

The Billboard

JULY 2, 1955



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

1-Stop Record Outlet Importance Grows

Juke Box Industry Turns More and More To Disk Distribution Centers for Buying

By BOB DIETMEIER

CHICAGO, June 25.—One-stops, a relatively new type of record outlet which have sprung into prominence on the record merchandising scene in the past few years, are realizing a growing share of juke box operators' disk purchases and are increasing their already-strong influence on operator buying habits.

One stops, which stock the product of many labels, function as sub-distributors. They make it possible for trade buyers to fulfill most of their record needs by doing business with one such outlet rather than shopping at several distributors scattered over a wide area. For this convenience one-stops usually add a small per-record service charge—normally 5 cents over the regular distributor price.

In a Billboard survey compiled this week of 35 one-stops located thruout the country, 33 reported that sales to music operators had jumped within the last two years—the increases ranging from 10 to 250 per cent.

In 1952, one-stops only accounted for 21 per cent of operator buying; in 1953, 33 per cent. Last year, operators reported they bought 48 per cent of their records from one-stops, 49.4 from record distributors and 2.6 from retail record stores.

More Services

With the growth of the operator market, one-stops are turning more attention to the operator and are offering more record merchandising services for him than ever before.

Money-back guarantees on recommended records, 24-hour service on request items, free title-strips, free title-strip typing services, and even programming services are among the helps currently being provided by many one-stops.

One one-stop owner summed up his services to operators succinctly: "We save operators money, time, worry and trouble." Another was even more crisp, stating simply, "We help them buy."

Record Sales Guaranteed

CHICAGO, June 25.—The practice of record manufacturers passing out an increasing number of free giveaways of new pop releases to record one-stops for maximum exposure has not only raised the status of the juke box operator's buying and hit making power, but has opened the door for disk guarantees to operators as well.

A new disk, slated for heavy promotion, and especially when more than one version of the same tune is being released, now lands into the hands of one-stops with a promised guarantee on operator sales.

A few examples of these guarantees, which have helped push heavy operator sales thruout the country at an early stage, would include such tunes as "Alabama Jubilee," "Naughty Lady From Shady Lane," "Unchained Melody" and "Sincerely."

FARON YOUNG TO STAR IN TV FILM, MOVIES

NEW YORK, June 25.—Country and western star Faron Young is branching out into the motion picture and TV film field and has signed to play leads in seven feature films produced by Gannaway-Ver Halen, Inc. The firm will also star Young in his own TV film series and a transcribed radio package.

Gannaway-Ver Halen, recently formed by Al Gannaway and Charles Ver Halen, produced the "Grand Ole Opry" TV film series, which also features Young. The Capitol artist started his first film, "Hired Guns," this week at Kling Studios, Hollywood. The Western also stars Richard Arlen in a cast which includes John Carradine, Lloyd Corrigan, Sonny (Big Boy) Williams and Bruce Bennett.

Young's radio and TV film series, spotlighting him in the title role, are tagged "The Young Sheriff." In line with this, the winning monicker in a contest to select a name for his band was Faron Young, the Young Sheriff and His Country Deputies.

The deputies, Doyle and Teddy Wilburn, who appear with Young on personal appearances, will also be in "Hired Guns." "The Young Sheriff" will be released next month.

TV Puts Car Dealer On Top of the Heap In Five Short Years

WGN-TV Turns Small Chicago Outlet Into Largest in World

By STEVE SCHICKEL

CHICAGO, June 25.—In Chicago, there's a man everybody knows. He's not the mayor, not the governor, nor is he the President of the United States. He is a car dealer. He's not an ordinary car dealer, however. It is claimed he sells more cars than any other dealer in the world.

Recently an ad placed by television station WGN-TV told the story in clear, simple, and concise terms, stating exactly what this car dealer has done. It said, "When Courtesy Motors, headed by Jim Moran, a Hudson dealer, began advertising on WGN-TV, it ranked 1,500th in the sale of Hudson cars. Today, after slightly over five years on WGN-TV, Courtesy Motors has become not only the world's largest Hudson dealer, but now sells more automobiles than any other dealer in the world."

Great Story

The story of car dealer Jim Moran and his rise in the automotive world is one of the greatest success stories ever told. Before he

launched a career and an advertising campaign, Jim Moran was practically unknown, not only in Chicago but in his own circles as well. After a span of only seven years, he is one of the best known men in town, has donated almost \$125,000 to charity thru his television shows, has been asked to run for mayor and is definitely one of the bigger TV personalities on the local screens.

The rise of Jim Moran and the rise of television are synonymous. Moran got into television in 1948 when he paid \$1,000 for the sponsorship of a wrestling program over WBKB. He was the first local car dealer to utilize the television medium. As Moran put it, "I thought this was the ideal way of bringing the salesroom to the people and delivering my message to a large audience rather than one interested customer."

Wrestling Show

Moran first used the wrestling show in the orthodox fashion—that is, delivering the commercials from the studio. His only gimmick was that he insisted on doing the commercials himself, which is also claimed for the dealer as a first. Another first came when he decided to take the cameras outside of the wrestling arena and show the cars themselves on TV. His reasoning again was the same. He insisted he knew more about the cars than an announcer would, and since it was his pitch, he could definitely be more sincere and effective in his approach. He has never varied from that view.

It was in the same year, 1948, that Moran bought out the owner of his present dealership for \$2,000, assuming a \$75,000 mortgage. Before the year was out, Moran found his advertising schedule on TV amounted to \$28,000. But the figures also showed that his wrestling program had grossed him \$310,000 in his small agency, which was now selling cars like crazy.

Feature Films

Late in 1949 Moran found another new twist in TV. He decided

(Continued on page 12)

Client Makes Station Grow

CHICAGO, June 25.—Jim Moran, who began the trend of single sponsorship of feature film programs on August 28, 1949, also was the impetus for the beginning of WGN-TV's film department. The department, headed by film director Elizabeth Bain, now has a full-time staff of six people. The station's film department has won The Billboard's Annual Film Award three years in a row for conscientious handling of film.

The station airs 1,500 feature films per year and has a long list of awards for its part in the film field. Moran is still the top user on the station, as well as the market, of first-run features.

NEWS OF THE WEEK

Billboard's "Operation Pushpop" To Get Under Way July 16 . . .

The Billboard's "Operation Pushpop," 1955 version, will be launched nationwide with the issue of July 16. The project, which was inaugurated as an experiment last year, is designed to keep the music-record business "jumping" during the summer months, which are traditionally a slow sales period. Details of the operation are intended to contribute to livelier radio-TV programming, greater juke box play and increased retail business. [Page 16](#)

Report Completed Outlining History of 1909 Copyright Act . . .

A detailed report reviewing the history of past attempts to change the Copyright Act of 1909 has been completed under the direction of Congressman Frank Thompson Jr. The report may provide the groundwork for a move to expedite action on Rep. Thompson's bill for the appointment of a fact-finding commission to study and recommend possible amendments to the law. [Page 16](#)

CBS Gets the Business; Weaver Gets the Kudos . . .

The emergence of NBC's President Sylvester (Pat) Weaver as a national figure is putting CBS under the gun. Weaver's talent for creative showmanship has projected his TV network into the top programming position in the minds of the video columnists and much of the public, in spite of solid CBS-TV achievements. [Page 2](#)

Expected Sale of RKO Pictures Would Release 700 Films to TV . . .

A deal was due to be signed Friday (24) by which ownership of RKO Radio would change hands and its backlog of 700 pictures finally put in line for sales to TV. Attending the meeting, according to a reliable report, was Eliot Hyman, head of Associated Artists, and Tom O'Neil, head of General Teleaudio. [Page 9](#)

Drive-Ins New Market For Background Music . . .

Drive-in restaurants have become the latest

market for background music. The Fone-A-Chief Company, Detroit, is experimenting with a new music system used in conjunction with the firm's order-taking units at Drive-Ins. New system eliminates loud outdoor speakers. [Page 80](#)

Musical Jingle Gains Stature In Eyes of the Songwriters . . .

The increased stature of the musical jingle in radio and TV today is rapidly breaking down the resistance heretofore displayed by big name song writers against entering the field. Latest example is DeSoto-Plymouth's buy of Cole Porter's "D'Lovely" for jingle-use on Groucho Marx's NBC-TV show. [Page 18](#)

Louis Wolfson Sells Glen Echo Amuse. Park . . .

One of the nation's top amusement parks, Glen Echo outside Washington, was sold last week to a trio of brothers for a figure reputedly around \$1,000,000. Seller was Louis Wolfson's Continental Enterprises, and new owners of the park are Abram, Manuel and Samuel Baker. [Page 57](#)

Coin Ops Give Old Games Face-Lifting — Boost Take . . .

Coin-operated amusement game operators, once beset by the problem of dwindling receipts from old model shuffle bowling games at their tavern and restaurant locations, have found a solution in new "conversion kits" which give the old units a face-lifting. [Page 75](#)

DEPARTMENT AND FEATURES

Amusement Games . . . 45	Music . . . 51
Ballets . . . 51	News . . . 49
Carnival . . . 50	Opera . . . 16
Circus . . . 46	Radio . . . 16
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Coin-Operated . . . 75	Show Business . . . 20
Edwin Maxwell Maxwell . . . 24	Stage & Radio . . . 57
Elmer Gurnea . . . 51	Television . . . 48
General . . . 53	Television . . . 56
General . . . 53	Television . . . 56
Golden Rule of Arts . . . 32	TV-Film . . . 10
Leitmotif . . . 15	TV-Film . . . 10
Legit Routes . . . 15	TV-Film . . . 10
Letters . . . 42	Vending Machines . . . 16

'AGE OF CREATIVE EXEC'

Rapid Rise of Pat Weaver Puts Man and Web on Map

By LEON MORSE

NEW YORK, June 25.—One of the most interesting developments of the current TV season has been the rapid rise into national prominence of Sylvester (Pat) Weaver, the president of the NBC-TV network. More than probably any one man Weaver mirrors the "age of the creative executive" in American industry.

The NBC topper has been the subject of numerous pieces in the nation's magazines. Last weekend was spent with a team of Life photographers following him around. This week there is a piece in Time referring to NBC-TV as the top network in the business. And numerous other stories are also being prepared by other magazines. He is constantly making so many public appearances on NBC radio and TV shows that gags are being written about him by comedy writers.

Credit to Specs

The key to Weaver's amazing skyrocket into the national firmament is the creation and success of the spectaculars. He took the big-

gest single gamble of the season, minimized somewhat by the fact that they were programmed in prime time periods, and it paid off. The result has been that CBS-TV has got into the act this season.

The one single spectacular which did the trick for him was "Peter Pan." It was seen by over 50,000,000 viewers, and it brought the TV columnists and writers to his side like nothing else. Both Jack Gould, of The New York Times, and John Crosby, of The New York Herald-Tribune, thereafter wrote stories accusing CBS-TV of lack of creative programming, stories that have got William S. Paley again active on a programming level at that network.

And the sheer force of Weaver's personality has more or less ended the "Pat and Bob" routine that was current at NBC. His flair for news and for creating talk has placed the stamp of achievement on his own shoulders where they belong. Not that Bob Sarnoff has not his own achievements to his credit, but they are in administration, his specialty.

Latest Coup

Weaver's latest coup has been "Monitor," network radio's strongest single new programming creation and another major gamble. This has won him further support

from broadcasting columnists interested in copy which he turns out almost effortlessly. They have found their hero, and the American public is learning about him.

The result has been to put the CBS-TV network on the defensive in a year which will produce the most successful billings in its history—probably close to \$250,000,000, a figure very likely a substantial \$30,000,000 ahead of NBC-TV unless NBC increases its daytime business tremendously. The result has also been that CBS-TV must again begin selling its programming leadership to the American public, in spite of having more shows among most top 10 lists than its competitors.

And the result also is that CBS-TV is a year behind in the battle to corral talent for spectaculars and in experience with these shows. There has been nothing like it in broadcasting since the year of Paley's comet, when he brought Jack Benny, Burns and Allen and Bing Crosby over to his network.

But CBS-TV is now impelled to do something to counter Weaver's flair for vital showmanship, a flair which has brought him from out of the doghouse at NBC during Frank White's reign to the top man in broadcasting circles.

CBS WOOING WELLES

Would Give Him Free Hand on 2 One-Shots

NEW YORK, June 25.—The entry of Orson Welles into the TV medium in his "wonder boy" role as writer-producer-director-actor may soon be underwritten by CBS-TV.

The web is currently negotiating with Welles to turn out on film at least two one-shots, one of which reportedly would be a 90-minute show and the other an hour. Shooting of the stanzas would be done in England, where Welles has been headquartered for some time. Also reportedly involved in the negotiations is Harry Allen Towers.

The deal, it's understood, would give CBS an option to make further use of Welles' services, perhaps to the extent of having him turn out a regular series for the web if the one-shots prove successful. The only contact Welles has had with American television to date is his appearance on "Omnibus" season

before last in the title role of "King Lear."

Negotiations with Welles follows a step-up in CBS activities to acquire major production and performing talent in line with its new drive to combat NBC on the color spectacular front.

The network already has penciled plans for seven of the 10 once-a-month Ford Saturday night extravaganzas for next season. Whether the Welles 90-minute show would fill one of the three remaining holes in the Ford stanza is not known. Welles might well fit elsewhere into the CBS scheme for the future.

In view of the greater number of 90-minute spectaculars NBC is scheduling and the big play that web is giving its specs as an integral part of its programming, it seems unlikely that CBS will bring its big-big show thinking to a halt with the Ford Saturday night venture.

Major Resistance to Video By Pic Studios Seen at End

HOLLYWOOD, June 25.—Entry of M-G-M into the television field (Billboard, June 25) apparently marks the end of all major resistance by motion picture studios to the TV medium.

The degree to which each has committed itself, however, varies markedly. Paramount, RKO, UI and Allied Artists have only dabbled in the vidfilm process. Columbia has now gone into it so wholeheartedly that it has become the single largest TV film producer, and there seems to be serious question whether the child may not some day outgrow the parent.

Columbia's subsidiary, Screen Gems, will produce 11 TV series this coming season, ranging from the high-budget "Ford Theater" to such kid shows as "Jungle Jim," "Rin Tin Tin" and "Captain Mid-

night," and including everything from Westerns to situation comedy.

The studio will turn out some 200 hours of film in this operation for a gross of \$10 million or better. This compares with a feature production of about 30 pix (plus 25 others by independent producers, which Columbia will release) for a total of around 50 hours of film. In other words, the studio will put together about four times the footage for TV as for theaters.

None of the other majors will, of course, approach this figure, but if they expand their TV operations at the same rate as Columbia, they could, within three or four years, come to dominate the vidpix picture as much as they now do the theatrical field.

Twentieth Century-Fox, for instance, which will produce two or

SWAPS-NASHUA DREAM RACE MAY BE RUN FOR TV PURSE

NEW YORK, June 25.—MCA's Sonny Werblin has taken a hand in trying to arrange the dream horse race of the decade—a match for a big purse between Swaps and Nashua expressly created for TV—which would be held at Monmouth Park, N. J. Werblin, who owns a piece of Monmouth Park, figures that with the money that video sponsors can offer, both owners would be interested. CBS-TV and NBC-TV have already been approached.

The exact amount of the purse is not known, but it is conjectured that it would run in the vicinity of \$150,000, most of which would be supplied by TV. Since Swaps defeated Nashua in the Kentucky Derby, both horses have swept everything before them. Nashua has won both the Belmont and the Preakness, and Swaps several large purses on the Coast. A return engagement was almost arranged recently at Washington Park, Chicago, but fell thru.

Werblin figures no horse could turn down such a large amount of hay.

CBS Exec Plugs Fixed Franchises

NEW YORK, June 25.—Fixed time franchises are more valuable than ever in TV, according to Jack Van Volkenberg, president of the CBS-TV network. The executive believes that in spite of new nighttime sales and programming patterns which have resulted in alternate week participation and spectacular sponsorship, and network pre-emption privileges, the fixed time franchise remains and should remain the anchor of a TV advertising campaign.

Van Volkenberg contends that spectaculars will make fixed time franchises more valuable now than they were in previous years because they will "contribute to increased viewing" by virtue of their impact. He regards alternate week advertisers as owners of fixed time franchises who get weekly frequency thru the use of a cross plug. But he claims that the big advertisers still prefer to own their time periods completely.

The network president cites General Foods as an example of an advertiser with a decided preference for complete ownership of time. GF owns three half hours entirely at CBS-TV, and shares one with Procter & Gamble, "I Love Lucy," which was not available to it for outright sponsorship.

When P&G early this season bought several alternate week portions of shows on CBS-TV ("The Lineup," "Topper" and "My Favorite Husband," the last two now being canceled for new properties), it was felt that it had discarded the regular week sponsorship formula. Van Volkenberg points out that the advertiser made such purchases because they were expedient. There weren't any half hour properties available for sole sponsorship in the time periods they wished to use.

The ideal combination for comprehensive TV advertising is regularly programmed shows plus spectaculars, according to the network topper. Such use of TV, he be-

lieves, combines frequency plus impact, a one-two punch that cannot be beaten.

NBC-TV Sells Time, Option

NEW YORK, June 25.—NBC-TV this week sold one of its remaining evening time periods and optioned another. Brown & Williamson and Toni will co-sponsor the Sunday 10:30-11 p.m. time slot next season. And the American Tobacco Company has taken an option on Wednesdays 10:30-11 p.m. at the network, probably for Pall Mall.

Sponsors of the Sunday time period are considering a show featuring Louella Parsons, which would use some film. NBC, however, may have some other ideas. There is no news as to the American Tobacco show, but it probably will be film to get around the clearance problem.

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford
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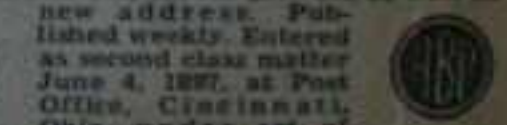
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Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of Oct. 3, 1917. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends, one year, \$6.50, and send the monthly magazine of automobile news, 1955, \$19. Classified: see page 19.



Vol. 67

THE BILLBOARD SCOREBOARD

The Top New National Spot Commercial Campaigns on TV

Placed during the week of June 5-11, 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 and Advertiser	Product and Advertiser
Campbell FR-8 Juice, Campbell Soup	Maxwell House Coffee, General Foods
Folger's Coffee, J. A. Folger	Philip Morris Cigarettes, Philip Morris
Good Season Salad Dressing, Perkins Products	Rolaids, American Chicle
L & M Cigarettes, Liggett & Myers	

REGIONAL SUMMARIES

Eastern

Beechnut Chewing Gum, Beechnut Packing	Grand Union Stores, Grand Union
Blue Bonnet Margarine, Standard Brands	Halo Shampoo, Colgate-Palmolive
Bond Bread, General Baking	Hellmann's Mayonnaise, Best Foods
Campbell FR-8 Juice, Campbell Soup	L & M Cigarettes, Liggett & Myers
Choplets, Rath Packing Company	Lipton Tea, Thomas J. Lipton
Dairy Products, Fairmont Foods	Matches, Diamond Match
Dash Soap & Flakes, Procter & Gamble	Nabisco, National Biscuit
Fizrin, Sterling Drug	Rolaids, American Chicle
Good Season Salad Dressing, Perkins Products	Top Value Stamps, National Enterprises

Southern

Carey Salt, Carey Salt	Kraft Cracker Barrel Cheese, Kraft Foods
Derby Gas & Oil, Derby Refining	Piedmont Airlines, Piedmont Aviation
Fluffo, Procter & Gamble	Sinclair Oil, Sinclair

Midwestern

Amm-I-Dent Tooth Powder & Paste, Block Drug	Mallodees, Fireside Marshmallow
Campbell FR-8 Juice, Campbell Soup	Maxwell House Coffee, General Foods
Betty Crocker's Cake Mix, General Mills	Nestea-Instant Tea, Nestle Company, Inc.
Drewry's Beer, Drewry's, Ltd.	Philip Morris Cigarettes, Philip Morris
Folger's Coffee, J. A. Folger	Ratner Tool, Ratner Co.
Gerber Baby Foods, Gerber Products	Rolaids, American Chicle
Good Season Salad Dressing, Perkins Products	Rock-Cote Paint, Rockford Paint
Hostess Cakes, Continental Baking	Stokely-Van Camp, Stokely-Van Camp
L & M Cigarettes, Liggett & Myers	Television Sets, General Electric
Lipton Tea, Thomas J. Lipton	This Island Earth (Movie), Universal-International
Martha Logan Cooking School, Swift & Company	Wildroot, Wildroot Co.
	Wonder Bread, Continental Baking

Southwestern

Crystal Glaze, C. G. Auto Polish & Wax	Grant Company Products, Grant Co.
Dr. Pepper's Soft Drink, Dr. Pepper Bottling	Meats, Neuhoff Packing
	Plymouth Motor Cars, Plymouth Motor

Rocky Mountain & West Coast

Armstrong Tires, Armstrong Rubber	Love Me or Leave Me (Movie), M-G-M
Camel Cigarettes, R. J. Reynolds	Marathon Paper Mills, Martex & Northern Tissue
Folger's Coffee, J. A. Folger	Maxwell House Coffee, General Foods
Fritos, Frito Co.	Philip Morris Cigarettes, Philip Morris
Gallo Wine, E. & J. Gallo	Purex Bleach, Purex Corporation
Good Season Salad Dressing, Perkins Products	Super-Coola Soft Drinks, C & C Super-Coola
Heidelberg Beer, Heidelberg Brewing	Toni Home Permanent, Toni Company
Kiwi Shoe Polish, Kiwi Polish Co.	Viceroy's, Brown & Williamson
L & M Cigarettes, Liggett & Myers	

RESTLESS PEOPLE

Casper H. Billip is rejoining the copy staff of Kucner Agency after 15 years as veepee at Benton & Bowles and creative director of Fletcher D. Richards. . . . Meredith S. Conley has been upped to manager of the press department at Ted Bates. . . . Nelson Case, radio-TV announcer, will take over as announcer for ABC-TV's "Masquerade Party" starting Wednesday (29). . . . Bud Sherak has taken on the additional duty of assistant director of research at Kenyon & Eckhardt. . . . Singer Jo Stafford and her husband, Paul Weston, will be presented with a special plaque, called the Heart and Torch Award, on the Jo Stafford show Tuesday (28) over the CBS net by the American Heart Association.

Bob Bloch, account exec with Dine-Kalmus public relations, was married this week. . . . Leonard Spinrad is making available to potential users of closed circuit television a comprehensive data book, listing many facts about the new medium that are not available anywhere in published form. . . . Andy McCaffrey, CBS-TV publicity staffer, has added a seven-month-old daughter to his family. . . . Ralph W. Hardy has resigned his post as vice-president in charge of government relations for the National Association of Radio and Television Broadcasters to join CBS as veepee in charge of the Washington office.

Singer Betty Ann Grove, of "The Big Payoff," has announced her engagement to Edward D. Brown of New York. Brown is with the TV department of Ted Bates Company. . . . Jones Seavern, veepee and Eastern sales manager of Free & Peters, has moved up to the business manager's slot at Free & Peters. . . . Suren Ermoyan, one-time art editor of Good Housekeeping magazine and more recently with Ruthrauff & Ryan, has joined Lennen & Newell as veepee, art director and consultant on art.

Frederick A. (Ted) Long, veteran of the radio, television and advertising field, has been named to fill a newly created position as head of overseas television activities for the U. S. Information Agency. Theodore C. Streibert, director of the agency, announced recently (27). Long will take over July 5 as chief of the television division of the International Broadcasting Service of the Voice of America.

Al Gannaway, Ver Halen Firm

HOLLYWOOD, June 25.—Partnership of Al Gannaway and Charles Ver Halen was formed here this week for production of TV and motion picture films. New firm, to be called Gannaway-Ver Halen, has skedded pilots titled "Young Sheriff" and "Tramp Steamer" as its first TV enterprises.

Gannaway is the television producer of the "Grand Ole Opry" series of half-hour films which Flamingo is now syndicating. Gannaway has signed the star of the show, Faron Young, as one of the featured actors for his new pix. Young, who records for Capitol, is one of the top country and western singers.

The new company already has gotten one feature, "Hired Guns," under way, and has two others, "Behind the Bamboo Curtain" and "Dan'l Boone" in the preparation stage.

Robert Vreeland has been set as production supervisor. Wiley Adams is the company's New York representative.

HOLLYWOOD, June 25.—Doc Merman, long-time production manager at California Studios, this week joined Mark Stevens Productions following the split between Stevens and Gross-Krasne over the "Big Town" teleseries. (Billboard, June 18). Merman will manage the Stevens company.

Simplicity Patterns In 3-Year NBC Deal

Pattern Company to Spend 250G Yearly On 'Today,' 'Home,' 'Tonight' Participations

NEW YORK, June 25.—NBC-TV's "Today," "Home," and "Tonight" this week neared completion of a \$750,000 deal with Simplicity Patterns which has unusual significance for the industry. The Simplicity Pattern buy will begin in 1956 and run thru 1958. It will be a three-year firm purchase during which \$250,000 will be spent each year on the three programs.

This long-term unusual sponsorship commitment being developed by Gray Advertising for Simplicity is without parallel in TV. More than any single fact it indicates that "Today," "Home," and "Tonight," and their magazine concept of video are firm fixtures of broadcasting for many years to come. Grey, incidentally, represents both RCA, the parent company of NBC-TV, and Simplicity.

This kind of long-term contract is of great value to the NBC network and to TV, where so many purchases are short term affairs, with 52 weeks the predominating commitment. It can be made with less of a gamble on shows like "Home," and "Today" because they are primarily service shows and do not have to contend with the problems prevalent in entertainment programs.

Their editorial features are firmed up well in advance. Several new such features are already being worked on for 1956. Most, if not all of their current features—home building, food, and home renovation—will be used in 1956. The advertiser consequently will know how to tie in his promotion with those features, and will have the advantage of a great deal of time to set his plans.

Ricky, NBC Producer, Dies

NEW YORK, June 25.—Fred Rickey, 34-year-old producer of "Wide, Wide World" for the NBC-TV network, died here yesterday (24) about three days before its debut. Rickey was a pioneer in TV production. He began at CBS-TV under Worthington Minor and rose to head of color production at the network.

For a time he left TV to produce the American scenes for "This Is Cinerama" and returned to produce last season's "Omnibus." He also won an award for "advancing the standards of TV" from Long Island University.

The Simplicity pattern deal is another major loss to magazines, as, for example, the \$1,000,000 spent by Del Monte this year on THT. Practically all of the Simplicity budget was spent in women's magazines. The deal was made for Simplicity by Al Hollender, radio and TV head of the agency.

THT meanwhile, during the past week has racked up about \$2,000,000 in other new business and renewals.

BOTV Seeking ND Gridcasts

NEW YORK, June 25.—The newly reorganized Box Office Television, Inc., is thinking of latching onto a couple of the Notre Dame football games next fall for closed circuit showing in hotels and movie theaters.

President of the firm is now Sid Caesar, who helped form the outfit two years ago. His attorney, Milton Mound, retains chairmanship of the board. Management of BOTV will be handled by vice-presidents Wallace Ross and Edgar Rosenberg, who have been with BOTV for the past year. Arthur Knorr, former producer of Roxy Theater stage shows, has joined the firm as vice-president.

The Notre Dame football games, when and if telecast, will probably be picked up by the Sheraton Hotel in Chicago, which last year picked up a closed circuit telecast of a Notre Dame game and sold tickets to it to Notre Dame alumni. Other Sheraton hotels may do likewise this year, if Sheraton Closed Circuit TV Corporation decides to go ahead with the idea. Notre Dame now has its own TV station, WNDU-TV, which could originate the football telecasts.

Renew 'Search' In 11 Markets

HOLLYWOOD, June 25.—"I Search for Adventure," Jack Douglas-produced vidseries, has been renewed in 11 Western markets by American Home Products, Inc., for 26 weeks. Deal was set thru J. Walter Thompson, Young & Rubicam and the Biow Company.

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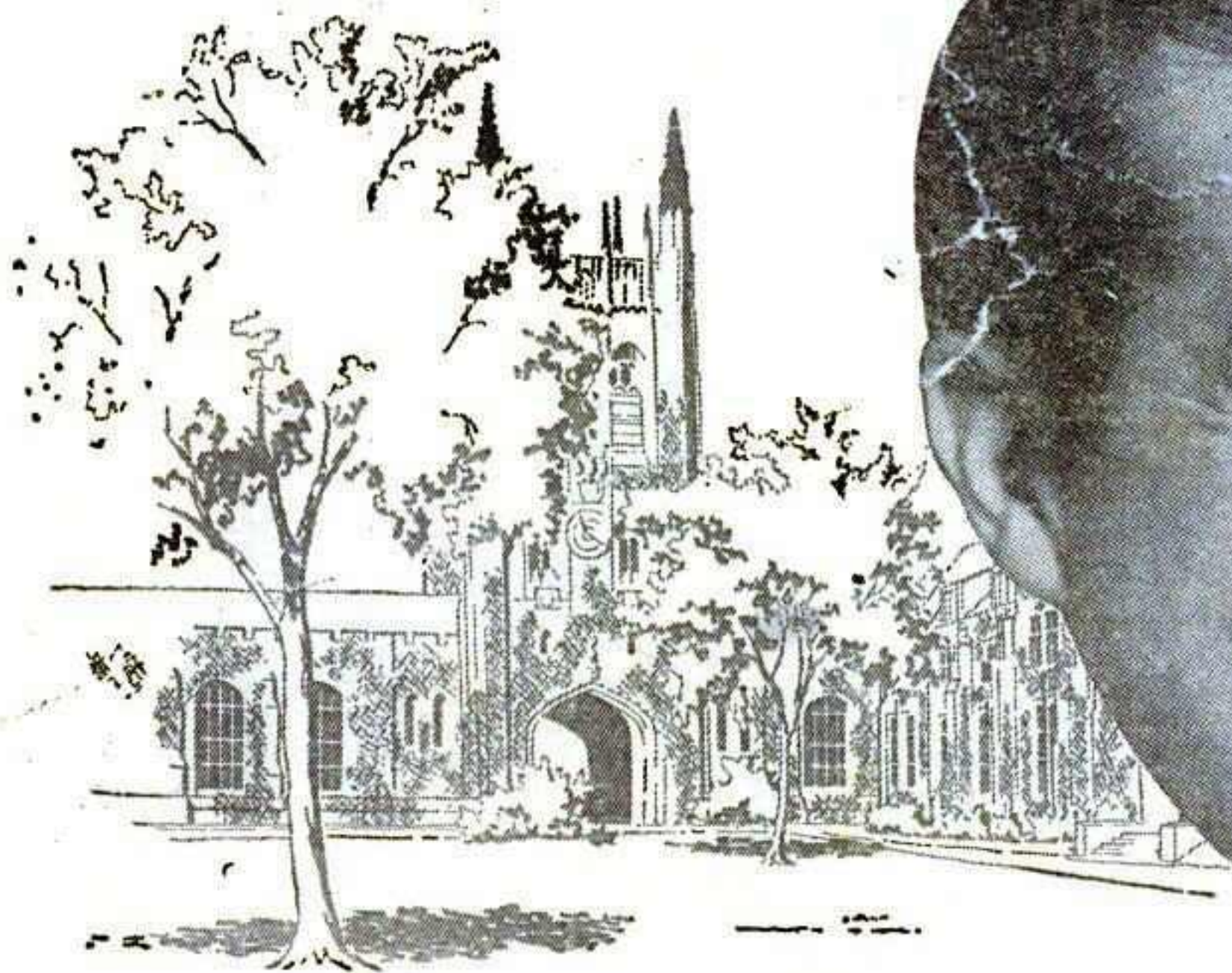
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*Academy Award winner
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This One



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News in Brief

NBC HUDDLES WITH SWIFT TO FILL SATURDAY SPOT . . .

NBC-TV this week was reported conferring with Swift on various new shows the bankroller could put into its Saturday 7:30-8 p.m. spot next fall. Swift last week was reported having renewed the Horace Heidt stanza, but indications are things are still up in the air.

GENERAL MILLS QUILTS AS 'CAPT. MIDNIGHT' SPONSOR . . .

General Mills has dropped out as alternate sponsor of "Captain Midnight" on CBS-TV next fall, leaving Wander Company, who owns the property, as bankroller on an every week basis. The move follows General Mills' buy of "Tales of Texas Rangers," which it will place in the half-hour period before "Captain Midnight" on Saturday mornings.

AMERICAN DAIRY PICKS UP 'LONE RANGER' HALF . . .

Two programming and sales changes in the ABC-TV fall picture this week saw the web come up with American Dairy as bankroller of the open half of "Lone Ranger" and Chevrolet drop its "Treasury Men in Action" stanza in order to put a new film series, "Men in Black" into its Friday nighttime spot next season.

JONATHAN WINTERS WILL SUB FOR GEORGE GOBEL . . .

Jonathan Winters, who appeared on NBC-TV's "Remember . . . 1938" this week, has been signed by Gomalco Productions to replace George Gobel for the summer. Ransom Sherman, veteran humorist, will work with Winters on the show.

EXQUISITE FORM BRA CO. SEEKS SPOT FILM BUY . . .

Exquisite Form Bra, which bowed out as alternate sponsor of ABC-TV's "Stop the Music," is seeking a new TV property for next season. It's understood the firm is considering a national spot film buy.

CARLOS FRANCO QUILTS CROSLLEY TO FORM OWN COMPANY . . .

