA 29532 — That very good movie actor, Jeff Chandler, sings pleasantly, albeit with little "fire," on the haunting theme from his new picture, "Foxfire," with Maureen O'Hara. Chandler also co-wrote the  
(Continued on page 36)

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## The Billboard Music Popularity Charts

### POPULAR RECORDS

#### • Reviews of New Pop Records

• Continued from page 35

song, a trilogy of circumstances that makes the disk a natural for deejay plugs. (Northern, ASCAP)

**Shaner Maidel...72**  
Chandler warbles sincerely on a warm folk ditty with a soothing minor melody. However, flip will probably garner most of the play. (Bradshaw, BMI)

**CAB CALLOWAY**  
**Unchained Melody...74**  
BELL 1096 — The combination of Calloway's name value and two hit tunes make for a big 39-cent buy, suitable for chain and drug counter sales, the regular disk shop patron will continue to ask for the original hit-versions. (Frank, ASCAP)

**Learnin' the Blues...72**  
As above. (Barton, ASCAP)

**JACKIE PARIS**  
**Love Is a King...74**  
CORAL 61426—The backing is rock and roll, the Paris' rendition of this rhythm ballad is pure Paris, exuberant and personal. His big deejay following will spin this. (Ardmore, ASCAP)

**I Need Your Love...71**  
Paris lends his characteristically warm pipes to a typical rock and roll ballad. A relatively unexciting side, however. (Raleigh, BMI)

**LOREN BECKER**  
**Daniel Boone...74**  
WALDORF MUSIC HALL 217—Patterned after "Davy Crockett," this figures to get plenty of air play, even tho as material it is hardly in a class with the former. Becker gets excellent backing from the Enoch Light ork and chorus.

**THE BRIGADIERS**  
**Hey, Mr. Banjo...66**  
A zippy reading of the current hit tune that unfortunately comes a little late for competing with extant versions.

**DICK HYMAN TRIO**  
**When Day Is Done...73**  
M-G-M 12005—The versatile pianist employs the tonky upright in a swingy, relaxed version of the standard. Good juke material. (Harms, ASCAP)

**The Very Thought of You...73**  
Smiliar fare here. This stuff would even sound good on a good piano. Dancy, jukeworthy sides. (Witmark, ASCAP)

**JOHNNY CONQUET ORK**  
**Jumpin' Merengue...73**  
RAINBOW 292—More happy orking here, fine for listening or terping.

**Takin' a Chance on Love...73**  
Cha cha cha arrangement of the "Cabin in the Sky" ballad is paced right for dancers, who will like the happy spirit of the Conquet ork. (Miller, ASCAP)

**THE COMMODORES**  
**Uranium...73**  
DOT 15372—This straight blues has a cute novelty lyric idea. Should cause some action on the boxes, for the lads beat it out in fine voice. (Fairway, BMI)

**Riding on a Train...72**  
The Commodores have a fine arrangement for this item. The vocal group belts it out with style to a good backing. (Gallatin, BMI)

**JIMMY DURANTE**  
**When the Circus Leaves Town...73**  
DECCA 29537 — Schnozzola knocks off the sentimental lyric with style and showmanship. (Durante, ASCAP)

**It's Bigger Than Both of Us...72**  
Here's the tune Durante and Patti did on the former's TV show. Has novelty value for deejays. (Chappell, ASCAP)

**TOMMY MARA**  
**If Only I Listened to You...73**  
M-G-M 12002—Mara croons with a lilting sincerity on a pretty ballad. (Advanced, ASCAP)

**Captured...72**  
An effectively dramatic warbling stint on an attractive ballad. (Tee Pee, ASCAP)

**THE CHAPPAQUA HIGH SCHOOL KIDS**  
**Marty...73**  
COLUMBIA 40513—There's a measure of charm to this untutored gang chant by the high school kids. Ditty is from the award-winning film of the same name. Should get spins. (Cromwell, ASCAP)

**East Side, West Side**  
**(In the Good Old U.S.A.)...71**  
Another fresh-sounding reading, this of a revised edition of the traditional oldie. (Hollis, BMI)

**KYLE KIMBRO**  
**No One Seems to Care...73**  
ARNETT 701—Kimbrow's bari-tenor lifts this lachrymose ballad into contention. There's real excitement in this voice. (Forster, ASCAP)

**Wild Fire...68**  
Kimbrow displays an impressive set of pipes with a sound mid-way between Fisher and Damone. Material is a blownup exotic opus that says little, but the warbler bears watching. (Forster, ASCAP)

**STEVE ALLEN**  
**Old Betsy...73**  
CORAL 61445—Allen hands the ballad about Davy Crockett's trusty rifle a straight performance, finely suited to the kiddie market. (Wonderland, BMI)

**Goo Goo Doll...67**  
Allen has been plugging the noise-maker on his TV shows and here's a record to follow-up what is apparently hoped will develop into a minor craze. It's unlikely.

**THE HI-LO'S**  
**This Is the Night...73**  
STARRITE 1369—Tune is from the flick, "Robber's Roost." It's a tender ballad rendered by one of the better vocal groups extant. Will need plenty of exposure, however. (Bradford, ASCAP)

**Shoeless Joe From Hannibal, Mo...65**  
Material is production stuff from "Damn Yankees," shaping up as less than effective on disks, tho the performance is bright. (Frank, ASCAP)

**BOB CARROLL**  
**Somebody's Thinking of You Tonight...73**  
M-G-M 11999—Carroll warbles a romantic ballad nicely, to a lilting backing by Sid Feller. (Southern, ASCAP)

**(This Night Was Made)**  
**For Lovers Only...72**  
In the same groove, with Carroll supported by a chanting chorus. (SongSmiths, ASCAP)

**BILL CAREY**  
**Heavenly Lover...72**  
CORAL 61429—For his first disk on a new label, the young warbler affects

an exaggerated r.&b. bari that could get some attention. (Oxford, ASCAP)

**My Fate Is in Your Hands...72**  
Carey's virile baritone offers a distinctive sound and he does an expressive job on the fine Fats Waller-Andy Razaf standard. Could get spins. (Joy, ASCAP)

**BURL IVES**  
**Old Betsy...72**  
DECCA 29549 — From the film "Davy Crockett." Side is out of Ives' recent album, and is his usual authentic job. (Wonderland, BMI)

**Be Sure You're Right**  
**(And Then Go Ahead)...70**  
Tune is build around Crockett's motto. Side is not as good as the flip. (Disney, BMI)

**TONY ALAMO**  
**Was That You?...72**  
VICTOR 6151—A pleasing reading of a pretty tune, penned by Sammy Gallop and Sid Caesar and published thru the comic's new firm. The ditty should get some extra TV play, which should help its over-all chances with the public. (Flo, ASCAP)

**RALPH FLANAGAN ORK**  
**Sweetheart of Sigma Chi...72**  
VICTOR 6141 — This standard will always sell, and Flanagan's is an accepted name on the campuses. The dancey interpretation may have too much bounce for the more nostalgic fraters, however. (Melrose, ASCAP)

**On the Beat...68**  
Here's the umpteenth paraphrase of "In the Mood." Danceable, but hackneyed wax. (Harwin, BMI)

**BETTE ANNE STEELE**  
**Give Me a Little Kiss...72**  
CAPITOL 3129—Distinctive thrushing of the evergreen, projected with pleading huskiness and breaking vocal catches. It has a sound. (ABC, ASCAP)

**Barricade...66**  
More of the same, but on lesser material. (Moonlight, BMI)

**LEW DOUGLAS ORK**  
**I'm Getting Sentimental Over You...71**  
DOT 15366—Instrumental, and it's a danceable version of the T. Dorsey theme, with no tricks or frills. (Mills, ASCAP)

**With Love...71**  
Same comment. (Weiss, ASCAP)

**BOB MANNING**  
**What a Wonderful Way to Die...71**  
CAPITOL 3139—Cute romantic novelty should get deejay exposure in this warmly sung waxing. (Merrill, ASCAP)

**This Is All Very New to Me...70**  
Manning chants the ballad effectively with good phrasing. Side figures to pull twirls. (Chappell, ASCAP)

**ROSALIND FAIGE**  
**Stay on the Right Side, Sister...71**  
M-G-M 12001—A showmanly vocal job on the rhythm oldie, currently being revived in Doris Day's new Ruth Etting film bio "Love Me or Leave Me." (Robbins, ASCAP)

**Yes, Mam, Mama...70**  
The canary pipes out a bouncy r.&b. styled ditty with brassy vocal vitality and a good beat. (Milene, ASCAP)

**THE COQUETTES**  
**Crew Cut and Baby Blue Eyes...71**  
VICTOR 6143—Romantic novelty is sung charmingly by the gals. This could do some business in the pop, as well as the country market. Juke boxes should find it a useful coin grabber. (Tannen, BMI)

**The Naughty Waltz...69**  
Three-quarter beat litter is sung expressively. (Forster, ASCAP)

**LESLIE SISTERS**  
**My Honey...71**  
SCOPE 1001—Lively version by the Sisters, backed by an engaging honky tonk style piano. (BC, BMI)

**Run Tell...69**  
Routine reading of this happy romantic ditty. (BC, BMI)

**MIKE MEDICIN QUINTET**  
**The Hot Barcarolle...70**  
VICTOR 6150 — A catchy rhythm novelty with an unusual lyric gimmick—"rock and roll" to hot Barcarolle—which could capture the musical imagination of the teen-age set. (Planetary, BMI)

**Fe-Fi-Fo-Fum...69**  
A bouncy novelty with amusing lyrics, based on a romantic switch on the old Jack and the Beanstalk legend "Fe-Fi-Fo-Fum I Love My Sugarplum, etc." (Rhyne & Rhythm, ASCAP)

**GEORGE LIBERACE ORK**  
**Pizzicato Waltz...70**  
COLUMBIA 40509 — The fiddles pluck away at the rhythm and a harpsichord and others in the large ork project the tuneful item pleasantly. Moderate spins likely. (Sikorski, BMI)

**Skiddles...68**  
Cute instrumental is played in refreshing style by the ork. Novelty instrumentation rests easy on the ears. (Roxbury, ASCAP)



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The Billboard Music Popularity Charts **COUNTRY & WESTERN RECORDS**

• **This Week's Best Buys**

**THAT'S WHAT MAKES THE JUKE BOX PLAY** (Acuff-Rose, BMI)  
—Jimmy Work—Dot 1245

After a quiet start, this record is now beginning to pick up a good head of steam, and seems definitely on its way toward the charts. This week it is already on the Charlotte, Nashville and Houston territorial charts, and is also reported to be selling well in Richmond, Atlanta, Durham and St. Louis. Flip is "Don't Give Me a Reason to Wonder Why" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

**I DON'T CARE** (Cedarwood, BMI)  
**YOUR GOOD FOR NOTHING HEART** (Forrest, BMI)—Webb Pierce  
—Decca 29480

From every territory where hillbilly records are sold, whether north or south, the reports are the same. Pierce is taking off at great speed. Fans have been waiting for this one, and now they are snapping them up like hot cakes. It is still too early to detect any trend toward side; both have enthusiastic territorial support. A previous Billboard "Spotlight" pick.

• **Review Spotlight on . . .**

**RECORDS**

**HANK SNOW**

**I'm Glad I Got to See You Once Again** (Valley, BMI)  
**Cryin', Prayin', Waitin', Hopin'** (Cedarwood, BMI)—RCA Victor 6154—Snow has set a pattern of two-sided hits, and his currently riding coupling has held up well in the top brackets. "I'm Glad" is a beautifully sung, plaintive effort, while the flip has a contagious bounce and some sparkling instrumental backing led by Snow's own guitar.

**TALENT**

**THE ANDREWS BROTHERS**

**Hot to Trot** (Acuff-Rose, BMI)  
**Why Don't You Think It Over** (Acuff-Rose, BMI)—M-G-M 12007—This brother duo, making its debut on the label, turns out to be one of the most listenable harmony acts in a long spell. The harmony is polished and they perform with a refreshing, virile spirit. The material here can give them a strong boost and vice versa.

• **Reviews of New C & W Records**

**WEBB PIERCE**  
**I Don't Care** . . . . .90  
DECCA 29480—A Billboard "Spotlight" 5-28-'55. (Cedarwood, BMI)  
**Your Good for Nothing Heart** . . . . .87  
A Billboard "Spotlight" 5-28-'55. (Forest, BMI)

**RED AND BETTY FOLEY**  
**Satisfied Mind** . . . . .86  
DECCA 29526—A Billboard "Spotlight" 5-28-'55. (Peer, BMI)  
**How About Me?** . . . . .78  
Another strong side. Red and Betty tell the sad story of disappointed lovers who are free to make other arrangements. Touching and dramatic. (Red Top, BMI)

**BUDDY THOMPSON**  
**Free of the Blues** . . . . .79  
VICTOR 6147—Thompson sings with appealing simplicity on a Webb Pierce-D. C. Mullins ballad with effective lyrics. (Cedarwood, BMI)  
**Don't Kindle Up the Flame** . . . . .78  
A good-humored, easy-going vocal job on an amusing ditty with sly lyrics—"If you ain't agoin' to warm up the fire, don't kindle up the flame." Should grab off juke coin. (Cedarwood, BMI)

**ANDREWS BROTHERS**  
**Hot to Trot** . . . . .79  
M-G-M 12007 — The brothers are about to set out on a date, and they are building up for a wild time. The material is very attractive, especially in this bouncy, banjo-studded backing. The commercial potential of this side is excellent, given proper exposure. (Acuff-Rose, BMI)  
**Why Don't You Think It Over?** . . . . .77  
The pretty harmony and lilting beat of this ballad are also appealing. The Brothers give good account of themselves on both sides and should do well sales-wise. (Acuff-Rose, BMI)

**SMILEY MAXEDON**  
**You've Lost Too Much** . . . . .78  
COLUMBIA 21395 — An excellent reading of a fine weeper, with a pious lyric message. Smiley tells his "reckless" gal that she's "lost too much" so he can't love her any more. This one should get spins. (Central, BMI)  
**I'll Swear You Don't Love Me** . . . . .75  
A gayly paced novelty with a "Li'l Abner" country flavor and a jaunty vocal job. Lyric has Maxedon accusing his girl of not loving him because she's not jealous. (Peer, BMI)

(Continued on page 38)

• **C & W Territorial Best Sellers**

For survey week ending May 25

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. Live Fast, Love Hard and Die Young F. Young, Cap.
2. I've Been Thinking, E. Arnold, Vic.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Would You Mind? H. Snow, Vic.
5. Yellow Roses, H. Snow, Vic.
6. In the Jailhouse Now, W. Pierce, Dec.
7. Cuzz Yore So Sweet, S. Crum, Cap.

**Charlotte**

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Old Lonesome Times, C. Smith, Col.
4. Breakin' In Another Heart H. Thompson, Cap.
5. Live Fast, Love Hard and Die Young F. Young, Cap.
6. Would You Mind? H. Snow, Vic.
7. Yellow Roses, H. Snow, Vic.
8. In the Jailhouse Now No. 2 J. Rodgers, Vic.
9. We Live In Two Different Worlds Johnnie & Jack, Vic.
10. That's What Makes the Juke Box Play J. Work, Dot

**Cincinnati**

1. Satisfied Mind, P. Wagoner, Vic.
2. Making Believe, K. Wells, Dec.
3. I Don't Need a Doctor, J. Skinner, Dec.
4. In the Jailhouse Now, W. Pierce, Dec.
5. In the Jailhouse Now No. 2 J. Rodgers, Vic.
6. Home Sweet Home, H. Johnson, Cll

**Dallas-Fort Worth**

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Make Believe, R. Foley & K. Wells, Dec.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Making Believe, L. Frizzell, Col.
6. Live Fast, Love Hard and Die Young F. Young, Cap.
7. In Time, E. Arnold, Vic.
8. Silver Bells, C. Atkins & H. Snow, Vic.
9. Rusty Old Halo, Carlises, Mer.
10. Wildwood Flower, H. Thompson, Cap.

**Houston**

1. Satisfied Mind, P. Wagoner, Vic.
2. In the Jailhouse Now, W. Pierce, Dec.
3. In the Jailhouse Now No. 2 J. Rodgers, Vic.
4. Six Feet of Earth, S. Bruns, Sty.
5. Please Don't Let Me Love You H. Williams, M-G-M
6. Ballad of Davy Crockett, T. Ernie, Cap.
7. In Time, E. Arnold, Vic.
8. Forgive Me, Dear, F. Young, Cap.
9. Haunted Hungry Heart S. Whitman, Imp.
10. That's What Makes the Juke Box Play J. Work, Dot

**Memphis**

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young F. Young, Cap.
3. Yellow Roses, H. Snow, Vic.
4. Which One of Us Is to Blame? R. Stewart, Vic.
5. Whose Shoulder Will You Cry On? K. Wells, Dec.

**Nashville**

1. Ballad of Davy Crockett, T. Ernie, Cap.
2. Live Fast, Love Hard and Die Young F. Young, Cap.
3. There She Goes, C. Smith, Col.
4. Whose Shoulder Will You Cry On? K. Wells, Dec.
5. In the Jailhouse Now, W. Pierce, Dec.
6. That's What Makes the Juke Box Play J. Work, Dot
7. Making Believe, K. Wells, Dec.
8. No One Dear, But You Johnnie & Jack, Vic.
9. Making Believe, J. Work, Dot
10. I've Been Thinking, E. Arnold, Vic.

**New Orleans**

1. Ballad of Davy Crockett, T. Ernie, Cap.
2. Making Believe, K. Wells, Dec.
3. Yellow Roses, H. Snow, Vic.
4. In the Jailhouse Now No. 2 J. Rodgers, Vic.
5. There She Goes, C. Smith, Col.
6. In the Jailhouse Now, W. Pierce, Dec.
7. Make Believe K. Wells & R. Foley, Dec.
8. No One Dear, But You B. Deckleman, M-G-M
9. Wildwood Flower, H. Thompson, Cap.
10. Satisfied Mind, P. Wagoner, Vic.

**Richmond, Va.**

1. In the Jailhouse Now, W. Pierce, Dec.
2. Ballad of Davy Crockett M. Wiseman, Dot
3. In Time, E. Arnold, Vic.
4. Making Believe, K. Wells, Dec.
5. Live Fast, Love Hard and Die Young F. Young, Cap.
6. Would You Mind? H. Snow, Vic.
7. I'll Baby Sit With You F. Huskey, Cap.
8. Plantation Boogie, R. Foley, Dec.
9. Home Sweet Home, H. Johnson, Cll

**St. Louis**

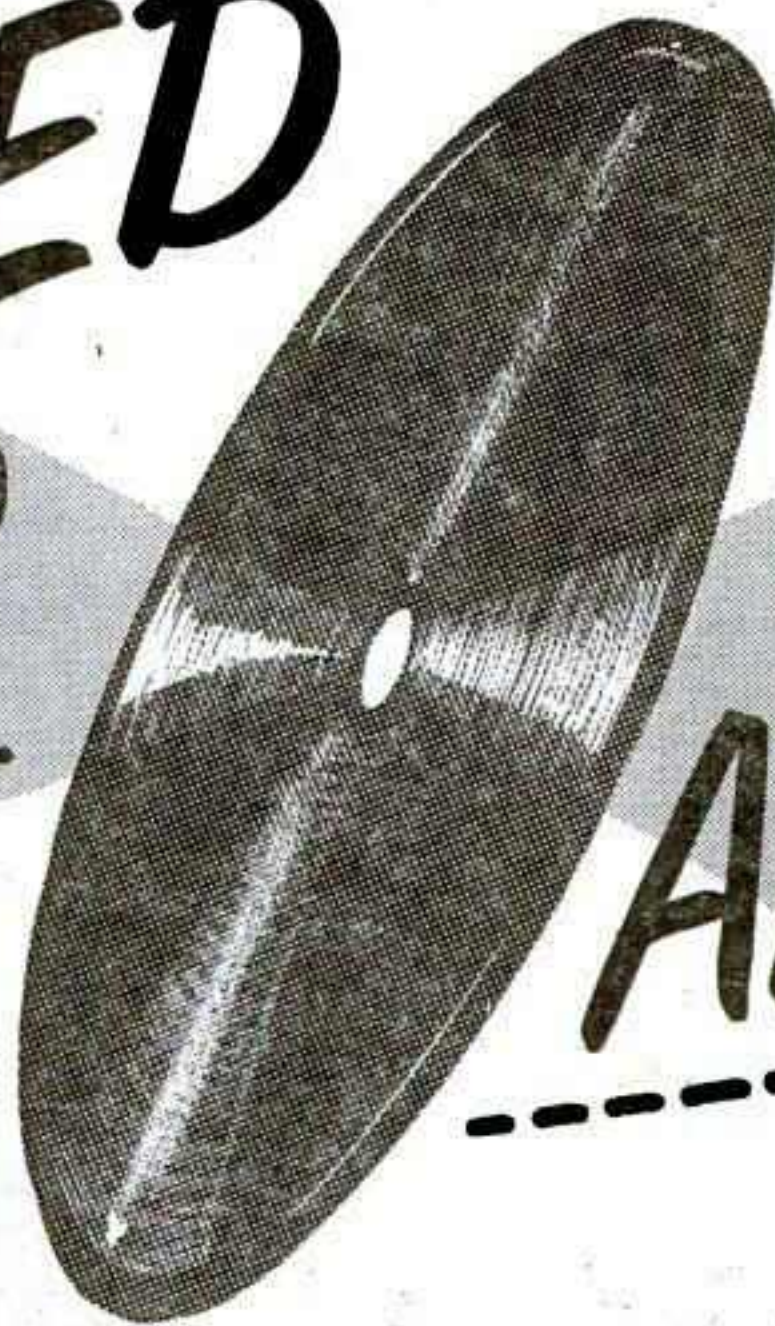
1. It Tickle, J. Collins, Cap.
2. Live Fast, Love Hard and Die Young F. Young, Cap.
3. Yellow Roses, H. Snow, Vic.
4. Making Believe, K. Wells, Dec.
5. If Lovin' You Is Wrong H. Thompson, Cap.

ONE OF THE GREATEST C & W RECORDS EVER PRODUCED BY



SATISFIED  
MIND

HOW  
ABOUT ME



DECCA  
29526 78 rpm  
9-29526 45 rpm



with

Red Foley and his daughter Betty



America's Fastest-Selling Records





# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • Reviews of New C & W Records

• Continued from page 37

**BOBBY LORD**  
Sittin' Home Prayin' for Rain .....78  
COLUMBIA 21397 — An unusually cute and different novelty idea warbled with engaging gusto by Lord. Could happen. (Showcase, BMI)  
Something's Missing.....74  
Lord flashes great talent in this high-pitched plaint. A fine weeper performance, lending weight to the material. (Showcase, BMI)

**BUDDY DURHAM AND HIS FIDDLE**  
Sally Goodin, Sally Johnson, Leather Britches.....77  
EMPEROR 55—Country deejays will find this an attractive square dance disk. Side contains three fiddle readings—all in lively manner and with authentic sound. (BMI)  
Arkansas Trav'ler, Durham's Hornpipe, Buddy's Cacklin' Hen.....77  
Three more performances by Durham, in the same authentic groove. Fine for dancers. (BMI)

**RITA ROBBINS**  
My Foolish Tears.....76  
VICTOR 6083 — Effective double-track vocalizing by the canary on a moving weeper. Jockeys should spin. (Tree, BMI)  
How Long Do You Cry?.....76  
Clear-voiced, sincere thrashing on a poignant weeper, with nice lyrics. (Tannen, BMI)

**GEORGE AND EARLE**  
Goin' Steady With the Blues.....76  
MERCURY 70632—This is a novelty with a different sound, and a rhythm and blues inspired beat that is quite infectious. The vocal team is comparatively new, but with more per-

formances like this, they should come up fast. (Acuff-Rose, BMI)  
Sweet Little Miss Blue Eyes....74  
A pretty country love song that will probably be heard soon in several other versions. The early appearance of this one will guarantee it healthy play and sales. (Cedarwood, BMI)

**BENNY MARTIN**  
That's What I'll Do to You.....75  
MERCURY 70631 — With each release, Martin is making more of an impression, and in this up-tempo tune, he turns in his best reading to date. Both as singer and guitar player, he shines on this one. (Cedarwood, BMI)  
Give Me One More Chance.....73  
A plaintive ballad that seems to come from the heart. Martin's warmth and style ought to stimulate a lot of jockey play. (Cedarwood, BMI)

**EDDIE HILL**  
Smack Dab in the Middle.....74  
VICTOR 6136—Country treatment of the r.&b. opus that's also doing mighty well pop-wise via the Mills Brothers etching, has the beat and flavor that ought to insure good juke box reaction. (Roosevelt)  
'Cause I Have You.....74  
Happy hand-clapper bounces along merrily. It's projected with pleasant assurance by Hill and associates. Also good for the coin boxes. (Showcase, BMI)

**ARTHUR SMITH AND DON RENO**  
'Bye Bye Black Smoke Choo Choo....74  
M-G-M 12006 — Folk-flavored ditty tells of the passing of the old-style locomotive, giving way to diesel engines. It's in the tradition of American railroad songs. Vocal is backed by lively instrumentation. (Lynn, BMI)  
Feudin' Banjos.....73  
Instrumental featuring slick guitar performances, with Arthur Smith on tenor banjo and Don Reno on five-string banjo. Good novelty for deejays. (Lynn, BMI)

**JIM AND JESSE**  
Too Many Tears.....74  
CAPITOL 3141—To a wild banjo backing, the duo tells of an unhappy love affair that seems to have reached the desperate stage. An impressive vocal and instrumental performance that ought to add to Jim and Jesse's fans. (Central Songs, BMI)  
A Memory of You.....71  
This is a tearful recollection of a lost love, and gets a sympathetic reading from the twosome. The backing again has a solid, vigorous beat. (Central Songs, BMI)

**FRED BAKER**  
I Fish With a Wish.....74  
CAPITOL 3132—A cute piece of material is sung in warm, down-to-the-sod style by Baker. Could kick up some fuss if it gets the push. (Acuff-Rose, BMI)  
I'm Not Giving Up That Easy....68  
It's a toe-tappy ditty from the pen of the late Fred Rose, warbled engagingly by Baker. (Milene, ASCAP)

**JIMMY MARTIN AND THE OSBORNE BROTHERS**  
They Didn't Know the Difference (But I Did).....73  
VICTOR 6111—A showmanly reading of a folksy novelty about a fall guy, who always gets blamed for his brother's pranks. (Golden West, BMI)  
That's How I Can Count on You.....72  
A spirited group vocal arrangement of a tune-tribute to loyalty, with happy-sounding backing. (Tannen, BMI)

**LEON McAULIFFE**  
Hard-Hearted Gal.....73  
COLUMBIA 21398—McAuliffe complains about the treatment he's getting from his gal, while the band backing him swings along at a brisk dancing pace. An attractive side, particularly for juke boxes. (Cimmaron, BMI)  
Dial L-o-v-e for Me....70  
With not much more than routine material, the singer and band work up another lively dance side here. Guitar and fiddles again are outstanding. (Brazos Valley, BMI)

**BENNIE HESS**  
Honky Tonk Town.....72  
JET 1914—A folk blues, in style reminiscent of Jimmie Rodgers. Disk is marked by surface noise; but is an interesting item.  
Travelin' Blues.....72  
More of the same, with the same marked Rodgers style, including the yodel. Tune on this side is Rodgers' composition.

**THE WILSONS (COLLEEN & DONNA)**  
I'll Never Tell.....72  
DECCA 29519—Melodic item. The sisters warble that it's too late to make amends, and they harmonize nicely. (Tannen, BMI)  
Let Me Be Your Honey, Honey....72  
The pretty tune gives the girls a pop-style side here. (Renaick, ASCAP)

**MERRILL MOORE**  
Yes, Indeed.....72  
CAPITOL 3140—Moore does a good job adapting the Sy Oliver standard here. Both with his pipes and at the keyboard, he swings it all the way. His fans will like this. (Embassy, BMI)  
One Way Door....71  
A bluesy note creeps into Moore's piano-playing in this selection, and a touch of sadness into his voice as he tells of his marital woes. Interesting material that deejays will find different. (Opal, BMI)

## FOLK TALENT AND TUNES

• Continued from page 20

"Bye, Bye, Black Smoke Choo Choo" and "Feudin' Banjos" are paired on Arthur Smith's latest M-G-M disk. . . Randy King and His Texans, along with Ken Kirby and His Coon Hollow Boys, provided a two-hour show at the May 23 annual meeting of the Eastern Connecticut Folk Music Association held in Cohanzie Community Center, Waterford, Conn. . . Bill Bezanson is conducting square dances Saturday nights in East Haddam, Conn. . . Fiddler Pete McPhee and wife are the parents of a daughter, Maria Angela, born May 16 in Lawrence Memorial Hospital, New London, Conn. McPhee is featured with the Coon Hollow Boys.

"God Understands Just How You Feel," by gospel songwriter Neil Eskelin, has been published by Hill & Range. Recordings are being set. . . Roy Acuff and the Smokey Mountain Boys, Kitty Wells and a group of "Opry" folks played the El Paso, Tex., Coliseum recently, drawing a 2,600 gate. . . Rocky Ranch has added the following to his band: Smokey Coats, fiddle and sax; Bobbie Frazier, piano; Larry Eudy, fiddle; Dick Stubbs, steel guitar; Red Rimbart, drums, and Jimmy Simmons, bass fiddle.

"Ozark Jubilee" folk and the KWTO station staff, Springfield, Mo., are going all out these days in plugging a new ditty, "A Satisfied Mind," written by Red Hayes and published by Starrite. The piece has been cut by Red and Betty Foley on Decca, Jean Shepard on Capitol, and Porter Wagoner on Victor. Wagoner had the first release, and those who have heard the song say it fits him like a glove and could be the one to make him happen. To tie the number in further with "Ozark Jubilee" and KWTO, the flip on the Porter waxing is "Itchin' For My Baby," written by Wagoner and George Earle, continuity director of KWTO. One the reverse of Red and Betty Foley's disk is "How About Me?," written by Pete Stamper, comic on "Jubilee," and Selby Coffeen, KWTO's music librarian. "How About Me?" is the first publishing effort of Redtop Publishing Company, Springfield, recently formed by Foley and his manager, Dub Albritten.

### With the Jockeys

Hank Thompson and His Brazos Valley Boys rang down the curtain for the season at the Armory, Akron, May 25. Spot reports a successful season with the country & western talent. . . Station WHKK, Akron, will continue to shoot its live c.&w. talent on park, fair, homecoming and celebration dates in the territory thruout the warm months.

"Big D Jamboree," Dallas, is placing one of its acts each Sunday with a new afternoon outdoor show in Waco, Tex. "Big D" is also booking acts on "Country Road Show" in Fort Worth each Saturday, bicycling the talent on the 35-mile hop from Dallas to Fort Worth. . . "Radio Ranch Barn Dance," new jamboree-type show heard each Saturday night over WHJB, Greensburg, Pa., 10-11 o'clock, headlines Hank Karroll, with Hank King, Hank Gibson, Skeets Martin, Cowboy Howard Vokes, the Karroll Sisters, Soup Campbell, the Karroll Brothers, the Cathy Sisters, Lonesome Joe, and Fiddlin' Wayne Lloyd in support. . . Cross-Country Records, Garfield, N. J., is mailing out cat-cry noisemakers as a promotional gimmick on the new Lee Moore disk, "The Cat Came Back." Reverse has "Stop Crackin' Peanuts." . . Roy Drusky (Starday) is currently holding forth at Roy Hale's new Circle H Ranch, Atlanta. Meanwhile, he still holds down his

(Continued on page 42)

## • Best Sellers in Stores

For survey week ending May 25

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 thruout 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                                                  | Weeks on Chart | Last Week | Chart |
|------------------------------------------------------------|----------------|-----------|-------|
| 1. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....               | 1              | 18        |       |
| I'm Gonna Fall Out of Love With You (BMI)—Dec 29391        |                |           |       |
| 2. MAKING BELIEVE (BMI)—K. Wells.....                      | 2              | 13        |       |
| WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419            |                |           |       |
| 3. YELLOW ROSES (BMI)—H. Snow.....                         | 3              | 9         |       |
| WOULD YOU MIND? (ASCAP)—Vic 6057                           |                |           |       |
| 4. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie.....      | 4              | 11        |       |
| Farewell (BMI)—Cap 3058                                    |                |           |       |
| 5. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young..... | 5              | 10        |       |
| Forgive Me, Dear (BMI)—Cap 3056                            |                |           |       |
| 6. I'VE BEEN THINKING (BMI)—E. Arnold.....                 | 6              | 18        |       |
| Don't Forget (BMI)—V 20-6000                               |                |           |       |
| 7. IN TIME (BMI)—E. Arnold.....                            | 8              | 7         |       |
| TWO KINDS OF LOVE (ASCAP)—Vic 20-6069                      |                |           |       |
| 8. THERE SHE GOES (BMI)—C. Smith.....                      | 9              | 4         |       |
| OLD LONESOME TIMES (BMI)—Col 21382                         |                |           |       |
| 9. IN THE JAILHOUSE NOW, #2 (BMI)—J. Rodgers..             | 12             | 2         |       |
| Peach Pickin' Time Down in Georgia (BMI)—Vic 20-6092       |                |           |       |
| 10. LOOSE TALK (BMI)—C. Smith.....                         | 9              | 31        |       |
| More Than Anything Else (BMI)—Col 21317                    |                |           |       |
| 11. MAKE BELIEVE (BMI)—R. Foley & K. Wells.....            | 7              | 14        |       |
| As Long As I Live (BMI)—Dec 29390                          |                |           |       |
| 12. IT TICKLES (BMI)—T. Collins.....                       | 13             | 6         |       |
| Let Down (BMI)—Cap 3082                                    |                |           |       |
| 13. WILDWOOD FLOWER (ASCAP)—H. Thompson... —               | 1              |           |       |
| BREAKIN' IN ANOTHER HEART (ASCAP)—Cap 3106                 |                |           |       |
| 14. SATISFIED MIND (BMI)—P. Wagoner.....                   | 15             | 2         |       |
| Itchin' for My Baby—Vic 20-6105                            |                |           |       |
| 15. ARE YOU MINE? (BMI)—G. Wright & T. Tall.....           | 11             | 18        |       |
| I've Got Somebody New (BMI)—Fabor 117                      |                |           |       |

## • Most Played in Juke Boxes

For survey week ending May 25

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout 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                                                  | Weeks on Chart | Last Week | Chart |
|------------------------------------------------------------|----------------|-----------|-------|
| 1. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....               | 1              | 17        |       |
| I'm Gonna Fall Out of Love With You (BMI)—Dec 29391        |                |           |       |
| 2. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young..... | 2              | 9         |       |
| FORGIVE ME DEAR (BMI)—Cap 3056                             |                |           |       |
| 3. YELLOW ROSES (BMI)—H. Snow.....                         | 4              | 4         |       |
| WOULD YOU MIND? (BMI)—Vic 20-6057                          |                |           |       |
| 4. MAKING BELIEVE (BMI)—K. Wells.....                      | 3              | 10        |       |
| WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419            |                |           |       |
| 5. I'VE BEEN THINKING (BMI)—E. Arnold.....                 | 5              | 15        |       |
| Don't Forget (BMI)—V 20-6000                               |                |           |       |
| 6. MAKING BELIEVE (BMI)—J. Work.....                       | —              | 13        |       |
| Just Like Downtown (BMI)—Dot 1221                          |                |           |       |
| 7. DAYDREAMING (BMI)—J. Newman.....                        | —              | 1         |       |
| Crying for a Past Time (BMI)—Dot 1327                      |                |           |       |
| 8. ARE YOU MINE? (BMI)—M. Lorrice & B. DeVal....           | —              | 9         |       |
| You Bet I Kissed Him (BMI)—Abbott 172                      |                |           |       |
| 9. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie.....      | 6              | 7         |       |
| Farewell (BMI)—Cap 3058                                    |                |           |       |
| 10. ARE YOU MINE? (BMI)—C. Wright & T. Tall.....           | 10             | 16        |       |
| I've Got Somebody New (BMI)—Fabor 117                      |                |           |       |

## • Most Played by Jockeys

For survey week ending May 25

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

| This Week                                            | Weeks on Chart | Last Week | Chart |
|------------------------------------------------------|----------------|-----------|-------|
| 1. IN THE JAILHOUSE NOW—W. Pierce.....               | 1              | 18        |       |
| Dec 29391—BMI                                        |                |           |       |
| 2. LIVE FAST, LOVE HARD, AND DIE YOUNG—F. Young..... | 2              | 10        |       |
| Cap 3056—BMI                                         |                |           |       |
| 3. YELLOW ROSES—H. Snow.....                         | 7              | 6         |       |
| Vic 20-6057—BMI                                      |                |           |       |
| 4. MAKING BELIEVE—K. Wells.....                      | 3              | 13        |       |
| Dec 29419—BMI                                        |                |           |       |
| 5. WOULD YOU MIND?—H. Snow.....                      | 4              | 8         |       |
| Vic 20-6057—ASCAP                                    |                |           |       |
| 6. CUZZ YORE SO SWEET—S. Crum.....                   | 5              | 7         |       |
| Cap 3063—BMI                                         |                |           |       |
| 7. I'VE BEEN THINKING—E. Arnold.....                 | 8              | 19        |       |
| V 20-6000—BMI                                        |                |           |       |
| 8. THERE SHE GOES—C. Smith.....                      | —              | 1         |       |
| Col 21382—BMI                                        |                |           |       |
| 9. IN TIME—E. Arnold.....                            | —              | 1         |       |
| Vic 20-6069—BMI                                      |                |           |       |
| 10. IT TICKLES—T. Collins.....                       | —              | 1         |       |
| Cap 3082—BMI                                         |                |           |       |
| 11. BALLAD OF DAVY CROCKETT—Tennessee Ernie..        | 9              | 7         |       |
| Cap 3058—BMI                                         |                |           |       |
| 12. WHOSE SHOULDER WILL YOU CRY ON?—K. Wells.....    | 13             | 9         |       |
| Dec 29419—BMI                                        |                |           |       |
| 13. IN THE JAILHOUSE #2—J. Rodgers.....              | 12             | 3         |       |
| Vic 20-6092—BMI                                      |                |           |       |
| 14. ARE YOU MINE?—G. Wright & T. Tall.....           | 6              | 21        |       |
| Fabor 117—BMI                                        |                |           |       |
| 15. NO ONE DEAR BUT YOU—Johnnie & Jack.....          | —              | 1         |       |
| Vic 20-6094—BMI                                      |                |           |       |

Bursting Into Bloom!  
Skeets Yaney's  
"THE FLOWER OF MY HEART"  
Acuff-Rose Publications

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"The finest sound on record"

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Write for full particulars  
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# WEBB

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THAT TOPS EVEN  
THE BEST OF THE  
C & W HITS MADE BY  
THIS GREAT RECORDING  
STAR . . .

## Now I Don't Care

## Your Good for Nothing Heart

29480 • 9-29480



*America's Fastest Selling Records*





**No. 1 IN MOST CITIES**

• **"DON'T BE ANGRY"**

Nappy Brown—Savoy 1155

**No. 1 IN PHILADELPHIA**

• **"EVERYBODY NEEDS SOMEBODY"**

Jimmy Scott—Savoy 1154

**AWARD OF THE WEEK IN CASHBOX AND BILLBOARD**

• **"YOU'RE THE ANSWER TO MY PRAYER"**

b/w "PROMISE MR. THOMAS"

**VARETTA DILLARD**—Savoy 1160  
Latch on to the Original from Savoy! It will be Covered!

**SAVOY** RECORD CO  
58 MARKET ST.  
NEWARK, N. J.

Cooking Up a Storm!

**"GOT THE WATER BOILING"**

THE REGALS

Atlantic 1062

**Atlantic** RECORDING CORP.  
224 WEST 54th STREET NEW YORK 19, N. Y.

A BEST BUY!

**FATS DOMINO**  
**"AIN'T IT A SHAME!"**

#5348

**Imperial Records**

6425 Hollywood Blvd. Hollywood 28, Calif.

**The Billboard Music Popularity Charts**

**• Reviews of New R & B Records**

**LITTLE WALTER**  
Roller Coaster .....85  
CHECKER 817—A Billboard "Spotlight" 5-28-'55. (A&R, BMI)

**I Got to Go** .....85  
A Billboard "Spotlight" 5-28-'55. (A&R, BMI)

**B. B. (BLUES BOY) KING ORK**  
Shut Your Mouth .....82  
RPM 430—A Billboard "Spotlight" 5-28-'55. (Modern, BMI)

**I'm In Love** .....82  
A Billboard "Spotlight" 5-28-'55. (Modern, BMI)

**SHIRLEY AND LEE**  
Feel So Good .....80  
ALADDIN 3289—Shirley and Lee sing an amusing little song in their wonderfully unique vocal style. Lyrics follow a "feel so good to be home again" pattern. This one should grab off plenty of spins. (Aladdin, BMI)

**You'd Be Thinking of Me** .....79  
The cozy couple sings a special kind of love ditty, wherein they rejoice because even when they're in somebody else's arms they know they're thinking of each other—a whacky kind of philosophy that sounds just the right note for the twosome. Good juke and jockey wax. (Aladdin, BMI)

**ARTHUR LEE MAYE**  
Love Me Always .....78  
RPM 429—The successful sales history of Maye's last disk may very well be repeated, for this ballad is also presented with a force that is difficult to resist. Must be seriously considered. (Modern, BMI)

**Loop, De Loop, De Loop** .....76  
The insistent beat of this material, underlying Maye's powerful handling of the lyric, easily gets in the blood. A side that is likely to be heard over and over in the juke boxes. (Modern, BMI)

**THE FOUR FELLOWS**  
Soldier Boy .....77  
GLORY 234—The Fellows have a strong entry in their material, a tune in the vein of "Earth Angel" and a powerful lyric. The lead is very competent and serves up a tasty disk here for which there could be more than usual demand. (Bryden, BMI)

**MARVIN AND JOHNNY**  
Butter Ball .....75  
MODERN 959—The duo has a leisurely paced ballad here that brings out their better qualities. Their hand-in-glove harmony makes a good impression, but they will need stronger

material for another big record. (Modern, BMI)

**Sugar Mama** .....74  
This side recalls material in which Marvin and Johnny did have a hit, and tho this is handled very well, it is not different enough to break thru. The duo's fans will probably be attracted nonetheless. (Modern, BMI)

**THE FIVE KEYS**

**My Love** .....74  
ALADDIN 3263—The boys sing with feeling and sincerity on a slow-paced ballad, waxed by the group before they moved over to Capitol. Platter should cash in on the Keys' current popularity. (Aladdin, BMI)

**Why, Oh Why?** .....74  
Same comment. (Aladdin, BMI)

**THE CUES**

**Only You** .....74  
JUBILEE 5201—Here's a sentimental ballad done tastefully by the Cues. The lads sing it with feeling and have a nice arrangement. (Lowell, BMI)

**I Fell for Your Loving** .....73  
The group knocks this off in relaxed, swingy style. Good item for the boxes. (Lowell, BMI)

**ROBERT JR. AND HIS COMBO**

**Aw, Aw** .....74  
J. O. B. 1170—He shouts a boogie blues here, and it has plenty of sound and authenticity. Good guitar and piano in the backing. (Lawn, BMI)

**Sweet Woman From Maine** .....70  
His sweet woman left him. The chanter tells this sad story in some detail, and with a Southern-styled blues backing. Sound is okay. (Lawn, BMI)

**THE CADETS**

**Fine Lookin' Baby** .....74  
MODERN 960—The group sings the praises of what must be a pretty fine looking chick, and are inspired to an excited, tastefully styled performance. They are paced all the way with a good, solid beat. (Modern, BMI)

**Rollin' Stone** .....69  
The Cadets do a commendable job on this side, too, but come a little late to cut in some of the sales of earlier versions of this hit tune available in both r.&b. and pop categories. (Excellorec, BMI)

**MARIE CORLEY**

**Memories of You** .....72  
JET 1915—The sweet, romantic

(Continued on page 41)

**RHYTHM & BLUES RECORDS**

**• Best Sellers in Stores**

For survey week ending May 25

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 thruout 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                                   | Weeks on Chart | Last Week |
|---------------------------------------------|----------------|-----------|
| 1. UNCHAINED MELODY (ASCAP)—R. Hamilton.... | 1              | 6         |
| From Here to Eternity (ASCAP)—Epic 9102     |                |           |
| 2. BO DIDDLEY (BMI)—B. Diddley.....         | 3              | 4         |
| I'M A MAN (BMI)—Checker 814                 |                |           |
| 3. AIN'T IT A SHAME (BMI)—F. Domino.....    | 10             | 4         |
| La La (BMI)—Imperial 5348                   |                |           |
| 4. UNCHAINED MELODY (ASCAP)—A. Hibbler..... | 2              | 7         |
| Daybreak (ASCAP)—Dec 29441                  |                |           |
| 5. DON'T BE ANGRY (BMI)—N. Brown.....       | 4              | 8         |
| It's Really You (BMI)—Savoy 1155            |                |           |
| 6. MY BABE (BMI)—Little Walter.....         | 6              | 13        |
| Thunder Bird (BMI)—Checker 811              |                |           |
| 7. BOP TING A LING (BMI)—L. Baker.....      | 7              | 4         |
| THAT'S ALL I NEED (BMI)—Atlantic 1057       |                |           |
| 8. WHAT'CHA GONNA DO? (BMI)—Drifters.....   | 5              | 10        |
| Gone (BMI)—Atlantic 1055                    |                |           |
| 9. WALLFLOWER (BMI)—E. James.....           | 8              | 16        |
| Hold Me, Squeeze Me (BMI)—Modern 947        |                |           |
| 10. FLIP FLOP AND FLY (BMI)—J. Turner.....  | 9              | 11        |
| Ti-Ri-Lee (BMI)—Atlantic 1053               |                |           |
| 11. STORY UNTOLD (BMI)—Nutmegs.....         | —              | 1         |
| Make Me Lose My Mind (BMI)—Herald 452       |                |           |
| 12. DOOR IS STILL OPEN (BMI)—Cardinals..... | 13             | 7         |
| Misirlou (BMI)—Atlantic 1054                |                |           |
| 13. I'VE GOT A WOMAN (BMI)—R. Charles.....  | 11             | 19        |
| COME BACK (BMI)—Atlantic 1050               |                |           |
| 14. IF IT'S THE LAST THING I DO (ASCAP)—    |                |           |
| D. Washington.....                          | 14             | 2         |
| I DIDDIE (BMI)—Mercury 70600                |                |           |
| 15. ROLLIN' STONE (BMI)—Marigolds.....      | —              | 1         |
| Why Don't You (BMI)—Excello 2057            |                |           |

**• Most Played in Juke Boxes**

For survey week ending May 25

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout 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                                    | Weeks on Chart | Last Week |
|----------------------------------------------|----------------|-----------|
| 1. MY BABE (BMI)—Little Walter.....          | 1              | 12        |
| Thunder Bird (BMI)—Checker 811               |                |           |
| 2. I'VE GOT A WOMAN (BMI)—R. Charles.....    | 2              | 19        |
| COME BACK (BMI)—Atlantic 1050                |                |           |
| 2. DON'T BE ANGRY (BMI)—N. Brown.....        | 7              | 4         |
| It's Really You (BMI)—Savoy 1155             |                |           |
| 4. BO DIDDLEY (BMI)—B. Diddley.....          | 4              | 5         |
| I'M A MAN (BMI)—Checker 814                  |                |           |
| 5. FLIP FLOP AND FLY (BMI)—J. Turner.....    | 3              | 11        |
| Ti-Ri-Lee (BMI)—Atlantic 1053                |                |           |
| 5. UNCHAINED MELODY (ASCAP)—R. Hamilton....  | 5              | 3         |
| From Here to Eternity (ASCAP)—Epic 9102      |                |           |
| 7. DOOR IS STILL OPEN (BMI)—Cardinals.....   | 8              | 5         |
| Misirlou (BMI)—Atlantic 1054                 |                |           |
| 8. I CAN SEE EVERYBODY'S BABY (BMI)—R. Brown | —              | 1         |
| AS LONG AS I'M MOVING (BMI)—Atlantic 1059    |                |           |
| 9. WHAT'CHA GONNA DO? (BMI)—Drifters.....    | —              | 9         |
| Gone (BMI)—Atlantic 1055                     |                |           |
| 10. PLEDGING MY LOVE (BMI)—J. Ace.....       | 6              | 18        |
| No Money (BMI)—Duke 136                      |                |           |

**• Most Played by Jockeys**

For survey week ending May 25

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

| This Week                             | Weeks on Chart | Last Week |
|---------------------------------------|----------------|-----------|
| 1. MY BABE—Little Walter.....         | 2              | 13        |
| Checker 811—BMI                       |                |           |
| 2. WHAT'CHA GONNA DO?—Drifters.....   | 4              | 10        |
| Atlantic 1055—BMI                     |                |           |
| 3. WALLFLOWER—E. James.....           | 1              | 16        |
| Modern 947—BMI                        |                |           |
| 4. AIN'T IT A SHAME?—F. Domino.....   | 15             | 3         |
| Imperial 5348—BMI                     |                |           |
| 5. UNCHAINED MELODY—R. Hamilton.....  | 6              | 5         |
| Epic 9102—ASCAP                       |                |           |
| 6. CLOSE YOUR EYES—Five Keys.....     | 8              | 14        |
| Cap 3032—BMI                          |                |           |
| 7. FLIP FLOP AND FLY—J. Turner.....   | 3              | 12        |
| Atlantic 1053—BMI                     |                |           |
| 8. UNCHAINED MELODY—A. Hibbler.....   | —              | 1         |
| Dec 29441—ASCAP                       |                |           |
| 9. DOOR IS STILL OPEN—Cardinals.....  | 11             | 8         |
| Atlantic 1054—BMI                     |                |           |
| 9. THAT'S ALL I NEED—L. Baker.....    | —              | 1         |
| Atlantic 1057—BMI                     |                |           |
| 11. YOU DON'T HAVE TO GO—J. Reed..... | —              | 5         |
| Vee Jay 119—BMI                       |                |           |
| 12. I'VE GOT A WOMAN—R. Charles.....  | —              | 17        |
| Atlantic 1050—BMI                     |                |           |
| 13. CHOP CHOP BOOM—Danderliars.....   | —              | 1         |
| States 147—BMI                        |                |           |
| 14. DON'T BE ANGRY—N. Brown.....      | 5              | 6         |
| Savoy 1155—BMI                        |                |           |
| 14. WHO WILL BE NEXT?—H. Wolf.....    | —              | 1         |
| Chess 1593—BMI                        |                |           |

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and  
mambo is everywhere

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# R & B Territorial Best Sellers

For survey week ending May 25

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. Ain't It a Shame, F. Domino, Imp.
2. I'm a Man, B. Diddley, Che.
3. Wallflower, E. James, Mod.
4. What'cha Gonna Do? Drifters, Atl.
5. As Long as I'm Moving, R. Brown, Atl.
6. Rollin' Stone, Marigolds, Exc.
7. Bop Ting a Ling, L. Baker, Atl.
8. That's All I Need, L. Baker, Atl.
9. Switchie, Witchie, Titchie  
Midnighters, Fed.
10. Door Is Still Open, Cardinals, Atl.

## Balti.-Wash.

1. Door Is Still Open, Cardinals, Atl.
2. Unchained Melody, A. Hibbler, Dec.
3. I've Got a Woman, R. Charles, Atl.
4. What'cha Gonna Do? Drifters, Atl.
5. Don't Be Angry, N. Brown, Sav.
6. Unchained Melody, R. Hamilton, Epi.
7. Chop Chop Boom, Danderliers, Sta.
8. Ain't It a Shame, F. Domino, Imp.
9. Bo Diddley, B. Diddley, Che.
10. As Long as I'm Moving, R. Brown, Atl.

## Charlotte

1. Rollin' Stone, Marigolds, Exc.
2. Ain't It a Shame, F. Domino, Imp.
3. Don't Be Angry, N. Brown, Sav.
4. Door Is Still Open, Cardinals, Atl.
5. Wallflower, E. James, Mod.
6. Bop Ting a Ling, L. Baker, Atl.
7. My Babe, L. Walter, Che.
8. Unchained Melody, R. Hamilton, Epi.
9. What'cha Gonna Do? Drifters, Atl.
10. Flip, Flop and Fly, J. Turner, Atl.

## Chicago

1. Bo Diddley, B. Diddley, Che.
2. That's All I Need, L. Baker, Atl.
3. I've Got a Woman, R. Charles, Atl.
4. Chop Chop Boom, Danderliers, Sta.
5. Earth Angel, Penguins, Dtn.

## Cincinnati

1. Unchained Melody, R. Hamilton, Epi.
2. Unchained Melody, A. Hibbler, Dec.
3. Ain't It a Shame, F. Domino, Imp.
4. Door Is Still Open, Cardinals, Atl.
5. Come Back, R. Charles, Atl.

## Detroit

1. What'cha Gonna Do? Drifters, Atl.
2. My Babe, Little Walter, Che.
3. I Diddie, D. Washington, Mer.
4. Unchained Melody, A. Hibbler, Dec.
5. Story Untold, Nutmegs, Her.
6. Eagle, Rev. C. L. Franklin, Chs.
7. Switchie, Witchie, Titchie  
Midnighters, Fed.
8. Jump With Me Baby, B. B. King, RPM
9. Chop Chop Boom, Danderliers, Sta.

## Los Angeles

1. Bo Diddley, B. Diddley, Che.
2. Unchained Melody, R. Hamilton, Epi.
3. Ain't It a Shame, F. Domino, Imp.
4. Don't Be Angry, N. Brown, Sav.
5. Unchained Melody, A. Hibbler, Dec.
6. Story Untold, Nutmegs, Her.
7. My Babe, Little Walter, Che.
8. Wallflower, E. James, Mod.
9. This Is My Story, Gene & Eunice, Ala.
10. I've Got a Woman, R. Charles, Atl.

## New Orleans

1. Ain't It a Shame, F. Domino, Imp.
2. Bo Diddley, B. Diddley, Che.
3. Don't Take It So Hard, E. King, Kng.
4. Wallflower, E. James, Mod.
5. Bop Ting a Ling, L. Baker, Atl.
6. Don't Be Angry, N. Brown, Sav.
7. Flip, Flop and Fly, J. Turner, Atl.
8. Rock Around the Clock, B. Haley, Dec.
9. As Long as I'm Moving, R. Brown, Atl.
10. Unchained Melody, R. Hamilton, Epi.

## New York

1. Unchained Melody, A. Hibbler, Dec.
2. Story Untold, Nutmegs, Her.
3. Don't Be Angry, N. Brown, Sav.
4. This Is My Story, Gene & Eunice, Ala.
5. Bo Diddley, B. Diddley, Che.
6. If It's the Last Thing I Do  
D. Washington, Mer.
7. My Babe, Little Walter, Che.
8. Soldier Boy, Four Fellows, Gly.
9. Harlem Nocturne, S. Taylor, M-G-M
10. Most of All, Moonglows, Chs.

## Philadelphia

1. Unchained Melody, R. Hamilton, Epi.
2. My Babe, Little Walter, Che.
3. If It's the Last Thing I Do  
D. Washington, Mer.
4. Unchained Melody, A. Hibbler, Dec.
5. Story Untold, Nutmegs, Her.
6. Don't Be Angry, N. Brown, Sav.
7. Door Is Still Open, Cardinals, Atl.
8. I Can See Everybody's Baby  
R. Brown, Atl.
9. Chop Chop Boom, Danderliers, Sta.

## St. Louis

1. Unchained Melody, R. Hamilton, Epi.
2. Bo Diddley, B. Diddley, Che.
3. You Don't Have to Go, J. Reed, VJ
4. My Babe, Little Walter, Che.
5. I'm a Man, B. Diddley, Che.
6. Unchained Melody, A. Hibbler, Dec.
7. All Right, OK, You Win  
E. Johnson, Mer.
8. I Want to Be Loved, M. Waters, Che.

# Reviews of New R & B Records

Continued from page 40

- standard is done with much heart by Miss Corley.  
Lonesome Blues... 70  
Marie chants a fair blues here.
- EMMET DAVIS**  
Woke Up This Morning... 71  
ATLAS 1039—His bay is gone, and he's in misery. The chanter tells the story in a blues idiom. Instrumentation really jumps.  
You Know You Didn't Want Me... 69  
A jump blues, Okay, but unsuited for radio.
- CARMEN DAVIS**  
No! No! Baby... 71  
MIDDLE-TONE 2001—Quiet warble of teasing material is easy to listen to. Carmen Davis does nicely here. (Middleton, BMI)  
He's Mine... 67  
Familiar riff, pretty similar to a recent hit, is evident on this okay rhythm effort. (Middleton, BMI)
- SUNNYLAND SLIM**  
That Woman... 70  
JOB 1108—Nice blues shouting on this side, with deep South guitar backing. (Lawn, BMI)  
Four Day Bounce... 67  
Adequate instrumental. (Lawn, BMI)

# This Week's Best Buys

YOU'RE THE ANSWER TO MY PRAYER (Savoy, BMI)—Varetta Dillard—Savoy 1160

Available only a little more than two weeks, this disk is now being reported a good seller in widely scattered areas. Best reports came this week from Atlanta, Durham, Nashville, Cleveland, Pittsburgh, Buffalo and Philadelphia. Flip is "Promise, Mr. Thomas" (Savoy, BMI). A previous Billboard "Spotlight" pick.

# Review Spotlight on... RECORDS

RAY CHARLES

A Fool for You (Progressive, BMI)

This Little Girl of Mine (Progressive, BMI)—Atlantic 1063—Records like this don't come along often. Charles, who wields an incredible spell over his live audiences, gets much of that commanding quality across on these almost gospel-styled blues disks of his. "Fool" is the potent slow blues side, while "Girl" is the up-tempo romp. In both, Charles' feeling and his great musicianship emanate from every bar of the vocal and arrangement. Look for double-barreled action with this one.

# VOX JOX

Continued from page 18

Sherman, who claims that the sponsor sold more cars during the slow month of March than the combined take of all other local auto dealers. He recommends the idea to other deejays.

**JOX TRIX:** Ralph Powers and Guy Koenigsberger, of KRNT, Des Moines, share deejay chores on the "Ralph and Guy Show." They specialize in "topical humor." For instance, when the legit musical "Pajama Game" played a local theater, the boys suggested that instead of asking for balcony on main floor tickets, theatergoers should request "tops" or "bottoms." . . . Doug Blythe, WKWF, Key West, Fla., reports a wonderful audience response when he spins his personal collection of Enrico Caruso records, and adds generously, "If any deejays want to try scheduling any Caruso records and if they are unable to obtain them, 'I'll be glad to tape up to half an hour for them, if they'll send me a tape, return postage and an addressed return-shipping label."

Jim Greer, KMON, Great Falls, Mont., reads poetry on his c.&w. show. Four Star Records recently signed him to record eight poetry platters a year. His first release is "A Father Forgets" and "The Silent House."