Carlos Franco has resigned as general sales manager of Crosley Broadcasting Corporation and has formed his own firm, Carlos Franco Associates, consultants in advertising, marketing and research. Headquarters of the new venture will be at 420 Madison Avenue, New York.

NBC Pix Sells 26 Brit. Films

NEW YORK, June 25.—The NBC Film division has dropped distribution of the 26 British feature films it picked up two years ago. NBC made a deal last week whereby it turned distribution over to a new firm named Clift TV Films headed by Nat Kramer. Clift immediately sold four of the pictures to WCBS-TV here.

The four pictures sold to WCBS-TV were "The Holly and the Ivy" with Ralph Richardson and Celia Johnson; "Fighting Pimpernel" with David Niven, Margaret Leighton and Jack Hawkins; "Home at Seven" with the same cast, and "Mr. Denning Drives North" with John Mills, Sam Wanamaker and Phyllis Calvert.

Distrib Group To Meet Wed.

NEW YORK, June 25.—The distributors' trade association will probably be officially launched next Wednesday afternoon (29).

Dave Savage, chairman of the steering committee, sent a letter to all distributors this week stating that the committee had completed all the work assigned to it and inviting them to hear its report at his offices at Guild Films here. Savage will then present them with a table of objectives and an organizational plan. If his report is accepted, the organization will finally be a reality.

The meeting convenes at 3:30 p.m.

Film Packages Do Solid Selling Job For Colo. Clients

DENVER, June 25.—Top rated national film packages are doing a bang-up job coin-wise for Denver sponsors who reported sales with such packages as "I Led Three Lives," selling Coors Beer; "City Detective," plugging Falstaff Beer, and "Life of Riley" doing the same for Meadowgold Dairy Products.

January Telepulse and American Research Bureau both showed KLZ-TV, the CBS outlet here, edging out three other stations audience-wise on their syndicated films. "Liberace," moving to the CBS station from the ABC outlet, continues to pull high ratings consistently in the Denver area, with the Bowman Biscuit Company picking up the tab.

A big publicity and advertising campaign by both the station and the sponsor preceded the switch. Hamms and Nutrena sales are holding up in spite of a time switch of their "Foreign Intrigue" film. Reruns of "Victory at Sea" have been sold to a local auto dealer on a 26-week contract for Sunday night airing on KLZ-TV.

MCA Submits 'O. Henry' Pix

NEW YORK, June 25.—MCA-TV this week was beginning to submit the "O. Henry Playhouse" to advertisers for their network consideration next fall. The property stars Thomas Mitchell as O. Henry and was produced by Gross-Krasne.

The film packager has several shows in the series available for screening.



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



Keesely



Wolf



Martin



Collins

HOLLYWOOD MAJORS

Welcome to TV; We Want Quality, But Don't Charge Us Too Much

One way or another, the entry of the major Hollywood picture producers into TV will improve TV programming, says the TV Editorial Advisory Board. For one thing, the majors have the best film technicians—not that anybody complained about the sound and image quality of current shows. For another thing, the mere fact that there is more competition will mean that all producers will mine their creative resources deeper.

There were also quite a few members of the board who thought that the picture companies themselves have what it takes to make better TV shows. But on this point there were a few loud dissenters.

The board also registered its desire to get some of those features and shorts out of the vaults of the majors. The comments of the stations were most positive in this regard, tho many sponsors and agencies went along with them.

But there were serious qualifications, the biggest being price. The stations tended to be optimistic that there will some day be a meeting ground on this. A few claimed that TV will ultimately be able to approach their price. Five members of the board mentioned the success of the first General Teleradio package as a precedent. Others predicted that the picture companies will gradually bring their prices within TV's grasp.

On the other hand, a number

of smaller stations declared that major features would always be too expensive for them.

The TV producers on the board were the most articulate about reservations. If those features are too old, are too full of violence, are tangled in litigations, TV will not want any part of them, said the bears.

A dozen members expressed interest in the major's shorts. They want more series like "The Little Rascals." Pete Smith and Robert Benchley comedies were mentioned most often in this respect.

There was a minority of the board that scoffed at the majors' ability to raise the level of TV programs. Said the board chairman of a major TV producer: "The majors have not distinguished themselves thru the years. Their poor product kept customers away from the box office. Only since they have re-

duced their production to a few expensive pictures have they shown any quality ability." Said Bud Rogers, of WSAZ-TV, Huntington, W. Va.: "I don't think they are necessarily expert in TV techniques, as many syndicators are. Movie theater screening is a different art." Said Charles Curran of Times Square Productions: "With six to eight minutes of sponsor commercials and seven or more minutes of studio commercials, viewers will not watch these programs, and the Federal Communications Commission will have to limit commercial time. Disney is a freak, and eventually his program's commercial will be curbed."

On the whole, then, the attitude of the TV Editorial Advisory Board toward the possibilities of the majors in TV may be described as cautious optimism.

HOW THEY VOTED

1. What do you think will be the effect of the entry of the majors on the quality of TV programming on the whole?

	No Effect	Improvement	Deterioration
Ad Agencies	11	45	1
Network Sponsors	0	11	0
Regional, Local and Spot Advertisers	0	19	0
Distributors	7	23	1
Producers, Equipment, Labs	7	32	4
Stations	3	53	0
Grand Total	28	183	6

2. Do you think there is a market in TV for the feature films and short subjects that the Hollywood majors have in their vaults?

	Yes	No	Don't Know
Ad Agencies	44	1	11
Network Sponsors	6	2	3
Regional, Local and Spot Advertisers	14	2	4
Distributors	27	3	2
Producers, Equipment, Labs	33	5	6
Stations	46	6	5
Grand Total	170	19	31

NEXT WEEK

The TV Editorial Advisory Board will tell . . .

EFFECT OF MAJORS ON TV PRODUCERS

FOR QUOTATION

AD AGENCIES SAY . . .

WALTER CRAIG, vice-president, William Weintraub Agency: "Yes (there is a market in TV for the majors' features), but the evaluation will have to be lowered. The majors need to remember they, too, can cash in on reruns."

NICHOLAS KEESELY, vice-president, Lennen & Newell: "Ratings of feature films—bad as many on TV are—are astounding. Stuff in the vaults of the majors should go over big."

GEORGE WOLF, vice-president, Ruthrauff & Ryan: "No question that there is a great number of top-quality features that would make for top ratings on TV if available. But I believe these will be held for toll TV."

ALFRED HOLLANDER, vice-president Grey Advertising: "Yes (there is a market in TV for the majors' features), but only a limited number of them . . . only those of the past five or six years."

GENE ELSTON, TV director, W. D. Lyon Advertising, Cedar Rapids, Ia.: "This agency has had tremendous success with the first General Teleradio package with an appliance distributor sponsoring a Sunday night first-run theater. Cost high, but results justified expenditure."

JOHN MARVIN, TV director, Wayne Welch, Denver: "Short features (Pete Smith) and cartoons would be especially appreciated."

SPONSORS SAY . . .

ALAN RYAN, advertising manager, Hekman Biscuit, Grand Rapids, Mich.: (On the market for features) "From the point of view of regional buyers it is questionable. Most of us are looking for opportunities for exploitation of star personalities and merchandising

packages. Unless their libraries can offer these aspects, it is difficult to see how they can fit in."

DON MARTIN, advertising manager, C. F. Sauer Company, Richmond, Va.: "Not as much market as Hollywood imagines. Many features are too dated, and none of those films were made for TV."

DISTRIBUTORS SAY . . .

DWIGHT MARTIN, vice-president, General Teleradio: "I believe the feature films have a very definite market, altho, obviously, the price can get sufficiently high, so that it is not practical for a station to utilize them."

EARL COLLINS, president, Hollywood TV Service: "There is no substitute for quality, and certainly a feature film that cost many hundreds of thousands of dollars will find a market in TV."

ARCHIE MAYERS, general manager, Unity Television: "Not enough revenue (in TV) to justify release (of the majors' features) in competition with theatrical accounts."

STATIONS SAY . . .

ALBERT JOHNSON, general manager, KENS-TV, San Antonio: "Yes, General Teleradio proved it."

HAROLD SEE, station manager, KRON-TV, San Francisco: "Not at present prices."

ERVIN LYKE, president, WVET-TV, Rochester, N. Y.: "It may take some time yet, but I think TV will eventually be able to afford the price asked by the film producers."

HUGH SMITH, general manager, WCOV-TV, Montgomery, Ala.: "The majority of TV stations cannot pay increased prices for feature film."

WGR-TV
TOPS
in evening
viewing!

CHANNEL **2**

BUFFALO

CBS-TV Film Near to Distrib Of 57 'Norths'

NEW YORK, June 25.—CBS-TV Film Sales, continuing its recent upbeat in property acquisitions, is close to completing a deal to take on distribution of 57 episodes of "Mr. and Mrs. North," produced by John Loveton.

Loveton has been peddling the North reruns thru his own sales organization, Advertisers' TV Program Services, which he formed for the purpose. The firm has sold the series in some eight markets to date.

The "Mr. and Mrs. North" series is the 10th property that CBS-TV Film Sales has recently added to its portfolio. Seven of them are first-run shows—"Champion," "Red Ryder," "Navy Log" (which will air on CBS-TV network), "Fabian of Scotland Yard," "Tales of the Foreign Legion," "Long John Silver," and "Eye on the World," a news show. Also acquired, in addition to "Mr. and Mrs. North," are the reruns of "The Line-Up," which will be sold as "San Francisco Beat" and the reruns of "Life With Father."

The reason for the step-up in property acquisitions, according to CBS Film topper Les Harris, is the firm's desire to broaden the base of its operations both as to type of show (it formerly was heavy on kid fare) and in terms of numbers of series it can pitch to potential buyers. A firm's overhead, Harris pointed out, remains pretty much the same whether it has six shows on its roster or 16.

Guild Closes Bardahl Deal

NEW YORK, June 25.—Guild Films this week closed its deal with Bardahl Oil of Seattle for co-sponsorship of "Confidential File" on a basic line-up of 57 Vitapix stations. The sponsor is expected to buy perhaps as many as 53 more stations for the vidfilm property. Meanwhile, Guild's negotiations with Greyhound to take over alternate sponsorship of the show were proceeding favorably.

The contract is for a full year and includes 13 reruns. This is the first Vitapix deal made by Guild, which owns the show, and the first time that Bardahl has gone national spot. It used spot announcements primarily in former seasons. Miller, Hoeck & Hartung is the agency.

Harvester Eyes Nat'l Spot Film

NEW YORK, June 25.—International Harvester is turning its eyes toward national spot film for next season, following its decision to give up "Halls of Ivy," which had a rough time of it on CBS-TV this season.

Nabisco, which co-bankrolled the stanza, decided a few weeks back to bow out of the show but International Harvester had been toying with the idea of continuing sponsorship.

Its "Halls of Ivy" purchase was International Harvester's first entry into network TV.

HOLLYWOOD, June 25.—Unusual kid vidseries has been scheduled for Italy production next fall by George Turpin's Hemisphere Productions. Turpin will utilize three-fourth lifeseize puppets in the show, tentatively titled "The Adventures of Sir Pizooks." Mel Blanc has been signed to do the voices.

CRITICS CAUGHT '3 FOR TONIGHT,' BUT FEW ELSE

NEW YORK, June 25.—Despite overwhelming critical acclaim, CBS-TV's "3 for Tonight" stanza had a bad time of it pulling in viewers, according to an advance 14-city Trendex rating report. New York, however, was not included in the trendex study.

ABC-TV's Wednesday night fights, which was blocked out in New York, delivered what might be considered a hefty knockout punch, with an assist from NBC's "This Is Your Life" and "Big Town" stanzas, to the CBS-TV production.

Trendex ratings, quarter hour by quarter hour, showed that CBS-TV's "3 for Tonight" pulled in ratings of 5.6, 5.5, 10.7, and 6.9 from 10-11 p.m. ABC's fight garnered 25.3, 33.9, 25.5, and 14.5 for the same period, tho the Moore-Olsen match ended at 10:29 p.m. and a non-feature event filled in most of the remainder of the hour. NBC's shows came up with ratings of 16.1, 21.7, 19.8, and 23.5 for each quarter hour from 10-11 p.m.

Alcoa Options 'High Venture'

HOLLYWOOD, June 25.—Aluminum Company of America reportedly has taken an option on Warner Bros.' "High Venture" TV series as a possible replacement for Edward R. Murrow's "See It Now," which it is dropping at the end of this season.

"High Venture," a series dealing with air adventures, would probably fit in well with Alcoa's ad campaign. The program is being readied by Warner's subsidiary, Sunset Productions, headed by Jack Warner Jr. It's understood that a presentation consisting of some of the highlights of the proposed show has been submitted to Alcoa. The program stars Wendell Corey.

Secret Huddle May Wrap Up RKO Deal

NEW YORK, June 25.—The RKO deal may have taken place here last night, according to a reliable report that came in at press time. It is unlikely that all facets of it have been polished off, but a signing session was scheduled yesterday by which ownership of RKO Radio will have changed hands, thus finally freeing its backlog of 700 pictures for sale to TV.

The mechanics of the deal were

SYNDICATED FILM SHOWS

National Sponsors Using Them for Local Spotting

NEW YORK, June 25.—National advertisers are turning up as the sponsors of local syndicated film shows to an increasing extent, it has been noted by Ziv-TV. In the past couple of weeks, Simoniz bought Ziv's "Mr. District Attorney" for only Boston and Toledo. For its national TV exposure, Simoniz is alternate-week sponsor of "Big Story" on NBC-TV.

Another example: General Cigar for White Owls recently bought Ziv's "Science Fiction Theater" for Chicago and San Francisco. Only last week General Cigar bought a slice of NBC-TV's national college football coverage for next season. This is an aspect of syndicated film sponsorship about which no

one in the trade has ever made much of a fuss. It's not exactly a new development. For instance, over a year ago Procter & Gamble bought "I Led Three Lives" in Detroit only. But Ziv notes that in recent weeks there has been quite a bit of this kind of business. And, in view of several economic factors they feel that is bound to increase.

One major reason is the development of new products, a continuing process in the three big soap companies these days. Before unleashing its national campaign, the manufacturer usually runs a test in a few selected markets. This invariably means that he has to put a network caliber show on TV in

those test markets. Thus he turns to the TV film distributors.

P&G's ride on "Three Lives" was during its unveiling of Gleem tooth paste. It bought a couple of shows from MCA-TV too at that time.

Another reason might be referred to as market idiosyncrasies. Because of the special nature of a market, the company's national advertising, whether it be network TV or magazines, may be falling short of the required penetration in that area. This may be caused by extra heavy competition from opposing TV stations. Or it might be because of the peculiar tastes of that city's populace. In any event, a syndicated film series is frequently the best recourse to boost the product's exposure there.

A third reason, akin to the previous one, is soft spots in sales volume. A manufacturer may be dominating its product sales over the nation, but suddenly find that a competitor creeping ahead in one market or another. Thus, it needs extra advertising support in those markets.

Of course, in these situations the advertiser has other techniques at his disposal besides film. For locally pinpointed promotion he can also turn to newspapers, radio, billboards and TV spots, and often does.

But Ziv feels that film shows are becoming increasingly popular in this respect. They give the sponsor two big values that the other media miss: identification and merchandising. When the particular advertiser involved happens to be a network TV sponsor, it is probably already sold on this angle.

In a sense, the TV film distributors have themselves contributed to the situation that often makes this kind of supplementary advertising necessary. Frequently they can outfit a regional account with a show that gives it as much or more ad impact as its national competitor, which then sends the latter back to the distributors for help.

Thus the distributors relish the situation because they're playing both sides. They've always told local and regional clients that there is no qualitative difference between network and syndicated shows. And this particular practice proves it.

WOW Amplifies 'Million Dollar Movie' Rating

NEW YORK, June 25.—The rating story on the "Million Dollar Movies" is better yet. In the June 11 issue, The Billboard published their ratings as against the competitors' in 15 major markets. Now comes a letter from WOW-TV, Omaha, stating that its rating published therein was taken before it began running the "Million Dollar Movies." Since then its audience has improved considerably.

The published chart gave WOW-TV's "Academy Theater" an average 10.6 against the competing station's 14.1. That survey was made by the American Research Bureau on January 9.

But, the station reports, it did not preem the "Million Dollar" package until February 6. The first ARB rating taken after that, February 13, gave WOW-TV 37.4. The competing station, which ran the "United States Steel Hour" within that period, averaged 2.5.

WOW-TV is using General Teleradio's package in that slot. It recently began running Associated Artists' group elsewhere, half sponsored by Procter & Gamble.

ABC Film Organizes Nat'l Sales Division

John B. Burns, From Midwest Office, To Head Up New Unit; Other Shifts

NEW YORK, June 25.—Pointing up the increasing importance of national sales to TV film distributors, ABC Film Syndication is strengthening its position to close national network deals by setting up a special National Sales Division, to be headed by John B. Burns. The move is part of a reorganization and expansion of the firm.

It follows the sale by ABC Film of another batch of second run "Schlitz Playhouse" episodes this week to national advertisers for use as a summer show on CBS-TV. The deal was made with Sheaffer Pen and Maytag, who pulled a last-minute switch in plans, dropping the idea of using "That's My Boy" reruns in favor of about nine Schlitz shows.

ABC's sale to Sheaffer and Maytag is the fourth summer network

deal it has closed on the new bundle of 52 Schlitz films it acquired a few months ago. Fourteen episodes were sold to Johnson's Wax and Pet Milk as a Red Skelton replacement on CBS-TV; eight were sold to American Tobacco for its ABC-TV Wednesday, 8:30-9 p.m. time slot; two were sold to East-

(Continued on page 11)

Borax Buys in WOR Features

NEW YORK, June 25.—Pacific Coast Borax this week bought one-eighth of the "Million Dollar Movie" over WOR-TV, here. The deal is for an 11-week period so that the station's fall contracts will all begin at the same time.

For the fall, the station is also considering presenting two features on "Million Dollar Movie" over a period of 16 showings during the week, instead of one film, as is now the current practice. On its Autry-Rogers package, recently bought from MCA-TV, the station's slotting will probably be twice each evening during the week; once early for the moppets, and later the second time for an adult audience.

It is also reported that General Teleradio, the WOR-TV parent company, which bought the Autry-Rogers deal for all four of its stations, may continue to buy properties for all of its outlets in the future.

still cloaked in secrecy. But it was reported that those present at the meeting included the following: Officials of the Irving Trust Company; Gregory Bautzer, attorney representing Howard Hughes, owner of RKO; David Baird, Wall Street financier and head of the Lansing Foundation, which has underwritten many important TV film deals; Eliot Hyman, president

(Continued on page 12)



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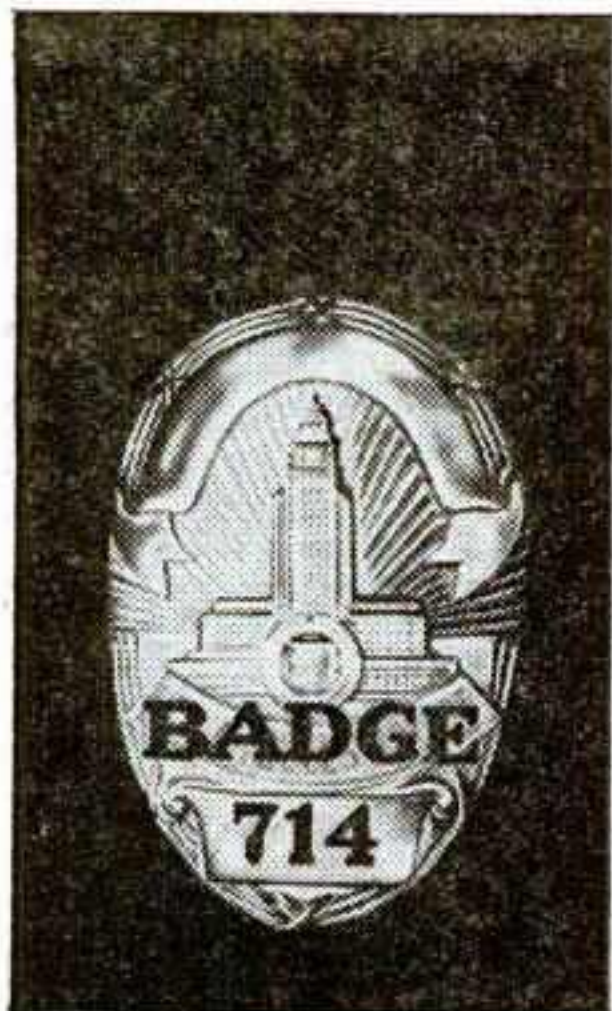
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- THE STATION LEVEL
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Opportunity knocks a



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Sign up now for this *third* series of 39 "BADGE 714" episodes, starring Jack Webb, for first-run syndication sponsorship.

As DRAGNET on network, the episodes making up this third series of "BADGE 714" averaged a national Nielsen rating of 46.0*. Sponsor these same episodes and you will have a sure-fire formula for attracting your market's biggest TV audiences to your sales messages.

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**Nielsen Television Index: September, 1954—March, 1955*

NBC Film Division

*serving all sponsors . . .
serving all stations . . .*

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

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



5 YEARS WITH FILM

WGN Shoves Auto Dealer to the Top

Continued from page 1

to sponsor feature films on television, marking another first for the dealer. His advertising schedule now jumped to \$150,000, and his sales rose to a whopping \$4,000,000 that year. In 1950 another program was added to the schedule.

The show was an hour-long variety show which later went on a bi-weekly schedule, alternating a barn dance and a variety show in the time slot. At this time his expenditures in the medium amounted to approximately \$250,000. His sales figure staggered even the most enthusiastic of his proponents when it was revealed that his sales had tripled to \$12,000,000. In 1953 he spent \$375,000 and grossed over \$23,000,000. Altho no sales figures were available for last year, it is understood that he spent \$625,000 and grossed \$26,000,000.

It is now estimated that of all the Hudsons sold in America, 8 per cent of them were sold by Jim Moran. In the Midwest sales territory, which is centered in Chicago and consists of five States, Moran accounts for 78 per cent of all the Hudsons sold. No figures were available as to his percentage of sales on all makes of cars sold, altho there is little argument that he is the top car salesman in the business. His agency has grown from one building to a group now covering four square city blocks.

Announcer Talent

According to veteran radio and TV announcers, Moran's success is due mainly to his personality as well as sharp business sense. His voice is said to be far below standard for the media. However, he more than makes up for it in his direct and sincere approach. He is homey, friendly and genial.

In relation to his "Courtesy Theater" program which began the use of feature films in this market, Moran put into effect one of his pet theories - "not to let things vegetate. Innovations and changes are always needed." The show, which has been top-rated since its inception, has gone from regular features, to first runs, to foreign prize films for its audience impact. This type of utilization has proved the answer for Moran, since the show has paid him back two-fold for his high cost of operation. Moran once made the statement that he will pay any price for a good first-run picture. The entire show, the publicity and the promotion are all done on a big scale. Moran premiered the show in a genuine Hollywood-style opening, complete with Kleig lights, stars,

celebrities and the usual limousine-at-the-curb camera angle. It is now estimated that Moran pays an average \$6,000 per film.

'Courtesy' Ratings

The "Courtesy Theater" began on WGN-TV on August 28, 1949, and the following month, Videodex showed a rating of 42.9 high quarter hour. Based on an estimate of 266,460 sets in use at that time, it meant the show was reaching 114,311 homes, or 228,622 viewers. In May, 1955, a figure of 28.9 American Research Bureau rating for the highest quarter hour indicates an increase of 457 per cent over the show's original rating in 1949. The 1955 figure represents 1,274,490 viewers or 606,900 homes, based on an estimate of 2,100,000 existing sets in the market.

The following ratings, covering a period of one year, represent the minimum audience, even tho the highest quarter-hour rating was used, because of people tuning in and out during the hour-and-a-half program. The cumulative audience would run much higher than the single audience.

Table with 2 columns: Month, Rating. Rows: May, 1954 (31.2), June (19.1), July (25.4), August (30.4), September (24.4), October (25.0), November (34.3), December (32.7), January, 1955 (33.4), February (26.3), March (29.2), April (27.4), May (28.9).

Top Ten

In addition to pulling top ratings for its time slot, "Courtesy Theater" has at times been seen in the top 10 figures for the show gathering, the most listeners during any one week. This in itself is a sort of a phenomenon. Altho his ratings have remained stable at times, his audience has been growing steadily because of the increase in the number of sets in use in the market. Thus, the same rating a year later might possibly mean an additional 100,000 viewers.

Moran plans to continue his use of TV feature films as well as his live shows as long as he can. He plans to continue his pace and include his theories wherever possible to maintain audience ratings. His "Courtesy Theater" will continue to pay top price for films as long as there are first-run features available for this market.

WCBS-TV Buys Five Brit. Films

NEW YORK, June 25.—WCBS-TV here this week bought five British pictures from American-British TV Movies. Three of the pictures will get their Western Hemisphere premiere on WCBS-TV.

The three preems are titled "Where's There's a Will," "Windfall" and "Police Dog." The other two are "Undercover" with Michael Wilding, and "Ships With Wings."

'Andy's Gang' Exits ABC-TV For Spot Plan

HOLLYWOOD, June 25.—In what is regarded as one of the most significant network cancellations of the year, Brown Shoe Company of St. Louis has pulled its "Andy's Gang" vidseries (previously titled "Smilin' Ed's Gang") off the ABC-TV network and decided to spotlight it thruout the country instead.

The shoe firm and its ad agency, Leo Burnett Company, decided on the move after the web failed to come up with a satisfactory early nighttime slot instead of the Saturday daytimer in which the show has been for the past six years. The agency reportedly felt that the net's daytime pull just wasn't strong enough to give the program its full potential audience.

It's believed the first time in TV history that a sponsor has pulled a series off a web in favor of national spotbooking. The show will kick off on a spot basis in 100-plus markets August 20.

The half-hour series features Andy Devine as story teller and comic, and is being produced in the United States and India by Frank Ferrin, with 52 new episodes being readied.

5-YEAR DEAL

WNAC Inks 2d Such With TPA

BOSTON, June 25.—WNAC-TV here has wrapped up another big five-year deal with Television Programs of America. The station will play five reruns of "Ellery Queen" beginning September 1. The week before that the station will complete the first run of the series.

WNAC-TV also got an unusual option on TPA's new "Count of Monte Cristo." If TPA decides to put it into syndication, WNAC will get it for four years for one run a week and then for another six months at two runs a week. The option expires August 15. TPA expects to know by then whether or not it will get a national sale.

These two deals come close behind another deal in which WNAC bought "Ramar of the Jungle" for five years. In that one, the station made a firm deal for any further production of the series beyond the present 52 episodes.

ABC Nat'l Sales Division

Continued from page 9

man Kodak for its NBC-TV Wednesday 8-8:30 p.m. period. Interestingly, three of the summer deals were for airing on NBC or CBS.

Apparently ABC Film is convinced that its new National Sales Division will have little difficulty in selling its properties for slotting on networks competitive to ABC-TV. Except for the ABC Film summer sales, there has been no instance to date where a network's film syndication arm has put one of its properties on another network.

Burns to N. Y.

Burns, who currently is ABC Film's Midwest manager, will move to New York to head up the National Sales Division. What Burns will probably do will be to sell a series in pilot or presentation form. In case no national sale is made, no further production will be done on the series, a policy that has been successfully employed by Screen Gems for some time.

The firm, meanwhile, has revamped its syndication pricing pol-

THE BILLBOARD SCOREBOARD

Sponsor and Industry Breakdown Of New TV Film Commercials

Produced Since May 1

This weekly chart is one part of a month-long study of TV film commercials produced during a full month. It offers a significant guide to forthcoming spot TV campaigns and program sponsorship. Each week, the commercial production of a different industrial group of sponsors is listed.

The following symbols are used to designate types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effect; J—Jingles; M—Music; S—Slides; ID—Station Break; NA—Not Available.

Table with 5 columns: Sponsor, Product & Agency (Show, if any), No., Seconds, Type (C-Color), Commercial Producer. Categories include AUTOMOTIVE, BEER AND WINE, NON-ALCOHOLIC BEVERAGES, and DAIRY AND MARGARINE PRODUCTS.

Major Resistance to TV By Film Studios at End

Continued from page 2

Bros.' Sunset Avenue lot, and the guess in the trade is that these will be used for TV filming.

The primary reason Allied Artists and UI aren't in TV production appears to be that they've had a bad experience with the medium, the former with its "Ethel Barrymore Theater" and the latter with a pair of experimental series shot a couple of years ago. AA, however, has been in the midst of the syndication scramble thru its subsidiary, Interstate TV and the strong tide flowing toward TV will probably serve to overcome any traumatic symptoms that remain.

The situation at RKO remains in a state of flux from all angles, but it's known that the company is negotiating for sale of its features to television (Billboard, June 25), and it was actually the first studio to film an experimental TV show.

Policy regarding the TV operations at the various majors differs

considerably. M-G-M, which has been strongly anti-TV until this year, appears merely to be testing the water, and, despite putting together 44 half-hour programs, will actually shoot very little footage, and this mainly to plug its feature pix.

Warner Bros., on the other hand, is out to make the biggest splash it can, has built sets that dwarf any previously constructed for TV, and is generally emphasizing physical production. Its television operation is broken down into various separate companies.

Twentieth Century-Fox, like Columbia and Republic, has one telepix subsidiary, TCF-TV. Following the thinking of its executive producer, Mike Kraike, TCF-TV is placing primary emphasis on top writing, is utilizing only first-class studio properties, and will present telefilm versions of a number of Academy Award winners, among others.

The Columbia operation is unique in that a number of producers, e.g. Bert Leonard, brought their own package onto the lot, with Screen Gems acting more or less as a releasing organization. To date the set-up has been notably successful.

Secret Huddle

Continued from page 9

of Associated Artists Productions, and Tom O'Neil, head of General Teleradio.

No one inside any of the organizations involved has been able to do more than speculate that a deal might be going thru at this time. The negotiations have been confined to the summit. From the second echelon down, the insiders have apparently been kept in the dark on the progress of the deal. A few have taken stabs at denials and "no comment" statements. But the best information seems to be that the negotiations have reached a culmination and that the deal will very likely go thru.

Advertisement for "tello-test" by RADIO FEATURES, Inc. featuring a telephone and the text "Write-Wire-Phone".

MONEY-SAVING SUBSCRIPTION ORDER form with fields for Name, Occupation, Company, Address, City, Zone, State, and a checkbox for "Payment enclosed".

NARTB TV Bd. Vs. Toll Video

WASHINGTON, June 25.—The television board of the National Association of Radio and Television Broadcasters came out in opposition to fee TV within the television broadcast bands in a resolution passed by the board this week (23) at a board meeting in Hot Springs, Va.

"The proposal (on fee TV) as made, if adopted, would necessarily diminish and encumber unlimited free reception by the public in order to provide this limited use," the resolution stated.

The resolution also called for a committee of the board to be appointed to inform Congress and the public of the facts and information concerning pay television.

In other action by the group, a special television board committee was named to implement proposals for a national study of viewer attitudes toward television.

'O'Hara' Pix Set for Mex.

MEXICO CITY, June 25.—Atracciones-Inter-Americana, S. A., made the announcement here today that its proposed TV series, "The Adventures of Don Carlos O'Hara," is still scheduled for shooting this fall.

The producers said that the postponement of the July date was due to the need for additional financing and pre-production work now that it has been decided to shoot the entire 13 episodes at the same time.

David Silva, the Mexican bilingual star, will play the Carlos O'Hara role in both the English and Spanish versions.

Friberg New TPA Veepee

NEW YORK, June 25.—Hardie Friberg this week was named veepee in charge of the Eastern division of Television Programs of America. He will report to Michael Sillerman, TPA's executive veepee. His rank will be equal to that of Bruce Eells, the TPA veepee in charge of its Western division.

'Disneyland' Rating Higher on Reruns

NEW YORK, June 25. — The reruns of "Disneyland," now airing on ABC-TV, are showing phenomenally strong pulling power. Eight of the nine repeat shows for which Nielsen ratings are available pulled a higher share of over-all viewing audience than did the original airings, according to an ABC research report.

The report points out that were it not for the seasonal decline in home viewing television, the "Disneyland" reruns would have drawn individual higher ratings than the originals. As it is, five of the reruns pulled heavier than the originals. Reflecting the seasonal decline in viewers, the last three reruns scored lower than the first runs.

Despite the rating fall-off, however, the latest Nielsen report, for the second period in May, lists the "Disneyland" repeats as pulling in more homes than any show except "I Love Lucy."

Rating Figures

Average Nielsen rating for the "Disneyland" originals is 46.3 and the average share of audience is 55.5 per cent. In comparison, the reruns pulled in an average rating of 45.5 (only 1.5 below the first runs) while their average share of audience was 64.1 per cent, an increase of 15 per cent over the average of the first runs, according to ABC.

The success story of "Disneyland" repeats points up once again that film shows are capable of doing just as good a job of pulling in audiences on their second run as on their first, providing time slot and competition factors in both cases are about equal.

Milt Gettinger Dies in Florida

MIAMI BEACH, June 25.—Milton Gettinger, lawyer, TV distributor and financier, died here this week at the age of 55. The attorney was unusually active in TV film. He first went into TV distribution thru TV Exploitation, and later acquired Station Distributors which he subsequently sold to National Telefilm Associates.