Tom Edwards, WERE, Cleveland, pulled a neat psychological trick on his listeners recently when he announced he was going to blow a dog whistle (one of those that only canines can tune in on). He asked the audience to watch their dogs while he blew it; then, just shut the mike off and did nothing for a few seconds. "You'd be surprised what listeners tell you happened to their dogs," chuckles Edwards. . . . Charlie Friar, WIST, Charlotte, N. C., writes to tell us about Jimmy Kilgo's show, "Kilgo's Kanteen," which originates at Charlotte's Municipal Recreation Center.

**HOWARD MALCOLM:** Local radio-TV columnist Dale Stevens this month wrote a touching tribute to Howard Malcolm, WONE, Dayton, O., deejay, who died last week of cancer. Stevens revealed that the 35-year-old jockey, who piloted a daily 3 to 6 p.m. show and a nightly remote from a local nitery, achieved his seemingly casual air style by "staying up many extra hours during the night, timing every record and every commercial so that he could program his show right to the second." A dedicatory program in his honor was aired over WONE last week. He joined the station in 1952 and was considered Dayton's No. 1 jockey by the teen-age set.

**CHANGE OF THEME:** John Babcock, WOAI, San Antonio, is starting his own nightly show May 30 from

10:30 p.m. to midnight. It will feature pops, quite-type jazz and "just a speckling of r.&b." . . . Ken Malden has moved from WVDA, Boston, to WABI, Bangor, Me. . . . Ed Ellis, formerly with WTSA, Brattleboro, Vt., is now spinning 'em at WNIX, Springfield, Vt. . . . Dick Barr, WMGM night manager, New

# YESTERYEAR'S TOPS—

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

MAY 2, 1945

1. Sentimental Journey
2. Candy
3. My Dreams Are Getting Better All the Time
4. Laura
5. Dream
6. There! I've Said It Again
7. Bell-Bottom Trousers
8. Just a Prayer Away
9. I'm Beginning to See the Light
10. I Should Care

MAY 3, 1950

1. Third Man Theme, The
2. Bewitched
3. My Foolish Heart
4. Hoop-Dee-Do
5. Sentimental Me
6. It Isn't Fair
7. If I Knew You Were Coming I'd've Baked a Cake
8. Dearie
9. Old Piano Roll Blues, The
10. I Wanna Be Loved

York, returned from his vacation this week, while WMGM deejay Phil Goulding leaves on a two-weeks-with pay stint May 30. . . . Ron McCoy, KALL, Salt Lake City, has started a daily afternoon show tagged "McCoy's Music Shop," which features all-time hit records, many from his own collection of rare disks.

|                                                                                             |                                                                                                                                                                                                                                 |                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
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# HOCUS-POCUS

By MILBOURNE CHRISTOPHER

In the following article, Milbourne Christopher, prominent American magician, rope tricker, lecturer and writer, gives a word picture of the Magic Circle Jubilee held recently in London. The international magic conclave attracted magi from the United States, Europe and even as far away as India. Following his stay in London, Christopher toured the Continent. He filed the following piece from Estoril, Portugal.

FIRST magician I saw in London was my old friend George Braund at Oddenino's. He patters along with vanishing cane, rope and silk tricks and a prediction on a disk wrapped in a ball of wool. Tommy Cooper was one of the big hits at the Prince of Wales. He is tall, roughhewn in features, wears a red fez and his black hair long. Strictly a burlesque magic act and very funny. Quick gags, like lighting paper in a frying pan and cracking, "Flash in the Pan." Repeat gag was the Hippity, Hoppity Rabbits.

The Magic Circle Jubilee was a great success. David Nixon and I introduced the acts on the International Show. Jimmy Rogers produced birds and worked with sight tricks. Ade and True Duval rang up an ovation. Fred Kaps, Dutch manipulator, show-stopped with cards and cigarettes. I did ropes, magazine test, remote card game and several others. Voltaire, in space suit, offered a new one-stopping a motorcycle with an "atomic gun." Elizabeth Warlock, Peter's daughter, did her competition-winning act with silks, plumes, tambourine, etc. Rezvani performed this famous cups-and-tomatoes routine in pantomime. Holden offered the cards-across-with spectators. Kalanag had the biggest act. Excellent lighting, costumes and production plus attractive assistants. He flew from Germany just for the show. Girl in balloon, vanishing lamp, Gloria in a mental routine, and a fast magic barman session to close. Jay Marshall was a solid hit with his comedy. Li King Si and wife closed with rapid-fire productions and vanishes.

Herbert Collins lectured on Chinese costumes and customs. Cy Enfield talked on gambling sleights, and I held forth on "New Ways to Deceive" on different days. Robert Harbin did a fine spirit cabinet stunt with a surprise

comedy ending. Peter Warlock had a rapping table and floating block in sealed cylinder. The Salvins offered mental experiments, and Fogel showed his thought-reading act, with an effective phone-book stunt to close, on the "Invitation to a Seance" show. Emsee was Claude Shandler, with an amusing voice from a trumpet to assist in the introductions. Michael Bailey and Alex Elmsley produced "Abracadaborough," an entertaining revue featuring the younger members of the Circle. Costumes, music and production were delightful. Several of the skits were worthy of a spot in any revue.

Sorcar flew in from India; Sardinia journeyed over from France. Henk Vermeyden, Dutch dealer, had a novel pair of scissors on a stand that opened and closed at his command. Chris Charlton, Mrs. Cecil Lyle, Edward Victor, Geoffrey Buckingham, Wilfred Jonson, Jerry Lukins, Frances Ireland, Graham Adams and Geoffrey Robinson were among the more than 400 who attended. Francis White was a witty speechmaker on two occasions. Goodliffe brought out three daily issues of his Abracadabra. David Nixon, Rezvani, Gus Southall, Vermeyden, Fred Kaps, Francis White, Anne Hardy and I were on the special BBC telecast.

In Paris the AFAP invited me to an affair at the Press Club. I did a few rope tricks a la Francaise. Visited Dr. Dhotel. Saw Odips at the Musee Grevin. Visited Robelley in Orleans. Picked up 50 prints, engravings, playbills and books for my collection in England and France. Also two magician statuettes. First day in Lisbon found another figurine in an antique shop.

As I write this, I'm taking it easy in the sun at the beach in Estoril. Happy to hear that my film commercials for Amazo Pudding are still running on TV in the States.

# BURLESQUE BITS

By UNO

Cynthia, billed as The Shilhouette, another new strip of the better type to appear on the burly wheels, made her first bow as an exotic only six weeks ago at the Empire, Newark, N. J. A New Yorker by birth and a former dancer and legit player, she prefers and will stick to her present field because, as she says, there are no entanglements with producers and directors. Her manager is Al Barbieri. From a return date at the Empire she goes to the Globe, Atlantic City, for the summer, opening on June 17. . . . Sam Cohen, in from his home in Encino, Calif., for one of his periodical visits to his Hudson theater in Union City, N. J., was principal host at a Barmitzvah party for his nephew, Matthew Sandler, son of George and Harriette Sandler, on May 21 in Toots Shor's eatery in Manhattan. Celebration followed a synagog confirmation at Jewish Center in Jamaica, N. Y. Mother of Matthew is a former legit actress. Her most recent plays were "Sailor Beware" and "Behind Red Lights." . . . Lee Leonard and Robin Ryan opened at the Sky Line club in Billings, Mont., this week after a fortnight's stay at the 3-D club in Black Eagle, Mont. . . . Evelyn West is making her initial appearance in featured spot in the East accompanied by her mummy she uses in her act and whom she calls Eskey. A stand-in for Eskey, now in course of construction, will be labeled Pesky. . . . Strippers Lana Lake and Taffy are at the Roxy, Cleveland,

for two weeks. . . . Bonnie Boyia, now in Chicago for new costume measurements, leaves shortly for club dates in Danville and Peoria, Ill.

Patti Pearson opened at the Western Club in Pueblo, Colo., this week, where she was booked by Bob Corash, Denver agent who signed Pandora and Marlene into Petrino's Supper Club in Albuquerque, N. M., as part of a show emceed by Ray Conlin. . . . A surprise birthday party for Marcella Baker on May 17 in Dave Kayne's apartment in Union City, N. J., was attended by Jay J. Hornick, Sam Cohen, Harry Oakene, Marty Knopf, Harry Cleex, April Vale, Al Baker, Red Marshall, Gaby Williams, Mac Dennison, Milt Douglas, Priscilla and Ben Hamilton. Two features of the affair was a birthday cake lit by 21 candles and Baltimore steamed shrimp served by a caterer. . . . LeRoy Griffith, concession manager at the Folly, Kansas City, Mo., is now the owner of the Missouri Coffee Shop which with an enlarged dining room and a new air-conditioned system served such burly guests as Jack Lamont, Paul West, Vickie Lester, Renie Carman, Taffy and Lana Lake on opening day. . . . Current features at the 606 Club in Chicago are Carmen Del Carmen, in her sixth month; Terry Reno, Carmen DeCarlo, Linda Darling, Boots Malloy, Johnny Morris and Delilah Lee. Billy Fraye is emcee and Norton Himmil ork leader. . . . Hy Gardner, in his "Early Bird" column in The New York Herald Tribune of May 18, referred to September Maughn as one of the most popular striptease dancers on the burly wheel who graduated from a Boston Finishing school where she majored in "How to Dress Well."

# FOLK TALENT AND TUNES

Continued from page 38

regular Thursday night tele shot over WLWA-TV, that city. . . . Carl Stuart, still working under the personal management of Herbert L. Shucher, put in the past month working virtually every nook and cranny of New England, mostly on one-nighters. He put in last weekend at Turners Falls, Mass.

Frankie (Yankie) Barhanovich has formed a new c.&w. dinking firm in Biloxi, Miss., known as Fine Record Company. Firm's first release comprises two sides by Ann Raye, "Our Wedding Band" and "Reckless." Deejay copies are available for the writing. . . . Bill Martin, well known in Atlanta c.&w. circles, and Phyllis Bigger were married at St. John's Lutheran Church, Atlanta, May 7. Bridesmaid was Beverly Gurski, prexy of the Rocky Porter Fan Club, with Jimmy Smith (Victor) serving as best man. . . . Tibby Edwards, of "Louisiana Hayride," Shreveport, has taken a flyer into the rhythm & blues field with his latest Mercury disk, "Flip, Flop and Fly" b/w "There Ain't No Better Time." . . . Tom Perryman, of KSJ, Glade-water, Tex., is co-author with Jim Reeves of Jim's latest Abbott release, "Red-Eyed and Rowdy," which is backed with "Drinking Tequilla." Both are a departure from Jim's usual style, altho reported catching on with Jim's fans.

Jimmy Day has a couple of steel guitar instrumentals on the Abbott label which could be a boon to the poor, heckled jockey trying to wrestle the newfangled, three-speed turntables. One side, called "Rippin' Out," sounds just about as well at its regular 45 speed or at 33 1/3. The other side, "Blue Wind," is slow and unusual at the regular 45, and is okay, too, at 78. Saves you the trouble changing speeds. Jimmy says he doesn't care which speed, just as long as it gets played.

"Elvis Presley continues to gather speed over the South," writes Cecil Holifield, operator of the Record Shops in Midland and Odessa, Tex. "West Texas is his hottest territory to date," continues Holifield, "and he is the teenagers' favorite wherever he appears. His original appearance in the area was in January, with Billy Walker at Midland, Tex., to more than 1,600 paid admissions. In February, with Hank Snow at Odessa, 20 miles from Midland, paid attendance hit over 4,000. On April 1, we booked only Elvis and his boys, Bill and Scotty, plus Floyd Camer on piano and a local boy on drums for a rockin' and rollin' dance for teen-agers, and pulled 850 paid admissions. We are booking Elvis for May 31, heading his own show with Ferlin Huskey, the Carlises, Martha Carson, J. E. and Maxine Brown and Onie Wheeler on a round robin starting at 7:30 p.m. in Midland and 8:30 p.m. in Odessa. Incidentally, our sales of Presley's four records have beat any individual artist in our eight years in the record business."

The KOTA Cowboys, 15-year-old Polly Johnson and emcee Verne Lotz, are still going strong on the "Country Store," heard daily at 4:15 p.m. over KOTA, Rapid City, S. D. Lotz recently cut interviews with Faron Young and the Wilburn Brothers when the latter played there. . . . Bill Beck, folk spinner at WTYC, Rock Hill, S. C., is running a contest over his "Fort Mill is Calling" show, which has listeners identifying mystery singers. Eddie Arnold albums are featured as prizes. . . . John Kunsak Jr. info that he's handling the entire country & western operation at WHVR, Hanover, Pa. One of his programs, "Western Hits," was given an additional 25 minutes of airing time recently.

The Hank Snow show, with Faron Young, the Wilburn Brothers and Elvis Presley, played before an overflow crowd of 2,700 in Ocala, Fla., May 10, reports Nervous Ned Needham, c.&w. deejay at WMOP, Ocala. . . . Billy (The Kid) Bodaford now has his own TV show on WCSC-TV, Charleston, S. C.

# THE FINAL CURTAIN

**ATES**—Mrs. Essee, 40, former dancer and actress known as Barbara Ray, May 19 at Cedars of Lebanon Hospital, Los Angeles, of leukemia. She was stricken three years ago, and her condition aggravated by injuries received in an automobile accident last winter. She was married to the stuttering motion picture comedian in 1938; they were divorced in 1944, and remarried in 1949. She is also survived by a sister.

**BECKWITH**—Sandra Berkley, Girl Show worker on the Eastern Amusement Company, from Gerard Beckwith recently.

**BOYDEN**—Charles W., 67, singing minstrel well known since 1909 for his performances in Philadelphia and in Atlantic City, May 21 in Philadelphia. On stage, he was associated with the Dumont's Minstrels, the Emmett Welsh Minstrels and the Steel Pier Minstrels. He also produced several minstrel shows and for a number of years headed a radio minstrel show on Station WCAU, Philadelphia. Surviving is a daughter, Sylvia. Services May 25 in Philadelphia, with burial in Hillside Cemetery there.

**COLLINS**—B. J., circus contracting agent, at Fond du Lac, Wis., May 3 of a heart attack. He was with King-Cole Circus at the time, and earlier this season and last was with Clyde Beatty Circus. In other years he had been with numerous carnivals and circuses as advance man. Collins was with the Western Vaudeville Association before entering the outdoor show field. He made his home at Bloomington, Ill. Surviving is a sister at Peoria, Ill. Burial at Peoria May 6.

**EHRENBERG**—Frank, 74, former acrobat and member of the Ehren Dahl and Dutton and the Arren Family acts, May 22 in Chicago, of a heart attack. He was the father of Charlotte Arren, of Arren and Broderick.

**ETHRIDGE**—John W. (Humpy), 65, well-known circus and carnival trouper, May 6 in Robertson County Hospital, Springfield, Tenn. Survived by his widow, Minnie Swendsen Ethridge, Punta Gorda, Fla., and a step-son, William Swendsen, Detroit.

**FOURNIER**—Charles A., 79, veteran circus and carnival musician, May 9 in the Ingalls Memorial Hospital, Harvey, Ill. During his many years in show business, he traveled with Hagenbeck & Wallace, Cole Bros., Barnett Bros., Bailey Bros., I. K. Wallace Midway Attractions and various other circuses and carnivals. At the time of his retirement in 1953, he was with the Al G. Kelley & Miller Bros. Circus. Survived by two daughters, Mrs. Edward Brink, Harvey, and Mrs. H. W. Nielson, California, and a sister in France. Burial May 12 in Mystic, Ia.

**FELLOWS**—Frank, 82, Springfield, Mo., show wagon builder and fair executive, May 25 in Springfield. (Details in Outdoor section.)

**GALLAGHER**—Richard S. (Skeets), 64, former film comedian and a star of the Broadway stage in the 1920's, May 22 in Santa Monica, Calif., of a heart attack. He had been a headliner on the Keith and Orpheum circuits in vaudeville and as a musical comedy star in New York he starred in "Up in the Clouds," "Up She Goes," "No, No, Nanette," "Rose Marie," "The City Chap" and "Lucky." Among his films in which he starred were "Idiot's Delight," "It Pays," "Honey" and, lastly, in 1951, "Three for Bedroom C." Survived by his widow, Pauline Mason Gallagher, former actress; a son, Duke; a daughter, Pamela, and two sisters, Ruth Gallagher and Mrs. Margaret Musser Joliet, Ill.

**GRAY**—Danny, 65, since 1924 head of the film editing department at M-G-M, May 17 in Los Angeles. Survived by a daughter, Patricia.

**GUY**—Michael, former circus bandleader, arranger and trombonist, May 16 in General Hospital, Rochester, N. Y., of a heart attack. During his many years in show business, he traveled with Wallace Bros., James M. Cole and many other circuses and minstrel shows. Survived by his widow, Gladys, and four daughters. Burial May 18 in Holy Sepulchre Cemetery, Rochester.

**JOSEPH**—Norman E., 30, of T. J. Tidwell Shows, May 22 in a truck crash near Dallas. (Details in Carnival section.)

**LITZMAN**—Jackie, 36, sway-pole performer, May 20 in a fall in Spokane, Wash. (Details in Outdoor section.)

**LOWE**—Jordan R., former president of the Erie Lithographing Company, Erie, Pa., May 17 in that city. He joined the firm in 1891 when it was known as the Erie Show Print Company and for many years handled the accounts of Ringling Bros., Hagenbeck-Wallace, Pawnee Bill Wild West and various other circuses. Survived by a son, Maurice D., St. Petersburg, Fla. Burial in Erie Cemetery.

Hal Cochran interviewed Dub Dickerson and Gene Kay on his "Hillbilly Hit Parade" over KHBC, Okmulgee, Okla., recently. Dickerson has penned a new tune, "Name Your Price," coming out soon on the TNT label, with Kay doing the vocals. . . . Bill Mack, KWFT, Wichita Falls, Tex., typewrites: "My 'Big 6 Jamboree' TV show has moved to Saturday nights and now runs two hours (fully sponsored in 15-minute and one-half-hour segs). Show works before an audience in the KWFT-TV auditorium, and has recently added the Cook Brothers and Sisters as regulars." Mack says his latest release on Imperial, "A Fool You Are" b/w "Dream Come True," is moving well in his area. Deejays who haven't received a copy of the waxing may obtain one by writing him at KWFT.

**LYONS**—Richard J. (Dick), 77, veteran of more than 40 years as a compositor for The Billboard, May 24 in St. Elizabeth's Hospital, Covington, Ky. Survived by his widow, Julia, and a daughter, Mrs. Mary Kiefer Lenhoff. Burial May 27 in St. Mary's Cemetery, Fort Mitchell, Ky.

**MERRO**—Frank B., 38, concessionaire on Siebrand Bros.' Shows, May 17 in Winslow, Ariz., of a heart attack. He was a veteran member of the Pacific Showmen's Association and the Arizona Showmen's Association. Survived by his widow, Rose. Burial in Arizona Showmen's Association plot, Phoenix.

**MORANGE**—Edward A., 90, scenic artist and stage designer, on May 19 at his home in Torrington, Conn. He studied art in Chicago and at the Corcoran School, in Washington and after apprenticeship with several scenic artists, designed exhibitions for the Chicago World's Fair of 1893. Later, as a partner of the firm of Gates & Morange, he designed stage settings for Liebler and Co., Harrison Fiske, Florenz Ziegfeld and George C. Tyler. The firm did many operettas. His work was featured in an exhibit, "Behind American Footlights," at the Metropolitan Museum of Art in 1949. Some of the firm's models are displayed at Brander Matthews Museum of Columbia University. He is survived by a daughter, Mrs. Lella Hanson, Litchfield, Conn., and a sister, Mrs. Herbert Nelson, Peoria, Ill.

**MITCHELL**—Kirk F., 81, executive secretary of the Michigan State Fair in 1937 and 1938, May 21 in Detroit. Survived by his widow, Georgia; two sons, Frank and John, and four daughters, Mrs. Joseph Ewen, Mrs. John Draper, Mrs. Raymond Allen and Mrs. Eldon Clark. Burial in Acacia Park Cemetery, Detroit.

**NEUBERT**—H. Norman, 39, former NBC merchandising executive, May 19 in New York Hospital. From 1943-'50, he was public relations manager for R. H. Macy department store. He joined NBC to organize and head up a merchandising department for the network's owned and operated stations. In 1951 he became manager of sales development, advertising and promotion for the network's spot sales department. The next year, he joined Lever Brothers, for whom he was a product manager at the time of his death. He leaves a widow, two sons, three daughters, a brother and his parents.

**SLAUGHTER**—Calvin Orr, 55, manager of the Pyramid Drive-In Theater at Beaumont, Tex., recently of a heart attack. Survived by his wife, a daughter and three sisters.

**SLOAN**—Joseph, 82, long-time carnival man and concessionaire, May 18 in Philadelphia. He had been in the business for 50 years. A niece survives.

**SUMMERS**—Victor Leon, 65, veteran outdoor showman, May 18 in Tampa. He was formerly with the George W. Washburn and Con T. Kennedy shows and was for many years in charge of the searchlights on the Royal American Shows. Burial May 20 in Myrtle Hill Memorial Park, Tampa.

**TOMEI**—Luigi, 45, veteran stuntman, May 15 in San Francisco, of injuries sustained during the filming of the motion picture "Darkest Hour." Survived by his mother and a sister.

# MARRIAGES

**ALCOTT-PLAZIAK**—Ronald Alcott, son of Mr. and Mrs. Bill Alcott (Yo Yo, the clown), May 14 in Minneapolis, Minn.

**CAROTHERS-ROSE**—Larry Carothers, deejay on Station KONO, San Antonio, and Kay Rose, non-pro, recently in San Antonio.

**CHAPPAS-LEFEBRE**—William Chappas and Lillian LeFebre, both members of the Dick Wilcox Shows, in Mechanics Falls, Me., May 11.

**MERRITT-RICHARDS**—Neil Merritt, staff announcer on Station KONO, San Antonio, and Esthet Richards, non-pro, recently in Sequin, Tex.

# BIRTHS

**BIHARI**—A daughter, Melanie Elizabeth, to Mr. and Mrs. Saul Bihari, May 17 in Cedars of Lebanon Hospital, Los Angeles. Father is president of Modern Records, Inc.

**EDWARDS**—A daughter to Mr. and Mrs. Howard Edwards, recently in San Antonio. Father is disk jockey on Station KONO, San Antonio.

**HUTTON**—A son to Mr. and Mrs. Curley Hutton, May 14 in Philadelphia. Father is electrician with O. C. Buck Shows.

**IDE**—A son, Stephen, to Mr. and Mrs. Earl Ide, recently in Pittsburgh. Father is newscaster on Station KDKA-TV, Pittsburgh. Mother is former music librarian on Station WBZ, Boston.

**MACHAT**—A daughter, Nancy Susan, to Mr. and Mrs. Martin J. Machat May 25 in New York. Father is general counsel for Unique Records.

**MILLS**—A daughter, Priscilla, to Mr. and Mrs. Paul Mills, May 15 in St. John's Hospital, Santa Monica, Calif. Father is Mills Music executive. Mother is former actress, Tanis Chandler.

**WELLER**—A daughter to Mr. and Mrs. Ross Weller May 17 in Genesee Hospital, Rochester, N. Y. Father is on the staff of stations WHAM and WHAM-TV, Rochester.

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## BILLBOARD LAWYERS SAY:

To ascertain the liabilities and responsibilities of show owners and union representatives on two complex issues, The Billboard this week secured the following opinion from its counsel—Winston, Strawn, Black and Towner—Chicago's oldest and one of its most respected legal firms:

"You have requested our opinion as to what would be the possible liabilities of a carnival operator, or of a union representative, if the carnival operator paid any money, ostensibly representing union initiation fees or dues, to a union representative in the absence of valid, signed checkoff authorizations, or what would be the legal situation if a carnival was obstructed, delayed or adversely affected as the result of actual or threatened force, violence or fear by a union representative.

"There are two laws which should be consulted. First is the so-called Hobbs Anti-Racketeering Act (U. S. Code, Chap. 95, Sec. 1952), which provides a federal criminal penalty of a fine up to \$10,000 or imprisonment up to 20 years against any person who obstructs, delays or affects adversely commerce, or the movement of any commodity in commerce, by what that statute defines as extortion. Extortion means 'the obtaining of property from another, with his consent, induced by wrongful use of actual or threatened force, violence or fear or under color of official right.'

"As you may recall, in the so-called movie extortion cases, convictions were obtained under this statute against labor officials who threatened to call strikes in local theaters for the purpose of extorting money from motion picture producers. (See U. S. v. Companga, 146 F. 2d 524.)

"The second law is Section 302 of the Labor-Management Relations Act, 1947 (Taft-Hartley Act), which provides, 'It shall be unlawful for any employer to pay or deliver, or to agree to pay or deliver, any money or other thing of value to any representative of any of his employees who are employed in an industry affecting commerce.' There is a companion paragraph forbidding the representative to accept such payments. Wilful violations of the foregoing provision is a federal criminal offense punishable by a fine up to \$10,000 or imprisonment up to one year, or both. There are exceptions to the general prohibition of the foregoing law which permits the employer to turn over money to a union representative if it is done pursuant to a written wage assignment which meets the terms of Federal law.

"A question naturally arises as to whether a carnival as usually operated constitutes 'commerce' within the definition of the Hobbs Act, or is 'an industry affecting commerce' within the definition of the Taft-Hartley Act. We are aware that at least one Regional Office of the National Labor Relations Board has temporarily ruled in a case concerning a representation petition filed under the Taft-Hartley Act that the Board, under its jurisdictional standards, will not take jurisdiction. This ruling, in our opinion, does not settle the question because the National Labor Relations Board is not obliged, if in its discretion it wishes not to, to hold elections in all industries which affect commerce.

"On the other hand, Section 302 of Taft-Hartley is not enforced by the Labor Board but the criminal provision we have alluded to is enforced by the United States Department of Justice. It is obligatory upon the Department to proceed if statutory jurisdiction exists and a crime is committed. It is our opinion, based upon the movie and allied cases, that Section 302 of the Taft-Hartley Act does apply to carnivals and can be enforced through criminal proceedings."

## Hold Funeral Rites For Frank Fellows

Veteran Springfield, Mo., Wagon Builder, Fair Executive Dies in Sleep at 82

SPRINGFIELD, Mo., May 28.—Funeral services were held here Wednesday (25) for Homer Franklin Fellows, 82, veteran fair executive and builder of show wagons, who died in his sleep early Sunday (22). He was 82.

Fellows was president of the Ozark-Empire Fair here from 1937 until he retired in 1952, and headed up the Springfield Wagon & Trailer Company for 60 years.

"Uncle Frank," as he was known to most people, was born to the wagon-making business, the fair field and with it, show business. His father owned the manufacturing firm and was also an ardent horseman and a member of the board of directors of the Springfield, Mo., fair. Fellows learned the wagon-making trade and also succeeded his father as a fair executive and a horse lover.

### Heads Factory

He took over the operation of the wagon firm upon his father's death in 1894 and built it into one of Springfield's biggest industries. During the 60 years he was at the firm's helm it produced rolling stock for Barnum & Bailey, Russell Bros., Bud Anderson, Parker & Watts, Sells-Sterling and Hill's Society Circus in addition to the Tim McCoy Wild West Shows. He also serviced equipment for the Hagenbeck-Wallace Circus at the time it was leased to Howard Y. Bary and Cole Bros. Circus when Jess Adkins and Zack Terrell were at its helm.

The firm also built wagons for Al Wagner, Billy Snapp, Oscar Bloom, Johnny Quin and the Hen-

nies brothers, Harry, and the late Orville. Fellows left the business in 1942, selling the wagon end of it to U. S. Senator Fullbright, and the trailer department to the Fruehauf Trailer Company.

### Named Fair Head

He was on the board of directors of the Springfield Fair until 1914, when he, with the other owners, sold out the privately owned organization. When the annual was revived in 1937 as the Ozark-Empire Fair, he was named president and continued in this position until 1952, when he retired voluntarily and was named a lifetime member of the board.

For years, Fellows was president of the now defunct Springfield Brewing Company and in addition to his interest in horses, at one time raised hunting dogs, many of which won awards at various dog shows.

Surviving is his widow, Daise, whom he married over 60 years ago.

## Brandon Date Pulls 22,000

ST. JOHNS, Newfoundland, May 28.—Hypnotist Joan Brandon drew 22,000 paid admission in her four days at the Armory here last week, with prices scaled at \$1 and \$2. Local papers showed her putting a subject under hypnosis in a store window, to publicize the event, held under auspices.

## \$100 AWARD FOR HANDLING OF ROTO-JET

NEW YORK, May 28.—Salvatore D'Blasio, operator of the Roto-Jet ride at the Palisades (N. J.) Amusement Park, this week received a \$100 check from Eric Wedemeyer, president of the Roto-Jet Corporation, for performing the best operation-maintenance job on one of the units manufactured by his company. A letter to Irving Rosenthal, park operator, which accompanied the check, praised the handling of the ride. Rosenthal, in turn, praised the novelty and worth of the award and noted that, if expanded, such recognition could do much to improve the maintenance and operation, leading to added safety of all rides.

## CALIF. NIXES FAIR RESHUFFLE

Solons Defeat Measure to Move Sacramento Event to Bay City

SACRAMENTO, May 28.—Proposals to establish State fairs in Los Angeles and San Francisco, to abolish the California State Fair and Exposition here, and to appropriate \$970,000 for initial construction at the projected site of the new State Fair were killed in the Legislature.

Legislation to create State fairs in Southern and Northern California was turned down by the Assembly committee on governmental efficiency and economy.

The proposal of Assemblyman Patrick D. McGee to abolish the State Fair, now in its 102d year here, was abandoned. McGee, however, still is in favor of a State exposition in Los Angeles.

The request of Sen. Earl Desmond, of Sacramento County, for \$970,000 for initial work, including site clearing, storm drainage, and underground and electrical work on the new State fairgrounds here was killed by the Senate finance committee. The appropriation was supported by W. C. Wright, president of the State Fair board of directors.

Desmond had originally asked for the appropriation in SB 1953. He also offered an amendment to SB 300, Hulse, on budgets, which would have appropriated the money from horse racing receipts which go into the general fund. Desmond

## Jackie Litzman Falls to Death From Sway Pole

SPOKANE, May 28.—Mrs. Jackie Litzman, 36, was killed here Friday night (20) when she fell while doing a sway pole act at the annual Lilac Festival. Her husband, Bino, was hurt slightly in the same accident.

The accident occurred when one of the guy wires holding the 104-foot pole apparently gave away. A section about 20 feet below the top started buckling, then the entire rigging gave away and Mrs. Litzman was thrown to the ground. She was taken to a hospital where she died shortly after.

Mrs. Litzman had been an entertainer for over 30 years, the past 12 with her husband. In addition to the high act, they did a tumbling turn.

In addition to her husband, she leaves three sons, Ralph, Nickie and Jack.

## RAS Loses Paducah Stand to Muddy Lot

Moves to Evansville, Advances Opening; Union Organizer, Sedlmayr Resume Talks

EVANSVILLE, Ind., May 28.—Royal American Shows blew the greater part of this week and its scheduled Paducah, Ky., stand to a muddy lot.

The RAS never did set up in Paducah. Instead, after unloading and making attempts to set up, it reloaded and railed here, where it opened Friday night (27), three days ahead of its originally slated opening.

In all of the hustle and bustle, show officials and personnel were kept so busy that efforts by Harry Karsh, representing the Carnival & Allied Workers' Union, St. Louis,

which holds a charter issued through the International Brotherhood of Teamsters, were delayed temporarily.

Karsh was in Paducah when the Royal American arrived and was to continue negotiations with Carl Sedlmayr, RAS owner. When the show decided to call off its Paducah stand and open here earlier than had been planned, Karsh also moved here. Talks between Sedlmayr and Karsh were resumed here Friday (27) and continued today, but as of late this afternoon the show had not signed. However, an early signing appeared likely.

The RAS was hard hit by rain last week at Nashville. At the end of its first four days in that city, it needed a big play Friday and Saturday (20-21) to wind up a winner on the engagement. The promise of a big play was there, but rain washed out Friday and hit again Saturday just when a big crowd was building.

At best Nashville and Paducah, fill-ins this year for the usual, long St. Louis engagement, were not expected to yield a combined gross anywhere near that provided in the past by St. Louis.

Together, the financial losses suffered thru rain at Nashville and the forced cancellation of the Paducah engagement represent the biggest blow the Royal American has sustained in years.

Every effort was made to set up in Paducah. The first try was made Monday (23) but the lot was too muddy. The second try was made Tuesday (24) but again trucks sank deeply, and it was then decided to pull out all of the mired trucks, reload and move here.

## JR. RIDE PREEMS

## Palisades' New Kid TV Tie-In Gets OK Start

PALISADE, N. J., May 28.—Palisades Amusement Park racked up its best 1955 weekend yet for the Kiddieland when it opened its new Merry Mailman section last week. The moppet rides were at capacity much of Sunday (22) following the Saturday kickoff.

Ray Heatherton, who plays the kiddie favorite over WOR-TV, was on hand to greet a couple of thousand admirers to the Kiddieland which has been decorated with likenesses of him. He has been plugging special \$1 combination tickets over his program, and is in for a percentage of the receipts therefrom.

Doing big business was the new Junior Hot Rods imported from Germany by Mickey Hughes. Two 12-cent tickets are required for a ride, and each of the eight cars seats two kids. There is 500-feet of track and the ride takes a little under a minute.

The salt water swimming pool opened for the weekend with the same admission policy. The handball courts have been taken out, owner Irving Rosenthal said, in a move to attract more family business by cutting down on any frantic activity within the pool enclosure. The artificial beach has had several more beach umbrellas added. Admission is free for tots up to age six. Kids up to 12 pay 50 cents during the week and 85 cents on weekends, and for adults it is 85 cents during the week and \$1.20 on weekends. There are season club memberships at \$25 per person and reduced rates for season family groups.

indicated that he would seek a hearing on SB 1953.

### Kill Regionals

The bill to set up two State Fairs met defeat in two days. The (Continued on page 44)

## U. S. Stunter Draws Well In England

LONDON, England, May 28.—Business for the Earl Newberry automobile thrill show in England has continued good despite rain in some instances, Newberry said here this week. Despite a down-pour at Plymouth, however, a turnout of 11,000 was on hand to see the performance.

Show has been rerouted slightly, Newberry said. Instead of heading direct for Paris from England, it will play four days in Switzerland, three in Italy and eight in Germany. It will then bow July 10 in Parc de Princes in Paris.

Bill Margois, publicist for the Abe Saperstein Enterprises, sponsors of the thrill show tour, is working about eight days ahead of the show. Roger Burr, formerly with "Holiday on Ice," is handling the books for the Newberry unit. Leo Overland is managing the show.

## Chicago Expo Maps Changes

CHICAGO, May 28.—The International Livestock Exposition this week announced several changes in its prize lists and classifications for next fall's show, November 25-December 3.

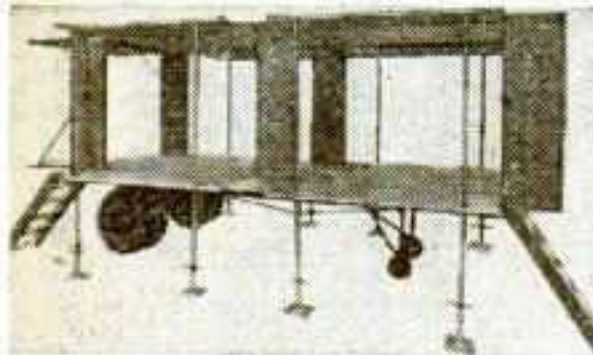
Major changes include the addition of Polled Herefords with cash prizes of \$7,000. Examinations by skilled veterinarian will again be conducted on all steer entries. Purebred draft horses will be dropped this year because of the small number of recent entries. Classes for draft geldings will be continued.

At the request of leading quarter horse exhibitors, classes for this western horse will be transferred from the livestock exposition to the International Dairy Show and Rodeo scheduled for October 8-15.



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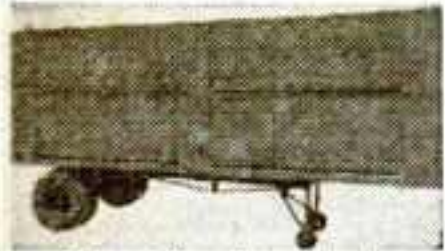


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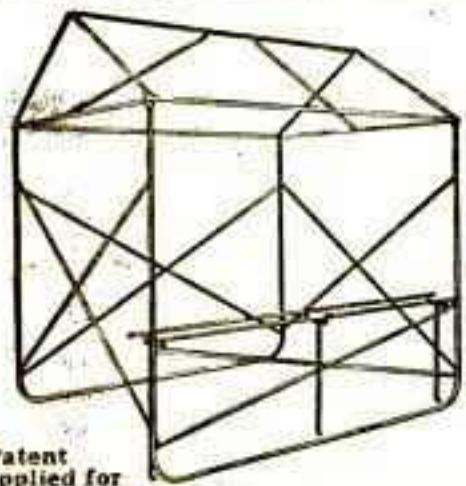
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- Troy 20 "Minute-Man" Ex-tractors ..... ea. 300.00
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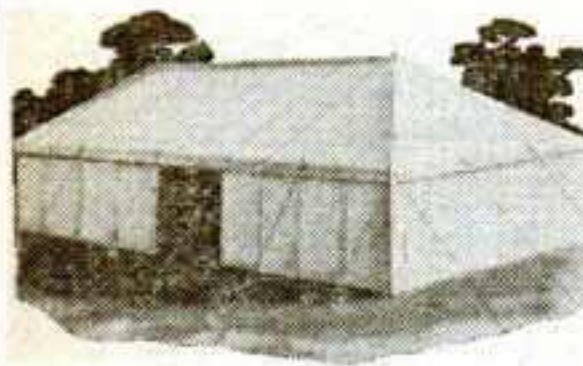


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# 82 Units Populate Philly Circus Date

Quinn, Essner Hit Sales Saturation Point; Prospects Good for Bonanza Repeat

By JIM McHUGH

PHILADELPHIA, May 28.—Trade gossip which accurately reported the bonanza business earned at the circus date here last year, zoomed the sale of space for the current stand to the saturation point.

Land administrators John Quinn and Jack Essner managed to find space for 82 concession units and seven rides. Two major midways form an "L" with the longest leg channeling every man, woman and child intent on attending or just viewing the physical properties of the Ringling Bros. and Barnum & Bailey Circus.

The property, owned by the Lighthouse Association, a philanthropic group aiding the blind, and leased to the promoters for this single week of show activity, is entirely enclosed by a tall iron fence. There is one gate, not more than 20 feet wide, leading to the grounds. The midway begins virtually at its corner posts. Outside the gate and directly on the sidewalk is a solid string of concessions leading to the corner and the bus stop.

#### Rain First Night

Business got off to a comparatively slow start on Monday (23) because of heavy rains beginning at 6 p.m. and lasting thru the night. The matinee meant little to the midway operators since the circus audience was made up of orphans and underprivileged kids paraded annually under provisions of the trust fund. They are squired in and out of the Big Top.

Business Tuesday afternoon was light both for the Big Show, which drew less than half a house, and the midway. Soggy, mid-summer heat prevailed and lasted into Wednesday when, according to past experience, the crowds and earnings would begin to blossom and the harvest would begin.

Measuring the effect of the weather and the spending trend of the first few days, the returns oined that the money would be there. A few newcomers were somewhat skeptical after the first two days but accepted assurance from the old timers.

#### \$20 a Foot

For Quinn and Essner there was no doubt about the outcome, barring a catastrophic turn in the weather. They know their Philadelphia and its environs inside out. They ran out of space weeks in advance at \$20 a front foot.

Alton Pierson, with his Scrambler, got away to a tremendous start Monday night in pouring rain. Tuesday afternoon he had a breakdown and took repair instructions on the phone from the builder, the Eli Bridge Company, Jacksonville, Ill. Under favorable conditions the ride could easily win more than \$5,000 on the week. Admission is a quarter.

Mike Drambroske, out of Hazelton, Pa., has a Tilt-a-Whirl and Sky Fighter. The promoters have their own two Ferris Wheels, Merry-Go-Round and Coaster. All rides are located on the short midway which forms a sort of pocket. With them is a whale exhibit, the only show, altho the African Dip pretty nearly fits into that category.

#### Hope for Turnaways

Biggest business will come with the likely turnaway crowds which the circus will attract toward the end of the week. On such occasion the overflow spills back into the fun midways and usually holds to slow down and even dam up the exiting 9,000 from the circus performances. Nearly all of the people who come thru the gate have the three or four dollars needed for circus seats and, presumably, at least as much more to spend on extra fun.

Buckets, swingers, six cats and custards predominated. Dorothy and Johnny Miller and June Tait have ball games. Dolly Young was on hand with Paul Miller Units. Sidney Daniels was back with

scale, age and custard. Harry Modele has Coke bottles and cigarette blocks. Les Prime has a Bob Parker Derby Racer.

Principal change this year was the operation of the bingo by Ben Weiss who also added a plush bear joint. Bingo was operated last year by Bill Jones. Darts were in use thru the early part of the week.

#### Concession Lineup

On the right side of the midway leading to the circus there are 14 units. The left side has 13. On the left side of the ride midway there are 17 units. The right side has 11 and there are 21 center joints. There are 16 units on the sidewalk.

A jamboree for the Miami Showmen's Association, arranged by Phil Cook, former club secretary, was set for last night. A similar affair was staged a year ago.

Quinn and Essner, who made the unique circus-midway set-up possible when they secured the grounds a year ago, report that their current arrangement has five years to run. The circus did well on the location last year and will probably do as well this year, an indication that the arrangement could continue for many years.

#### No Organized Show

No organized carnival was present this year, as last, because the grounds across the street have since been built up.

Blocked off as it is by carnival activity, the Big Show, nevertheless, is believed to be much better off than it was several years ago when it found ground space only in South Philadelphia. At that time it was virtually surrounded by not less than three big organized carnivals, including a rail-roader, plus dozens of independent units located on virtually all street approaches.

## California Nixes

Continued from page 43

Assembly agricultural committee turned down the bill the day before the Assembly committee voted it down. The second action was on the McGee bill, AB 3183. It would also have created 10 regional fairs. Committee members objected to the parts of the bill that would have reduced money from the fairs and expositions fund allocated to county and district fairs.

Assemblyman Ernest R. Geddes, of Los Angeles County, said that the only way the matter could be settled, in his opinion, was for the money to go into the general fund, where the fairs could fight for it. McGee proposes to amend this to conform with Geddes' suggestion. A hearing will be held before the Legislature adjourns June 8.

Western Fairs Association is opposing the establishing of two State Fairs.

Wright supported the Desmond request for money with which to prepare the new 1,000-acre fairgrounds. The board president declared that the State Fair in its present site can never be made self-supporting and that surveys had shown this could be done on the enlarged site. Income from the 1954 event was \$1,242,000, he added. It is estimated that with the new fairgrounds income would range between \$2,550,000 and \$2,815,000 in 1960.

Wright predicted that California will have a population of 20,000,000 and that it is necessary that planning on the long range program begin now. He indicated that it would take 10 years for the fair to be completely lodged at the new place. Wright estimated that the present location would bring \$3,000,000 when sold.

The motion that resulted in the defeat of the Desmond request was made by Sen. Nelson Dilworth of Riverised County. He took the stand that this was a matter that could wait and, too, that it was a bad time financially to start such a program.

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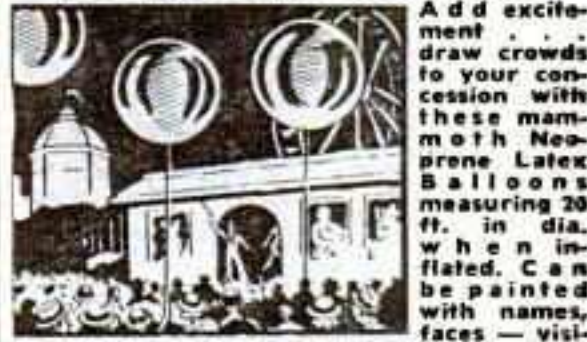
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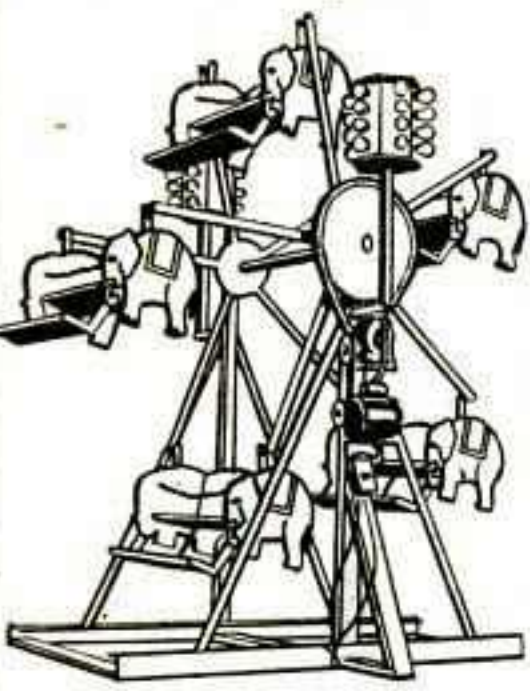
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**COMING EVENTS**

- California**  
Los Angeles—Home Show, June 9-19.  
Pasadena—Firemen's Rose Bowl Celebration, July 4.
- Colorado**  
Denver—Antique Show, July 5-8.  
Estes Park—Colorado Festival, June 17-19.  
James Johnson.  
Estes Park—National Arabian Horse Show, Aug. 20-21. Dr. A. G. Plske.  
Estes Park—Apalooza Horse Show, July 16. Dr. A. G. Plske.  
Estes Park—Koshare Indian Show, July 21-22.  
Glenwood Springs—Strawberry Days, June 25-26. L. E. Meredith.  
Greeley—Horse Show, June 25-26. Chamber of Commerce.  
La Junta—Legion Kids Rodeo, Aug. 9-11. John A. Brown.  
Walsenburg—Spanish Peaks Fiesta, Aug. 4-6. Star Caywood.
- Connecticut**  
Bethel—State Firemen's Convention, Aug. 12-14.  
New Britain—VPW Carnival, June 13-18.
- Georgia**  
Atlanta—Southeastern China, Glass & Gift Show, July 17-20. Foster B. Steward, 1401 Peachtree St., N.E.  
Atlanta—Southern Jewelry Show, Aug. 28-31. Burly Sacks, 1 Peachtree Bldg.
- Idaho**  
Boise—Ada Co. Sheriff's Posse Cow Cutting Contest, June 18.  
Emmett—Emmett Cherry Festival, June 20-25. Clint Johnson, American Legion.  
Franklin—Idaho Days, June 14-15.  
Rigby—Jefferson Co. Pioneer Days, June 15-16. R. C. Swager.  
St. Anthony—Fremont Co. Pioneer Days, July 22-23. Robert Smith.
- Illinois**  
Chilman—Homecoming and Street Fair, July 6-9. Homer Wolfe.  
Chicago—Celebration, July 4. (Soldier Field.)  
Chicago—General Motors Powerami, Aug. 31-Sept. 18.  
Davis—Celebration, July 28-30. William Brault.  
Hanna City—Sportsmen's Club Celebration, June 16-18.  
Iroquois—Celebration, July 2-4.  
Lexington—Centennial, July 10-17. T. M. Patton.  
Marks—Homecoming, July 1-4. Bruno Biagi.  
Mount Vernon—Jefferson Co. Veterans Reunion, July 4-9. G. G. Parcell, American Legion.  
Olney—Celebration, July 4.  
Oswego—Celebration, June 30-July 4.  
Oswego—American Legion Celebration, June 9-11.  
Pana—American Legion Veterans' Homecoming, June 28-July 4. Sydney DeWeerd.  
Palmyra—Terry Park Industrial Fair, & Centennial, July 23-28. Oral H. Cooper.  
Rutland—Centennial, Aug. 4-7. I. M. Vincore.  
Salem—Sailors & Soldiers' Reunion, June 20-25.  
Sawyer—Firemen's Homecoming, June 17-18. Al Ondo.  
Stockton—Street Celebration, July 14-16. P. C. Niemeyer, Lions Club.  
Strasburg—Homecoming, Aug. 17-20. L. R. Hamm.  
Vandalia—National Crow Shoot, June 17-19.  
Yorkville—American Legion Celebration, June 23-26.
- Indiana**  
Bainbridge—Street Fair, June 15-18. G. Klugore.  
Batesville—Fall Festival, Aug. 5-6. Vol. Fire Dept.  
Lawrenceburg—Firemen's Festival, June 13-18.  
Montezuma—VPW Community Fair, June 21-26. Frank Willhete.  
North Webster—Mermaid Festival, June 28-July 4. Lions Club.  
Odon—Old Settlers Meeting, Aug. 17-20. Lex Benett.
- Iowa**  
Carson—Pow-Wow, July 26-27.  
Correctionville—Centennial, July 22-23.  
Iola—Allen Co. Centennial, June 3-7. Edward B. Porter.  
La Porte City—Centennial, June 6-8.  
Lewis—Homecoming, June 27-29.  
Osceola—Celebration, July 4.  
Woodbine—Celebration, July 15-19.
- Kansas**  
Holt—Centennial, June 8-11.  
Kansas City—Antique & Home Decorator Show, June 28-July 1. H. K. Larsen, N. Webster, Ind.  
New Orleans—La. Boat Festival—Pan American Regatta, June 18-19. I. J. G. Janssen Jr., Box 52, Arabi.
- Maine**  
Houlton—Celebration, July 4.
- Maryland**  
Hyattsville—Prince George Co. Police Carnival, July 4-9. Paul R. Porter.  
Millington—Red Men's Celebration, June 13-18.
- Massachusetts**  
Charlestown—Celebration, June 13-18.  
Gaylord—Celebration, July 4.  
Gloucester—St. Peter's Fiesta, June 24-26. July 3.  
Gloucester—Legion Celebration, June 27-July 4.  
Lowell—Celebration, July 2-4.  
Mazeppa—Centennial, June 20-21.  
New Bedford—S. S. Sacramento Feast, Aug. 5-7.  
Westfield—Elks Mardi Gras, June 6-11. James T. O'Brien.
- Michigan**  
Ann Arbor—Gladiolus Show, Aug. 7-8.  
Cassopolis—Guernsey Show, Aug. 8. Harold L. Sparks, Court House.
- Coloma—Gladiolus Show, Aug. 27-28.**  
**East Lansing—Gladiolus Show, Aug. 5.**  
**Hillsdale—Guernsey Show, Aug. 20.** Lauren Goodlock, Clayton.  
**Holly—Catholic Church Festival, Aug. 5-7.** J. C. Patterson.  
**Lakeview—Livestock Show, Aug. 9.** H. W. Reading.  
**Lapeer—Thumb Dist. Guernsey Show, Aug. 3.** Harold L. Kingsbury.  
**Menominee—Menominee Dairy Show, July 30.** Gail E. Bowers, Court House.  
**Messick—State Gladiolus Show, Aug. 20-21.**  
**Midland—Gladiolus Show, Aug. 15-16.**  
**Mount Clemens—Amvet Fiesta, June 30-July 4.** Hugh Lennox, 21337 Cass Ave.  
**Ontonagon—White Pine Copper Days, June 6-11.**  
**Petoskey—Mich. Water Wonderland Festival, July 2-4.** Chamber of Commerce.  
**Port Huron—Blue Water Festival, July 18-24.** Floyd B. Walters.  
**Rudyard—Eastern U. P. Jr. Fat Stock Show, Aug. 11-12.** Wm. Dickinson, 139 Arlington, Sault Ste. Marie.  
**Sand Lake—Celebration, July 4.**  
**Sault Ste. Marie—Soo Intl. Centennial Expo. & Marine Fair, June 28-July 17.**
- Minnesota**  
Duluth—Antique Show, Aug. 21-24.
- Mississippi**  
Clarksdale—VPW Celebration, June 6-11. Mr. Matthews.  
Greenwood—VPW Celebration, May 30-June 4. Mr. Brown.
- Missouri**  
Bollivar—Kiwanis Club Jr. Livestock Show, June 16. A. T. Johnson.  
Carthage—Jersey Parish No. 1 Jersey Show, June 1-2. Melvin West.  
Carthage—Country 4-H Show, July 26-30. Jerry Nutt Jr., WCAZ.  
Eminence—Celebration, July 2-4. Carl E. Chilton, Lions Club.  
Galatin—Jr. Lamb Show, June 9. Geo. H. Schmitt.  
Gerald—4-H Livestock & Home Economics Show, July 3-4. Hugo Schmidt.  
Herman—Homecoming, Aug. 27-28. M. P. Kappelmann, Chamber of Commerce.  
Jefferson City—Lions Club Festival, June 30. David R. Newsam.  
King City—Tri-Co. Livestock & Horse Show, Aug. 11-12. Marvin Blair.  
Maitland—Bluegrass Festival, June 22-25. Dale A. Marion, American Legion.  
Maryville—County Fat Lamb Show, June 10. Kenneth Walkup.  
Maryville—Northwest Mo. Horse Show, July 21-23. Mrs. Lester Swaney.  
Moberly—Kiwanis Club Jr. Lamb Show, June 15. A. T. Johnson.  
Plattsburg—Jr. Livestock & Home Economics Show, Aug. 14-20.  
Springfield—Osark PFA Lamb Show, June 3. John L. Kirby.  
Tarkio—Athlison Co. Stock Show, Aug. 26-27. Rankin Sheets.  
Warrensburg—Centennial, July 3-9. C. L. Park, Station KOKO.
- Montana**  
Plentywood—Celebration, July 2-4.
- Nebraska**  
Broken Bow—75th Anniversary Celebration, July 1-5. Dr. L. R. Wallace, Box 219.
- New Jersey**  
Dover—VPW Celebration, July 4-9.
- New York**  
Haverstraw—Old Home Week, June 6-11.  
Hicksville—Celebration, May 30-June 4.  
Hinsdale—Firemen's Field Days, June 2-4.  
Kingston—Hudson Valley Firemen's Convention, June 13-18.  
Lackawanna—Marine Corps Celebration, June 5-11. Fred V. Catuzza, 54 Jackson St.
- New Mexico**  
Gallup—Inter-Tribal Indian Ceremonial, Aug. 11-14. Edward S. Merry, P. O. Box 1029.
- Ohio**  
Arcadia—Centennial, June 26-July 2.  
Bellair—Italian Celebration, June 4-12.  
Byesville—American Legion & Firemen's Celebration, May 30-June 4.  
Canton—Sesquicentennial, Aug. 14-21. Wallace Lafferty, 533 Market Ave., S.  
Cincinnati—Food and Home Show, Aug. 15-28. Eugene P. Zachman.  
Covington—Homecoming, June 14-19.  
Fort Recovery—Harvest Jubilee, July 4-9. B. B. Burke.  
Leetonia—Celebration, June 8-12.  
E. Liverpool—Old Home Week, Aug. 1-5. H. J. Beny, 752 St. Clair Ave.  
Madison—Booster Club Harvest Picnic, July 22-24. Mrs. Norah Austen.  
McGuffey—Homecoming, June 21-26.  
North Industry—Homecoming, July 19-23.  
Waco—Homecoming, June 21-25.  
Waynesburg—Firemen's Homecoming, July 6-9. J. M. Finefrock.  
Woodville—Celebration, June 30-July 4. Henry Herkel.
- Oklahoma**  
Pawhuska—Ben Johnson Memorial Steer Roping, June 26.  
Pawhuska—Osage Co. Cattlemen's Assn. Convention & Ranch Tour, June 24-25.  
Pawhuska—International Round-Up Club Cavalcade, July 29-31.

(Continued on page 67)



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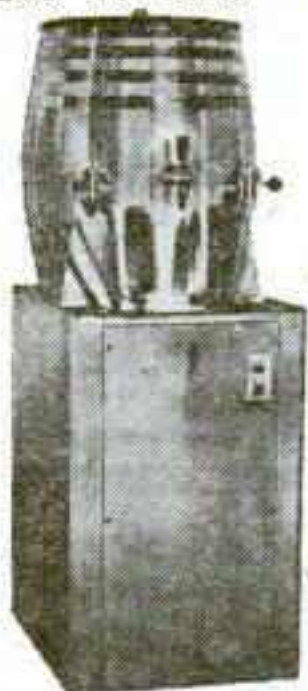
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**AUDITORIUMS-ARENAS**

**Midwest Loop Demonstrates Arena Circuits Can Succeed**

By TOM PARKINSON

Meeting in Columbus Friday were executives of sports shows at seven major arenas that make up the Midwest Sports, Vacation & Boat Show circuit. They were mapping plans for their third annual effort, a set-up which demonstrates that arenas can work successfully in circuits.

This one is a loosely organized loop which has brought advantages to member arenas and promoters and also to exhibitors. According to Midwest's Ben Cowall, Columbus, the idea could be used successfully by arenas in other parts of the country as well.

Midwest members get together each year to set their show dates in circuit sequence. That's the basis for the operation, and it leads to the other advantages.

The idea of combining effort and sharing expense for a unified space sales effort is beginning to pay off strongly. With the seven dates co-ordinated, exhibitors not only can readily arrange to be represented at each, but the shows can give them concrete inducements to do so. Cowall points out that altho each of the seven shows is independently operated, the circuit members together seek national concerns and they can give consideration to price cuts and special rates for exhibitors who take space at all member shows.

Coming out of the session also are general plans for booking the entertainment for next fall's series of sports shows. Cowall said earlier that the William Schilling office has supplied the acts for the circuit's two previous seasons.

The circuit buys a package show to be played at each of the shows over approximately seven weeks. Price of the package is pro-rated among the seven promoters according to the number of days each uses the entertain-

ment. A savings is made at the outset because most performers can be booked for less per week for an extended time than for a single week at a time. The seven weeks of work it offers puts the circuit in a good position in the talent market. And it buys. Last year's show included the Canadian Guides, Sharkey the Seal, Monte Blue, Carl Allen Rose, an auto dive, the Dillon jumpers, Indians, a sling shot artist and others.

Cowall declares that the circuit now has proved itself. He points out that in the first year the events went off to the satisfaction of watchful national exhibitors, who now have started taking space at the various shows. Meanwhile, the shows have become more restrictive about the types of displays, and generally they now concentrate on sports equipment, sports cars and accessories, vacation centers and travel organizations. Attendance at most of the member shows was up sharply last year.

Associated in Midwest now are Emery Jones, of the St. Louis Arena; Dick Miller, of the Butler Field House at Indianapolis; William Lavery, of the Cleveland Arena; Bill Bain, of the Cincinnati Garden; Ernie Berg, of the Allen County Memorial Auditorium at Fort Wayne; Herman J. Penn, of the Louisville Armory, and Cowall.

While no other arenas or promoters have asked for membership and none has been invited to join, Cowall said that more shows could be added to the circuit. The organization is informal and there are no charges for membership itself.

Moreover, Cowall has a word of optimism for arenas in other parts of the country that might be considering similar circuits. He believes the system would work readily in other instances, and he asserts that circuits lead to better shows for all concerned.