Gettinger was also a consultant on TV film for the Chemical National Bank and was responsible for the bankrolling by it of many vidfilm series, among which were "Lone Wolf," and "Waterfront." He resided in Florida for the last six years.

Senate's Engineering Group May Send TV on New Tack

WASHINGTON, June 25.—The whole course of the stormy history of television channel allocation may take a new trend as a result of the findings of the Senate special engineering committee which met for the first time Tuesday (21) at the request of Sen. Warren G. Magnuson (D., Wash.), chairman of the Interstate and Foreign Commerce Committee. Magnuson asked the television engineers for a report on their reappraisal of the entire allocation system in the fall, "possibly by October 1." The engineering committee will be self-directed and select its own chairman.

Fully aware of the social and economic effects that can avalanche as a result of changes in the spectrum in this "most sensitive" industry, Magnuson asked the committee to approach the problem in a "public-spirited manner" and to "disassociate themselves" from concern with their industry affiliation.

Suggestions Asked

In addition to the specific engineering problems announced for the reallocation study (The Billboard, June 25), which included possible creation of new VHF channels out of FM spectrum, reassignment of unused UHF allocations, possible selective de-intermixture and use of "drop-in" techniques, Magnuson invited broad-scale suggestions on the whole television system.

"My committee would like to be advised" as to a "more realistic allocation of the available air space so as to bring about more equitable distribution of existing facilities." He also reminded the industry's

top engineers that "we are deeply concerned with the UHF-VHF problem."

In a press conference, Magnuson told reporters that while the special engineering committee findings will take priority, the full Senate committee will try to explore every disputed aspect of the industry. With a fund of only \$200,000 to go on, Magnuson hopes to farm out some of the questions to impartial research organizations like the Ford Foundation, the Carnegie Foundation and the Brookings Institute.

The Questions

Questions touched on by the Senator included:

1. **The spread of rural television:** This will mean a reappraisal of de-intermixture policies, on which the Federal Communications Commission has as yet no ground rules; the legality of "booster" operations — "Complaints have come from certain cities that they are 'stealing' TV programs"; the carving out of more TV bands possibly from some now reserved for the military, or utilizing some of the FM spectrum.

Commenting on the FCC's "Table 6" allocation assignments now under dispute, Magnuson said, "We are not laying the blame for the present situation at their door." He pointed out that the table was drawn up when the FCC was under "great pressure to hurry up and get TV into areas that clamored for it." The FCC is expected to co-operate fully with the Magnuson engineering group in trying for a "more flexible" allocation set-

up. The FCC may even appoint a committee of its own for a ground rules study.

UHF Proposals

On drastic proposals by UHF proponents to push all television into the UHF band, on the grounds that UHF has more channels and gives clearer reception, Magnuson said, "That would cure the disease and kill the patient." Noting that UHF suffers from underproduction of all-channel receivers—the present ratio being about seven VHF to every UHF receiver manufactured—Magnuson cited his committee's efforts to get the manufacturers' excise tax off UHF receivers. He was doubtful if the UHF excise tax waiver bill would get action in this session of Congress, however.

2. **Questions of nation-wide importance:** These include network monopoly and the pressing problem of political time. On fee TV, Magnuson said that in addition to the engineering group's study, "We may have the American Bar Association look into its legality." On proposals to put toll TV under "common carrier" classification, Magnuson gave an emphatic "No. I'm against that. Keep TV free and competitive."

Net Monopoly?

The network monopoly problem found Magnuson favoring study by "impartial experts." On all of these things, the committee needs advice to best form policy and serve the public interest." Apropos, he cited the small businessman's inability to afford TV advertising in VHF areas under present conditions. "He would find all the good time taken by the big advertisers."

On the pressing question of political time, with 1956 looming: "The theory of equal time to all candidates does not work out in practice," Magnuson said, pointing out the possible havoc wreaked on programming. "The whole question of free speech on television needs looking into." The committee might farm this problem out to impartial research and also send a questionnaire on it to the broadcasters themselves.

Magnuson noted of existing networks and stations: "They police themselves pretty well. The committee has no desire to make a public utility out of the networks." No hearings will be held before the engineering report in the fall.

Official Sales Move on Nat'l Syndication, Station Fronts

NEW YORK, June 25.—Over this past season Official Films has expanded its roster of half-hour shows so rapidly that it is now operating a three-pronged sales effort for which the only precedent is MCA-TV. The three levels on which it is operating are national, syndication and station package sales.

Of course Official is not nearly as matured as MCA-TV in this triple front approach. For one thing, it has only about half as many shows to offer on the latter two levels. But its progress along all three lines is at least steady.

For example, it was reported this week that Official was in negotiations to get two more rerun series, "Willy" and "The Hunter." The distributor would not confirm the report.

In addition, it has at least one new show in production earmarked for national sales next year, and another earmarked for syndication in the fall.

In addition, it has at least one new show in production earmarked for national sales next year, and another earmarked for syndication in the fall.

Altho it is a might behind MCA, Official has an impressive record to show on all three levels.

"Robin Hood"

Its sale of "Robin Hood" to Johnson & Johnson and Wildroot gave the outfit a firm footing back in the national sales picture. Its next offering on this level will be "Sir Henry Morgan," which will go into production in September.

Official had three shows in first-run syndication this season, and got healthy results in all of them. "The Star and the Story" is now sold in 110 markets. "This Is Your Music" is sold in 56, not counting the 14-market deal with Pacific Telephone, which was made by producer Jack Denove. And "Secret File, U. S. A." is in 68 markets.

Within another couple of weeks the sales force will begin syndica-

tion of "The Scarlet Pimpernel" for air debut in September.

On the third level, station sales, Official's pitch is significantly different from MCA's. Where the latter's strength lies in anthologies, Official's is in integrated series, comedy and adventure. It has 126 segments of "My Little Margie," 117 of "Foreign Intrigue" and well over 100 of "The Erwins."

Strip Booking

It is pitching strip booking of these and other series, and has already had marked success in this. KMBC, Kansas City, Mo., is stripping "Foreign Intrigue" at 10 p.m. as a spot carrier and is sold out. KTTV, Los Angeles, recently began stripping "Secret File" at 10:30 p.m.

Official has sold the "Intrigue" series to about 35 stations. (Official sells it in two groups, tagged "Dateline Europe" and "Overseas Adventure.") In the past six months, about 20 stations have bought two or more shows from Official at one sitting. Last month, WJAR-TV, Providence, bought Official's whole library, with cartoons and musical shorts thrown in for good measure.

For some time now Official has been exploring various new sales patterns in station deals. As reported on these pages recently, it has been discussing with a couple of stations here a percentage arrangement along the lines of the usual exhibition deals in the motion picture industry.

Herb Jaffe, sales vice-president, said this week that they still saw a couple of weak spots in the plan, but they may be worked out in another couple of weeks. Should the plan materialize, he said, there would be no fixed pattern for every situation. It would have to be adjusted for each individual market.

Unlike MCA, Official has not separated its sales force into three echelons. Any member of the staff, especially those at the top, may be

working on all three levels within the same week.

Nevertheless, it is interesting that Official should be taking this three-ply approach, since many of its top command are alumni of MCA.

WGN Holds Marathon Film Fest in Chicago

CHICAGO, June 25. — More than 300 potential advertisers and agency executives viewed an estimated \$1,000,000 of television film shows during WGN-TV's annual film festival (June 22) in its main audience studio.

The station screened 5 to 10-minute excerpts from 27 of the best available first-run syndicated film series during afternoon and evening sessions and also played host at a buffet dinner.

Ted Weber, WGN-TV sales manager, said this year's festival was held six weeks earlier to allow more time for selling. It is staged annually as an industry service so Windy City clients and agencies can preview the newest film packages in several hours instead of days.

Elizabeth Bain, film director for WGN-TV who edited each of the films screened into capsule form,

said the cream of the 26 half-hour films shown were:

Film Lists

"Steve Donovan, Western Marshal," with Douglas Kennedy; "Confidential File," Paul Coates; "I Spy," Raymond Massey; "Dr. Hudson's Secret Journal," John Howard; "Behind the Scenes," Bill Goodwin, and "Gangbusters."

Others included "Grand Ole Opry," "It's a Bet," "Mad Whirl," "Eddy Arnold," "The Goldbergs," "Deal Me In," "Big 10 Hi-Lites," "New Orleans Police Department" and "Sheena, Queen of the Jungle."

Besides the 27 film excerpts, a special trailer of some of the 123 feature films starring Roy Rogers and Gene Autry also was shown. WGN-TV purchased film rights to the Western features last week (June 16) for \$400,000.

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, May ARB Rating, Station, Day, Time, Top Opposition & Rating

DAYTON, O. 2 STATIONS

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

- 1. I Love Lucy, WHIO.....46.6
2. Our Miss Brooks, WHIO.....44.7
3. This Is Your Life, WLW-D.....40.2
4. December Bride, WHIO.....37.9
5. Two for the Money, WHIO.....36.9

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Man Behind the Badge (Adv.), MCA-TV.....32.8
2. Mr. District Attorney (Mys.), Ziv.....23.8
3. Waterfront (Adv.), MCA-TV.....20.2
4. Ellery Queen (Mys.), TPA.....19.5
5. Badge 714 (Mys.), NBC.....16.6
6. Famous Playhouse (Drama), MCA-TV.....15.9
7. I Led Three Lives (Adv.), Ziv.....15.5
7. Science Fiction Theater (Adv.), Ziv.....15.5
9. Kit Carson (West.), Coca-Cola.....13.8
10. Racket Squad (Mys.), ABC.....13.3

CLEVELAND 3 STATIONS

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

- 1. Toast of the Town, WXEL.....42.8
2. I Love Lucy, WXEL.....38.1
3. Your Hit Parade, WNBK.....36.2
4. Stage Show, WXEL.....35.0
5. This Is Your Life, WNBK.....34.7

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Little Rascals (Child), Interstate.....20.8
2. Annie Oakley (West.), CBS.....18.5
3. I Led Three Lives (Adv.), Ziv.....17.0
4. Badge 714 (Mys.), NBC.....16.8
5. Gene Autry (West.), CBS.....16.4
6. Buffalo Bill Jr. (West.), CBS.....14.8
7. Foreign Intrigue (Adv.), Official.....14.1
8. The Whistler (Mys.), CBS.....13.2
9. Sherlock Holmes (Mys.), UM&M.....12.7
9. Waterfront (Adv.), MCA-TV.....12.7

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

ATLANTA 3 STATIONS

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

- 1. I Love Lucy, WAGA.....45.6
2. Loretta Young, WSB.....40.1
3. December Bride, WAGA.....37.2
4. Toast of the Town, WAGA.....35.3
5. I've Got a Secret, WAGA.....34.1

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

- 1. Racket Squad (Mys.), ABC.....29.3
2. City Detective (Mys.), MCA-TV.....21.1
3. Waterfront (Adv.), MCA-TV.....20.7
4. Stories of the Century (West.), Hollywood.....19.8
5. Favorite Story (Drama), Ziv.....16.9
6. Follow That Man (Mys.), MCA-TV.....14.7
7. I Led Three Lives (Adv.), Ziv.....13.6
8. Mr. District Attorney (Mys.), Ziv.....12.8
9. Star and Story (Drama), Official.....12.4
10. Heart of the City (Drama), MCA-TV.....12.0

WASHINGTON 4 STATIONS

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

- 1. Toast of the Town, WTOP.....43.9
2. Dragnet, WRC.....37.6
3. You Bet Your Life, WRC.....36.9
4. I Love Lucy, WTOP.....35.2
5. Ford Theater, WRC.....33.6

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Superman (Adv.), Flamingo.....19.9
2. I Led Three Lives (Adv.), Ziv.....15.5
3. Wild Bill Hickok (West.), Flamingo.....15.4
4. Sherlock Holmes (Mys.), UM&M.....13.4
5. Ramar of the Jungle (Adv.), TPA.....10.6
6. Badge 714 (Mys.), NBC.....10.2
7. Annie Oakley (West.), CBS.....9.8
8. Little Rascals (Child), Interstate.....8.9
9. Stories of the Century (West.), Hollywood.....8.9
10. Joe Palooka (Comedy), Guild.....7.5
10. Waterfront (Adv.), MCA-TV.....7.5

TV FILM SALES

- CBS TV FILM SALES
AMOS 'N' ANDY
Adv. TBA; CBT, Montreal
RANGE RIDER
Adv. TBA; WLW-C, Columbus, O.; WLW-D, Dayton, O.
THE WHISTLER
Kings Wine; Altoona, Pa.; Lancaster, Pa.; Philadelphia
Falls City Brewing Co.; WFIE, Evansville, Ind.; WSAZ, Huntington, W. Va.; WAVE, Louisville
La Rosa Spaghetti and Kings Wine; Pittsburgh
CONSOLIDATED TV FILM
HOLLYWOOD HALF HOUR
San Antonio Savings & Loan Assn.; WOAL, San Antonio
GUILD FILMS COMPANY
CONRAD NAGEL THEATER
Frank Hearing Motors; KIEM, Eureka, Calif.
HOLLYWOOD TELEVISION SERVICE
STORIES OF THE CENTURY
S. & M. Tire Service; KIEM, Eureka, Calif.
INS-TELENEWS
INS-TELENEWS WEEKLY NEWS
General Tire & Rubber; WSUN, St. Petersburg, Fla.; KOMU, Columbia, Mo.
Mabro Construction Co.; KDKA, Pittsburgh
Green Colonial Furnace Co.; KGLO, Mason City, Ia.; WOC, Davenport, Ia.
Adv. TBA; WRGB, Schenectady; KLAS, Las Vegas, Nev.; WROM, Rome, Ga.; KBES, Medford, Ore.; WFMB, Indianapolis; KRBC, Abilene, Tex.; KBET, Sacramento; WHO, Des Moines; KELO, Sioux Falls, S. D.

- NBC FILM DIVISION
STEVE DONOVAN, WESTERN MARSHALL
Sally Ann Bakers; KFYJ, Grand Junction, Idaho
Adv. TBA; KGNC, Amarillo, Tex.; WNVD, South Bend, Ind.; KRBC, Abilene, Tex.
THE FALCON
Adv. TBA; KZTV, Reno, Nev.
BADGE 714
Adv. TBA; KNOE, Monroe, La.
HOPALONG CASSIDY (Half-Hour A)
Adv. TBS; WBAL, Baltimore
HOPALONG CASSIDY (One Hour)
Adv. TBA; KWK, St. Louis
CAPTURED
Adv. TBA; WWLP, Springfield-Holyoke, Mass.
LIFE OF RILEY (B)
Adv. TBA; KHQ, Spokane; KJEO, Fresno, Calif.
LIFE OF RILEY (C)
Adv. TBA; KJEO, Fresno, Calif.
LIFE OF RILEY (D)
Adv. TBA; KHQ, Spokane
OFFICIAL FILMS
STAR AND THE STORY
RCA Victor TV Dealers; KIEM, Eureka, Calif.
MY HERO
Westinghouse; KWVL, Waterloo, Ia.
SCREEN GEMS, INC.
ALL STAR THEATER
Adv. TBA; KID, Idaho Falls, Idaho; KLIX, Twin Falls, Idaho
RIN TIN TIN
Adv. TBA; KROC, Rochester, Minn.
JET JACKSON
Adv. TBA; KID, Idaho Falls, Idaho (R); WEAR, Pensacola, Fla. (R)
DISC JOCKEY FILMS
Adv. TBA; WJDM, Panama City, Fla.

GT Gets Four Late Features

NEW YORK, June 25.—General Teleradio's Film Division has added four more stellar feature films to the 13 in its latest package. The new acquisitions were all produced since 1950. They are "Three for Bedroom C," with Gloria Swanson, released by Warner Brothers in 1952; "Borderline," with Fred MacMurray and Claire Trevor, Universal, 1950; "Rogue River," with Rory Calhoun, Eagle Lion, 1950; "Boy From Indiana," with Lon McAllister and Billie Burke, Eagle Lion, 1950. Actually, of the 17 first runs it now has, only 14 are available for airing this fall. Three Randolph Scott starrers are still in theatrical reissue which will have to be protected until the fall of 1956. Those are "Cariboo Trail," "Canadian Pacific" and "Fighting Man of the Plains."

REVOLVING DOOR

By CHARLOTTE SUMMERS
CMA Associates, public relations, has named Barry Levinson as proxy and Bobbie Ross as account exec. Sammy Mann and Gene Cogen continue as exec veepees. . . . Bob Williams, not to be confused with radio deejay Bill Williams, is currently emceeing WABD New York's "Featurama stanza. . . . Milton Gordon, Television Programs of America proxy, leaves for Europe next Friday (1) for two months. He expects to talk to TV interests in London, Paris and Rome about deals on TPA properties such as "Halls of Ivy," "Lassie" and "Ellery Queen." Norman Shainmark, son of Lou Shainmark, veepee in charge of public relations at Guild Films, was married Friday (24) to Marsha Louise Ollstein, of Rockville Center, N. Y. . . . Jeremy Hyman, London rep. for Associated Artists Productions, has arrived in New York and will immediately set out on a one-week swing of the TV markets in the State with an eye toward adapting TV station sales techniques to the new commercial TV set-up in Great Britain. Ted Ashley, head of the Ashley-Steiner talent agency, became the father of a girl, his second, last week. . . . Jack L. Lemmon, formerly an account exec with Transfilm, Inc., has joined ATV Film Productions as veepee in charge of sales. . . . Kling Film Productions, Chicago, has thrown its doors open to all agencies and their clients in a move to acquaint the field with how TV films are made and produced. TV department personnel are invited to spend as much as one week in the film studios in order to observe the step-by-step production. The policy is a new service and is open to all whether they are Kling clients or not. Selwyn Rausch, head of Terrytoon's licensing division, was stricken with an appendicitis attack last week and is now recuperating in Fitch's Hospital, the Bronx. . . . Frank J. Shea has moved from John Sutherland Productions to Pelican Films as vice-president in charge of sales. . . . Mark Stevens, actor-producer, under terms of a new pact with Lever Brothers, will head up the "Big Town" series for the second consecutive season. The films will be made by Mark Stevens Television Productions.

LEGIT

'Arabians' Weave New Nocturnal Magic Spell

By BOB FRANCIS

The Jones Beach Marine Stadium re-lighted this week for a second al fresco edition of Guy Lombardo's song-and-dance spectacle, "Arabian Nights." There is magic in it—more, in fact, than there was last year. In large part this may be due to the drafting of Radio City Music Hall's entrepreneur, Leon Leonidoff, to set the show a-ticking.

Certainly the book is virtually unchanged, except that some of its less amusing sequences have been tossed out of the window. A good many of the previous cast have

Roger Ray
Palace Theater, New York

Palace vets make this an over-all good bill. Roger Ray racks up a sock score in next to closing, drawing cheers and whistles for his marimba clowning. Tommy Hanlon (plus the ubiquitous Murph) returns with his regular act refurbished for fine reception. Likewise on hand is young Phil Ramone, who now hokes up a classical fiddle act for fine results. And Flournoy Miller and Manton Moreland snag plenty of laughs via the ancient income tax routine.

On the new side, the Virginians (man and wife duo) get the bill off to a brilliant juggling start—a top-flight act. The Layne Sisters (dancing duo) score moderately with acrobatic stepping; act is promising but needs considerable polishing. Marion Harris Jr. vocalizes to a fair reception, and the Three Tuckers wind matters up with expert trampo routines.

Francis.

Morning's at Seven
Cherry Lane Theater, New York

Just about enough laughs and good air conditioning combine to make this downtown Proscenium Production of Paul Osborn's "Morning's at Seven" a pleasant hot weather refresher.

The one-set comedy romps happily along concerning itself over the bumbblings of four elderly sisters with three husbands among them, and their 40-year-old son-nephew whose hesitant courtship touches off the series of backyard crises.

Opening night Wednesday (22) revealed a well-staged play and very able cast, for the most part, with a heavy underscore for Dorrit Kelton as Esther, Harrison Dowd as Carl and Gubi Mann as Myrtle Brown. John Cornell's set also deserves a hand.

Holland.

June Christy
The Crescendo, Hollywood

Tho it's a return date at this bistro in only two months for June Christy, the bevy of fans assembled was indication enough of their regard for the jazz chirp. Her purring of such well-known standards as "How High the Moon," "The Nearness of You" and "Get Happy" were all received with good favor. Miss Christy's styling is the sort that demands attention—which she had by the bushelful.

Rene Touzet and his cha-cha-cha beat precede, with comic Jackie Farrell following. Both were pleasing, tho Farrell was at a disadvantage in working in a room that doesn't, as a rule, use comics.

Friedman.

DRAMATIC & MUSICAL ROUTES

Can Can: (National) Washington. King and I: (Shubert) Detroit. Kismet: (Curran) San Francisco. Pajama Game: (Philharmonic) Los Angeles. Solid Gold Cadillac: (Geary) San Francisco. Tea and Sympathy: (Biltmore) Los Angeles. Teahouse of the August Moon: (Community) Berkeley, Calif., 28-29; (Auditorium) Sacramento 30-July 3. Tender Trap: (Harris) Chicago.

been re-engaged, the lyrics and tunes, to this untutored ear, sound about the same. But Leonidoff, if he may receive full credit, has pepped up the dancing, interpolated some top-flight vaude acts and turned out a really glittering spectacle. "Arabian Nights" lives up to its title, when seen and heard across a lagoon, beneath summer moon and stars.

Of course, Leonidoff has plenty to work with. There is Lauritz Melchior to play and sing a rotund and generally amiable sultan. There is Hope Holiday, who makes a small genie as cute as a button, and Jack Dabdoub to give fine scope to a bigger one. Helena Scott is a lovely Scheherazade both vocally and eye-wise and and William Chapman scores similarly as her vis-a-vis.

And a Whale

The whale with Sinbads cohorts is again swimming the lagoon (this year with a one-toothed calf in tow.) The mermaids are on deck and submerged. Janick and Arnaut contribute their top-flight snake adagio. Ben Wrigley adds his imitable comedy didoes, and also on hand from vaude are Walter Dare Wahl and Emmett Oldfield in the ancient, but always sock, stickey-hands routine. There is brilliant stepping by Kathryn Lee and Buzz Miller and a superb backing-up by all concerned in Rod Alexander's choreography department. Richard Rychtarik has again been given a free hand scenically and costume-wise.

Leonidoff has been backed with plenty to work with to turn out a glittering summer production. As usual, he has the capacity to make full use of it. "Arabian Nights" currently looks like a better magnet than Guy Lombardo's first Jones Beach essay, and that one had customers bussing it to the Marine Stadium in droves.

Woody Herman, Erroll Garner
Basin Street, New York

The sock showmanship and sound musical taste of Woody Herman and Erroll Garner make Basin Street's current bill a sure-fire commercial draw. The Third Herd—one of Herman's best bands—plays an uninhibited, but basically polished, brand of swing, with the leader's effortless vocal showmanship its greatest asset.

Pretty brunette Lea Matthews also scores in the vocal department, handling ballads with appealing simplicity and a fine sense of intonation. As always, Garner's relaxed mike manner and sensitive pianistics register with maximum audience impact. This is a talent line-up with strong appeal for both teen-agers and older fans, and judging by this line-up the spot should retain its "dual" pulling power right thru the summer.

Bundy.

BROADWAY SHOWLOG

Performances Thru June 25, 1955

DRAMAS

Anastasia	12-29, '54	205
Anniversary Waltz	4-7, '54	509
Bus Stop	3-2, '55	133
Cat on a Hot Tin Roof	3-24, '55	107
Inherit the Wind	4-21, '55	76
Lunatics and Lovers	12-12, '54	224
The Bad Seed	12-8, '54	228
The Desperate Hours	2-10, '55	156
The Seven-Year Itch	11-20, '52	1,086
The Teahouse of the August Moon	10-15, '53	711
Witness for Prosecution	12-16, '54	220

MUSICALS

Almost Crazy	6-20, '55	8
Ankles Aweigh	4-18, '55	80
Arabian Nights	6-23, '55	4
Can-Can	5-17, '53	884
Comedy in Music	10-2, '53	671
Damn Yankees	5-5, '55	60
Fanny	11-4, '54	268
Pajama Game	5-13, '54	462
Phoenix '55	4-23, '55	73
Plain and Fancy	1-27, '55	172
Seventh Heaven	3-26, '55	36
Silk Stockings	2-24, '55	139
The Boy Friend	9-30, '54	308

CLOSED

Tea and Sympathy..... 9-30, '53

COMING UP

La Ronde..... 6-27, '55

Dorothy Shay
Palmer House, Chicago

As usual, Dorothy Shay wrapped the visiting conventioners around her little finger and kept them there for the full 45 minutes of her turn. In this instance, the only other act on the bill is a dance number portrayed by the Empire Eight Dancers, "Yellow Ribbons." Miss Shay hit the floor with essentially the same act she has been using for the last few years. However, because most of the act is centered around special material, she doesn't find a bit of difficulty.

Such intriguing titles as "Why Shore," "Beverly Hills," "Why Didn't You Mention It Before" and "Uncle Fud" gave the audience plenty of laughs. She is a master at between-numbers ad libs and keeps a good portion of that going at all times. She looks different than she has in her last stanzas what with a lot less weight and a new haircut. Her segment is a beg-off all the way and should prove a crowd-puller for the next six weeks.

Schickel.

Odette
Le Cupidon, New York

Odette is a voluptuous French chanteuse with a husky voice and a provocative delivery. However, her act is so ineptly showcased at this East Side nitery that entertainment-wise the results are practically nil.

Her chief handicap is a distracting hand-mike, which she cuddles close to her cheek, thus completely immobilizing one arm and preventing the audience from ever getting a really good look at more than half of her face. The bi-lingual canary sings a mixture of French and English tunes, registering best on the former, particularly with a sultry version of "Under Paris Skies."

Ira Brandt and his orchestra play a pleasant brand of music for dancing.

Bundy.

NIGHT CLUB

Marlowe Shows Savvy, Talent in Chez Debut

By STEVE SCHICKEL

Ropes up at the door and happy faces thruout the audience was the scene that greeted Marion Marlowe in her debut appearance at the Chez Paree, Chicago. The gal stunned many veteran reviewers and showgoers alike with her performance, which radiated showbiz know-how. Almost everyone expected a superb voice, but few expected such a polished and highly entertaining act.

Miss Marlowe opened with a lively rendition of "The Belle of the Ball" and then went into a special material bit on Godfrey and his crew, "Strictly Confidential." This number could have been done in bad taste, but instead, it gave the audience an almost personal touch with Godfrey and His Gang and certainly helped his public relations aspect in view of recent firings. Miss Marlowe also played the audience well by singing a tune, "I Love Paris," but substituting Chicago for Paris, and won a huge mitt for her warmth and sincerity.

The singer also scored well on her initial pop release for Cadence Records, "Man in the Raincoat," as well as such classic numbers as "The Gypsy Song" and "Can't Help Lovin' That Man." Her beg-off was a work of art as she walked in a pin spot to the end of the stage and sang a warm and convincing version of "It's Time to Go." During the course of her act she throws a rose to the audience as well as hands out gifts of perfume and champagne from the Godfrey gang. Her act was clever, almost perfect, and a pleasure to watch.

Anna Maria Alberghetti
The Royal Nevada, Las Vegas

The Royal Nevada this week has what is undoubtedly a most entertaining act in the entire Alberghetti family—supported by a 40-piece symphony orchestra.

Star Anna Maria delivers her half-classical, half-popular routine, which is tailored to present the other members of the family; mother Alberghetti, the concert pianist; father Alberghetti, the conductor; sister Carla, a fine soprano at 15; brother Paul, a seemingly adept conductor at 9.

Top applause is shared by chubby Paul, in short pants, leading the orchestra in the "William Tell" overture, and by the finale, with Anna Maria and Carla doing a superb duet, "Italian Street Song."

Second spot is taken by comic story teller Myron Cohen, whose offerings are always well-received here. The Crown Room changes its style for this show, combining the dancing numbers of the chorus line with the Dancing Waters, for which the Royal Nevada has become noted. Music is by Jerry Fielding and ork.

Oncken.

Comic Joey Bishop, in for his seventh return engagement, had the audience in the aisles. He still racks up as the best ad lib. comic on the circuit. His turn is new and fresh and he maintains a high standard of laughs thruout. His act can hardly be called standard from the standpoint of using stock jokes because he worked almost 60 per cent or better from the audience on ad libs. This guy is a sure bet to be playing here 20 years from now if this house is any criteria. This show marked the return of the Chez Paree Adorables. The line, which was dropped last year, does two sets, "Kismet" and "South Pacific," both capably done. Singer Jimmy Lee helms the vocal chores for the line's productions.

Dukes of Dixie
Storyville, Boston

These veterans of two years on the local jazz circuit have been packing in the jazz fans at George Wein's popular room. Campaigning for some years on the college dance band loop, they worked into a fine Dixieland combination with a lot of excitement in their style. The seven young men belt out a wild beat that has the customers stomping. A sure-fire set is when they trace jazz origins from New Orleans up the Mississippi to Chicago, purveying the changing styles and using W. C. Handy numbers.

Shifting the pace, they sail into progressive jazz with "Lullaby of Birdland," "How High the Moon" and "Perdido." They do a really bang-up job of "Saints Go Marching In" and "Mr. Sandman" in Dixieland style. Led by Bob Mason at the the drums, the group features Wee Willie Cadbury in sparkling piano work. This is Storyville's closing show.

Dewar.

Gypsy Rose Lee, Clark Brothers
Ciro's, Hollywood

Gypsy Rose Lee doesn't quite get down to the bare essentials that she used to, but the finesse that she's picked up along the way more than makes up for it. Miss Lee seems to enjoy her work, which gives her something in common with the audience. The ringsiders keep their eyes glued on the stage.

Miss Lee keeps up a comic patter on burlesque as she strips down. Then there's a bit behind a translucent screen in which she appears naked—and probably is. In the finale she dresses her four "daughters," who would do justice to Venus if they were her kids.

The Clark Brothers are a rapid stepping pair of precision hoofers who're definitely on their way up. They've also got a comedy routine that needs polishing, but it's enough to show that they can get the laughs. Singer Kay Brown rounds out the bill. Spielman.

Dick Haymes
Dunes Hotel, Las Vegas, Nev.

A seemingly more mature Dick Haymes comes out of voluntary retirement this week to headline the second show of the new Dunes Hotel's Arabian Room.

Haymes, in the past handling himself like the juveniles he attracts, apparently has figured out the facts of life, and his performance reflects it. He is a different, adult Haymes in manner and bearing, altho his singing is much the same.

A part of the "show" is glamorous wife Rita Hayworth, who must, under Haymes' contract, be seen publicly all during the engagement. However, she takes no part in his stage performance.

Also in the well-received show are impressionist Jack DeLeon, Helene Stanton and Jose Duval, vocalists.

Oncken.

LEGIT

'Almost Crazy' Good for Campus

By BOB FRANCIS

Because there are several nice and highly competent people concerned in it, this reporter would like to be able to recommend Broadway's newest little summer revue, "Almost Crazy." Unfortunately, a revue is a very tough matter indeed to put together successfully, and the authors of this one haven't accomplished much more than an entertainment suited to June reunions on a college campus.

"Crazy" has words and music which vary between a reasonable professionalism and items collectively written by bright lights of a senior class. None of the rhymes and tunes are bad, but likewise

none leave any great impression. But what any revue must have are sketches, and in this department "Crazy" goes into an early decline. A reporter wouldn't know just who is responsible. James Shelton, Hal Hackady and Robert Bernstein take program credit. But while most of their skits start promisingly, a curious amateurishness inevitably creeps in which grows as the evening languishes.

Some of the players can make the tunes and words sound better than they are. There is blonde Karen Andrews who has a canny way with a lyric, ditto attractive Betty Colby and voluminous Babe Hines. There is some particularly excellent dancing by Jean Morton and some additional good stepping

from other members of the troupe. But this puts the whole show on a song-and-dance basis, and when the talking segs set in, results are far from felicitous.

This is particularly hard on Kay Medford, a lady of talent long admired by this department. Miss Medford is forced to extremes of stridency and miming to considerably non-existent humor, until it's actually amazing that she can come off so well. The same goes for some able assistants like James Shelton, Kevin Scott, Gloria Smith and others.

The over-all might pull its weight as a package deal on the silo circuit, but at current Broadway prices, it looks due for a fast cool-off.

Fact-Finding Report May Spur Action On Thompson's Bill

Early Congress Attention Due on Other Measures to Strike Out Juke Exemption

NEW YORK, June 25.—Stepped-up activity on legislative attempts to revise the Copyright Act of 1909 took a new turn this week when Rep. Frank Thompson Jr. announced completion of an exhaustive study of past moves to amend the law.

The history, parts of which were read into the Congressional Record Thursday (23), may provide the factual ammunition needed to help spur action on Thompson's proposed legislation to set up an impartial, fact-finding commission to investigate the entire Copyright Act.

Possible early congressional attention to measures to strike out the exemption from royalty payments on the part of juke box operators was viewed as a likelihood last week, with the number of new bills recently introduced to accomplish this purpose. (The Billboard, June 25.)

What effect the Thompson study will have on the juke box proposals remains to be seen.

Long Hau:

The report, a detailed 80-page document, was made by the Ameri-

can Law division of the Library of Congress at Thompson's request. It rejects the notion that any quick piecemeal amendments be made but that changes be undertaken only after a method for overhauling the entire act be devised.