**CONEY ISLAND, N. Y.**

By UNO

David Rosen has a new partner this season in his two freakeries, namely Morris Posner, whose last appearance on Coney was 10 years ago when in association with Meyer Hamburger he operated shows in Luna Park and elsewhere on the Island. Exhibits include, at the Palace of Wonders, Jean Carroll, tattooed lady; Pinky, armless wonder; Aponick, fire eater and magician; Charles Phelan, strong man; Mr. Jupiter, balloon head man, and Louise Fisher, leopard skin girl in the annex. Inside talker is Claire Priddy. Outside talkers are Larry Rapps and Scotty Morgan. Charles Steinbraker is in his 28th year as ticket taker. The Palace was to have started the season with a company of mambo dancers in addition, but the mamboers failed to materialize. On the opposite side of Surf Avenue near West 12th is the other Rosen-Posner show called the Wonder-

land Circus. Here the attractions comprise Albert-Alberta, feature; Fred Harris, magician and Punch and Judy; Joe Allen, Twisto; Morocco King, calypso singer and dancer; Tiajuana, calypso dancer, and Susie, the Alligator Skin girl in the annex. Inside talker is Edith Purdin. Outside talkers are DeWyse Purdin, Jerry Lipko and Jerry O'Brien. Two large signs fronting the two establishments, one reading "Latin American Mambo Festival" and the other, "Boy Changes to Girl," have been taken down and replaced by others more to the liking of all parties concerned. Another Rosen-Posner possession is a dance floor above the Wonderland Circus show.

Louis Molinas, at his Eagle Nar, Surf Avenue and West 12th, lists his talent as Victor Benak, accordion player in his 14th season; Steve Benyak and Johnnie King, cowboy singers and Joseph H. Shukaitis, new chief drink doctor.

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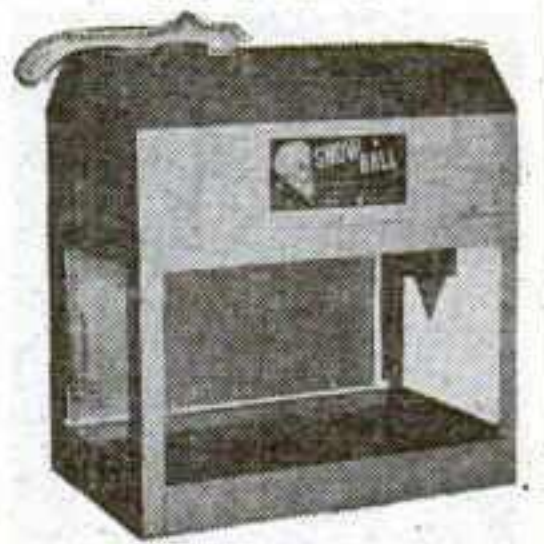
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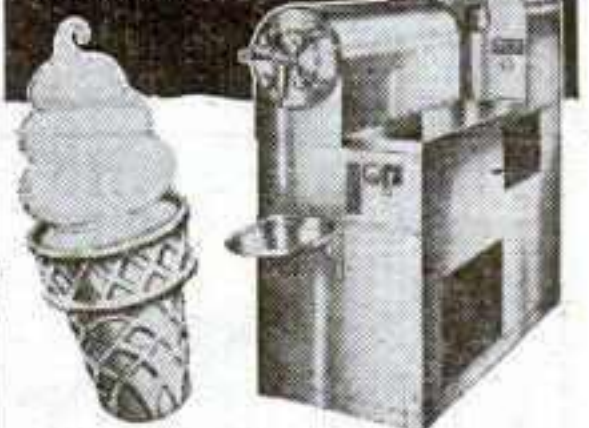
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Amusements of America: Dover, N. J.  
Am. Co. of America: Hot Springs, Ark.; East St. Louis, Ill., 6-11.  
Badger State: East Grand Forks, Minn.  
Baker United: Noblesville, Ind.  
Beam's Attrs.: Masontown, Pa.  
Becht, Lee: Washington C. H., O.; Miamisburg 6-11.  
Bee's Old Reliable: Hazard, Ky.; Wayland 6-11.  
Belle City: Kaukauna, Wis., 2-5; Appleton 10-12.  
Bernard & Barry: North Bay, Ont.  
Big Four Am.: (2900 Kishwaukee) Rockford, Ill.; Jefferson, Wis., 8-12.  
Blue Grass: Muncie, Ind.  
Blue Valley: Kearney, Mo.  
Bogle, F. C.: Salina, Kan.; Wichita 6-11.  
Borderland: El Dorado, Tex.  
Brodbeck & Schrader: Ness City, Kan.  
Buck, O. C.: West Hartford, Conn.  
Burdick's Greater: Brady, Tex.  
Burke, Harry: Lafayette, La.  
Burkhardt: Aurora, Ill.  
Byers Bros.: Oelwein, Ia.; Cedar Falls 6-11.  
Capital City: Murfreesboro, Tenn.  
Caravella Am.: Meadville, Pa.  
Carpenter Bros.: Weston, O.  
Carroll's Greater: Watertown, S. D.; Odessa, Minn., 6-8; Abercrombie, N. D., 9-11.  
Cattlett Greater: Horton, Kan.  
Central States: Columbus, Neb.  
Cetlin & Wilson: Petersburg, Va.; (Fair) Ambridge, Pa., 6-11.  
Chanos, Jimmie: Piqua, O.  
Cherokee Am.: Cleveland, Okla.  
Coleman Bros.: Plainville, Conn.  
Collins, Wm. T.: (78th & Chicago Ave.) Minneapolis.  
Continental: Oswego, N. Y.  
Crafts Expo., No. 2: Delano, Calif., 1-5.  
Crafts 20 Big, No. 1: (Fair) Artesia, Calif.  
Cross Road Am. Co.: Holland, Mich.; Diamondale 6-11.  
Cunningham Expo.: Ripley, W. Va.  
Davis Am. Co.: Prineville, Ore.; Sutherlin 7-12.  
De Gaynor's Kiddieland: Pennimore, Wis.  
Del Fiore Am.: Hyde Park, Pa.; Negley, O., 7-11.  
Dobson's United: Cornell, Wis.  
Douglas Greater: Eugene, Ore.  
Down River Am. Co.: River Rouge, Mich.; Belleville 7-12.  
Drago Am., No. 2: Gaston, Ind., 6-11.

Drew, James H.: Weston, W. Va.; Buckhannon 6-11.  
Dumont: Etowah, Tenn.  
Dyer's Greater: Marion, Ill., 8-12.  
Eastern Am. Co.: Old Town, Me.  
Eddie's Expo.: Canonsburg, Pa.; Elsworth 6-12.

(Continued on page 57)

**Circus Routes**  
Send to  
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Bailey Bros.-Cristiani Bros.: Pendleton, Ore., May 31; Sheridan, Wyo., June 3-4; Sidney, Mont., 6-7; Missoula 10-11.  
Beatty, Clyde: Willows, Calif., 31; Red Bluff June 1; Kiamath Falls, Ore., 2 (night) and 3; Alturas, Calif., 4; Susanville 5.  
Carson, Tex.: Coal Creek, Colo., June 2.  
Davenport, Ben, Merchants Free Circus: Buffalo, Okla., 31; Guyman June 1; Liberal, Kan., 2; Greensburg 3; Larned 4.  
Gould, Jay: Hector, Minn., June 3-5; Dawson 6-7; Sisseton, S. D., 8-9; Garden City 10-12; Ipswich 13-14; Lidgerwood, N. D., 15-16; Erskine, Minn., 17-19.  
Hagen Bros.: Cudahy, Wis., 31-June 1; Des Plaines, Ill., 2; Waukegan 3; Kenosha, Wis., 4; Lake Geneva 5; Janesville 6; Rockford, Ill., 7; Belvidere 8; Sycamore 9-10; Robbins 11.  
Hunt Bros.: Princeton, N. J., 31; New Hope, Pa., June 1; Doylestown 2; Flemington, N. J., 3; Barnardsville 4; Middlesex 6; Freehold 7; Perth Amboy 8.  
Kelly-Miller: Tipton, Ind., 31; Noblesville June 1; Lebanon 2; Delhi 3; Rensselaer 4; Fowler 5; Hoopston 6; Paxton 7; Clinton 8; Havana 9; Bushnell 10; Monmouth 11; Mount Pleasant, Ia., 12.  
Kelly-Morris: Nashville, Mich., June 1.  
King Bros.-Cole Bros.: Lansing, Mich., 31; Jackson June 1; Ann Arbor 2; Monroe 3; Pontiac 4; Chatham, Ont., 7; St. Thomas 8; Branford 10.  
Mack, Fred J.: Greenfield, O., 31; Blanchester, O., June 1; Hillsboro 2; Wilmington 3; Franklin 4; Germantown 6; Tipp City 7; Fairborn 8; Washington Court House 9; Columbus 10-11.  
Merchants Free: Guyman, Okla., June 1; Liberal, Kan., 2; Greensburg 3; Larned 4; Hosington 6; Russell 7; Wakeeney 8; Oakley 9; Colby 10.  
Mills Bros.: Temperance, Mich., 31; Wayne June 1; Coldwater 2; Columbia City, Ind., 3; Marion 4; Auburn 6; Union City 7; Lima, O., 8; North Baltimore 9; Sandusky 10; Elyria 11.  
Polack Bros. Eastern: Butte, Mont., June 2-4; Idaho Falls, Idaho 7-8; Las Vegas, Nev., 11-13; Twin Falls, Idaho, 17-18.

Polack Bros. Western: Los Angeles 31-June 5; Bakersfield 9-11; Tulare 13-14; Fresno 15-18; Salinas 21-22.  
Ring Bros.: Durbin, W. Va., 31; Franklin June 1; Petersburg 2; Moorefield 3; Romney 4; Terra Alta 6.  
Ringling Bros. and Barnum & Bailey: Wilkes-Barre, Pa., 31; Allentown June 1; Reading 2; Lebanon 3; Lancaster 4; Woodbury, N. J., 5; Wilmington, Del., 6; Bridgeton, N. J., 7; Red Bank 8; Newark 9-10; East Paterson 11.  
Tatum Bros.: Georgetown, Ill., June 1-4, Farmer City 6-8.  
Von Bros.: Delano, Pa., 31; Conyngham June 1; Mount Carmel 2; Shamokin 3; Danville 4; Berwick 6; West Nanticoke 7.  
Ward Bell: Centralia, Wash., 31; St. Helens June 1; Tillamook, Ore., 2; McMinnville 3; Sweet Home 4; Bend 6-7; The Dalles 8-9; Pasco, Wash., 10-11; Colfax 13-14.

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King and I: (Shubert) Detroit.  
Kismet: (Playhouse) Kansas City, Mo.  
Pajama Game: (Moore) Seattle, 31-June 2.  
Seven-Year Itch: (Forrest) Philadelphia.  
Solid Gold Cadillac: (Biltmore) Los Angeles.  
Tea and Sympathy: (Geary) San Francisco.  
Teahouse of the August Moon: (Auditorium) Portland, Ore., 31-June 2; (Temple) Tacoma, Wash., 3-4.  
Tender Trap: (Harris) Chicago.

**Ice Shows**

Hollywood on Ice, International, No. 1: Turino, Italy, 31-June 5; Genoa 6-19.  
Holiday on Ice of 1955: Mexico City 31-June 1.

**Miscellaneous**

Grand Ole Opry: Sharon, Pa., 31; Meadville June 1; Franklin 2; Titusville 3; Corry 4; Jamestown, N. Y., 5; Olean 6; Wellsville 7; Hornell 8; Bath 9; Elmira 10; Owego 11.  
O'Day, Marie, Palace Car: Beaver Dam, Ky., 31; Leitchfield June 1-2; Elizabethtown 3-4.

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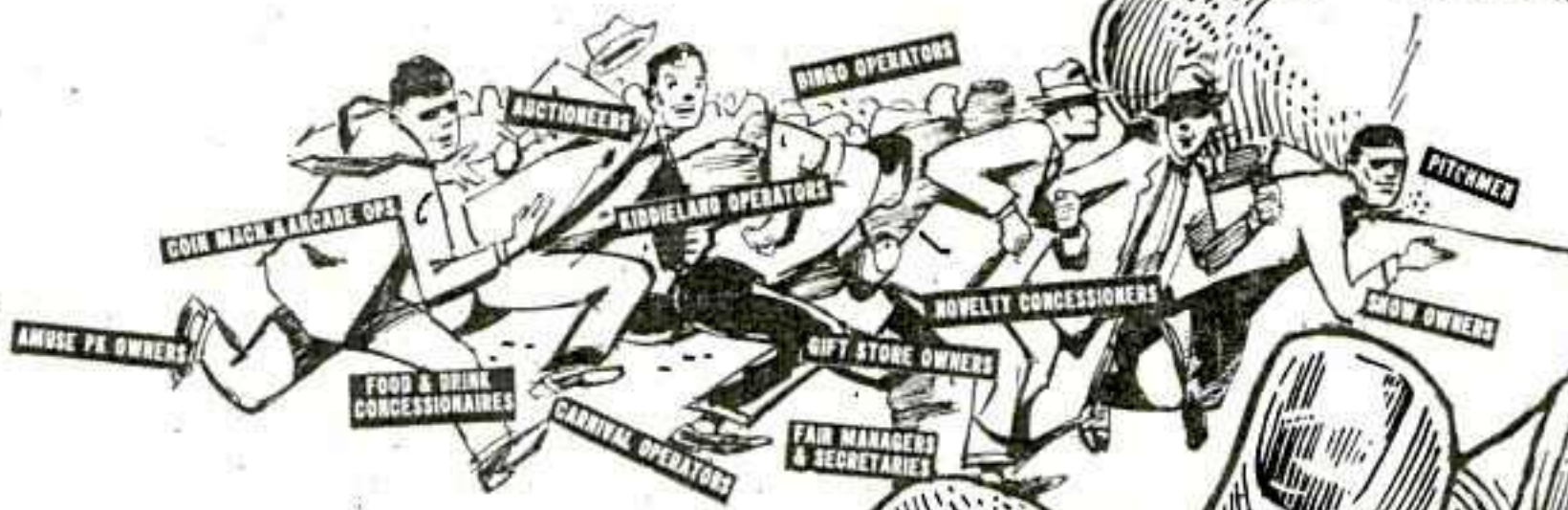
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## SIGN NEW MANAGER

### Willow Gr. Plans Heavy Talent Use

PHILADELPHIA, May 28.—For the third straight year Station WIP will originate its morning quiz show "Kitchen Kapers" from the open air stadium at Willow Grove Amusement Park. Joe McCauley and Johnny Wilcox will emcee the show every Wednesday evening when it will be recorded for broadcast. The series moves to the park on July 6 and will continue there until September 14.

The park, under new management this year, is employing its fifth press agent in almost as many weeks. Latest to handle the chores is Jerry Katz, local night club publicist.

Harry S. Jacobs has resigned as managing director and Morton (Continued on page 60)

## 2 FUNSPOTS HIT SAME ISSUE OF BIGGEST DAILY

NEW YORK, May 28.—Two area funspots—Indian Point, near Peekskill, N. Y., and Rockaways' Playland—hit the same issue (Monday, 23) of The New York Daily News, the nation's largest daily. Playland landed in the center spread with a seasonal photo—a moppet peeking from a bathhouse doorway at a pooch making off with his clothes. Indian Point was represented on page three, principal news page in the tabloid, with a photo of one of the scouts at a weekend encampment making like Davy Crockett, gnawing on a bone. Walt Kaner is Rockaways' publicist. Bosh Stack represents the Point.

## Eastern Consensus Is for Banner Year

BOSTON, May 28.—General opinion of New England operators is that this could be one of the area's best years ever. Beginning with the Easter bonanza of last month, attendance and spending throught the region have been encouraging whenever weather has permitted an action at all.

Decoration Day finds amusement people loaded with merchandise and rides in good operating condition, for the holiday is an annual pivotal point at which a good slice of the summer grosses is marked up. Last weekend's experience when satisfactory temperatures brought out thousands of customers up and down the coastline and inland as well, was a good omen to everyone in the business.

Revere Beach and Nantasket had their parking areas full by 2 p.m. with many thousands of cars and customers being forced to turn away.

Roy Gill at Norumbega Park reported excellent business especially in his enlarged Kiddieland. The new kiddie Roller Coaster was his best ride section, income-wise. At Salisbury Beach, Charles Gamenick's block of kiddie rides were often at capacity for the first time this season. His new Funhouse, where the Merry-Go-Round formerly stood, did good business throught the weekend, as did Gamenick's "Five o'Clock" night club.

### McGuire Booked

Riverside Park in Agawam had the McGuire Sisters as free attraction.

Max and Samuel Spector say they are adding a zoo adjacent to their park at York Beach, Me., on a 30-acre tract. The plan is to include a 500-foot channel for fowl, plus a section of kiddie rides. The Spectors also intend to book in animal acts during the summer,

and are constructing a building to serve as souvenir shop and front gate. Construction and refurbishing was also going on at Old Orchard Beach in preparation for the holiday weekend.

John Dineen reported a banner day on Sunday (22) at Hampton Beach, with all departments of his location doing well. The big name attractions scheduled for his ballroom include Stan Kenton, Billy May, Les Elgart, and Buddy Morrow and their orchestras. On display there is Al Randall's landlocked oceanic museum, built to resemble a yacht.

Dineen's daughter Alice, who operates the beach gift shop, recently returned from Europe with a new line of gifts and souvenirs.

## Denver Drought Ends, Park Hit By Long Rain

DENVER, May 28.—For months residents of Denver have complained about serious drought conditions which forced them to reduce lawn watering, car washing and other chores. So despite a record of more than 10 years of opening weeks with inclement weather, amusement parks looked forward to some dry evenings.

They were mistaken. Last week more rain fell in the Rocky Mountain area than had fallen in the region since last fall.

Opening night (14) was good and for three days following that typical summer weather prevailed. Starting Tuesday (23) and for four more days and nights light rain and drizzle engulfed Denver. As a result, crowds at Lakeside and Elitch Gardens parks were small.

HARTFORD, Conn., May 28.—Northern Connecticut's largest amusement park, Lake Compounce, Bristol, started its schedule of daily operations today.

Special events for the holiday weekend set by Julian Norton include dancing tonight and Sunday evening, continuous free entertainment from 2:30 p.m. on Sunday and Monday, and by a huge display of fireworks Monday at 10:30 p.m.

## MUSIC & SHOTS

### Whalom Signs Tony Lavelli As Attraction

FITCHBURG, Mass., May 28.—A new park attraction is premiering Monday (30) at Whalom Park here in the person of Tony Lavelli, former All-American and professional basketball player.

Lavelli, a native of Summerville, Mass., achieved national prominence as a basketball player at Yale University. During his college and subsequent professional days he improved his accordion-playing technique to where he was able to perform between halves of games, while a member of the College All-

(Continued on page 60)

## Skillo Spindle Rule Curbs Ops in Jersey

FREEHOLD, N. J., May 28.—A Superior Court ruling this week has wide application on the use of Skillo Basket game concessions at park and shore resort locations. Judge C. Thomas Schettino's temporary edict held that it is legal for only the person who pitches the

ball onto the wheel to play the game. All others who play, if the game is run in group fashion, are in effect gambling on one person's efforts, he said.

Skillo Basket is a spindle application featuring a wheel inclined at about 30 degrees. Its rim is studded with nails and a number is painted between each two nails. The patron throws the ball onto the wheel when it's spinning, the ball always finding its way to the lowest point on the incline. When the wheel stops the ball is cradled between two nails, indicating the winning number.

It is estimated that perhaps as many as 100 operations are affected by the ruling. Judge Schettino set June 1 or 2 for a final hearing on the case, ruling that in the meantime any prosecutor or police official who feels that even the one-player phase is gambling, can shut down or arrest the operator but cannot confiscate the equipment.

The hearing last week was on a temporary restraint the judge issued on May 6, halting prosecutors of Monmouth and Ocean counties from interfering with the games in Keansburg, Seaside Park and Seaside Heights. Operators asked for the restraint to prevent any confiscation. The State has also asked that the matter be settled once and for all so citizens of the shore will know whether the games are legal.

Judge Schettino said only the player tossing the ball exercises any skill. Operators are awaiting the final ruling expected next week, with the possibility that mass changeovers of games will follow if the judge restricts the game to one player at a time, thereby cutting considerably the income of Skillo Basket.

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## SEE 1st CANCELLATION

# Mineola May Quit Due to Site Woes

WESTBURY, N. Y., May 28.—There were increasing signs this week that the Mineola Fair will be called off this year, for the first cancellation in its 113-year history. Directors' meetings have been held on several occasions during the last two months in attempts to iron out difficulties as to site and dates. Most recent get-together was Thursday night (26) when a long session ending at 8 p.m. produced no concrete proposals except to put off making any decision until June 20, a Monday. It was discussed whether to run the annual three

days, or for five days, and at any of several proposed locations. A site change would require costly electrical work and tent contracting.

It has been habitual for the fair to require at least three months to properly promote itself. A June 20 decision would leave only a 10-week advance period, in which to print and distribute some 45 different premium lists and process \$150,000 in contracts for services, equipment and attractions.

**Thruway Creates Problem**  
Initial trouble for the directors started with New York State Thruway adjacent to Yonkers Raceway. The Mineola Fair is held at Roosevelt Raceway in Westbury, and both tracks are the metropolitan area's major harness race plants. They have a reciprocal agreement whereby each race association has access to the other's facilities if anything prevents the running of their meet on their own track.

Altho it is likely that Thruway work would be finished in time for the Yonkers track to hold its racing, the group will not release Roosevelt Raceway from the pact because of the millions of dollars in potential grosses involved. The refusal ties up the fair location during its accustomed running time.

At first it was proposed that instead of the traditional late September-early October running time, the fair be held at the raceway during Labor Day week. This idea has apparently been set aside for the present. It was then suggested that another site be found for an all-canvas fair in late September.

**Alternate Sites Studied**  
Nassau County's nationally known housing boom has seen the gobbling up of virtually every suitable area, altho there are several locations possible including the old fairgrounds in Mineola.

Problems immediately obvious include the major electricity installation required at a new site, the large amount of canvas required, possible date-shuffling by midway and grandstand attractions, and the uncertainty created in the minds of industrial, commercial and agricultural exhibitors.

The original fair was held in Hempstead in 1842. It was later held in Jamaica with both spring and fall sessions. The fairgrounds in Mineola were sold to Nassau County over 15-years ago and the fair stayed on as tenant. Three years ago the county claimed its ground for parking room and President J. Alfred Valentine of the fair association engineered the shift to Roosevelt Raceway, where a combined Mineola Fair & Industrial Exposition was launched.

Closest the annual came to a closing was in 1918 when a Spanish influenza epidemic was at its height and soldiers were camped on the Mineola grounds. The fair was condensed into three small tents with only a few exhibits of flowers and vegetables and there was no promotion.

Valentine was elected president in 1939 and under his reign the operating budget has grown from \$35,000 to more than \$150,000. The fair is managed by Charles Bochert, veteran Broadway press agent who has been in charge for 18 years.

## Red Deer, Alta., Sets Jubilee Cele

RED DEER, Alta., May 28.—Red Deer's jubilee year celebration will be held in conjunction with the annual fair, August 4-6, and will include a parade, special decorations for stores and streets, pioneer exhibits and a section of honor at the fair for pioneer citizens. The fair board is working in close co-operation with the Red Deer Jubilee committee.

## 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.

### Arkansas

Lonoke—Lonoke Co. Fair & Livestock Show, Sept. 12-15. Mrs. W. J. Trickey, Prescott—Nevada Co. Fair Assn. Sept. 21-23. George E. Wylie.

### California

Lodi—Lodi Grape Festival & National Wine Show, Sept. 16-18. C. S. Jackson.

### Minnesota

Blue Earth—Paribault Co. Agril. Soc. Aug. 16-18. W. E. Hertel.

### Missouri

Concordia—Concordia Fall Festival, Sept. 22-24. Dr. F. G. Golmann. Kennett—Kennett Fall Festival, Sept. 12-17. Billie Lloyd.

### North Carolina

Goldboro—Wayne Co. Agril. Fair, Sept. 12-17. Oland F. Peele.

### South Dakota

Rapid City—Black Hills Range Days & Expo. Show, Aug. 18-21. Kenneth Roberts.

### Tennessee

Newport—Cocke Co. Fair Assn. Sept. 19-24. Jack Vinson. Tracy City—Grundig Co. Fair, Aug. 18-20. E. J. Cunningham.

### Texas

Pt. Worth—Southwestern Expo. & Pat Stock Show, Jan. 27-Feb. 5, 1956. W. R. Watt. Loveland—Hockley Co. Fair Assn. Oct. 3-5. Pat Ryan.

Mercedes—Rio Grande Valley Livestock Show & Rodeo, W. A. Heller.

### Virginia

Bland—Bland Co. Fair Assn. Sept. 8-10. T. E. Malloy.

### Wyoming

Basin—Big Horn Co. Fair, Aug. 25-27. Dr. M. B. Walker. Buffalo—Johnson Co. Fair & Rodeo, Aug. 19-21. Oliver Heustis.

Thermopolis—Hot Springs Co. Fair, Aug. 23-24. Don H. Tippets.

### CANADA

#### British Columbia

Prince George—Prince George Fall Fair, Sept. 2-5. Smithers—Smithers Fall Fair, Aug. 26-27. Vanderhoof—Vanderhoof Stampede, Sept. 5.

#### Nova Scotia

Bear River—Digby Co. Exhn. Sept. 14-15. Bridgewater—Lunenburg Co. Exhn. Sept. 27-30. Caledonia—Queens Co. Exhn. Sept. 20-23. Middle Musquodoboit—Halifax Co. Exhn. Sept. 20-21.

North Sydney—Cape Breton Co. Exhn. Sept. 5-9. Oxford—Cumberland Co. Exhn. Sept. 13-16. Windsor—Hants Co. Exhn. Sept. 13-16.

#### Ontario

Belleville—Belleville Fair, Aug. 15-18.

# Propose \$25 Million Long-Range Building Plan for Ohio State

## Seeks Expansion to 330 Acres, New Grandstand, Exhibit Halls

COLUMBUS, O., May 28.—A \$25 million long-range master plan for the rebuilding and expansion of the Ohio State Fairgrounds has been proposed by a committee that has completed a study of the present plant. The committee, which was appointed by Gov. Frank Lausche, suggested the project be stretched over a period of 10 to 12 years, which would require \$2 to \$2 1/4 million per year.

First step suggested is the completion of a land-buying program, that is already under way, with the objective of obtaining additional acreage north of 17th Street. Most of the new development will be centered on this new land, which will practically double the size of the fairgrounds. Total size, when the land buying is completed, will be 330 acres.

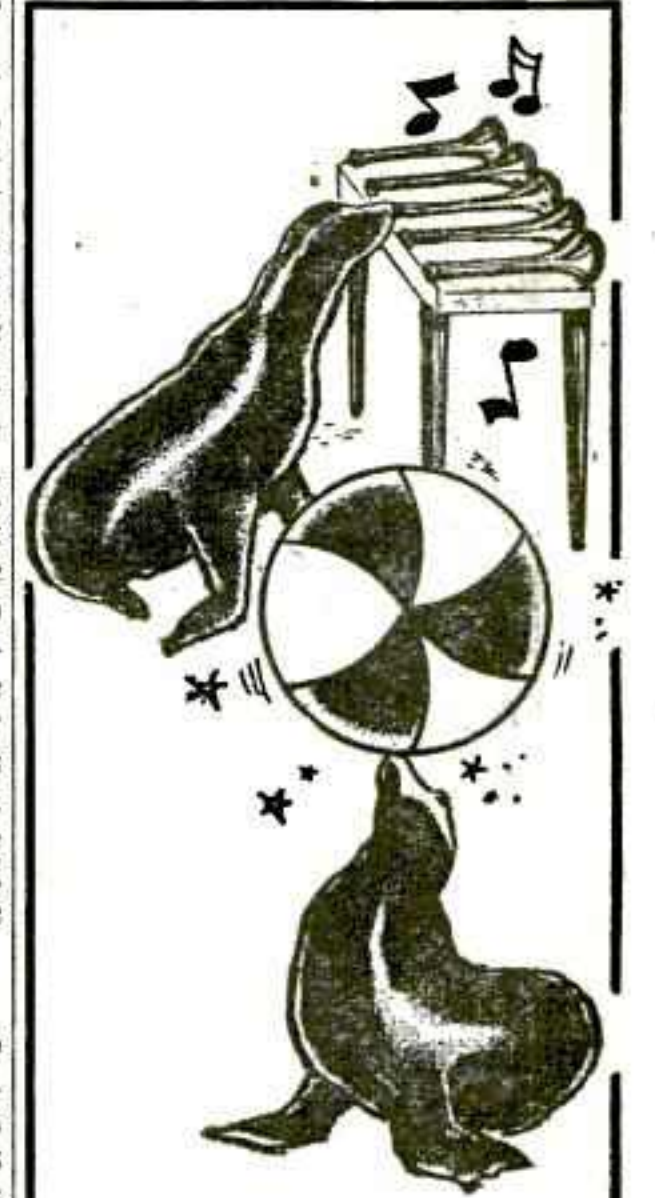
A new grandstand is proposed for the area to replace the present one. Engineers recommended the present stand be replaced due to its physical condition and its location, which tends to divide the grounds into two parts. The new grandstand, along with horse barns and race track, would be located in the new area, on the far east side of the grounds. The midway would be located directly in back of the stand.

### Youth Hall

One building is already set to be located north of 17th Street. This is the Youth Building, which will house about 1,200 youngsters and provide year-round facilities for youth activities. The contract for this structure has already been awarded a local contractor.

Other developments suggested for the first two years of the program are the construction of buildings for youth exhibits, women's arts and crafts, farm organizations and the building of the south wing of the Horticulture and Agriculture Hall. Early on the program is the construction of a mall that will run

(Continued on page 62)



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## Firm Ties In For Troy Hills Pooch Event

TROY HILLS, N. J., May 28.—A Pooch Show has been slated for the Morris County Fair this season, according to Manager Swante C. Swenson. Brought in to supply many prizes as well as put on a "buffet luncheon" for all pooches will be the Kennel Products Division of the Quaker Oats Company. Prizes will be given in many classes, such as best dressed pooch, pooch with the longest tail, pooch with the most spots, pooches doing the most tricks and best tricks, and others. Grand prizes will be bicycles for a girl and a boy winner. Ribbons will be liberally awarded to nearly every pooch entered, according to the plan.

The Morris Juvenile Grange will help run the event and application blanks to enter will be distributed at area grocery stores that handle Kennel products. Fair dates are August 15-20.

## Desert Cele Plans Hinge on Public

RIDGECREST, Calif., May 28.—Staging of the fifth annual Desert Empire Fair here hinges on the public response to a plea for all-out co-operation by volunteer workers. The local Chamber of Commerce thru its fair chairman, W. A. Robb, announced that a mass meeting of Ridgecrest and China Lake residents will be held to discuss the matter.

C. of C. president Bob Smith said that while the event is sponsored by this organization, the association is unable to undertake the 1955 event without "whole-hearted support and active co-operation" of citizens and organizations within the community.

## Legion Post To Sponsor Asheboro, N. C.

ASHEBORO, N. C., May 28.—The Center of North Carolina Fair, one of the State's major annuals, will be sponsored this year by Dixon Post 45 of the American Legion, W. C. York, secretary, announced. This year will mark the first time any sponsor has been used at the 33-year-old event.

The Page and Ferris shows will combine their rides and shows for this year's event and Legion officials plan to expand all agricultural exhibits.

## Sedalia Inks Downey Show

SEDALIA, Mo., May 28.—Jimmie Downey, of the St. Louis booking agency bearing his name, has been awarded the contract to produce a one-night grandstand show at the Missouri State Fair this year. The Downey production, which is scheduled to include television, radio and motion picture performers, will hold forth the opening night of the fair.

\*\*\*\*\*

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\*\*\*\*\*



## WORLD'S FINEST

### Re-Titled Jimmy Sullivan Show Boasts Expanded Ride, Show Lineup

HAMILTON, Ont., May 28.—Combining a new title, enlarged attractions and rail equipment and an expanded route, the World's Finest Shows doubled back here this week after its third stand of the season at Sarnia, Ont. The organization was known for nearly two decades as Wallace Bros. Shows of Canada until Owner J. P. (Jimmy) Sullivan re-christened the organization this year.

Coming out of its Simcoe, Ont., winter quarters the show opened the season with a successful eight-day stand in Brantford, where grosses were some 15 per cent ahead of a year ago. Sarnia, also in Ontario, was played next. From Hamilton the show rails to Sault Ste. Marie, across the river from the Michigan town of the same name that's celebrating its centennial this year.

Then, following two dates in Winnipeg and one in Regina, Man., the show will enter the Western Canada B Circuit of fairs, playing 14 annuals in seven weeks. Thirteen of these fairs will tie in with the Golden Jubilees of Alberta and Saskatchewan, and Sullivan has painted huge signs on his railroad box cars bearing the slogan, "On Our Way to the Golden Jubilee at Alberta." A similar sign for Saskatchewan is painted on the other side.

#### Long Jump

Following the final fair in the loop, Prince Albert, Sask., Sullivan's train will make a three-day jump of 2,208 miles to Three Rivers, Que., for a series of seven fairs in that province and in Ontario. Total mileage for the season is calculated by Sullivan at 14,000 miles. And the railroad bill for 31 moves—seven more than in '54—will be about \$140,000, he said. Train is made up of 47 show and system cars—seven

more than were carried last year. Color scheme has undergone a complete change this year, with aluminum the predominant color, with orange and dark blue trim. All canvas is orange and green, with these new tops on the girl show, midjet revue, Scooter and Dodgem. All rolling stock, including wagons, follow the same color motif.

#### Jacobs' Animals

Featured on the backend is Terrell Jacobs' wild animal unit, which joined at Sarnia. Also coming on there was Malott's Side Show and Jimmie Smith's big snake. Scheduled to join here this week were Bob and Mildred Lee's Globe of Death; Bob Hermine's Midgets, and a girl show.

New rides are a Firefly, a rotary ride designed and owned by Bob

(Lee) Restall of Hamilton; a Kiddie Tumpike, manufactured by B. A. Schiff & Associates, Miami, and a Roundup from Hrubetz Company, Salem, Ore. A total of 12 major and 10 kid rides are carried, with upward of 40 concessions set for the tour. New equipment is two new Chevrolet loading trucks, an International tractor, four show wagons, cookhouse wagon unit and a 150-kw. Diesel generator that boosts the total power to 600 kilowatts.

Show-going habits have changed in Canada, with Friday night replacing Saturday as the best of the week, Sullivan pointed out. Prevalence of Friday paydays is one reason, but there is also a big movement of potential patrons out of town on Saturdays, he said.

## 3 WEEKS IN COUNTY

### Perth Amboy Red One For Vivona Operation

RARITON, N. J., May 28.—A red one in Perth Amboy, N. J., two weeks ago bolstered the spirits and purses of the Amusement of American midway, coming in the midst of a so-so still date season. Outside of the two-week date in Leiper-ville, Pa., earlier in the season, most locations have proven just fair, but the operating Vivona clan reports business generally on a par with that of last year, for the comparable time.

Perth Amboy was a surprise for all on the show, as attendance were far better than last year's.

Raritan is the third consecutive week in the same county and as early as the middle of last week, when the show played South River, pressures began to mount. At that time the bingo packed in as did one Girl Show and the wheels, but everything else worked okay. The mitt camp did not open for the engagement.

John Vivona was running things with Mrs. Catherine (Ma) Vivona, with Danny Dell being credited with keeping almost everyone working thruout the week. Dominic Vivona was also in evidence. Harry Wilson was doing advance work elsewhere.

The South River matinee on Saturday (21) was just fair, but in keeping with most dates so far the business was not discouraging. Nearness of the Strates midway, only a 10-minute ride away in Plainfield, resulted in frequent visits and jackpotting among the personnel. A notable visitor to both shows was Gerald Snellens, of gles, and drew well at week's end with the only girl show on the lot in operation.

General feeling was that a system of making short jumps within the same county would not be followed in coming seasons. The World of Mirth Shows, opening for the season in Plainfield over the Decoration Day weekend.

Vivona midway had eight major rides, four kiddie rides, a Roller Coaster and pony ride, plus eight shows and two dozen concessions. Shows were an exotic bird show, Fun House, Morkey Circus, Cindi girl show, Nita girl revue, Eeka wild girl, snake show, and Circus Side Show (Marie LeDoux). Tony Masiello, operating the Nita revue, had five girls, accordionist, and emcee. He used a two-girl precision routine plus three in the sin-

## Increase in Per Capita \$\$ Noted by Manning

POUGHKEEPSIE, N. Y., May 28.—Generally unfavorable weather has plagued the Ross Manning Shows this spring. While it was not unexpected, the general increase in per capita spending was not looked for. As a result it was a very agreeable surprise, and owner Manning, consequently, is inclined to view the remainder of the season favorably.

Except for the weather, and because of the better spending, business has been mostly good. The show has caught a couple of excellent weeks. Here, in the sixth week of its season, the show was looking to the wind-up sessions to come up with winnings after losing virtually all of two nights to rain.

The show, which opened in South Carolina, has sampled a good section of the East. The increase in spending was noted everywhere and this was regarded as especially favorable since it could mean that money would be plentiful when the show turns south for its fall fairs. Normally, Manning noted, money is not too free in the South in the spring.

#### New York Dates

Booking plans call for the show to spend several more weeks in New York State, forming a loop to the west and south. The route in the Empire State could be a highly profitable one, it is believed.

The show looked good here. Ten rides were up including 7 majors and 3 kiddie units. They are the Merry-Go-Round, two Ferris Wheels, Octopus, Little Dipper, Tilt-a-Whirl, Rolloplane, two kiddie units and a pony ride. A Spitfire was due in here today from the show's winter quarters.

## Smith Starts Well at Pa. Early Stands

ALTOONA, Pa., May 28.—George Clyde Smith Shows trucked to its second stand of the season here this week after a good week at Scalp Level, Pa., the opener. Week started off with ideal weather, cooled off at mid-week but warmed up again and ended on a strong note business-wise.

Show was near Beam Attractions and Mighty Page Shows so much visiting was done. Several rides are still back in winter quarters, including a Whip purchased last

(Continued on page 52)

## TV Shows Hike Turnouts for Continental

BINGHAMTON, N. Y., May 28.—Two first-in dates in a row, Binghamton and Schenectady, have produced pretty fair grosses for Roland Champagne's Continental Shows. Opener here on Monday (23) was in the rain but crowds turned out thruout the night.

Paul La Cross, agent and publicist, accomplished four live TV shows in Schenectady over WRGB. They had to do with trick riding on motorcycles, a snake presentation, a monkey show presented by Carol Miller of the monkey circus, and a performance of fancy shooting and knife throwing by La Cross, with Bob Willett as human target. Schenectady proved an increase over last year's run.

On Tuesday (24) La Cross had his shooting and knife throwing in operation again, this time over the Binghamton station. Carol Miller and the monkey circus were booked for a TV show on Wednesday.

Binghamton was shaping up as a potential big week if weather holds up for the holiday weekend.

## I. T. Readies For Dates in Rockland Co.

NEW YORK, May 28.—Nassau County business started slowly for the I. T. Shows unit under general manager Phil Isser last week, as the organization marked time for its big celebration and convention dates in Rockland County.

Inwood last week and East Meadow this week were only fair, with the lot shutting down relatively early on the weekday nights. Isser and Is Trebish will take the No. 1 unit to a celebration in Haverstraw next week, to be followed by the firemen's convention in Kingston. The No. 2 ride unit will stay on Long Island, supervised by Bill Appleton.

At East Meadow Col. Lew Alter joined with his Side Show after playing earlier still dates with Roland Champagne's Continental Shows. There are three shows with Alter's dominating the back end. The big flat lot afforded plenty of opportunity to display his seven new double banners on each side of the bally platform.

Also on the back end are a show-owned girl revue operated by Joe Casper, and an "African Jungle" animal collection. Rides in use at East Meadow are a Ferris Wheel, Merry-Go-Round, Whip, Rock-o-Wheel, Roll-o-Plane, Octopus, and two kiddie rides. There are some 20 concessions, and a Bill Jones bingo unit is to join the show in Haverstraw, it is reported.

## Buck Stands Continue OK In New Eng.

STAMFORD, Conn., May 28.—Business picked up here Thursday (26) for the O. C. Buck Shows and prospects for fair week before today's closing operations were considered good.

The show built up a cushion a week ago in East Hartford, Conn., and next week is looking for an even better take in West Hartford, Conn. Both communities were tagged as excellent spots before the show ever got to them.

Since opening in the vicinity of its Troy, N. Y., winter quarters the show has done perhaps a bit better than was hoped for.

## World of Mirth In Season Bow At Plainfield

PLAINFIELD, N. J., May 28.—Frank Bergen's World of Mirth Shows opened its 1955 season here last night in fair weather. An unpublicized prevue was staged on Thursday night (26).

The date, which runs thru next Saturday (4), includes full operation tomorrow, Sunday and on Monday, Decoration Day. The stand annually is one of the best still dates played by the show.

The spacious lot, which once was overly large, is now jammed to its outer limits with show and ride units.

## First Road Stand Okay For Metropolitan Shows

ROME, Ga., May 28.—Metropolitan Shows railed in here this week after scoring good business at Columbus, Ga., last week, its first road stand of the season.

## Mercedes Show Re-Inks Brashear

VICTORIA, Tex., May 28.—American Midway Shows has been signed to provide the carnival attractions at the Rio Grande Valley Stock Show & Rodeo in Mercedes, Tex., Don Brashear, manager of the show, announced. Show will be on the midway there for the ninth consecutive year. Dates are March 4-12, 1956.

Show was stored on the strike-bound Louisville & Nashville Railroad for the winter and only after considerable difficulty, was the train re-routed over the Seaboard Air Line to Columbus.

Show scored well in newspapers, radio and television in Columbus with publicity on the latter bringing out sizable crowds for the unloading. Resulting business was highly satisfactory with spending good almost every night but Monday.

Staff this year includes Sam Levy, general manager; Shirley Levy, general manager; Ben Braunstein, general representative; Johnny Reed, business manager; Bill Sterling, billposter, and Red Kelley, trainmaster.

## So. Plainfield Predate Finishes Okay for Strates

PHILADELPHIA, May 28.—The James E. Strates Shows were back in the Philadelphia area this week during the Ringling circus performance, altho some five miles separated the two lots. Owner Strates was of the opinion that the circus would not weaken the appeal of his railroad show, which had played a couple of weeks in the city earlier this season.

Philadelphia was left last week in favor of South Plainfield, N. J., where the show predated the opening of the World of Mirth Shows at a spot a very few miles away.

South Plainfield opened as a big nothing for the front end, the county district attorney's office shutting everything but the rides. Owner Strates and Harvey L. (Doc) Cann got some of the pressure eased to the extent that the hanky panky were operating on Tuesday (17), and by Wednesday the entire midway was running full strength.

There was no mitt camp erected, nor was the bingo tent put up, altho later in the week the management opined that a proper way to operate the game could have been procured thru the sponsoring Veterans of Foreign Wars.

The closing Saturday (21) drew big crowds and spending was not bad for most concession units. In general it was felt that the show has been pulling crowds and money on a satisfactory level in comparison with previous still date years.

Rita Cortez, feature of the big Girl Show, caught a cold on Friday night (20) but was back in action for Saturday's heavy business. Heavy box office business was also recorded by the Minstrel Show. Visitors on Saturday included Gerald Snellens, of the World of Mirth Shows, and Dominick Vivonas, of Amusements of America, which was playing in South River only eight miles away.



# MIDWAY CONFAB

L. E. Swartzlander letters that ill health is keeping him off the road this year. Swartzlander, who is residing at 112 Bridge Street, Franklin, Tenn., would appreciate hearing from friends. . . . Attending the recent marriage of Rita Ray and high diver Ira Cratchley at Natchez, Miss., were Billie Bobb, Tiny Updyke, Fifi La Tour, Percy Paul and Dr. G. H. Barnhart, who gave the bride away. The couple, after a honeymoon trip to Illinois, will rejoin the Buff Hottle Shows, where Mrs. Cratchley is annex attraction on Bill Chalkais' Side Show. . . . Walter Whitmer reports seeing Toney Martone in Kansas City, Mo., recently. The latter was stopping off in the city before returning to Long Beach, Calif.

Pete (Pee Wee) Davis, his wife and three children left their Harrisburg, Pa., home May 23 to join the Side Show on the Thomas Joyland Shows in Beckley, W. Va. Davis, who started in showbiz on the Spike Huggins West Coast Shows in 1937, spent the last 12 years in the Marine Corps in the Pacific area. He would like to hear from folks who toured with him on the Huggins show.

Lew Alter and Helen Alter are on the I. T. Shows for the season with their Side Show, after playing earlier with Roland Champagne's Continental Shows. The Alters have a new Vagabond living trailer and a new Dodge. . . . Joe Casper is operating the I. T. girl show.

William Tucker has left Miami for upper Florida for a short visit. . . . Doc Fisher has joined the Barney Tassell Shows in Washington, D. C. . . . Barney Tassell and brother, Sam Tassell, are opening two colored beach parks between Portsmouth and Norfolk, Va. . . . Jerry Gerard will be playing around Baltimore and Washington with the Jack Gallagher Shows, according to Martin M. Weiss.

Frankie Simms, veteran outdoor staffer, has been appointed lot man for Royal Midwest Shows. . . . Eddie and Pat Strelau, of popcorn and candy apple note, are now sporting a new house trailer on George Clyde Smith Shows. Paul Wiel of the McWhetey bingo crew, also showed up with a new trailer.

Nathan Cohn, son of Rose and Harry (Polish) Fisher and counselor for the Show Folks of America in San Francisco, is opening his own law firm in that city. The firm will be known as Cohn, Bosley & Levin. . . . C. F. (Doc) Zeiger is a patient in the Hollywood Presbyterian Hospital in Hollywood. He underwent surgery there Thursday (26). Zeiger is the former owner of Zeiger Shows in the Northwest.

John Shelley, former concessionaire now operating a bar in St. Louis, has had his share of bad breaks. In January he broke his leg. Recently he fractured his left shoulder and injured his left arm. . . . Mr. and Mrs. George O'Brien, former operators of Silk City Shows, card from Theodore, Ala., that they plan to return to California soon.

Frank W. Peppers writes that business for his Alabama Amusements was fair at Springfield, Fla., but below last year at Port St. Joe, Fla. Bob Sickels is assisting Peppers. Visitors at Springfield in-

cluded Paul M. Conaway, Shan Wilcox and L. W. (Slim) Wolfe, who has a donkey baseball outfit on the road.

C. B. (Fred) Harrington, who has worked age and scales with his wife, Joan, for years, is confined with asthma and heart trouble in the Veterans' Administration Hospital, in Johnson City, Tenn. Says things are dull around Bed 18, Ward 8, and would like to get some mail.

Mrs. Roger Warren, of Crafts Shows, visited her LaCanada, Calif., home recently to undergo a physical check-up and to be with her son, Roger Jr., on his 12th birthday May 25.

Guests attending a baby shower given Mrs. Alberta Boudreaux recently in the Side Show of the 20th Century Shows included Shirley Pettersen, June Taylor, Katherine Elders, Charlotte Shine, Barbara Dondineau, Julie Ward, Katie Signor, Bette Harris, Zella Travers, Ann Burns, Anna Dunlavy, Torchy O'Day, Grace Lowery, Louise Porth, Ledoska Haddad, Jo Ann Babb, Geneva Williams, Ruby Boudreaux, Jewell DeLong, Anna Webster, Nell Sinky, Joan Smith, May Tandy, Lillian Carter, Lydia Zitterich and Mickey Hanson. Hostesses for the affair were Jean Dobson and Leona Swords. . . . Margaret and Wilbur Miller info that their Girl Show on the Paul Drago Shows has been garnering good biz despite adverse weather. Members of their show includes Venus La Vie, feature strip; Nida Delane, exotic strip, and Tex Graham, talker and partner.

Stark's Fairmount Diner is Syracuse, under the helm of Roland and Marie Starks, concession folk, has recently been the focal point for many midway friends. Included were Mr. and Mrs. Leon Havers and family, Monty and Bea Cannon, Vangie Garrett, Mr. and Mrs. H. Schwartz, Mr. and Mrs. Whitey Regers, Mr. and Mrs. Dick Neugent and daughter, Marion, and Don Hoyt, Frank Carr, Curly Russell and Mrs. R. Waters and their son. Roland Starks is recuperating at home following surgery, but will be out on the road this year with his French fries. Mrs. Stark will operate the diner.

Joe the Grinder was a recent visitor to Gold Medal Shows where he huddled with Eddie Rossi and Billy Metcalf. Davie Fineman has a new gal unit starring Arthina Brown. Roxie Wilder, Jackie Owens and Chappie are working the ticket, according to a postal from Bobby Harris. . . . Joseph Lehr, spot worker, pens that Mr. and Mrs. Lewis Riffle and spot worker Jimmy Mercer recently visited Sammy Appelbaum on the Strates lot in Philadelphia.

James H. Drew Jr., owner of the show bearing his name, writes that the show has been hitting some red days when the weather co-operated. The new Skyfighter and Caterpillar have been doing well. Recent visitors were C. C. Leasure, Red Hicks, Fred Cantrell, Happy Powelson, Mr. and Mrs. Frank T. Griffith, Ginger Pocossi, Mr. and Mrs. Billy Bryant and A. C. Hill.

The Johnny Dentons, of Gold Medal, celebrated their 14th wedding anniversary recently with a slow-lot party. Included in the guest list were Mrs. John Campi, Mr. and Mrs. Fred Cantrell, Mr. and Mrs. Roy Duffy, Mr. and Mrs. Norman Anderson, Mr. and Mrs. Bobby Cooper, Mr. and Mrs. Alton Sparks, Cotton Harris, Mr. and Mrs. Jamison and Joe Pearl.

Mr. and Mrs. Charlie Dunn lost their 13-month-old son, Johnny, in a fire that destroyed their house trailer at Grants, N. M., recently. The Duns were severely burned trying to save the youngster and Mrs. Dunn was forced to spend several days in the hospital where a grafting operation was performed on her right arm. The Duns are staying at the 66 Motor Court in Albuquerque, N. M.



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**RIDES**—All type Major and Kiddie not conflicting with office.  
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**CONCESSIONS**—Derby Racers, Greyhound Racers, Flasher Games, all type Ball Games, Hi-Striker, Pitch-Til-U-Win, Fish Ponds, Cigarette-Bear-Glass Pitches, Novelties, Hats, Jewelry, Cork Gallery, Long & Short Ranges, Coke Bottle Toss, Hoop-La, all other legitimate games.  
**FOOD**—Cook Houses, Apples, Floss, Popcorn, Ice Cream, French Fries, Custard, Pizza, etc.

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OPENING IN SOUTH PITTSBURG, TENNESSEE, JUNE 20

Will book any legitimate Concessions except Cookhouse, Bingo and Photo. Good opening for Custard. This show will carry 12 Rides, 5 Shows and holds contract for 10 bona fide Fairs, starting August 1, Alexandria, Tenn. Show can use a few A-1 Ride Men who are licensed semi drivers; Speedy Palmer, will be expecting you. Concerning Minstrel Show, the person I talked to by phone, contact me. Whitey Minear, Joe Sparks and Glen Gattis wants Hanky Pank Agents. All who plan to be with this show contact me immediately. Address all mail and wires to

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### WANTED

For Haverstraw, N. Y., June 6 thru 11. First Show in this season for Big Firemen's Convention in Kingston, N. Y. Pitch-Til-U-Win (no clothespins), Cigarette Gallery, Long Range Shooting Gallery, Scales, Age and Novelties and other concession Hanky Panks that do not conflict.

WANT SHOWS

Fun House, Sportland Arcade, Wildlife. Must be A-1.

WANT HELP

First class Ferris Wheel Foreman. If you want to get in on the big Convention in Kingston, N. Y., call the office wagon. Telephone number is Haverstraw 9-9776. Call beginning June 6. Before June 6 call my Brooklyn number, SHeepshead 3-2702.

PHIL ISSER, General Manager

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Also contracting now for GREAT BARRINGTON, MASS., FAIR, Sept. 11-18.

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JULY 2-3-4

10th ANNUAL V. F. W. CELEBRATION

Write to COMMANDER, V.F.W.

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Will send details.

### ELECTRICIAN WANTED

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WANT HANKY PANKS—Scales, Basket Ball, Ball Games, Coke Bottle, Long Range, Lead, Live Ducks or what have you?

WANT—Ride Foreman for No. 5 Wheel, must know wheel and drive semi, only sober help will last here, \$50 per week and \$10 bonus if you stay season. Second Man for Flying Scooter, also Kid Ride Help, must drive.

SHOWS—Except Girl, What Is It and Snake, all others open. Now booking for Sailors' & Soldiers' Reunion, Salem, Ill., June 20 to 25. Can use Rock-O-Plane, Fly-O-Plane, Roll-O-Plane and Live Ponies for Salem, Ill., Olney, Ill., 4th of July week, then fairs until October 1. If you are looking for a clean show and can stand prosperity, this is it, but remember, we do not tolerate drinking.

All replies Western Union, now—Jeffersonville, Indiana; Salem, Indiana, June 6 to 11.

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**WANTED**

CONCESSION HELP, UP-AND-DOWN MEN, TRUCK DRIVERS, SEMI-DRIVERS for Glass Pitches; must be sober and reliable. Top salaries and sure pay, good treatment; couples O.K.

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Pride of the Northwest

LAST CALL FOR ALL RIDES, SHOWS, CONCESSIONS  
Show opens Monday, June 13 (laying out lol Saturday, June 11), Fargo, N. D. Can use Second Men on all Rides. Must drive semis and have chauffeurs' licenses. Want Man to handle Gate and Light Towers. Want Counter Men for Bingo.  
Call or wire **WILLIAM T. COLLINS, Mgr.**  
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**WANTED**

A-1 Merry-Go-Round Foreman; must have knowledge of repairing same. Year round work, no ups or downs until Labor Day. (Bob Smith, get in touch.) Help on Fly-o-Plane, Wheel, Roll-o-Plane, Chairplane and Kiddie Rides. (Jack Irby, contact.) Fun House Operator, Count Store and Swinger Agents (Ralph Clark, answer). For Sale—One 25 kw. and one 37½ kw. Transformers with Switch Boxes and "A" Frame, Both mounted on 12-ft. truck body, "no truck," \$500.00 for all. Want to Buy—Stuffed Animals for Photo Gallery.

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## WOMAN'S VIEWPOINT

### Wise Public Shops for Best Concession Prizes

PHILADELPHIA, May 28.—Success in the concession business stems from the practice of the same principles which build and sustain the nation's leading retail outlets. That is the opinion of Martha

### Freedman Show Plays First California Fair

ANGELS CAMP, Calif., May 28.—The Alex Freedman Fair Time Shows played their first fair on the midway of the Calaveras County Fair and Jumping Frog Jubilee. The event closed its annual four-day run Sunday (22).

Fair Time, affiliated with Pan American Amusements, which specializes in community fairs, moved here from Oceanside. On the route two still dates in Hanford and Manteca were played.

The equipment on the lot had flash. However, Freedman and Clarence Kramer, general supervisor, ran into problems of setting up on the hillside.

Formerly the Boone Valley Shows, Fair Time featured six major and four kid rides. Two kid devices, train and Whirl-O, were not installed but left in Tracy for a pick up as the show moves to San Jose. The kid train was not used because of the slanting terrain. Also in the line-up were 18 concessions and one show. Twelve towers and one 60-inch searchlight added to the night flash. Fair Time moves on 15 pieces of rolling stock.

**Org Personnel**  
Personnel includes, in addition to Freedman and Kramer, Ken Baker, booking agent; June Hartley, secretary, and Jack M. Wall, chief mechanic.

Rides, foremen and assistants include: Ferris Wheel, Charles T. Wood, Bill Smith; Rolloplane, Riley Pierce, Irwin Kellogg; Merry-Go-Round, Donald G. Riley, Ed Hartley, foremen; Octopus, Clarence Colcleaser, Tommy Thompson; Tilt-A-Whirl, Virgil Leebee, foreman, Wallace J. Anderson, William Denton and Barrel Roll, booked by Wyatt Shepherd. Kid rides were handled by Louis Dungey and Henry Vines. Richard B. Hill in charge of lot clean-up.

Concessionaires: Mae Kramer, jewelry; Sidney Kaner, scales; Tex Scarborough, cotton candy; Fred (Boston) Kennedy, bear pitch and ball game; Casey Burns, BB guns; Ray Leaf, derby; Walter Patchett, add pans and punk rack; Royal Hallmark, short and long range; Ed Hartley, ball game; M. K. Burns, balloon store; Irvine Appleman, cookhouse; P. L. Graham, bear pitch; J. K. Rex, dog-on-a-stick; Ed Hartley, darts, and Freedman, novelties on both independent and carnival midway. P. L. Graham had the freak animal show.

### Smith Starts OK

Continued from page 50

winter, but these will join later. Show's personnel includes: Staff: George Clyde Smith, general manager; Jerry Brode, office manager; F. A. Norton, mailman, agent for The Billboard and electrician; Gene Rickard, mechanic, and Art Halstead, ride superintendent. Rides: Ferris Wheel, Eddie Ryan; Merry-Go-Round, Sarge Grey; Chairplane, Jim Williams; Autos, Laird Johns; Swings, Pete Howard; Train, Bill Williams, and Boats, Chief Davis. Shows: Girl Shows—John Henry Jerrigan, Zip (Daddy) Templeton and Bud Cary, Jap P. T. Boat, Babe Rose, Jap Submarine, Pete Hunter, Funhouse, Charles McMunn.

Concessions: Mac Wethy, bingo, with Paul Weil as manager; Winnie Hunsburger, caller; Lee Walker, Skippy Ell and Jack Dowe, countermen, Ferrys, custard; Pat and Eddie Strelau, popcorn and apples; Tom Stevenson, floss; B. G. Jackson, cork gallery; Adell Leslie, penny pitch; Cap Gorman, high striker; Deckers, 5. Office-owned concessions: Gus Rogaska, cookhouse with George Kemper griddleman; Johnny Kamisky, cat rack; Vincent Monahan, cork gallery; Jacob Mendoza, pitch-to-win; Earl Hall, milk bottles; Trent Custer, hoopla; Mrs. Gene Rickard, French fries; Tom Yonko and Frank Mitchell, mitt camp; Jeff Progoriski, pan game; Charles Parrish, pea pool.

Weiss, and the success of the family bingo operation seems sufficient to document it.

The public shops concession merchandise, just as they do retail outlets, Martha claims. To attract players you have to show and give quality merchandise. To keep them coming back you have to guarantee the prizes. If a clock doesn't work or there are broken pieces in a set of dishes—and who knows when or how the damage occurred?—you've got to replace them.