The introduction to the report again outlines proposed personnel for the Thompson fact-finding commission which would consist of 13 members, seven appointed by the President of the U. S., three by the Vice-President, and three by the Speaker of the House. Not more than two members of each of the two congressionally appointed groups would belong to the same political party, the Thompson bill of January 20 specifies, while not more than four of the seven members appointed by the President would be members of the same party.

The introduction further states that the existing copyright system is (with very little amendment) substantially the same as that set up nearly half a century ago. It points out that copyright legislation has stood still, while the industries to which it applies have grown to mammoth proportions.

The study notes the 1953 statement by the Librarian of Congress that the copyright law was in need of revision. "The existing law is basically that enacted in 1909, and the 44 years since then have brought such developments as ra-

(Continued on page 80)

Metopera Sets BOM Club Deal For Mail Order

NEW YORK, June 25.—Plans of the Metropolitan Opera to enter the mail order record business thru a tie-in with the Book-of-the-Month Club were disclosed this week, altho the combination is not expected to produce a marketable disk package before next spring.

B-O-M-C, one of the Big Three among record clubs thru its Music Appreciation Records, will manage distribution and sales exclusively, while the Metopera will have full artistic control of records to be cut and will determine all repertoire.

The "Metropolitan Opera Record Club" will operate separately from the firm's other disk property, altho the same promotional and sales methods will be followed. Like its other mail-order records, the opera disks are expected to sell to subscribers at \$3.60 per 12-inch LP. Present plans call for the release of about six opera sets a year.

Metopera management apparently feels that it will not necessarily need top-flight operatic name-talent to insure the success

(Continued on page 30)

Mitch Miller Is CBS's DJ

NEW YORK, June 25.—CBS—both radio and TV—is rapidly becoming the most record-industry minded network in the business, with more and more of its programming built around platter artists and musical themes. The web's newest disk jockey is Columbia Records' artist and repertoire chief, Mitch Miller, who takes over Rudy Vallee's "Kraft Music Hall" show, beginning this Sunday (26) from 9 to 10 p.m.

Miller was previously slated to appear on an Orson Bean sustainer over CBS-TV, but the time was sold, leaving him free to take over the Kraft seg. He will drop his taped "Money Song" show on local indie WNEW here to concentrate on the network assignment, which he will do live.

HALEY'S DISKS HIT 3 MILLION

NEW YORK, June 25.—Bill Haley and His Comets, with Decca Records only 13 months, have hit a sales figure of over 3,000,000 records, according to diskery execs. "Rock Around the Clock," released a year ago and featured in M-G-M's "Blackboard Jungle," has gone over 1,000,000. Haley's "Shake, Rattle and Roll" hit a similar figure. His two other singles in the 13-month period, "Dim, Dim the Lights" and "Mambo Rock," plus EP sets, raise the over-all figure to over 3,000,000.

Columbia Wins Jay Disk Suit, Recoton Action

NEW YORK, June 25.—Columbia Records came out ahead in two legal actions this week.

In the diskery's action against Jay Records and Harry Meltzer (The Billboard, May 7), Columbia was granted an injunction against the firm which allegedly pirated recordings by Ruth Etting. Jay was ordered to destroy all of its Etting masters and pressings, but was not required to pay damages.

In the other action, a \$1,000,000 suit brought against Columbia by

(Continued on page 30)

Decca Hires Erna Katz in Classic Push

NEW YORK, June 25.—In line with Decca Records' plans to expand the label's activities greatly in the classical field, Sydney N. Goldberg, vice-president in charge of sales, has appointed Erna Katz as special sales representative of the Gold Label division.

Miss Katz, who will handle promotion, exploitation and sales, most recently was associated with Urania Records as assistant to the president in charge of production, public relations and artist relations. Previous associations include posts with Concert Hall Society, Vox Productions, Columbia Artists Management, the Voice of America and the British Broadcasting Corporation.

During the past few years Decca has been building its classical line, having acquired Deutsche Gramophon and Spanish and domestic recordings.

Goldberg stated that the label from here on in would take a more aggressive approach to the classical field, that its activities on the repertoire and promotion levels would be sharply stepped up.

OPERATION PUSHPOP, 1955

Billboard Launching 2d Summer Music Service

NEW YORK, June 25.—Beginning with the issue of July 16, The Billboard will launch its Operation Pushpop, 1955 version. The project is designed to help keep business "jumping"; to counter public indifference to music and records during the summer months. Unlike last summer's experimental "Pushpop," which was confined to 10 major cities, the 1955 version will be made available to all Billboard subscribers and readers. It will have national impact.

How to sustain interest in music during the summer? Studies of the business during the past few years and The Billboard's experience with "Pushpop" during 1954 clearly indicate that pop music is the key. An inactive music business—as reflected in a static condition in The Billboard's best-selling and most-played record charts—smothers the vitality of radio and television music programs; these programs, lacking fresh tunes and records, fail to maintain listener interest. Juke box operators are similarly affected, and profits dip as the boxes fail to program fresh material. Finally—the lack of freshness and vitality at the chief levels of song and record promotion cannot but affect the dealer. He suffers loss of store traffic and loss of sales due to an indifferent public.

In order to help radio and TV deejays and producers of live music shows pick the most likely of the new tunes from the standpoint of audience appeal, one basic element of the present Billboard Music Popularity Charts will be greatly expanded and a completely new feature added.

In order to help the juke box operator select the most likely new records and those which he can be reasonably sure are receiving substantial disk jockey support, a completely new feature will be added to the present charts.

All regular features designed to help jockeys and operators select the best of the new records will continue. A special 13-week air mail subscription offer will be made available to all, but primarily designed for those in radio and television programming who need their information early in the week. An improved "Pic Strip" title strip service based on new chart features will be made available to operators.

For dealers, the regular buying guide features will continue. Best-selling records, the charts indicating the music trends according to jockey and operator support of tunes and records, and weekly Best Buys based upon field reports of public acceptance. Additionally, dealers will be furnished window posters and point-of-sale material featuring current top hits and tunes that will be tomorrow's hits. Special permanent display cards will be offered and the growing consumer mailing piece, Today's Top Tunes, will also be available to dealers wishing to bring "Pushpop" into their customer's homes.

Traditionally, record manufacturers concentrate their summer efforts on the introduction and distribution of their packaged record catalogs, in preparation for the fall and winter business. This will also be true this year.

However, an increasing number of top-flight music publishers, artist and repertoire men and record company sales managers are determined to keep the pop single record business active this summer; these men share The Billboard's belief that activity in the pop singles area of the business is the vital key to the proper exploitation and sale of all music and records.

The Billboard's Operation Pushpop, should it contribute toward livelier radio-TV program, greater juke box play and increased retail business, will have served its purpose.

Camden Prepares Sampler for 89c

NEW YORK, June 25.—Camden Records is readying for early release a 12-inch LP sampler which will list for 89 cents. Etchings by some of the top names on the label, in both the pop and classical categories, will be featured.

The package will have a flap-type envelope. Liner copy will give facts on the operation of Camden as a low-price label and will contain a list of the diskery's best sellers. Special counter merchandisers will be made available to dealers.

Cap Sets July Sales Huddles

HOLLYWOOD, June 25.—Capitol Records will hold the first of a series of sales meetings July 6-8 here, in line with its upcoming fall sales program.

District sales managers throughout the country will converge here for conferences to be helmed by Cap President Glenn Wallichs, with Lloyd Dunn, Mike Maitland, Alan Livingston and Francis Scott also slated to be in attendance.

Capitol will not hold a sales convention as it has in past years. Field trips by key company executives will be scheduled, with district sales managers and branch sales managers designated to brief sales personnel and dealers.

Ampex Net Soars To 366G in Year

HOLLYWOOD, June 25.—With sales surging to \$8,163,000 from the previous year's \$5,418,000, the Ampex Corporation, manufacturer of magnetic tape recorders, made a net profit of \$365,736, after provision for \$396,885 for federal taxes, in the fiscal year ended April 30.

This was equal to 69 cents a share, compared with a profit of \$25,691 or 6 cents a share in 1954.

George I. Long, president of the company, reported the firm is in its strongest financial position in history, and reported the retirement of all bank indebtedness.

COLE PORTER AND CO.

Musical Jingles Jangle Big Dollars, Lure Even Biggest Songwriters

By JUNE BUNDY

NEW YORK, June 25.—The increased stature of the musical jingle in radio and TV today—particularly dollar-wise—is rapidly breaking down even the biggest songwriters' resistance against entering the field. The most recent example is Cole Porter, whose standard ballad, "It's DeLovely," will be used this fall as the jingle theme for DeSoto - Plymouth's Groucho Marx show on NBC-TV. (E.g., "It's delightful. It's delicious. It's DeSoto.")

Chappell Music set up the deal for Porter with Batten, Barton, Durstine & Osborn, Inc., whereby DeSoto can use the tune in jingle

form on radio and TV for a year (with options). BBD&O reportedly paid \$1,800 for jingle-rights on the song, but Porter's big pay-off, of course, will be on network performance credits from the American Society of Composers, Authors and Publishers.

Under the new ASCAP jingle performance credit system a jingle which has amassed a total of 20,000 previous credits receives a full credit on radio and TV performances, while those with less than 20,000 but with 12,500 or more, receive three-quarters of a credit, and those with between 5,000 and 12,500 will receive one-half a credit. All others will earn 5 per cent of a credit if they've

been used on network shows less than a year and 10 per cent of a credit after one year's use. The DeSoto jingle was produced by Goldswan Productions here.

"Wunderbar"

Porter reluctantly granted permission for Rheingold Beer to use his "Wunderbar" song from "Kiss Me, Kate" as a jingle theme a few months ago. So, in view of his current tie-up with DeSoto, it would appear that he has decided that the usage of standards in the jingle field will not—as was first feared—destroy the value of the copyright.

Rheingold and Ford have been most successful in luring top pop

(Continued on page 26)

Batting 1000 on Decca!

BILL HALEY

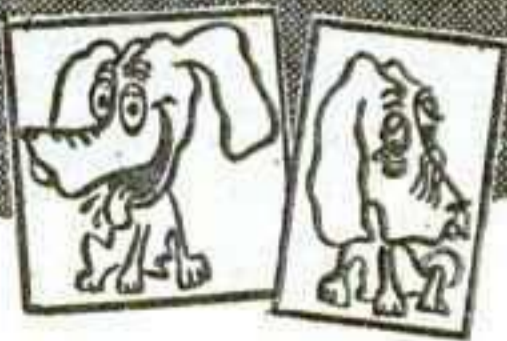
*and his
Comets*



RAZZLE- DAZZLE

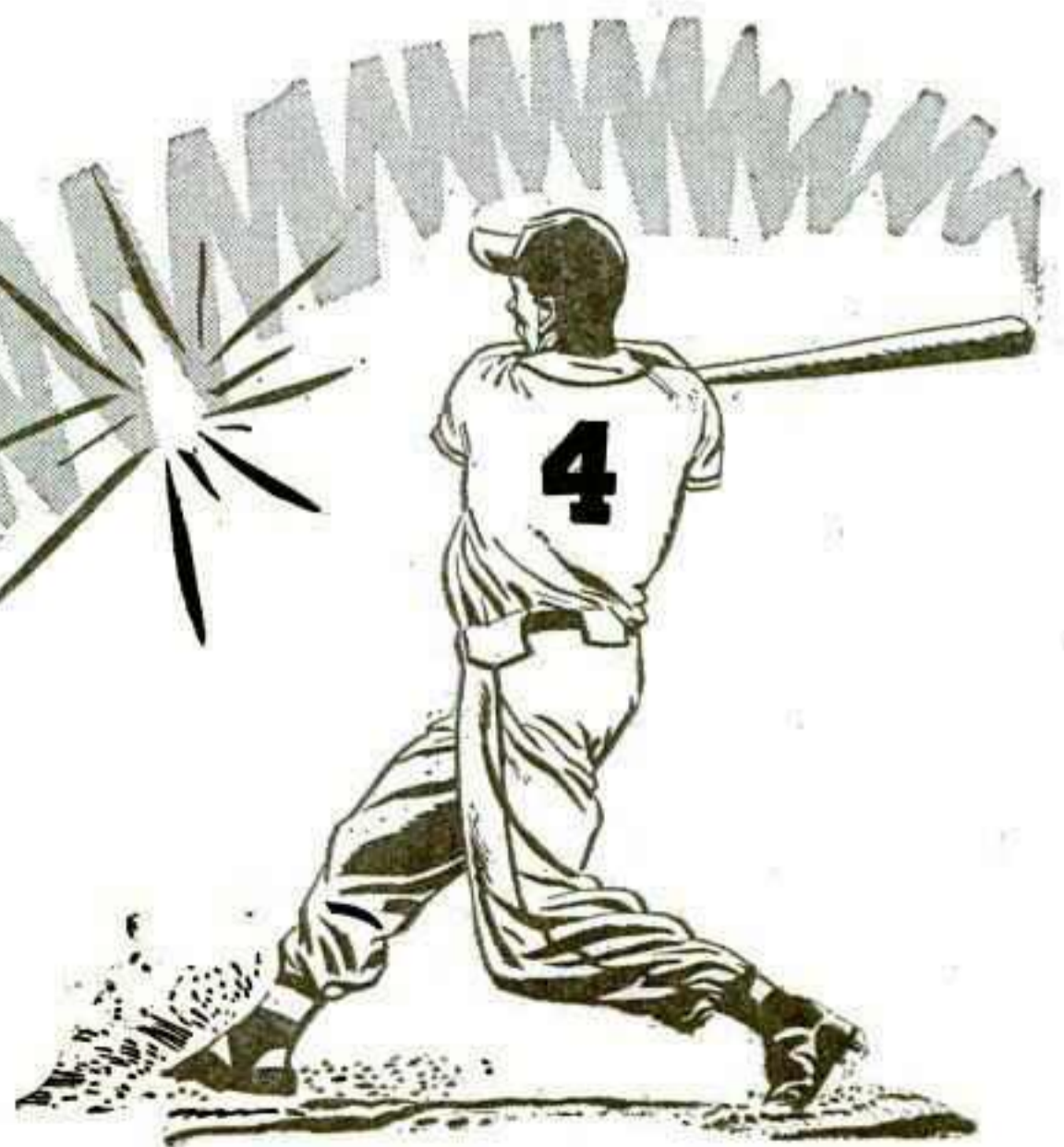
TWO HOUND DOGS

with two
smash
sides



29552 • 9-29552

America's Fastest Selling Records



EP-LP POP ALBUM RECAP

Cap, Victor Neck and Neck In Six-Month Sweepstakes

HOLLYWOOD, June 25.—The popular LP and EP album business, a facet of the music business which normally creates little excitement among Brill Building or Vine Street denizens, is currently proving to be a much sought after annuity for recording talent and disk company alike.

While the fate of a recording company rises and falls with each single popular disk release, the firm that can come up with a salable album product is more than apt to be in a healthy state of business for some time.

A recapitulation of the popular LP and EP album charts for the first six months of the year showed Capitol and RCA Victor Records sharing top honors in placing 12 albums each on the charts, with Capitol snaring a slight edge with albums that had more total appearances, 63, as compared to RCA's 50.

What were the hit albums, the top talent, and from what sources did the albums come?

It's interesting to note that four of the RCA Victor albums on the charts were from original-cast Broadway productions: "Fanny," "Peter Pan," "Silk Stockings" and just recently, "Damn Yankees." Victor's biggest album, and certainly

Decca Execs Ask Dismissal Of Gold Plea

NEW YORK, June 25.—A suit by Joseph Gold, a Decca Records stockholder, attacking the management of the organization came to light this week when the defendants—eight Decca directors—made a motion in Supreme Court to dismiss the complaint on the ground that it fails to state facts. The motion is scheduled to be heard Monday (27). Gold, who claims he has been a stockholder since 1953, asks that the defendants individually be required to account to Decca for losses sustained and to account for any gains or profits made.

The complaint alleges the Decca officers have been guilty of neglect of duty and mismanagement of the company's affairs, that assets have been "wasted and dissipated." It further attacks President Milton Rackmil's employment contract and charges that Rackmil, aided and abetted by his "friendly and controlled co-directors," committed Decca to acquire Universal Films' stock, that this acquisition was "wholly and solely for personal advantage," that altho Rackmil had a fulltime employment contract with
(Continued on page 24)

TWO HOUSE BILLS ASK U. S. FOSTER OF ARTS

WASHINGTON, June 25.—Virtually identical bills to establish a cultural interchange with foreign countries and to establish a Federal Advisory Commission on the Arts were recently introduced in the House of Representatives by Rep. Frank Thompson Jr., of New Jersey, and Rep. Torbert H. Macdonald, of Massachusetts.

The Thompson bill, called the American National Arts Act, and the Macdonald measure, titled The American National Arts, Sports and Recreation Act, call for the use of American artists to spread thru-out the world the story of American culture and the American way of life. It is thru such cultural interchange, say the congressmen, that the real answer to Communism must be sought. Soviet Russia, it is pointed out, for years has used its theater, ballet, etc., as devices to further their own philosophy.

The congressmen take the position that the federal government should do more to give official

recognition to the arts and to foster the idea of American artistic freedom.

one that should be singled out for specific mention, was Mario Lanza's "Student Prince," a package that occupied first place on the charts for over 18 weeks. A close runner-up was RCA's "Glenn Miller Plays Selections From the Glenn Miller Story," a package produced from a series of old Miller tracks in the firm's vast catalog, and not the sound track album released by Decca from the Universal-International film of the

same name. The latter album surprisingly lasted only one week on the charts.

By far the most potent artist on both LP and EP charts was Capitol's Jackie Gleason, who has not been absent from the album charts for well over two years now. Gleason accounted for almost half of Capitol's packages on the lists with five albums, "Music, Martinis and Memories," "Music for Lovers
(Continued on page 26)

SPA Studies New Contract Revisions

Present Pact Good Till End of 1956;
Stiff Pub Resistance Appears Certain

NEW YORK, June 25.—Altho the present Standard Songwriters Contract form will remain mandatory for members until the end of 1956, the Songwriters' Protective Association already is working on several important revisions, some of which appear certain to run into stiff publisher resistance.

The current SPA writers' form, in service since 1947, is the one all SPA-recognized publishers must use under agreements which run thru next year. SPA's contract committee, however, already is holding frequent meetings and interviewing members regarding proposed revisions which will be presented to publishers' representatives.

One of the main concessions sought by SPA undoubtedly will be the establishment of a minimum writers' disk royalty, regardless of the rate set by the publisher. SPA probably will seek a 1-cent writers' minimum.

SPA wants it clearly specified that promotional money spent by publishers will not be deducted before the writers' share is determined, except when the writer gives special permission.

Quarterly Statements

Quarterly, rather than semi-annual, statements will be sought. The writers figure that the publishers collect from the record companies quarterly and should pay similarly rather than operate for several additional months on money that actually belongs to the writers.

SPA will seek fully itemized statements, listing the sources of all royalties, and may devise a standard form for that purpose. The outfit also will seek a bond for new publishers who cannot supply satisfactory financial references.

It is generally believed that SPA will have to effect some revisions that will give Broadcast Music, Inc., writers benefits com-

parable to those of American Society of Composers, Authors and Publishers members, for whom many SPA contract stipulations have been especially designed. Currently, SPA claims approximately 200 BMI writers.

Blocks Coming?

The question of minimum disk royalties is one likely to encounter blocks on Publishers' Row. In many instances publishers make royalty "deals" with labels, especially indies, in order to launch a song that otherwise might not get exposure. This is particularly true in the rhythm and blues, and the country and western fields.

Four Majors Keep 10-Inch LP Lines

RCA, Cap, Decca, M-G-M Decision May
Alter if Dealer, Public Attitude Demands

NEW YORK, June 25.—Four major record manufacturers this week reiterated their intention of continuing the release and production of 10-inch LP's and their sale at established prices, altho some traders still expect that this decision is subject to later consideration.

RCA Victor, Capitol, Decca and M-G-M execs said they saw no present reason to discontinue their 10-inch lines. It is known, however, that some dealer resistance to "regular price" 10-inchers has already made itself evident, and it is believed by many observers that the future course of the four labels will be largely determined by future dealer and consumer attitudes.

Meanwhile, Columbia, Mercury and London report strong reaction to their 10-inchers at reduced

Fox Steps Up Auditing of Diskers Books

NEW YORK, June 25.—Auditing of record labels' sales and royalty figures is being stepped up during the summer months by Harry Fox, publishers' agent and trustee. Audits for the most part are routine in nature.

Jubilee Records and Tico Records are currently being audited. Waldorf Records, a mail-order outfit, is next on the schedule. Mercury Records is due to be audited in July.

Fox has just completed audits of Dot Records and the Song Parade Company, the later a mail-order operation.

Fox is scheduling more of this activity in the summer months owing to the fact execs of many labels find it easier to spend more time with the publishers' account-

GOLF, GAMES OCCUPY ZOO AT FISHER OUTING

CROSSINGER'S, N. Y., June 25.—The Eddie Fisher Annual Golf and Food Outing was held here Tuesday and Wednesday (22 and 23) under ideal weather conditions. Over 200 attended, including publishers, writers, record company execs and assorted celebrities, all of whom came to pay their respects to the warbler as guests of Jennie Crossinger.

Per tradition, golf was the principal recreational feature. The low gross was carded by crooner Don Cherry. Prize for the longest drive went to Jack Spina. Milton Blackstone, Fisher's manager, won the putting contest, and Columbia's Percy Faith won the hole-in-one tourney. Highest score was carded by Hy Ross.

The swimming contest was won by Bob Kornheiser of Cadence Records, but since this event was not recognized on the official agenda, Kornheiser's unofficial prize was the hole in Fisher's latest 45 r.p.m. record.

The climax of the festivities was the banquet held Wednesday evening.

In some instances the entire royalty payable to the publisher is 1 cent. Under the present contract, the writer's share of that would be half, but under the proposed new deal, the publisher's share could be nil. On the other hand, there is rising writer sentiment that the publishers frequently are too quick to give away the fruits of their (the writers') labors.

IT'S A RIOT

Everyone Is Singing Blues —Pete Kelly's

NEW YORK, June 25.—Pete Kelly may have the blues, but it can't be for the lack of phono disk representation. The new Jack Webb flick, "Pete Kelly's Blues," produced by the writer-actor-producer's Mark VII company and released thru Warner Brothers, is the subject of albums at four major diskeries. Three LP's will be "original cast" deals, tho no label is getting the actual sound track.

Jack Webb himself, who is under contract to RCA Victor, will be the cover photo subject on several of the sets issued by rival companies and the flick's jazz band will be featured on two different labels.

Webb's Victor set will differ from the others in that it places its emphasis on Webb's narration and his introductions of the jazz numbers, which are played by Matty Matlock's combo. Matlock's group also will be featured in eight instrumental numbers cut for the Columbia album. The latter set also has the four original tunes from the flick exactly as tracked by Ray Heindorf and the Warner Brothers studio ork, also cut instrumentally.

Decca, with both Peggy Lee and Ella Fitzgerald under contract,
(Continued on page 24)

EmArcy Signs Mulligan Pact

NEW YORK, June 25.—Mercury's subsidiary label Emarcy has signed a long-term contract with Gerry Mulligan. Emarcy's artist and repertoire chief Bobby Shad plans to record the baritone sax star within the next 30 days.

Mulligan's first sides—all slated for release as 12-inch LP's—will feature him with a quartet and an octet. Shad also may use him later with a big band. Mulligan formerly recorded for Fantasy and Pacific Jazz.

The signing of Mulligan points up Emarcy's new expansion policy artist-wise. The label also has exclusive pacts with Sarah Vaughan, Erroll Garner, Dinah Washington, Clifford Brown and Max Roach.

Shad also has a plan in the works whereby Mercury's top pop canary Patti Page may cut a special jazz LP for Emarcy.

Copyright Office Gets Into Law Revision Act

WASHINGTON, June 25.—The Copyright Office is planning to conduct its own study relating to the revision of the copyright law if Congress okays its request for increased appropriations for 1956.

The Copyright Office has requested a net increase of \$95,284 over its 1955 budget and \$38,960 of this would go for salaries to 10 new employees to study possible revision of the copyright law for a special three-year program.

In hearings before the House Subcommittee of the Committee on Appropriations, Arthur Fisher, register of copyrights, told the group that there was a need for a fundamental revision of the Copyright Act of 1909.

The money which the Copyright Office wants is intended to provide seven attorneys to participate in studies relating to revising and re-drafting the copyright law or to relieve experienced attorneys on the Copyright Office staff to do this work. Three additional employees will handle the clerical work involved in the study. It is expected that Fisher's request will be reported favorably to the full committee some time next week.

In his statement before the Subcommittee, Fisher said that "the Act we operate under is really the Act of 1909. There have been minor revisions, and the codification of the Act brought about just as I came to the office, but there have been no revisions of the fundamental provisions of the law."

The several committees of the American Bar Association and the other associations concerned with copyrights have urged a general revision of the law for many years, he added, but the Copyright Office has taken the position that it was engaged in a very difficult international problem of securing better protection for American works abroad.

"We gave the foreign situation a priority," the copyright register added. Referring to the problem of the proposals made with respect to the domestic American law, both on the West Coast and New York, he said: "We have persuaded people submitting such amendments to postpone them until there could be a comprehensive revision. We have now come to the point where we should deal with that."

2 HOT SUMMER RELEASES!

'MAMA WANTS TO

CHA CHA CHA'

Vocal RAFFEAL POMPILIO MARTERIE

AND

'ONE FINE DAY'

From the Motion Picture "INTERRUPTED MELODY"

Ralph Marterie

AND HIS ORCHESTRA

MERCURY 70655

'SEVENTEEN'

AND

'Can't Live Without Them Anymore'

BY

Rusty Draper

MERCURY 70651



CHICAGO 1, ILLINOIS



VOX JOX

By JUNE BUNDY

PROGRAMMING GIMMIX: Forest Hobbs, KDYL, Salt Lake City, features a daily "Birth of a Nation" seg on his show, which reports on births for the past 24 hours obtained from each of the four local hospitals. A nurse on duty at each hospital reads the names over the phone, and a recording of each report is aired over Hobbs' program. . . . Ralph James, KMJ, Fresno, Calif., recently conducted a baking contest (open to both men and women), with LP's handed out as prizes, and James garnering a savory collection of "entries" to pass out around the station. . . . George Fennell, WGUY, Bangor, Me., stirred up some local talent and made a lot of friends by inviting anybody in town who wanted to be a disk jockey to drop by the station and play deejay on his show. Fennell said the idea was sparked by his memory of the days when he himself "would have given anything for a chance to spin 'em with some guy like Norm Prescott or Bob Clayton."

MULTI-TALENTED SPINNERS: Art Ford, WNEW, New York, produced and directed a full-length color movie which will be released nationally by August 1. The film was produced by Talent Investment Company in which Ford is a partner. . . . Another New York deejay, Big Joe Rosenfield Jr., WMGM, branches out into the book business in the fall, with the publication by Doubleday of his autobiography tagged "The Happiest Man in the World," described by Doubleday as "a man's 'I'll Cry Tomorrow'." . . . On still another entertainment front, John Keyes, WBOF, St. Louis, is going back to his first love—legit—as leading man of Theater-Go-Round for the season.

More than 4,000 boys and girls from 10 parochial and public high schools in Northwest Detroit attended a five-hour variety show sponsored by Northwest Youth, Inc., in Detroit this month. Robin Seymour, WKMH, and Don McLeod, WJBK, emceed the record-talent segment of the show, which featured Jaye P. Morgan, Ronnie Gaylord, Jackie Paris and others. . . . Dick Barrett, WTVB, Coldwater, Mich., has taken over a job as regional correspondent for the Battle Creek Inquirer, in addition to his deejay duties at night. . . . Chuck Summers, WOSA, Wausau, Wis., wonders if his program is unique, in that it is sponsored by a dog food company, and Summers (as part of the show's service to dog fanciers) sells, trades and gives away dogs on the program.

(Continued on page 44)

DEALER DOINGS

By GARY KRAMER

CROCKETT WINDOW CONTEST: Hansen Publications, sole selling agent for all Walt Disney Music Company and Wonderland Music Company publications, is sponsoring a Davy Crockett Music Window contest extending thru July 10. Dealers with winning windows will receive U. S. Savings Bonds. Tying in with the Disney motion picture, "The Ballad of Davy Crockett," the contest rules require each window to include a theater poster announcing the run of the film in the local city. Windows will be judged for originality and fullest coverage of Davy Crockett music materials.

Star Record Procuts, New York, has added to its line a loose-leaf catalog for record collectors in which they can write down full details concerning all disks in their collections and index them for ready reference. The "Standard" edition, which retails for \$2.49, has pages for the cataloging of 300 records (600 sides); the "De Luxe" edition, at \$3.98 retail, accommodates a collection of 500 records (1,000 sides). An easel displaying the two catalogs is available to dealers. Star has also come out with a five-compartment laminated hardwood record cabinet, available in variety of finishes, that retails at \$9.95. The cabinet holds 60 LP disks.

Frances Gates, of Gates Village Music Shop, Oak Park, Ill., writes to tell of the success of the store's open, self-service displays. Miss Gates cautions, however, "Self-service is not the universal answer to merchandising problems, particularly in a neighborhood shop, where people expect the personal touch. Special ordering, remembering individual tastes and the ability to come up with records for special purposes, can mean extra sales."

The Chicagoland Record Dealers Association will hold its first annual picnic Sunday, July 10, in St. Charles, Ill. Sam Alexander, head of the group, invites all area dealers to pack their lunch and join the fun.

NEWS NOTES: The unexpected death on June 18 of Bill Ross, a familiar figure in the pop record department at Homeyer's in Boston, came as a shock to his friends there. . . . Eddy Haddad, veteran territory band leader out of Omaha, opened his new record store, the Melody Manor, in Omaha on June 11. . . . Darwin Burke, St. Paul retailer, has opened his third downtown store. The new shop will be managed by Paul Beyer. . . . Bob Davenport is now handling the northern territory for Melody Sales, San Francisco.

JUKE BOX WRAP-UP

Eastern truck strike hits juke box and record distributors. Three-State truck driver walk-out ties up shipments of juke boxes and disks. Overseas shipments also affected. Distributors absorbing increased costs of shipping both jukes and disks.

Juke box exports sail ahead of last year's pace by nearly 60 per cent. March totals hit just under \$1 million, a 58 per cent increase compared to the corresponding period last year. France leads purchasers; Venezuela and Canada follow.

George A. Miller, president of Music Operators of America, outlines MOA objectives to nation's operators as part of current membership drive. Urges operators support battle against anti-juke box legislation in Congress and that they get behind National Juke Box Music copyrighted song, "Stairway to the Moon," by Sonny Graham, Miss Juke Box of 1955.

Detroit firm launches tests to bring background music to drive-ins. Firm ties in self-service phone speakers with continuous music for customers. Music toned to be heard only by occupants of one car, removes previous argument that some people might not want to listen to music at a drive-in. Plan to try mechanisms and tape recorders.

For full details on these stories see Music Machines Department on page 80.

'KELLY'S BLUES'

Set Anthony Tour to Hype Cap Disking

HOLLYWOOD, June 25.—Orchestra leader Ray Anthony will kick off one of the heaviest band tours in recent history come July 26 in a promotion co-ordinated to hype his upcoming Capitol release of "Pete Kelly's Blues," title tune of the Warner Bros. film of the same name.

Anthony and his band are scheduled to work six weeks of one-nighters, a total of 42 dates in all, with a heavy roster of TV and radio appearances also included in the schedule. Among those already lined up is the "Colgate Comedy Hour" on July 24 with Jack Webb hosting, the Stan Kenton CBS teleshow in New York, an August 13 date on "America's Dance Bands," summer replacement for the "Jackie Gleason Show," in addition to "Juke Box Jury" and "Strictly Informal" shots on the coast.

Band will make the tour via chartered plane, with Herm Saunders, of Mark VII Music, also leaving here this week for a similar tour of disk jockeys. Film features three new tunes, "Pete Kelly's Blues," "He Needs Me" and "Sing a Rainbow," all published by Webb's firm.

Beth'em Cuts LP's at Bar

NEW YORK, June 25.—Bethlehem Records, indie label specializing in jazz LP's, has signed an exclusive deal with the Metropole, midtown jazz bar, for a series of "on location" jazz albums. The series, Vol. I of which will be released next week, is called "Jazz at the Metropole," and it will feature a number of groups that appear on the famous bandstand behind the bar, rotating sets from mid-afternoon to early a.m.

In cutting the initial on-the-spot sets, Bethlehem imported engineer Rudy Van Gelder and NBC deejay Al Collins, who acted as emcee while the happenings were taped.

Bethlehem's future LP jazz issues will be exclusively 12-inch, according to company execs. The 10-inch LP's in the line will remain in active status, however, as long as demand continues.

The Metropole, incidentally, was the subject of a piece in Time magazine, June 20 issue. Bethlehem intends to use this in exploitation of its series.

Max Liebman, Morris to Pub Tunes in Specs

NEW YORK, June 25.—Practically every big name TV comic has his own music publishing company today, and now the trend is becoming evident behind the cameras. At any rate, NBC-TV producer Max Liebman and E. H. Morris, publisher, are setting up a special firm to publish scores for the showman's line-up of musical spectaculars next season.

The new Liebman music firm (licensed by the American Society of Authors, Composers and Publishers) is directly tied to the signing by Morris of Carolyn Leigh. The new company will publish scores specially written by Miss Leigh for Liebman's TV specs, including his initial fall entry, "Heidi." Miss Leigh is writing one original spec musical for Liebman, while the rest will spotlight her lyrics set to public domain melodies.

Altho Miss Leigh's new pact with Morris is exclusive, she retains the right to accept outside assignments from other publishers in certain cases (e.g., a movie, Broadway show, a specific lyric, etc.). Morris' new Liebman firm stands to do well, in that the scores will not only automatically pile up network performance credits, but will also benefit from NBC's new co-operative policy with its affiliated label, RCA Victor, whereby the latter company will record songs from the specs by its top artists.

Mercury Drops Label Colors

NEW YORK, June 25.—Mercury Records is dropping the color line on its country and western, and rhythm and blues disks and effective immediately will issue all records, regardless of category, under its black pop label.

The move was prompted by requests from distributors and field men, and the fact that the trend for disks to break out in more than one field is fast making the demarcation label line between record categories unnecessary. At one time Mercury did issue all records under its pop black label, but later switched its c.&w. and r.&b. releases to colored labels.

KANDY KIDISKS

New Label Ties Candy To Records

NEW YORK, June 25.—A new children's record line, Kandy Records, combining nourishment with entertainment, has been launched by Wynings and Keen Enterprises, headquartered in Pottstown, Pa.

The diskery is releasing two packages initially, each of which contains two transparent vinyl records wrapped around cellophane wrapped candy. One set contains 45 r.p.m. disks, and the other, with different repertoire, contains 78 r.p.m. platters. They sell for 98 cents.

Joseph Wismer, who has the patent pending on the gimmick, has been retained as promotion and sales manager of the outfit. He's lining up distribution via both novelty and disk jobbers, as well as chain stores. The line already has been accepted by the Woolworth chain.

Kandy's actual recordings are pressed from masters leased to the outfit by RCA Victor, whose Custom Pressing Division produces the disks. The repertoire includes older Victor catalog items by such artists as Kukla, Fran and Ollie, Paul Wing and the Goldman Band.

'Ding Dong' 45 Player by RCA

NEW YORK, June 25.—In a move to make the sand-box set more 45-conscious, the Radio Corporation of America is bringing out two new 45 players, specially designed for pre-school-age children. Both models are endorsed by NBC-TV's Miss Frances of "Ding Dong School" fame.

Both brightly colored sets carry the "Ding Dong School" bell and pictures of Miss Frances, who will use the players on her daily TV program. Model 6JM25, retailing at \$14.95, is a new version of the single-play Slide-O-Matic attachment, set up so that a child needs only to slide a record in a slot on the front of the instrument and then raise a metal "Play Bar."

The "Ding Dong School" automatic 45 changer is a self-contained phono operating on two tubes and a rectifier. It plays up to 14 45-disks at one loading, and will be nationally advertised at \$39.95 in a special package including \$5 worth of special RCA Victor "Ding Dong School" records.

MUSIC AS WRITTEN

RALEIGH TEAM BATS OUT 7 STRAIGHT . . .

Raleigh Records continued to lead Music League softball this week by extending its victory string to seven straight with a 14-4 victory over the team from the American Society of Composers, Authors and Publishers. Other scores this week were London 7-ASCAP 4; Decca-Coral 15-Columbia 9. The Dec-Rods won over Label "X" by forfeit. Variety dropped out of the league last week because game times conflicted with working hours.

KUKLAPOLITAN XMAS ALBUM SET BY DECCA . . .

"Many Moons," the special network program aired by Burr Tillstrom's "Kukla, Fran and Ollie" show last Christmas, will become a Christmas album put out by Decca for release sometime in late November. As in the television presentation of the James Thurber story, Tillstrom will portray all eight characters. The "Many Moons" story will take up one side of a single long-playing disk. The other side will include Fran Allison, the cast's leading lady, and other "Kuklapolitan" players in a number of Christmas songs and hymns.

MARKS ACQUIRES R&B 'THINGS I LOVE' . . .

Edward B. Marks Music made its second major rhythm and blues acquisition within two weeks when the publishing firm picked up "Two Things I Love" this week from Cash Songs, publishing wing of the Coast-based Cash diskery. The tune, which showed first signs in the original Cash waxing by the Voices, since has been covered by the Cardinals on Atlantic and the Gadabouts on Wing.

Previously, Marks professional manager Arnold Shaw had acquired "Piddily Patter Patter" from Savoy Records' publishing affiliate.

New York

Atlantic Records, predominately a rhythm and blues label, has signed its first pop group, the Barry Douglas Trio. The group's first waxing will be released this week. The poll winning jazz alto sax star Lee Konitz has been inked for a series of LP's by the same diskery. . . . Stanley-Lewis Distributing Company has been named Westminster Record distrib for Westchester County, Northern New Jersey and several sections of New York City. . . . Elektra Records, the folk music specialist label, is preparing a plush package to commemorate Josh White's 25th year in show business. It's scheduled

for July 15 release and will include most of the warbler's familiar repertoire, with the addition of new, timely verses.

Thrush Phyllis Branch, Tuxedo artist, will open July 5 at the Black Orchard, Chicago, for three weeks, with two two-week options. . . . Dave Miller, who signed the Mulcays to a two-year Essex disk contract last week, already has scheduled one of his de luxe deejay tours for the group. . . . Larry Newton, manager of the Treat diskery, has added a new label, Scott. Newton intends to switch his emphasis to pop wax from r.&b. He has just signed the vocalist Carleen Fredericks.

Betty Madigan was plugging her M-G-M "Teddy Bear" disk this week by handing out teddy bear dolls to deejays. She also appeared on Steve Allen's NBC-TV show, Bill Silbert's NBC "National Fan Club" show and others this week, while next week she will guest on CBS's "Woolworth Hour," "Disk Derby" and "Strike It Rich."

Mercury's Richard Hayman will appear as a harmonica soloist at Steel Pier, Atlantic City, for a week beginning July 10, following which he will be a guest conductor of the United States Navy Band July 18 and 21, then on Julius LaRosa's CBS-TV show July 22.

a double sided smash!

JUST RELEASED

"The

LONGEST WALK"

and

"SWANEE"

recorded by

J.P. Morgan



RCA

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Music Publishers Holding Corp.
619 West 54th Street, New York 19, N.Y.

THE NEW DANCE CRAZE **JUKIN'!**

As Featured on the Jackie Gleason TV Summer Replacement Show, America's Greatest Bands

Saturday, June 25th



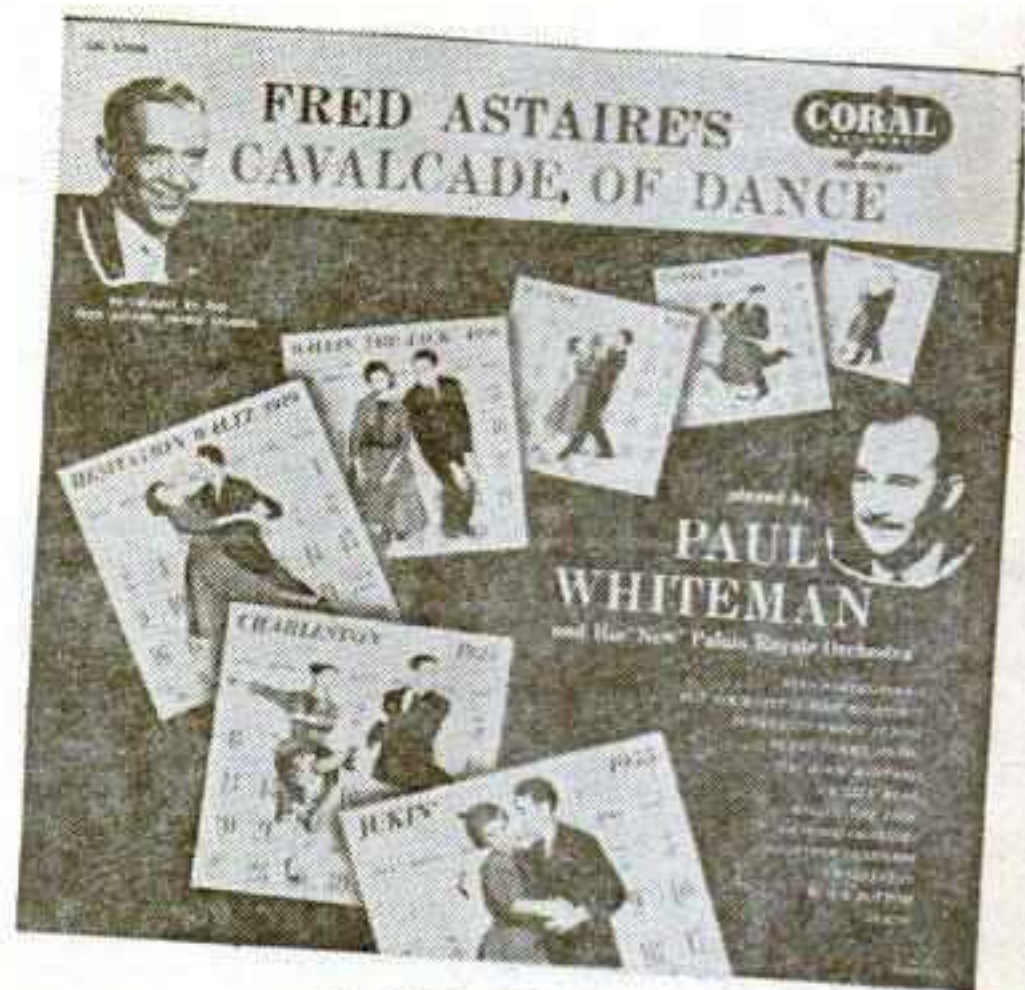
PAUL WHITEMAN

and his orchestra play

JUKIN'!

c/w
THREE O'CLOCK IN THE MORNING
CORAL 61403 78 rpm and 9-61403 45 rpm

Bring This Album to Any Fred Astaire Dance Studio for a Free Lesson



FRED ASTAIRE'S CAVALCADE OF DANCE

played by **PAUL WHITEMAN**

VOL. 1 EC 81124
VOL. 2 EC 81125
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Extended Play Vols. 1, 2 and 3, "FRED ASTAIRE'S CAVALCADE OF DANCE," on One 12-Inch Long Play Record CRL 57008

Watch Paul Whiteman as Master of Ceremonies on America's Greatest Bands, the Jackie Gleason Summer Replacement Show.

and his "New" Palais Royal Orchestra

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS INC.)

BIG hits are a habit on



The McGUIRE SISTERS

Something's Gotta Give

Rhythm 'n' Blues

CORAL 61423



TERESA BREWER

the Banjo's Back in Town

CORAL 61448



How to Be Very Very Popular

from the 20th Century-Fox Picture "How to Be Very Very Popular"



ALAN DALE

Sweet and Gentle

You Still Mean the Same to Me

CORAL 61435

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS INC.)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Bill Monroe and His Blue Grass Boys, Cowboy Copas, and Dot and Smokey closed Sunday (26) with the "Grand Ole Opry" Tent Show No. 1 at Lewiston, Me., when the management dropped the "Opry" billing and brought in a new unit from Station WWVA, Wheeling, W. Va., made up of Buddy and Marion Durham, and Dusty Owens and His Rodeo Boys, with Donna Darlene. Show will continue on its original route thru New England and the Canadian maritime provinces under the management of Charles Webb and Carroll Green. Tenter has changed its billing to "WWVA's World's Original Jamboree," and opened under that title at Mexico, Me., Monday (27). Switch in show personnel and title climaxed a hassle between the tenter management and WSM execs. Ken Smith, who formerly headed up WLW Promotions, Inc., and now associated with the tent show, made the deal for the new unit with WWVA's Gene Johnson and Paul Myers. He is also bringing on Lazy Jim Day. Billy Wehle, veteran tent show impresario, who joined the tenter shortly after its opening five weeks ago to handle the managerial reins, left two weeks ago. It is reported that he plans to launch his own tenter featuring Bill Monroe and his group.

Hank Snow and His "All-Star Jamboree," with the Rainbow Ranch Boys, Martha Carson and Her Country Gentlemen, Mother Maybelle and the Carter Sisters, Jimmie Rodgers Snow, and the Davis Sisters, take the road again July 3, opening at Duluth, Minn., and following with Port Arthur, Ont.; Moorehead, Minn.; Fargo, N. D.; Sioux Falls, S. D.; Scottsbluff, Neb.; Cheyenne, Wyo., and Denver. . . Roy Starkey has rejoined the talent staff of the Crosley Broadcasting Corporation, Cincinnati, to handle the emcee reins of WLW's radio "Midwestern Hayride" show. Hugh Cherry, who has been doubling as emcee between the "Hayride" radio and TV versions, will continue in that capacity with the latter unit. Starkey, with WLW's "Boone County Jamboree" back in 1941, in recent years has had his own programs on WHAS-TV, Louisville, and WKRC-TV, Cincinnati.

Third Annual National Hillbilly Homecoming is slated for Maryville, Tenn., July 4-9. According to Byron W. Gerkins, director of the event, the purpose of the conclave is "to renew friendships and preserve the customs and folklore of the mountain people." An ambitious program has been mapped for the six-day shindig, Gerkins announces, including folk games and dances, contests, parades, crafts and arts exhibits, and the like. Among the performers skedded to participate are Mrs. Hank Williams, Monica Lewis, Grace Creswell, Gene Wardell, Jimmy Wakely, Goldie Hill, Chet Atkins, Homer and Jethro, George Grise, Redd Stewart, and members of Tommy Covington's Mountain Music School. Also occupying a spot on the program will be Hal Boyle, Associated Press columnist, and Alec Robertson, of the British Embassy.

Songwriter John Miller, who for some time has been handling the bookings for Lonzo and Oscar, last week was officially made their manager. In 1946, Miller wrote "Rainbow at Midnight," recorded by Ernest Tubb. His most recent ditty is "Cold Tater Pie," which has been cut for Decca by Lonzo and Oscar. . . Texas Bill Strength will emcee the "Grand Ole Opry" package to be presented at Russwood Ball Park, Memphis, July 4, sponsored by the local chapter of the Cerebral Palsy Fund. Lineup will include Ernest Tubb, Faron Young, the Wilburn Brothers, Goldie Hill, Marty Robbins, the Carter Sisters, Rod Brasfield, Minnie Pearl and Sleepy-Eye John of WHHM. Elmer Yates is handling the promotion and the advance sale is reported quite hefty. Strength pulled a packed house to the Ritz Theater, Parkin, Ark., June 14, with the result that he was held over the following night. (Continued on page 50)

RHYTHM-BLUES NOTES

By BILL SIMON

The fall edition of Lou Krefetz's "Top 10 Revue" is virtually set, with all artists signed except for one top fem vocalist still to be announced. The package will take off late in August, and will cover the East, Midwest, South and Southwest. Last year, it will be recalled, the unit played 52 straight days. Shaw Artists, who books the show, expects to equal that record this year. The artists roster reads: The Clovers, Joe Turner, the Five Keys, Bo Diddley, Bill Doggett, Gene and Eunice, Etta James and Her Peaches, Charlie and Ray, the Paul Williams band, emcee Al Jackson and the Drake Trio. The last-named group is a dance act.

Howard Lewis, one of the country's leading r.&b. talent buyers, was in town all week huddling with the agencies. Lewis promotes all thru Texas, Oklahoma, Louisiana and, most recently, Florida. . . Eddie Kleinbaum, manager of Cosnat Distributing's Cleveland office, is recuperating from a major operation at the Lakeside Hospital there. He's expected back on the job in just a few weeks.

Stan Pat, artists and repertoire chief for Grand Records, has signed the songwriter-thrush Eunice Davis to an exclusive dishing contract. The chirp recorded previously for King, and her Grand deal is for three years. Pat's first productions for the label will be released this week. They are both instrumentals—one by Lawrence Peel and the Fil-a-Tones and the other by the Tri-Tones.

Tuxedo Records has signed the Kiser Singers, a gospel group. This week the label is issuing the first new disk in several months by Prof. Charles Taylor. . . Don Robey, proprietor of Peacock and Duke labels, is making a strong pitch to hypo summer business by releasing three disks simultaneously by three members of his 100 Per Cent Club. These would be the late Johnny Ace, the Dixie Humming Birds and the Southern Tones. According to Robey, he has never released a record by these artists that wasn't a hit.

Leonard Chess, the Chess and Checker king, visited in New York and Philadelphia last week. . . Groove Records has cut the first wax with a new thrush, Lil McKenzie. "Run-a-long" has got a big preview push by the New York deejays, and this tune, incidentally, is still another from the prolific pens of Rose Marie McCoy and Charlie Singleton. This fabulous team has broken out in the pop field with such waxings as the new Patti Page cover on "Piddily Patter Patter," Nat Cole's "If I May" and the Les Paul-Mary Ford "Genuine Love." Miss McCoy, with another collaborator, also is responsible for the Crew Cuts-Nappy Brown "Don't Be Angry."

Col'bia in New Burdette Pact

NEW YORK, June 25.—Columbia Records has signed a new deal with Silver-Burdette, educational book publisher, for several new series of music-educational records based on S-B book material. This deal is a continuation of a project initiated by S-B and the diskery four years ago, which resulted in the production of the "New Music Horizons" and "More New Music Horizons" series.

The new project, one of the largest children's educational undertakings to date, will involve the production of 60 records, or 10 records for each school grade from one to six. The material, to be issued simultaneously with the new S-B books in early 1956, will be for "Activity and Singing." Another series, to follow after this one is launched, will be a "Listening" series, for music appreciation.

While Columbia will release these disks thru its regular distributor-dealer network, the disks also will be marketed by Silver-Burdette directly to schools, along with the books. All issues in these series are pressed on 78 r.p.m. disks exclusively.

The Silver-Burdette series are produced on disks by Columbia's Children's and Educational Department topper, Hecky Krasnow, who last month launched another educational children's series with appeal primarily for the retail store trade. That was the "Now We Know" song series, written by Lou Singer and Hy Zaret.

Summer Facelifting For H'wood Palladium

HOLLYWOOD, June 25.—The Hollywood Palladium, the only dance palace in the West currently operating on a weekly basis, will undergo an extensive remodeling program this summer, according to Managing Director Sterling Way.

Frank Sylos will do the color schemes and decor.

Four Majors

Continued from page 18

tised sales to protect himself from what he termed as possible "further inventory depreciation."

Items taken from several major catalogs will be advertised at \$2.13 per 12-inch LP, in some cases more than half off the regular list. In a prepared statement, Goody said in part:

"When a record manufacturer demonstrates no further interest in the merchandise he sells to a dealer by manipulating prices so as to destroy the dealer's inventory values and cause such dealer large losses, it behooves the dealer to be alert to further depreciations in the inventory of that particular record producer."

Goody singled out RCA Victor for particular attention, claiming that the diskery's price reductions of last January forced other manufacturers to follow suit. He took issue with the position taken by Victor that the new prices would increase sales volume sufficiently to offset the price cuts.

"To the wax dealer, who is sensitive to signs of change far in advance of such machinations, let him not hesitate to conduct his business in the same way with reference to any particular manufacturer's merchandise. Self preservation is the first law of nature."

It's a Riot

Continued from page 18

has first call on the film's major vocal talent, and is expected to issue disk versions of their contributions. Meanwhile, Capitol, with whom Webb is supposedly close due to the success of his "Dagnet" material there, has prepped an EP and singles of the original Kelly songs as cut by Ray Anthony's ork. (See other story this issue.)

Columbia intends to link its "original cast" instrumental set sales-wise with its current LP click, the "Love Me or Leave Me" cast package, for a big tandem pitch.

2 House Bills

Continued from page 18

proposed that \$5,500,000 be appropriated for the fiscal year 1955.

Under the over-all plan there would be provision for any State to avail itself of the benefits of the federal plan. Such a State would designate a suitable agency for the administration of the project and set forth the program and methods whereby it would be carried out. federal authorities would approve the State plan. It is estimated that the federal government would pay up to 50 per cent of the cost of a State project. Each State (once its plan had been approved) would be entitled to an allotment not exceeding \$100,000 per fiscal year to assist in the cost of projects.

Merit Awards

The provision for awards of merit, including cash prizes, would be presented in annual ceremonies by the President. In making the awards, consideration would be given recommendations submitted by federal, State and local governments and by private organizations and individuals.

The Federal Advisory Commission on the Arts, a project which has had the backing of the American Federation of Musicians and talent unions, would be created within the Department of Health, Education and Welfare. Consisting of nine members, this body would consult with the secretary of state in carrying out the cultural interchange and other facets of the Congressmen's proposals.

Decca Execs

Continued from page 18

Decca in 1952, he became a president and director of Universal in 1952 and that this had been imposed upon Decca without stockholders' approval and provides advantages beyond reasonable compensation.

The suit also attacks the April, 1954, proxy fight and claims \$300,000 was needlessly spent on Rackmil's behalf. This expense was illegally charged to Decca, according to Gold.

Directors named as defendants include, in addition to Rackmil, Leonard Schneider, George F. Lloyd, Louis A. Buckner, Robert W. Lea, Harold I. Thorp, Samuel Yamin and Samuel H. Vallance.

EVERYBODY LIKES...



MILLS MUSIC, INC.

BREAKING WIDE OPEN FOR A SMASH HIT

"EATIN' GOOBER PEAS"

RUSTY DRAPER
MERCURY #70619

PURE MUSIC
B.M.I.

(We're Gonna)

"ROCK AROUND THE CLOCK"

Theme of MGM's
"BLACKBOARD JUNGLE"
Recorded by BILL HALEY
and his Comets, DECCA

Still Going Strong!

"MAMBO ROCK"
MYERS MUSIC, INC.
122 N. 12th St., Phila. Pa.

NEW RELEASES!

AMES BROS.
MERCI BEAUCOUP
RCA VICTOR

TONY BENNETT
DON'T TELL ME WHY
COLUMBIA

TONI ARDEN
BEWARE
RCA VICTOR

KITTY KALLEN
FORGIVE ME
DECCA

BOURNE, INC.
136 W. 52 St., N. Y. C., N. Y.

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.

HILL & RANGE SONGS

ANOTHER BMI "PIN-UP" HIT

SWEET AND GENTLE

Recorded by

ALAN DALE Coral
GEORGIA GIBBS Mercury
EARTHA KITT &
PEREZ PRADO Victor
S. BOLIVAR &
BARRY FRANK Seeco
LEW DOUGLAS Wins
MERY GRIFFIN with
CUGAT ORCH. Columbia

Published by
PEER INTERNATIONAL CORP.

A CUTIE

"TWO THINGS I LOVE"

THE ORIGINAL

THE VOICES—Cash # 1011

—also recorded by—

THE CADABOUTS—Wing # 90008

THE CARDINALS—Atlantic # 1067

CASH SONGS, B.M.I.

music publishers

2610 S. Crenshaw Blvd.
Los Angeles 16, Calif.

Republic 4-3074

From 20th Century-Fox's
"DADDY LONG LEGS"

SOMETHING'S GOTTA GIVE

GOTTA GIVE

ROBBINS MUSIC CORPORATION

Rosie Future!



TWO BIG HITS WITH SALES ASSURANCE... TWO THAT ONLY ROSEMARY CLOONEY COULD SING! "GO ON BY" COMES FROM THE PEN OF STU HAMBLÉN WHO WROTE "THIS OLE HOUSE." "SAILOR BOYS" IS A SORT OF JAPANESE SEQUEL TO "COME ONA MY HOUSE." THEY'RE BACK ON ONE TERRIFIC RECORD FROM THE HOUSE OF HITS—

Columbia
Records



© 1955 Columbia Records



3 BIG SMASH

• The Chordettes "HUMMINGBIRD" and "I TOLD A LIE"

RELEASES

• Marion Marlowe "A MAN IN A RAINCOAT" and "HEARTBEAT"

ON CADENCE

• Julius La Rosa "MAMA ROSA" and "DOMANI"



CLP 1000
Beryl Booker
Trio



CLP 1001
Don Shirley
"Tonal Expressions"



CLP 1002
The Chordettes
"Close Harmony"



CLP 1003
J. Lawrence Cook
"Popular Favorites
on the Player Piano"

ORDER! STOCK! SELL!

CADENCE DISTRIBUTORS

Alco Record Dist.
960 Forbes St., Pittsburgh, Pa.
(Brud Oseroff)

Glenn Allen Co.
1146 Union Ave., Memphis, Tenn.
(Glenn Allen)

W. M. Amann
642 Baronne St., New Orleans, La.
(Mr. Amann)

Bertos Sales
2214 W. Morehead St., Charlotte, N.C.
(Mr. Phil Goldberg)

Big State Dist.
137 Glass St., Dallas, Tex.
(Mr. Bill Emerson)

Cadet Dist. Corp.
3766 Woodward Ave., Detroit, Mich.
(Mr. Harry Levin)

Cosnat Dist. Corp.
415 Halsey St., Newark 2, N. J.
(Mr. Elliot Blaine)

Davis Sales Co.
1724 Arapahoe St., Denver, Colo.
(Mr. Davis)

Eastern Record Dist., Inc.
777 Connecticut Blvd.
East Hartford, Conn.
(Mr. Dick Godlewski)

John Harold Co.
1618 N. Broad St., Philadelphia, Pa.
(Mr. Harold Yoskin)
(Mr. Lennie Bakliff)

Hit Record Dist.
1045 Central Ave., Cincinnati, Ohio
(Mr. I. Nathan)

Indiana State Dist. Co.
1325 N. Capital, Indianapolis, Ind.
(Mr. Mel Herman)

Lieberman Music Co.
257 Plymouth Ave., North
Minneapolis, Minn.
(Mr. Walter Lipka)

M & S Distributors
2009 S. Michigan Ave., Chicago, Ill.
(Mr. Milt Salstone)

Malverna Dist. Co.
424 West 49 St., New York, N. Y.
(Mr. Al Hirsch)

Melody Dist. Corp.
881 Main St., Buffalo 3, N. Y.
(Mr. Ed Lyons)

Music Service Co.
204 4th St., Great Falls, Mont.

Music Suppliers of N. E.
263 Huntington Ave., Boston, Mass.
(Mr. Sam Clark)

N.W. Tempo
708 6th Ave., North
Seattle 9, Wash.
(Mr. Stan Jaffes)

Oklahoma Record Co.
627 N.W. Second St.
Oklahoma City, Okla.
(Mr. Wm. Caldwell)

Ohio Record Co.
1737 Chester Ave., Cleveland, Ohio
(Mr. Nathan Kulkin)

Pan American Dist.
3401 N.W. 36th St., Miami, Fla.
(Mr. John Ofer)
(Mr. Marvin Lieber)

Roberts Record Dist.
1722 Washington Ave., St. Louis, Mo.
(Mr. Bob Hausfater)

Schwartz Brothers
2931 12th St., N.E., Washington, D. C.
(Mr. Harry Schwartz)

Leonard Smith, Inc.
1064 Broadway, Albany, N. Y.
(Mr. Leonard Smith)

Southland Dist. Co.
441 Edgewood Ave., S.E.
Atlanta, Ga.
(Mr. Howard C. Bell)

Stans Record Shop
728 Texas St., Shreveport, La.

Sunland Music Co.
1310 S. New Hampshire
Los Angeles, Calif.
(Mr. Gordon Wolf)

Sunland Supply Co.
1200 E. Missouri, El Paso, Tex.
(Mr. Wm. Shapiro)

United Music Sales
440 Sixth St., San Francisco, Calif.
(Mr. Ray Coen)

United Record Dist. Co.
1902 Leeland Ave., Houston 3, Tex.
(Mr. Steve Pancia)

Porter Jingles

• Continued from page 16

songwriters into their fold. This week, for instance, Rheingold made a deal with Chappell to use the country's No. 1 best-seller, "Cherry Pink and Apple Blossom White," in jingle form for its next campaign. The brewery previously used "Nature Boy," "There'll Be Some Changes Made," "In the Good Old Summertime" and "Gypsy in My Soul" as musical commercials.

Ford, which prefers to have its jingle versions of pop tunes cut by the original artists, is readying a Mills Brothers jingle based on "The Whole Town's Talking About the Jones Boy." (E.g., "The Whole Town's Talking About the Ford Car.") Past Ford jingles featured new-lyric waxings by Rosemary Clooney on "This Old House" and a Frankie Laine-Mitch Miller version of "Hey, Joe."

BMI Limit

Right now only ASCAP writers can benefit from the jingle-performance bonanza, since Broadcast Music, Inc., doesn't chalk up a performance credit on a song unless a full chorus is aired uninterrupted without an announcer pitching the sponsor's product over it. However, it is understood that BMI may change this policy in a move to put its members on an equal jingle-credit footing with ASCAP writers.

Meanwhile, the agencies are having their own headaches, since many jingle writers—heretofore content to sell their musical commercials on a flat fee basis—are now starting to think in terms of percentages, as in the ASCAP pay-off system.

Under ASCAP's newly revised jingle pay-off regulations, credits will be tabulated on a weekly basis, with the initial credit for each week equal to that which is allocated for the highest accredited performance during that week, based on such standard factors as "commercial" or "sustaining" program and time of day. Not more than an additional 10 per cent will be credited for additional use within any five-hour period during that week.

Pop Album Recap

• Continued from page 18

Only, "Music to Make You Misty," "Music to Remember Her" and his recently released "Lonesome Echo." Frank Sinatra was another of the firm's most consistent artists with both his albums since coming to Capitol hitting the charts. Latter were "Swing Easy" and "Wee Small Hours."

Columbia ran a close third to Capitol and RCA Victor in showing with 10 albums on the charts, with modern jazz pianist Dave Brubeck literally running away from the field with three albums, his widely successful "Jazz Goes to College," "Brubeck at Storyville" and "Brubeck Time."

Decca placed seven albums while Coral and London each had three albums on the charts, followed by M-G-M with two, and London and Cadence with one each.

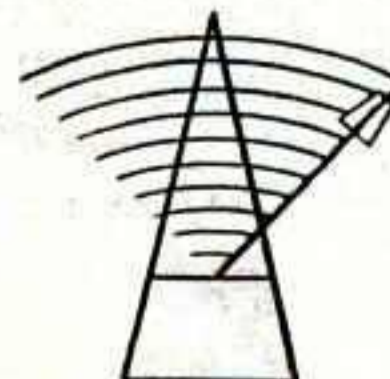
It is significant to note that Capitol Records easily outdistanced all competition in the EP album department in showing with 16 albums on the charts, compared to Victor, Decca and Columbia, all of whom had eight packages listed. Talent-wise it was a repeat of Gleason, and Sinatra for Capitol with the firm's series of "top hits" albums also accounting for a sizable chunk of its sales.

Background or mood music seems to have gained a solid foothold in the pop album business with packages such as those produced by Gleason, Columbia's "I Love Paris" and "Holiday in Rome" by Michel LeGrand, and London's efforts by Mantovani particularly outstanding.