At fairs played annually Martha reports that she has replaced merchandise a year later with no questions asked. Such generous action works to the advantage of the Weiss enterprise in two ways, she says. First, the patron is generally pleased to the point where he or she will bring friends or relatives as players. Secondly, she notes, with no show of false modesty that the Weiss bingos have populated many of the same fairgrounds for as many as 25 years.

### First Tour Date

Big Hearted Bennie and Martha were making their first road date of the season at the circus date here. In the operating season they are seldom together since overlapping dates make it necessary for them to operate separately.

They arrived here from Charlotte where a Weiss bingo is in operation at the new Playland Park, a funspot close to the heart of town which holds considerable promise, they say.

Ready now for a full season of activity after wintering at their Miami Beach home, the Weisses are looking for a good season. It is likely that sufficient money is in circulation and that the generally good economic situation will prevail thru the fair season, they feel, and if it does there will be few worries revolving around possible earnings.

### Prell Struggles With Elements

HARRISONBURG, Va., May 28.—Weather has knocked most of the dates played by Prell's Broadway Shows since its opening in North Carolina almost a month ago.

Last week at Salisbury, N. C., on the fairgrounds, the weather got in its worst licks resulting in a sea of mud which Sam E. Prell described as "five feet deep" and the toughest lot he has ever tried to move off.

There was a promise of better business here as the rains let up. While it is still too early to tell, according to Prell, there is the feeling around the show that business will be all right. The stock market, a barometer often used by the showman, was noted as being in good shape.

### Chicago Show Folks Schedule June 5 Memo'l, Dedication

CHICAGO, May 28.—Show Folks of America will hold its annual memorial services and dedication of its new monument in Glen Oak Memorial Park, in nearby Maywood, June 5, Henry C. Rieck, chairman, announced.

A special bus for members and their friends will leave the Hotel Sherman at 1:30 p.m. for the cemetery. Special feature of the day will be the dedication of the new monument and bronze grave markers, which were recently installed.

Lou Wallace Gade, pastor of the Forest Park (Ill.) Presbyterian Church, will give the address of the day; the Frank Bennett Singers will render several numbers, and Vince Gottschalk, radio-TV performer, will serve as master of ceremonies.

## Gooding Amusement Co.

### WANT CONCESSIONS FOR FOLLOWING DATES

July 1-2-3-4, Battle Creek, Mich. Celebration—Name Bands, Free Acts, Fireworks, Will Book Games, Sales and Confections.

July 4-9, Greencastle, Indiana Firemen's Annual Festival—Fireworks, Will book Games and Bingo.

July 18-23, Brownstown, Indiana Homecoming and Reunion—On the Streets, Will book Games.

July 24-30, Logansport, Indiana Cass County Fair, Will book Games.

July 25-30, Madison, Indiana Jefferson Co. 4-H Fair, Will book Games, Confections and Cookhouse.

July 31-August 5, Franklin, Indiana Johnson Co. Fair, Will book Ice Cream, Floss, Custard, Foot Longs, Games.

August 1-6, Hastings, Michigan Barry County Fair, Will book Games.

August 1-5, Centerville, Indiana Wayne Co. 4-H Fair, Will book Confections, Games and Cookhouse.

August 2-6, Greentown, Indiana Howard Co. 4-H Fair (Kokomo), Will book Games and Confections.

August 1-6, Elora, Indiana Daviess Co. Fair, Will book Games and Confections.

August 8-13, Monroe, Michigan Monroe County Fair, Will book Ice Cream, Taffy, Snowballs, French Fries and Grab.

August 15-20, Corunna, Michigan Shiawassee Co. Fair, Will book Games, Apples and Floss.

August 15-20, Delphos, Ohio Homecoming—On the Streets, Will book Games, Sales and Confections.

August 22-27, Kalamazoo, Michigan Kalamazoo Co. Fair, Will book Games, Apples, Floss, Cookhouse and Ice Cream.

September 5-10, Nelsonville, Ohio Parade of the Hills—On the Main Streets, Will book Games, Confections and Sales.

September 13-17, Lagrange, Indiana Annual Corn School—Golden Anniversary—Street Fair, Will book Games, Sales, Cookhouse and Confections.

September 12-17, Wabash, Indiana Diamond Jubilee and National Ploughing Contest, Drew 100,000 last year On the Streets, Will book Games, Confections, Eats, Sales, etc.

September 26-Oct. 1, Mitchell, Indiana Persimmon Festival—On the Streets, Will book Games, Sales and Confections.

October 12-15, Ironton, Ohio Festival of the Hills—On the Streets, Will book Games, Sales, Confections, etc.

Only legitimate Merchandise Concessions wanted. We do not book Mitt Camps, etc. Also can book Eats, Direct Sales and Confections at most dates listed above.

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MU 6-8268

### From Dixie to Harlem

The following musicians please contact: CARL LILLETON, Trumpet; ANGUS HARLEY, Trombone; A-1 Tenor Sax; also two A-1 Chorus Girls who can cut it. No sticks. MOLLY JOHNSON, wire at once. Comedians—J. C. PAGE, J. B. BOYD. All who have worked for me before contact. Show opens June 9. Playing theatres and clubs all summer. Wire—you pay yours, I'll pay mine. NO TIME TO LOSE—THE LOOT IS HERE. All contact: "DIAMOND TOOTH" BILLY ARNTE  
1819 Gregg St. Columbia, S. C.

### Sideshow Acts Wanted

Freak to feature; Jackie Lopez (Thelma Ward), answer. Foreman's job open for Chuck. Pete and Louise Wilson, been trying to get in touch with you; come on. One Bally Girl.

**SANDRA LEE**

c/o O. C. Buck Shows  
West Hartford, Conn., this week

### WANTED

Agents for all kinds of Concessions for long season of Fairs and Celebrations starting June 1, Lodi, Wis.; then Cottage Grove.

**DAN EVANS**

Lodi, Wis.  
P.S.: Freddie, Sol and Phil, come on.



*We Offer*



**Blue Ribbon PARRAKEETS**

Priced for Concessions  
**BLUE RIBBON PARRAKEET FARM**  
2814 Adams St.  
Hollywood, Fla.  
Phone: 2-7412

**CLIF WILSON CAN PLACE FOR MEMPHIS FAIR**

Sept. 22 to Oct. 2—9 Days—New and Novel. Up to date Shows and Rides. Round-Up, Roto-Jet, Rock-o-Plane, Twister. Also complete big name Wrestling Arena

**STATE FAIR OF TEXAS**

Oct. 7 to Oct. 23—17 Days—Real money getting Shows. Nothing too big, also Ticket Selling Grind Shows.

**THE TWO LATE BIG ONES**

I have exclusive Show contracts at both Fairs. Contact. Phone Plaza 9-6536. 190 N.W. 93d St., Miami 38, Fla.

**KID RIDES FOR SALE CHEAP FIVE CAR FERRIS WHEEL STREET CAR**

NOTE: Both are factory made by San Antonio Roller Works. Like new. Wheel can be hauled behind auto or truck.

**TEN CAR AUTO RIDE**

Address  
**J. GEO. LOOS**  
Box 455 Laredo, Texas

**WANTED**

George Gordon wants Bucket and Hunky Pank Agents. Write or wire in care of Show.  
Stretch Rice wants Mug Outfit to join Show, also want Count and Peek Store Agents; no heads. Write or wire

**AMUSEMENT CO. OF AMERICA**

Hot Springs, Ark., until June 4; after that E. St. Louis, Ill., week starting June 6.

**WANT**

Pea Pool Dealer, Six Cat Agent, Pin Store Agent—only store on Show.

**JOE REYNOLDS G. & B. SHOWS**

Parsons, W. Va., this week.

**WANT TO LEASE**

Eli Wheel; flat rate or percentage. Guarantee \$200.00 per month for five months against 25 per cent. Wire

**MERCHANTS FAIR CO.**

Escott's Super Market, Cushing, Okla.

**WANT CONCESSIONS**

For ANNUAL STREET CELEBRATION Stockton, Ill., July 14-15-16. Sponsored by Lion's Club.  
**Frank C. Niemeyer, Secy.**  
Phone 3 Stockton, Ill.

**Sullivan Lists Show Roster**

HAMILTON, Ont., May 28.—Staff of J. P. (Jimmy) Sullivan's World's Finest Shows, in addition to Owner-Manager Sullivan, includes M. F. Sullivan, concessions secretary; Hank Blade, assistant manager; Pat Marco, concessions manager; Merrick Nutting, general agent; Phil Cronin, Kiddieland manager; Tim Jordan, office manager, and Elmer Brown, press agent.

Others on the show are:  
Operation personnel: William (Tiny) Jamieson, superintendent of transportation; Mr. and Mrs. William Di Cosimo and Roland Bolsvert, privilege car; Harold (Tubby) Lieberman and Leo Parselli, entertainment; Frank Smith, sleeper and coach manager; Theodore Duschl, Gerhard Hanswille and Bill Thomas, porters; Allan LaLumiere, electrician; Fred Neary, assistant electrician; Mr. and Mrs. Maurice Charboneau and Jimmie Pollock, rest rooms; William (Tiny) Jamieson, maintenance, with Emos Payne and Norman Griffiths; William McNab, G. Fraser, T. Murphy and Edgar G. Hart Sr., light towers; Peter Grouchillo, James Ciesla and P. Walker, front gate; P. Grouchillo and F. Charette, gas wagon; Allan (Slim) LaLumiere and Fred Negrey, sound system; Slim LaLumiere, Diesels; Sanford McKague, artist. Train crew: James Ciesla, W. A. McNab, Bert Belbin, Stewart Young, Ross Jerry, Clarence March, Robert Carpenter, Klaus Schulot, Gwenter Daniel, Frank Radi, William Perkins, Ronald Padgett, Evans Sayles and Tom Mix.

**Rides**  
Dark Ride—John Diedrich, W. M. Rutan, Cecil Breeze, Ponies—Vern Hill, Clarence Grimley, Kiddie Rides—Phil Cronin, John Bunk, Doug Sinclair, Billie McKay, Bert Neumeir, Howard Lockey, John Bibeau, Leo Archambault, Pete Jabone, Ronaut Schneider, Oliver Mills, Tis-a-Whirl—Lorne LaLonde, Lucien Rouleau, Emile Blais, Rolloplane—Vimey LaLonde, Raymond Veronneau, Ronald Ferguson, Ferris Wheel—Gene Van Buskuk, Forrest Hodgins, Scooter—J. R. Morton, Jerry Archer, William Ducharme, John Dillon, Kiddie Boats (2)—Frank Hall, Eugene Roney, Herbert Inves, Roller Coaster—Al Plume, Johnny Mulligan, Jack Perry, Octopus—Russ Bertram, Leo Goulet, Charlie Nevella, Hi-Ball—Raymond LeMay, Ronnie Pique, Moon Rocket—Alec Raymond, Teddy St. Pierre, Claude Caron, Merry-Go-Round—Sherbey LaLonde, Len Peterson, Armand Duffault, Rock-o-Plane—D. Semure, Edward Champagne, Leonard Marcella, Buddy Brayler.

**Shows**  
Terrell Jacobs' Wild Animal Circus—Terrell Jacobs and J. P. (Jimmy) Sullivan, co-managers; Jean Jacobs, treasurer and elephant act; Bob Beck, promotions; Alex Miller, banners; Nick Ouellette, boss canvasser; Henry Ward, animals; Jack DeMarco, producing clown; Jim Blue, ring stock; Limbeck Family, acro; Hewitte, calliope; Jack Britton, cookhouse; Rod McRae, Albert Charles Osmond, Nick Skomoro, helpers.  
Malott's Side Show—Mr. and Mrs. Littleton B. Malott, owners-managers; Freddie Strunk, armless; Walter Irving, Ray Jones, tickets. Hermine's Midgets—Bob Hermine, manager. Globe of Death—Mildred and Bob Restall, owners. Parisienne Polities—Vic Sorrell, owner. Five-Legged Calf—Mr. and Mrs. L. M. Thomas, owners.

**Concessionaires**  
Popcorn and floss—J. Perkinas, E. Diaconmakos, H. Zannis, R. Poulos, T. Patapoulos, A. Patapoulos, T. Kostos, J. Kambosos. Holly cranes and rotaries—John Perkinas and Leo Parselli. Big six—Frank Miller Sr., Frank Miller Jr., Nick Rockland. Photos—Bernice Parselli, M. Cerro. Over seven—Pat Marco, Doc Scott, John Jarvis. Glass pitch—Dave Murray, Vern Brown. Button boards—Edgar G. Hart Sr., L. Dryall, R. Nickols, Sam Shapiro, Ruffy Collins. Roman targets—T. S. Murphy, Ralph Anderson, J. (Ike) Demick, Vern Parr, A. J. Parson, Potato chips—William Adams and S. Kowal.  
Cat racks—Mr. and Mrs. Les Tate Sr., Mike and Dorothy Thomas, Vera Prockin, R. O'Reilly, Allan Wrecks. Clothes pins—Al Kaufman, J. Perry, J. Fryst, Ted Prockin. Balloon darts—Mr. and Mrs. Orville Renno. Mitt camp—Mrs. Frank Miller Sr., Mrs. Frank Miller, Jr., Sarah Miller. Slum cork gallery—L. T. Thomas, M. Manderbille, agent. Pank rack—L. T. Thomas; T. Rochelle, agent. Pitch-to-win—L. T. Thomas; C. Veniot, agent. Basketball—L. T. Thomas. Derby Racer—Frank Eastman, G. Eastman, Paul Rochelle. Lead gallery—Neil Webb, L. Smith and D. Wise, agents. Bird wheel—Joe Lobb; Boots Marbella, agent. Crown and anchor—Pat Marco; Cliff Drew, Pat Vingeault, agents. Slum skills—James (Pollock) Ciesla, Alex Zarin, Louis (Wop) DeLuca, agents. Balloon darts—Frank Eastman; Dick Spellman, M. F. Grandchamp, agents.  
Clock wheel—Al Kaufman, Joe Gallagher, Joe Mattioli, Nick Mellanchuk, Jerry the Kook. Juice joint—William Adams; P. Dyon, J. Caron, agents. Duck pond—Phil Cronin; Ray (Laroy) DiCosimo, agent. Watch hoopla—Robert Linteau; A. Linteau, E. Shaw, agents. Big Tom—Frank Eastman, Louis Bunk, Walter Werezuk, Stewart Ritchie, John Querqui, Crown and anchor—Pat Marco. Pat Holland, Earl Trudell. Jewelry—J. Bordas, Gaston LaLonde. Roll down—Murray Stewart, Pete Walker, Fred Zalen, Mitch German. Gig shoot—William Adams, Pete the Russian. Juice joint—James Hazuk, Hi-striker—Pete Narco; Reuben, agent. Arcade—Whitley Selmar, Syd Adams, L. McLean, Bingo—Frank Christenson, R. Schram, R. Orelo, G. Knight, G. Comeau, G. Lourin, G. Besner.  
Cookhouse—James Hazuk, J. Danylue, S. Tomoff, A. Maika, J. G. Chenel, J. Kotar, P. Karavidas, G. Tsilles, H. Barbarian and M. Grigoire.

**WANT**  
Foreman for number five Eli, also Foreman for Merry-Go-Round. All Hunky Panks open; there is not a Prize Every Time Store here. Olie Olson wants Ball Game Agents. Celebration starts June 9, McLaughlin, South Dakota. No Gypsies or flats.

**JOE L. (COWBOY) KING**

Valentine, Neb.

**Morris Hannum Shows**  
*One of the Great Eastern Shows*

Scranton, Pa., June 6-11, Two Blocks From the Main Street in Downtown Scranton. First Show in Pennsylvania's third largest city.

**WANT**  
Grind and Bally Shows of all kinds not conflicting. Have brand new top for Monkey Show, want Man with Animals and Sound. Want Motordrome to join in two weeks for terrific Quakertown, Pa., Centennial; followed by Levittstown, Spring Mill and Berwyn, Pa. To those who know, these are proven Blue-Ribbon Annuals and in some departments we are already oversold.  
Will book Caterpillar or other flat Rides. Attractive deal for Pretzel or other Dark Ride.  
Wheel and Grind Stores, Six Cats, Alleys, Blower, Darts, Ball Games, Coke Bottles, Pitch-Til-U-Win and Hanky Panks of all kinds. Those joining now given preference at Quakertown Centennial.  
Second Men on all Rides, Chairplane Foreman. Drivers preferred. Leave your cars at home and come on. Show now playing Marietta, Pa. All replies to  
**MORRIS HANNUM**  
Stevens Hotel, Lancaster, Pa., May 30-June 4; then Casey Hotel, Scranton, Pa., June 6-11.

**CENTRAL STATES SHOWS**

**BUSINESS IS GOOD**  
**24 RIDES AND SHOWS SIX 50-FOOT LIGHT TOWERS**  
**A GOOD STILL ROUTE FOLLOWED BY:**  
Neligh, Nebr., July 3-4  
Huron, S. D., Centennial, on streets, July 6-9  
South Sioux City, Nebr., Police Carnival, July 11-17  
Linn, Kansas, Celebration, July 21-23  
The Fairs of Hastings, Nebr.; Beloit, Kansas; Holsington, Kansas, Labor Day; with Southern Fairs to follow. Ask anyone who knows this route.  
CONCESSIONS—Long and Short Range, Ball Games, Add-Up-Darts, Derby, Arcade, etc.  
SHOWS—Drome, Funhouse, Wildlife, Big Snake, Iron Lung, Johnson's Dog Show or any Shows of merit. "Doc" Lamson wants Side Show Acts. Johnny "Armless Wonder," Carl Holly, John Sykes, "Pony Girl," Tex and Peggy, get in touch. Want A-1 Talker.  
Can place sober Ride Help. Good pay, good equipment. Capable People in all departments.  
**W. W. MOSER, Columbus, Neb., this week; then per route**

**GOLD MEDAL shows**

**WANT FOR WHEELING, W. VA., NEXT WEEK**  
**HAVE FOURTEEN OUTSTANDING FAIRS STARTING IN JULY**  
CONCESSIONS—Hanky Panks of all kinds, Custard, Sno-Balls, Chocolate Dip, Water Games; Ball Games, etc. Jewelry Concessions; Bill, get in touch.  
SHOWS—Girl Show, with own front, up to standard of this show. Will consider a Revue with six or more girls for our own front. Will book Monkey, Wild Life, Dope, Geek or other Grind Shows. Also want Funhouse and Glass House.  
RIDES—Want Foremen for Looper and Tilt, Second Men on all rides, for Gold Medal Shows and Amusement Park, located in Charleston, W. Va. Contact  
**JOHNNY J. DENTON**  
Walnut 5-1531, Charleston, W. Va., all this week.  
P.S.: Want Man for office. Marshall Green, answer. Can use A-1 sober Mechanic.

**W.G. WADE SHOWS**

**MANISTEE, MICHIGAN**  
JUNE 5 THRU 11  
CAN PLACE Hunky Panks of all kinds. Will sell "X" on Scale & Age, Novelties and Photos.

CAN PLACE two more Grind or Bally Shows. Can use Walk Thru donation exhibit.  
Opening for one more Major Ride starting now and thru the fair season.

All replies  
**W. G. WADE SHOWS**  
JACKSON, MICH., all this week

**Whitley Beardsley Wants FOR O. C. BUCK SHOWS**

Six-Cat Agents, Man for top of Cigarette Outfit, Ball Game Agents and any useful Concession People for all kinds of Games.  
West Hartford, Conn., this week; then as per route.

**EXCELLENT IMMEDIATE OPPORTUNITY**

For Operator with Ferris Wheel or any high ride. Must be in good condition (might buy). To work along with my set of new Kiddie Rides in twelve multi-million-dollar shopping centers in and around Columbus, Ohio. Playing two and three-week stands. Business has been equal to fairs with no mud to contend with or laying idle in afternoons.  
**J. R. McCLLOUD**  
1394 East Whittier St., Columbus 4, Ohio

**TILT FOREMAN—WHEEL FOREMAN MERRY-GO-ROUND FOREMAN**

TOP WAGES TO SOBER, RELIABLE HELP.  
**A. J. SUNNY AMUSEMENTS**  
3006 E. 130th St. Phone: Washington 1-4679 Chagrin Falls, Ohio  
43rd & Train Ave., Cleveland, Ohio.

**WANT SIDE SHOW PEOPLE**

TICKET SELLERS, TALKERS, CAPABLE INSIDE MAN.  
For CAVALCADE OF ODDITIES, ROYAL AMERICAN SHOWS  
Address: **DICK BEST, Mgr.**  
Evansville, Ind., this week; Davenport, Iowa, next.

**S. B. WEINROUB WANTS AGENTS**

FOR FOLLOWING CONCESSIONS—SIX-CATS, SKILLO FLASHER, COUNT STORES, ALSO FOR SLUM STORES.  
Can also use Truck Drivers, account adding more Stores and General Concession Help.  
**ROY E. VADDLE, CONTACT ME.** Can use you!  
Account of change in route last week, all mail and wires were lost. Those who wired or wrote before, please do so again.  
Address: **S. B. WEINROUB**  
c/o J. A. GENTSCH SHOWS, GREENWOOD, MISS., THIS WEEK.

**SONNY MYERS AMUSEMENTS**

Marysville, Kansas, this week; then on the streets at Clay Center next.  
Will book for season—Duck Pond, Pitch-to-Win, Age and Scales, Long Range, Roman Target or any non-conflicting Hunky Pank. Can also use one Grind Show. Flats save your time.  
Contact **BILL DILLARD, Manager, as per route**

**WANT—G & B SHOWS—WANT**

For Firemen's Celebrations and the largest Fourth of July spot in the State of West Virginia at Terra Alta, Masontown, W. Va., June 6 to 11; Friendsville, Ind., June 13 to 18.  
Cookhouse or Grab, Ball Games, Jewelry, Coke Bottles, Spot, Swinger, Balloon Dart or any Concession working for stock. Place any Show but Girl. Joe Reynolds wants Pea Pool Dealer. Billy Bell, contact Jerry Faulkner. Fred Hedrick, contact George Broas. All replies to  
**GEORGE BROAS, Parsons, W. Va.**



# WANTED FOR GIGANTIC ANNUAL POLKA FESTIVAL

July 7th to July 20th inclusive

51st and Cicero Ave., Chicago, Illinois

Sponsored by

**CLUB INTERNATIONALE FOUNDATION**

Will book legitimate Concessions of all kinds. Bingo for merchandise still open. Shows Wanted—Motordrome, Circus Side Show, Illusion Show or any Walk-Thru or Grind Show.

**14 BIG DAYS HIGHLIGHTS 14 BIG NIGHTS**

1/2 million free ride tickets—distributed by Coca-Cola Bottling Company. All rides free—from 6:30 to 7:30 every night. Polka Contest will be televised and broadcast every night from grounds. 7 Ford cars given away—one every other night—absolutely free. A TV celebrity on stage every other night.

Lights in Sky — Free Aerial Acts  
Not a Dull Moment

**THIS IS IT—YOU CAN'T MISS!**

Contact

**L. MATURA**

8322 S. May Field Ave.,

Oaklawn, Ill.

Phone Garden 2-1557

**Want—RIDE FOREMEN—Want**

—FOR FOLLOWING RIDES—

**ROCK-O-PLANE—TILT-A-WHIRL  
FERRIS WHEEL**

—ALSO NEED RIDE HELPERS—

Must be sober, reliable and furnish references.

—Semi Drivers Preferred—

Top Salaries—Sure Pay—Good Treatment

Do not apply unless you can qualify

**GOODING AMUSEMENT CO., INC.**

1300 NORTON AVE. UNIVERSITY 1193 COLUMBUS 8, OHIO

**WANT SHOWS & CONCESSIONS**

FOR NORTH BROOKFIELD, MASS., June 3 to 11; GLOUCESTER, MASS., 35th ANNUAL LEGION FOURTH OF JULY CELEBRATION, June 27 to July 4; WEST BROOKFIELD, July 7 to 16.

Very good concession territory. Sunny and Nelson, contact; very good for you. Will sell exclusive on French Fries and Glass Pitch. Ride Help and Agents for Buckets and Cigarette, Block. All replies to

**HARRY KAHN, North Brookfield, Mass.**

**SUNSET AMUSEMENT CO.**

CELEBRATIONS AND FAIRS STARTING JUNE 9 AT SPRING VALLEY, MINN., UNTIL CARUTHERSVILLE, MO., FAIR, OCTOBER 9.

Want Ride Help without cars who drive Semis on Tilt, Octopus and Kid Rides. Can place Honky Punks and Ball Games. McManus wants Pea Pool Agent. Six Cats with Honky Punk, Fun House and Motordrome wanted.

Dubuque, Iowa, this week; Spring Valley, Minn., next.

## Nevada Winds Smack Crafts Expo Shows

ARVIN, Calif., May 28.—Crafts Exposition Shows were almost back to normal here this week after mending rides, concessions and

other gear that was twisted and torn at the show's Las Vegas stand.

A combination of high winds and tornadoes struck the show lot at Las Vegas on May 14-15, lifted one of the Ferris Wheels in the air, moved it 18 inches off the blocking and left it tilted at a dangerous angle. The wheel, empty at the time, did endanger the other wheel, which was fully loaded at the time. It was righted immediately by a crew under Roy Shepard and Harry Ballard.

Four concessions were destroyed. Jack Shaffer, who was sitting on the counter of one, was knocked down, but escaped injury.

Return Visit

On the following day twisters again struck, demolishing the kiddie boats, damaged other rides, shredded more concession canvas and snapped joint lumber in small pieces. The midway wasn't in operation this time.

Show moved from Las Vegas to Yermo, Calif., last week, where business was light but everybody kept busy with repairing chores. James Lantz and Bob Jones had their crew rebuilding concessions and almost every one on the front end needed some replacement parts or canvas. Roy Shepard trucked in from winter quarters on May 20 with spare ride parts and to assist in revamping the Scooter which is scheduled to undergo a paint job.

Business in both Las Vegas and Yermo was light. Roger Warren, manager, bought a new Cadillac Coupe de Ville.

New staffers include Tony Correrio, electrician; Robert McCarthy, lot maintenance; Marion Aldrich, towers; James Wiley, kid rides, and Willie Bartley on the Octopus.

## Tidwell Worker, Elephant Die In Truck Crash

DALLAS, May 28.—Norman E. Joseph, 30, of T. J. Tidwell Shows, and the show's elephant, Queenie, were killed near here Sunday (22) in a highway truck accident. W. C. Hendricks, who was driving the show semi-trailer, was injured.

Hendricks and Joseph were on their way to McKinney, north of Dallas, to set up for a Lions Club show. The truck overturned on a service road leading from Central Expressway after the brakes failed as it was about to turn off onto another highway.

Joseph, riding in the cab with Hendricks, jumped out when he saw the truck was about to overturn. But he landed right in the path of the trailer. The elephant broke thru the siding and landed on top of him, killing him instantly. Joseph was from Newark, N. J.

The elephant, a 25-year-old animal weighing about 8,100 pounds, apparently suffered a broken neck and died about 45 minutes after the accident. It was buried in a gravel pit.

## Minn. Biz Up For Carroll

TRACY, Minn., May 28.—Carroll's Greater Shows found business up at most of its early spots, especially with favorable weather. Show opened the season at Litchfield, Minn., May 16 and took advantage of a big advance sale to top last year's stand.

Organization played St. James, Minn., the early part of this week and will move from here into South Dakota for a May 30-June 4 stand at Watertown.

Staffers include Charles H. Carroll, owner; Mrs. Charles Carroll, manager; Ross Sinderson, lot man; Jerry Ramsey, secretary; Betty Carroll, mail and agent for The Billboard, and Davie Crockett, sanitary department. Ride foremen include Bill Pratt, Blacky Jurden, Red Dean, Clarence Lanke and William Dunn. E. C. Kahler has the live ponies.

Backend has E. C. McWilliams' girl and unborn; Cliff Travers, athletic; Alvin Dehlin, one-man-band. Bob and Alice McLaughlin joined recently with their Fun-house for a few spring spots. On the front end are Milton Joseph, cookhouse; P. F. Ebersole, bingo; Mrs. R. L. Sinderson, 1; Doris Stevens, 1; Joe Stanley, 5; J. A. White, 1; Billie Henderson, 1; H. R. Wagner, 4; Roy Erickson, 1; Wesley Spence, 2; Wayne Houskens, 1; Leslie Hinson, 1; Jean Jurden, 1; William Sitki, 1; Jo Ann Pratt, 1, and James Calder, 2.

## Detroit Club Launches Drive

DETROIT, May 28.—A membership recruiting drive by the Michigan Showmen's Association was outlined here this week by Pete Norman, chairman of the club's membership committee.

At a meeting of officers, Norman said Vice-President Fred Silber has posted a wrist watch to be awarded the top recruiter, and Treasurer Max Kahn has put up \$25 for the runner-up. The MSA has a standing offer of a life membership card for anyone bringing in 50 new members. The club will waive the initiation fee during the drive.

## CARNIVAL BIRDS

PARAKEETS

CANARIES

FINCHES

CAGES

Write us for prices

**CONRICK BIRD FARM**

8900 South Western Ave.

Los Angeles 47, Calif.

Phone PLeasant 8-5294

**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**

**PARADA SHOWS**

Want Wheel and Spitfire Foremen and Second Men, Electrician who can make minor repairs on trucks. Man and Wife for Fun House and Midget Horse Shows framed on trailers. Agents for Cat Racks and Beehive Jewelry. Want Coke Bottles, Scales and Age, Penny Pitch, Honky Punks one of a kind. N. C. SWISHER, Sapulpa, Okla. P.S.: Skaitook, Tony Gargano, call in.

**FOR SALE**

2—14x28 ft. Glass Pitches; 1—14x14 ft. Glass Pitch; 2—8x8 ft. French Fry outfits. All these outfits ready to go—Glass Pitches complete with turn tables and 32 flash trunks and stock. Will sacrifice all for \$1,500.00.

**C. W. GUTERMUTH**

5415 S. Orange Blossom Trail,  
Orlando, Fla.

## ALAMO EXPOSITION SHOWS

WANT FOR COLORADO SPRINGS AIR BASE PAYDAY, June 13-18; followed by FORT WARREN AIR BASE, June 20-25; then comes the BIGGEST JULY 4th CELEBRATION IN WYOMING AT LANDER; then 14 Fairs starting last week in July.

RIDES—Boat Ride, Train, Fire Fighter and any others that do not conflict.

SHOWS—Any Shows of Merit that do not conflict with Shows we now have. Red Duren wants Boxers and Wrestlers for Athletic Show; (Pat Ingram and Johnny, come on). Joe Murphy wants Girls for Girl Show.

CONCESSIONS—Have wonderful route for Frozen Custard, Penny Arcade, Short Range Gallery, Glass Pitch, Bear Pitch and all Honky Punks.

HELP—Can use Special Agent who can handle details and will put up paper. Merle Woods wants Cooks and Waiters for Cook House.

All contact **JACK RUBECK, Mgr.**

Hereford, Texas, this week; Raton, N. Mex., June 6-11; then as per route above.

## ANNUAL ITALIAN FEAST ST. FRANCIS SOCIETY

FRANKFORD, N. Y., JUNE 13 TO 18

LOT FIVE BLOCKS FROM DOWNTOWN.

This giant celebration features mammoth fireworks display, band concert, etc. Free gate. Last year Saturday night drew 15,000 people with no riding devices to attract. This year five big rides. Everyone working in Remington Arms, plenty of overtime checks. Have big fireworks deal following week.

Want good deal for flashy Bingo for this one spot only; Hankies of all kinds, Direct Sales, Grind Stores that put out merchandise, Long and Short Range, high caliber Mitt Camp, Age and Scales. What have you? We will book it. We do not duplicate. Will book one Side Show of merit. Wire or phone Mechanicville 1106.

**ROBERT D. KELLOGG OUTDOORS AMUSEMENTS**

STILLWATER, N. Y.

## JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT FOR WINSTON-SALEM, N. C.; NORTH WILKESBORO, N. C.; WEST JEFFERSON, N. C. (All Downtown Locations), and then the BIG ONE—GALAX, VA., JULY 4th CELEBRATION. (No "Ex" at Galax—Open Midway.)

CONCESSIONS: Snow Ball, Hi-Striker, Long Range Gallery, Hoop-La, Bumper, Coke Bottles, Jewelry, Grab Bags, Watch-La, Balloon Dart and Honky Punks of all kinds. SHOWS: Fun House, Glass House, Side Show, Monkey Show.

FREE ACT: Must be an outstanding and high-class Act.

All address **JOHN T. TINSLEY, Mgr.**

NEWTON, N. CAR., THIS WEEK

## THOMAS JOYLAND SHOWS

WANT TO JOIN AT ONCE

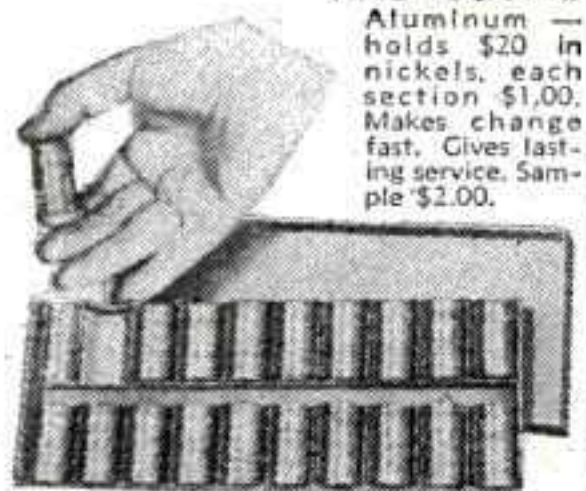
RIDE HELP AND HELP IN ALL DEPARTMENTS. Ride Men for Tilt-a-Whirl, Flying Scooter and Little Dipper. Side Show Acts, Half and Half Men to handle Animal Show, also Man for Fun House.

Address **L. I. THOMAS, Mgr.**

MORGANTOWN, W. VA., THIS WEEK



### LOOSE COIN BOX AND COVER!



Aluminum — holds \$20 in nickels, each section \$1.00. Makes change fast. Gives lasting service. Sample \$2.00.

\$1.50 Each up to 10—\$1.25 Each in Doz. or more. PREPAID—CASH WITH ORDER! AGENTS WANTED!

CURRIER MFG. CO. ST. PAUL 8, MINNESOTA

**FOR CONCESSIONAIRES**  
**PARAKEETS**  
 (YOUNG, FINGER TAME, ASSORTED COLORS)  
**CANARIES—CAGES**  
 WE SHIP ANYWHERE  
 LIVE DELIVERY GUARANTEED  
 Orders Filled Promptly!  
 WRITE FOR CIRCULAR  
**Madison Sq. Pet Shop**  
 857 8TH AVE.,  
 NEW YORK, N. Y.  
 JUDSON 6-3360

**IMPERIAL SHOWS #2**  
 All Fairs and Celebrations starting next week.  
 CONCESSIONS: Can place a few more Hunky Panks, also Long Range. AGENTS: Can place three Hunky Pank Agents for Trailer Concessions. Will book Pony Ride for season. RIDES: A few openings for Second Men. Must drive.  
**E. L. WINROD**  
 North Chillicothe, Ill., this week;  
 Veederburg, Ind., next week.  
 THEN THE BIG ONE DOWNTOWN,  
 ROCHELLE, ILL.

**HALL & LEONARD**  
**SIDE SHOW**  
**WANTS**  
 Freaks, Acts, Ticket Sellers, Mitt Reader, Tattoo Artist, Glass Blower. Strong route including State Fairs at Escanaba, Mich.; Detroit, Memphis and Dallas. Contact  
**WARD HALL**  
 c/o W. C. Wade Shows  
 Jackson, Mich., now; then per route.

**WANTED**  
**Rides — Concessions**  
 For East Troy Lions Club, July 1-4; Menomonee Falls Legion, July 2-4; St. Lucy's Parish Festival, Racine, July 29-31; all Wisconsin. Acts and Fireworks all booked. Write  
**A. W. STREHLOW**  
 P. O. Box 1 Waukesha, Wis.

**WANTED**  
 Two or three Rides for children. Dates: 3 and 4 July, 1955. Annual Celebration, 1954 crowd 5,000. Terms: Prefer flat rate but willing to discuss any terms. Please contact  
**AMERICAN LEGION POST NO. 6**  
 4th of July Committee  
 Stevens Point, Wisconsin

**WANT TO BOOK**  
 Carnival with Rides and Concessions for Homecoming Celebration, August 27-28, 1955. Write  
**M. F. KAPPELMANN**  
 c/o Hermann Chamber of Commerce  
 Hermann, Missouri

**BELLATONI'S RIDES**  
 Want immediately—First and Second Men for Merry-Go-Round, Roll-a-Plane and Second Man for Ferris Wheel.  
**A. BELLATONI**  
 Kenilworth, N. J., until June 4.

**RIDES WANTED**  
 To operate in conjunction  
**FAIR, RACES & HORSE SHOW**  
 August 25 to 28  
**NEVADA FAIR OF INDUSTRY**  
 ELY, NEVADA  
 DARWIN LAMBERT, Secy.  
 Telephone: Ely, AMherst 4-2548

**SEARCHLIGHT CARBONS**  
 For Sale: 60" Searchlights, Generators, Arc Lamp Assemblies, Lamp Assembly Feed Boxes and all replacement parts. \$3.75 per can  
**PUBLICITY SEARCHLIGHT CO.**  
 52 W. 53rd St., N. Y. 19, N. Y. PLaza 5-6980

**Thank You**  
**JAMES (JIMMIE) & MARGARET VARN**  
 Independent Concessionaires for your new Buick Roadmaster purchase.  
 "Save Money With Johnny"  
**JOHNNY CANOLE**  
 Altoona, Pa.  
 Phones 9347 or 3-0003

## CLUB ACTIVITIES

### Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, May 28.—The association is very grateful to Paul Little and Roy B. Jones, of the Pepsi-Cola Company in New York, and Hal Pelton, of the local Pepsi bottlers, for paying half the cost of the new stage curtains in the auditorium. Cliff Wilson, club secretary, was instrumental in the project.

Pud Hartman arrived at the club on Tuesday (24) after a tour that took him all over Florida. Duke Brownell also visited recently and is feeling much better.

Sam Borden writes that he is doing fairly well playing around Missouri, and Ep Glosser also reports that business is good. Ben Glass reports the season pretty good so far but that some spots have been cold and rainy.

Bill Bryant, of the sick relief committee, visited and went over the sick list with the executive secretary, who will drop the boys a line. The list includes Bob Conner, Battley State Hospital in Rome, Ga.; John DeVaney, Florida State TB hospital, Lantana, Fla.; Bob Hazzard, U. S. Veterans Hospital, West Haven, Conn.; George McLean, McDill Air Force Base Hospital, Tampa; Otto (Mack) Magendand, Lantana TB Hospital; Carl E. Manthey Jr., 127 Hart Street, New Britain, Conn.; Pete Richardson, 2027 West Grace Street, Richmond, Va.; M. H. (Sarge) Suber, Ward B-1, Veterans Hospital, Montgomery 10, Ala.; Joe Vernick, Veterans Hospital, Rutland Heights, Mass.; and Ed Yeasted, Veterans Hospital, Coral Gables, Fla.

New membership cards are on order and should be ready early in June. Frenchy Schwacha and his assistant are landscaping the grounds and were helped along last week with a few rainfalls. The front of the club building will soon be decorated with the figures of a lion and a tiger.

### Ladies' Auxiliary

Attending a social held in the clubrooms Wednesday evening (25) were Eva Daniels, Mae Nelson, Margrette Farris, Elsie Keeler, Freda Wilson, Letha Artl, Rose Hicks, Doris Kimmerer, Ethel Weer, Irene Moore, Mickie Hawkins, Shirley Lyons, Gay Markell, Ruth Volick, Ann Whitehead, Bea Truesdale, Elsa Bryant, Mae Ross Tanner, Alberta Mack and her mother, Mrs. Ida Carl, Caesara Buzzella and Frances Barnett.

Clarice Dunn was absent because of illness, and Judith Solomon was in New York where she was getting ready for a three-month sojourn in Europe with her husband, Sam. Door prizes were won by Freda Wilson, Irene Moore, Elsie Keeler and Bea Truesdale. Mae Nelson and Letha Artl were the hostesses.

### Showmen's League of America

54 W. Randolph St., Chicago

#### Ladies' Auxiliary

A special board of governors meeting is scheduled for June 1 at the home of President Viola Parker. Important matters are to be discussed.

Members were saddened by the death of Past President Marie Brown, who succumbed in Chicago following a heart attack, and Esther Mulrine, who passed away in Madison, Wis.

Sick list includes Mae Taylor in the Illinois Masonic Hospital, Chicago, and Billie Billiken, Carmelita Horan, Billie Wasserman and Ann Belden, confined to their homes. Margaret Filograsso's daughter, Mary Lou Callbeck, is recuperating at home. Nan Rankine's son, Tom, suffered a heart attack and is in the Veterans' Hospital, Coral Gables, Fla. Etta Henderson is recuperating in Meridian, Miss., and Mae Smith is reported doing nicely after an illness.

Phoebe Carsky, chairman of the summer activity books, and Evelyn Hock, co-chairman, reported a portable television set will be one of the awards.

Grace Goss is in New Orleans; Minnie Simmonds in Toronto; Sophia Carlos in Mira Loma, Calif. Rose H. Page plans to plane into Chicago in September from California.

Elsie Miller is handling mail at her home, 3952 West Irving Park Road, Chicago 18.

## AGENTS WANTED

Can place Agents for Buckets, Six Cats and Hunky Panks. Booked for season with William T. Collins Show, opening June 13, Fargo, North Dakota. Contact

### MAX FRIEDMAN

Chateau Hotel, 3838 Broadway, Chicago, Illinois. Lakeview 5-8310. Until June 6. Leaving to join show—will be in Fargo, North Dakota, June 9. All agents hired be in Fargo June 11.

## WANT PROMOTIONAL DIRECTOR

FOR  
**NEW JOYLAND PARK**  
 CHARLESTON, W. VA.

One who knows how to get picnics and parties. Those who wrote or contacted me before, please contact again as letters and wires were misplaced. Call Charleston, W. Va., 5-1531, or Box 919, Rand, W. Va.

## AT LIBERTY LEGAL ADJUSTER

With Ten Concessions.  
 Phone or wire

**Mark Curley Graham**  
 Chancellor Hotel,  
 Philadelphia, Pa.

## BEN GLOSSER WANTS

BUCKET STORE AGENTS  
 (Jack Gates, Eddie, wire.)  
 c/o FAIRWAY SHOWS  
 Washburn, N. Dak., May 30-June 1;  
 Upham, N. Dak., June 2-4.

## NEED CALLER-AGENTS

Claude, come to Scranton. Contact  
**MACK'S BINGO**  
 Hannum Show, Cahill Field, 29th and  
 Clearfield, Philadelphia, Pa.

**There's a Reason for NATIONAL SHUFFLEBOARD'S**  
 Persistent Popularity  
 Year After Year After Year.  
 The Fact Is You Can't Beat  
**NATIONAL**  
 So . . . Why Not Get It?  
 Write  
**NATIONAL SHUFFLEBOARD COMPANY, ORANGE, N. J.**

**CHARLES LE ROY**  
**WANTS**  
**HALF & HALF**  
 Also  
**TATTOO ARTIST**  
 Pee Wee Davis, wired you at York. Confirm. Address:  
 c/o THOMAS JOYLAND SHOWS  
 Morgantown, W. Va., this week.

**PRELL'S BROADWAY SHOWS INC.**  
 50 CAR RAILROAD SHOW MOTORIZED  
 BROADWAY AT YOUR DOOR

**WANT CONCESSIONS:** Novelties, Age and Scale, Hunky Panks or any concession that works for stock. **WANT:** Snake Show, Fat Show or any Grind Show with merit. Capt. Frank Allen wants Side Show. **HELP:** Acts, Freaks. Will buy set of Side Show banners. Want to book or lease: Ferris Wheel, Octopus or any new Ride. Want good Ride Help in all departments. Semi drivers preferred. Scenic Artist and Show Painter wanted at once. Full season with good pay.

All answer:  
**SAM E. PRELL Martinsburg, West Virginia**

## DECATUR, INDIANA, June 13-18

**GIGANTIC STREET CELEBRATION** "Around Courthouse Square"  
 Get With a Consistent Winner  
 Followed by Cambridge City, Ind., on Streets; Bowling Green, O., Annual 4th of July; Perrysburg, O., Annual American Legion Celebration; Genoa, O., Firemen's Street Celebration; Wauseon, O., Chamber of Commerce Street Fair.

And many, many more Red Ones to follow  
 We Feature Parades, Free Acts, Give-Aways and Grand Prizes. Will book feature Rides not conflicting with Merry-Go-Round, Wheel, Tilt-a-Whirl, Spitfire, Round-Up, Auto and Airplane; especially interested in Octopus, Whip, Rock-a-Plane, Flying Scooter and interesting Kiddie Rides. Have room for Concessions such as Water Games, Pitch-Till-Win, Cat Rack, Coke Pitch, Glass Pitch, Snow Cone, Novelties, Frozen Custard, Bumper, String Game, Photos, etc. Can place Glass House, Snake Show, 5 or 10-in-1, Iron Lung, any Ding Show or Show or merit for this fine string of celebrations. We carry no gate, no grift, no Mitt Camps, no Girl Shows. This is not my fault, but I do have wonderful working committees. This week, Trilby, Ohio; week June 6-11, Toledo, O., cor. Central Ave. and McCord Rd. All Replies:

**GLEN D. WYBLE, HIAWATHA SHOWS**  
 132 ELM STREET, MORENCI, MICH.

## M. D. AMUSEMENT SHOWS

**WANT Concessions and Shows for Schuylkill Haven, Pa., Jr. Chamber of Commerce Business Fair and Exhibition, June 6-11; Camenton, Pa., Lehigh Valley Fair & Exhibition, June 13-18; 35,000 people last year. Also coming July 11-16, the Middletown, Pa., Centennial, \$9,000 to be spent on parade, fireworks, entertainment. The Great Bethlehem, Pa., Fair, July 25-30; Branchville, N. J., Fair & Horse Show, Aug. 8-13. We have the largest one-day Dutch Picnic & Farm Show in the State the last week of August.**

Attention, Fair Secretaries and Show Managers: Have open date second and third week of September. Can place Second Men on Wheel, new Merry-Go-Round, new Tilt-a-Whirl, Octopus, Roll-a-Plane. Want Foremen for three new Allan Herschell Kiddie Rides. All replies:

**MICHAEL DUMBROSKY**  
 302 EAST DIAMOND AVE. Phone: GL 5-0473 HAZLETON, PA.

## TENNESSEE VALLEY AMUSEMENTS

Playing only pay roll towns

**CONCESSIONS:** Bingo (Bob Vinter, wire me), all types of Hunky Panks. Good opening for Lead Gallery and Custard (Blackie LaRue, wire me). Concession Operators wanted inside for Girl Show, Kid Bruce and Hobe, contact. Want Sign Painter. "Dick," contact. Want Pin Store Agents (Noodles, wire), Six-Cats, Buckets, Swinger and Nail Concession Agents.

Want Billposter and Special Matinee Promoter. Shows with own equipment, Big Snake, Mechanical or any Grind Show. Ride Help on Merry-Go-Round, Chairplane and Ferris Wheel. Blackie Collins, contact. Wire or come on.

**THEO. MEADOWS, Mgr.—CHAS. GRIGGS, Bus. Mgr.**  
 Gallipolis, Ohio, this week; Middleport, Ohio, next week.

## WANTED

Basket Ball, Ball Games, Duck Pond, Fish Pond, Novelties, Slum Spindle, Pitch Till You Win, Hoop-La, Balloon Darts, Photos, Long or Short Range Gallery, Glass Pitch. Want Monkey Show, Snake Show, Side Show, Wildlife. Want Truck Mechanic, Truck and Tractor Drivers, General Ride Help, Agents for office Hunky Panks.

All replies

**GEORGE CLYDE SMITH SHOWS**  
 COALPORT, PA., THIS WEEK; TYRONE, PA., NEXT WEEK.

## AGENTS, ATTENTION

All who contacted me by letter, telegraph or phone please get in touch with me again. I am adding one more Store. Also want one or two good Men to up and down Concessions. Grant Jones, of Joe Burke, get in touch with me or Mickey. Will give you good deal. Can also use good Bucket Agents. No drunks.

All contact: **BERNIE FELDMAN**  
 O. C. BUCK SHOWS, Bond Hotel, West Hartford, Conn.  
 P.S.: Don't forget the Big One. Marine Payday, New Bern (N. C.) Fair.

**JOHN F. REID PRESENTS**  
**Happyland Shows**  
 THE BEST IN OUTDOOR AMUSEMENTS

**WANT FOR MICHIGAN FAIRS AND CELEBRATIONS**  
 SHOWS with their own equipment, especially Side Show. Foremen for Tilt and Wheels. Second Men for all Rides. Must be sober and semi drivers.

**JOHN REID**  
 3426 IROQUOIS Phone: WALnut 1-7924 DETROIT, MICH.

## CROSS ROAD AMUSEMENT WANTS

Can use Hunky Panks, Cookhouse or a Sit-Down Grab. Wants Wheel Man, Foreman for Octopus, also Second Man. Best of wages and bonus. Must be able to obtain Michigan chauffeur's license.

All replies to **DONALD BRANAM**  
 Holland, Mich., until June 4; then Diamondale, Mich.

|                         |                              |                         |
|-------------------------|------------------------------|-------------------------|
| <b>STOCK TICKETS</b>    | <b>We Manufacture</b>        | <b>SPECIAL PRINTED</b>  |
| 1 Roll ..... \$ 1.50    | <b>TICKETS</b>               | Cash With Order, Prices |
| 5 Rolls ..... 4.50      | of every description         | 2,000 ..... \$ 6.98     |
| 10 Rolls ..... 8.25     | Wheel tickets carried in     | 4,000 ..... 7.80        |
| 25 Rolls ..... 18.75    | stock for immediate ship-    | 6,000 ..... 8.70        |
| 50 Rolls ..... 34.00    | ment.                        | 8,000 ..... 9.60        |
| 100 Rolls ..... 44.00   | <b>THE TOLEDO TICKET CO.</b> | 10,000 ..... 10.50      |
| <b>ROLLS 2,000 EACH</b> | Toledo 12, Ohio              | 20,000 ..... 18.50      |
| Double Coupons          |                              | 30,000 ..... 23.00      |
| Double Prices           |                              | 50,000 ..... 33.00      |
| No C.O.D. Orders        |                              | 100,000 ..... 53.00     |
| Size: Single Tkt., 1x2  |                              | 1,000,000 ..... 350.00  |



**CARAVELLA ★ ★ ★ AMUSEMENTS**  
 PENNSYLVANIA'S BEST BONA FIDE DATES—CENTENNIALS AND CELEBRATIONS  
**MERCER, PA., June 6-11—AMERICAN LEGION CELEBRATION plus FIREMEN'S PARADE. THREE SPRINGS, PA., June 13-18—Sponsored by LIONS' TOWN FAIR**

**CONCESSIONS**  
 CAN PLACE Basket Ball, Arcade, Age and Scales, Novelties, Glass Pitch, Jewelry and any other Concessions not conflicting.

**SHOWS**  
 Wildlife, Ten-in-One, Monkey, Mechanical City, any Family Show with own equipment. Also Girl Shows with own equipment, contact.

**RIDES**  
 Can place Rides not conflicting.

**HELP**  
 Can place Wheel Foreman for brand-new Eli Wheel.

ZELDA MYERS, CONTACT ME AT ONCE. E. R. Caravella, care of Show.  
**All Wire F. H. CARAVELLA** Meadville, Pa., this week, May 30-June 4.

**PAGE & FERRIS COMBINED SHOWS**  
 Want for 7 BIG CELEBRATIONS and 5 GOOD FAIRS in Pennsylvania and New York . . . Then 10 GOOD SOUTHERN FAIRS

CONCESSIONS: Concessions that work for stock. Basket Ball, Bumper, String Game, Short Range, African Dip, High Striker, Jewelry, Water Games, Beer Pitch, Coke Bottle, Sno Balls, Waffles and Chocolate Dip. Also Pan Game, One Dice and Swinger. Sell Ex on Age & Scales, Photos, Custard, Diggers, Glass Pitch, Hats and French Fries. Want P.C. and Grind Store Agents. We operate every week here. Benny Bergen, come on. SHOWS: Motor or Monkey Drome, Big Snake, Geek, Illusion, Mechanical, Crime Show, Life Show, Monkey Show and Colored Girl Show. Want Side Show Acts and Annex Attraction. RIDES: Dark Ride, Fly-o-Plane, Rock-o-Plane, Tilt or Caterpillar and Live Pony. Three good Second Men who drive Semis and have licenses. Pete Joseph, can place all your outfits and your Fly-o-Plane.

**All replies to BILL PAGE**  
 c/o Page & Ferris Combined Shows, Punxsutawney, Pa.  
 P.S.: Those joining now will be given preference at the Fairs.

**GREATER DIXIELAND EXPOSITION**  
 Opening Tulsa, Okla., Juneteenth Celebration, June 5.  
 Can place for Tulsa and the balance of season of 20 Fairs and Celebrations.

Cookhouse, Photo, Ball Games, Water Games, Watch-La, Darts, Penny Pitch, Scales and Age, Jewelry, Basketball, Coke Bottle, Hi-Striker. Will place any legitimate Hanky Pank (we carry no Flats, Percentage or Count Stores).

PLACE sober, reliable Ride Help, First and Second Men on Wheel, Jenny, Comet, Octopus, Tilt; must be licensed drivers (if you drink don't bother). Place A-1 Electrician, Transformers and Junction Boxes.

Place Grind Shows with own equipment.  
 Want complete set of Kiddie Rides. Will give "EX" on 4 or more Mechanical Rides. All reply:

**JIMMIE HENSON, Mgr.**  
 BOX 188 FOREST HILL, LA.

**MIDWAY OF MIRTH SHOWS**  
 WANT FOR MAMMOTH CENTENNIAL CELEBRATION,  
 GIRARD, ILLINOIS, JUNE 13-18

STOCK CONCESSIONS OF ALL KINDS. Coke Bottles, Scales, Bumper, Addemup Darts, Ball Games, Long Range Gallery, Glass Pitch, Roman Targets, Basket Ball, Foot-Long Hot Dogs. CAN PLACE RELIABLE TILT-A-WHIRL FOREMAN.  
 Address: Auburn, Ill., this week; Hillsboro, Ill., next week; then the BIG ONE at Girard.

**\$150.00 CASH REWARD FOR LOCATION OF OPAL WOLFE-TUDERS-WRIGHT**

She and Harry Wright with Ross Manning three weeks this season. Left Morris Hannum week before last in York, Pa. Her son, Kenny Wolfe, with them. Could have Slum Wheel, Cat Rack, or working Rides or Cookhouse.

**GEORGE TURNER**  
 PHONE: VICTOR 3-9888 OKLAHOMA CITY, OKLA.

**TWO—PHONEMEN—TWO**  
 FOR  
**POLACK BROS.' CIRCUS**  
 Can place two additional Men on my present staff. Write (no calls or wires)

**BILL KAY**  
 SHRINE CIRCUS OFFICE, 130 S. 3RD ST., LAS VEGAS, NEVADA.  
 ARAB SHRINE TEMPLE EL-ZAGAL SHRINE TEMPLE  
 Topeka, Kansas Fargo, N. D.  
 Office opens Wednesday, June 15 Office opens Wednesday, June 15

**WANTED**  
 FOR SESQUICENTENNIAL, VENANGO COUNTY, FRANKLIN-OIL CITY, PA.,  
 JULY 2 THRU JULY 10

CARNIVAL, RIDES OR WHAT HAVE YOU? All or part of week. PARADES, PAGEANTS, ETC. John B. Rogers, producer. Contact  
 SESQUICENTENNIAL HEADQUARTERS, Franklin, La., Jim Kling.  
 Phone: Idlewood 2-3310 or 2-3723.

**ROGERS BROS.' SHOWS**  
 WANT DANCING GIRLS

Two Celebrations or two Fairs a week. Best route in North Dakota and Minnesota. Best wages and percentage. New trailer furnished. Show can work every spot. Wire collect.

**DALE PARRISH**  
 NORTHWOOD, NORTH DAKOTA, THIS WEEK.

**GOLD BOND SHOWS**

WANT CONCESSIONS—Hanky Panks of all kinds. Records and other Ball Games, Fish and Duck Ponds, Coke Bottles, Jewelry Sales and Spindles, Glass Pitch, Balloon Darts Add-Em-Up, Bingo (Stacy, answer).  
 SHOWS—Mechanical, Monkey and Motordrome.  
**All reply by wire: MICKEY STARK, Mgr.**  
 Belvidere, Ill., this week; Winona, Minn., June 4-11.

**FLOYD O. KILE SHOWS**  
 WANT FOR OPENING JUNE 13

FOREMEN for Merry-Go-Round, Twister and Caterpillar.  
 SECOND MEN for Eli, Merry-Go-Round, Spitfire, Kid Rides, Caterpillar, Roll-o-Plane and Helpers. Rides are clean and A-1 condition. If you can handle Rides and drive semi; we can place you, come on. No cars or drunks, please. We have 8 Rides; will pay good for good Men, also bonus. Few Concessions open. Stock Concessions of all kinds: Ball Games, Long and Short Ranges, Novelties, Custard, Photos, Water Games, Slum Spindles. Contact at once, all replies to  
**FLOYD O. KILE, Mgr., Clinton, La.**

**ROLL TICKETS**  
 PRINTED TO YOUR ORDER  
**Keystone Ticket Co.** SHAMOKIN, PA. DEPT. B  
 Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

100,000 \$32.50  
 20,000 ..... 10.00  
 30,000 ..... 12.50  
 50,000 ..... 20.00

**NEW DEVELOPMENTS**

**Root Beer Firm Shows Two New Snack Bars**

PHILADELPHIA, May 28.—The Charles E. Hires Company is currently featuring two new additions to its line of snack bars, the Super-12 and the Campus Special Snackette. The Super-12, a 12-foot unit, has the Hires' keg, counter accommodations for one or two grills or other service equipment, a built-in refrigerator and a new revolving sign. The smaller unit, which is four feet, six inches long, features the keg and a hot dog grill. The latter snack bar can be easily moved from place to place. Water storage facilities enable the unit to operate with 110-volt electrical current.—Charles E. Hires Company, 206 South 24th Street, Philadelphia 3.

**Broiler-Grill Combination . . .**  
 QUAKERTOWN, Pa.—A combination char-broiler and grill with a two-burner hot plate is being marketed here. The unit has a stainless steel body, welded steel grates, polished cast iron griddles and is available with or without a utility drawer. It is 16 inches high, 15 3/4 deep and 32 3/4 long.—Magkitch'n Equipment Corporation, 320 West Broad Street, Quakertown, Pa.