With the album business currently producing more than 40 per cent of the disk industry volume, it appears certain that the major companies will continue to lean even more heavily on covered wax than heretofore. The often asked, "how much can the public absorb?" appears to be somehow answering itself. The answer is plenty—and chances are the record companies will find ample material to offer.

cadence

RECORDS



COLUMBIA CHECK LIST

NEW POP RELEASES

- Pete Kelly's Blues
I Never Knew Ray Heindorf and
the Warner Bros.
Orchestra **40533**
- I've Got Four Big Brothers
Little Bit The Four Lads and
Cathy Johnson **40532**
- Too Late
Let Us Be Sweethearts Again Guy Mitchell **40531**
- Song of the Dreamer
I've Got So Many Million
Years Johnnie Ray **40528**
- Go On By
Sailor Boys Have Talk to
Me in English Rosemary Clooney **40534**

BEST-SELLING POP SINGLES

Week ending June 17, 1955*

- Humming Bird
My Little One F. Laine **40526**
4-40526
- I'll Never Stop Loving You
Never Look Back D. Day **40505**
4-40505
- Blue Star
My Love's A Gentle Man F. Sanders **40508**
4-40508
- The Banjo's Back in Town
Joe Joe Joe S. Kaye **40517**
4-40517
- Don't Tell Me Why
May I Never Love Again T. Bennett **40523**
4-40523
- Three for the Show
The Great Lie H. James **40503**
4-40503
- Ballad of Davy Crockett
I Gave My Love F. Parker **40449**
4-40449
- Strange Lady in Town
Cool Water F. Laine **40457**
4-40457
- Rockin' and Yodelin'
Guilty Shadows C. Johnson **40464**
4-40464
- Not as a Stranger
The Fiddling Bullfighter P. Faith **40512**
4-40512

NEW FOLK RELEASES

- Everlasting Joy
Coming to Carry Me Home The Masters Family **21413-S**
- Before I Met You
I'm Gonna Sleep With One
Eye Open Lester Flatt, Earl Scruggs
and the Foggy
Mountain Boys **21412**
- I Just Don't Care Any More
Baby I'm Ready The Tunesmiths **21411**
- Somebody's Pushin'
Carolina Waltz Johnny Bond **21424**

BEST-SELLING FOLK RECORDS

Week ending June 17, 1955*

- Sweet Little Miss Blue Eyes
Let Me Talk to You R. Price **21402**
4-21402

*Based on Actual Sales

- Old Lonesome Times
There She Goes C. Smith **21382**
4-21382
- Loose Talk
More Than Anything Else in
the World C. Smith **21317**
4-21317
- Wait A Little Longer Please,
Jesus
Works of the Lord C. Smith **21368**
4-21368
- The Best Mistake
I'd Like to Know G. Morgan **21390**
4-21390
- That's All Right
Gossip M. Robbins **21351**
4-21351

BEST-SELLING POP ALBUMS

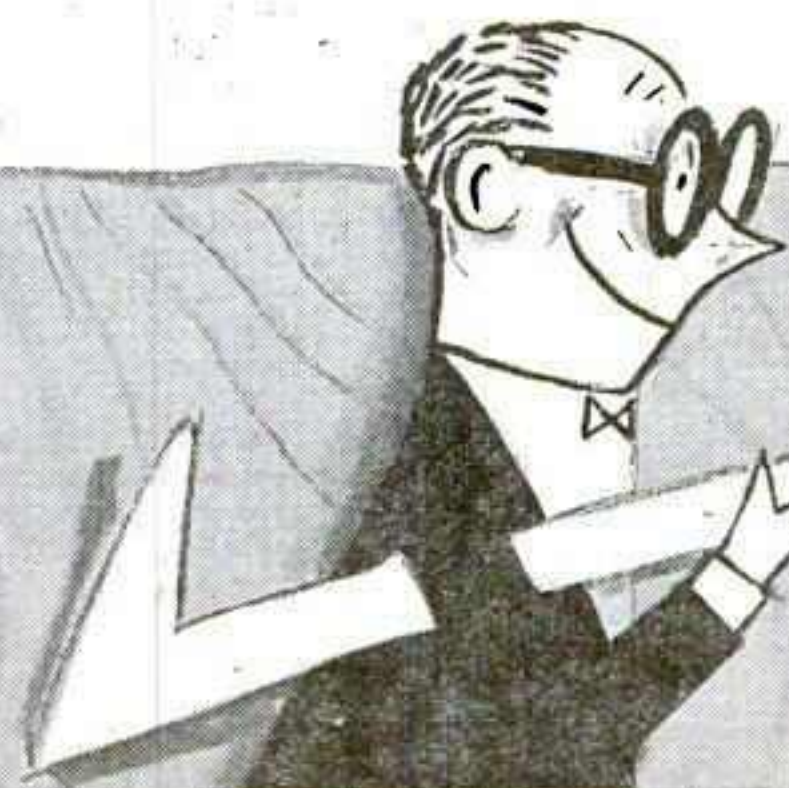
Week ending June 17, 1955*

- Love Me or Leave Me
D. Day CL 710 B 540 B 2090
- I Love Paris
M. Legrand CL 555 B 441 B 442
- Walt Disney's
Davy Crockett
F. Parker & B. Ebsen CL 666 C 516 C 517
C 518 B 2031 B 2032
B 2033
- Holiday in Rome
M. Legrand CL 647 B 497 B 498
B 1993
- Brubeck Time CL 622 B 473 B 1946
B 1947
- Arthur Godfrey Presents
Carmel Quinn CL 629 B 491 C 491
B 1961
- Jazz Goes to College
D. Brubeck CL 6321 CL 6322 CL 566
B 435 B 436
- Music for Tired Lovers
W. Herman & E. Garner CL 651 B 503 B 2012
- Caught in the Act
V. Borge CL 646 B 495 B 496
B 1962
- All Time Favorites by
Harry James CL 655 B 117 B 2014

MASTERWORKS BEST-SELLERS

Week ending June 17, 1955*

- Kismet
Original Broadway Cast ML-4850 M-1100 A-1100
- Strauss Waltzes
Kostelanetz ML-4993
- The Art of the Organ
Biggs SL-219
- Pajama Game
Original Broadway Cast ML-4840 A-1098
- Scheherazade
Ormandy-Phila. Orch. ML-4888 A-1103
- Ports of Call
Ormandy-Phila. Orch. ML-4983
- La Traviata
Kostelanetz ML-4896
- Archy and Mehitabel
Wayne, Channing and
Bracken ML-4963 A-1107
- Gaité Parisienne/Les
Sylphides
Philadelphia Orchestra
Ormandy ML-4895 A-1919 A-1920
- Marlene Dietrich at
the Cafe De Paris ML-4975 A-1115



Check with the man from
COLUMBIA





WHO?

JUST THE
GREATEST NEW
GAL SINGING
SENSATION ON
THE MUSICAL
SCENE TODAY...

Terri Stevens

Singing

WHY

AM I TO BLAME?

c/w

WHAT AM I TRYING TO FORGET

20/47-6165



Classical Best Sellers (All Categories)

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

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) RCA Victor LM 1817
2. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANK: PSYCHE—NBC Symphony Orchestra (Toscanini) RCA Victor LM 1838
3. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) Columbia ML 4888
4. MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos) Columbia ML 4965
5. THE ART OF THE ORGAN—E. Power Biggs—Columbia SL 219
6. THE FAMILY ALL TOGETHER — Boston Pops Orchestra (Fiedler) RCA Victor LM 1879
7. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) RCA Victor LM 6009
8. MENOTTI: THE SAINT OF BLEECKER STREET—Original Cast RCA Victor LM 6032
9. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) RCA Victor LM 1768
10. RACHMANINOFF: PIANO CONCERTO NO. 2—Pennario, St. Louis Symphony (Golschmann) Capitol P 8302
11. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy) Columbia ML 4983
12. RESPIGHI: ROMAN FESTIVALS; CHURCH WINDOWS—Minneapolis Symphony (Dorati) Mercury MG 50046
13. VERDI: LA TRAVIATA—Tebaldi, St. Cecilia Academy Orchestra (Molinari-Pradelli) London LLA 26
14. ROSA PONSELLE SINGS TODAY RCA Victor LM 1889
15. CALLAS PORTRAYS PUCCINI HEROINES Angel 35195
16. TCHAIKOVSKY: SWAN LAKE—Minneapolis Symphony (Dorati) Mercury OL 3-103
17. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8271
18. CHOPIN: PIANO CONCERTO NO. 2; SAINT-SAENS: PIANO CONCERTO NO. 4—Brailowsky, Boston Symphony (Munch) RCA Victor LM 1871
19. J. STRAUSS: WALTZES—Kostelanetz Orchestra Columbia ML 4993
20. SAINT-SAENS: SYMPHONY NO. 3—NBC Symphony (Toscanini) RCA Victor LM 1874

Reviews and Ratings of New Popular Albums

TODAY'S HITS73

Charlie Spivak Ork (1-EP)
Camden CAE 301
Latest addition to the 79-cent series may not hold the most towering current hits, but the material is certainly popular enough to stimulate good sales action. Included are "Learnin' the Blues," "I'll Never Stop Loving You," "A Blossom Fell" and "Something's Gotta Give." Vocals are supplied knowingly by the Honey Dreamers and Audrey Morris.

HIGHLIGHTS FROM "SOUTH PACIFIC" AND "SHOW BOAT"73

The M-G-M Ork; Robert Ashley, Cond. (1-10")
M-G-M E 256
M-G-M has as many—if not more—show music packages as any other label. This LP features Robert Russell Bennett's symphonic arrangement of the great Rodgers and Hammerstein hit "South Pacific" and Rosario Bourdon's symphonic arrangement of Jerome Kern's memorable "Show Boat" score. Bennett orchestrated the Broadway presentation of "South Pacific" and his familiarity with the work is reflected in the excellent instrumental version presented in this package. Both show scores have tremendous appeal for disk customers, and dealers should do well with the album. Buyers should also be interested in Ashley's LP, featuring Bennett's symphonic versions of "Porgy and Bess," "Kiss Me Kate," and "Oklahoma!"

FISK JUBILEE SINGERS72

John W. Work, Director (1-12")
Folkways FP 72
For big chorus renditions of spirituals, one would have to seek far to come across a group that performs with the tradition, vocal beauty and sincerity of this talented crew. They appear widely in concerts and there is likely to be a lively demand for this disk in many out-of-the-way places. Sales should be well above the average for this type of disk merchandise.

FOLKSONGS OF FOUR CONTINENTS67

The Song Swappers (1-10")
Folkways FP 911
The Song Swappers are a group assembled by folklorist Pete Seeger, which makes up for the lack of trained voices with sincerity of sound an appealing program of ditties from several countries, sung in English or the language of origin, as required. Banjo accompaniment helps set the authentic tone. Collectors of folk wax should be a pushover for this set if made aware of its availability.

ERICH KUNZ SINGS VIENNESE SONGS63

(1-10")
Angel ANG 64021
This is popular Viennese fare, rather than the world-renowned operetta excerpts. Kunz is a pop singer here, and the package should do well in predominantly German neighborhoods.

Jazz

DON ELLIOTT DOUBLES IN BRASS78

(1-10")
Vanguard VRS 8106
This is one of the best examples to date of the remarkable Don Elliott talent. He's presented here in a free-swinging date, without confining arrangements, assisted only by pianist Ellis Larkins, bass and drums. Elliott himself romps thru chorus after chorus on trumpet, melophone and vibes, and is uniformly fine on all. The Larkins-Elliott collaboration is especially good on ballads, while Elliott carries the major burden on the swingers. No tricks here, but solid, listenable stuff for a wide range of tastes, veering from right of center over toward "progressive."

LENNIE NIEHAUS VOL. 3; THE OCTET, NO. 276

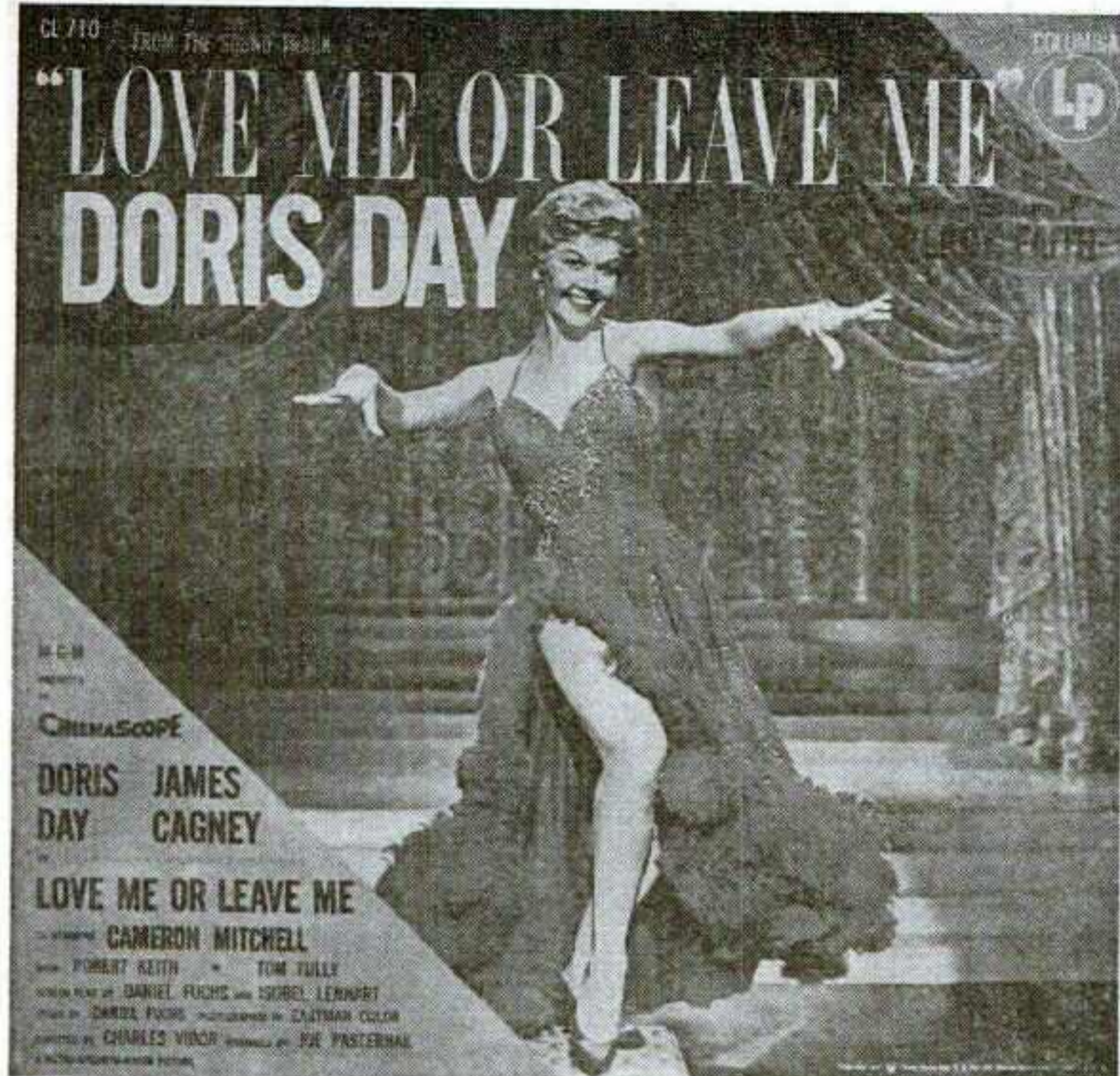
(1-12")
Contemporary C 3503
This is an excellent example of the West Coast School in its finest fettle. Niehaus, now a featured member of the Stan Kenton band, is certainly a comer on the alto sax, combining as he does the fluency and fertility of a leading Charlie Parker disciple with a full-bodied, warm tone and intensity of expression. He also writes very well, if these are typical examples. Niehaus' collaborators here include such marketable names as Jim Giffre, Shelly Manne, Bob Enevoldsen, etc. It's scholarly, but swingin', and Niehaus deserves dealers' recommendations.

COUNT BASIE76

(1-12")
RCA Victor LPM-1112
This "Collectors Issue" features 12 instrumentals—eight of which have never before been released—recorded by Count Basie in 1947, '49 and '50. The Basie band was by no means at its peak during that period, but fortunately even the Count's second-best efforts are superior in quality to many of the top offerings of others. Basie's exciting brand of polished swing is represented in varied form, with full band sides, small band sides, Basie at the organ ("Basie's Basement") and one side, "Lopin'," featuring only Ronald Washington's baritone sax and rhythm. In view of the new material, this LP should be a must for Basie fans.

LIONEL HAMPTON75

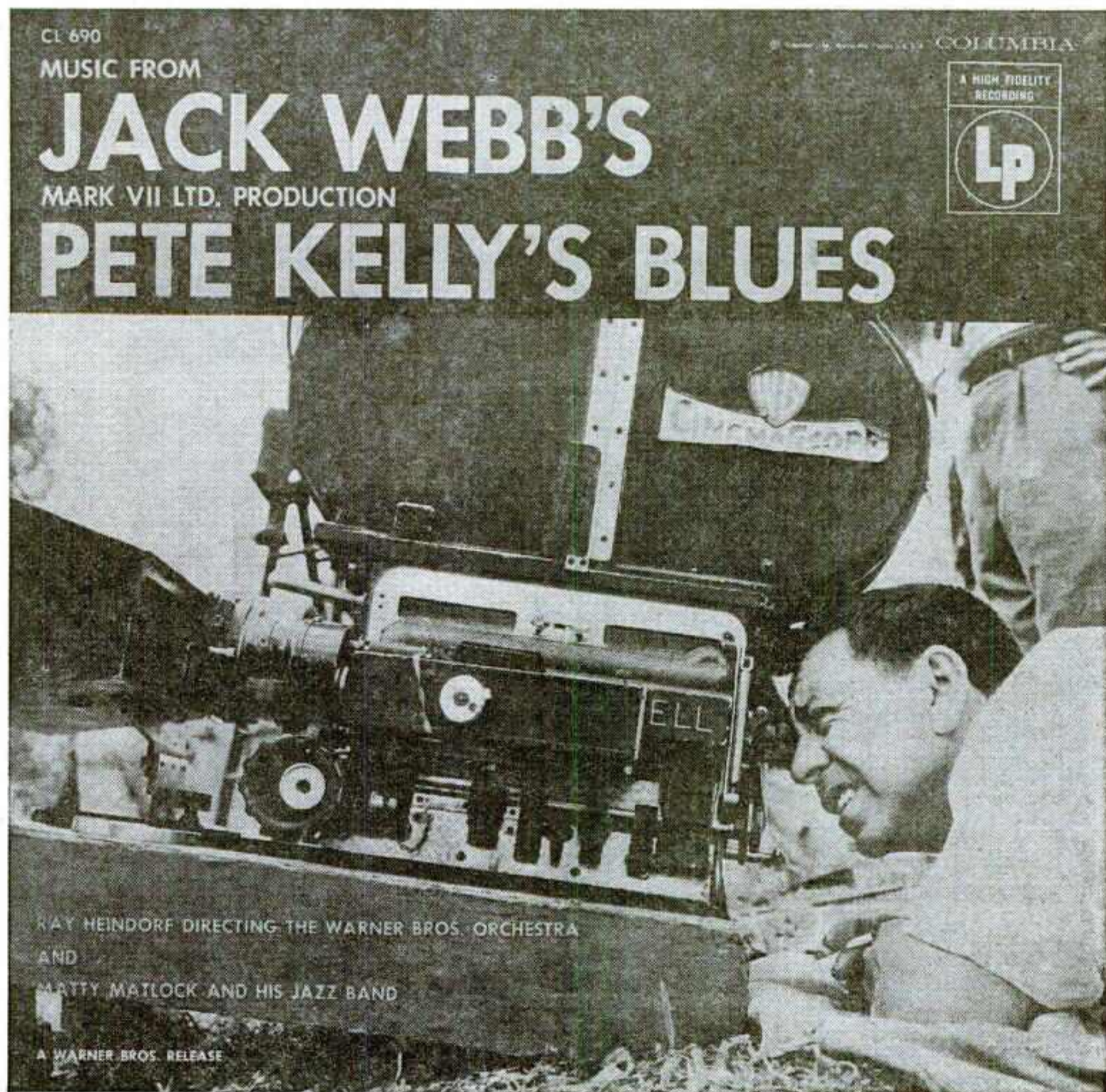
(1-12")
Contemporary C 3502
This handsomely packaged LP was recorded in Paris in 1953 under the supervision of Hughes Panassie, prexy of the Hot Club of France and in the presence of an enthusiastic studio audience of European music critics, thus accounting for cheers occasionally heard in the background. Subsequently, the recordings were awarded the Grand Prix Du Disque, (Continued on page 30)



**THIS
ONE'S
ALREADY
ON THE
CHARTS!**


NOW

another great movie tie-in from
Columbia



Jack Webb's Pete Kelly's Blues is truly an outstanding motion picture! For Dealers it means another fast-selling movie tie-in album. Your customers will clamor for this exciting musical score as recorded for Columbia by artists who perform in the film.

It's another big, big CL-500 Release!

COLUMBIA  **RECORDS**

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The First-
The Original-
The Authentic

"Sweet And Gentle"

SEECO
#4167
45/4167

(Cha Cha Cha Rhythm)

by

BARRY FRANK

on

SEECO RECORDS

S. Bolivar and his Orchestra

The Industries Leader in Latin American Music

USE THE BEST—USE THE ORIGINAL

SEECO, the Major Latin American Label

SEECO

DIST. CORP.

39 W. 60th St.
New York 23, N. Y.



Metopera Sets

Continued from page 16

of its project. Most of these artists are under exclusive recording contract to London and RCA Victor Records. It is expected, tho, that as contracts expire it may make a strong pitch for "names," basing its bid on the lure of high royalty payments from heavy record sales. Some of the B-O-M-C disks have sold over the 100,000 mark.

Meanwhile, B-O-M-C's established disk operation is planning the early release of its second master leased for club use from Angel Records. Again, the disk to be issued for mail order will be an item introduced for dealer sale many months ago. The second Angel platter contains some Beethoven overtures. A third Angel side will be released by B-O-M-C before the end of this year.

Columbia Wins

Continued from page 16

the Recoton Corporation (The Billboard, April 30), Recoton, a leading needle manufacturer, had moved for a temporary injunction pending trial to enjoin Columbia from "dumping" Recoton needles bought up from Columbia distributors. The latter allegedly had been forced to give up handling Recoton once Columbia entered the needle business with its own line. The Court denied this motion.

Col. Needles

Columbia's needle line, manufactured by Electrovox, was launched in June, 1954. Recoton has charged that 18 Recoton distributors, who were also Columbia distributors, were ordered by give up Recoton or lose their Columbia disk franchises. Columbia allegedly bought up more than \$70,000 worth of Recoton stock at that time and dumped same, so that dealers were able to purchase them at less than distributors' prices.

Columbia, in fighting the temporary injunction move, produced affidavits from dealers and distributors in which they cite Recoton for similar acts in the past.

Reviews and Ratings of New Popular Albums

HEIFETZ PLAYS: SELECTIONS BY GLUCK, RIMSKY-KORSAKOFF, GODOWSKY, DVORAK, BRAHMS, ETC. (1-12")—Decca DL 978077

Of the several LP transfers Decca has issued of old Heifetz masters, this should have the most appeal. Again it mixes classical with semi-pop items for a varied pot-pourri of typical encores, but the sound here is several notches above the earlier entries. There are 17 pieces in all. A strong disk for fiddle fanciers.

BARTOK: VIOLIN SONATA NO. 2; RAVEL: VIOLIN SONATA (1-12")—Rafael Drujan, Violin; John Simms, Piano. Mercury MG 800075

Mercury here launches its new 8000 Series with more than a measure of distinction. In Drujan, concertmaster of the Minneapolis Symphony, it has a violinist of uncommon merit who shows himself much at home in the modern idiom, handling these difficult works with conviction if not always with inspiration. He has a beautiful tone and the balance between his fiddle and the able collaborator at the piano is outstandingly accomplished by the label. If this is a typical example of disks to come out on the series, future additions will be awaited with impatience by chamber music collectors. Most, incidentally, will rate these waxings the most satisfying of the works in the LP catalog.

FRENCH SONGS (1-12")—Nan Merriman, Soprano; Gerald Moore, Piano. Angel 3521773

Among discerning vocal collectors Nan Merriman has a deservedly high reputation, much enhanced recently by virtue of her set of Spanish songs for Angel. Here is a fine companion effort, grouping, as it does, works by Debussy, Bachelet, Faure, Chausson, Duparc and Bizet. Outstanding vocalism, wonderfully recorded, it should sell well to the audience aimed at in both Angel's standard (\$3.48) and factory-sealed (\$4.98) packs. At the former price it will be recognized as a "must" bargain by connoisseurs.

GRANADOS: GOYESCAS SUITE, PART 1 (1-12")—Alicia de Larrocha, Piano. Decca DL 977973

This work is not unrepresented on LP, but its exotic tunes and rhythms seem wonderfully captured and projected by this talented pianist here in a fine-sounding disk. Too, Decca has packaged it attractively with a Goya painting reproduced in full color on the cover. And buyers of the disk may acquire a copy suitable for framing from the label for an additional 20 cents. Traveling an appropriately well-worn coupling path, Decca has rounded out the set with "El Pelele," composed to open the operatic version of "Goyescas."

MOZART: STRING QUARTET NO. 15 IN D MINOR; SCHUBERT: STRING QUARTET NO. 14 IN D MINOR ("DEATH AND THE MAIDEN") (1-12")—Musical Arts Quartet. Vanguard VRS 46372

This release is a high point among recent chamber music issues, and should sell well for the classification. The Schubert, one of his richly best-known chamber works, gets a richly romantic performance, and the graceful Mozart work is read with thoroughly satisfactory Mozartian style. The recording itself is one of the strongest selling factors; live, resonant, but intimate, so that the quartet sounds like a quartet. An added feature is economy. Most of the competitive versions, some of which are formidable, have the Schubert occupying both sides of a 12-inch disk, while this one offers it complete on one face, with the Mozart as a bonus.

HAYDN: SYMPHONY NO. 92 (OXFORD); BEETHOVEN: OVERTURES—LENORE NO. 3, CARIOLAN, PROMETHEUS (1-12")—Royal Orchestra, Copenhagen; Philharmonic Orchestra; Nicolai Malko, Cond. RCA Victor LBC 108772

Some of the most satisfying interpretations of standard orchestral works have been modestly introduced on this \$2.98 label, and here is another one. The coupling is unique, but still manages to group together selections of proven and long popularity. Good, solid music-making in a set that could be offered without hesitation to beginning collectors, as well as those of experience looking for the repertoire.

MAHLER: SYMPHONY NO. 1 (1-12")—Minneapolis Symphony; Dimitri Mitropoulos, Cond. Entre RL 312069

In the pre-LP days, this recording commanded high respect. Mitropoulos' carefully prepared interpretation of the great Mahler 1st had warmth, dignity and scholarship. While the sound is thin, despite improvements made in the process of transfer, it still represents a bargain for those not willing to pay \$5.95 for the definitive Bruno Walter version.

MUSIC OF PURCELL (1-12")—Alfred Deller, Counter-Tenor; Gustav Leonhardt, Harpsichord. Vanguard BG 547.65

True connoisseur material this, Deller's high voice (he, in effect is a male alto) negotiating six charming Purcell songs with stylistic accuracy. Rounding out the program are some Purcell instrumental selections as well as one each by Matthew Locke and John Jenkins played on 17th century instruments. This is Vanguard's second recent LP featuring Deller.

Reviews and Ratings of New Classical Releases

Continued from page 28

1954, a valid testimony to the old adage about the infallibility of Frenchmen, 50,000,000 or otherwise. As always Hampton is masterful. His warm, tasteful swing stylings are particularly outstanding on a moving interpretation of "I Only Have Eyes for You." With the exception of "Eyes," all of the selections are Hampton originals.

THE NAT PIERCE BANDSTAND (1-10")—Vanguard VRS 8017

This collection offers a particularly successful attempt to blend the idioms of Count Basie and Woody Herman. Most of the hornmen and pianist-arranger Nat Pierce are or have been associated with Herman, while the rhythm section of Jones, Green and Page is Basie's original unit. The beat is relaxed and forceful, the tempos lay just right, and the solos and ensemble figures have a sanguine, modern sound. Particularly good solos are by trumpeter Doug Mettome and trombonist Urbie Green. The presence of the soloists, especially when muted, could be stronger, but if one listens hard, the results are gratifying.

JOHN GORDY'S RAGTIME PIANO (1-12")—RCA Victor LPM 1060

Gordy's essentially ragtime band boasts a tuba, alto sax, banjo, drums and the leader's old-timey piano. The material is all danceable in an attractive cornball way and could sell to country music fans as well as to the usual honky tonk fanciers. Good, flavorful tune collection includes such as "Bill Bailey," "Bye Bye Blackbird," "Tip Toe Through the Tulips," etc. It's Crazy Otto plus instruments.

BLUE FLAME (1-10")—Woody Herman Ork (1-10")—M-G-M E 284

This collection of Herman band sides dates from 1951, just as the big swinging crew was making the transition from the famous "Four Brothers" stage to the now rampant Third Herd. Consequently, the unsettled stylistic condition, wherein virtually every arrangement is by a different clef—all fine, however, and including Ralph Burns, Gene Roland, Tiny Kahn, etc. The soloists who are best known today include Don Fagerquist (now with Les Brown), Urbie Green, Doug Mettome and Woody himself. The set should have special importance to Herman collectors, tho it's unlikely to prove one of his more potent sellers.

A WOMAN IN LOVE (1-10")—Barbara Lea; Billy Taylor and Trio; Johnny Windhurst, Trumpet (1-10")—Riverside RLP 2518

"A Woman in Love" is an excellent package of artfully understated thrashing by Barbara Lea, a young canary with a warm relaxed vocal style and a tender way with a love song. In addition to Miss Lea's appealing vocal presence, the LP is enhanced by one of the most tasteful backing jobs of the season, with that fine jazz pianist Billy Taylor and trumpeter Johnny Windhurst particular standouts. The title of the album and its effective cover should also prove a sales-plus. Oldies, sung with sweet simplicity by Miss Lea, include "Come Rain or Come Shine," "Love Is Here to Stay," and—perhaps the most listenable of all, "A Woman Alone With the Blues."

"COZY" COLE AND HIS ALL STARS (1-EP)—M-G-M X 1148

From the jazz standpoint and even that of name value, this EP fails to stack up as an entity in today's highly competitive market. Some good spots are provided by Jonah Jones' trumpet, tho he negates the good effect with his vocals.

Rhythm & Blues

JUMP MAN JUMP (1-EP)—Groove EGA-3

Here's one of the first EP's put out by the revived Groove label, and it wisely features the strong-selling title tune, in addition to three others which amply display Piano Red's driving style, mixed with equal parts of humor, brightness and rhythmic impulse. A good item for the infant r.&b. package industry and juke ops looking for exciting EP wax.

Country & Western

HANK SNOW'S COUNTRY GUITAR (1-12")—RCA Victor LPM 3267

As far as LP merchandise goes this should be a big one in the country market, and it should sell for a long time. The material is mostly standard and figures to have the staying power of good instrumental wax. Here Snow and His Rainbow Ranch Boys turn in appealing readings of "Twelfth Street Rag," "Vaya Con Dios," "Wabash Blues," "Sweet Marie" and four others of near equal appeal. The disk could also leap the c.&w. barrier and sell okay in the pop market, while giving deejays of both categories good spin material.

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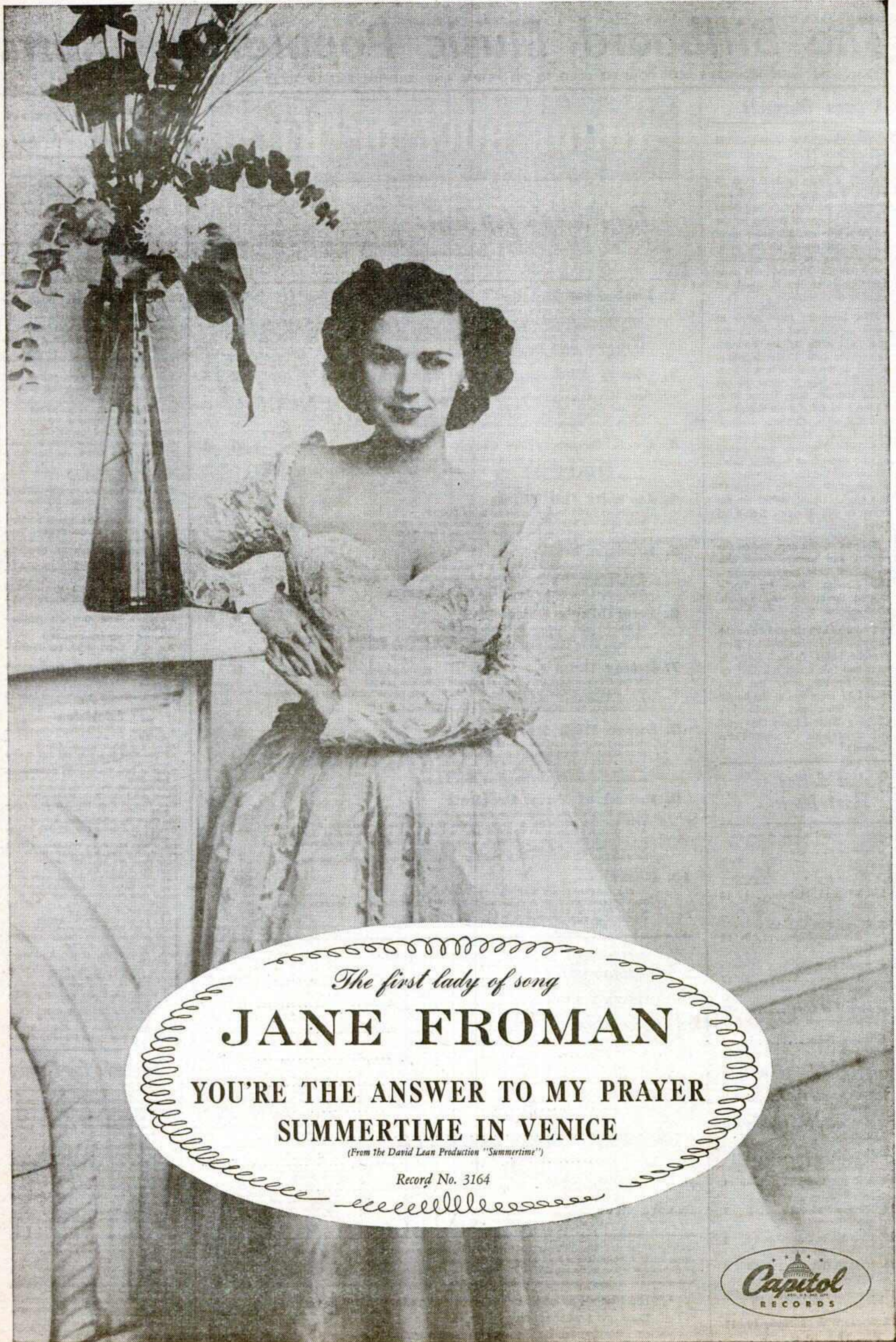
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The first lady of song
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YOU'RE THE ANSWER TO MY PRAYER
SUMMERTIME IN VENICE
(From the David Lean Production "Summertime")
 Record No. 3164



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

The Billboard Music Popularity Charts

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

Chart Comments

The remarkable come-back of Bill Haley's "Rock Around the Clock" continues this week, with the disk showing up in the top 10 on all three pop charts and two (retail and juke) rhythm and blues charts. The record (which hit the charts a year ago but never made the top spot) moved into the number two seg on the best selling retail pop list this week, and looks very much as tho it could hit number one shortly.

The trend for indie labels to move in more and more on the pop field is in striking evidence this week, with 13 labels represented in the top 25 best sellers. Capitol has four (three in the top five); Mercury, four; Decca, four; Victor, two; Coral, two; Epic, two, and Columbia, Cadence, Unique, M-G-M, "X," Media, and Kapp, one each. The only new record on the pop chart is Alan Dale's "Sweet and Gentle," which jumped up almost 10 places to number 17 this week. Oldest record on the chart is Bill Hayes' "Ballad of Davy Crockett."

No new records appeared on the country and western charts this week, and only one newcomer—Ray Charles' "Fool for You"—showed up in the top 10 r.&b. retail sellers.

Two new LP's showed up on the best selling classical charts—"Rosa Ponselle Sings Today," featuring arias and folk songs recorded recently by the opera star who retired 17 years ago at the height of her fame, and Brailowsky's Chopin's "Second Piano Concerto" and Saint-Saens' "Fourth Piano Concerto."

Best Selling Sheet Music

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

Week This	Last Week	On Chart	Weeks
1.	Unchained Melody...	1	12
2.	Cherry Pink and Apple Blossom White.....	3	13
3.	Ballad of Davy Crockett	2	17
4.	Melody of Love.....	4	25
4.	Honey Babe.....	6	4
6.	Something's Gotta Give	8	5
7.	Learnin' the Blues....	9	3
8.	Rock Around the Clock	7	2
9.	Hey, Mr. Banjo.....	13	5
10.	Alabama Jubilee.....	-	1
11.	Blossom Fell.....	5	7
12.	It's a Sin to Tell a Lie.	14	3
13.	Hard to Get.....	15	2
13.	Heart	10	7
15.	Dance With Me Henry	12	11

HONOR ROLL OF HITS

The Nation's Top Tunes

For survey week ending June 22

This Week	Last Week	On Chart
1.	Unchained Melody	1 13
2.	Cherry Pink and Apple Blossom White	2 15
3.	Rock Around the Clock	6 6
4.	Learnin' the Blues	5 7
5.	Blossom Fell	4 8
6.	Something's Gotta Give	8 5
7.	Honey Babe	9 9
8.	Dance With Me, Henry	6 14
9.	Ballad of Davy Crockett	3 19
10.	Heart	10 8

Second Ten		
11.	IT'S A SIN TO TELL A LIE.....	14 4
12.	WHATEVER LOLA WANTS.....	11 10
12.	HEY, MR. BANJO.....	13 6
14.	HARD TO GET.....	16 2
15.	ALABAMA JUBILEE.....	- 1
16.	MELODY OF LOVE.....	12 26
16.	CHEE CHEE OO CHEE.....	16 3
16.	IF I MAY.....	18 3
19.	SWEET AND GENTLE.....	- 1
20.	LOVE ME OR LEAVE ME.....	18 3

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
A Man With a Dream (R) (M)—Chappell—ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Banjo's Back in Town (R)—World—ASCAP
Blue Star (R)—Chappell—ASCAP
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
Hummingbird (R)—Jungnickel—ASCAP
If It's a Dream (R) (M)—Chappell—ASCAP
I'll Never Stop Loving You (R)—Feist—ASCAP
It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn—ASCAP
Keep Me in Mind (R)—Famous—ASCAP
Land of the Pharaohs (R)—Remick—ASCAP
Learnin' the Blues (R)—Barton—ASCAP
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
May I Never Love Again (R)—Broadcast—BMI
Melody of Love (R)—Shapiro-Bernstein—ASCAP
Rock Around the Clock (R)—Myers—ASCAP
Smack Dab in the Middle (R)—Roosevelt—BMI
Something's Gotta Give (R)—Robbins—ASCAP
Sweet and Gentle (R)—Peer—BMI
That Old Black Magic (R)—Famous—ASCAP
Unchained Melody (R) (F)—Frank—ASCAP
Whatever Lola Wants (R) (M)—Frank—ASCAP
Young and Foolish (R)—Chappell—ASCAP

Television
A Blossom Fell (R)—Shapiro-Bernstein—ASCAP
All of You (R)—Chappell—ASCAP
All You Need Is a Song (R) (M)—Bourne—ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Bella Notte (R) (F)—Disney—ASCAP
Breeze and I (R)—E. B. Marks—BMI
Chee Chee-oo Chee (R)—Hill & Range—BMI
The Clock (R) (M)—Bourne—ASCAP
Couldn't Be a Better Day (R) (M)—Bourne—ASCAP
Dance With Me, Henry (R)—Modern—BMI
Father's Day (R)—Ruby—ASCAP
Goin' Crazy (R)—Flo—ASCAP
Heart (R)—Frank—ASCAP
He's a Tramp (R) (F)—Disney—ASCAP
Hey, Mr. Banjo (R)—Mills—ASCAP
Honey Babe (R)—Witmark—ASCAP
I Wanna Rocka My Head and Roll My Mouth (R)—Flo—ASCAP
La La Lu (R) (F)—Disney—ASCAP
Learnin' the Blues—Barton—ASCAP
Peace on Earth (R) (F)—Disney—ASCAP
Playmates (R)—Joy—ASCAP
Rock Around the Clock (R)—Myers—ASCAP
Slamese Cat Song (R) (F)—Disney—ASCAP
Sylvia (R) (M)—Bourne—ASCAP
There Goes My Heart (R)—Feist—ASCAP
Two Hearts, Two Kisses (R)—Hill & Range—BMI
Two Lost Souls (R)—Frank—ASCAP
Unchained Melody—Frank—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.

Unchained Melody—Frank (Frank)
Stranger in Paradise—Frank (Frank)
Cherry Pink and Apple Blossom White—Maddox (Chappell)
I Wonder—Macmelodies (Sanson)
Dreamboat—Leeds (Winston)
Where Will the Dimple Be? Cinephonic (Rogers)
Softly, Softly—Cavendish (Sherwin)
Under the Bridges of Paris—Southern (Hill & Range)
Don't Worry—Lawrence Wright (Williams)
Stowaway—Morris (Melrose)
Unsuspecting Heart—Berry (Teecoe)
You My Love—Dash (*)
Earth Angel—Chappell (Williams)
Ready, Willing and Able—Berry (Daywin)
Give Me Your Word—Campbell, Connolly (Shapiro-Bernstein)
Tomorrow—Cavendish (Reis)
Chee Chee-oo Chee—Peter Maurice (Hill & Range)
Evermore—Kassner (*)
Sincerely—Dash (Arc-Regent)
Prize of Gold—Victoria (Shapiro-Bernstein)

Now They're on CAPITOL

LES BROWN

AND HIS BAND OF RENOWN

PATTY ANDREWS



He Needs Me

(From the Mark VII production "Pete Kelly's Blues")

Simplicity

RECORD NO. 3170

Where To, My Love?

Without Love

RECORD NO. 3159



Not Just One Page, But

1

“PIDDILY PATTER PATTER”

SUNG BY

Patsy Page

MERCURY 70657

Two Page Smash Hits!

#2

“EVERY DAY”

SWUNG BY

Patsy Page

MERCURY 70657



CHICAGO 1, ILLINOIS

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending June 22

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, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado	1	18
2	ROCK AROUND THE CLOCK (ASCAP)—B. Haley	3	8
3	BLOSSOM FELL (ASCAP)—Nat (King) Cole	4	9
4	UNCHAINED MELODY (ASCAP)—L. Baxter	2	13
5	LEARNIN' THE BLUES (ASCAP)—F. Sinatra	5	8
6	HONEY BABE (ASCAP)—A. Mooney	6	11
7	UNCHAINED MELODY (ASCAP)—A. Hibbler	8	13
8	SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters	9	5
9	DANCE WITH ME HENRY (BMI)—G. Gibbs	7	15
10	IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads	11	14
11	HARD TO GET (ASCAP)—C. MacKenzie	14	5
12	LOVE ME OR LEAVE ME (ASCAP)—S. Davis Jr.	10	6
13	UNCHAINED MELODY (ASCAP)—R. Hamilton	15	11
14	BALLAD OF DAVY CROCKETT (BMI)—B. Hayes	12	19
15	HEART (ASCAP)—E. Fisher	18	7
16	BALLAD OF DAVY CROCKETT (BMI)—F. Parker	13	17
17	SWEET AND GENTLE (BMI)—A. Dale	—	1
18	ALABAMA JUBILEE (ASCAP)—Ferkko String Band	23	3
19	WHATEVER LOLA WANTS (ASCAP)—S. Vaughan	15	11
20	HOUSE OF BLUE LIGHTS (ASCAP)—C. Miller	22	3
21	BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford	19	16
22	MAN IN THE RAINCOAT (BMI)—P. Wright	21	2
23	HEY, MR. BANJO (ASCAP)—Sunnysiders	20	7
24	THAT OLD BLACK MAGIC (ASCAP)—S. Davis Jr.	—	2
24	STORY UNTOLD (BMI)—Crew Cuts	25	2

The Best-Selling Retail Chart published essentially as a buying guide, now carries 25 listings as compared with 30 carried in recent months. Several months ago the listing was extended from 20 to 30 because of the stability of the general record market and because listings between the 20th and 30th positions represented disks with established public acceptance. Such is not the case in the present pop singles market. Fluctuations below the 25th position are too violent to be considered reliable buying information. Thus it is considered in the best interests of dealers and operators that the chart be confined to 25 listings at this time. In an early issue The Billboard will feature a new service exposing record activity among disks pushing up toward the chart.

• This Week's Best Buys

HUMMINGBIRD (Ross Jungnickel, ASCAP)—Les Paul & Mary Ford—Capitol 3165

HUMMINGBIRD (Ross Jungnickel, ASCAP)—Frankie Laine—Columbia 40526

The several versions of this tune have seen considerable competitive action in the past two weeks, with the above mentioned two emerging as early leaders. The Capitol disk has the edge at this point but by no overwhelming margin. Among territories reporting sizeable sales were Baltimore, Buffalo, Pittsburgh, St. Louis, Richmond, Durham, Nashville, Cleveland and Detroit. Excellent reports on the Laine record were also received from Philadelphia, Milwaukee, and Atlanta. The flip of the Paul-Ford record, which was a previous Billboard "Spotlight" pick, is "Goodbye, My Love." On the back of Laine's disk is "My Little One."

RAZZLE-DAZZLE (Roosevelt, BMI) TWO HOUND DOGS (Valleybrook, ASCAP)—Bill Haley—Decca 29552

The enthusiasm of the youngsters for Haley seems to be irrepresible. From the outset,

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

this latest release has stormed one territory after the other and encountered little resistance. Top volume was reported in many areas, including New York, Philadelphia, Buffalo, Pittsburgh, Cincinnati, Cleveland, Detroit, St. Louis and numerous Southern cities. "Razzle-Dazzle" is moving out faster than the flip, the action has been heavy on both sides, and both could easily make the charts. A previous Billboard "Spotlight" pick.

DOMANI (Montauk, BMI) MAMA ROSA (Shapiro-Bernstein, ASCAP)—Julius LaRosa—Cadence 1265

Without losing much time, this disk is increasing its pace to the point where it is beginning to look like a winner. This week, it appears for the first time on the Chicago territorial chart, and is also reported selling well in New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Milwaukee, Detroit, St. Louis and Baltimore. "Domani" is the favored side, but some areas also find the reverse quite potent. A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending June 22

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado	1	13
2	DANCE WITH ME HENRY (BMI)—G. Gibbs	2	14
3	BLOSSOM FELL (ASCAP)—Nat (King) Cole	4	6
4	UNCHAINED MELODY (ASCAP)—A. Hibbler	3	10
4	UNCHAINED MELODY (ASCAP)—L. Baxter	5	9
6	ROCK AROUND THE CLOCK (ASCAP)—B. Haley	9	3
7	LEARNIN' THE BLUES (ASCAP)—F. Sinatra	11	3
8	HONEY BABE (ASCAP)—A. Mooney	6	7
9	SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters	13	4
10	UNCHAINED MELODY (ASCAP)—R. Hamilton	9	9
11	IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads	8	5
12	BALLAD OF DAVY CROCKETT (BMI)—B. Hayes	7	17
13	BALLAD OF DAVY CROCKETT (Tennessee Ernie Ford)	15	12
14	HEART (ASCAP)—E. Fisher	17	5
15	WHATEVER LOLA WANTS (ASCAP)—S. Vaughan	13	8
16	HEY, MR. BANJO (ASCAP)—Sunnysiders	12	6
17	CRAZY OTTO MEDLEY (ASCAP)—J. Maddox	17	20
17	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—A. Dale	19	6
19	CHEE CHEE OO CHEE (P. Como & J. P. Morgan)	—	1
20	DON'T BE ANGRY (BMI)—Crew Cuts	19	2
20	TWO HEARTS (BMI)—P. Boone	—	7
20	HEART—Four Aces	—	1

• Most Played by Jockeys

For survey week ending June 22

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Record	Last Week	Weeks on Chart
1	CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado	1	12
2	LEARNIN' THE BLUES—F. Sinatra	3	9
3	UNCHAINED MELODY—L. Baxter	2	13
4	ROCK AROUND THE CLOCK—B. Haley	8	6
5	BLOSSOM FELL—Nat (King) Cole	4	8
6	UNCHAINED MELODY—A. Hibbler	5	11
7	SOMETHING'S GOTTA GIVE—McGuire Sisters	9	5
8	HEART—E. Fisher	6	8
9	DANCE WITH ME HENRY—G. Gibbs	7	13
10	HONEY BABE—A. Mooney	12	4
11	UNCHAINED MELODY—R. Hamilton	10	9
12	IF I MAY—Nat (King) Cole	15	5
13	CHEE CHEE OO CHEE—P. Como & J. P. Morgan	16	4
14	WHATEVER LOLA WANTS—S. Vaughan	11	10
15	IT'S A SIN TO TELL A LIE—S. Smith & the Redheads	—	2
16	HEART—Four Aces	14	5
17	HARD TO GET—C. MacKenzie	—	1
18	BREEZE AND I—C. Valente	13	11
19	BALLAD OF DAVY CROCKETT—B. Hayes	17	17
20	LOVE ME OR LEAVE ME—S. Davis Jr.	—	1

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The Billboard Music Popularity Charts
POPULAR RECORDS

• Territorial Best Sellers
For survey week ending June 22

Listings are based on late reports secured from top dealers in each of the markets listed.

JONI JAMES
IS THIS THE END OF THE LINE?
and
WHEN YOU WISH UPON A STAR
MGM 11980 78 rpm
K 11980 45 rpm

ART MOONEY
and his orchestra
HONEY BABE
B/W
NO REGRETS
MGM 11900 78 rpm
K 11900 45 rpm

ROBBIN HOOD
MIRROR, MIRROR
and
ONE LOVE IS ENOUGH FOR TWO
MGM 11997 78 rpm
K 11997 45 rpm

PAT O'DAY
SOLDIER BOY
and
REWARD! REWARD!
MGM 12025 78 rpm
K 12025 45 rpm

THE MARION SISTERS
HE DON'T WANNA LOVE ME
and
P-RECIOUS LOVE
MGM 12010 78 rpm
K 12010 45 rpm

THE CLOVERLEAFS
RED HEAD
and
FOUR SEASON SWEETHEART
MGM 12026 78 rpm
K 12026 45 rpm

ALAN DEAN
REMEMBER ME, WHEREVER YOU GO
and
LOVE IS ALL THAT MATTERS
MGM 12012 78 rpm
K 12012 45 rpm

From the Sound Track of "Blackboard Jungle"
CHARLES WOLCOTT
and
MGM STUDIO ORCHESTRA
LOVE THEME FROM 'BLACKBOARD JUNGLE'
and
ROCK AROUND THE CLOCK
MGM 12028 78 rpm
K 12028 45 rpm

CASHBOX VARIETY PIC
Art Mooney
and his Orchestra play
ALABAMA JUBILEE **PADDLIN' MADELIN' HOME**
MGM 12000 • K 12000

CONNIE FRANCIS
FREDDY
and
DIDN'T I LOVE YOU ENOUGH
MGM 12015 78 rpm • K 12015 45 rpm

NEW HIT:
BETTY MADIGAN
TEDDY BEAR
and
PLEASE BE KIND
MGM 12022 78 rpm
K 12022 45 rpm

DORYCE BROWN
EARLY TIMES
and
A LITTLE LOVE CAN GO A LONG, LONG WAY
MGM 12014 78 rpm
K 12014 45 rpm

ROSALIND PAIGE
STAY ON THE RIGHT SIDE, SISTER
and
YES, MAM, MAMA
MGM 12001 78 rpm
K 12001 45 rpm

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THE GREATEST NAME IN ENTERTAINMENT

- Atlanta**
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. Blossom Fell, Nat (King) Cole, Cap.
 5. Learnin' the Blues, F. Sinatra, Cap.

- Balti.-Wash.**
1. Unchained Melody, L. Baxter, Cap.
 2. Cherry Pink and Apple Blossom White P. Prado, Vic.
 3. Honey Babe, A. Mooney, M-G-M
 4. Rock Around the Clock, B. Haley, Dec.
 5. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
 6. Something's Gotta Give McGuire Sisters, Cor.
 7. Learnin' the Blues, F. Sinatra, Cap.
 8. Unchained Melody, A. Hibbler, Dec.
 9. Hard to Get, G. MacKenzie, X
 10. Something's Gotta Give S. Davis Jr., Dec.

- Boston**
1. Rock Around the Clock, B. Haley, Dec.
 2. Cherry Pink and Apple Blossom White P. Prado, Vic.
 3. Learnin' the Blues, F. Sinatra, Cap.
 4. Blossom Fell, Nat (King) Cole, Cap.
 5. Cattle Call E. Arnold-H. Winterhalter, Vic.
 6. Whatever Lola Wants, S. Vaughan, Mer.
 7. Unchained Melody, L. Baxter, Cap.
 8. Unchained Melody, R. Hamilton, Epi.
 9. That Old Black Magic S. Davis Jr., Dec.
 10. Sweet and Gentle, A. Dale, Cor.

- Buffalo**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Unchained Melody, L. Baxter, Cap.
 3. Rock Around the Clock, B. Haley, Dec.
 4. Honey Babe, A. Mooney, M-G-M
 5. Man in the Raincoat, P. Wright, Unq.
 6. Whatever Lola Wants, S. Vaughan, Mer.
 7. You Are So Rare, Haircuts, Vic.
 8. Something's Gotta Give McGuire Sisters, Cor.
 9. Dance With Me, Henry, G. Gibbs, Mer.
 10. Hard to Get, G. MacKenzie, X

- Chicago**
1. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
 2. Learnin' the Blues, F. Sinatra, Cap.
 3. Cherry Pink and Apple Blossom White P. Prado, Vic.
 4. Hard to Get, G. MacKenzie, X
 5. Blossom Fell, Nat (King) Cole, Cap.
 6. Doman, J. La Rosa, Cdc.
 7. Rock Around the Clock, B. Haley, Dec.
 8. Unchained Melody, A. Hibbler, Dec.
 9. Man in the Raincoat, M. Marlowe; Cdc.
 10. Honey Babe, A. Mooney, M-G-M

- Cincinnati**
1. Learnin' the Blues, F. Sinatra, Cap.
 2. Blossom Fell, Nat (King) Cole, Cap.
 3. Something's Gotta Give McGuire Sisters, Cor.
 4. Cherry Pink & Apple Blossom White P. Prado, Vic.
 5. Rock Around the Clock, B. Haley, Dec.
 6. Unchained Melody, A. Hibbler, Dec.
 7. Unchained Melody, L. Baxter, Cap.
 8. Honey Babe, A. Mooney, M-G-M
 9. That's the Way Love Goes Bon-Bons, Lon.
 10. Dance With Me, Henry, G. Gibbs, Mer.

- Cleveland**
1. Seventeen, B. Bennett, Kng.
 2. Rock Around the Clock, B. Haley, Dec.
 3. Ain't That a Shame? F. Domino, Imp.
 4. If I May, Nat (King) Cole, Cap.
 5. Cherry Pink & Apple Blossom White P. Prado, Vic.
 6. Kentuckian Song, Hilltoppers, Dot
 7. Eatin' Goober Peas, R. Draper, Mer.
 8. I'll Never Stop Loving You Doris Day, Col.
 9. Something's Gotta Give McGuire Sisters, Cor.
 10. Hard to Get, G. MacKenzie, X

- Dallas-Fort Worth**
1. Rock Around the Clock, B. Haley, Dec.
 2. Cherry Pink and Apple Blossom White P. Prado, Vic.
 3. Unchained Melody, L. Baxter, Cap.
 4. Honey Babe, A. Mooney, M-G-M
 5. Blossom Fell, Nat (King) Cole, Cap.
 6. Learnin' the Blues, F. Sinatra, Cap.
 7. That Old Black Magic, S. Davis Jr., Dec.
 8. If I May, Nat (King) Cole, Cap.
 9. Ain't It a Shame? Fats Domino, Imp.
 10. Ballad of Davy Crockett, F. Parker, Col.

- Denver**
1. Rock Around the Clock, B. Haley, Dec.
 2. Blossom Fell, Nat (King) Cole, Cap.
 3. Unchained Melody, L. Baxter, Cap.
 4. Cherry Pink and Apple Blossom White P. Prado, Vic.
 5. Learnin' the Blues, F. Sinatra, Cap.
 6. Unchained Melody, A. Hibbler, Dec.
 7. Heart, E. Fisher, Vic.
 8. Honey Babe, A. Mooney, M-G-M
 9. Dance With Me, Henry, G. Gibbs, Mer.

- Detroit**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. House of Blue Lights, C. Miller, Mer.
 3. Rock Around the Clock, B. Haley, Dec.
 4. That Old Black Magic, S. Davis Jr., Dec.
 5. Honey Babe, A. Mooney, M-G-M
 6. Learnin' the Blues, F. Sinatra, Cap.
 7. Love Me or Leave Me, S. Davis Jr., Dec.
 8. Man in the Raincoat, P. Wright, Unq.
 9. Unchained Melody, A. Hibbler, Dec.
 10. Smack Dab Right in the Middle Mills Brothers, Dec.

- Kansas City**
1. Popcorn Song, C. Stone, Cap.
 2. Hard to Get, G. MacKenzie, X
 3. Cherry Pink and Apple Blossom White P. Prado, Vic.
 4. Unchained Melody, L. Baxter, Cap.
 5. Southern Cross, Ames Brothers, Vic.
 6. Blue Star, F. Sanders, Col.
 7. Alabama Jubilee, A. Mooney, M-G-M
 8. Dance With Me, Henry, G. Gibbs, Mer.
 9. Honey Babe, A. Mooney, M-G-M
 10. Blossom Fell, Nat (King) Cole, Cap.

- Los Angeles**
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. Learnin' the Blues, F. Sinatra, Cap.
 5. Honey Babe, A. Mooney, M-G-M
 6. Bo Diddley, B. Diddley, Che.
 7. Something's Gotta Give S. Davis Jr., Dec.
 8. Dance With Me, Henry, G. Gibbs, Mer.
 9. Blossom Fell, Nat (King) Cole, Cap.
 10. Ballad of Davy Crockett, F. Parker, Col.

- Milwaukee**
1. Learnin' the Blues, F. Sinatra, Cap.
 2. Unchained Melody, L. Baxter, Cap.
 3. Cherry Pink and Apple Blossom White P. Prado, Vic.
 4. Honey Babe, A. Mooney, M-G-M
 5. Blossom Fell, Nat (King) Cole, Cap.
 6. Rock Around the Clock, B. Haley, Dec.
 7. Hard to Get, G. MacKenzie, X
 8. Something's Gotta Give McGuire Sisters, Cor.
 9. Dance With Me, Henry, G. Gibbs, Mer.

- Mpls.-St. Paul**
1. Rock Around the Clock, B. Haley, Dec.
 2. Honey Babe, A. Mooney, M-G-M
 3. Cherry Pink and Apple Blossom White P. Prado, Vic.
 4. Unchained Melody, L. Baxter, Cap.
 5. House of Blue Lights, C. Miller, Mer.
 6. Learnin' the Blues, F. Sinatra, Cap.
 7. Man in the Raincoat, P. Wright, Unq.
 8. Unchained Melody, R. Hamilton, Epi.
 9. Blossom Fell, Nat (King) Cole, Cap.
 10. Something's Gotta Give McGuire Sisters, Cor.

- New Orleans**
1. Rock Around the Clock, B. Haley, Dec.
 2. Blossom Fell, Nat (King) Cole, Cap.
 3. Cherry Pink and Apple Blossom White P. Prado, Vic.
 4. Unchained Melody, A. Hibbler, Dec.
 5. Gully Shadows, C. Johnson, Col.
 6. Hard to Get, G. MacKenzie, X
 7. Ballad of Davy Crockett, F. Parker, Col.
 8. Dance With Me, Henry, G. Gibbs, Mer.
 9. Unchained Melody, L. Baxter, Cap.
 10. Cattle Call E. Arnold-H. Winterhalter, Vic.

- New York**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Unchained Melody, A. Hibbler, Dec.
 3. Honey Babe, A. Mooney, M-G-M
 4. Learnin' the Blues, F. Sinatra, Cap.
 5. Blossom Fell, Nat (King) Cole, Cap.
 6. Dance With Me, Henry, G. Gibbs, Mer.
 7. Whatever Lola Wants, S. Vaughan, Mer.
 8. Sweet and Gentle, A. Dale, Cor.
 9. Rock Around the Clock, B. Haley, Dec.
 10. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.

- Philadelphia**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Bandit, E. Barclay, Tic.
 3. Something's Gotta Give McGuire Sisters, Cor.
 4. Honey Babe, A. Mooney, M-G-M
 5. Unchained Melody, A. Hibbler, Dec.
 6. Blossom Fell, Nat (King) Cole, Cap.
 7. Alabama Jubilee Ferko String Band, Mda.
 8. Learnin' the Blues, F. Sinatra, Cap.
 9. Hard to Get, G. MacKenzie, X
 10. Dance With Me, Henry, G. Gibbs, Mer.

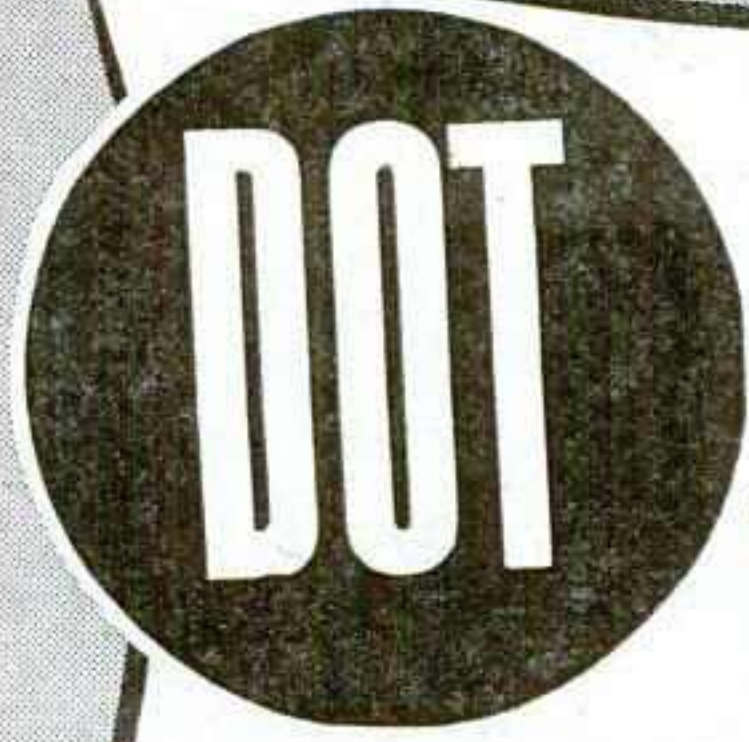
- Pittsburgh**
1. Rock Around the Clock, B. Haley, Dec.
 2. Cherry Pink and Apple Blossom White P. Prado, Vic.
 3. Unchained Melody, L. Baxter, Cap.
 4. Blossom Fell, Nat (King) Cole, Cap.
 5. Ballad of Davy Crockett, B. Hayes, Cdc.
 6. Something's Gotta Give McGuire Sisters, Cor.
 7. Honey Babe, A. Mooney, M-G-M
 8. Learnin' the Blues, F. Sinatra, Cap.
 9. We Three, B. Kenny, X
 10. Hard to Get, G. MacKenzie, X

- St. Louis**
1. Rock Around the Clock, B. Haley, Dec.
 2. Man in the Raincoat, P. Wright, Unq.
 3. Hard to Get, G. MacKenzie, X
 4. Breeze and I, C. Valente, Dec.
 5. Unchained Melody, L. Baxter, Cap.
 6. Learnin' the Blues, F. Sinatra, Cap.
 7. Something's Gotta Give McGuire Sisters, Cor.
 8. Story Untold, Four Coins, Epi.
 9. Blossom Fell, Nat (King) Cole, Cap.
 10. That Old Black Magic, S. Davis Jr., Dec.

- San Francisco**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Unchained Melody, L. Baxter, Cap.
 3. Learnin' the Blues, F. Sinatra, Cap.
 4. Blossom Fell, Nat (King) Cole, Cap.
 5. Dance With Me, Henry, G. Gibbs, Mer.
 6. Honey Babe, A. Mooney, M-G-M
 7. Rock Around the Clock, B. Haley, Dec.
 8. Unchained Melody, A. Hibbler, Dec.
 9. Heart, E. Fisher, Vic.

- Seattle**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. House of Blue Lights, C. Miller, Mer.
 3. Honey Babe, A. Mooney, M-G-M
 4. Unchained Melody, A. Hibbler, Dec.
 5. Blossom Fell, Nat (King) Cole, Cap.
 6. Rock Around the Clock, B. Haley, Dec.
 7. Ballad of Davy Crockett, F. Parker, Col.
 8. Hey, Mr. Banjo, Banjo Boys, Cap.
 9. Ballad of Davy Crockett, T. Ernie, Cap.
 10. Something's Gotta Give McGuire Sisters, Cor.

- Toronto**
1. Rock Around the Clock, B. Haley, Dec.
 2. Unchained Melody, A. Hibbler, Dec.
 3. Cherry Pink and Apple Blossom White P. Prado, Vic.
 4. Honey Babe, A. Mooney, M-G-M
 5. Whatever Lola Wants, S. Vaughan, Mer.
 6. Something's Gotta Give S. Davis Jr., Dec.
 7. Dance With Me, Henry, G. Gibbs, Mer.
 8. Learnin' the Blues, F. Sinatra, Cap.
 9. Hey, Mr. Banjo, Sunnysiders, Kap.
 10. Unchained Melody, R. Hamilton, Epi.



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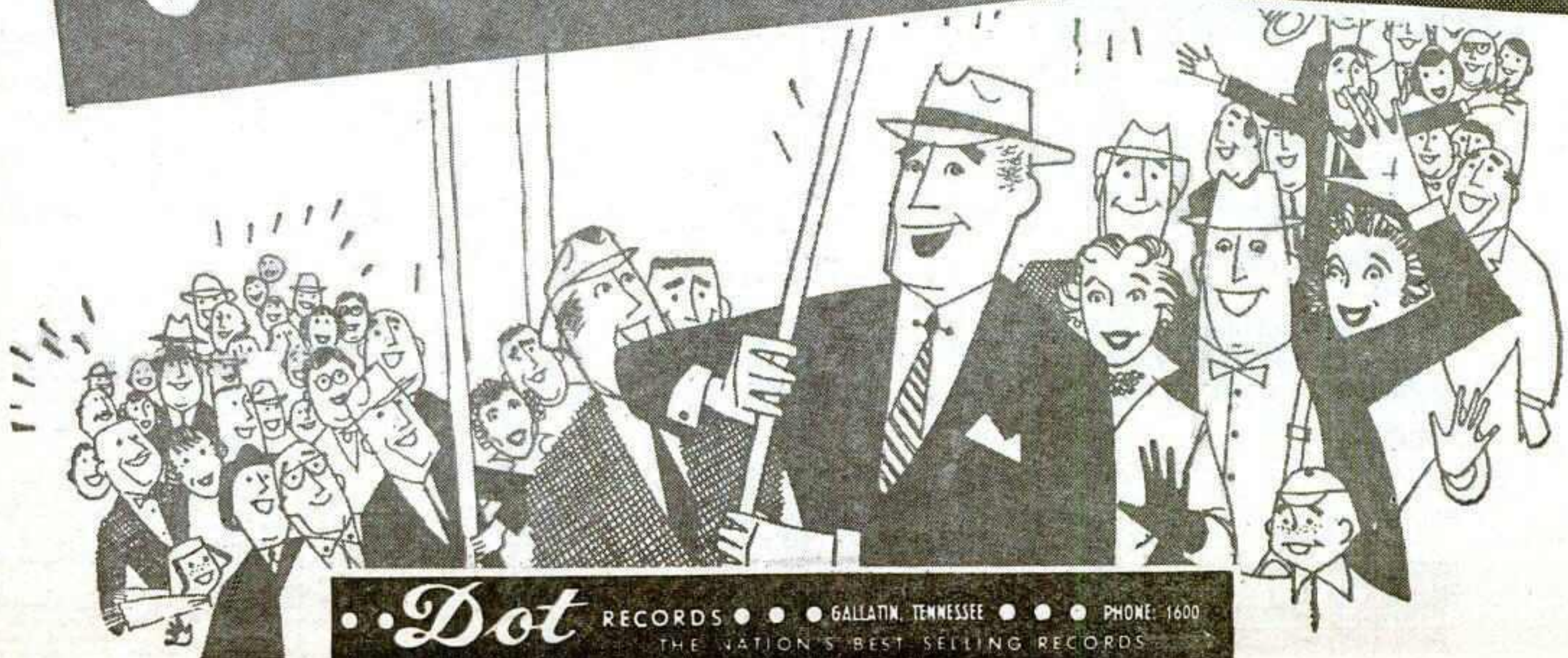
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OLD FAITHFUL AND
TRUE LOVE
KING 1476

EARL KING
GRATEFULLY
DON'T TAKE IT SO HARD
KING 4780

EARL BOSTIC
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CHERRY BEAN
KING 4799



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The Billboard Music Popularity Charts

POPULAR RECORDS

• **Review Spotlight on . . .**
RECORDS

ROY HAMILTON

Forgive This Fool (Sheldon, BMI)
You Wanted to Change Me (Kahl, BMI)—Epic 91111—While Hamilton's potential is strong in both the pop and rhythm and blues fields, his last issue, "Unchained Melody," showed up initially in the pop category. This coupling could prove a two-sided smash in both markets. "Fool" is the ballad, and it's a typical full-voiced Hamilton effort. The flip is a switch for the warbler—a rhythm tune on which he does a great job.