**Fryer Has High Output . . .**

HOUSTON, Tex.—A deep fryer that is said to have high output and will operate on natural, mixed and manufactured gases as well as LP gas, has been introduced. Features include cast iron square burners approved at 65,000 BTU's; patented separate sediment chamber; dual drain valves and automatic overflow well. Exterior is of stainless steel.—Super-Chef Manufacturing Company, Route 3, Box 28, Houston.

**Versatile Ice Maker . . .**

FARIBAULT, Minn.—An ice maker has been introduced here that produces both cubes and crushed ice without an additional crusher mechanism. Unit is air-cooled and equipped with a 24-hour storage bin. The ice maker occupies less than six feet of floor space and can be installed under counter.—American Automatic Ice Machine Company, 4th Street and Park Avenue, Faribault, Minn.

**Fryer Heats Fast . . .**

CONCORD, N. H.—A deep frying unit that is said to pre-heat to 350 degrees in nine minutes is being marketed here. Fryer has interchangeable fry kettles, permitting custom frying of breaded and unbreaded foods. Shallow kettle gives fastest frying for unbreaded foods, while a cool zone under the heating element in the deeper kettle traps crumbs and prevents fat breakdowns. The floor model comes in standard satin chrome front and gray all stainless steel finish. Rated wattage is 12 kilowatts and voltage is 208-230. Fat capacity is 28 pounds in the shallow kettle; 33 in the deeper.—J. C. Pitman & Sons, Inc., 295 North State Street, Concord, N. H.

**Plastic Dispensers . . .**

BROOKLYN—A new set of squeeze dispensers for catsup, mustard, sirup, salad dressing and barbecue sauce is being marketed here. According to the manufacturer, they are impossible to break and prevent waste by controlled dispensing action. Firm also points out their sanitary features.—Gessler Manufacturing Corporation, 1 Joralemon Street, Brooklyn 1.

**Coolers Have Big Capacity . . .**

ST. LOUIS—A beverage cooler line with stainless, sliding lids is being shown here by Ideal Cooler Corporation. The units are accessible from either side and contents can be removed without loss of refrigeration, the firm claims. Finish is baked on silver gray enamel or stainless steel. Capacity is 336 one-third quart bottles.—Ideal Cooler

er Corporation, 2953 Easton Avenue, St. Louis 6.

**Fountain Dispenser . . .**

LONG ISLAND CITY, N. Y.—A fountain dispenser that assures a proper mixture of water and sirup was introduced here recently. The ice-cooled unit is 9 inches wide and 10 inches long, has a one-gallon sirup capacity and features an all stainless steel valve. It is available with interchangeable mounting bases for counter, rail or island installations. It is available in white, orange, blue-green, lettuce green and yellow.—Selmix Dispensers, Inc., 28 Brodron Avenue, Long Island City 1, N. Y.

**New Milk Dispensers . . .**

HUDSON, Wis.—A new line of milk dispensers that are constructed entirely of stainless steel are being manufactured here. The units feature dripless, ball weight valves. One model holds two five-gallon or two three-gallon cans. A smaller model holds one can of either five or three-gallon sizes. Firm also manufactures upright freezers in 15, 17, 21 and 32-cubic foot sizes.—United Refrigerator Company, Hudson, Wis.

**FROM THE LOTS**

**Caravella Amuse.**

ELLWOOD CITY, Pa., May 28.—The show opened the season here Saturday (14) to a stand of good business despite a few cold nights. A drawing was held and a youngster took home a pony.

Concessionaires are: Mr. and Mrs. Red Adams, diner; Mr. and Mrs. Ralph Geltz, waffles and ice cream; Mr. and Mrs. Mike Sabbers, popcorn, floss and apples; Mr. and Mrs. Rufus Lee, duck pond; Ted Cole, bingo; Mr. and Mrs. Henry Cole, 2; J. R. Carroll, 2; J. Sansone, 1; J. Young, 2; Mr. and Mrs. Herb Hetrick, 2; Martha Snyder, 1, and Jack Young, Ernie Chestnut and Charles Ray, 4 each.

Other personnel: Ralph Geltz, electrician; Herb Hetrick, lot man; Clyde Smith, ride foreman; Ernie M. Childress, Roller Coaster; Bob Snyder, Train; John Renninger, Ferris Wheel; Bill Hinkley, Chairplane; John DePalma, Whip; Bob Shipley, Airplane, and Bob Carter, Unborn Show. Delivery of a Merry-Go-Round is expected soon.

**Burdick's Greater**

ELDORADO, Tex., May 28.—Personnel with the show this year includes the following: Office, Jewel and Ira Burdick; glass pitch, Cathy and Neil Burdick; bear stand, Lillian and Gene Polka; ball games, Ronnie Pierre and Mrs. Clarence Hackinsack; bingo, Pat O'Shea and Jim Le Gon.

Also, slum spindle, Ben Ogalvie; pony ride, Margaret and Jesse Lindsey and Nina; electrician, John Kinsey; Ferris Wheel, No. 1, Don Martin and Mary O'Shea, and popcorn and snow, Walter Parum. Also with the show are a mitt camp, Merry-Go-Round, Octopus, Midget Show, Airplane and Street Car ride, cookhouse, cotton candy and apples and Flying Jenny.

The Burdicks' daughters, Julie, Bette and Linda, will join in June.

**WALTER WANOUS and DICK BEST WANT FOR WORLD OF MIRTH SIDE SHOW**  
 Bally Attractions, Novelty Acts, Talkers, Ticket Sellers, Bomb Canvasman and good, reliable Side Show Help.  
**Address Walter Wanous**  
 c/o WORLD OF MIRTH SHOWS  
 Plainfield, N. J., this week.

**LOU PEASE WANTS**  
 Dancing Girls for two Girl Shows. High pay, plus tips. Grinders and Ticket Sellers. Hardy Brady or Val Ireland, phone  
**BEN WOLFE**  
 Care Wolfe Amusement Co.  
 Roanoke Rapids, N. C., this week; Waverly, Va., next week.

**RIDE HELP WANTED FOR PLAYLAND PARK**  
 Wheel Man, Octopus, Rolloplane, Merry-Go-Round; must know rides. Come on at once, will place you. Salary sure every week what you are worth. Hanky Pank Agents and Ticket Sellers, come on. WANTED FOR CASH any Major Park Ride. Contact  
**MORT MESSIAS**  
 3900 Wilkinson Blvd., Charlotte, N. C.  
 Phone: Edison 3-1616

**SEARCHLIGHTS**  
 Brand-new Sperry and G. E. 60-Inch Searchlights, still crated, located Albany or Chicago, \$250. Brand-new Generators, still crated, 16.5 kw., \$550. Complete new Burner Heads and Automatic Carbon Feed Control Box, in sets, \$75.  
**J. PILE**  
 2329 Central St. Evanston, Ill.  
 University 4-5864 or Mulberry 3-5310

**WANTED**  
 Information to the whereabouts of  
**PHILIP J. DeLANO**  
**BERMAN SALES CO.**  
 Phone: 521 Pennsburg, Pa.

**WANT SIDE SHOW HELP**  
 Fire Eater, Pin Cushion, Torture Boy, Married Couple, Girl for Bally, Ticket Sellers who can Grind, Troy, Phil, Clarence and people who worked for me before, answer, must join at once. Can use Half and Half who can work to orders.  
**EARL MEYER**  
 c/o Coleman Bros.' Shows  
 Plainville, Conn. (now.)

**FOR SALE Model #5 Big Eli Wheel**  
 Excellent condition, with electric motor. Successfully operating — Speedway Kiddieland, Tucson, Arizona—\$4,800.  
 Contact MR. LOUIS HORWITZ  
 415 S. Taylor St. Oak Park, Ill.

**WANTED KIDDIE RIDES AND NOVEL GAMES**  
 Other than Boats, Dipper, Pony Cart, Airplane, Auto, Roll-o-Plane or Train. To buy or lease at once. Must be A-1. Reasonable. PAUL SPOR, Ohio Bldg., Toledo, Ohio.

**RUDY JOHNSTON TONY DIAZ and JOHNNY GORMAN**  
 Contact WOODIE JONES  
 c/o Sunset Amusement Co.  
 Dubuque, Iowa

**WARWICK SHOWS WANT**  
 Hanky Panks of all kinds. Small Cookhouse or Grab. Octopus or Roll-o-Plane. Help in all departments. George Golden wants Agents for several Stores.  
**ST. CLAIR, MO., this week.**

**SKERBECK GREAT NORTHERN SHOWS**  
 Want A-1 Spitfire Man, must drive semi and be sober. Best of treatment, no Circus moves. Can place Short and Long Range Lead Gallery, Hi-Striker and Ball Games. Contact EUGENE W. SKERBECK, Wakefield, Mich., May 30 to June 4; then Ontonagon, June 7 to 11.

**WANT**  
 Due to disappointment  
**OCTOPUS FOREMAN**  
 Top wages and bonus. Must drive semi. Can always use Second Men on all Rides. Must have drivers' licenses. Contact  
**CARROLL'S GREATER SHOWS**  
 Watertown, S. Dak., May 30-June 4; Odessa, Minn., June 4-8.

**WANTED**  
 Concessions of all kinds. Flat rate \$15.00. \$1.00 cut-in for the  
**ANNUAL BAINBRIDGE STREET FAIR**  
 June 15-16-17-18.  
 Plenty of Free Acts and Rides to draw crowd. Write  
**G. KILGORE**  
 Bainbridge, Indiana

**MERRIAM'S MIDWAY SHOWS**  
 Want Hanky Panks and Shows. Complete route of Celebrations and Fairs.  
 Radcliffe, Iowa, now; June 3-4, Diamond Jubilee.

**WANT WANT**  
 Wheel and Chairplane Foremen and Second Men. Top wages to reliable men. Want Popcorn, Candy Floss and Photos. All Firemen Celebrations. Parades and Free Acts. Write or wire:  
**I. K. WALLACE**  
 ORANGE, VA.

**GIRLS—WANTED—GIRLS**  
 Girls for Dancing Show, no experience necessary. Also Man and Wife for Single O. For Sale—5 Girl Geek Banners, 8x10, for \$100; 5 Wild Animals or Wildlife Banners, never been up, \$100—cost \$300.  
**TED PORTER**  
 52 Temple Detroit 1, Mich.



**HARRISON GREATER SHOWS**

Want at once Cookhouse or Sit-Down Grab, Popcorn, Candy, Apples, Floss, Snow Cones to join on wire. All Show Concessions open. All mail and wires to **FRANK HARRISON** Roseboro, N. C., this week; Warsaw, N. C., next week.

**KLEIN AMUSEMENT CO.**

Want Cork Gun, Novelties, Scales, Watch-La, Fish Pond and Short Range. Roy Hershey, come home. Will also book Major Ride.

Chamberlain, S. D., Diamond Jubilee, June 3-4-5, then Aberdeen & Waubay

**AT LIBERTY**

For the 4th of July and Fair Carnival consisting of 8 Rides, 8 Shows and 25 to 30 Concessions and Free Act. Clean and attractive. For Ohio, Kentucky, Tennessee, Alabama, Virginia and West Virginia.

**BOX D-117**  
c/o The Billboard Cincinnati 22, O.

**MOUND CITY SHOWS WANT**

CONCESSIONS, also BINGO, for Jerseyville, Ill., week of June 6. RIDE MEN ON ALL RIDES. Address: 1417 Grattan, St. Louis, Mo.

**WANT CARNIVAL**

August 21-27 **MORRISTOWN CENTENNIAL** Minimum ten Rides, forty Concessions. **R. T. BALES JR.** Morristown, Tenn.

**WANTED**

Four or five Rides and Concessions to appear in conjunction with July 4th Celebration to be held July 3 and July 4. Contact Peru Post Office, Peru, Illinois.

**BINGO CALLER WANTED**

POLLACK JOHN, get in touch with me. Phone or write **PAUL SMITH, Turners Park** Lake Ronkonkoma, L. I., N. Y.

**WANTED**

Concessionaires with small flash. Positively no flats. For Annual July 4th Celebration, July 1-4. Rides and some Concessions. No duplications, so write immediately. **B. V. BECKWITH** Oxford, N. Y.

**CARNIVAL WANTED**

For Annual American Legion Celebration, Claremore Lake, Claremore, Okla., June 30 thru July 4. (Over 20,000 people last year.) Contact: **PAT JOHNSON** CLAREMORE, OKLA.

**WANT**

Side Show Acts of all kinds, Novelty Acts, Ticket Sellers, Lecturers, Runts for Bally, Bally Acts, Fire Workers, Glass Blowers, good Freaks, Sword Swallower (Buddy Leroy, write), Bag Piper or Musical Act. **MILO ANTHONY** 390 Arcade Bldg., St. Louis, Mo. c/o Billboard Pub. Co.

**WANTED**

Concessions not conflicting.

**THIES UNITED SHOWS** Oswego, Ill., June 9-11; Hanna City, June 16-18; Yorkville, June 23-26.

**GREAT SOUTHERN EXPO.**

Playing industrial and saw-mill towns. Want Ride Help for Wheel, Chairplane, Double Loop; also Grind Store Agents. All Concessions open. Want Snow Cone, Apples, Floss, Grab and Hunky Fanks. **GREAT SOUTHERN EXPO.** Bon Wier, Texas, this week

**F. C. BOGLE SHOWS**

10 RIDES—5 SHOWS—LIGHT TOWERS—SEARCHLIGHTS—14 FAIRS

WANT CONCESSIONS: Popcorn, Apples, Fish Pond, Novelties, Coke Bottles, Bumper, Long Range, Watch-La, Glass Pitch, Bear Pitch, Basket Ball, Add Darts, Whiskey Bottles, Jewelry, Penny Arcade, High Striker, Roman Targets, \$18.00 per week. RIDES: Tractor, Boat, Roller Coaster, etc. SHOWS with own equipment. Best season deal in country. HELP: Foremen for Ski King and Spitfire. Second Men who drive.

Wire or write **F. C. BOGLE, Mgr.** Salina, Kansas, this week; Wichita, Kansas, June 6-11.

P.S.: Glen Joplin, call Whitey Dixon; important.

**Spring Rains Aid Prospects Of Ozark Event**

SPRINGFIELD, Mo., May 28.—Drought-breaking rains have brightened farm prospects in this area and are expected to be reflected at this year's Ozark Empire Fair, Glen Boyd, manager, announced. For several years the fair's attendance and income has been hurt by unfavorable crop conditions.

Concession space sales are running well ahead of the same period a year ago, Boyd reported, and the feeling, especially among the rural communities, is the best in years.

Some of the fair's grandstand attractions were held in abeyance while the fair waits on a decision to further rebuild its grandstand. Attractions definitely set include two performances of Tournament of Thrills, one by Aut Swenson's Thrillcade, a program of auto races by Frank Winkley plus stock car and midget auto races by a local promoter. Metropolitan Shows will provide the midway attractions.

The fairgrounds were hit by high winds here Thursday (24) but only minor damage resulted.

**Chico, Calif., Pulls 47,376**

CHICO, Calif., May 28.—Altho the four-day Silver Dollar Fair got off to a record start, conflicting events in the area cut down its final day's attendance for a wind-up total of 47,376. Last year was the exposition's record run with 50,533 patrons.

Opening Thursday (19), the fair pulled a first day record of 7,133. Saturday was strong with 14,986, Ed Warrener, secretary-manager, said. Sunday, the finale, was slow with 7,133. Despite the decrease in the total, Warrener reported there was no financial loss.

The stagershow was produced by Isabelle Whall of Fun Unlimited in San Francisco. Other features included Larry (Bozo the Clown) Valli and West Coast Shows on the midway. Dick Hemsted produced the rodeo shows on Saturday night and Sunday afternoon.

**IAFE Zone 2 Meets July 8**

TAMPA, May 28.—Zone 2 of the International Association of Fairs and Expositions will hold its annual summer meeting in Atlanta July 8-9. J. C. Huskisson, director for that zone, announced.

OLDS, Alta., May 28.—A two-day fair will be held by the Olds Agricultural Society August 5-6. Chuckwagon races are planned for both days and a midway will be signed.

**Carnival Routes**

Continued from page 47

Elite; Maud, Okla. Emshoff; Stoughton, Wis. Evans United; Brunswick, Mo. Fairtime; Oakland, Calif.; Concord 8-12. Fairway; Washburn, N. D., 30-June 1; Upham 2-4. Fidler United; Chaffee, Mo.; St. Genevieve 6-11. Frame's Greater; Chicora, Pa.; Columbus 7-11. Franklin, Don; Topeka, Kan.; (3d & James) Kansas City 6-16. Garden State; Bethlehem, Pa. O. & B.; Parsons, W. Va.; Masontown 6-11. Gem City; Waukegan, Ill. Gentsch, J. A.; Greenwood, Miss. Glades Am. Co.; Washington, Va. Gladstone Expo.; Princeton, Ky.; Horse Cave 6-11.

Glass City; Milan, Mich.; Bellville, O., 6-11. Gold Bond; Belvidere, Ill.; Winona, Minn., 6-11. Gold Medal; Charleston, W. Va.; Wheeling 6-11. Gooding Am. Co., No. 1; Columbus, O. Gooding Am. Co., No. 2; Mansfield, O. Gooding Am. Co., No. 3; Parkersburg, W. Va. Gooding Am. Co., No. 4; Warrensville Heights, O. Gooding Am. Co., No. 6; Glassport, Pa. Gooding Am. Co., No. 7; Columbus, O. Gopher State; Hankinson, N. D., 3-4; Fox-home, Minn., 11-12. Grand American; Colfax, Ia., 2-4; La Porte City 6-8; Dumont 9-11. Great Southern Expo.; Bon Wier, Tex. Hagensick's Rides; Hubbard, Tex. Hale's Shows of Tomorrow; Kansas City, Kan., 30-June 7. Hannah's Am.; Allison, Pa. Hannum, Morris; Lancaster, Pa.; Scranton 6-11. Happy Attrs.; Chilllicothe, O.; Barber-ton 6-11. Happyland; Mount Clemens, Mich. Harrison Greater; Roseboro, N. C.; Warsaw 6-11. Heller, Harry; Hoboken, N. J., 2-12. Heth, L. J.; North Birmingham, Ala.; Lewisburg, Tenn., 6-11. Hiawatha; Trilby, O.; (Central Ave. & McCord Rd.) Toledo 6-11. Hill's Greater; Manhattan, Kan. Holly Am. Co.; Roswell, Ga. Hottle, Buff, No. 1; Eudora, Ill. Hottle, Buff, No. 2; Baton Rouge, La. Howard Bros.; Xenia, O.; Cambridge 6-11. Hugo's Novelty Expo.; Noth Topeka, Kan.; Pleasant Hill, Mo., 6-11. Ideal Rides; Eaton, Ind.; Imperial, No. 1; Rochester, Ind.; Niles, Mich., 6-11. Imperial, No. 2; North Chilllicothe, Ill.; Veedersburg, Ind., 6-11. I. T.; Hicksville, L. I., N. Y. Johnny's United; Madison, Tenn.; Danville, Ky., 6-11. Kay Am. Co.; (Fair) Havre De Grace, Md., 3-11. Kellogg, Robt.; Stillwater, N. Y. Key City; Watseka, Ill. Kile, Floyd O.; Clinton, Ia. King Bros.; McLaughlin, S. D., 10-12. King Shows, Ltd.; Trenton, Ont.; Smith Falls 6-11. Klein Am. Co.; Chamberlain, S. D., 3-5. Lagasse Am. Co., No. 1; Dracut, Mass. Lagasse Am. Co., No. 2; Woonsocket, R. I. Leighton's Midway; Olney Springs, Colo., 2-4. Lewis, Ted; Hoboken, N. J., 3-11. Lone Star; Bellaire, O., 4-12. McKenna's Rides & Am.; Spring Green, Wis., 2-5; Reedsburg 7-9; North Pond du Lac 10-13. Maddox Bros.; Scott City, Kan. Magic Empire; Craig, Colo.; Rock Springs, Wyo., 6-11. Manning, Ross; Kingston, N. Y. Marion Greater; Columbia, S. C. Marks, John H.; Levittown, Pa. Meeker's; Tacoma, Wash.; Aberdeen 6-11. Merriam's Midway; Radcliffe, Ia., 2-4; Belmont 7-8; Denver 9-11. Merry Midway; Cuba, Mo.; Vandalia 7-11. Midway of Mirth; Auburn, Ill.; Hillsboro 6-11. Mighty Hoosier State; Clarksville, Ind. Mighty Interstate; Bedford, Ind. Mighty Page; Punxsutawney, Pa. Milliken Bros.; Amelia C. H., Va. Moore's Modern; Kingman, Kan. Moser-Rundle; Waucoma, Ia., 9-10. Mound City, No. 2; Grafton, Ill. Mullins Royal Pine; Rufford, Me. Myers, Sonny; Marysville, Kan.; Clay Center 6-11. Nelson Geo. W.; Dennison, Ia.; Glenwood 6-9; Minden 10-11. New England Am.; North Brookfield, Mass. Nolan Am. Co., No. 1; Whitehall, O. Nolan Am. Co., No. 2; Byesville, O.; Le-tonia 6-11. Northern Expo.; Dickinson, N. D. Norton's Rides; Scottsbluff, Neb. Pan American Expo.; Cumberland, Ky. Parada; Sapulpa, Okla. Page Bros.; Elizabethtown, Ky. Page & Ferris; Punxsutawney, Pa. Penn Premier; Rotterdam, N. Y.; Adams, Mass., 6-11. Playtime; Norwood, Mass. Powelson Greater; Zanesville, O.; Mount Gilead 6-11. Putka, A. H.; Wood Dale, Ill.; Round Lake 9-12. Rainier; Cle Elum, Wash.; Enumclaw 6-11. Raley Bros.; Expo.; Mount Olive, N. C. Red Ribbon; Cookville, Ill. Reid, King; Montreal. Reithoffer, Uley; Duboistown, Pa. Reithoffer Blue; Springdale, Conn. Riley's Am. Rides; Mount Vernon, Ind. Rocky Mountain Empire; Englewood, Colo. Rogers Bros.; Northwood, N. D., 2-4; Mayville 6-8; Milnor 10-11. Rohr's Modern Midway; Rossville, Ill. Rose City Rides; Van Buren, Mo. Royal American; Evansville, Ind.; Davenport, Ia., 6-11. Royal Expo.; Beaufort, S. C.; Charleston 6-11. Royal Midwest; Marion, O. Royal United; Garretson, S. D., 1-2; Yank-ton 3-4; Taunton, Minn., 6-7; Marietta 8-9; Orionville 10-12. Shorter's Green, Ia., 1-2; Sheffield 3-4. Siebrand Bros.; Farmington, N. M. Skerbeck Great Northern; Wakefield, Mich.; Ontonagon 6-11. Smith, Geo. Clyde; Coalport, Pa.; Tyrone 6-11. Snapp Greater; Muscatine, Ia. Southern Valley; Texarkana, Tex. Star Am. Co.; Morrilton, Ark. Stephens, C. A.; Rogersville, Tenn. Stephen's, Otto.; Sigourney, Ia. Strates, James E.; Watervliet, N. Y. Stumbo's Tri State; Anderson, Mo. Sunset Am. Co.; Dubuque, Ia.; Spring Valley, Minn., 9-12. Tatham Bros.; Georgetown, Ill.; Farmer City 6-8; Morton 9-11. Thomas, Art B.; Morningdale, Ia., 2-4; Bridgewater, S. D., 6-8; DeSmet 9-10. Thomas Joyland; Morgantown, W. Va. Tinsley Johnny T.; Newton, N. C. Tip Top; Oshkosh, Wis.; Wausau 8-12. Tivoli Expo.; Iola, Kan., 3-7; Holton 8-11. 20th Century; Leavenworth, Kan.; Port Dodge, Ia., 6-11. United Expo.; Maywood, Ill. United States; Jaeger, W. Va. Van Billiard, No. 1; Oxford, Pa., 1-11. Van Billiard, No. 2; Dover, Del. Victory Expo.; Grants, N. M. Virginia Greater; Robeling, N. J.; Clayton 6-11. Volunteer; Lenoir City, Tenn. Wade, W. G.; Jackson, Mich. Wallace Bros.; Marengo, Ill. Warwick; St. Clair, Mo. West Coast; Yuba City, Calif.; Eureka 6-12. West Coast Expo.; Seaside, Calif.; Pitts-berg 7-12. Western; Forks, Wash. Wilcox, Dick; Millinocket, Me.; Limestone 6-11. Wilber's Wolverine; Dowagiac, Mich., 1-8. Wolfe Amusements; Roanoke Rapids, N. C.; Waverly, Va., 6-11. World's Finest; Sault Ste. Marie, Ont.; Winnipeg, Man., 6-11. World of Mirth; Plainfield, N. J. World of Pleasure; Toledo, O. Young, Monty; Vernal, Utah; Roosevelt 7-11.

**JOHNNY'S UNITED SHOWS**  
"HONESTY IS OUR POLICY"  
NOW SHOWING MADISON, TENN., FOLLOWED BY DANVILLE, KY., THEN RICHMOND, KY.  
CONCESSIONS WANTED: Custard, Arcade, Jewelry, Fish Pond, Six-Cats, Bumper, Heart Pitch, Coke Bottles, Penny Pitch, Glass Pitch, Balloon Darts, Add-Em-Darts. (Have none of the above at this time.) SHOWS: Monkey, Snake, Fat or Illusion. Manager for office-owned GIRL SHOW. Dick Kabbage, please contact. Man wanted to handle Gertie Glass House. RIDE HELP: Foremen and Second Men for Little Dipper, Spitfire and Octopus. Must drive. Jimmie Sample, come on. SPECIAL NOTICE! Bobby Moran wants Evie Moran or anyone knowing her whereabouts to please contact him at once. Frank Aschey wants Agents for Fish Pond and Bee Hive. Eddie Daniels and Red Tracey, come on.  
All replies to **JOHN PORTEMONT** MADISON, TENN., THIS WEEK.

**ANDERSON FREE FAIR**  
ANDERSON, INDIANA  
July 4th to 9th inclusive  
Have limited good locations. Demonstrators, Pitchmen, Specialty Workers and Outright Sales. Contact at once.  
Expected attendance this year, 90,000. Payroll in Anderson alone 27,380 people. 20 mile radius, 35,000.  
**WM. J. HUTTON, Secy.**  
P. O. Box 111, Anderson, Ind. Phone 8821-Extension 223

**Want for Independent Midway HEART O' TEXAS FAIR, WACO, OCT. 1-7**  
All kinds of legitimate Games—Basketball, Ball Games, Six Cat, Balloon Dart, Fish Pond, Glass Pitch, Cigarette Pitch, String Games, Long or Short Gallery, Jewelry. Pitch Men, write. Custard, Dip, Apples, Taffy, Floss, Popcorn, Nuts, Lemonade Shake.  
**AMUSEMENT ENTERPRISES, 121 E. Exchange** Fort Worth, Texas

**FIDLER UNITED SHOWS**  
WANT FOR LONG ROUTE OF ANNUALS AND STREET CELEBRATIONS  
HANKY PANK CONCESSIONS OF ALL KINDS. Man to handle Bingo Top and Stock. FOREMEN FOR TILT-A-WHIRL AND MERRY-GO-ROUND. Other capable Ride Help also. Must drive Semis. Address: **CHAFFEE, MO., this week; then downtown ST. GENEVIEVE, MO., June 6-11.**

**TED LEWIS SHOWS**  
WANT FOR OPENING—THIRD & MONROE, HOBOKEN, N. J., JUNE 3-11  
CONCESSIONS: Duck Pond, Balloon, Ball Game, Novelties, Jewelry, Cork Gun, Pitch-Tilt-You-Win and Grab; any other Hunky Panks. RIDES: Will book, buy or lease Merry-Go-Round and other Major Rides not conflicting; also set of Kiddie Rides. RIDE HELP: Foremen on all Rides who drive semis. Will be on grounds from May 31 on. All replies to **TED LEWIS (Only)**

**PAN-AMERICAN EXPOSITION**  
Can place for long route of Fairs and Celebrations, with the biggest Fourth of July spot in Kentucky.  
Rides not conflicting with what we now have—we have eight now. Place Fun House, SHOWS: Girl Show Operator with girls and own equipment. Manager for Ten-in-One with acts, any worth-while Grind Shows. Pete, come on; Art Fay, too. CONCESSIONS: Bingo, Floss, Sno Cone, Jewelry, Ball Games, Hoop-La, Bumper, String Game, Palmtree; Custard or Ice Cream. HELP: Operator for Popcorn, Candy Apples; stocked and ready. Arizona, come on. Agents for Buckets, Six Cats; Scenic Painter, Wheel Foreman, Second Men all rides who drive. Earl Putney, come on. All wires and correspondence c/o Show or **TED WOODWARD, Sec., Cumerland, Ky., this week; then per route.**

**BARNEY TASSELL SHOWS**  
WANT FOR WEEK OF JUNE 6, QUANTICO, VA., MARINE BASE  
THREE BIG PAYDAYS IN ONE—CIVILIANS, OFFICERS AND MEN.  
Rides not conflicting—can place one more Ferris Wheel. Strictly legitimate Concessions of all kinds. Shows of merit. Can also place Ride Men of all kinds. Three more Concessions for our beaches.  
This week, Sheriff Rd. and Eastern Ave., Washington, D. C.

**AIR FORCE PAYDAY ROYAL MIDWEST SHOWS AIR FORCE PAYDAY**  
Biggest date in the North, Wright-Patterson Air Field Payday. Civic Club Annual Community Fair, Wright's View, Ohio, June 6-11.  
Can place Stock Concessions of all kinds, Cookhouse, Photos, Buckets, Girl Show (can work), Wild Animal, Grind Shows and Manager for Athletic Show. Bobby Fox, wire.  
**ROXIE HARRIS, MARION, OHIO, THIS WEEK.**

**CAN PLACE FROZEN CUSTARD**  
Place Custard exclusively and all other legitimate Concessions. We are playing all choice spots in New England with outstanding celebrations.  
Address all mail and wires to **LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS** Rotterdam, New York, this week; Adams, Mass., to follow.

**BYERS BROS.' SHOWS**  
Another Big One added to our long string of Fairs and Celebrations. CEDAR FALLS, IOWA, POLICE BENEFITS CELEBRATION (ON THE STREETS), June 4-11.  
Want reliable Kiddie Rides for season. Athletic and Mechanical Show.  
CONCESSIONS—Water Games, Scales. A large, neat Concession Trailer with Popcorn, Snow, Apples and Floss. (Book on percentage). Other Concessions. No Mitt Camps, no Stores, no phone calls. All answer Western Union or mail: **OELWEIN, IOWA, THIS WEEK; CEDAR FALLS, next.** All Fairs and Celebrations to follow.

**C. A. STEPHENS SHOWS WANT**  
CONCESSIONS: Age & Scales, High Striker, Jewelry, Ball Games, Swingers, Buckets, Six Cats, String Games, Custard, Water Concessions, Cigarette Gallery and Long and Short Range. SHOWS: Neatly framed Girl Show, all season's work; Snake Show, Monkey Show, Wildlife. RIDES: Can use any Major Rides not conflicting or will lease with option to buy. Enlarging show.  
Address: **ROGERSVILLE, TENN., THIS WEEK.**



## KING-COLE TIGHTENS PROGRAM, LOADING

Drop in Business Brings on Changes; Show Quits Cities, Looks to Canada

SOUTH BEND, Ind., May 28.—Business for King Bros. & Cole Bros.' Circus for the first six weeks of the season has been off from last year's average.

The show experienced one of the best weeks in its history with the seven days started by the two-day stand in Cincinnati. But the week that followed was described as the worst it has had since 1949. Similarly, other stands have included both big and poor business.

General Manager Arnold Malev said here that the average daily receipts were running several hundred dollars behind last year. This was doubly damaging since the enlarged show's net is up several hundred dollars.

As a result, the show this week completed changes which Malev and General Agent Floyd King, co-owners, said would bring costs back in line with income.

### Skip Big Cities

First, the owners said experiments in playing a number of larger cities in Ohio and elsewhere had proved unsuccessful. Therefore, King said future routing will eliminate major cities. He also is dodging those cities that have large Shrine shows. Malev observed that the show was popular with customers along the line and that it might do much better in the same big cities next season.

On Thursday (26) the show sent several head of horses and ponies to the Michigan farm of showman R. C. Fisher. This stock was not used in the performance but was carried for extra flash on the lot. At the same time, six trucks were stored at the Peru, Ind., quarters formerly occupied by Cole Bros. Malev said they included a spare light plant and trucks which carried part of the props, seats and canvas. All of the equipment carried on them has been retained on the show to be hauled by other trucks. The show still uses about 60 trucks, making it the largest motorized circus. One of the 16 show-owned elephants also was stabled at Peru since it is to be used by Bill Horstman in a movie booking later. It had not been used in the show's performance.

Malev said that the business done by the show in its upcoming tour of Ontario will determine its

future course. Advance promotions in Canada have been good, altho short of last year's totals. Four shows are playing the area this year. The King-Cole show however, is optimistic about Canadian business prospects.

The show enters Canada at Sarnia on June 6. Originally, it was to enter at Windsor and come out at Sarnia, but the switch was made in order to get ahead of Ringling-Barnum in the territory.

### Revive Early Plan

If Ontario business is satisfactory, Malev said, the show will continue as presently framed. If that business should fall short, the King-Cole organization might use the trucks at Peru as the nucleus of a second unit.

A second show had been planned earlier but the project was dropped before the season opened and the whole works came out as one show. Duplicate sets of most types of equipment are owned by the show.

A second unit would move on 15 trucks and would include only a

(Continued on page 59)

## WARD-BELL PLAYS TURNAWAYS

PORTLAND, Ore., May 28.—The Ward-Bell Circus, making its first appearance here and playing under Shrine auspices, scored a steady stream of turnaways.

The show, playing here under canvas, started Monday (16) with a near-full afternoon. That night was a turn-away. For the next six days, Tuesday (17) thru Sunday (22), the circus racked up a perfect score of 12 turnaways.

## Kelly-Miller Light in Ind.

FRANKLIN, Ind., May 28.—Advance promotion by Rogers Bros. Circus for Friday (27) held back business for Al G. Kelly & Miller Bros. Circus on Tuesday (24), it was reported here. The Miller show had a scattering for the afternoon and three-fourths at night.

High school commencement activities conflicted with the show at Bloomfield, Ind., where the Miller org had one-quarter and half houses. Schools were dismissed early for the show.

## NEW CANVAS COMING

### Kelly-Morris Displays Stronger Performance

FRANKLIN PARK, Ill., May 28.—Kelly-Morris Circus, not always noted for a strong performance, this season comes along with a show considerably better than its other recent editions.

The show is moving rapidly and heading for the East. Due for arrival in the next several days are new middle pieces and a round end to add to the new sidewall. U. S. Tent is supplying the replacements for the 80-foot top, which is an old one pushed into use again after a new one was damaged while loaded on a show truck early in the season. The new canvas will add much to the performance and general impression the show makes.

The show starts with a spec. Three mounted people, stay on for riding in the ring as one number and on the track as another. A single baby elephant walks a plank for a good hand. Roy Houser shows a dog act that climaxes to applause. Alfonso Repensky and Winister Townsend do juggling turns that make a good display.

### Stylites, Engeres

The Aero-Stylites start with a girl's single trap act that is strong. The man joins and they move into a top-grade aerial perch act.

Captain Engerer works his four-lion act in a steel arena erected at the back track. The veteran leans heavily to fire props and stages a spectacular finish with the cats vaulting a flaming fence.

Alfonso Repensky, a member of the riding family, here has a separate riding act. Working alone and with one rosin back, he does a principal act that fills the bill. Win Townsend's slack wire act is in the center ring and he sells it well. The Great Alfonso returns

## Wirth Signs Pair To Star in Wash.

WASHINGTON, May 28.—The Night of Thrills show will again be presented by Frank Wirth in Griffith Park stadium here under auspices of the Worshipful Masters. Wirth announced his two feature acts as Will Mahoney, starring in "Finian's Rainbow" on Broadway, and dancer Peg Leg Bates.

## Rain & Heat Curb R-B Phila. Opener

By IRWIN KIRBY

PHILADELPHIA, May 28.—Set behind a quarter-mile of midway activities on the Erie Street lot, the Ringling circus was doing satisfactory business here during the week beginning Monday (23). The advance sale responded well from a heavy newspaper and radio-TV advertising campaign, but sweltering heat and rain got the run off to a poor start.

The lot was in poor condition Monday night, when rain starting at 6 p.m. continued until midnight. Attendance was far from a full house. Matinee show Tuesday was less than a half house as the temperature hit the 80's and the humidity was not conducive to sitting beneath the huge, hot top.

Beginning with the traditionally heavy Thursday, the Big One was anticipating full houses for three solid days with the weather the only factor to contend with. The hoped-for turnaway crowds, it was expected, would stimulate greatly

the business at the Side Show, which has racked up one-day Philly grosses as high as \$10,000. This figure, all-time record for the Side Show, was produced in 1946. Its best year ever was in 1948 when the attraction grossed \$292,000 for the season.

### Washington Off

On the business done by the circus thus far it appeared that the Side Show, managed by Bobby Hasson—assistant manager for a decade in past years—will not approach the record figure. The Big One was weathered out on Friday (20) and Sunday (22) with crowds falling off on those days. The week in Boston, tho, was a red one. Following New York's record-grossing premiere the show is as good or better than last season in the revenue department.

Talent-wise there have been changes in the program, which ran some 2 hours, 20 minutes at the Monday matinee caught. The Carmenas and Wendanis hand to hand are working after having sat out the New York engagement due to restrictions against youthful performers. Likewise, the Yong Sisters and Brothers are one member larger. Evy and Everto, angle-cycle, were still sidelined due to an injury earlier to Everto.

Among the highlights of the under-canvas performance are the flying acts, notably the Palacios, Josephine Beronini's high wire routine, and Charley Moroski's Liberty horse drill. Paul Jung sacked the clown baseball gag, feeling the subtlety is lost unless a raised platform is available, and fast-moving spotlights. Also standouts were

(Continued on page 59)

## Ringling Skips Cooling Units; Okapi Tied Up

WASHINGTON, May 28.—Ringling Bros. and Barnum & Bailey Circus failed to come up with the air-conditioning system which was being built late in the winter, and word was that the idea has been dropped at least until next season.

It also has become apparent that the show's okapi, which is in quarantine at the National Zoo here, will not be released to the show for at least a year. Earlier it was expected that the unusual animal would be released after a few weeks. Ringling also has run up against a ruling that such an animal may be part of a permanently located display but not a traveling show.

## BEATTY BUSINESS OKAY IN CALIFORNIA STANDS

SANTA CRUZ, Calif., May 28.—The Clyde Beatty Circus drew good attendance here Monday (23) and for its Sunday (22) stand in Monterey. Other dates this week were fair.

In Santa Maria (19) the show had half and three-quarter houses with Jaycee auspices. San Luis Obispo on Friday (20) had three-

quarters for the afternoon and a full house at night, also with Jaycee auspices.

A 134-mile jump to Salinas was made in good time for Saturday (21), where the circus pulled two half houses and had no local auspices.

Monterey (22) came thru with two near-full houses despite gloomy weather. Polack plays there in a month. The afternoon show in Santa Cruz was filled while the night effort attracted three-fourths of capacity. Schools were dismissed early and a street parade was given here.

## Des Moines Shrine In Successful Date

DES MOINES, May 28.—The Shrine Circus, produced here by Ray Newton, gave five shows in two days (20-21) with financial success.

Acts included Johnson and Owen, Joe Franklin, Henry's dogs and ponies, Baudy's Great Danes, Craig and Juanita, Craig's Chimps, Valentine Sisters, Sills Sisters, Beverly Buschbom's horses, Five Machinos, Triska high wire act, the Roberts, Cimse's Collies, Bill Buschbom, Ethel D'Arcy, Tom Packs' Elephants, the Cycling Therons, the Great Fussner, and clowns Wimpy, Art Chester, Joe Rollo, Tracy Andrews, Al Seror Jr. and Joe Franklin.

Leo Hamilton was announcer. Bill Buschbom was equestrian director. Al Dobritch was personnel director; Keith Killinger, band leader, and Everett Merryman, prop boss.

## Edgar Buck Act, Stock, Trucks Join Jay Gould for 22 Weeks

GLENCOE, Minn., May 28.—Jay Gould Circus will open June 3 with additional features from the Edgar B. Buck Circus. H. N. (Doc) Capell, of the Buck show, said his organization has joined with the Gould show for 22 weeks.

Capell said that he is furnishing Gould with all of the Buck acts, stock and animals plus some rolling stock. The Capells will have a wild animal Side Show, two pit shows, a pony ride and novelty concessions.

The deal was completed early in May while the Buck show was touring. Capell closed his show voluntarily. May 15 at Stockton,

Mo., to come to the Gould quarters here. Excess equipment has been stored at Haskell, Okla., he said. Capell stressed that his organization still was intact and that personnel remains unchanged. He said that the Buck circus will reopen on its own in the fall as a 15-truck show, if conditions at the time seem to warrant that.

On the Gould show, Capell said, the parade this year would include the big bandwagon, two air calliopes, several pony floats, horse and pony teams, 12 cages and 10 head of lead stock including the two Capell elephants, Trixie and Lucy.

## Carnival's Show In 1-Day Stands Early in Week

COFFEYVILLE, Kan., May 28.—The new Don Franklin Circus is operating independently four days each week and rejoining its parent Don Franklin carnival for Fridays and Saturdays. First four days of the week are one-day stands under local auspices.

The show is using a 60 with three 30s for a big top and it moves on 11 trucks. Inside are two rings and one stage. Metal chairs are used for the reserves.

Tiger Bill Snyder is manager. George King works three baby elephants which he broke last winter at Gonzales, Tex., for Franklin. Jimmie Conners and his wife work dogs, ponies, juggling and rolling globe. The three-people Aerial Zallas perform juggling and trapeze turns. The Fuller dog act is included, and Mrs. Fuller plays the air calliops. Jack Harrison, clowns and Mrs. Harrison works on reserved-seat tickets. The Alfonso Campas do wire and unicycle acts. Program runs one hour and 20 minutes. Animals include the bulls, eight ponies, two riding monks and about 30 dogs.



# Weather Hurts R-B in Philly

• Continued from page 58

Justino Loyal with his comedy bareback riding, and the Yong Sisters and Brothers, equilibrists. Always a standout in arenas, the Three Nocks and their swaypole number are not as impressive under the big top. At least 20 feet were cut off the spars to where the performers brush the canvas even when sitting atop the poles. This restricts them to where they cannot do any handstands or free swaying, limiting the routine to the ascent, interchange of poles, and headlong descent.

### Self-Service Seating

Instantly apparent to the show visitor is the absence of ushers in any great numbers. Early arrivals are shown to their seats by a few men and several girls who hold performing duties in the show, but once the show gets started the arrivals find their own seats. Each aisle is plainly marked by a large red placard bearing a white letter. Anyone wanting to exchange can make use of the single booth available for that purpose near the entrance.

All seats are reserved this year, down to the last section of blues. The new policy also has a bare handful of usher help and only one exchange booth where there formerly were several. Entrance to the big top here is thru the connection between it and the new menagerie top. Main ticket entrance is outside the menagerie top. The program was as follows:

Display No. 1. Animal acts, with Trevor Bale working seven tigers in center ring, flanked by Paul Fritz, seven lions, and Capt. Walter Stone, seven bears.

No. 2. Clown walk-around.

No. 3. Five aerial acts: Delia Canestrelli and Antoinette Bisbini, trapeze; Logan, trapeze contortionist; Miss Mara, heel-and-toe catch; Renellys, double trapeze, and the Rixos, unsupported ladder.

No. 4. Justino Loyal's riding troupe. Also Ilonka Karoly and Evy Karoly, riding.

No. 5. Animal acts, with Alphonze De Jonghe and chimps in center ring. Also Octave De Jonghe, dogs, and Miss Mary Lou, ponies.

No. 6. Clown walk-around.

No. 7. Wire acts, with Attalina on center ring tight wire, flanked by Louis Munoz and Tonito, slack wires.

No. 8. Clown walk-around.

No. 9. "Holidays" spectacle.

No. 10. Unus, finger balance.

Also the Carmenas and the Wendanis, hand-to-hand.

No. 11. Clown stove gag.

No. 12. Dressage, featuring Alexander Konyot, Marion Seifert and Nadia Houcke.

No. 13. Adanos, juggler; Marilex, plate spinning; Cupers, unicycle and juggling.

No. 14. "Mama's in the Park" spec.

No. 15. Josephine Berosini, high wire.

No. 16. Oliveras, horizontal bars; Fenis Ferroni Duo, Rolla-Rolla; Seguras, teeterboard.

No. 17. Cordons, whip cracking; Charros, rope spinning; Miss Marion, rope spinning.

No. 18. Liberty horses, featur-

ing Charles Moroski and 12 stallions. Also Gene Lipowska and Hans Ussim, Liberty horses in outer rings.

No. 19. "On Honolulu Bay" spec, featuring Pinito Del Oro, trapeze.

No. 20. Flying acts, featuring the Flying Palacios. Also the Sabrejets and Clayton Behee's Falcons.

No. 21. Clown walk-around.

No. 22. Takeo Usui, ascents and sliding descents on sloping cable.

No. 23. Ground acts featuring Burton and Son, stacked blocks atop ladder. Also the Naukos, Evy and Everto, and the Radinos, unicycles.

No. 24. Yong Sisters and Brothers, acrobatics, also the Whirlwinds and Fredonias, tumbling.

No. 25. Three Nocks, swaypoles.

No. 26. "Rainbow 'Round the World" finale.

## UNDER THE MARQUEE

By TOM PARKINSON

En route to Montreal, Joe Hodgini and wife and their dog revue visited the Broome County Fairgrounds in Whitney Point, N. Y., for the weekly dog obedience class conducted by Dr. Vesta Rogers, greyhound breeder. Callers included Maurice Twining, former Wild Irishman in Sliding Billy Watson's burlesque show, and Clayton Hawkes, indoor circus school promoter. Other local folk attending were Mrs. George Wilcox, Mrs. William Clinton, William Finn, and Mrs. George Free-love.

Fan Francis Lacouline with Mrs. Edith J. Landolf, from Springfield, Mass., caught the Ringling show in the Boston Garden and visited with Merle Evans, Frankie Saluto, Harry Nelson, Paul Horompo, Felix Adler, Billie Rice, and Charlie Bell. They also caught Frank Wirth's Melha Temple Shrine Circus in West Springfield and visited with the Torelli family, Billy Barton, Laddie Lamont, Al Florenz, Charles Frank, Andy McLaughlin, Charles Young, Ray Bickford, and Elmer Lindquist. Other fans there were Jeffrey Phelps, Jim Hoyer and wife and former circus man Blackie Nye.

Ringling clown Paul Jung is completing a set of props for Holiday on Ice revue at the Tampa shop operated by himself and his wife, he reports.

The London Girls, jugglers, and King Reynolds, wire walker, started a 10-week tour for the Gus Sun office Monday (30) at Louisville.

Paul Eagles, Ringling general agent, arrived in Los Angeles this weekend. . . . Fan Otto Zange entered a hospital at McKees Rock, Pa., for surgery Thursday (26). . . . Visiting King Bros. at South Bend were Otto Scheiman, Bob Raupfer, Gene Russell, Johnny Vogelsang, Otto Hausman and Art Cooksey. Cooksey, now with a TV station, clowned at the night show. Sharon and Sandy Scheiman rode elephants in the spec. . . . Pete Grace, formerly with Ringling, has joined the Beatty show.

Louis Reed, elephant trainer with Ringling, has returned to Sarasota. . . . Roy Barrett, C. S. Primrose, Bill Hood and Clark Squires caught Hagen Bros. at Arlington Heights, Ill. . . . The Hiram College showboat carries its

steam calliope again this season, opening June 10 at Cincinnati.

Ann Mace had not joined the Ringling show by the end of the Washington run. . . . Visiting Terrell Jacobs at Sarnia, Ont., were Johnny Park, Doc Dunlap, the Red Sobols and Nate Sobol, Warren Harding, the Don Smiths, Herbie Head and Jean LeRoy. . . . Willard J. (Reds) Oakley caught Ringling at Baltimore and Washington. . . . Art Miller, Kelly-Miller agent, visited R. M. Harvey at Perry, Ia., and revised the show's herald, which Harvey's firm produces.

Russell Harrison, formerly of the Kelly-Miller Circus band, is in Veterans' Hospital, Des Moines. He would like to hear from Charley Cuthbert and the rest of his friends.

Frank J. Lee reports that Mrs. Lee is in McLeary Hospital at Excelsior Springs, Tex., for surgery. Lee is billing San Antonio for Roy Rogers. . . . Billy Dick stopped off in Wilmington, O., to visit Mabel Mack of trained mule fame, with whom he trouped 25 years ago.

CFA Red Davis, Philippi, W. Va., drove 1,000 miles to see King-Cole and also caught Ringling. . . . Pete Vollmer, who formerly had Vollmer Bros. Dog & Pony Show, reports that he met his former partner, Clark Squires, on a train Saturday (21) when Squires boarded at Arlington Heights, Ill., after catching Hagen Bros.

Al Porter booked Kelly-Morris from Florida to Indiana and then, having completed his contract, he hopped to his farm at Braddock Heights, Md. He caught Von Bros. and talked with the Bill Hills and the Vonderheids. Porter saw Dub Duggan's snake show in Florida.

Ray B. Dean, circus press agent, continues on the critically ill list at 881 Sunbury Road, Columbus, and H. V. Newton urges friends to write.

Elmer C. Lindquist advises that the clowns on the Springfield, Mass., Shrine show, under direction of Jerry Bangs, made Blacky Nye old-time teamster and backyard cop for Ringling, a Keystone Cop clown for a day. In the alley were Bangs, Lindquist, Charlie Young, Al Florenz, Andy McLaughlin, Laddie Lamont, Charlie Frank and Ray Bickford.

## King-Cole Tightens It Up

• Continued from page 58

fraction of the present show, leaving it as a 45 or 50-truck opera.

### Performance Unharmd

In the meantime, recent changes on the show also included the departure of the Conley Family, the Calvin Millers, and Jerry Pressley acts. Ira Watts closed and returned to Fort Smith, Ark., but Maley said it was expected that Watts would manage the number two unit if it should go out. The vacancy left by the death of B. J. Collins has not been filled.

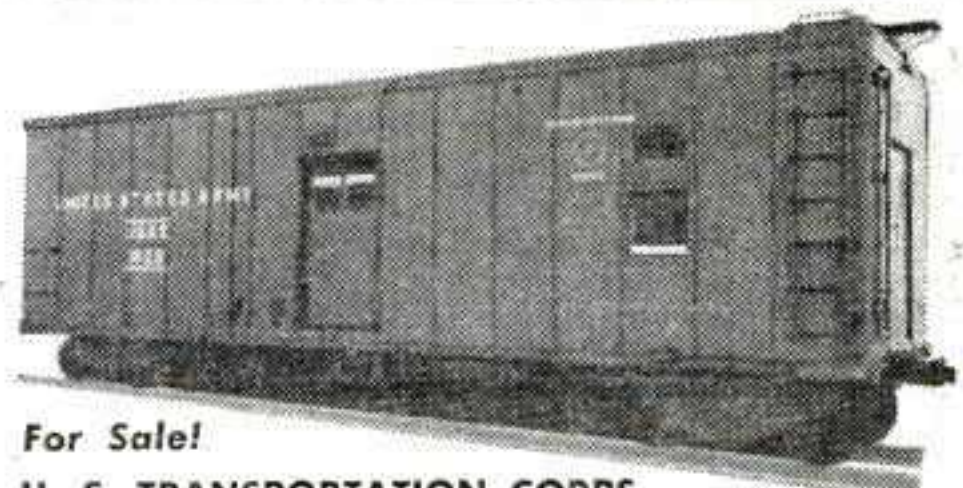
The revised program, as caught here Thursday, retains at least as much strength as previously. Performers on the show now are doing some turns for which there was no room earlier, and several features now get better position and play. In a number of cases, the changes boil down to having different per-

sons work show-owned acts, and the over-all performance is not reduced.

### Promotions, Schools

Commenting on recent business, Maley said that numerous Indiana and Ohio stands had proved difficult in the promotion department, but that most of those elsewhere continued okay. He also noted that schools have been dismissed in many towns but not in the larger spots for the show.

Recent stands and attendance include Mansfield, O., one-third and one-half; Marion, half and near-full; Lima, two three-quarter houses; Muncie, Ind., near-full and three-quarters; Huntington, one-quarter and three-quarters, and Goshen, full and one-half. The night house in South Bend was near-full.—T.P.



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## BLOOMINGTON STORY

### From Portable Spot To Permanent in Year

BLOOMINGTON, Minn., May 28.—The interesting story of the development of Bloomington Roller Rink was related in a recent issue of the MRROA News, official publication of the Midwest Roller Rink Operators' Association, of which the local rink is a member.

The idea of a local roller rink sprouted in the minds of Audrey Hofmeister and Lucille Yerkan in March, 1953. Both were members of the Bloomington Youth Council, which had sponsored several skating parties at a Minneapolis rink. The two women, who had done considerable skating, decided that Bloomington should have a rink, and took the problem to their husbands.

They started with a portable and, according to Robert Hofmeister, learned the hard way about winds, rains, skates, music, repairs, etc. After a hectic two weeks of assem-

bling their paraphernalia they opened on July 1 to a total gate of seven customers. However, patronage showed small but steady growth and by the season's end the operators knew that roller skating would be accepted as a pastime in Bloomington.

Over the winter the owners got financial backing and made plans for construction of a permanent rollery. On January 4 ground was broken and on May 23, 1954, the partially completed building was opened for business—a fireproof structure 60 by 150 feet with a brick front, picture window and double glass doors. With an eye to the future, it was built so that almost any commercial enterprise could use the building should skating be forced to leave. Interior has oak paneling around the concession counter, plus a skate shop, two storage areas and a partition rail separating the lobby from the skating floor.

The public address system consists of 12 speakers. Floor lights are controlled by means of a dimmer which when lowered during a moonlight number produces the desired effect. In addition, the spot has a rotating crystal ball on which shine four colored spotlights to give a maze of moving reflections thruout the interior during moonlight skates.

Open skating sessions are on Wednesday, Friday and Sunday evenings from 6 to 10:30, and matinees for the small fry are offered on Sundays and Tuesdays. Potential business from this source is good, inasmuch as Bloomington is a town well populated with young families with young children. Evening sessions are limited to those at least 13 years of age.

In September of 1954 the operators began adult nights on the third Saturday of each month. This promotion has gained in popularity so much that starting in March, 1955, the first and third Saturdays were devoted to adults. These dates are promoted via postcard reminders, a procedure that has produced excellent results.

The rink now boasts a professional in the person of Claude Irmiter. To get customers interested in trying to improve their skating, several weeks of free lessons were offered. Like most such plans, it started slowly, but now the entire Tuesday evening is allocated to instruction: 7 to 8 for beginners; 8 to 9 for intermediates, and 9 to 10 for advanced and adult skaters, with good turnouts for each shift.

### 16th Anniversary At H'ford Palace

HARTFORD, Conn., May 28.—Marking its 16th anniversary, the Hartford Skating Palace Wednesday (25) offered free admission to patrons submitting 1940-dated coins.

Jimmy Morgan provided organ music for the party, arranged by rink operator Irving Richland. Latter got sizable newspaper stories on the occasion.

### H'sack Tops AOW Northern Div. Racing

ELIZABETH, N. J., May 28.—Winding up with 222 points, Hackensack (N. J.) took top honors in the recently concluded inter-rink racing league, Northern division, of the America on Wheels chain of rinks.

Running second was Peekskill (N. Y.) Arena with 190 points; Paterson (N. J.) Arena, 170; Boulevard Arena, Bayonne, N. J., 134; Twin City Arena, Elizabeth, 132; Mount Vernon (N. Y.) Arena, 62; Florham Park (N. J.) Rink, 48, and Capitol Arena, Trenton, N. H., 16.

The first four competing teams and the first four contestants in each division are eligible for the grand finals, to be held June 4 at Levittown (L. I.) Arena, newest link in the AOW chain.

### Operators Asked To Be on Lookout For Missing Girl

DENVER, May 28.—Rink managers thruout the Western area were asked by Seattle police this week to be on the lookout for Jeanette Fincher, 17-year-old Seattle skating champion who disappeared from her home last week.

It is believed that the girl may appear at skating rinks in the Western region because she was a roller enthusiast and may seek entry in regional skating meets. Seattle police say that she ran away from home and is believed to be carrying skates and her skating costumes in a small suitcase. It is possible that she may move eastward, following skating meets in various parts of the country.

### New Manager

Continued from page 48  
Michelson as general manager, but both are retaining their stock interests as vice-presidents and directors. Jacobs, who has managed since the season's opening, said that now that the park is operating smoothly the pressures of outside interests have forced the businessmen to relieve themselves of active participation.

New general manager of the park, which is noting its 60th year of operation, is Joseph A. Helprin. Helprin, for many years a promoter and entrepreneur in various phases of show business, excluding parks, said numerous promotions have been designed to stimulate interest in this year's operation. He is being assisted by general superintendent Tom Houpt, a veteran of many years under former manager Elmer Foehl, now at Woodside Park in Philadelphia.

Helprin said a heavy sampling of talent will be used to lure patronage, but that while dancing would be offered in the ballroom there would be no usage of name bands. A local combo will provide the music. The pavilion will be used for staging a wide variety of free shows from variety to country and western. Halpern said no one agency is providing the talent, but that he is dealing with any office which can provide the acts the park wants.

Several new rides have been installed, all park-owned.

### Music & Shots

Continued from page 48  
Stars who toured with the Harlem Globetrotters.

Booked in by Abe Feinberg of New York, Lavelli will perform both outdoors and in the Whalom Park ballroom, giving an accordion recital and trick shooting exhibition. He has also been signed for Rhodes Ballroom in Providence for today, and it is hoped that a park route in New England can be worked out. Lavelli's performance runs about 25 minutes.

## ROADSHOW REP

F. S. WOLCOTT'S Original Rabbit Foot Minstrels, now in its 43d year in the Southland, in which it plays approximately 125 cities each year, continues to be a subject for feature stories in important newspapers of the country. The latest paper to devote space to the attraction, according to Earle Hendren, president of Capitol Amusements, Inc., Erwin, Tenn., owner of the show, is The New York Times, which carried a United Press article on "The Greatest Colored Show on Earth" some months ago. Times coverage is especially noteworthy, according to Hendren, since the paper has a reputation of being ultra-conservative in allotting space to outdoor amusements and show business. Hendren says that the Rabbit Foot show is one of two big one-nighter colored shows left playing under canvas in the South, the other being the Silas Green from New Orleans opera. The Capitol executive boasts that some of the greatest past and present colored entertainers began their careers with the Rabbit Foot Show, including such stars as Bessie Smith and Louis Jordan. Capitol purchased the show in 1950 from F. S. Wolcott, who had owned and managed the attraction for 38 years, having started it in 1912. . . . After a month in Maine, Eddie Fanning is currently working dates in New Hampshire with some Vermont dates in the offing. Fanning gives a protean style show and impersonations. . . . Gifford Family Show, en route east, recently reported business off in Northern Minnesota. The management blamed poor grosses on bad weather in an area that in the past produced good business. The show is expected to go into Canada for the remainder of its eastward trek. . . . From Trinidad, Colo., Ellis Coster writes that the past winter season in schools was bad for him. He is setting up a puppet show with which he plans to make fairs and celebrations.

EVERETT GRAY plans to play Maine coastal towns with a small drama-type trick, opening about June 1. He will use "Call Me Brother Gerald" at his dates, some of which will have local sponsors. . . . J. Louis Johnson recently completed a west to east trek with a three-cast family show and plans to play some resorts with the bill, "Jes So." Poor weather until late April held down grosses for the show on the jaunt east. . . . F. A. Furbish is back in Boston after a tour of small Canadian towns. Tough weather and little interest on the part of church groups for which he and his wife play made for a poor tour. He plans to play New England resort spots this summer. . . . Martin Connel writes from Hagerstown, Md., that he spent most of the past winter in Georgia and found things dull there. He plans to do stroller work in West Virginia this summer. . . . Lee Gallagher writes from Huntsville, Ala.: "It's good to see some activity in the tent minstrel line. The trouble with some of those shows is that they won't put together something that is a departure from the cut and dried song and dance format. They copy TV and radio, and folks get too much of both to go looking for tent entertainment of the same kind. It has always been the fault of tent shows that they don't invest enough money so as to offer something different. This is so with the tent minstrels and it has been one of the faults of tent rep shows. It's the same old dish-up and the same old-timers on the roster." . . . W. W. (Willie) Bernard writes from Vicksburg, Miss.: "It's good to read that the Silas Green show will be on the road again this year, and I hope to catch it. I hope they have some good talent and, above all, some good sketches. Tent minstrels I have seen have been short of both in recent years."

## Drivin' 'Round the Drive-Ins

CONNECTICUT Traffic Commission at Hartford has granted George LeWitt provisional approval of his application to build an outdoor theater at Berlin, Conn. Approval is contingent upon the New Britain, Conn., theater owner's compliance with five recommendations made by commission concerning traffic. . . . A new screen, 119 feet wide and 44 feet high, has been installed at E. M. Loew's Hartford Drive-In, Newington, Conn. Car ramps have been regraded, and a Ferris Wheel has been added to the children's playground. The concession building has installed a pizza oven. . . . E. M. Loew's Theaters, building a \$200,000, 500-car capacity drive-in theater on the former site of Candlelight Stadium, Bridgeport, Conn., has changed opening date from early June to July 1.

The Kerry Drive-In near Wilmington, Del., has installed CinemaScope. . . . The Michael Redstone chain will expand at the rate of two new drive-ins a year, owner Redstone says. . . . Holdings of the outfit include five Boston area drive-ins, two in New York City, and its new one in Newark, N. J., which opens this month featuring a Kiddieland and restaurant with patio for dining and viewing. . . . All of Redstone's spots have CinemaScope.

Claude Ezell & Associates have purchased the Jefferson Drive-In, Dallas, and the Pike Drive-In, Fort Worth, from Harold Gibbons. Ezell plans to exercise options to purchase the land on which the drive-ins are located and will make improvements in the two new properties. . . . A new rebuilt screen tower has been installed at the Roxy Drive-In, San Antonio, operated by W. T. Yett. The screen tower was enlarged to 84 feet.

During the building a small tornado almost entirely wrecked the fencing. . . . The Colonial Drive-In at Denton, Tex., closed since last June, has been re-opened by Debs Reynolds of Dallas, who has leased it from its owners, Mr. and Mrs. George Franklin. . . . CinemaScope has been installed at the Starlite Drive-In at Tyler, Tex., according to George Clover, manager. . . . Three men held up the Trail Drive-In and made off with \$60. This marked the third drive-in held up in San Antonio in as many weeks.

A new plastic-cased loudspeaker junction box is being marketed for drive-ins by RCA, according to M. J. Yahr, division manager. Called Circlite, the box is available in choice of colored beacon lights to guide patron cars and protect speaker posts, and is available thru RCA theater equipment supply dealers.

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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 new catalog of name-brand merchandise has just been published by H. B. Davis Corporation, New York distributor, containing 72 pages, eight more than any previous number. Hundreds of new items added by the Davis firm are listed in the new book, including Bissell carpet sweepers, Marlin rifles, Eureka vacuum cleaners and Schick electric shavers. In a major policy change, Davis has omitted the separate dealer price list which has been part of the firm's operation. Commencing with the new catalog, all dealer costs will be coded and included with each item listed in the book. Elimination of the price list was decided upon after a survey conducted among firm customers showed them to be overwhelmingly in favor of the new method. Copy of the new catalog, No. 36, may be obtained free by writing to the firm.

Imperial Merchandise Company, New York, announces arrival of a large shipment of Buddha and Dragon cigarette lighters. Originally retailed in leading chain stores at \$5 each, Imperial is offering them at \$7.80 per dozen. The lighters feature an elaborate Oriental design attractively etched in the colorful enamel finish. Jobber inquiries are invited.

Tee Jay Toy Company, New York, reports large initial sales of its Davy Crockett dolls. The dolls are 38 inches tall and are dressed in frontier costume of buckskin colored cloth. Tee Jay claims that these dolls, priced at \$25 a dozen, are ideal for carnival concessions, novelty stores, wagon jobbers and other workers who want to cash in on the current Crockett craze.

Raysol mentholated shaving cream is said to give the smoothest, cleanest and most comfortable shave you have ever had. With each tube you get 10 super-keen double edge razor blades. If

after you have five times with Raysol you are not satisfied, return to Raysol, Popular Bluff, Mo., and the firm will refund purchase price plus postage and let you keep the blades. Your name and address with \$1 brings you the tube that lasts six to eight months plus the blades postpaid.

Aquashield, a scientifically designed plastic shower deflector is announced by McKeand Handicrafts, Inglewood, Calif. Now women can shower without fear of marring make-up or getting their hair wet. A plastic shield, easily controlled, directs the spray exactly where wanted, or completely away when soaping. Anyone can install the unit in a few minutes without tools. Aquashield fits over the neck of any shower head. It is available in pastel blue, green, pink, yellow or crystal.

Outdoorsmen and youths are offered hand-crafted, forged, high-carbon steel Davy Crockett hunting knives in a choice of genuine stag or leather handles by Case Imports, Perry, N. Y. Offered is a three-color eased counter Davy Crockett display assortment of 10 selected knives. The 10 balanced knives are priced to retail at \$2.89. They have three different narrow-style, work-type forged steel blades and each is furnished with leather sheath.

Crushed aromatic cedar wood, fortified with pure oil of cedar and T-73, the effective moth repellent, has been blended into a new product called Cedar-I-Zit by Tadco Manufacturing Company, Seattle. Anyone can mix this with water and in less than an hour have a genuine cedarized clothes closet. Simply paint on with a brush. The rose-beige colored product won't crack or peel, and one coat is sufficient. Retail for \$1 for a one-pound bag; \$4.75 for five-pound bag, shipped prepaid.

## PIPES FOR PITCHMEN

By BILL BAKER

FROM IRVINGTON, N. J. comes word that old white stone worker D. J. Collins is back on the road again after having been laid up in a hospital for a goodly spell. Collins says that for the present time he's taking it a little easy and is confining his efforts to working an occasional parade.

WE UNDERSTAND . . . that some of the boys are working slum jewelry around the Newark, N. J., area.

ONE MORNING . . . a couple of weeks ago, as we opened the portals of the Cincinnati office of The Billboard, whom do we find standing on the threshold with their bare faces hanging out but two of pitchmen's more astute characters, Cal Stroud and Jimmy Matthewson. Jimmy had been in town working sharpeners at the local Newberry store when he happened to run into Cal at one of the nearby beaneries. During the course of the jackpot-cutting it was learned that Cal had just breezed into town from San Francisco, where he had been covering a few stores and doing a little television work. We understand that the boys got so palsy walsy that they worked a dual pitch during the last few days of their Newberry stand. Stroud tells us that Matthewson is the only man in the business who never throws a blank. After leaving Cincy both of the boys took off for Madison, Wis. We wonder if they made it.

ROBERT LATHEY . . . manager of the U-LIK-A show, letters that the org got away to a

good start at it's 1955 lid lifter in Hughes Springs, Tex. Show plays two weeks in each town and changes the program nightly. The second stand at Linden, Tex., was rained out three nights the first week which made the entire engagement pretty much of a flop. Recent visitors on the show were Clarence Balleras, of the Casey-Hofeller Company, Chicago; James and Rosalea Colley, Phil and Hazel Huckabee, J. B. and Lillian Bobo and Happy Hanks. Mercedes Patton, daughter of Lois Hale, and Mrs. Hale's granddaughter, Lois Jean Patton, came down from Dallas for the opening week. The U-Lik-A show went on the road for the first time in 1953 and since that time has gone over pretty big in East Texas. The cast at the present time includes Buster Doss, comedian and guitar; Kay Doss, straights and featured singer; Charles and Lois Hale, concessions, and Robert LaThey, who just fills in. Rolling stock now consists of three trucks, three house trailers and two cars. However, the show is scheduled to be enlarged early in June when the rainy season ends. Kay Doss is working the big illusions with LaThey and, aside from some rope burns and sore muscles from doubling up in small quarters, she seems to be standing up well under the strain. Sadly missed by all this season is Pearle LaThey who passed away December: 13, 1954.

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**Ohio State's Building Plan**

Continued from page 49

north and south thruout most of the fairgrounds and the development of natural resources in a wooded area. Along with these added facilities, it was proposed that new streets, sidewalks, fences, parking areas and utilities be developed.

Also planned is a Manufacturers Building at the north end of the mall, a lagoon, agriculture administration building and a service building.

A number of present buildings are scheduled to be torn down once the new area is developed, according to the master plan. New additions proposed in the old fairgrounds area include an auditorium, museum and buildings for the exhibit of flowers, consumer foods, poultry, dairy products, beef cattle, health and safety shows, and horse and swine barns.

**Increased Parking**

Automobile parking, a problem at the Ohio fair, will be solved substantially with the acquirement of the new land north of 17th Street. Space for well over 6,000 cars will be provided.

The group that conducted the study, called the Ohio State Fairgrounds Development Committee, included Myers Y. Cooper, former Ohio governor and a veteran fair executive; John Sims, Earl Mc-

Munn, Byron Frederick, Ronald Spahn and Carl A. Straus.

Factors guiding the committee in the development of the plan were:

1. It should help make it possible for the State Fair to reflect to a maximum degree the social, economic, farm and industrial life of this State.
2. It should provide facilities to help meet some of the recreational, educational, business and social needs of agricultural, industrial, civic and youth groups of Ohio, 365 days of each year. In other words, provide for maximum year-round use.
3. It should provide a pattern for the "fairgoers" to see the exhibits in an orderly manner.
4. It should provide areas of interest—live stock, horticultural, youth, amusement center, etc.
5. It should provide adequate and convenient parking for exhibitors and visitors.
6. It should be attractive and well shaded.
7. It should provide a system of streets for on-the-grounds transportation.
8. It should provide adequate space for an expanding exhibition.
9. It should provide adequate safety and health protection to visitors and exhibitors.

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**Pittsburg MASTER PAINTERS PRODUCTS**

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Formula with titanium inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only; \$1.35 per gallon in ten-carton lots or more. Less than 40-gallon quantity, \$1.50 per gallon.

Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$1.55 per gallon.

Pittsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Battleship gray only. This is not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only—\$2.20 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$2.40 per gallon.

Special—3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.15 per set.

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ACTUAL SIZE



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Retractable... \$39.00 Gr.

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Here is a brand-new item in a beautiful package that you can demonstrate easily and dramatically for a fast turnover. Just apply X-One to eye glasses, bathroom mirrors, windows, windshields and the surface becomes incredibly clean, steamproof. Anti-glare properties improve vision. 5%. You can actually breathe on any surface treated with X-One and watch eyes open at results. Pre-treated at different locations and workers came in with as high as daily gross re-orders. Send 75¢ for sample and complete sales facts, demonstration details, money-back guarantee, or better yet, send \$6.00 (gross price) for 1 dozen and get set for a profitable season. Immediate delivery service.

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Great fun for Kids and Grown-ups. Inflates to a Giant 6 ft. across, 21 ft. around. Use at beach or play ground. Made of genuine neoprene rubber for extra durability. Can be painted to carry your message! Terrific for attracting crowds at fairs, openings, school games, gas station, etc. Government surplus never used, sold at fraction of original cost. Samples (2 for \$1.00), dozen lots \$3.60, gross lots \$28.00. Sorry, no C.O.D.'s.

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FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES

Sensational camera sells 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.

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Film for "Hit" Camera. Package of 6 rolls. 60¢

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**The Original "HIT" MINIATURE CANDID CAMERA**

Comes Complete With GENUINE PIGSKIN CASE AND CARRYING STRAP

**\$13.50** Per Doz. Samples, \$1.50

FILM FOR "HIT" CAMERA PACKAGE OF 6 ROLLS 50c.  
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Looks like \$100 flash. One year written guarantee with every watch. 25% dep., bal. C.O.D.

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In lots of 3 or more SAMPLE \$7.50

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Manufacturer will not allow us to disclose the name. You can't afford to pass up their sensationally low give-away prices! Write or Phone Today.

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BULOVA, WALTHAM, ELGIN BENRUS, GRUEN WATCHES

10 Ass'l with Yellow Exp. Band. **\$75**

For men and women. New model cases and dials. Reconditioned and guaranteed like new.

Sample Watch, \$9.95  
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Send for Our New Big 100-page 1955 catalog, only 25¢ (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D. — 5-day money-back guaranteed if not satisfied.

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"The Watch and Diamond House"

**FREE FRISCO SPINDLE WHEEL & BUMPER GAME**

Write today for complete details

- Hand Polished ALUMINUM IDENTS \$7.50 Gr. & Up
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No springs, can't snap shut. No broken fingernails.

**\$3.25** per dozen \$1.00 dep.

We pay the postage if full amount is sent with order in U.S.A. only. SAMPLE 50c

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Greatest gag gimmick yet!

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Forms Close Thursdays for the Following Week's Issue

**ACCORDION — GOOD READER; PERMANENT** for polka band. Present man on nine years. Write or wire Viking Accordion Band, Albert Lea, Minn. Je4

**AUDITIONS DAILY—MUSICIANS, SINGERS, dancers, magicians, novelty act, girl revues, comedians, amateur, professionals.** Harvey Thomas Agency, 3329 North Pulaski, Chicago. PENSACOLA 6-4307.

**DRUMMER AND TRUMPET MAN—MUST** read well, cut good shows. Commercial well established unit. \$100 weekly all locations. Doubling vocals preferred. State age and previous experience. Box C-231, c/o Billboard, Cincinnati 22, O.

**LEAD TRUMPET FOR TRAVELING TERRITORY** band. Travel by car. Guaranteed salary. Contact Jess Gayer Orchestra, 2023 N. Houston, Grand Island, Nebr.

**MENTALIST, PROFESSIONAL, MAGNETIC.** Young man speaks partner with small capital. No experience necessary. Will train. Sadhu, 1338 Simpson, St. Paul 13, Minn.

**OUR MEN EARN FROM \$6,000 TO \$12,000** yearly selling Special Features for radio and TV stations from coast to coast since 1931. We prefer married couples (wives can earn \$60-\$80 weekly) who can travel comfortably. Write Merle V. Watson, Inc., First National Bank Bldg., Peoria, Ill. Je18

**PIANO FOR SUMMER RESORT JOB—** Read, fake; sober. State experience, age. Photo. John Devol, Read Hall, Athens, O. Phone 31087.

**WANTED — DRAMATIC PEOPLE WITH** specialties, teams and singles for motorized tent theater. Long season; state all. Haverstock Entertainers, Irvington, Ill.

**WANTED MEDICINE SHOW PEOPLE—** Harmony Singers, Hillbilly Entertainers, Dancers. Tell it all. Name lowest salary. Write Rosacoi Medicine Co., Gen. Del., Manchester, Ohio. Je4

**WANTED—MUSICIAN FOR SALES WORK** selling band instruments. Must have car; all outside work. Well established firm with franchised lines. Must be reliable. Position permanent. Neeld Band Instr. Co., Yazoo City, Miss.

**AT LIBERTY—ADVERTISEMENTS**

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

**BANDS & ORCHESTRAS**

**FOUR OR SEVEN PIECE ORCHESTRA—** Available June 8. Ideal for resort or hotel. "Rabbit" Edmonds Big Little Band, 1130 Simpson St., Knoxville, Tenn. Je11

**NATIONALLY KNOWN FIVE-MAN COMBO** and Girl Vocalist (optional) available for July. Interested in good vacation location anywhere in United States or possessions. Box C-230, c/o Billboard, Cincinnati 22, O. Je18

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**AVAILABLE FOR REASON SHE CAN** find top talent for her own stage show. Marita Delora The Modern Miracle, masculine to feminine singing actress. Offers to join reliable summer show. Address, Capitol Hotel, Richmond, Va. Je2

**MISCELLANEOUS**

**HYPNOTISM — FOR STAGE, PRIVATE** parties and lecture demonstrations. For information write Neige E. Diehl. Post Office Box 2002, Seattle, Wash. Je17

**THE AMAZING SHEPHERD—AMERICA'S** most sensational mentalist team will be available from July 1 to Labor Day. A thrilling 45 minute show with audience participation, suitable for the finest resort hotels. Write for brochure. Alan Shepherd, 2843 N. Burling, Chicago. Je4

**VENTRILOQUIST AND PUPPETEER—EX-** tensive experience in theater, clubs, parks and particularly television. Billed as a top flight act. Unique and versified. Personality and appearance. Write or wire Kenny Van, Box 141, Cementon, Pa. Je4

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**AVAILABLE ON OR ABOUT JUNE 14—** Pianist; read well. Will go anywhere. Box C-229, c/o Billboard, Cincinnati 22, O. Je4

**DRUMMER — SEMI-NAME EXPERIENCE,** cut shows; sober. Desires commercial or society bands. Member Local #10; will travel. Nickie Romano, 3507 S. Braeswood Blvd., Houston, Tex. Monroe 5-6085.

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**DRUMMER—UNION; ALL TYPES BAND,** show experience. Married, sober, reliable. Steady clubs or summer resort location preferred. Tommy Mara, 1701 E. Turney, Phoenix, Ariz. Je11

**DRUMMER—UNION, EXPERIENCED,** dependable. Solid beat. Dixie, society, Latin, etc. Available immediately. Sadore Rockwitz, 102 Reuber St., Rochester, N. Y.

**EXPERIENCED BASSMAN AVAILABLE.** Read and fake. Write or call Ed Meyer, 30 S. Camp Jordan Rd., Chattanooga, Tenn. 9-1008. Je11

**HAMMOND ORGANIST AND PIANIST—** Will move own organ and celeste. Kim Smilo, 1600 Cabrillo, Alhambra, Calif. Phone Cumberland 33249. Je4

**HAMMOND ORGANIST WITH ORGAN.** The music you need at price you can pay. Congenial location most important. Box C-226, c/o Billboard, Cincinnati 22, Ohio. Je11

**I'M UNCLE CHARLEY, SINGING COME-** dian. Seeking opportunities in TV. Write or call the orphan. 1022 Olson St., Toledo 12, O. Je11

**MC TRUMPET, VOCALS, RECORD PANTO-** mine. Desires connection with trio, combo. Congenial, union, entertainer. Palm Restaurant, Eau Gallie, Fla. Je11

**A-1 ORGANIST — RINK, COCKTAIL** lounge; experienced. Available now. Address Organist, 450 E. 81st, c/o Corbin, N. Y. Je18

**PIANO—MODERN; EXTENSIVE SMALL** combo experience. Summer job. Anywhere. Prefer West; sober, reliable. Jimmy Calif, Plantation Motel and Supper Club 26, Greensboro, N. C. Je4

**TROMBONE—ADEQUATE TONE, RANGE,** technique. Good legato, blues. Sober; union. Earl Darrow, 2625 W. Paseo, Kansas City, Mo. Je4

**TRUMPET PLAYER, DOUBLE FIDDLE** and vocalist. Job at summer resort or hotel for the season. Married, dependable, union. Philip Mancini, Hotel Bristol, So. Norwalk, Conn. Je4

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**DIRECT FROM IMPORTER LARGEST SELECTION**

from MEXICO GERMANY (Solingen) ENGLAND (Sheffield) FINLAND JAPAN ETC.

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Cut Rate WHOLESALERS Since 1916  
26 West 23rd St., New York 10, N. Y.

**HAVE YOU SEEN NEW 1955 HEX CATALOG**

SENSATIONAL VALUES SAME DAY SERVICE

**MERCHANDISE FOR EVERY TYPE OF MIDWAY CONCESSION**

**LOWEST PRICES—LARGEST SELECTION**

WRITE FOR YOUR FREE COPY TODAY

**HEX MANUFACTURING CO.**  
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**FISHING SEASON IS HERE**

**60" GLASS ROD**

Solid Fibre Glass Rod, Stainless Steel Guides and Tippet. Two-Tone Windings. Dura-Plastic Handle. Positive Reel Lock. Collet-Type Nose Piece.

Specially priced at **\$15.25 doz.** (1 dz. minimum order)

**LAZY BABIES**  
Approx. 25" Tall

Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual plastic bag.

**\$10.00 DOZ.**  
Minimum Order  
Open Sundays until 3 p.m.  
25% dep. with order, bal. C.O.D. F.O.B. Chicago.

**BELL SALES CO.**  
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**Costume Jewelry Manufacturer**

**\$36.00** gross dozen lots \$3.50

Large DANGLES, small Dangles, TAILORED, RHINESTONE, BUTTON TYPE with screw-on earwires or for pierced ears. THE YEAR'S HOTTEST PROMOTION! Immediate delivery. Sold 1 dozen styles (assorted) to package—44 different styles!

ALSO full line of Earrings, Scatter pins, Men's and Ladies' Boxed Sets, Religious Jewelry, Rings, Watches, Bracelets, Idents, etc. Over 150 different jewelry items! SEND FOR CATALOG! GUARANTEED LOWEST PRICES.

25% deposit on all C.O.D.'s

**PACKARD JEWELRY CO.**  
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**BURKE LEADS AGAIN**

Pastel Ropes . . . . . Gr. \$30.00  
Sample Doz. 3.00

Pastel Earrings . . . . . Gr. \$27.00  
Sample Doz. 2.50

3-Piece Summer Necklaces & Earring Sets, boxed . . . Gr. \$80.00  
Doz. 7.20

Binoculars with Compass & Strap . . . . . Gr. \$24.00  
Sample Doz. 2.50

Sun Glasses with case . . . . . Gr. \$48.00  
Sample Doz. 4.20

Famous Perfume, \$1.00 retailer . . . . . Gr. \$12.00  
Minimum Order, \$10.00

Include Postage

**BURKE Dept. B.**  
10 West 27th Street, New York, N. Y.

**BIG ONES**

World's largest Spiral Balloon. Absolutely the biggest. Inflates to nearly 4 feet, bright colors. \$4.00 gross. Workers 50¢, Sample 10¢.

**UNGER NOVELTIES**  
455 So. Wells St. Chicago 7, Ill.



# COMING EVENTS

Continued from page 45

**Pennsylvania**  
 Arnold—Old Home Week, July 11-17. David V. Santore.  
 Brookville—Sesquicentennial, June 20-25.  
 Clarksville—Firemen's Old Home Week, Aug. 2-6. George Lister.  
 Ebensburg—Cambria Co. A. L. Celebration, July 11-16. Roland E. Fisher, 3 S. Market St.  
 Franklin—Oil City—Venango Co. Sesquicentennial, July 2-10. Jim Kling.  
 Mercer—American Legion Homecoming, June 27-July 2. H. H. MacMillan.  
 Phoenixville—Firemen's Fair, June 27-July 2. Ben Stevens.  
 Pittsburgh—Sports Show, June 24-July 1. Don Stone, Pitt Post Gazette.  
 Pittsburgh—Western Pa. Pig Round-Up, Aug. 16-17. C. L. McAdams.  
 Southwest Greensburg—Westmoreland Co. Firemen's Convention, June 6-11. H. W. Churns, 524 Alexander, Greensburg.

**South Carolina**  
 Beaufort—Celebration, May 30-June 4.

**South Dakota**  
 Aberdeen—Knights of Columbus Carnival, June 8-12.

**We Repeat STERLING WILL NOT BE UNDER-SOLD UNDER ANY CIRCUMSTANCES!**  
 Look at the New Price



Sterling was first with this quality ring. Now Sterling, to prove they will not be undersold, reduces the price on this quality ring with eleven faceted, diamond-like brilliants. Genuine rhodium finish or 14 kt. yellow gold finish. Do not accept cheaper merchandise with fewer sets.

**\$2.50 DOZ.; \$25.00 GROSS** Plus Postage Minimum 3 Doz.

Beautiful matching Stick Pin (Tie Pin) in either white rhod. or 14 kt. yellow gold finish. \$3.75 per doz.

Send \$2 for one sample of each.

**Sterling Jewelers, Inc.**  
 1975-77 E. Main St. Columbus 5, Ohio  
 Send for Catalog

Arlington—Diamond Jubilee, June 12-14.  
 Bison—Gala Day, June 23.  
 Bridgewater—Diamond Jubilee, June 7-8.  
 Cassiata—Sports Day, July 14.  
 Chamberlain—75th Anniversary Jubilee & Water Carnival, June 3-5.  
 Conde—Celebration, July 4.  
 Corsica—50th Anniversary Celebration, Aug. 31-Sept. 1.  
 Custer—Gold Discovery Days Pageant, July 24-26.  
 Deadwood—Days of '76, Aug. 5-7.  
 Dell Rapids—Diamond Jubilee, June 9-11.  
 De Smet—Old Settlers' Day, June 10.  
 Fort Pierce—Annual Celebration, July 4.  
 Gregory—Celebration, July 3-4.  
 Hot Springs—Miss. S. D. Talent & Beauty Pageant, July 16-17.  
 Lennox—Celebration, June 7-9.  
 Madison—75th Jubilee Celebration, July 3-6.  
 Milbank—75th Anniversary Pete, Aug. 8-10.  
 Parkinson—Community Days, Aug. 29-30.  
 Pierre—Historical Pageant, Rodeo and Carnival, June 16-19.  
 Redfield—75th Anniversary Celebration, June 14-15.  
 Spencer—Diamond Jubilee, June 27-28.  
 Stickney—Golden Jubilee, Aug. 17-18.  
 Vermillion—Old Settlers Picnic, Aug. 21.  
 Vermillion—Days of '59, Aug. 25-26.  
 Wauabay—Diamond Jubilee, June 13-14.

**Tennessee**  
 Martin—YMBC Celebration, June 27-July 4. Charley Pounds.  
 Union City—American Legion Celebration, June 20-25. Sam Nailling.

**Texas**  
 Belton—Independence Celebration, July 1-4.  
 Brady—Jubilee, July 2-4. Joe T. Ogden.  
 Fort Worth—Exposition of Modern Living, June 1-5.  
 Fredericksburg—Horse Races, July 2-4. Wm. M. Petmecky, Box 486.  
 Gladewater—E. Tex. Quarter Horse Breeders Show & Races, Aug. 22-23. W. C. Holcombe, Longview.  
 Houston—Gift & Housewares Show, Aug. 14-18.  
 Kerrville—Angora Goat Raisers Show & Sale, Aug. 4-6. P. E. Guiley, Uvalde.  
 McAllen—Celebration, July 3-5.  
 Marshall—Emancipation Celebration, June 13-19.  
 Navasota—Grimes Co. Watermelon Festival, July 3-4. Marshall S. Croft, Box 350.  
 Rockdale—Celebration, July 4.  
 Stockdale—Stockdale Watermelon Jubilee, June 24-26. Joe Meyers.

**Utah**  
 Peron—Southeastern Jr. Livestock Show, Aug. 6-8.  
 North Salt Lake City—Intermountain Jr. Fair Stock Show, June 2-3. Merrill Parkin.  
 Ogden—Pioneer Days, July 24-30.  
 Richfield—S. Utah Jr. Livestock Show, Aug. 25-27. Van Jarrett, Mgr.  
 Salt Lake City—Pioneer Celebration, July 20-24. Jos. Chandier, 326 S. State St.

**Virginia**  
 Galax—Firemen's Celebration, July 4.  
 Martinsville—Henry Co. Exposition. John W. Shultz, Station WHEE.

**West Virginia**  
 Buckhannon—Central W. Va. Strawberry Festival, June 8-9. Robert Tetrick.

**Wisconsin**  
 Fond du Lac—Milwaukee Sentinel-Winnipeg Outboard Marathon, June 26.  
 Fond du Lac Assn. of Commerce.  
 Milwaukee—Horse Show, June 3-5.  
 Merrill—Legion Celebration, July 1-5. Edward Pribe.

**Wyoming**  
 Casper—Rocky Mountain Oil Show, June 23-26. Darrell Booth.  
 Lander—Pioneer Days, June 28-July 4.

**CANADA**  
**British Columbia**  
 Penticon—Peach Festival, Aug. 18-20.  
 Smithers—Mid-Summer Festival, June 21.  
 Telkwa—Mid-Summer Night Festival, July 8.  
 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.

**Manitoba**  
 Flin Flon—Northern Trout Festival, June 30-July 3.  
 Flin Flon—Canadian Legion Carnival, July 13-15.  
 Flin Flon—Rotary Horticultural Exhn, Aug. 24-27.

**New Brunswick**  
 Fort Beauséjour—Acadian Bicentenary, Aug. 13.  
 Memramcook—Acadian Bicentenary, Aug. 12.  
 Memramcook—Strawberry Festival, July 8-10.  
 Moncton—Acadian Bicentenary, Aug. 11.  
 Shediac—Lobster Festival, Aug. 5-10.  
 Woodstock—Old Home Week, Aug. 1-6.

**Nova Scotia**  
 Annapolis Royal—350th Anniversary Celebration, July 30-Aug. 2.  
 Bridgewater—Water Carnival, Aug. 18.  
 Dartmouth—Natal Day Celebration, Aug. 8-13.  
 Deep Brook—Craftsmen-at-Work Exhn., July 25-29.  
 Parrsboro—Old Home Week, Aug. 8-13.  
 Truro—Chicken Barbecue, July 1.  
 Yarmouth—Memorial Festival, July 17-24.

**Ontario**  
 Gravenhurst—Night Carnival, Aug. 11-13.  
 Leamington—Tomato Festival, Sept. 9-10.  
 London—Miss Canada Pageant, June 26-July 2.  
 London—Centennial, June 30-July 9. Tom Ringler, City Hall.  
 St. Catharines—Horse Show, June 22-25.

Toronto—Intl. Air Show, June 4-5.  
 Toronto—International Trade Fair, May 30-June 10.  
 Toronto—Intl. Air Show, June 4-5.

**Prince Edward Island**  
 Charlottetown—Old Home Week, Aug. 15-20.

**Quebec**  
 Montreal—St. Jean Baptiste Celebration, June 24.  
 Quebec—St. Anne Feast Day, June 26.  
 Quebec—St. Jean Baptiste Celebration, June 24.

**Saskatchewan**  
 Regina—Shrine Ceremonial, June 24-25.  
 Regina—Golden Jubilee, July 22-Aug. 5.  
 Regina—Hereford Show & Sale, Aug. 1-6.

**FOR LOWEST PRICES!**  
**6 PC. WATCH SET** Smartly Styled. Handsomely Boxed.  
 Swiss Jeweled Watch Gold Plated with sweep second hand and expansion band . . . Smart cuff links . . . Matching tie clasp . . . Money Clip and Collar Pin. Gorgeous plush box. 1 year Factory Guarantee.

**\$5.25** SET In Lots of 6 SAMPLE \$6.00

SEND FOR FREE CATALOG OF NAME BRAND MERCHANDISE AND CONFIDENTIAL PRICE LIST . . .

Terms: 20% With Order, Balance C.O.D. Send Certified Check or Money Order, F.O.B. Boston.

EST. 1914 **H. STONE, INC., 74 Hanover St., Boston 13, Mass.**

**HEART DISC CLOVER NECKLACES**



**\$16.50** Gross and up

**Miller Creations**  
 Originators of the All-Aluminum Idents  
 7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS  
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**FREE!** SEND FOR NEW 1955 CATALOG

**DAY AND NIGHT SERVICE**

# EVERYONE in the MERCHANDISE BUYING FIELD

is looking forward to his copy of  
**The Billboard's 45th Annual**

# SUMMER SPECIAL

Dated **JUNE 25**



Concessioners, Bingo Operators, Wagon Jobbers, Auctioneers, Salesmen, Distributors, Agents, Gift, Novelty and Souvenir Stores, Novelty Workers, Pitchmen, Demonstrators and all the many thousands of Billboard readers thruout this growing Cash-With-Order Market.

The primary source of supply for the overwhelming amount of Merchandise, Premiums and Novelties these buyers will need during the coming Fair Season will be the Summer Special . . . jam-packed with valuable news, special features and the latest list of Fair Dates . . . so vitally important to all these people.

Advertisers—the quickest way to get a really **BIG SHARE OF THE MARKET** is to run a large, result-producing advertisement featuring the Merchandise you have to sell in this big, **IMPORTANT SUMMER SPECIAL**.



**The Billboard**  
 Streets Ring Again At Circus Par  
 When Good Fellows Get Together, Cities Make Money

**1955 SUMMER SPECIAL**  
 DATED: JUNE 25

Be sure complete copy instructions reach us by

**WEDNESDAY**  
**JUNE 15**

- CINCINNATI 22, OHIO  
2160 Patterson Street  
Dunbar 6450
- CHICAGO 1, ILLINOIS  
188 West Randolph St.  
Central 6-8761
- NEW YORK 36, N. Y.  
1564 Broadway  
Plaza 7-2800
- ST. LOUIS 1, MO.  
390 Arcade Bldg.  
Chestnut 1-0443
- HOLLYWOOD 28, CALIF.  
6000 Sunset Blvd.  
Hollywood 9-5831



THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four week period ending May 28, 1955)

AMUSEMENT GAMES

- 1. BALLY—Palm Springs
2. BALLY—Dude Ranch
3. BALLY—Beauty
4. BALLY—Atlantic City
5. BALLY—Beach Club

ARCADE EQUIPMENT

- 1. EXHIBIT—Shooting Gallery
2. SEEBURG—Shoot the Bear
3. GENCO—Rifle Gallery
4. EXHIBIT—Dale Gun
5. EXHIBIT—Six Shooter

MUSIC MACHINES

- 1. SEEBURG—M-100-A (78 RPM)
2. WURLITZER—1015
3. ROCK-OLA—Comet 1438
4. AMI—Model A
5. SEEBURG—M-100-B

SHUFFLE GAMES

- 1. UNITED—Royal Shuffle Alley
2. UNITED—Olympic Shuffle Alley
3. UNITED—Team Bowler
4. UNITED—Super Six Shuffle Alley
5. CHICAGO COIN—Crown Bowler

VENDING MACHINES

- 1. Northwestern—39 1c
2. Silver King—5c
3. Andico Coffee
4. Bert Mills
5. Super Vends (3 col.)

MUSIC MACHINES

Table listing music machines with columns for Model, High Price, Low Price, and Times Advt'd. Includes models like AMI Mo 1 A, SEEBURG 46, and WURLITZER 1015.

AMUSEMENT GAMES

Table listing amusement games with columns for Name, High Price, Low Price, and Times Advt'd. Includes ABC (United), All Star Baseball, and Bowling Champ.

Large table listing arcade equipment with columns for Name, High Price, Low Price, and Times Advt'd. Includes ABT Challenger, Astro Scope, and Big Top.

Table listing shuffle games with columns for Name, High Price, Low Price, and Times Advt'd. Includes Ace Bowler (United), Advance Bowler, and Banner Shuffle Alley.

Table listing vending machines with columns for Name, High Price, Low Price, and Times Advt'd. Includes Acorn Cabinet, Advance D 1c BG, and Amico Coffee.

Table listing shuffle games with columns for Name, High Price, Low Price, and Times Advt'd. Includes Shuffle Alley Deluxe, Shuffle Pool (Genco), and Six Player, 10th Frame (United).

Table listing vending machines with columns for Name, High Price, Low Price, and Times Advt'd. Includes Acorn Cabinet, Advance D 1c BG, and Amico Coffee.



## House Vetoes Move to Halt Peanut Control

WASHINGTON, May 28.—The House of Representatives has rejected an amendment which would have removed peanuts from the list of basic crops receiving government price supports and ended peanut acreage restrictions.

At the same time the House voted to restore the 80 per cent support for basic crops and set a minimum level for price support of dairy products at 80 per cent.

With the price of peanuts steadily increasing, the candy industry has been waging an energetic campaign to remove this important candy ingredient from the list of basic crops and to remove import restrictions.

Charles F. Scully, president of Williamson Candy Company, Chicago, presented the candy industry's position during a Congressional hearing last year. Scully pointed out that the consumer was getting less peanut products because high priced peanuts made it impossible for manufacturers to offer a good value. He declared that considering peanuts as a basic crop was a fallacy, illogical from the standpoint of both the consumer and the grower.

However, the farm bloc in Congress defeated the amendment. Speaker of the House Sam Rayburn, who opposed the amendment, said: "If we want a bill at all, the only thing to do is to vote down the so-called peanut amendment." The amendment was introduced.

(Continued on page 76)

## Stamp Vender Off, On Again in Quick Time

DECATUR, Ill., May 28.—The role of the operator in the vending business was highlighted last week in two articles appearing in the Decatur Herald.

The subject was a stamp vending machine recently installed in the Decatur post office.

Monday's edition appeared a picture of the machine with a large "out of order" sign stretched across the front. Said postal clerks: "The way the machine was set up, the way the customers slapped and nudged the machine around, it acted like a football game."

The following morning Herald operators found another article, this time announcing the vender was now in working order. The unit had been "out" for less than one day.

William Jahoda, of the Decatur Canteen Service Company, who has a contract with the post office to operate the machine, explained that the trouble stemmed from a bent in the coin release.

## Newark Hits Venders on Zoning Regulation

NEWARK, N. J., May 28.—An action which originally was an attempt to stop milk vending has developed into a full-scale attack against all vending machines.

William Fiverson, zoning enforcement officer here, this week filed a complaint in municipal court charging that vending machines in the Ivy Hill Apartments in violation of the zoning regulations.

Some 52 venders, dispensing candy, gum, soda and ice cream, were involved. Fiverson charges that the sale of these commodities constitutes a business.

The action has its roots in a case involving the Sentinel Sales Corporation in the same location. Sen-

## NAMA REGION MEET IN L. A. JUNE 18-19

LOS ANGELES, May 28.—Regions X, XI and XII of the National Automatic Merchandising Association will hold a joint meeting at the Ambassador Hotel here June 18-19.

The meeting will be the last NAMA regional gathering this year. Ed Specht, of the Pepsi-Cola Company, will host the event; the P. Lorillard Company, Inc., will sponsor the entertainment.

Regional Chairmen Arch Riddell (X), Dwight Dickinson (XI) and Bill Higgins (XII) urge all operators to make their reservations as early as possible.

## Referendum Asked to Block Ore. Cig Tax

PORTLAND, Ore., May 28.—Referendum action was taken Thursday (26) in an effort to block the enforcement of a 3-cent cigarette tax enacted by the 1955 Oregon State Legislature.

A petition requesting a referendum vote was filed by Robert A. Bradlee of Portland, secretary of Tobacco Distributors, on the same day Gov. Paul Patterson signed the bill.

Tobacco Distributors, an organization of tobacco dealers, will now have until August 2 to obtain the necessary 20,047 signatures on the petition. Success would hold the tax in abeyance until it can be voted on by the people in November, 1956.

Vending machine prices for cigarettes now range from 23 to 25 cents. The tax was designed to raise \$10,100,000 in a two-year period.

In launching the petition move, Bradlee called the tax inequitable and without moral base, and declared that the cigarette smoker now pays tax at a higher rate than is assessed on any other product.

## TESTS 'EM ALL

### Finds Pneumatic Sander Cuts Refinishing Costs

BILOXI, Miss., May 28.—A long-time problem of equipment appearance maintenance has been successfully solved by the Coca-Cola Bottling Company here thru the use of a pneumatic vibration sander.

In 1950, when the appearance problem first reached major proportions, the firm launched a program of extensive research into vender refinishing.

Sandblasting was the first experimental solution. It was found

## Milk Vending Wins Opening Round in N. Y. Supreme Court

### Lackawanna Case May Set Pattern For State; Right to Ban Challenged

BUFFALO, May 28.—The future of outdoor milk vending in New York State may well hinge on the outcome of litigation between the City of Lackawanna and People's Dairy, operator of milk machines in Erie County.

The case, which will be fought out in the courts, tests the authority of a municipality to ban the mechanical milkmen. The first round was won by People's Dairy last week when Judge George T. Vandermeulen, sitting in New York Supreme Court here, denied a motion by the City of Lackawanna to dismiss a complaint by PD and thereby set the stage for a test of constitutionality.

The litigation began January 22, 1954, when Wendell and William

Scholl, operators of People's Dairy, installed a Rowe quart vender on a Lackawanna filling station. The city promptly told the Scholls to remove the vender, and, on advice of George J. Saab, PD attorney, they left the machine on location. At that time the unit was not in operation. Shortly afterward it was put in operation.

#### City Ordinance

At that time the city's coin machine ordinance applied to amusement devices, with no provision for the licensing of merchandise venders.

An attempt was made to prosecute PD for violating an oral order to remove the vender, but the reason given for the order was violation of the coin machine code

covering amusement devices.

Then, on April 5, 1954, the City of Lackawanna passed an ordinance specifically naming milk venders on outdoor locations. The

(Continued on page 76)

## Proposed Calif. Cigarette Tax Bills Withdrawn

SACRAMENTO, Calif., May 28.—A bill in the California Legislature proposing a 3-cent cigarette tax was withdrawn from committee Friday (20) by its author, Assemblyman Glenn Coolidge.

At the same time, a similar bill (SB 581) in the Upper House was withdrawn by its sponsor, Senator Breed. The bills were withdrawn by agreement between Coolidge and Breed.

"The cigarette tax is dead for this session," Coolidge told officials of the Cigarette Venders Institute of California.

Because of the withdrawal of the bills, a committee hearing scheduled by the CVI for May 24 in Sacramento was canceled. However, to guard against any last minute maneuver to reintroduce the bills, George Seeman, Henry Davidson and Arch Riddell, CVI members, scheduled a trip to the State capitol Monday (30) to offer any needed representation.

A complete report on the two bills will be submitted at the National Automatic Merchandising Association regional meeting in Los Angeles June 18-19.

## DOWN UNDER

### Aussies Eye New Salesmen Venders

By FRED AMANN

MELBOURNE, Australia, May 28.—Automatic merchandising is getting off to a gradual start in the land down under. Four types of machines are being used in, mainly, two types of locations. But present plans call for expansion into coffee vending on an ambitious scale.

Doing much of the planning, and a good deal of past production on the candy, nut, juice and hot beef broth venders, is Vending Machines Proprietary, a division of Electronic Industries, Ltd., here. The vending division was formed 18 months ago, but the parent firm had produced vending equipment prior to its formation.

F. H. Mudie, assistant manager of Electronic Industries, stated this week that the firm's juice and broth venders are sold to locations, not operators as in the U. S. The two major locations buying the equipment: moving picture theaters and department stores (or emporiums, as they are called in Australia).

"There is no such thing as industrial operation of vending equipment," Mudie said. All machines, as noted, are used in public rather than captive-type locations.

The venders installed by department stores may be used on holi-

(Continued on page 71)

## NAMA Skeds Management Day Nov. 5

CHICAGO, May 28.—The National Automatic Merchandising Association has announced that November 5, the day before the NAMA annual convention gets under way here, will be observed as "Management Day."

According to the association, the purpose is to give operators interested in improving general business management procedures the opportunity of hearing experts in the field.

Dr. William R. Spriegel, of the University of Texas, has been scheduled to give a talk on how to manage a business more efficiently at a special session for operators in Chicago the day before the convention begins.

## Tenco Names Howard, Port

LINDEN, N. J., May 28.—David Hampton, general sales manager of the Tenco, Inc., this week announced the appointment of William H. Howard and Don R. Port to the firm's sales staff.

Howard will cover the South from Dallas headquarters, while Port will be Midwest representative, with headquarters in Milwaukee. Both men were here this week for conferences.

Howard has been a Rowe salesman in Dallas for eight years, and for 18 years had been associated with Larus & Company, cigarette manufacturer. Port has a varied sales background and had recently been an executive with Milwaukee United, Inc., industrial vending operator.

## New Vending Mfr. Bows Soft Drink Cup Machine

DETROIT, May 28.—Drinkette Manufacturing Company, a newcomer in the soft drink cup vending picture, has introduced a new low-priced cup vending unit ready to market.

An outstanding factor, said Elbert Mudge, sales manager of the new firm, is its price: \$595.

The unit is a single drink machine. However, the cabinet can accommodate five additional sirup tanks if desired. Cost of additional tanks is \$75 each.

The model has a 720-cup capacity, can vend 100 drinks per hour. It is 72 inches high, 26 inches wide and 26 inches deep. Net weight is approximately 450 pounds.

Cabinet color is red, with blue also available soon. Distribution is being handled by the factory, although Mudge indicated that a distributor organization would probably follow at a later date.

The unit was developed by John Tincu and Abraham Hazel, who are also principals of the firm. The factory is located in Redford Township, just northwest of Detroit.

Mudge said that about 100 machines had already been produced. Present plans call for a formal showing of the machine at the National Automatic Merchandising Association convention in Chicago in November.

## PM Exhibits Autovar Unit

NEW YORK, May 28.—Philip Morris, Inc., is now using automation to weigh and test uniformity of cigarettes. The firm exhibited its Autovar this week at the quality control at the Hotel Statler.

The electronic apparatus records weight and computes statistical measures of a cigarette fed into a hopper, replacing elaborate manual operations and allowing more extensive sampling.

The latest move appears to be

(Continued on page 71)



### CIGARETTE, CANDY and DRINK MACHINES!

**ROWE CIGARETTE VENDORS**

|                                                |          |
|------------------------------------------------|----------|
| Imperial, 6 Cols., 180 Cap.                    | \$ 85.00 |
| Imperial, 8 Cols., 240 Cap.                    | 90.00    |
| Diplomat, 8 Cols., 340 Cap., Vends 25¢ & 30¢   | 150.00   |
| Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢   | 150.00   |
| President, 10 Cols., 400 Cap., Vends 25¢ & 30¢ | 160.00   |
| President, 8 Cols., 340 Cap., Vends 25¢ & 30¢  | 135.00   |
| DuGRENIER MODEL W. 9 COLS., 270 CAP.           | 95.00    |

**UNEEDA CIGARETTE VENDORS**

|                              |          |
|------------------------------|----------|
| Model E. 6 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

**UNEEDA MODEL A**

8 Cols. 240 Cap. \$85.00

**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

## Cookies or Crackers? Ops Find It Confusing

CHICAGO, May 28.—Because of the confusion among operators in cataloging and marketing "cookies" and "crackers" thru vending machines, leading suppliers around the country were surveyed in an effort to set up standard product and consumer definitions.

Altho there is no true cracker being vended, like the saltine or white soda type wafer, the peanut butter or cheese sandwiches (made 99 per cent of the time with cracker ingredients) are so close that they have been labeled "crackers." "Cookies," therefore, represent all flavored-dough items, cream-type wafer sandwiches and sweet dough items such as fig or jelly bars.

It is generally accepted that cookies do a better volume when vended near a coffee, milk or hot chocolate machine. Crackers do better when vended alongside soft drink equipment or in locations where there are no drinks.

Cost-wise, cookies and crackers are about the same, with a few varieties of cookies running about a dime more per 100 count. There would be a great difference, in favor of crackers, but for the current high cost of peanuts.

Shelf life favors the cookie types, but packaging is a prime factor in both cookie and cracker products. Cookies generally last from four weeks to six months on the shelves, while crackers average about 60 days.

Ernest Fox, president of Austin Packing Company, Baltimore, said, "Our sales thru vendors (shipments to operators) has been 80 per cent crackers and 20 per cent cookies." "However, the trend is changing," comments C. Brainerd, general sales manager of the Federal Sweets & Biscuit Company, Inc., Clifton, N. J. "Cookies are, in our opinion, gaining fast on crackers in the vending business. This is because of the increased varieties now available, plus the fact that many items in cookies are proving just as satisfactory for a lunch as the peanut butter and peanut butter cheese sandwiches. Also, because of the sugar content, cookies provide a bigger lift in energy."

Charles Roileston, vice-president of Gordon Foods, Inc., Atlanta, pointed out sales results in relation to other products vended: Crackers do better in straight candy machine locations or along with soft drink units, while cookies do better when vended as companion items to milk and coffee.

## DAVY CROCKETT PIN BUTTONS

Four different designs \$10.00 Per M

Send \$2.50 and receive 100 high quality filled capsules.

Contains our complete assortment... or send 35¢ for regular sample kit of charms.

**Penny King Company**  
 2538 Mission St., Pittsburgh 3, Pa.  
 World's Largest Selection of Miniature Charms

## oak's GOLDMINE TAB GUM MACHINE

the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also Hersheys and charm candies.

GOLD MINE MAKES IT EASY to sell locations and you can convert your Acorns into Gold Mine Tab Gum Vendors.

Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

EASTERN OFFICE: PENNY KING CO., 2538 Mission St., Pittsburgh 3, Pa.  
 WESTERN OFFICE: MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles 15, Calif.

**oak MANUFACTURING CO., INC.**  
 11411 Knightsbridge Ave., Culver City, Calif.

## EVERYTHING IS DAVY CROCKETT

In New York, to cash in on the DAVY CROCKETT rage, the BOYS have been buying our GUN-IN-HOLSTER, BULLETS, BADGES and SIX-SHOOTER GUNS, put up as a

### DAVY CROCKETT MIX

\$10.50 per 1,000 F.O.B. Jamaica, N. Y.

Or: At Your Distributor. Immediate Delivery.

Consisting of equal quantities of the above four-mentioned items.

20 FREE DAVY CROCKETT LABELS with each 1,000 Mix ordered.

As expected, they're doing fine with it. You will too.

**VICTOR'S 5-STAR BABY GRAND**

100-Count Ball Gum 1c SAMPLE ORDER 1 5-Star Baby Grand \$12.50

25 lbs. 100 Count Ball Gum 7.50 \$20.00

Finance terms available on machines in lots of 12 or more

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Case of 4, \$50

**DAVY CROCKETT RING!**

\$13.75 M In Capsules, \$18.50 M

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

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The old boys, many of them with us for years, are clicking again in a big way. We can use a few more who are in position to finance themselves.

All interviews in Chicago.

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## Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00 SPRINGS ARE PRECISION CALIBRATED. HEAVY SHEET METAL BASE. TIN SCOOP. DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE. Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

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 1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

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 1647 Bedford Ave., Brooklyn 25, N. Y.

\$18.50

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## KING SIZE

VICTOR'S NEW "KING SIZE" 1c BALL GUM AND CHARM VENDOR TAKES IN \$19.00!

Large glass globe gives merchandise "all round display." Will vend 140, 170 and 210-count ball gum and charms. 5c Capsule Model holds 250 capsules. 5c Rocket Charm Model holds 600 rocket charms. 1c Ball of Fire Gum Model holds 750 balls 100-ct gum. All models same price, packed and sold 4 to the carton.

\$58.00 Per Carton of 4

**BIRMINGHAM VENDING CO.**  
 540 Second Ave., N. Birmingham 4, Ala.

## CIGARETTE and CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Latest prices anywhere—compare!

STONER 8-COLUMN UNIVENDOR, 160 capacity, prewar model... \$ 99.00  
 STONER 8-COLUMN UNIVENDOR, 160 capacity, postwar model... 165.00  
 STONER 4-COLUMN UNIVENDOR, 102 capacity, postwar model... 90.00  
 STONER PASTRY or SANDWICH, 80 capacity... 175.00  
 ROWE CANDY 8-COLUMN, 120 capacity... 60.00  
 NATIONAL 9-18, 162 capacity... 70.00  
 UNEEDA 6-COLUMN CIGARETTE, king size... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. Write for more detailed list of available machines.

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 TTriangle 5-1857

## In Philadelphia or Anywhere FILLED CAPSULES

Immediate Delivery Write for Lowest Prices

**VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR**

Immediate Delivery

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**VICTOR'S 5-STAR BABY GRAND**

Convertible Vendor—Instant change over to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chiclé Trees, 100-Count Ball Gum, \$12.50 each less than 25 cases; 25 cases or more, \$12.00

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Drop in for a drink, a chat, a LOOK at our Full Line of Charms.

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 FIRST & LARGEST CHARM MANUFACTURER

## EMPTIES MACHINES FASTER!

**LEAF Rain-Blo BALL GUM**

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

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## REALISTIC MINIATURE ELECTRIC RAZORS

INLAID SILVER... \$16.00 per thou.  
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Bubble Ball Gum, 140-170 & 210 ct. ... 25¢ lb.  
 Chiclé Ball Gum, 130 ct. ... 34¢ lb.  
 Chlor-o-Vend Ball Gum ... 40¢ lb.  
 Chlor-o-Vend Chicks, 320 ct. ... 40¢ lb.  
 Chiclé Chicks, 320 & 520 ct. ... 36¢ lb.  
 Bubble Chicks, 320 & 520 ct. ... 27¢ 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.

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NEW! Red-Hot "Ball o' Fire" Bubble Gum!

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TO OPERATORS OF NORTHWESTERN CAPSULE VENDORS

Send us your complete, undamaged mechanisms and brushes and for \$2 plus postage we will mail you a complete N.W. Set 1c mechanism that will vend 210-170-140-100-count ball gum capsules. LEAF BRAND new sensation BALL OF FIRE bubble gum, 100 count 30¢ lb. or assorted colors, 210-170-140, 2 lb. Freight paid on 200 lbs. 1/3 deposit balance C.O.D. KING & CO., 2700 Lake St., Chicago 12, Ill.





### 5-STAR BABY GRAND

Vending Capsuled Items

at **10c**

The Most Fabulously Profitable Deal Ever Made Available to the Trade

5-STAR BABY GRAND filled with VICTOR'S high-quality merchandise will bring your customers back time after time. Your potential repeat business is almost unbelievable.

10c 5-STAR BABY GRAND FOR VENDING QUALITY MDSE. Packed and sold 4 to the case.

ONLY \$12 Less than 25 cases ... \$50.00 per case per machine → 25 cases or more .... 48.00 per case

SEE YOUR NEAREST VICTOR DISTRIBUTOR

**VICTOR VENDING CORP.**

5701-13 W. Grand Avenue Chicago 39, Illinois



### NOW! KING SIZE

VICTOR'S NEW "KING SIZE" 1c BALL GUM AND CHARM VENDER TAKES IN \$19.00

New King-sized capacity for king-sized locations. Large glass globe gives merchandise "full round display." Will vend 140, 170 and 210-count ball gum and charms. 5c Capsule Model holds 250 capsules. 5c Rocket Charm Model holds 600 rocket charms. 1c Ball o' Fire Gum Model holds 750 balls 100-ct. gum. All models same price, packed and sold 4 to the carton. **\$58.00 Per Carton of 4**

#### GOLDEN EARRINGS

Hottest gimmick for capsule vending. Empties machines fast. Golden Top Hat with earring in a capsule, \$28.75 per M. Don't miss on this new gimmick. Golden Top Hats packed bulk, \$12.50 per 1000. In a capsule with key chain, \$25.50 per 1000. In a capsule with tie clip, \$24.50 per 1000.



For "King Size" Value and Service Get in Touch With "Logan." Your Vending Headquarters. 25% Deposit on All Orders, Balance C.O.D.

**LOGAN DISTRIBUTING CO.**

916 MILWAUKEE AVENUE

CHICAGO 22, ILL.

### FACTORY DESIGNED— FACTORY BUILT CONVERSIONS TO MEET NEW CIGARETTE PRICES!

We have perfected conversions for all Du Grenier models starting with the "S" to permit 25c or 30c operation. All these models can be converted to vend at two prices simultaneously.

WRITE FOR COMPLETE DETAILS AND PRICES. ADVISE MODELS YOU WISH TO CONVERT.

*Arthur H. Du Grenier* INC.  
HAVERHILL, MASS.

America's Foremost Manufacturer of Dependable Merchandise Vendors Since 1928

### EXCLUSIVE DISTRIBUTORS WANTED

Ideal vendor for easy sales to those seeking investment opportunities.

A well-built 10c vendor dispensing an exclusive SMOKEHOUSE COCKTAIL ALMOND. This machine mounted on our attractive and unique POLISHED FLOOR STAND stimulates impulse buying.

Close FACTORY SUPPORT and a strong factual SELLING KIT, plus a FINE MACHINE, offer a rare opportunity to organizations with the right experience.

Write fully, giving experience, references to  
**AMERICAN PRODUCTS CORP.** P. O. Box 2749  
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### ATTENTION! Bulk Candy Operators

Ferrara Sweet Shell Candies are in price and high in quality. Some in your machines. For samples and prices write to

**FERRARA CANDY COMPANY, INC.**  
2204 W. Taylor Street  
Chicago 12, Illinois

### EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum  
**VENDOR DISTRIBUTING CO.**  
482 Madison St.  
Memphis, Tennessee

### NEW STAR JUMBO GIANTS POPPERS

Gas or electric (specify), \$198.00. Floor model Poppers at \$199.00. All types of equipment. State your needs. New equipment only.

**STAR SALES CO.**  
2904 12th St., N.W. Canton, Ohio

### Down Under

Continued from page 69

days, after store hours. The units are placed in the areaways between the street door and the inner door to the store proper. While the latter doors are locked after store hours, the street doors are left unlocked. There is very little vandalism, Mudie stated.

A feature of the cold juice vender is its all-season adaptability, produce-wise. The standard refrigeration unit is used to dispense the fruit juices in warm months, an immersion-type heating unit is added to convert the machine to hot broth operation in colder months.

During the past two years, Vending Machines Proprietary has manufactured approximately 200 juice machines.

The firm also turned out a number of sandwich machines on a special order recently. However, there are no present plans for continuing production on this type equipment.

Cigarette venders, Mudie pointed out, can not become a factor in vending in Australia—at least not until the laws regulating the sale of tobacco products are altered. And there does not appear to be much chance the laws will be changed.

Cigarettes, and other tobacco items, can only be sold from 8 a.m. until 6 p.m. daily, from 8 a.m. to 2 p.m. on Saturdays. They cannot be sold at all on Sundays or holidays. This, of course, removes the major reason for introduction of cigarette machines—odd-hour convenience in purchasing, Mudie said.

For the future, Mudie sees a continuing growth of vending. While his firm entered vending mainly because of lack of demand for its major product—television picture tubes—it will continue to design and produce various types of venders. The company is now adding some 45,000 square feet of plant space to its present facilities to branch out in this and other directions, he said.

### Newark Hits

Continued from page 69

an effort to show that the zoning ordinance does not single out milk venders. No action had been taken against venders on the zoning laws until the Sentinel case, tho.

Inspectors, in reports to Fiverson, said the 52 machines were in five buildings in the project. Fiverson said that Nelson Hause, new owner of the project, has failed to comply with an order to remove the machines. A copy of the court complaint has been served on Hause.

### 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 249, 1c   | \$12.50 |
| Silver King, 5c or 1c        | 8.50    |
| Northwestern Standard        | 6.95    |
| Cadillac Jr.                 | 6.95    |
| Victor V, B/G Wheel          | 5.50    |
| Victor V, Cabinet, B/G Wheel | 9.50    |
| Northwestern 239, 1c         | 7.50    |
| Columbus B/G                 | 4.95    |
| Columbus, 5c                 | 6.95    |
| Regal, 5c                    | 6.95    |
| Acorn C                      | 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   |
| 6 Col. Tab Gum, Heide        | 12.50   |
| 4 Comp. 1c Nut Mach. (New)   | 5.00    |
| Jewel 2 Compartment, 5c      | 7.50    |
| Doyal's Penny Pack           | 7.50    |

SEND IMMEDIATELY FOR OUR SPRING SPECIAL ON MACHINES!  
1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
409-A Spring Garden Street  
Philadelphia 22, Pa.  
LOmbard 3-2474

### DAYV CROCKETT SOUVENIRS BY VICTOR

Rifle and Game Bag Ejector Knife  
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Boxing Gloves

Contact your nearest Victor distributor

**VICTOR VENDING CORP.**

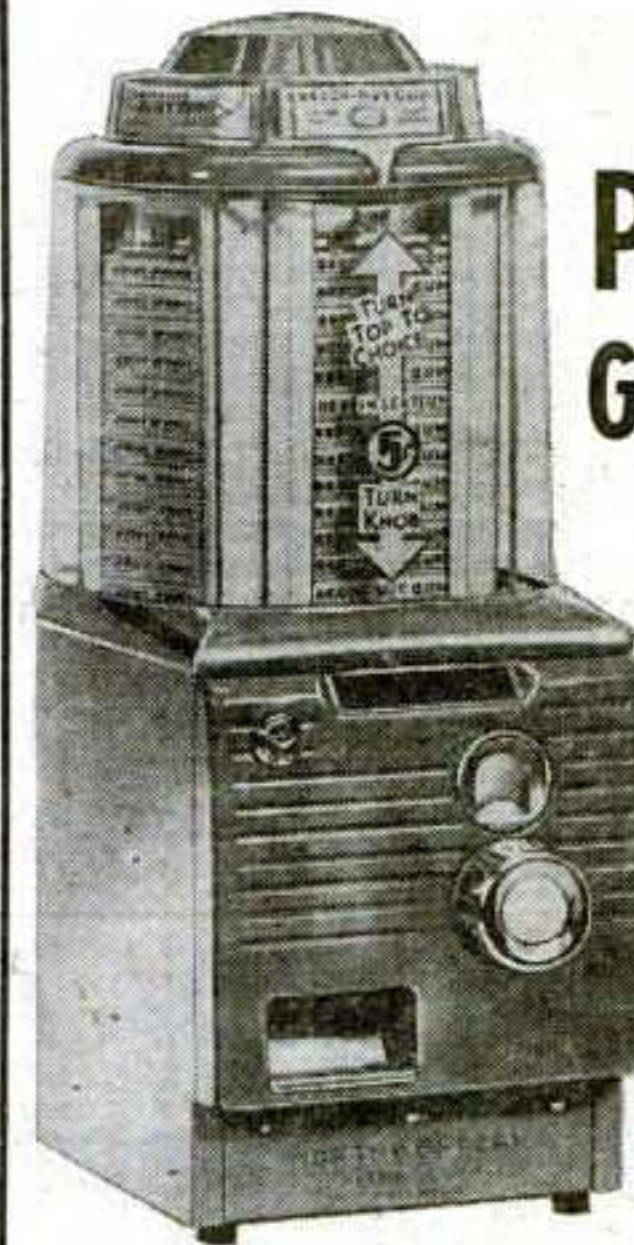
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WHY NOT TRY THE NEW...

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## PACKAGE GUM VENDER



That's all you have to do—just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

You can try it at no risk on our 30-day trial basis.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

**THE NORTHWESTERN CORPORATION**

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### MANDELL GUARANTEED USED MACHINES

|                              |         |
|------------------------------|---------|
| N.W. DeLuxe 1c & 5c Comb.    | \$12.00 |
| N.W. 239 1c Perc.            | 7.95    |
| N.W. 232 1c Perc. B.G.       | 6.50    |
| Master 1c Bulk Perc.         | 6.50    |
| Master 5c Bulk Perc.         | 6.50    |
| Master 1c Bulk Perc.         | 4.95    |
| Columbus 1c Bulk             | 6.50    |
| Silver King 1c B.G. or Mdse. | 7.45    |
| Silver King 5c               | 7.45    |
| Exhibit Post Card (Metal)    | 15.00   |
| Advance 20 1c B.G.           | 7.45    |
| Advance 21 Mdse.             | 6.45    |
| Advance 21 Mdse.             | 5.95    |

### MERCHANDISE & SUPPLIES

|                                                                                            |        |
|--------------------------------------------------------------------------------------------|--------|
| Pistachio Nuts, Jumbo Queen                                                                | \$ .54 |
| Pistachio Nuts, Vendor's Mix                                                               | .52    |
| Pistachio Nuts, Shell                                                                      | .45    |
| Cashew Whole                                                                               | .55    |
| Cashew Butts                                                                               | .53    |
| Peanuts, Jumbo                                                                             | .44    |
| Spanish                                                                                    | .54    |
| Mixed Nuts                                                                                 | .55    |
| Almonds, 480 ct., 5 lbs.                                                                   | .85    |
| Tabby-Lets Chiclets, 520 ct.                                                               | .30    |
| Rainbow Peanuts                                                                            | .32    |
| Boston Baked Beans                                                                         | .22    |
| Jelly Beans                                                                                | .28    |
| Licorice Candy                                                                             | .28    |
| Leaflets (similar to M & M), 550 ct.                                                       | .40    |
| Assorted Fruit Charms, 100 ct.                                                             | .42    |
| Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound | .28    |
| 100 ct.                                                                                    | .30    |
| Adams Gum, all flavors, 100 ct.                                                            | .45    |
| Wrigley's Gum, all flavors, 100 ct.                                                        | .48    |
| Beech-Nut, 100 ct.                                                                         | .48    |
| Hershey's Chocolate, 200 ct.                                                               | 1.40   |
| 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.

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### THRILLING SOUNDS STIMULATE SALES! ASSORTED NOISE MAKERS



★ Musical Tone  
★ Bird Call  
★ Siren  
Tremendous attraction... the sounds will thrill the kiddies and draw many more customers to your machines.

A TERRIFIC VALUE AT **\$15.50 M**  
Comes in assorted colors.  
**ORDER IMMEDIATELY!**  
For Bulk or Capsule Vending

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55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-B

### ATTENTION, OPERATORS

#### VICTOR'S SUPER CAPSULE MIX

Consisting of 20 to 25 quality items, capsuled and mixed in a carton of 2500, for only \$48.75 per carton, F.O.B. Chicago. Order now.

### VICTOR VENDING CORP.

5711 Grand Ave. Chicago 39, Ill.

### PENNIES PAY OFF

with greatest money making scale on the market

\$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% automatic; vault holds 10,000 pennies; different 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 colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
Dept. B  
3206 Grace St. N.W., Washington 7, D. C.

Send more details  Send scale   
\$20 deposit enclosed

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## Written Contract Opposition Bypassed With Salesmanship

### Survey Panel Views Methods To Recruit Location Support

By JIM WICKMAN

CHICAGO, May 28.—The advantages of written contracts between music operators and their locations are countless. They protect investments thru proof of ownership, eliminate misunderstandings by spelling out the obligations of both parties, establish excellent credit, facilitate future planning and reduce unfair competition.

And music operators are well aware of the advantages of the written word. According to a survey made by The Billboard, approximately 40 per cent of the nation's operators are currently using some form of written agreement with their locations, over 80 per cent agree that a written contract should be used.

Why, then, are there less than one out of five locations thruout the country under contract?

#### Panel Findings

Members of The Billboard's Music Operator Survey Panel (made up of 320 leading juke box

#### SECOND IN SERIES

This is the second article in a series dealing with written contracts and written agreements between music operators and their locations.

operators around the country) pointed out two major reasons for

this surprisingly small percentage: Competition and long-established verbal agreements.

Panel members explained that it was exceedingly difficult for an operator to ask a location owner to sign a contract after doing business with him for years without one. They pointed out that location owners immediately take an opposite attitude, want to know why the operator doesn't trust them anymore.

In areas where competition is heavy, operators find that their lo-

cations are continually being solicited by other operators who are offering "big deals" and "get-rich-quick" arrangements. Asking these locations to sign a contract might easily result in a lost location, explained panel members.

#### Good Salesmanship

However, both of these problems can and have been overcome thru "good old salesmanship," members asserted.

Selling a location owner on a contract is like selling anything (Continued on page 74)

## NCMDA Adds Firms; Announces Policies

CHICAGO, May 28.—National Coin Machine Distributors' Association, newly reorganized distributor organization, added five new firms to its roster this week, bringing the total membership to 52.

At the same time Al Schlesinger, managing director of the organization, issued a statement of policy.

New members added to NCMDA this week were William R. Happel Jr., of Badger Sales Company, Los Angeles; C. V. Hichcock, of Hermitage Music Company, Nashville; H. N. "Herb" Gorman, Crown Music Company, Augusta, Ga.; Leonard Drapkin, Lawrence Novelty Company, Montreal, and Charles A. Robinson, C. A. Robinson & Company, Los Angeles.

#### Membership Goal

Ultimate goal of the association is 80 members, according to Schlesinger.

The association's statement of policy explains both NCMDA's obligations to the industry and its objectives. The statement follows:

"The distributor will make every effort to bring to the attention of the manufacturers any idea or plan or sample model machine which they or their salesmen can find or discover in their travels among the operators. It is our wish to cooperate with the manufacturers in finding new products for the distributor to sell.

"It is not the intent of National Coin Machine Distributors' Asso-

ciation nor the desire of any member to dictate policy, price, nor to interfere in any manner, shape nor form in the policies of any manufacturer. National Coin Machine Distributors' Association will extend invitations to all manufacturers to attend our meetings and give up the benefit of their experience in helping us to outline our sales programs, public relations program and any suggestions that will create a strong bond in our mutual efforts to make the coin machine business a better business.

"In order to make the trinity of (Continued on page 74)

## Dime Conversion Still Spotty for Mass. Ops

BOSTON, May 28.—Some evidence of soft spots in the music machine dime conversion drive in the New England area were reported at the meeting Thursday (19) of the Massachusetts Music Operators' Association in the Hampton Court Hotel, Brookline. Saul Robinson, MMOA vice-president and operator of Paramount Music, opened the session.

He discussed the future of the organization and warned that there might be a danger of it becoming a social organization, rather than a

### STUDENTS

## Op Solves Servicemen Shortage

DALLAS, May 28.—The music operator's constant shortage of good mechanics can be eliminated thru local trade schools, says A. M. Covarubbias, operator in suburban Oak Cliff here.

Covarubbias, with some 200 amusement machine and phonograph locations, discovered the answer five years ago when faced with the usual high turnover of mechanics.

He visited a local trade school which trains journeymen, radio, television, and electronics repairmen, and offered students part-time work at an attractive hourly pay.

With the co-operation of the school and its instructors, and thru the natural need of students for extra money, Covarubbias had many volunteers. He hired five students to work weekdays after school and on Saturdays and Sundays.

Of the original five, Covarubbias retained one on a full-time basis, (Continued on page 74)

## Jay-Cee Music Sold To Detroit Coinman

DETROIT, May 28.—The Jay-Cee Music Company, formerly owned and operated by Peter E. Tocco and Michael Polizzi, has been purchased intact by Detroit coinman Samuel DiNoto.

The new owner announced that the firm would continue to handle new and used records in addition to the juke box business.

## Sked Chi Golf Fete Aug. 24 At Bunker Hill

CHICAGO, May 28.—The sixth annual golf outing of the Recorded Music Service Association will be held Wednesday, August 24, at the Bunker Hill Country Club.

According to Phil Levin, president of RMSA, the event is expected to draw approximately 600 including operators, record manufacturers and distributors, suppliers and recording artists and their guests.

The program will consist of 18 holes of golf, lunch, a banquet, entertainment and door prize. Levin said that the recording artists to appear would be announced at a later date.

Tickets will be sold thru the association's headquarters. Ed Kies, secretary of the organization, shares committee chairman chores with Levin.

Bunker Hill Country Club is 6635 North Milwaukee Avenue, suburban Niles.

## 180 Attend 3d Bowling Fete in Chi

CHICAGO, May 28.—Over 180 operators, servicemen and guests attended the third annual banquet of the Automatic Phonograph Operators Bowling League at the Fireside Restaurant here Saturday (21). The event wound up the 1954-'55 bowling season.

The team of ABC Music No. 1 captured first place honors in league, with the team of Merc Records running a close second (See The Billboard, May 21, final standings.)

The awarding of 28 trophies highlighted the evening, with sponsors of the two leading teams as well as individual players, both, receiving the most coveted awards.

Trophies were awarded for leading individual averages and gains in both the men's and women's divisions and for most improver bowlers, compared to last year's averages. Miniature trophies were given to the five keglers on the place team.

Following the presentations, music was supplied for an evening of dancing. Bob Gnarow, league president, was in charge of festivities.

## Waldorf Chain Opens Doors To Juke Boxes

BOSTON, May 28.—The first major restaurant chain here opened its doors to coin operated music this week when Harry Deshowitz, of K & D Vending Company, Medford, placed his machines in the Waldorf restaurants in Lynn, Brockton, Lowell and Lawrence. The installations are playing on a dime.

The juke boxes are muted to a greater degree than those playing most spots and are stocked with extended play and popular records. The aim generally is to pick a type of music that will provide the background type, rather than records featuring personality artists.

The biggest play is reported at lunchtimes, and the Waldorf patrons appear to enjoy carrying trays and chewing their food to the accompaniment of the music. Waldorf officials have expressed great satisfaction with the innovation and say that music has increased their business.

The officials say the patrons seem to be more relaxed and a notable rise in the consumption of desserts has resulted. They feel the customers linger longer in the restaurant and usually end up having a piece of pie or another cup of coffee.

## N. J. Ops Mull Ways of Improving Standards

NEWARK, N. J., May 28.—Members of the Music Guild of New Jersey thrashed out possible methods to improve operating standards at the organization's general meeting here last week.

President Sam Waldor pointed to the unusual location activity in Essex and Hudson counties and spoke of the impact of location loans and bonuses on operators.

Reports of new music operators in Hudson County causing friction thru unethical competition were heard.

Waldor said: "The Association (Continued on page 76)

## Neb. Assn. Sets Exec Election For June 11-12

OMAHA, May 28.—Annual election of officers of the Nebraska Phonograph Operators' Association, Inc., will be held at the Paddock Hotel in Beatrice, June 11-12. Howard N. Ellis, secretary-treasurer of the association, announced.

Ellis said that every operator in the State, members and non-members, were invited to attend the meeting. He added that he expected the meeting to be one of the largest gatherings ever held by the association.

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events scheduled in your area.

June 4—California Music Merchants' Association, annual banquet for all divisions, Leamington Hotel, Oakland, Calif.

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 6—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

June 9—New York State Operators' Guild, Inc., annual banquet, Conrad Hotel, Kiamesha Lake, N. Y.

June 11-12—Nebraska Automatic Phonograph Operators' Association, Inc., quarterly meeting, Paddock Hotel, Beatrice.

June 13—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

June 14—Summit County Music Operators' Association monthly meeting, Mayflower Hotel, Akron.

June 15—Retail Amusement Association of Canton, O. monthly meeting, Massillon, O.

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 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

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.

## 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:

WING RECORDS, NEW MERCURY SUBSIDIARY, takes Ronnie Gaylord from its parent company. Apparent plan of the fledgling label is to make use of a number of artists currently on Mercury.

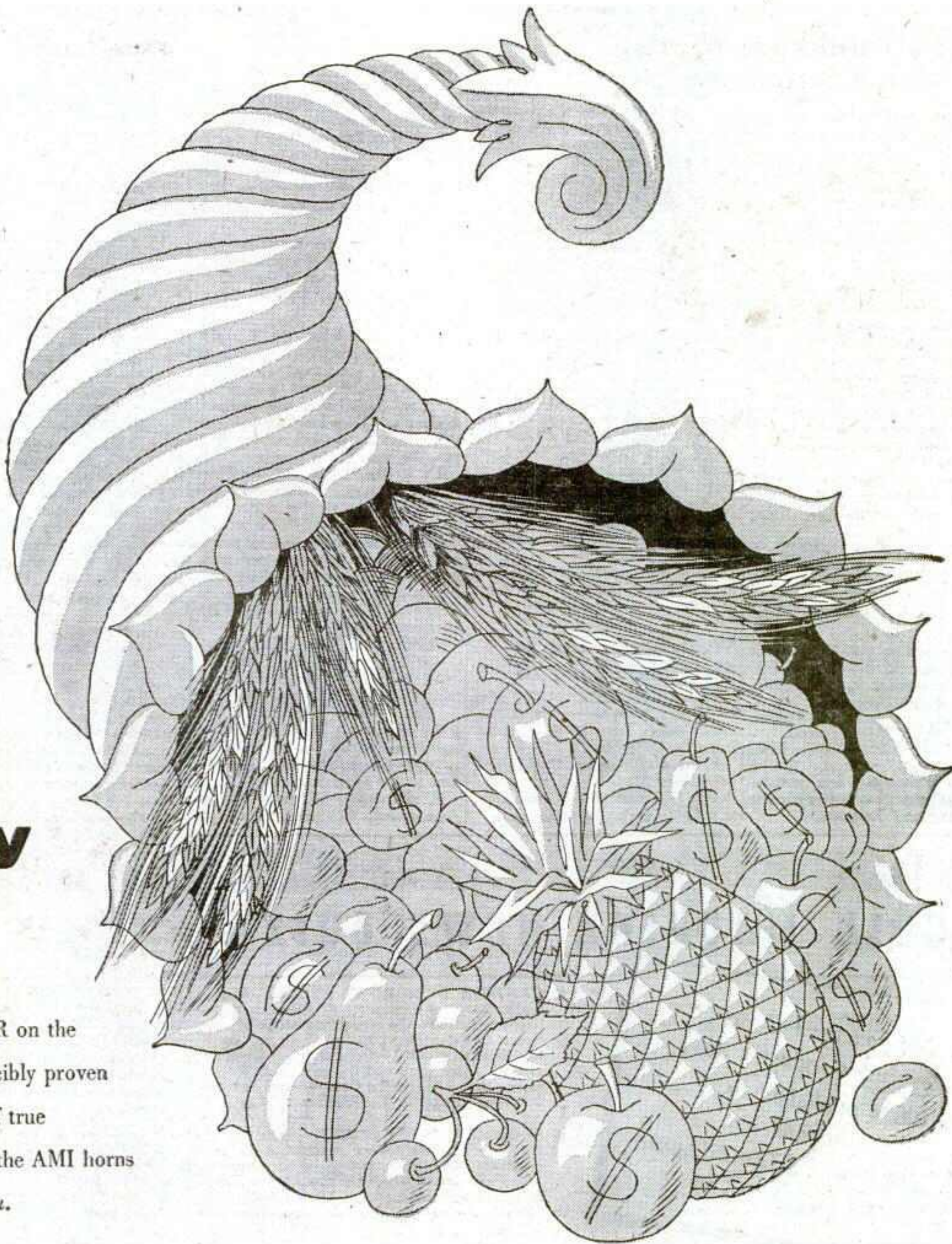
THE POWER OF TELEVISION to launch record hits may lessen the effectiveness of disk jockeys as a promotional medium. Video is also having its effect on artist and repertoire planning.

FULL REPORT OF THE HILLBILLY fete honoring the memory of Jimmie Rodgers, now an annual event in Meridian, Miss.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.



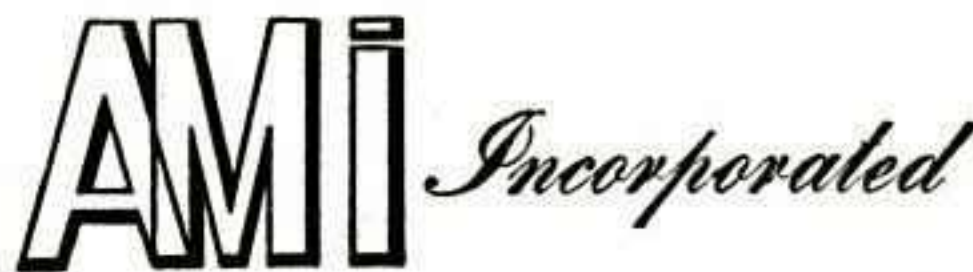
# The AMI Horn of Plenty



AMI Model "F",  
 NATIONAL HEADLINER on the  
 juke box scene, has invincibly proven  
 the extra selling power of true  
 High Fidelity music. Let the AMI horns  
 deliver their plenty to you.

- ★ Over 3 Times the Speaker Potency of Any Other Phonograph
- ★ A Multi-Horn High Fidelity System Worth the Price of the Phonograph Itself
- ★ Full Range Sonoramic Sound.

Originator of the Automatic Selective Juke Box in 1927  
 AHEAD THEN - AHEAD NOW



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark



## 5-POINT PLAN

## Cost Problem Cuts Marginal Op Locations

MILWAUKEE, May 28.—Increased costs of equipment and records has made it necessary for music operators to explore and carry out every possible method of savings—even if it means dropping marginal locations.

At least that's the opinion of Frank Bartnik, veteran coinman and head of Banaco Music Company here, who several years ago was forced to prune his route to more productive proportions.

Realizing that his returns were too low for the size of his investment, Bartnik decided to "weed out."

He conducted a careful analysis of location returns. Locations whose past history showed constantly slim receipts were gradually discarded. Finally, a series of basic procedures were developed which led to Bartnik's efficient business of today:

1. Eliminate unprofitable locations.
2. Marginal locations should receive more careful record programming.
3. The operator should demand a minimum guarantee from each location.
4. The selling points of music machines should be explained to the location owner to insure mutual understandings.
5. The machines should be continually renovated or replaced.

Almost all of Bartnik's machines are of recent vintage. "Better equipment requires less maintenance, and results in better earning in the long run," he states.

## United Stages Op Service Schools in Michigan, Wisconsin

MILWAUKEE, May 28.—The first two operator service schools in a scheduled series were held by United, Inc., Wurlitzer distributor, in Iron River, Mich., and Sault Ste. Marie, Mich.

Ried Whipple, Wurlitzer factory engineer, and Woodrow (Woody) Johnson, United field representative, conducted the day-long classes, which covered all phases of care and maintenance of the new Wurlitzer phonograph.

The Iron River meeting was conducted in the Ottawa Sales Company's office and shop, owned and operated by Leon Konwinski. Operators who attended included Arnold Dallavalle, Frank Fedrizzi and Albert Melchiori, all of Iron River; Tom Cuff, of Hancock, Mich.; Tom Roberts, Hurley, Wis.; Tom Strong, Iron Mountain, Mich.; Ray Johnson, Crystal Falls, Mich., and George Wilke, of Rhineland, Wis.

Operators attending the Sault Ste. Marie meeting, held at the offices of Bill Clarey's Soo Coin Machine Company, included Chet McKieth, Spike Gohle and Bob Lawrence, Soo Coin service employees; Nat Belapiedo, of Ishpeming, Mich.; Harry LaFolle, Manistique, Mich.; Bill Johnson, St. Ignace, Mich., and Bob and Warren Flathe, Escanaba, Mich.

Additional service schools have been planned, but as yet no dates have been set, Johnson said.

## Westchester Ops to Elect Slate June 20

PORT CHESTER, N. Y., May 28.—The Westchester Operators' Guild meets June 20 to elect officers for 1955-56.

Current officers are Carl Pavesi, president; Max Klein, vice-president; Seymour Pollak, treasurer, and Louis Tartaglia, secretary.

## Written Contract Opposition

• Continued from page 72

else, one must convince the buyer that the transaction is to his advantage.

Roy Small, conciliator of the United Music Operators of Michigan, pointed out that many Detroit operators sold location owners on the advantages of a contract by calling attention to other business transactions. Small said that when a location owner stops to think about the other contracts he has signed, a building lease, a conditional sales contract on his automobile and a mortgage contract on his home, he begins to realize that contracts are for the benefit of both parties.

But by far the most popular method of selling a location on a contract is assurance of service.

### Operators' Views

Paul Brock, of Paul Novelty Company, Whitehall, N. Y., said: "By assuring our locations of good service and good equipment, and by showing them that these provisions are included in the contract, it does not take long to convince them that a contract is the best possible way to do business."

D. E. Scott, head of the Playtime Company, Newton, Ill., also emphasized the service angle: "We convince a customer that a written contract will benefit him by pointing out that it guarantees good equipment and service, along with top records, and it allows us to plan ahead and set up a fund for new equipment."

Another excellent selling point, according to Anthony Cerio Jr., head of Cerio's Amusement Company, Syracuse, is the operator's obligation. Cerio explained, "We point out to our locations that we stand behind all expenses for repairs, breakage, fire, etc., in addition to our regular service."

A spokesman of the Pla-More Amusement Company, Portland,

Me., cited location owner profits as a strong selling factor: "We show our locations that a contract protects their commissions even if all other operators in the area increase their percentages. We also show them that the contract assures them of receiving good service and frequent record changes."

But some location owners are "just plain stubborn," and there is always a small percentage who are quick to look at a contract as an affront to their integrity.

Putting these "stubborn" locations under contract has proven a little more difficult, but by no means impossible.

Operators have found that the best method to a written agreement with a difficult location is to wait until new equipment is ready to be installed.

W. W. McEntire, head of Tavern Sound Systems, Cleveland, says, "We talk over the cost of equipment and installations with our locations and point out that we cannot afford to put a new juke box in a location without a contract. We get a three-year contract with all locations receiving new machines."

Said a spokesman from Speedway Products, Inc., New York: "When a customer requests a new machine, we tell him that we cannot justify the expense without a written contract. Our contracts are for a period of at least two years."

Another method: "Explain to locations that finance companies require written contracts," declared Ernest Krauter, of Acme Vending Company, Inc., Maplewood, N. J. Irving J. Snyder, of the Snyder Automatic Music Company, Brooklyn, added his weight to the finance factor: "I inform my locations that I cannot purchase new equipment unless I submit a written contract with the purchase order. The result is obvious, a location will sign a contract if the owner is sure of getting new equipment."

In regard to new locations, operators report that there is little difficulty in acquiring a written contract.

The majority of the operators contacted said that most new locations would sign a contract because they liked the idea of doing business with a firm that operates in a business-like manner.

**Editor's Note:** The problem of what contract to choose and where to get them, will be discussed next week. This series of articles is based exclusively on reports from operators participating in The Billboard's Music Operator Survey Panel. The panel is composed entirely of music operators, representing cities in every State in the country. The purpose of the panel is to give all operators the opportunity of voicing their opinions on major problems and topics within the music machine industry.

## Dime Conversion

• Continued from page 72

meet at the homes of various officers to keep the gains it had made.

The proposal was made to an executive secretary to form the organization. Applicants interviewed and it was decided Tuesday (24) to employ the services of Guild Associates of Boston as public relations counselors, to do the paper work for the guild. Bylaws for the association are expected to be completed by the end of the month.

Meanwhile, the operators' Central Palsy campaign, which until May 31, was reported a highly successful except for a few disappointing aspects. On the other side, Irwin Margold said the machine in the South Station taken in more than \$800 in first 16 days of the drive.

The juke box is beside the booth in the busy station and gold reports one man as put in \$5. The Massachusetts Central Palsy Association is pleased the progress in many of the main post office, Water Arsenal and the New England Candy Company factory in bridge.

On the other side of the coin is the fact that the machine in North Station had to be removed after a near-riot broke out among crowds attending the Ring Bros.' circus at the Boston Garden. The machine in Sherry-Biltmore also was removed because of lack of patronage. Together with 10,000 juke boxes being for CP in the State, the also 7,000 containers taking coin for this worthy cause.

## NCMDA Adds

• Continued from page 72

operators, distributors and manufacturers one of mutual cooperation, National Coin Machine Distributors' Association will every effort to bind harmonious relations with the operator association. By attending other's meetings, by conference we can thrash out different opinion so that we can find common ground to establish policies for our mutual advantage.

"National Coin Machine Distributors' Association does not ever intend to act in competition with any trade journal, not our wish to circumvent the important part that trade journals play in our industry. We have their complete co-operation in the past and we plan to continue to give them our individual and collective support."

## Students

• Continued from page 72

and two years later, repeat part-time hiring of five students acquired another full-time.

Covarrubias now has a capable two-man staff, and should be needed, he now where to find them.

## COINMEN YOU KNOW

### New York

Communications to:  
Aaron Sternfeld  
PLaza 7-2800

### Parkoff Talks

On UJA Fete . . .

Meyer Parkoff, head of Atlantic-New York, addressed members of the Music Operators of New York Tuesday (24) on behalf of the United Jewish Appeal Dinner honoring Joe Young, Young Distributing Company, at the Sheraton Astor June 15.

Guest at the UJA coin machine division committee meeting at MONY headquarters Friday (20) was Max Klein, representing the Westchester Operators' Guild.

Bill Furst, Furst & Schwartz, local Stoner distributor, says he is selling quite a few coffee venders to juke box operators, but that game operators aren't going into merchandise vending too heavily. His partner, Bill Schwartz, is in up-State New York on a selling trip.

Ray Knoss and Jim partners in Barmac Amusement have split the route, each now having a separate operator. Milton Greene, American Vending has bought the route of Ablett.

### Los Angeles

Communications to:  
Joel Friedman  
HOLLYWOOD 9-5831

### Rosenberg Adds New Conversion . . .

Hymie Rosenberg, H. Rosenberg & Company, is completely ready for mass production of game conversions now, with announcing the addition of game, Riviera, to his existing line.

Operators in town recently included Lawrence Reya, Lee Nelson, Santa Ana, Thompson Brothers, Long Harry Irvin, Ventura; S. Pagnana, Fontana; Bill Brant.

## COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **GROWTH OF WRITTEN CONTRACTS.** Music Operator Survey Panel reveals that 40 per cent of the nation's music operators have turned to written contracts to protect their investments, as compared to 17 per cent just three years ago. Find verbal agreements do not move court officials, do not aid in making loans or warrant new equipment investments. (Page 91, The Billboard, May 28.)
- **OPERATORS PUSH NJBM.** At least 12 operator associations, in as many States, get behind National Juke Box Music's newly released tune, "A Stairway to the Moon," with operator mailings, disk jockey tie-ins and meetings. New disk features Sonny Graham, "Miss Juke Box of 1955," and sports an RCA Victor label. NJBM represents a safeguard in the event the 1909 Copyright Act is amended. (Page 92, The Billboard, May 28.)

- **CANTEEN EYES ROWE STOCK.** Automatic Canteen Company of America prepares to acquire the remaining stock of the Rowe Corporation, purchased 52 per cent of common stock last January. Directors of both firms give nod on go ahead. Rowe stockholders to receive Canteen shares four for five. (Page 91, The Billboard, May 28.)
- **55 GAME OUTPUT SOARS.** Amusement machine manufacturers report steady increase in production, compared to previous year, with new products paving the way to continued expansion. Over 42 models already introduced this year, models cover every phase of business. See conversions also making a mark in the industry, all indications point to best year in history. (Page 91, The Billboard, May 28.)
- **HOT CHOCOLATE GETS BOOST.** Bert Mills Corporation, a leader in coffee vending machines, announces that both its 500-cup and 200-cup venders will now be shipped equipped to vend coffee and hot chocolate. Firm cuts prices on equipment to introduce new plan. Uses liquid chocolate concentrate instead of dry concentrates. (Page 98, The Billboard, May 28.)
- **ENGLAND'S AMI UPS SALES.** Automatic Musical Instruments, Ltd. (AMI, Ltd.), reports giant strides in both production and sales. Firm produces English version of American AMI juke box. Begin to set up distributor organization, follow pattern used here in States. Firm director reports field has no ceiling. Take crack at export business so well. (Page 92, The Billboard, May 28.)

IF YOU MISSED READING THE MAY 28 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

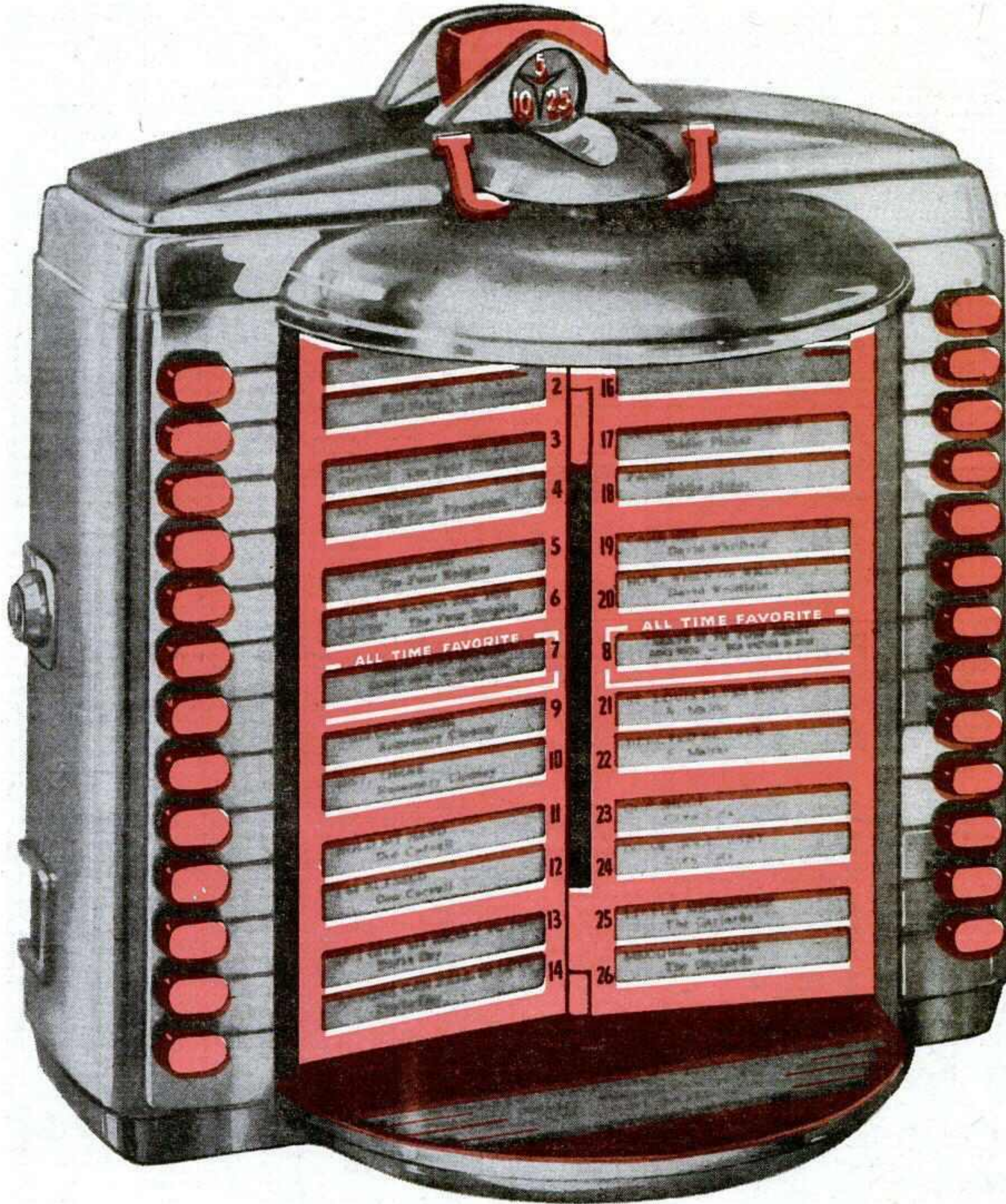


A Continuing Story of Leadership in Action



# QUICKER SELECTION... INCREASED TAKE with one single hit tune center strip

No more time-consuming, money-wasting delays. Helps make the all-important first selection almost automatic. Other popular features include more cashbox capacity, new Make-Selection light, double title strips for faster programming and new eye appeal through color.



*Wurlitzer 3 Wire Wall Box 5207*

**THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.**

**Established 1856**



# COINMEN YOU KNOW

• Continued from page 74

via; Chuck Walker, Barstow, and Lloyd Barrett and S. L. Griffin from Pomona.

Ed Levin, Chicago Coin Mach. Company, and his wife visited with the Phil Robinsons during their stay here, with the foursome taking in Palm Springs. Robinson reports the arrival of the firm's new two-player baseball game, Big League.

Roland Nowka, veteran music operator in San Bernardino, Calif., and partner in Texro Music Company, passed away the week before last.

Ed Wisler, Minthorne Music Company, was spending a few days in town before taking off on another sales tour thruout Southern California. Success of the firm's Telefunken line has prompted the Minthorne firm to add to their sales staff.

Jack Simon, Simon Sales Company, continues his traveling via a trip up to San Francisco and Oakland, to be followed by a visit to Phoenix, Tucson and Yuma, Ariz. Simon has increased his export volume by more than 50 per cent in the last year.

## Washington

Communications to:  
Delores Newcomb  
EMerson 3-7451

Mason Celebrates  
22 Years in Trade . . .

Phil Mason, of Hirsh Coin, is celebrating his 22d year in the coin machine industry and says that business is better than it has been in all those years.

James Bowen, of Kwik Kafe of Washington, says his firm is going into milk vending. He has been pleased with experimental milk and orange juice units placed on trial locations, and will go in for more installations of that type. Bowen adds that coffee sales have held up well due to cool weather.

The G. B. Macke Corporation is happy with returns from its recently opened automatic cafeteria in the Potomac Electric Power Company headquarters building, according to Meyer Gelfand, PEPCO formerly operated a small cafeteria on a non-profit basis.

Herbert L. Bent, president of Benroy, Inc., Baltimore, has placed an additional order for 50 Bert Mills combination Coffee and Hot Chocolate Bars thru Bayne E. Phipps, Mid-Atlantic Vending Distributors, Washington. This additional order was placed following a 60-day test by Bent with Bert Mills Coffee Bars which were placed on locations as a supplementary service to locations being served by his firm.

## Detroit

Communications to:  
Hal Reeves  
WOODward 2-1100

Valley Mfg. Co.  
Begins Game Sales . . .

Earl Feddick, president of Valley Manufacturing Company, and Stan Piotraczk, Flint operator, were busy touring the Detroit, Toledo and Western Michigan areas, introducing Valley's new Bumper Pool game. Piotraczk headed up for a long weekend at Rapid River in Northern Michigan to get in at the start of the wall-eyed pike season.

Isidor Edelman, head of Edelco Manufacturing and Sales, is in New York, making headquarters at the

Hotel New Yorker for an indefinite stay. His nephew Hendy Solomon is in charge of activities here, altho the plant on Cadillac Square is temporarily closed.

James Ashley, old-time leader of the coin machine industry here who still heads American Novelty Company, is planning to retire in about a year. Now 73 years old, he is still at his office daily.

## Milwaukee

Communications to:  
Benn Ollman  
UPTown 3-6018

United, Inc., Posts  
Top Sales Month . . .

"The biggest month of business in the company's history," is the way Harry Jacobs Jr., United, Inc., describes April. Jacobs attributes the big sales report of last month to the keen reception operators in his territory have been giving the new Wurlitzer music box, plus the fact that his sales crew, headed by Woody Johnson, has been giving the State more intensive coverage than ever before. According to Jacobs, over 60 new multiple machine buyers have been added to their books since the beginning of the year.

Veteran music coinman Matt Schaefer is feeling better than ever this spring. Last year he was confined to his home for a number of weeks due to illness, but now he is out making his calls daily with the aid of only one routeman. While his health is improved, he says he wishes he could say the same for his music machine's cash box receipts.

Used music and games equipment is finding a ready market these days, according to Sam Hastings, of Hastings Distributors. "Old machines are a drug on the market," he reports, however. "What the operators are looking for is comparatively recently used stuff. In the games line they only will look at machines with high scoring or match play features."

## Pneumatic Sander Cuts Costs

• Continued from page 69

Cola Bottling Company, said: "We had considered various types of sanding machines, of course, including circular and vibrating varieties. In each instance, however, these machines were found not applicable because of the extremely heavy duty to which they were subjected, resulting in high heat and damage to electric motors and their components. Eventually, however, we hit upon the idea of a pneumatic sander, of the vibration persuasion, which under the heaviest of use does not heat up, and which gives the same amount of power and efficiency, hour after hour."

The company, using an air compressor tank already set up for utility purposes, began experimenting with the pneumatic sander. It was discovered that the sander could be operated by comparatively unskilled labor with professional results and little or no waste.

### Over-All Cost

"Our experience is that the overall cost is considerably less," Byrd explained, "even tho as much as 30 per cent longer time per cooler is required to strip the surface down to base metal. The saving is accomplished over the long run,

## Boston

Communications to:  
Cameron Dewar  
HAncock 6-3000

Blatt Represents  
Trade at Meet . . .

Louis Blatt, president of Atlas Distributors (AMI), met the Governor and Marilyn Kerr, "Messenger of Hope" for Cerebral Palsy drive, at Governor Herter's office May 13. Blatt represented the music industry at the conference. The ceremonies were filmed and televised by WBZ-TV and shown on the 6 o'clock news broadcast.

Lawrence A. Cellucci, operator of Coffee Break, Inc., recently took over distributorship of the Perfect Cup Coffee Machine, manufactured by John A. Mitchell, Dallas Tex. The first machine was placed in the Boston Herald-Traveler building on composing room floor. Cellucci was getting excellent comments on the product and the machine did a brisk business. He replaced a machine using concentrate, for which the reaction had not been too good. Cellucci says this looks like a big success and is chasing down a number of live leads for other installations.

David A. Baker, Melo-Tone Music, Arlington, reports James Geracos, president of Massachusetts Music Operators' Association, doing well. Geracos will be away from business for four weeks on an operation for gall bladder.

Redd's shipping clerk, John Hawkins, got a call from a deejay offering him \$25 for naming a tune. John has been hearing the tune for weeks around the plant, but at the time he couldn't think of it. Needless to say, his face is red at Redd.

Dropping in at Redd's recently were: Oscar Pratt and Bill Goudreau, both of Manchester, N. H.; Bill Hammel, Concord, N. H.; Dan Reid, Plymouth, Mass., and Martin Oliver, Portland, Me.

inasmuch as there is now no heavy expense for sand, heating of sand, replacement of nozzles, and similar items. Instead, we are simply resigned to using large quantities of sandpaper on the vibrating head of the sander, but find that its cost is substantially below that of the cheapest blasting sand which could be obtained."

To maintain good will and sales volume, the company has found it necessary to periodically refinish every vending machine—and there are more than 1,100 in all. All vending machines thruout the area, including the nearby Keesler Air Force Base, where 480 machines are in use, are numbered and placed on an automatic inspection schedule, which means that every machine comes up for refinishing either automatically or—if the inspector's report shows thinning of the finish, early corrosion, or any other form of deterioration—in advance of the automatic date.

### Corrosion Problem

Besides the normal appearance-maintenance costs, the firm has the additional problem of operating in the most corrosive atmosphere in the United States. The humidity, varying between 85 per cent and 95 per cent, causes rapid corrosion and paint deterioration, thereby creating the difficult task of operating refrigerated equipment under poor conditions for seven months of the year.

When a machine's scheduled refinishing time arrives, it is trucked to a huge shop at the rear of the bottling plant's "open air" servicing department, where as many as 50 vending machines can be handled at a time.

The machines, upon arrival in the service area, are first sanded down with the pneumatic sanders on convenient elbow-high work

# Vending Wins 1st Round In N. Y. Supreme Court

• Continued from page 69

language of the ordinance is clear, and it is the constitutionality of this piece of legislation which may determine the future of automatic milk dispensing in the State. In part, here's how it reads:

### Milk Venders

"Whereas, the coin vending machines dispensing milk appear on the outside of any building and are located near the street proper and are usable at all hours with no one in attendance, and since they are locked and cannot be inspected, and

"Whereas such condition makes it impossible to properly inspect and supervise with reference to correct weight and quality by the sealer of weights and measures of the City of Lackawanna, and

"Whereas, it is possible that milk may be a lower standard than represented and may be impure or otherwise unfit for human consumption, and it is impossible for the Health Inspector and/or the Inspector of the Department of Agriculture of the State of New York to inspect, govern and supervise the milk and dairy products so designed without giving advance warning to the proprietors of such devices, and

### Traffic Hazards

"Whereas, their vicinity to the public highway creates further traffic hazards and congestion, therefore, in the interest of public health and safety, the Common Council of the City of Lackawanna enacts as follows:

"Any mechanical device, operated by the insertion of a coin and used for the purpose of dispensing milk is expressly prohibited unless said machines are located within a regular place of business at which place and at all times said machines are in use, there is a proprietor in attendance who could open said machines for the purpose of inspection by the Sealer of Weights and Measures for the City of Lackawanna and/or Inspectors of the New York Department of Agriculture.

"It being the intent of this Ordinance to prohibit said coin-operated milk dispensing machines from being located outside of any building."

### Jail, Fine

Penalties are a fine of not more than \$50 or a term in the Erie County Penitentiary of not more than 50 days, a day for each dollar of the fine paid.

According to Saab, this is the first ordinance in the State which requires that the owner of the location must be in attendance when goods are sold.

Despite the passage of the ordinance, the vender was kept on location and a second location was opened in the city, outside a delicatessen, but under a roof, with the delicatessen owner living in the building, and therefore being on the premises.

### Buffalo Waits

Altho the second location was not in violation of the ordinance, the stop proved to be an unprofitable one and the vender was moved to Buffalo, where People's is currently operating three units. Buffalo has taken no action in regard to the machines, waiting until the Lackawanna case is settled.

On November 4, 1954, Judge William A. Sari, in Lackawanna City Court, ruled that a question of constitutionality was involved,

tables, or racks, depending on the size of the machine, and with varying coarseness of sandpaper.

In all cases, the pneumatic sander, operating at a comfortable temperature, does an efficient job. After the surface has been sanded, a prime bonderizing coat and from one to three coats of Coca-Cola red enamel are applied. With swift air drying, the vending machine can be back on location in 24 hours if necessary—a factor which the Coca-Cola Bottling Company of Biloxi underscores heavily in its service relations.

and Saab promptly asked the Supreme Court for a declaratory judgment.

The city had attempted to prove that People's was in violation of the law for selling milk without a license for the location. But Saab cited State law which exempted stores from licenses and a 1955 directive by C. Chester Du Mond then commissioner of the Department of Agriculture and Markets which holds that "any milk dealer licensed to sell milk at retail or wholesale, or both at retail and wholesale, will be regarded as licensed to, and operate milk vending machines in industrial plant apartment houses and elsewhere in the market or markets for which such dealer is so licensed."

### Move to Dismiss

On January 5 the City of Lackawanna moved that the Supreme Court dismiss People's complaint against the ordinance on the ground that the complaint listed insufficient cause for trial.

On April 29 Judge Vandermeulen ruled that "the plaintiff has alleged facts to show that a controversy exists between it and the municipality as to the constitutionality of the ordinance as to title it to a determination by the court as to whether the ordinance is constitutional. Hence the complaint is sufficient."

On May 18 Judge Vandermeulen gave the City of Lackawanna 20 days in which to answer the complaint.

### Pressure Group

Major force opposing milk vending is the Lackawanna Food Merchants' Association. The group was represented at the Supreme Court by Leonard N. Lasker, who appeared as the amicus curiae and submitted a brief against outdoor milk vending. Rudolph A. Weinstein, corporation counsel, represented Lackawanna.

Judge Vandermeulen's ruling means that the Lackawanna ordinance will be heard in the court with an eventual ruling as to constitutionality.

In the meanwhile other municipalities in the State will probably await the outcome of the Lackawanna case before taking any action against outdoor milk vending.

Had Judge Vandermeulen ruled otherwise, it might have opened the floodgates for restrictive ordinances on outdoor milk vending thruout the State.

## N. J. Ops Mul

• Continued from page 72

believes that the phonograph tributors have an obligation to established customers and should make an effort to lift industry standards. More important, cannot sell equipment to their established customers unless they are able to pay for it.

"Therefore, operating conditions must be improved in order for them to have a good buying market. believe this type of constructive thinking must come soon."

An exchange of views on operating and distributing conditions conducted by Oscar Parkoff, I. Stern, Harold Chasen, Rudy Geb, Manny Ehrenfeld, Jules Rubin and Frank Alge.

Rusoff, Goldman, Ehrenfeld, Leitgeb were named to an advisory committee to investigate means of checking destructive practices and raising industry standards.

Guests at the meeting were Cohen, Oscar Parkoff, Bob and Dave Stern.

## House Vetoes

• Continued from page 69

in the House by Rep. William Green (D., Pa.). He pointed out that the peanut support program had cost the government \$1,000,000 since 1946 and caused a shortage of peanuts.

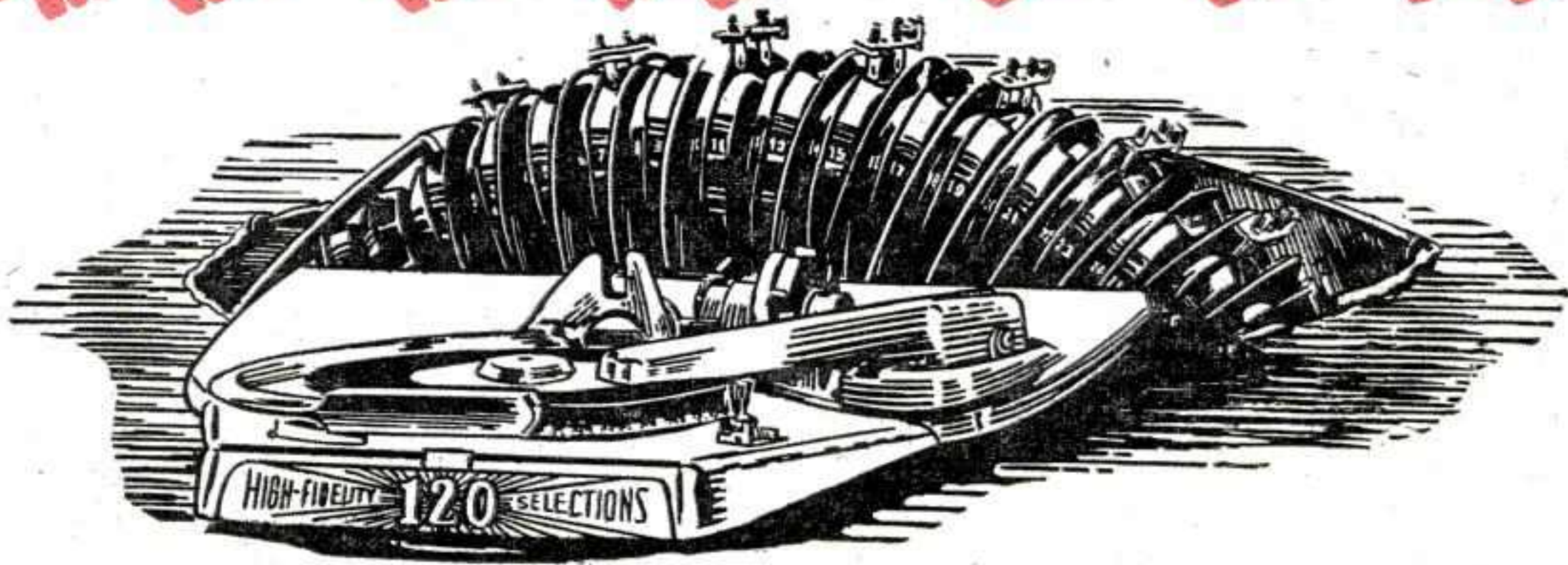
Meanwhile, the Department of Agriculture authorized peanut growers to increase 1955 allotments 7½ per cent.

## WANTED

Leading juke box manufacturer wants four outstanding men to be trained by the factory as field service technicians. Must have good technical background in electricity and electro-mechanical devices. Must be willing to relocate and travel extensively. Position offers excellent opportunities for advancement and good starting salary. Write Box 808, The Billboard, Chicago, Illinois, giving qualifications and job experience in first letter.



# ROCK-OLA

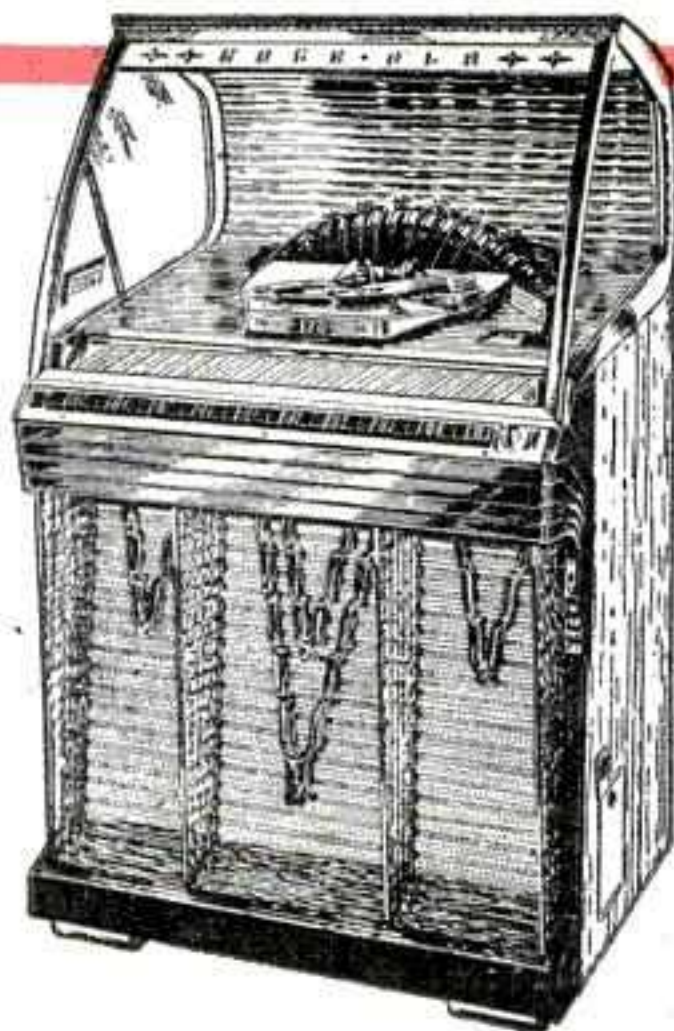


## ROCK-OLA Revolving Record Drum

The world-famous ROCK-OLA trouble-free mechanism easily recognized by the familiar vertical Revolving Record Drum, features precision movement equal to the finest Swiss watch yet is as rugged and durable as a bulldozer.

**ROCK-OLA Phonographs are built to give you more years of trouble-free operation to assure you of maximum earnings and satisfaction.**

**See Your  
ROCK-OLA  
Distributor**



**Model 1448  
120 Selections  
Hi-Fidelity  
Music**

**ROCK-OLA MFG. CORP.**  
800 N. Kedzie Ave.  
Chicago 5, Ill.

*Worth More When You Buy  
Worth More When You Trade*



## Arcades Are Fantasyland; Bigger, Better Than Ever

### Flying Saucers, Jets, All Your Dreams in Modern Penny Walk-Thru

• Continued from page 1

spelled by the biggest variety of games ever to hit the market. Among these is Williams Manufacturing Company's Sidewalk Engineer. Operating the game two minutes for a dime, the player moves a lever to propel a scale-model bulldozer inside a glass cabinet moving gravel on a simulated construction job.

#### Big League Baseball

Playing Big League Baseball, a game produced by Chicago Coin Machine Company, the player presses one button to pitch a small metal ball and another button to take a swing at the ball with a miniature bat, trying to sock the ball into a grandstand on the far end of the playfield. Flashing lights show baseball players rounding the bases when hits are made. Scores are tallied automatically.

With United Manufacturing Company's Derby Roll, two players may compete advancing horses along a miniature race track. The players roll rubber balls down a slanting Formica board into ball pockets at the end, advancing horses according to the number of the pocket in which each ball lands. Racers win, place or show for scores.

Sky Rocket, a new gun game made by Genco Manufacturing & Sales Company, is one of a host of compact games featuring .22 rifles operating on direct electrical contact. Moving targets for these guns are reflected from the bottom of the game cabinet, giving depth to the field of fire. Targets for Sky Rocket are flying saucers, space-men, shooting stars and other space figures. The fast, accurate shooter gets top scores.

An older model gun game, Shoot the Bear, made by the J. P. Seeburg Corporation, has become a landmark in the nation's Arcades. This unit features an electric ray gun which the player fires at a growling bear that dashes out of "the woods" in full view, pursued by a hound dog. Changing position when hit, the bear stands on its haunches and chases the dog back into the woods.

Some Arcade operators rig up homemade machines of their own which in many cases bring in good takes. One such machine was engineered by Herb Tekip, Arcade manager at Riverview Amusement Park, Chicago. It's labeled simply "Something Spicy" and decorated with peeking eyes on the outside. The curious comer gets to see what is inside by depositing a penny and peeing thru the glass. A bulb lights up inside to reveal—a salt and pepper shaker.

#### Towered Jewel

An eye-catcher at the Frank Zambrino Arcade on the Nu-Pike, Long Beach, Calif., is "The Towered Jewel," an outstanding machine eight feet high. The unit is capped with a large glass case containing a "jewel" of simulated gems placed on a cylinder. Heat from a lamp turns the cylinder, scattering colored lights. The machine works on nickel deposit and dispenses cards thru six outlets giving fortunes on birthdays thru all 12 months—two months to an outlet. The unit was made from an old perfume vender and is 25 to 30 years old. Bride and groom figures decorate the jewel case.

Penny card venders are still a standby at most Arcades. Ten years

ago the kiddies' favorite cards were pictures of movie and radio stars, baseball players, prize fighters and Wild West heroes. While the cards still draw pennies, the big demand now is for jet planes and sport cars.

One such penny machine at Riverview Amusement Park dispenses "Any Old License to Do Anything." Earl Knudsen, attendant at one of the Arcades, was badgered most of one afternoon by a pint-sized penny spender who showed up with a coupon from this machine entitling him to "one evening of pooter-scootin'." "Now, where's the pooter-scooter?" the moppet demanded.

#### Kiddie Rides

No red-blooded American moppet with a dime in his pocket will leave an Arcade without trying out at least one of the coin-operated kiddie rides. Despite the impact of the air age on the kiddies' interests, the old-fashioned mechanical horse ride is still the winner in this class by more than a nose. The horse, complete with leather saddle, bridle and stirrups, is the basic Arcade kiddie ride piece, but usually goes supported by rocket ships, jet planes, flying saucers and other coin-operated rides.

One of the leading contenders to the horse ride this season is Bally Manufacturing Company's Hot Rod ride, a replica of an early vintage automobile. Set one foot off the ground on a steel base, the unit moves in place in rocking, rolling motion, the kiddie able to increase speed by working a throttle on the steering wheel. A record changer concealed in the base sets the locomotion to music, with horn and headlights adding realism.

While crowd-pulling equipment is a must, it takes more than good machines to make a profit. In the Arcade managers have come thru with a host of good ideas to boost coin takes this summer.

Doug Opitz and Ken Kulow, operators of the Avenue Arcade, Milwaukee, in addition to moving in new games, remodeling and enlarging their downtown Arcade this season, purchased a 13-week one-minute TV commercial. Instead of an ordinary spot announcement, a one-minute film of action in the Arcade and a view of the outside was used, with good results in improved attendance.

#### Teen-Age Lure

A new Arcade opening up this summer in one of the Chicago suburbs will be slanted to the teenage trade with dancing to juke box music combined with the Arcade games to draw attendance. The operator saw the need for a teenage recreation spot in the area and figures that such an Arcade will fill the fun bill.

At Riverview Amusement Park one of the three Arcades operating during the summer season was torn down and replaced with a new 60 by 50-foot Arcade with a transparent front of colored plastics. Multi-colored electric lights to the tune of 20,000 watts sparkle from behind the front to attract customers. Trick mirrors from the Funhouses at the park have been moved into the Arcades as an added attraction.

Success for amusement Arcades this season will by no means be limited to locations in these United States. In England the Duke of Bedford has turned to coin game operations and kiddie rides, coaxing extra cash from sight-seers to his home at Woburn Abbey. He has paid particular attention to the younger visitors, with space ships and "Muffin the Mule" rides backed up with a bottle drink vender located on the estate.

## USED MACHINE PRICE INDEX POINTS ACTION

CHICAGO, May 28.—The Billboard's newly revised used coin machine price index now lists on a single page the high and low prices quoted on each piece of equipment advertised during the preceding four-week period and the number of times each was advertised.

In addition, the index points up weekly the most active equipment in each of the categories—amusement games, Arcade equipment, music machines, shuffle games and vending machines. This is based on the number of times each unit was advertised.

Five Bally Manufacturing Company pinball games were the most active amusement games on the used game market for the four-week period ending May 21. These games in order of activity were the Bally Beach Club, Beauty, Palm Springs, Spotlight and Ice Frolics.

Gun games led market activity in the used Arcade equipment field. These were headed by J. P. Seeburg Corporation's Shoot the Bear, Exhibit Supply's Shooting Gallery, Genco Manufacturing & Sales Company's Rifle Gallery, Exhibit's Dale Gun and Six Shooter.

United Manufacturing Company, Chicago Coin Machine Company and Genco games led activity in the used shuffle game field. The top shuffle game activity was registered in shuffle bowling games. United's Royal Shuffle Alley, United's Olympic Shuffle Alley, Chicago Coin's Crown Bowler and United's Classic Shuffle Alley led this field, with Genco's Shuffle Pool game also highly active.

Juke boxes most active on the used game market ranged from models produced from 1945 to 1953. All four of the principal juke box manufacturers were represented among the machines showing highest activity in the music field. Activity was paced by the Seeburg M-100-A (78 r.p.m.) produced in 1950. This was followed by the Rock-Ola Comet 1438 (1953), the Wurlitzer 1015 (1945), the AMI Model A (1947) and the Seeburg M-100-B (1950).

Bulk vending machines showed top activity in the vender field which was topped by the Northwestern Model 39 penny bulk vender, the Silver King nickel bulk unit, the Andico coffee vender, SuperVends 3-selection cold drink vender and the Rowe Candy Merchant 7-column candy machine.

Perhaps the year's biggest coin machine market change has been realized in the amusement game field, with distributors reporting an increase in market value of used games of 25 per cent over last year.

Advertised used machine prices in The Billboard reflect the increase. Prices of many used games rose above the prices they sold for last year; many others remained the same or dropped only slightly in price (The Billboard, May 14).

Game distributors report that good used equipment is scarce and that in some cases they are buying equipment this year at prices they sold it for last year.

Reason for the upturn is the bigger demand for good location pieces, increased buying of later model games for location in resort areas this season and the stepped-up exporting of games.

## Arcade Combo—New, Old-Time Equipment

NEW ORLEANS, May 28.—Infusing new life into "old-timer" amusement games and combining them on the Arcade location with new models, has brought top play for Harry Batt, operator of the large Pontchartrain Beach Arcade here.

Number one asset from a traffic-building standpoint, according to Arcade manager, Nagle Smith, is the presence of the old games which bring nostalgic memories to elder patrons.

Included are punching bags, electric shock testers, the familiar fortune tellers, an 1898 Puss and Boots game and a 40-year-old prize fighter unit.

#### Rebuilds Old Units

These old pieces have been completely rebuilt by Smith in the well equipped repair shop at the rear corner of the Arcade. The units are equipped with new operating mechanisms, replacing metal parts worn or broken.

As an example, Smith found an opportunity to buy a 40-year-old Mills punching bag which had a trip mechanism completely out of service, a badly corroded coin chute and other troubles. Smith removed the mechanical elements, installed an electrical solenoid in place of the original trip mechanism, adapted a coin chute and found that the machine operated perfectly. Now the punching bag is a favorite with both the "beach athlete" type of customer and with older people who recognize the machine from their youth.

Smith, who has spent 35 years in the coin machine field, with a diversified repair and maintenance background, says: "Usually the old machines are more durably built—with forged parts instead of cast

metal, more precision in machining, use of iron or steel instead of wood. Given a thoro reconditioning and adapted to operate electrically, the older machines will in many cases show a better profit than the new types."

#### 300 Mchs. in Arcade

There are over 300 machines included in the Arcade line-up, with the addition of from 15 to 30 new models each season. As has been the case with many beach Arcades, the most popular units have been fortune tellers, Photo-Matics and pinballs, the latter making up approximately 25 per cent of the Arcade's inventory.

Batt, whose concessions and amusement park holdings are among the largest in the South, has given the Pontchartrain Beach Arcade the benefit of a top location, a beautiful building, a public address and music system, to draw heavy traffic.

The Arcade is located in the center of the asphalt-paved midway which extends some 1,600 feet along the beach with three entrances convenient for amusement park patrons, bathers out on the beach and picnickers.

## A CASE FOR LONE RANGER

CHARLESTON, S. C., May 28.—Horse thieves here held up a coin-operated Bronco and made off with \$150 in dimes. The thieves pried open the coin box and rode off into the night with their loot. A posse headed by Police Director Marion J. Schwartz was unable to track down the varmints.

## N. J. Supreme Court Rule Hits Pinballs

TRENTON, N. J., May 28.—New Jersey games operators and distributors are worried about a decision handed down by the New Jersey Supreme Court this week, culmination of a four-year-old case involving the Ramco Vending Company, Garfield.

At press time, The Billboard had not received a copy of the decision, but several New Jersey distributors termed it so broad that it could apply to many types of equipment.

According to Peter Ricciardi, Ramco head, the ruling merely meant that cash payoffs could not be given on pinball machines. He added that the ruling had no bearing on the legality of the machines themselves.

#### Machines Legal

Ricciardi's version is that cash prizes were given on some locations and that the giving of these prizes—not the playing of the machines—constituted a violation of the gambling statute.

The New York Times reported the decision as holding "that pinball machines were a gambling device and that anyone who paid off on them was guilty of a misdemeanor."

It is too early to tell how the ruling will be interpreted by the various municipalities. However, one city, Garfield, is now issuing no licenses for pinball machines on the basis of the decision.

The consensus is that shuffle alleys will not be affected by the ruling, but whether or not pin balls per se will be banned is not yet clear.

Meanwhile, the Garfield city council Wednesday (25) voted to repeal the \$1,000 coin machine ordinance. The ordinance provided that an operator of coin-operated amusement machines or cigarette venders pay a license fee of \$1,000.

(Continued on page 80)

## West Side Set On El Dorado, Conversion Kit

NEW YORK, May 28.—Harry Berger's West Side Distributors this week went into production on its El Dorado conversion for the following United games: Yankee, Speedy, 11th Frame, Mercury, Rainbow, Ace and Banner.

The conversion is primarily a five-wheel, double-flash unit. Price is \$124.50, installed in Berger's plant. First conversions came off the line Thursday (25).

West Side this week began shipments on conversion kits for Speedball and Beam games. The former may be used on Leader, Chief, Imperial, Royal, Fifth Avenue and Empire Shuffle Alleys.

The latter is for Cascade, Manhattan 10th Frame, Clover, Liberty, Classic and Olympic games. Kits list for \$79.50 each. Initial production is 25 of each conversion a week.



KEY FOR MORE SUMMER \$\$

Proper Variety, Supply Of Products Big Factor

CHICAGO, May 28.—Summer temperatures usually mean mighty important sales gains—or almost equally drastic sales declines—for many of the products sold thru venders.

operator himself. But checking the accompanying product sales and gross margin tables can help operators obtain the best possible profit potential for the June thru early September period.

While these summer-winter sales averages do not apply to such sections of the country as California, Florida and parts of the Southwestern and Gulf States, they do

Gross Margins on Products

Table with 4 columns: Product, Retail Price, Operator's Cost, Gross Margin. Rows include Candy, Cookies, Pastries, Sandwiches (cold), Soup, Hot Chocolate, Milk, Ice Cream, Coffee, Soft Drinks.

Table titled 'How Seasons Affect Sales' showing percentages for Summer and Winter for various products like Candy, Cookies, Pastries, etc.

apply to the major portion of the nation.

In compiling the summer and winter sales averages for the 10 products listed, the six-month spring-fall period was used as the sales norm.

Along with cookies, milk, sandwiches (cold) and ice cream, soft drinks make up the first-line of dollar earners for summer vending.

But other products—coffee-pastries (sweet rolls, bismarcks, donuts, etc.)—are also good volume warm weather items.

Products to watch for adequate volume in summer are also listed: Candy, soup, hot chocolate.

It should be kept in mind that gains and declines for each product are averages for the country as a whole.

Keep in mind the sales patterns of the different products by seasons, a check of the cost-margins will reveal just how the high-demand summer items stand profit-wise.

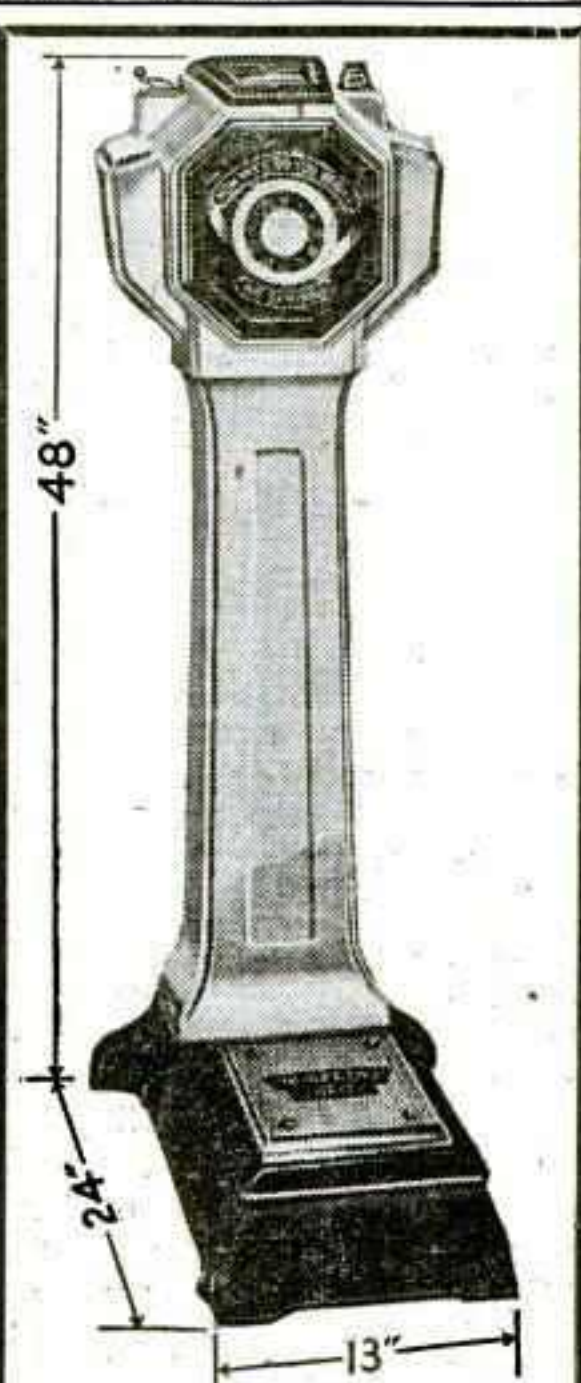
For instance, soft drink equipment properly serviced and maintained during summer months can return very important plus profits.

but they are among the most favorable products gross margin-wise also.

A close check of both tables (Continued on page 81)

Group Game, 3-in-a-Line, Scientific—a popular game at a popular price. Write Pokerino, Scientific...

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Also, put a reminder on your calendar to begin planning your advertising for the special NABV ISSUE. This news-packed edition of vending information will get bonus distribution from The Billboard Booth during the convention.

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GRAND NEW 1 1/2 GUM MACHINES—IN original cartons; single column 100 capacity, \$3 each; two column with revolving clown, 150 capacity, \$5 each. In lots of 25 or more. Sample machine, \$10 cash with order. F.O.B. Rochester, Edw. Arrack, 2445 East Ave., Rochester, N. Y. Illside 4139. Je18

BIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel bins, modern design, coin rejector, write for prices and full story. Coin Radio Television Corp., 190A Duane St., New York City. Jy9

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with bin radios and 21" screen, coin television metal cabinets. Buy the best for less on America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-je4

Help Wanted

SHUFFLE ALLEY MECHANIC WANTED in Chicago area, to take full charge. References required. Box 807, The Billboard, Chicago, Ill. Je11

WANTED — BINGO AND SHUFFLE MACHINES: good pay and good working conditions. Persons must be sober and furnish references. Write Box 733, The Billboard, Chicago, Ill. Je25

Parts, Supplies & Services

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical to wind; adaptable for television, bingo machines, dryers, radios, hair curlers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Television Corp., 190A Duane St., New York City. Jy9

CONVERT 1946-47-48 SEEBURG 5¢ WALL-boxes to 10¢ operation. Kit #1 for National Slug Rejectors, Kit #2 for ABT Slug Rejectors. Each kit, \$1.50, instructions included. Or we will exchange slug rejectors for \$3. Brown & Pinkerton Music Co., 2519 E. 11th, Dallas, Tex. YA-1289. LA-4111.

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vendo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. Je25

Positions Wanted

WANTED—JOB AS MECHANIC; TWENTY years experience all types of machines. Available thirty days. Box M-130, c/o Billboard, Cincinnati 22, O. Je11

Routes for Sale

JUKE BOX AND GAME ROUTE—160 pieces of equipment and stock of Jewelry Merchandise showing excellent return. Business located in fast growing section East Tennessee. Price \$65,000 on terms. Box M-131, c/o Billboard, Cincinnati 22, O. Je11

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL 2952 Milwaukee Ave. Chicago 18, Ill.

CIGARETTE MACHINES—DU GRENIER 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 5 col., \$45; 8 col., \$50; Unedapak 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., 3907 Parrish St., Philadelphia, Pa. EVergreen 6-1244. ch-11a

CIGARETTE MACHINES — REAL LOW prices; DuGreiner, Unedapak, Rowe, quarter or 30-cent operation; candy machines, U Select II; DuGreiner, Mills 5 column all machines, \$25 each. Harris Vend, 2717 N. Park Ave., Philadelphia, Pa.

KIDDIE RIDES, COMPLETELY REFINISHED; B Bert Lane Merry-Go-Rounds, \$350 each; 5 Bally Champion Horses, \$450 each; 5 Exhibit Big Bronco Horses, \$350 each; 6 Bally Space Ships, \$375 each; 1 Bally Moon Ride, floor sample, \$450. Walbox Distributing Co., 3909 Main St., Dallas, Tex. Je4

3 "POP" CORN SEZ POPCORN MACHINES, \$55 each. 3 "U-Select-II" Candy Bar machines, late model, reconditioned like new, \$60 each. 1.3 deposit. Midland Vending Co., 12 Touraine Ave., Port Chester, N. Y.

10¢ POP SEZ POPCORN VENDING MACHINES. Good operating condition, \$39.50 each. C and W Music Co., 62 Baltimore Ave., Asheville, N. C.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. Je4

GENCO BASKETBALL, NEW OR USED; Genco Big Top, Wild West, Chicago Coin Basketball Champ, Williams Pennant; give price wanted and guaranteed condition first letter. Walbox Distributing Co., 3909 Main St., Dallas, Tex. Je4

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| Havana                     | 245   |
| Dude Ranch                 | 265   |
| Saddle & Turf (Club Model) | 325   |
| Beach Club                 | 250   |
| Rio                        | 245   |
| Beauty                     | 205   |
| Fahiti                     | \$195 |
| Tropics                    | 175   |
| Frolics                    | 130   |
| Yacht Club                 | 125   |
| Palm Beach                 | 125   |
| Atlantic City              | 115   |
| Golden Nugget              | 95    |
| Bright Spot                | 85    |
| Bright Lights              | 85    |
| Coney Island               | 75    |
| Spot Lite                  | 75    |
| Genco 400                  | 55    |

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|                         |       |
|-------------------------|-------|
| New Wms. RACE THE CLOCK | 200   |
| New Wms. WONDERLAND     | 200   |
| Green Pastures          | \$210 |
| Hawaiian                | 200   |
| Beauty                  | 200   |
| Arabian Nights          | 185   |
| Lovely Lucy             | 185   |
| Guys-Dolls              | 165   |
| Shindig                 | 165   |
| Flying High             | 160   |
| Gun Club                | 160   |
| Pin Wheel               | 155   |
| 9 Sisters               | 150   |
| Dealer                  | 150   |
| Grand Slam              | 150   |
| Lazy "Q"                | 150   |
| Marble Queen            | 150   |
| Poker Face              | 145   |
| Queen of Hearts         | \$145 |
| Buggies                 | 145   |
| C.O.D.                  | 135   |
| Chinatown               | 135   |
| Army & Navy             | 125   |
| Fairway                 | 125   |
| Quartet                 | 125   |
| Quintette               | 125   |
| Hit and Run             | 120   |
| Skill Pool              | 120   |
| Twenty Grand            | 120   |
| Jalopy                  | 118   |
| Nisara                  | 118   |
| Times Square            | 110   |
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| Wms. Star Series        | 89.50    |
| Exh. Dale Gun           | 79.50    |
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| Flash Hockey            | 75.00    |
| Wms. Quarterback        | 75.00    |
| Exh. Hi-Ball            | 75.00    |

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|--------------------------------|----------|
| United Speedy                  | \$395.00 |
| United Banner, Match Score     | 395.00   |
| United Targette, Match Score   | 395.00   |
| United Targette, High Score    | 375.00   |
| United Ace, Match Score        | 345.00   |
| United Ace, High Score         | 340.00   |
| United Leader, Match           | 275.00   |
| United Chief, High Score       | 265.00   |
| United Team, S.A., Match Score | 265.00   |
| United Imperial, High Score    | 245.00   |
| United Royal, High Score       | 235.00   |
| United Classic, Match Score    | 150.00   |
| United Olympic, High Score     | 145.00   |
| United Clover, Match Score     | 125.00   |
| United Cascade, High Score     | 125.00   |
| United Super & Player, S.A.    | 99.50    |
| United De Luxe, S.A., 6 Player | 89.50    |
| Chi. Criss Cross, Match        | 325.00   |
| Chi. Holiday, Match            | 475.00   |
| Chi. Advance Bowler            | 245.00   |
| Universal 18' Bowl-a-Matic     | 325.00   |

SUPER Genco Shuffle Pool \$139.50  
SPECIAL Genco Match Pool 179.50

|                |          |
|----------------|----------|
| WURLITZER 1015 | \$ 99.50 |
| AMI D-80       | 450.00   |
| SEEBURG M100C  | 695.00   |

## GUNS--GUNS

|                          |          |
|--------------------------|----------|
| Genco SKYROCKET          | \$425.00 |
| Wms. POLAR HUNT          | 350.00   |
| Genco Big Top            | 350.00   |
| United DeLuxe Carnival   | 225.00   |
| Genco Rifle Gallery      | 295.00   |
| Williams Super Gun       | 195.00   |
| United Jungle Gun        | 195.00   |
| Exhibit Shooting Gallery | 199.50   |
| Genco Night Fighter      | 175.00   |
| Genco Sky Gunner         | 150.00   |
| Shoot the Bear           | 145.00   |
| Exhibit Jet Gun          | 99.50    |
| Exhibit Space Gun        | 99.50    |

## Brand New Closeouts

|                              |       |
|------------------------------|-------|
| Genco 2 PL. BASKETBALL       | \$345 |
| Wms. ALL STAR BASEBALL       | 375   |
| Genco 4 PLAYER SKEEKBALL     | 350   |
| MIGHTY MIKE SPARRING PARTNER | 895   |
| Genco SILVER CHEST           | 125   |

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|                         |          |                      |          |
|-------------------------|----------|----------------------|----------|
| <b>SEEBURG</b>          |          | <b>WURLITZER</b>     |          |
| M-100-B                 | \$569.50 | 1500 (104 Sel.)      | \$349.50 |
| 45 r.p.m.               |          | 1650 (48 Sel.)       | 419.50   |
| M-100-A                 | 299.50   | 1250 (48 Sel.)       | 179.50   |
| 78 r.p.m.               |          |                      |          |
| <b>WALL BOXES</b>       |          | <b>MISCELLANEOUS</b> |          |
| Seeburg 5/10/25, 3-Wire | \$14.50  | COON HUNT            | \$179.50 |
| Wurlitzer 3020 (48)     | 19.50    | Shoot the Bear       | 129.50   |
| AMI 5/10                | 12.50    |                      |          |

Have You Sent for Your Free Copy of Our Latest Illustrated Catalog?

## Shaffer Music Co.

Cincinnati, Ohio 1200 Walnut St. MAin 6310  
Columbus, Ohio 849 N. High St. KLondike 4614  
Indianapolis, Ind. 1327 Capital Ave. MElose 4-3571

When answering ads... SAY YOU SAW IT IN THE BILLBOARD!

# WE HAVE IT!

Send Us Your Bid

MUSIC MACHINES  
GAMES • KIDDIE RIDES  
ARCADE EQUIPMENT  
BINGOS • AUTO PHOTO

and everything coin operated, parts and supplies.

Write—Wire—Phone

## DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

## MUSIC SPECIALS

### ROCK-OLA

COMET...\$600.00  
120 Selection—45 R.P.M.

HI-FI...\$700.00  
120 Selection—45 R.P.M.

FIREBALL...\$325.00  
120 Selection—45 R.P.M.

In lots of 5 or more assorted.

1/3 Deposit, Balance C.O.D.  
AUTOMATIC MUSIC SERVICE

1200 North Ave., Elizabeth, N. J.  
Reference Your Bank

## LOWER THAN EVER!

### ROCK-OLA

COMET—1438...\$595.00

HI-FI—1446... 695.00

FIREBALL—1436... 300.00

All Machines in First-Class Condition

WRITE FOR QUANTITY PRICES  
1/3 Deposit, Balance C.O.D.

S & K DISTRIBUTING CO.  
Exclusive ROCK-OLA Dist. in E. Penna. and S. Jersey

808 N. Broad St., Philadelphia 30, Pa.  
PO. 5-6384

## SALESMEN!!

Limited number of selected men, age 25-50, with car. Now contacting Coin Machine Operators in definite territories... to sell very lucrative sideline to established accounts. Opportunity to substantially increase your present income. Straight commission. Represent the leading coin machine parts and supplies house, catering to operators from coast to coast since 1929. Give age, marital status, references, experience and territory desired, as well as line you now carry, in first letter.

## BLOCK MARBLE CO.

1425 N. Broad St. Phila. 22, Pa.

## WANTED BINGO MECHANIC

Good pay—regular hours.  
No drifters or drunks.  
Write  
BOX 802  
The Billboard, Chicago, Ill.

KIDDIE RIDE OPERATORS!  
Replace the present body on your old Kiddie Rides with a new CADILLAC HOBBY HORSE  
Fiberglass Body  
Horses of all sizes and descriptions.  
Write or call:  
Cadillac Hobby Horse, Inc.  
840 River Road Edgewater, N. J.  
CLiffside 6-9646

## N. J. Court

Continued from page 78

plus \$1 each for every unit on location. Venders other than cigarette machines, and juke boxes were not affected by the ordinance.

The City Clerk's office said, tho, that no licenses were currently out,

as the ordinance had been challenged and had been in litigation. The original license had been granted to Ramco.

Pending the final reading of the amended ordinance, the new license schedule in Garfield will be as follows: \$5 each for shuffle games, no fee on cigarette venders, no fee nor license granted on pinballs.

## "THERE IS A DIFFERENCE"

### BINGOS

|               |          |
|---------------|----------|
| Atlantic City | \$115.00 |
| Tropicana     | 425.00   |
| Beach Club    | 225.00   |
| Tehiti        | 165.00   |
| Palm Springs  | 295.00   |
| Beauty        | 225.00   |
| Coney Island  | 75.00    |
| Cabana        | 115.00   |
| Palm Beach    | 395.00   |
| Brite Life    | 85.00    |
| Tropics       | 175.00   |
| Spot Life     | 75.00    |
| Singapore     | 250.00   |
| Saddle & Turf | 65.00    |
| Brite Spot    | 225.00   |
| Rio           | 225.00   |
| Genco 400     | 75.00    |

### UNITED ALLEYS

|                  |          |
|------------------|----------|
| 5 Player         | \$ 40.00 |
| 6 Player         | 50.00    |
| DeLuxe           | 60.00    |
| Cascade          | 110.00   |
| Royal            | 195.00   |
| League Bowler    | 275.00   |
| Olympic          | 140.00   |
| 10th Frame       | 75.00    |
| Super            | 65.00    |
| 10th Frame Stars | 95.00    |

### ARCADE EQUIPMENT

|                              |          |
|------------------------------|----------|
| Bally Big Inning             | \$125.00 |
| Champion Hockey              | 85.00    |
| C.C. Hockey                  | 75.00    |
| Ex. Sportland Gun            | 425.00   |
| Ex. Wild West Gun            | 95.00    |
| Space Plum                   | 75.00    |
| Steeple Chase                | 75.00    |
| C.C. Round the World Trainer | 495.00   |
| Mut. Drivoyourself           | 595.00   |
| Drivemobile                  | 125.00   |
| Wilcox Gay Recordio          | 125.00   |
| Bat-A-Score, Sr.             | 65.00    |
| C.C. Basketball              | 195.00   |
| DeLuxe Photo                 | 145.00   |
| Ex. Gun Patrol               | 365.00   |
| Ex. Shooting Gallery         | 250.00   |
| Ex. Six Shooter              | 110.00   |
| Evans Bat-A-Score            | 165.00   |
| Evans Ski-Roll               | 95.00    |
| Ex. Dale Gun                 | 250.00   |
| Genco Basketball             | 275.00   |
| Genco Rifle Gallery          | 275.00   |
| Flying Saucers               | 95.00    |
| Lynco Skee Ball              | 125.00   |
| Phil. Toboggan Skee Ball     | 395.00   |
| Lite League                  | 75.00    |
| Midget Movies, latest        | 185.00   |
| Panoram, with Peek           | 325.00   |
| Quizzer with film            | 95.00    |
| Rock-Ola 1/2 Scales          | 50.00    |
| Space Invaders               | 95.00    |
| Seaburg Bear Gun             | 150.00   |
| Standard Metal Typer         | 250.00   |
| Sci. Pitch'm & Bat'm         | 185.00   |
| Twin Shoe-Shine              | 150.00   |
| Ur. Carnival Gun             | 395.00   |
| Wurlitzer Skee Ball          | 150.00   |
| Mut. Voiceograph             | 325.00   |

### MUSIC

|                     |          |
|---------------------|----------|
| AMI—Model A         | \$125.00 |
| AMI—Model B         | 185.00   |
| AMI—Model C         | 210.00   |
| Evans Constellation | 175.00   |
| Wurlitzer 1550      | 350.00   |
| Wurlitzer 1450      | 325.00   |
| Wurlitzer 1100      | 150.00   |
| Packard Wallboxes   | 10.00    |
| Buckley Wallboxes   | 10.00    |

### DRINK VENDORS

|                     |          |
|---------------------|----------|
| Andico Hot Coffee   | \$450.00 |
| Bert Mills          | 450.00   |
| Hot Caf.            | 450.00   |
| Mills, single drink | 150.00   |
| SuperVend, 3 drink  | 225.00   |

### CIGARETTE VENDORS

|                           |          |
|---------------------------|----------|
| Mercury 9 Col., new       | \$210.00 |
| Latest 12 Col., new       | 225.00   |
| Super Six, new            | 115.00   |
| Super Nine, new           | 155.00   |
| National 930, used        | 95.00    |
| PX 10 Col., used          | 115.00   |
| Electro 8 Col., used      | 125.00   |
| Keeney Elec. 9 Col., used | 135.00   |

Terms: 1/3 deposit with all orders, balance C.O.D.



Distributors for Northern Ohio  
NOW DELIVERING MODEL F



M. S. GISSER  
Sales Manager

## Cleveland Coin MACHINE EXCHANGE, INC.

2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715

## Announcing New SLIM JIM model ELECTRIC SCOREBOARDS

- Maple Cabinet, Natural Finish
- Two-Faced
  - Fits any Shuffleboard
  - 2 Models 15-21 pts. 15-21 and/or 50 pts.
  - Large metal ABT Coin Receptor Box
  - Coin-operated—10c 1 Player or 10c 2 Player with simple plug switchover
  - Aluminum Button Blocks
  - Chrome Tube Supports

IMMEDIATE DELIVERY...\$139.50

Terms: 1/3 deposit, bal. C.O.D. or S.D.

Also Available WALL MODELS

Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.)  
\$95.00 each

## MARVEL MANUFACTURING COMPANY

2845 W. Fullerton Tel.: DICKENS 2-2424 Chicago 47, Ill.

## Joe Ash Says

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.



EXCLUSIVE WURLITZER and D. GOTTlieb & CO. DISTRIBUTORS in Delaware, S. Jersey, and S. E. Pennsylvania.

CALL, WIRE OR WRITE FOR OUR LOW PRICES ON RECONDITIONED MUSIC MACHINES

## ACTIVE

AMUSEMENT MACHINES CO.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

SPECIALS • SPECIALS • SPECIALS • SPECIALS

|                                      |                                        |                                          |       |
|--------------------------------------|----------------------------------------|------------------------------------------|-------|
| <b>AUXILIARY SPEAKERS</b>            |                                        | <b>MISCELLANEOUS</b>                     |       |
| Top quality, lowest possible prices. | Territories open for distributorships. | Write or phone for prices and samples.   |       |
| <b>SPECIAL</b>                       |                                        | <b>SHUFFLEBOARD SUPPLIES</b>             |       |
| Genco 2-Player Basketball            | \$225                                  | SHUFFLEBOARD GAME WAX, Case (12) \$ 3.50 |       |
| <b>NEW</b>                           |                                        | PUCKS (Set of 8)                         | 13.00 |
| Keeney Speedlane Bowler              | Keeney Palisades Bowler                | Case (12)                                | 4.50  |
| Purchase one—get both                |                                        | SCORE SHEETS                             | 7.50  |
| <b>PURVEYOR DISTRIBUTING COMPANY</b> |                                        | 10 Pads                                  | 100   |
| 4322-24 N. WESTERN AVE.              | CHICAGO 18, ILLINOIS                   | Wurlitzer 1015                           | 100   |
| PHONE: JUNIPER 8-1814                |                                        | Wurlitzer 1100                           | 175   |
|                                      |                                        | AMI E-120                                | 450   |
|                                      |                                        | FLUORESCENT LIGHTS, Pr.                  | 22.50 |
|                                      |                                        | ADJUSTERS                                | 18.50 |

SPECIALS • SPECIALS • SPECIALS • SPECIALS

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



## WORLD WIDE

### BALLY BINGO

|               |       |
|---------------|-------|
| GAYETY        | WRITE |
| VARIETY       | \$495 |
| HI-FI         | 295   |
| SURF CLUB     | 295   |
| ICE FROLICS   | 265   |
| PALM SPRINGS  | 275   |
| DUDE RANCH    | 245   |
| YACHT CLUB    | 125   |
| BEACH CLUB    | 225   |
| BEAUTY        | 195   |
| FROLICS       | 195   |
| PALM BEACH    | 115   |
| ATLANTIC CITY | 110   |
| CONY ISLAND   | 95    |
| SPOTLITE      | 65    |
| BRIGHT SPOT   | 75    |
| BRIGHT LIGHT  | 65    |

### PHONOGRAPHS

|                 |       |
|-----------------|-------|
| WURLITZER 1500  | \$395 |
| WURLITZER 1550  | 450   |
| SEEBURG M-100 B | 525   |
| SEEBURG M-100 C | 645   |
| AMI "D" 40      | 325   |

... **DEPENDABLE EQUIPMENT—Always!**

### SPECIAL! ARCADE GUNS

Un. Del. CARNIVAL GUN .....\$350  
Genco RIFLE GALLERY ..... 265

### UNITED SHUFFLE GAMES

|               |       |
|---------------|-------|
| Del. MERCURY  | \$415 |
| 11TH FRAME    | 395   |
| BANNER        | 365   |
| CLASSIC       | 145   |
| COVER         | 125   |
| SUPER & Del.  | 65    |
| 6 PLAYER Del. | 65    |
| 6 PLAYER      | 50    |

### UNITED BINGO

|         |       |
|---------|-------|
| NEVADA  | \$265 |
| HAWAII  | 245   |
| RIO     | 165   |
| TROPICS | 165   |
| CABANA  | 125   |
| TAHITI  | 145   |
| STARS   | 85    |
| LEADER  | 65    |

### NEW GAMES

Williams KING OF SWAT  
Bally GAYETY  
Bally BULL'S-EYE GUN  
Bally HOT ROD CAR  
Bally PALMING HORSE  
Gottlieb JUBILEE  
United CLIPPER BOWLER  
United VENUS BOWLER  
Chi. Coin HOLLYWOOD BOWLER  
Bally GOOD MEDAL BOWLER

TERMS: 1/3 Deposit, Balance Sight Draft.

Chicago 47  
2330 N. Western Ave.  
Phone: Everglade 4-2300

### EXCLUSIVE DISTRIBUTORS FOR

## CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

| CHICAGO COIN BOWLERS |          | ARCADE                                 |          |
|----------------------|----------|----------------------------------------|----------|
| MATCH BOWLER         | \$ 65.00 | WALK ENGINEER                          | WRITE    |
| 10TH FRAME           | 75.00    | MUTOSCOPE K.O. FIGHTER                 | WRITE    |
| SUPER MATCH          | 95.00    | SILVER GLOVES                          | \$185.00 |
| NAME BOWLER          | 100.00   | SEEBURG BEAR GUN                       | 165.00   |
| 10TH FRAME SPECIAL   | 100.00   | SEEBURG COON HUNT (Used)               | 275.00   |
| DOUBLE SCORE BOWLER  | 110.00   | GOALEE                                 | 95.00    |
| CROWN BOWLER         | 110.00   | C.C. PISTOL                            | 90.00    |
| TRIPLE SCORE         | 150.00   | GENCO 2 PLAYER BASKETBALL (New)        | 325.00   |
| GOLD CUP BOWLER      | 160.00   | QUZZER WITH FILM                       | 90.00    |
| ADVANCE BOWLER       | 195.00   | BALLY BIG INNING                       | 125.00   |
| SUPER FRAME          | 300.00   | DELUXE PHOTOMATIC                      | 375.00   |
| STAR LITE            | 300.00   | DALE GUN                               | 50.00    |
| UNITED BOWLERS       |          | MILLS PANORAM (With Peeks)             | 325.00   |
| 10TH FRAME           | \$ 75.00 | TELEQUIZ                               | 150.00   |
| CASCADE              | 110.00   | WILCOX-GAY RECORDIO                    | WRITE    |
| OLYMPIC              | 140.00   | MUTOSCOPE VOICE-O-GRAPH                | 395.00   |
| ROYAL                | 195.00   | ASTRO SCOPE                            | 125.00   |
| CHIEF                | 275.00   | EXHIBIT SHOOTING GALLERY               | 265.00   |
| TEAM                 | 295.00   | EXHIBIT STAR GUN                       | 315.00   |
|                      |          | EXHIBIT SIX SHOOTER                    | 125.00   |
|                      |          | EXHIBIT GUN PATROL                     | 150.00   |
|                      |          | UNITED CARNIVAL GUN                    | 375.00   |
|                      |          | UNITED JUNGLE GUN                      | 360.00   |
|                      |          | GENCO RIFLE GALLERY                    | 325.00   |
|                      |          | GENCO BIG TOP GUN                      | 450.00   |
|                      |          | GENCO SKY FIGHTER                      | 150.00   |
|                      |          | MIDGET MOVIES                          | 125.00   |
|                      |          | MUTOSCOPE DRIVE YOURSELF               |          |
|                      |          | MOBILE (Like New)                      | WRITE    |
|                      |          | SHOE SHINE                             | 125.00   |
|                      |          | HAY BURNERS                            | 75.00    |
|                      |          | ABT CHALLENGERS                        | 20.00    |
|                      |          | DUCK HUNTERS                           | 20.00    |
|                      |          | KICKERS & CATCHERS                     | 35.00    |
|                      |          | SHIPMAN ART SHOW                       | 39.50    |
|                      |          | AIR HOCKEY (New)                       | 465.00   |
|                      |          | MERCURY ATHLETIC 13-WAY SCALE          | 69.00    |
|                      |          | AUTO PHOTO                             | WRITE    |
|                      |          | STANDARD METAL TYPER (Factory Rebuilt) | WRITE    |

1/3 DEPOSIT WITH ORDER.

## MONROE COIN MACHINE EXCHANGE, INC.

2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. Superior 1-4600)

## WANTED SEEBURG M100A's

### ALL GOTTLIEB & WILLIAMS 5 BALLS

from 1951

### ARCADE EQUIPMENT

all types

Send in Complete Lists

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 7-1166

### Summer \$\$

• Continued from page 79

shows that summer profits are equal, and often exceed, average monthly returns if the proper items are handled and kept in adequate supply.

The relatively low average gross

margin on milk (40 per cent) is offset by this fact: Dairy suppliers usually stock vendors, using their own routemen; the operator services the machines, keeps them clean. This means reduced overhead on milk equipment, a bigger actual profit than the lower margin would imply.

Coffee, a good year-round prod-

uct, varies in its average cost-per-serving by a penny. The higher cost is for the liquid-type equipment—the lower for powder.

The important fact pointed up by the tables is this: Summer can be a season of dependable profits for the operator who balances his product offerings for best possible volume.

# THE SKY'S THE LIMIT!

## GENCO'S 2-PLAYER

### SKY ROCKET RIFLE GALLERY

for 1 or 2 players

featuring GENCO'S Exclusive 3-ROUND PLAY

**EACH PLAYER "UP" 3 TIMES**

TO SHOTS EACH ROUND!

**TARGET SPEEDS and SCORES increase with each round!**

**TIME BONUS FOR EACH PLAYER ... Special Bonus Each Round!**

**Plus All These EXTRA FEATURES**

- Exciting New Targets: Flying Saucers, Space Ships, Rockets, Comets
- Targets Individually Lighted — with new f-l-a-s-h-i-n-g movements
- Thrilling 3-D "Outer Space" background
- Match Play with optional free game or Adjustable High Score Free Game
- Adjustable for 3 or 2 Rounds

MANUFACTURING & SALES CO.  
2621 N. Ashland, Ave. • Chicago 14, Ill.

## FISCAL YEAR CLOSEOUTS!

The end of our fiscal year is at hand. We HAVE to get our equipment out of our showrooms. We pass these exceptional savings on to you. WRITE—WIRE—PHONE (collect).

| MUSIC                 |              | BINGOS                        |          |
|-----------------------|--------------|-------------------------------|----------|
| 1 WURLITZER 1700      | CALL COLLECT | 1 HI-FI                       | \$325.00 |
| 2 WURLITZER 1500A     | \$375.00     | 2 WILLIAMS SUPER WORLD SERIES | 95.00    |
| 2 WURLITZER 1500-1550 | 275.00       | 1 GENCO SKY GUNNER            | 125.00   |
| 2 WURLITZER 1015      | 95.00        | 1 PALM SPRINGS                | 325.00   |
| 1 WURLITZER 1017A     | 95.00        | 2 TROPICANA                   | 350.00   |
| 1 SEEBURG M100A       | 295.00       | 1 RIO                         | 150.00   |
| 4 AMI E-120           | 545.00       | 1 SUNSHINE PARK               | 95.00    |
| 1 ROCK-OLA 434 ROCKET | 250.00       |                               |          |

| ALLEYS                    | USED REMOTE         | WALLBOXES        |
|---------------------------|---------------------|------------------|
| 1 UNITED CASCADE          | 8 AMI 120 WALLBOXES | 8 3029-48        |
| 6 UNITED 6 PLAYER TOP HAT | 3 AMI 80 STEPPERS   | 7 3031           |
| 1 UNITED STAR             | 4 AMI 120 STEPPERS  | 4 SPEAKER #4000  |
| 4 UNITED 6 PLAYER SUPER   | PHONE—WRITE—WIRE    | PHONE—WRITE—WIRE |

Redd DISTRIBUTING CO.

**WANTED**

BALLY BIG TIME. We will pay CASH \$\$\$\$\$\$ or trade Music and Kiddie Rides for BIG TIME.

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

Exclusive distributors for

## WURLITZER — BALLY — UNITED

Copyrighted material





*Again!* KEENEY IS FIRST WITH THIS Double Value BOWLER!

ANOTHER KEENEY ORIGINAL IDEA

JUST SWITCH BACKGLASS — CHANGE PLUG-IN — AND IT IS RADICALLY DIFFERENT!

**BOWLER NO. 1**  
KEENEY'S **SPEED-LANE**  
WITH CHANGING SPEEDS

Easy TO SWITCH FROM ONE SCORING COMBINATION TO THE OTHER

**6** PLAYER BOWLER

**10¢** PLAY or 3 for a QUARTER

Keeney's Original Brilliant Multi-Color Cork Finish Cabinet WEBBING ALONG INSIDE RAILS

Order KEENEY'S 2-IN-ONE BOWLER!

**NORMAL—SLOW—**or **FAST** lites up on Backglass to determine the speed with which player must slide puck to chalk up score. Speeds vary from frame to frame.

**FLASHER** lites up back of pins to indicate when player has made a **SUPER STRIKE** or **SPECIAL STRIKE**. Imagine! Possible scores from 30 up to 800 on a single shot as player shoots puck to stop life in highest scoring value.

**KEENEY'S ORIGINAL MATCH FEATURE:**

1. Available with or without "match" feature.
2. Keeney's individual player "match".
3. Can be set to "match" in 2nd or 10th frame.
4. Player needs to match numbers only to score.
5. Diamond — Horseshoe — Trophy — or Star determine Bonus in award section.

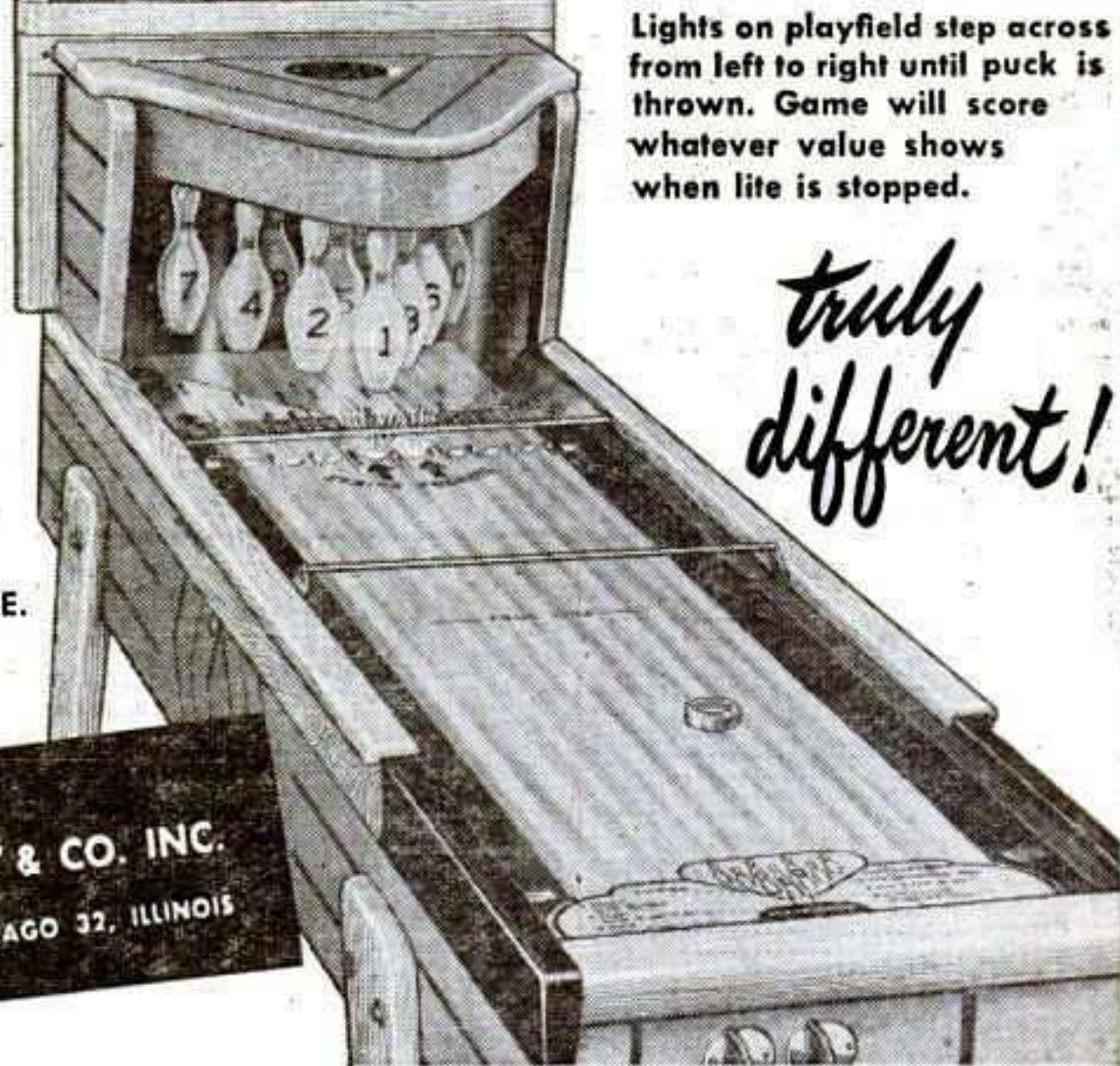
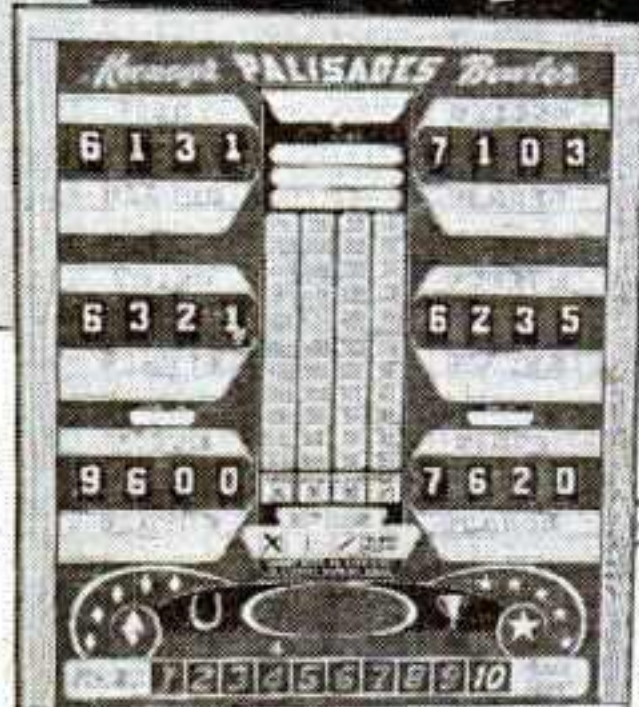
J. H. Keeney & CO. INC.  
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

**BOWLER NO. 2**  
KEENEY'S **PALISADES**

WITH Keeney's ORIGINAL SYNCHROMATIC SCORING

Lights on playfield step across from left to right until puck is thrown. Game will score whatever value shows when life is stopped.

*truly different!*



Joe and Wally say: EVERYONE CALLS US **FIRST** FOR FINEST EQUIPMENT

**SHUFFLE GAMES**

**FIRST-Conditioned CHICAGO COIN**

FLASH BOWLER...\$365  
STARLIGHT... 315  
SUPER FRAME... 275  
TRIPLE SCORE... 145  
CROWN... 145  
DOUBLE SCORE... 115

**UNITED—MATCH**

MARS DELUXE WRITE MERCURY DELUXE...\$415  
BANNER... 385  
ACE... 335  
TEAM... 275  
IMPERIAL... 225  
CLASSIC... 145  
OFFICIAL... 95

**UNITED—HIGH SCORE**

ROYAL...\$215  
OLYMPIC... 145  
SUPER... 95

**KEENEY**

BIKINI...\$265  
CARNIVAL... 115  
4-PLAYER Jumbo Pins, With Formula... 75

**GENCO**

SHUFFLE MATCH POOL...\$175  
SHUFFLE POOL... 135

**COUNTER GAMES**

**NEW**

M & T Zig Zag...\$29  
Bink's Zipper... 35  
Kicker & Catcher... 49

**BINGO 5 BALLS**

**BALLY**

New GAYETYS...Special \$325  
SURF CLUB...\$325  
PALM SPRINGS... 295  
DUDE RANCH... 275  
BEACH CLUB... 245  
BEAUTY... 195  
FROLICS... 145  
PALM BEACH... 115  
ATLANTIC CITY... 115  
SPOTLIGHT... 85  
CONEY ISLAND... 85

**ARCADÉ**

New C.C. 'ROUND THE WORLD TRAINER...\$575

Genco 2-PLAYER BASKETBALL...\$275  
Evans SUPER BOMBER... 150  
Bally BIG INNING... 150  
C.C. 4-PLAYER DERBY... 145  
TELEQUIZ, With Film... 115  
Chicago Coin GOALEE... 95  
Evans TEN STRIKE... 85  
SILVER SALESMAN CARD VENDOR... 35

**TARGET GUNS**

Genco BIG TOP...\$410  
United BONUS GUN... 395  
Keeney RANGER... 375  
Un. CARNIVAL DELUXE... 335  
YOU SHOOT (Remington .22 with live ammo)... 325  
Exhibit SPORTLAND... 295  
Genco RIFLE GALLERY... 275  
Exh. SHOOTING GALLERY... 215  
Seeburg COON HUNT... 215  
Genco SKY GUNNER... 150  
Seeb. SHOOT THE BEAR... 150  
Exh. JET GUN... 125  
Seeb. CHICKEN SAUSAGE... 95  
Exh. SIX SHOOTER... 95  
Exh. DALE GUN... 65

**Continental CHANGE MAKERS**

3 models to fit all needs. Automatically Vends 10¢, 5¢ or 1¢. Brand New...\$89.50

**Chicago Coin BAND BOX**

(Animated Orchestra) \$155

**NEW GAMES CHICAGO COIN**

BIG LEAGUE BASEBALL  
BONUS SCORE BOWLER  
HOLLYWOOD BOWLER

**GENCO UPRIGHTS**

Brand New  
SILVER CHEST...\$125  
GOLDEN NUGGET... 125

FIRST-Conditioned  
GOLDEN NUGGET... 95  
400... 75

**FIRST COIN MACHINE EXCHANGE**  
Joe Kline & Wally Finke  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

**SPECIAL**

BALLY MAGIC..... WRITE  
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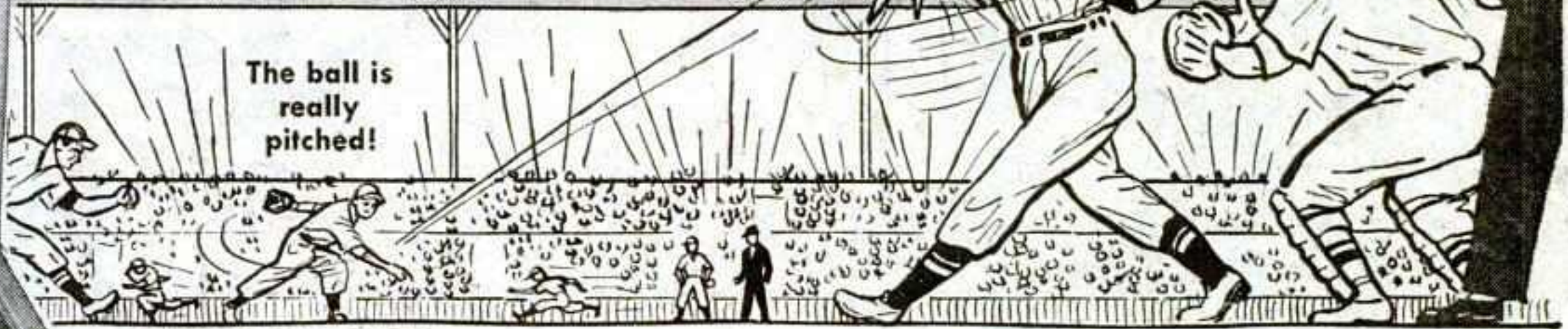
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ACTUALLY GO  
OVER  
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# Williams KING OF SWAT

IT'S  
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The ball is  
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AUTHENTIC  
BASEBALL GAME  
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NEW ANIMATED  
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**HITTING** a "bases loaded" homer lites up arrows under letters in name KING OF SWAT. Liting arrows under G and F good for one replay... carry-overs from game to game... liting arrows under T scores 5 replays... then all arrows are reset.

"SAFE" —the  
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when the runner  
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Beat previous High Score for replays!  
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Feature permits play to  
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**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-shots into 3-hole, 6-hole, 10-hole. With MAGIC-LINES III player turns knob, moves first line of Card UP, placing lit 10 in corner, as illustrated by second Card above. With MAGIC-POCKETS III player may press button to kick ball out of 6-hole into 5-hole, then into 4-hole, while ball in 3-hole jumps to 2-hole, then to 1-hole. Returning to MAGIC-LINES knobs, player moves second line DOWN and third line UP, scoring 10-4-1 as a diagonal 3-in-line.

## 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!



**Popular SUPER STRIKES and SPEED CONTROL**

**Blue Ribbon**  
WITHOUT MATCH-PLAY

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**INDIVIDUALLY**  
 Highest Score Only

**FIRST COIN**  
 LIGHTS FIRST CARD  
 •  
**SECOND COIN**  
 LIGHTS SECOND CARD  
 •  
**THIRD COIN**  
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 Plus  
 Advancing Score

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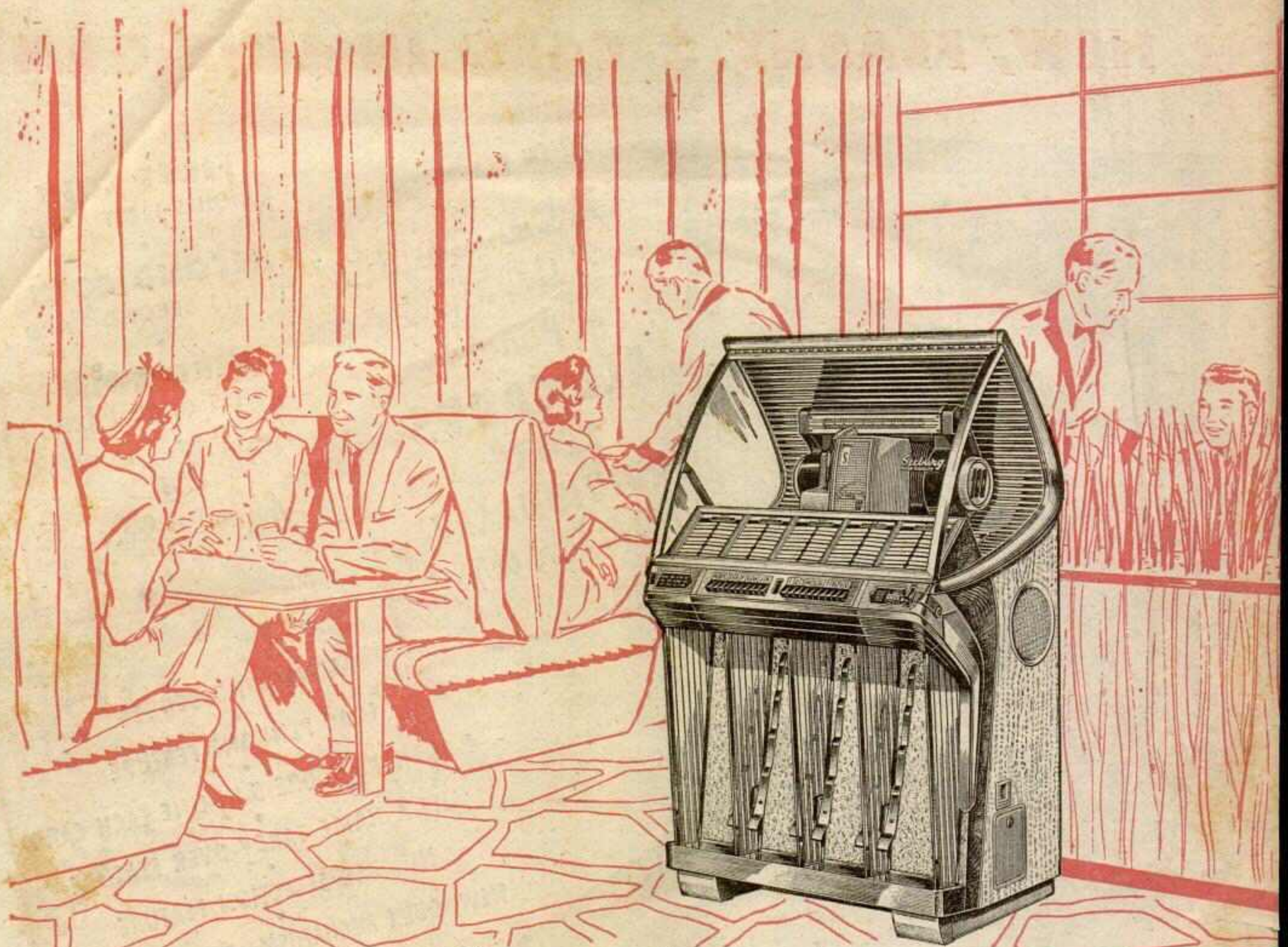
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