LENNY DEE

Punxsutawney Boogie (Massey, ASCAP)—Decca 29579—This is Dee's follow-up to his big "Plantation Boogie." The man extracts a sensational variety of sounds from the organ, and generates a powerful beat all the way. Could be an all-market entry. Flip is "Crazy Organ Rag" (Shapiro-Bernstein, ASCAP).

DINAH WASHINGTON

I Hear Those Bells (Admont, ASCAP)
The Cheat (Ardmore, ASCAP)—Mercury 70653—"Bells" is about as Pop as this forceful artist has gone. It's a waltz with almost country flavor, on which she duets the refrain. The flip is an interesting piece of ballad material which the thrush renders with great feeling. Jocks, particularly, should go for "The Cheat."

LENA HORNE

It's All Right With Me (Buxton, ASCAP)—RCA Victor 6175—Now that the beautiful Miss Horne has broken into the hit class with "Love Me or Leave Me," she should follow up neatly with this clever, ebullient effort. The tune is a smart Cole Porter bit from "Can Can," which has been catching hold steadily along the cafe circuit, and should become a real standard. Flip is "It's Love" (Schirmer and Chappell, ASCAP).

Were Meant for Me" and "I Can't Give You Anything But Love."
Everybody Sing With the Johnston Brothers—Side 2...76
In similar vein this gang-sing "If You Knew Susie," "Ain't She Sweet" and "Toot, Tootsie." Both sides are in the groove of current taste trends, and should fare especially well in the boxes.

FRANKIE CARLE ORK

Theme From "Producers Showcase" . . .76
VICTOR 6173—Harry Sosnick clefted this pretty piano-ork theme in the popular film-TV background style. Carle handles the rhapsodic piano work attractively with string ork support. If it gets plugged, it could catch hold. (Harbet, ASCAP)

The Kissing Dance . . .73

The French orksters Eddie Barclay and Michel Legrand clefted this listenable instrumental novelty with a samba beat and kissing effects. Carle contributes some sparkly piano. Good program material. (Robbins, ASCAP)

BETTY MADIGAN

Teddy Bear . . .76
M-G-M 12022—This is a fetching musical remembrance of childhood security, and Miss Madigan makes the most of it. Listenable and nostalgic wax, this. (Brighton, ASCAP)

Please Be Kind . . .75

The pretty evergreen stands a good chance for active revival via this tender reading by Betty Madigan. Might go in today's market. Deejays will probably hand it generous spins. (Harms, ASCAP)

THE GADABOUTS

Two Things I Love . . .76
WING 90008—This is a cover of a West Coast r.&b. territorial click. It's essayed here in pop style, and rates a better-than-fair chance. (Cash, BMI)

Glass Heart . . .70

A competent group rendition of a routine "heart" tune. (Pure, BMI)

JANE FROMAN

Summertime in Venice . . .75
CAPITOL 3164—Rich, warm thrushing by Miss Forman on a lovely tune from Kathryn Hepburn's new movie "Summertime." Heavy promotion behind the film should pay off in many extra spins for the platter. (Pickwick, ASCAP)

You're the Answer to My Prayer . . .75
Capitol's stately canary sings the moving Varetta Dillard vehicle with a velvety vocal touch, but a shade too much dignity. Nevertheless it's bound to get plenty of play from jocks. (Savoy & Hill & Range, BMI)

TITO PUENTE ORK

Prelude to Rhythm . . .75
TICO 252—With great beat, strong choral chant, and distinctive modern flavor, Puente has a promising cha cha cha side here. Should get plenty of air plugs, and good sales should result.

Manque . . .73

This one's a mambo, brighter in tempo. The Kenton-type band, with group chant woven in, should click with the progressive jazz clique as well as with experienced tapers. Should sell well in the category.

PAUL WESTON ORK

The Kentuckian Song . . .75
COLUMBIA 40527—There are many versions of the lilting ballad on the market already, but this is one of the smoothest around. As the tune builds, this treatment could attract much of the play. Arrangement is danceable, too. (Frank, ASCAP)

You and You Alone (Gelsomina) . . .72
Pretty tune is from an Italian film. It is played beautifully by the Weston ork and has a fine trumpet solo by Zeke Zarchy. The Norman Luboff choir contributes an attractive chorus. (Leeds, ASCAP)

XAVIER CUGAT AND MERV GRIFFIN

Sweet and Gentle . . .75
COLUMBIA 40530—Griffin croons the cha cha ditty pleasantly enough on this cover of the Alan Dale click disk. It should pick up some of the play, particularly on the boxes. (Peer, BMI)

That's Hot-cha-cha With Me! . . .72
An attractive warbling stint by Griffin on an okay pun-styled tune, but flip should get more spins. (E. B. Marks, BMI)

JOAN REGAN

Just Say You Love Her . . .74
LONDON 1574—This material recalls the mood and point of "Little Things Mean a Lot," and the songstress gives it tender, poignant intonation, well received commercially.

If We Learn to Love Each Other . . .73
Miss Regan's is a dark, lovely voice and in this inspirational material it is quite compelling. The quiet, melodious organ backing is in good taste.

THE 9 LA FALCE BROTHERS

Lonely Road . . .74
VICTOR 6177—Minor key weeper is sung robustly by the one-family chorus. It has a sentimental appeal that should help it earn repeat spins. (Roger, ASCAP)

Help Me . . .72

Latin melody staked to a cha cha cha beat is handed an infectious reading by the group. (Southern, ASCAP)

GINNY GIBSON

Am I Asking Too Much? . . .74
M-G-M 12019—A sincere sounding warble of the tuneful pleader. Tune is attractive and the side figures to win some spins. (Sheldon, BMI)
Chihuahua Choo-Choo (Ch-Wa-Wa) . . .70
Bright novelty is performed prettily. (E. H. Morris, ASCAP)

(Continued on page 44)

• **Reviews of New Pop Records**

BILL HALEY
Kazzie-Dazzle . . .84
DECCA 29552—A Billboard "Spotlight" 6-25-'55. (Roosevelt, BMI)
Two Hound Dogs . . .83
A Billboard "Spotlight" 6-25-'55. (Valleybrook, ASCAP)

CRAZY OTTO
Oh Johnny, Oh Johnny, Oh! . . .80
DECCA 29571—The old Bonnie Baker hit, wrapped up in the original Crazy Otto's nickelodeon pianistics, should pile up plenty of juke and jockey play. (Forster, ASCAP)

Palesteena . . .79
Another happy-sounding piano instrumental version by Otto of the oldie, also known as "Lena From Palesteena." Sure-fire nostalgia. (Shapiro-Bernstein, ASCAP)

MAHALIA JACKSON
His Hands . . .78
COLUMBIA 40529—While other versions of the Hamblen tune have been out for several weeks and doing well, for many the opulent voice of Mahalia Jackson will be the most satisfactory vehicle for this material. (Hamblen, BMI)
I See God . . .77
Another inspirational song that blossoms via the ample range and ringing tones of a Mahalia Jackson. Both sides will have wide appeal, and dealers should latch on. (Bloom, ASCAP)

PAT O'DAY
Soldier Boy . . .77
M-G-M 12025—Pat O'Day has a fresh, appealing vocal quality and she sells this r.&b. ballad with effective sincerity and warm vitality. (Bryden, BMI)
Reward! Reward! . . .76
The thrush handles an attractive c.&w. ditty on this side as ably as she does the r.&b. tune on the flip. A versatile gal and one to watch. (Miller, ASCAP)

RUSTY DRAPER
Seventeen . . .77
MERCURY 70651—This material praising the charms of a blue-jeaned hot rod queen is sparking action in some areas in a version by Boyd Bennett. For Draper this is a good tune and he gives it a vigorous, all-out treatment that ought to be appreciated by the younger set. (Lois, BMI)

I Can't Live Without Them Anymore . . .74
Draper cries out his blues convincingly here. The material is smoothly styled and given a bright, strongly rhythmic backing by the ork. (Marvin, BMI)

EDDIE ALBERT
Just for the Bride and Groom . . .77
KAPP 117—Albert impresses as a more sanguine edition of Arthur Godfrey in this sentimental would-be follow-up to "The Anniversary Song." Conceivably, this minor key opus could catch on, tho it already has had one try via the Leroy Holmes waxing issued some weeks back. (E. H. Morris, ASCAP)
Go If You're Going . . .68
Albert offers a sincere projection of the lyrics on this so-so waltz try. (Gale & Gayles, BMI)

BOB CREWE
Bumble Bee . . .77
SPOTLIGHT 387—An unusually effective adaptation of the rhythm and blues idiom to the pop field is this extrovert vocal, with its honking, poundingly rhythmic backing. The teen-agers will find this to their taste, and sales will be good if given the air play it deserves. (Conley, BMI)
The Rhythm and the Blues . . .71
In a style reminiscent of Sammy Davis Jr., Crewe throws his all into this production, and makes a strong impression. (Charm, BMI)

ROGER WILLIAMS
Autumn Leaves . . .77
KAPP 116—An interesting piano-with-strings run-thru of the hauntingly beautiful, but much-recorded, French standards. (Ardmore, ASCAP)
Take Care . . .73
Williams, obviously an accomplished pianist, transforms this pleasant ballad into a Chopinesque salon piece without being the least bit pretentious about it. Lovely wax that goes with a dim-lights mood. Should register with most piano fanciers. (Ashland, BMI)

THE JOHNSTON BROTHERS
Everybody Sing With the Johnston Brothers—Side 1 . . .76
LONDON 1526—With the Johnny Douglas band furnishing a bright, hokey Dixieland style backing, the Brothers swing happily thru a medley of "Somebody Stole My Gal," "You

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The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 42

THE FIVE CATS
Someone's Gonna Cry...74
VICTOR 6181—The lead singer projects lots of sincerity in this solid reading of the r.&b. weeper.

LES BROWN ORK
He Needs Me...73
CAPITOL 3170—Brown's debut disk on Capitol is a very pretty ballad effort spotting a rich vocal by thrush Jo Ann Greer.

M-G-M STUDIO ORK
Rock Around the Clock...73
M-G-M 12028—This version of the hit opus from "Blackboard Jungle" is taken directly from the sound track of the M-G-M flick.

JOHNNY DESMOND
Lady of the Pharaohs...73
CORAL 61447—Desmond sings with warmth and feeling on a haunting theme from the movie of the same name, scripted by William Faulkner.

ELLA MAE MORSE
Heart Full of Hope...73
CAPITOL 3167—The ork pounds out a brisk beat as the thrush chants the lyric with infectious spirit.

BUNNY PAUL
Song of the Dreamer...73
CAPITOL 3178—Miss Paul covers the highly promising r.&b. dinking by Billy Brooks on Duke.

THE COMMANDERS
Campdown Boogie...72
DECCA 29456—A swiny instrumental arrangement of the oldie "Campdown Races," with a neat danceable beat.

TONY TRAVIS
A Face in the Crowd...72
VICTOR 6174—A sincere, pleasant vocal job on a pretty ballad. Lush backing by Hugo Winterhalter.

CHRIS DANE
My Ideal...72
Cadence 1263—The beautiful ballad is awarded a mighty smooth reading by the baritone, and the arrangement, featuring a tasteful trumpet solo, is presented ably by the ork.

GUY MITCHELL
Too Late...72
COLUMBIA 40531—Mitchell, backed by Dixieland orking, tosses off this country-origin ditty in his usual happy vaudeville style.

THE TRENIERS
Devil's Mambo...72
OKEH 7057—Take-off on Saint-Saens' "Danse Macabre" shapes as an attractive novelty.

DAVID ROSE ORK
Summertime in Venice...71
M-G-M 30882—The soaring melody from the United Artists film, "Summertime," is bowed elegantly by the David Rose strings.

FRANK SORRELL TRIO
Mambo No. 5...71
AUDIVACS 116—This trio, with bass, guitar and what sounds like a Novachord, produces some mighty intriguing sounds on a very, danceable, listenable mambo side.

BIG BEN
Alabama Jubilee...70
DE LUXE 2036—Lively banjo work on the happy-sounding ditty. It isn't likely that the disk can catch up with the Ferko String Band click version, but it should get juke play.

LORRAE DESMOND
A Boy on a Saturday Night...70
LONDON 1584—The throaty, sensuous tones of this English thrush bring out the goose pimples.

THE ELLIOTT BROTHERS ORK
Ain't She Sweet...70
M-G-M 12023—The venerable ditty is awarded a bright and fresh-sounding performance by the big band.

THE TAYLOR MAIDS
I Almost Lost My Mind...70
CAPITOL 3168—The Maids pipe pleasantly on a wonderful one-time weeper hit penned by Ivory Joe Hunter.

MACHITO ORK
La Basura...70
TICO 264—This cha cha cha, with group vocal, has some of the Latin maestro's favored progressive jazz flavor.

BRUCE BARKLEY
My Blue Heaven...69
COLUMBIA 21409—Fans of the ricky-tick piano style will go for this interpretation of the pretty oldie.

THE MASCOTS
The Others I Like...69
M-G-M 12027—His other romances are merely dallying, is the message here. Okay performance.

RUSS CLARKE
It's June...62
ORIGINAL 520—Clarks bats out an exuberant ditty in a Sinatra-inspired rhythm style.

JOE VALINO
Not As a Stranger...60
CLEARVIEW 254—Valino warbles the lovely movie theme pleasantly enough, but the poor recording quality mars over-all effect.

THE THREE BARONS WITH THE FRANK JAREMA ORK
A Real Romance...56
ALBA 424—An okay reading of an up-tempo ditty.

Continued from page 20

SURFACE CHATTER: In reference to deejay and listener uncertainty about the correct pronunciation of Nat Cole's "Darling, Je Vous Aime Beaucoup," Johnny Williamson, WITZ, Jasper, Ind., wonders if any one can top a request from a dialer asking him to play "Darling Sheva Zend a Coo."

Bill Snidow, WNRV, Narrows, Va., notes John Ademy's (WCAO, Baltimore) recent request for a "G'Bye Now" platter, and reports, "I have on hand five copies of the tune by Vaughn Monroe, with Marilyn Duke on the vocal.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JUNE 30, 1945:

- 1. Sentimental Journey
2. Bell-Bottom Trousers
3. Dream
4. There! I've Said It Again
5. You Belong to My Heart
6. Laura
7. The More I See You
8. Good, Good, Good
9. I Should Care
10. Candy

JULY 1, 1950:

- 1. Bewitched
2. Third Man Theme, The
3. I Wanna Be Loved
4. Hoop-Dee-Do
5. Sentimental Me
6. My Foolish Heart
7. Old Piano Roll Blues, The
8. Mona Lisa
9. Count Every Star
10. I Don't Care If the Sun Don't Shine

... Tony Bekas, WKAP, Allentown, Pa., writes, "Who says jazz drives away the listeners? I have had a jazz show night from 9 to 10 p.m. for two and a half years, and according to the latest Pulse survey, my show came out as the top-rated radio show on the air."

CHANGE OF THEME: Former Boston jazz deejay Bob Martin has joined Stan Kenton's staff as his new road manager. Martin will travel with the organization on dates when Kenton is away for his CBS-TV show this summer.

Lou Shabott, WALB, Albany, Ga., has started a new daily r.&b.

show (first on station) from 5 to 5:30 p.m., pegged on the theme-suggestion that his teen-age listeners have "boppin' parties" at each others houses while dialing in his show.

Ralph Wayne, WMRI, Marion, Ind., is running a "Yawn Patrol" show six days a week from 6:30 a.m. to 9 a.m.

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

This Week's Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

RECORDS

KITTY WELLS

There's Poison in Your Heart (Copar, BMI)
I'm in Love With You (Cedarwood, BMI)—Decca 29577
 —Kitty Wells has the number two best selling record on the c.&w. charts right now, and her new platter should pile up plenty of plays for new chart honors. "There's Poison in Your Heart" is a dramatic weeper, sung with heart and sincerity; while "I'm in Love With You," a fast-paced ballad, is wrapped up by the country canary with an appealing vocal.

REDD STEWART

Love's Commandments (Ridgeway, BMI)—RCA Victor 6180—Stewart has a powerful record in "Love's Commandments," an inspiring moralizer with a great set of lyrics. The warbler packs plenty of sincerity and spiritual drive into his interpretation. Good juke and jockey wax. Flip is "Don't Let It Bother You" (Redd Stewart, BMI).

C & W Territorial Best Sellers

For survey week ending June 22

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. In the Jailhouse Now No. 2 J. Rodgers, Vic.
2. Live Fast, Love Hard and Die Young F. Young, Cap.
3. I Don't Care, W. Pierce, Dec.
4. That's What Makes the Juke Box Play J. Work, Dot
5. Making Believe, K. Wells, Dec.
6. Ballad of Davy Crockett, T. Ernie, Cap.
7. Cuzz You're So Sweet, S. Crum, Cap.
8. In the Jailhouse Now, W. Pierce, Dec.
9. I've Been Thinking, E. Arnold, Vic.

Charlotte

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Would You Mind? H. Snow, Vic.
4. In the Jailhouse Now No. 2 J. Rodgers, Vic.
5. I Don't Care, W. Pierce, Dec.
6. Satisfied Mind, J. Shepard, Cap.
7. There She Goes, C. Smith, Col.
8. We Live in Two Different Worlds Johnnie & Jack, Vic.
9. Satisfied Mind, R. & B. Foley, Dec.
10. You Good for Nothing Heart W. Pierce, Dec.

Cincinnati

1. In the Jailhouse Now, W. Pierce, Dec.
2. In the Jailhouse Now No. 2 J. Rodgers, Vic.
3. Live Fast, Love Hard and Die Young F. Young, Cap.
4. I'll Never Stop Loving You S. Whitman, Imp.
5. Breakin' in Another Heart H. Thompson, Cap.
6. Yellow Roses, H. Snow, Vic.

Dallas-Fort Worth

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Breakin' in Another Heart H. Thompson, Cap.
4. I Don't Care, W. Pierce, Dec.
5. Kentuckian Song, E. Arnold, Vic.
6. Wildwood Flower, H. Thompson, Cap.
7. Plantation Boogie, R. Foley, Dec.
8. In the Jailhouse Now No. 2 J. Rodgers, Vic.
9. Live Fast, Love Hard and Die Young F. Young, Cap.

Houston

1. Satisfied Mind, J. Shepard, Cap.
2. In the Jailhouse Now, W. Pierce, Dec.
3. I Don't Care, W. Pierce, Dec.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Satisfied Mind, R. & B. Foley, Dec.
6. Six Foot of Earth, S. Burns
7. Making Believe, K. Wells, Dec.

Reviews of New C & W Records

FARON YOUNG

Go Back You Fool 87
 CAPITOL 3169—A Billboard "Spotlight" 6-25-55. (Hill & Range, BMI)
All Right 85
 A Billboard "Spotlight" 6-25-55. (Lancaster, BMI)

HANK WILLIAMS

A Teardrop on a Rose 80
 M-G-M 12029—Transferred from one of the many tapes Hank Williams left behind him, this one shows all the great talent that was the hall-

mark of this great country artist. A mighty appealing weeper, this, and the many Williams fans won't mind the understandably below-par sound. (Acuff-Rose, BMI)

Alone and Forsaken 78
 Another interesting example of Hank's art, this also will win a strong reception. Sound is much better here than on flip. (Acuff-Rose, BMI)

HOMER AND JETHRO

The Ballad of Davy Crew-cut 80
 VICTOR 6178—The boys have a real ball with this one, a rib-tickling parody of the towering hit. It goes without saying that the side will get many, many spins, and it ought to sell plenty of copies, too. (Wonderland, BMI)

Homer and Jethro's Pickin' and Singin' Medley No. 1 74
 A cute slicing for the Homer and Jethro fans, altho the flip will steal most of the action. (Remick, ASCAP)

MAC WISEMAN

The Kentuckian Song 77
 DOT 1262—Altho Wiseman has heavy competition already under full steam, his unmistakably c.&w. warble and arrangement could find its own strong market and garner a good share of the loot. (Frank, ASCAP)

Wabash Cannonball 75
 An extremely flavorsome rendition of the great country standard, always

good as a nickel-nabber or dime-devourer. (Peer, BMI)

HOOT AND CURLEY

Battered Old Raincoat 76
 STARDAY 195—The boys sing a sad lament with effective pathos. It seems their gal cleared out and took everything with her but a beat-up slicker, and they're worried for fear she'll get caught in the rain. Has good juke and jockey potential. (Starrite, BMI)
You Get What You Pay For 74
 Hoot and Curley warble a lively special material ditty, with amusing lyrics built around the title adage gimmick. (Starrite, BMI)

GLENN BARBER

Married Man 75
 STARDAY 196—Slow three-beater about a settled gent whose love is constant gets an appealing showcasing here. This side has more than a measure of sincerity and should do well over sales counters. (Starrite, BMI)
Poor Man's Baby 71
 Cute ditty is sung gayly by Barber. This one should please many, winning repeat spins. (Starrite, BMI)

THE CLOVERLEAF

Four Season Sweetheart 74
 M-G-M 12026—This barroom harmony duo, with a style reminiscent of Van and Schenk, has an attractive, catchy hunk of cornball material here. If it gets around, it might make some noise on the boxes, pop and country. (Sunrise, BMI)
Red Head 74

This one-time Long Island "folk song," which rose to hit status a few years ago, brings in another voice, which sounds very much like the country warbler Dick Thomas. A good juke coupling for the taverns. (Algonquin, BMI)

RUSTY AND DOUG

So Lovely, Baby 74
 HICKORY 1027—This fresh, flavor-some novelty shows Rusty and Doug in good form. They whip up the tempo to a dizzying pace, with piano, guitar and fiddle holding to a strong beat. A good juke box disk. (Acuff-Rose, BMI)

Why Cry for You

..... 73
 The duo agonizes over a love that is unfaithful, but for which the heart yearns nevertheless. Prettily harmonized and smoothly styled. (Acuff-Rose, BMI)

ZAG PENNELL

Everything Needs Something (and Darling I Need You) 72
 COLUMBIA 21408—A hitting ballad that is ear-pleasing. Pennell is most effective in material of this type. (Golden West, BMI)

How Could It Be Wrong

..... 69
 The singer tries to justify a triangular affair but cannot be said to succeed altogether, tho he tries his best. (Golden West, BMI)

BOB JENNINGS

(Oh for) the Life of a Cricket 71
 M-G-M 12021—A carefree item with pleasant melody and the novelty effect of cricket sounds. Easy listening. (Acuff-Rose, BMI)

Tell Me Your Name (and Give Me Your Number)

..... 70
 A pleasant ditty is handed a warm rendition by Jennings. (Acuff-Rose, BMI)

THE TRUE BLUE BOYS

On Chapel Hill 70
 TRU-BLUE 1113—The nostalgia of a lost love brings out an emotional response from the duo. The weepy guitar and organ backing strengthens the sentimental message. Commendable fare for radio programming. (Leeds, ASCAP)

Pass It Along

..... 65
 The boys cheerfully harmonize this encouragement to smile at our neighbors and strive to make life bright for them. A hitting tune with an appealing ragtime beat. (Out of the World, ASCAP)

RITA FAYE

Something Teacher Didn't Tell Me 69
 M-G-M 12024—Cute chirping about things that puzzle the little Miss. It has its moments and could gain spins.
Little Painted Horse 65
 This ditty is about a merry-go-round horse. Rita Faye fans will like. (Acuff-Rose, BMI)

THE FIVE STRINGS

Crazy Little Heart 69
 COLUMBIA 21403—A quiet, simply constructed cry ballad with melodious appeal. The easy, bouncy rhythm is an added asset to the unidentified singer. (Ridgeway, BMI)

Drinking Wine Spoil Oil 65
 This adaptation of the one-time r.&b. hit is cute, but not as apt for the country market as it could be. Many deejays will object to the theme, and play on the air may be slim in many areas. (Ridgeway, BMI)

NEW YORK, June 25.—Columbia Records this week picked the three winning dealers in the national phase of its CL 500 series contest. The prizes were awarded for the best 100-word statements by dealers about the diskery's 12-inch pop album line.

The first prize, 6,000 free travel miles, went to Benjamin Viner of Viner's Music Company, Bangor, Me. Second prize, a five-year service subscription to the CL 500 series, was awarded to Kay Hasek, of Kay Hasek's Treasure Shop, St. Louis. Third prize, a two-year subscription to the CL 500 series, went to Michael A. Mirabelli, the Record Room, Reno, Nev.

Best Sellers in Stores

For survey week ending June 22

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Side	Weeks on Chart
1.	IN THE JAILHOUSE NOW (BMI)—W. Pierce	1 22
	I'm Gonna Fall Out of Love With You (BMI)—Dec 29391	
2.	MAKING BELIEVE (BMI)—K. Wells	2 17
	Whose Shoulder Will You Cry On? (BMI)—Dec 29419	
3.	YELLOW ROSES (BMI)—H. Snow	3 13
	Would You Mind? (ASCAP)—Vic 6057	
4.	I DON'T CARE (BMI)—W. Pierce	6 3
	Your Good for Nothing Heart (BMI)—Dec 29480	
5.	SATISFIED MIND (BMI)—P. Wagoner	5 6
	Itchin' for My Baby (BMI)—Vic 20-6105	
6.	LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young	4 14
	Forgive Me, Dear (BMI)—Cap 3056	
7.	CATTLE CALL (ASCAP)—E. Arnold & H. Winterhalter	15 2
	Kentuckian Song (ASCAP)—Vic 20-6139	
8.	BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie	9 15
	Farewell (BMI)—Cap 3058	
9.	I'VE BEEN THINKING (BMI)—E. Arnold	8 22
	Don't Forget (BMI)—Vic 20-6000	
10.	WILDWOOD FLOWER (ASCAP)—H. Thompson ..	10 5
	Breakin' in Another Heart (ASCAP)—Cap 3106	
11.	IN THE JAILHOUSE NOW, #2 (BMI)—J. Rodgers ..	11 6
	Peach Pickin' Time Down in Georgia (BMI)—Vic 20-6092	
12.	SATISFIED MIND (BMI)—R. & B. Foley	13 2
	How About Me? (BMI)—Dec 29526	
13.	SATISFIED MIND (BMI)—J. Shepard	12 2
	You Can Take Possession—Cap 3118	
14.	THERE SHE GOES (BMI)—C. Smith	7 8
	Old Lonesome Times (BMI)—Col 21382	
15.	IT TICKLES (BMI)—T. Collins	— 8
	Let Down (BMI)—Cap 3082	

Most Played in Juke Boxes

For survey week ending June 22

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Side	Weeks on Chart
1.	IN THE JAILHOUSE NOW (BMI)—W. Pierce	1 21
	I'm Gonna Fall Out of Love With You (BMI)—Dec 29391	
2.	MAKING BELIEVE (BMI)—K. Wells	2 14
	Whose Shoulder Will You Cry On? (BMI)—Dec 29419	
3.	YELLOW ROSES (BMI)—H. Snow	3 8
	Would You Mind? (ASCAP)—Vic 20-6057	
4.	LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young	4 13
	Forgive Me, Dear (BMI)—Cap 3056	
5.	WILDWOOD FLOWER (ASCAP)—H. Thompson ..	— 1
	Breakin' in Another Heart (ASCAP)—Cap 3106	
6.	I DON'T CARE (BMI)—W. Pierce	— 1
	Your Good for Nothing Heart (BMI)—Dec 29480	
7.	IN THE JAILHOUSE NOW, #2 (BMI)—J. Rodgers ..	9 2
	Peach Pickin' Time Down in Georgia—Vic 20-6092	
8.	THERE SHE GOES (BMI)—C. Smith	— 1
	Old Lonesome Times (BMI)—Col 21382	
9.	THAT'S WHAT MAKES THE JUKE BOX PLAY (BMI)—J. Work	— 1
	Don't Give Me a Reason to Wonder Why—Dot 1245	
10.	IT TICKLES (BMI)—T. Collins	5 4
	Let Down (BMI)—Cap 3082	
10.	ARE YOU MINE? (BMI)—G. Wright & T. Tall	7 19
	I've Got Somebody New (BMI)—Fabor 117	

Most Played by Jockeys

For survey week ending June 22

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

This Week	Side	Weeks on Chart
1.	LIVE FAST, LOVE HARD, AND DIE YOUNG—F. Young	1 14
	Cap 3056—BMI	
2.	IN THE JAILHOUSE NOW—W. Pierce	2 22
	Dec 29391—BMI	
3.	SATISFIED MIND—P. Wagoner	5 4
	Vic 20-6105—BMI	
4.	YELLOW ROSES—H. Snow	4 10
	Vic 20-6057—BMI	
5.	MAKING BELIEVE—K. Wells	3 17
	Dec 29419—BMI	
6.	WOULD YOU MIND?—H. Snow	6 12
	Vic 20-6057—ASCAP	
7.	BALLAD OF DAVY CROCKETT—Tennessee Ernie ..	8 11
	Cap 3058—BMI	
8.	I DON'T CARE—W. Pierce	9 2
	Dec 29480—BMI	
9.	THERE SHE GOES—C. Smith	7 5
	Col 21382—BMI	
10.	CUZZ YORE SO SWEET—S. Crum	12 11
	Cap 3063—BMI	
11.	ARE YOU MINE?—G. Wright & T. Tall	— 24
	Fabor 117—BMI	
12.	IT TICKLES—T. Collins	9 4
	Cap 3082—BMI	
13.	IN THE JAILHOUSE NOW, #2—J. Rodgers	9 7
	Vic 20-6092—BMI	
14.	I'VE BEEN THINKING—E. Arnold	15 23
	Vic 20-6000—BMI	
15.	NO ONE DEAR BUT YOU—Johnnie & Jack	— 2
	Vic 20-6094—BMI	



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"DADDY, YOU KNOW WHAT?"

COUPLED WITH

"PLANS FOR DIVORCE"

JIM WILSON and 4 year old daughter, JUNE

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Curtis Gordon's

GREAT NEW BALLAD

"Blue Lifetime"

COUPLED WITH

"Baby, Please Come Home"

MERCURY 70648



Johnny Horton

THE FISHERMAN'S LATEST LAMENT

"Journey With No End"

COUPLED WITH

"Ridin' The Sunshine Special"

MERCURY 70636

"Sweet Little Miss Blue Eyes"

COUPLED WITH

"Goin' Steady With The Blues"

MERCURY 70632

GEORGE and EARL

MERCURY'S BRAND NEW
HOT DUET

"Can I"

COUPLED WITH

"GOT ANYTHING
GOOD"

MERCURY 70605

"That's What I'll Do To You"

COUPLED WITH

"Give Me One More Chance"

MERCURY 70631

BENNY MARTIN

COUNTRY MUSIC'S
BRIGHTEST YOUNG STAR

"Ice Cold Love"

COUPLED WITH

"You Know That I Know"

MERCURY 70560

"Bargain Day, Half Off"

COUPLED WITH

"Nine Have Tried"

MERCURY 70604

THE FABULOUS CARLISLES

"Rusty Old Halo"

COUPLED WITH

"It's Bedtime Bill"

MERCURY 70544

TIBBY EDWARDS

MERCURY'S MIGHTY MITE

"Play It Cool Man, Play It Cool"

COUPLED WITH

"Shift Gears"

MERCURY 70640



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- 1-EDNA b/w SPEEDIN' #364
- 2-ALWAYS & ALWAYS THE MEADOWLARKS #367
- 3-TELLER OF FORTUNE THE DOOTONES #366

BEST SELLERS

- Roy Milton
FOOLS ARE SCARCER b/w I CAN'T GO ON—363
- The Penguins
BABY LETS MAKE LOVE b/w KISS A FOOL—362
- The Meadowlarks
HEAVEN AND PARADISE b/w EMBARRASSING—359
- Chuck Higgins & Ork.
HERE I'M IS b/w TONKY HONK—361

NEW INSTRUMENTAL HIT

Lorenzo Holden Trio
BACKSTAGE b/w EARTH ANGEL—358

BEST SELLING EP ALBUMS

- The Penguins #101
Earth Angel • Ain't Gonna Cry • Love Makes Your Mind Wild • Baby, Let's Make Love
- The Medallions #202
Buick 59 • Coupe De Ville Baby • The Letter Speedin'

STEADY SELLER

The Medallions
BUICK 59 b/w THE LETTER—347

DOOTONE RECORDS
9512 SO. CENTRAL AVE. LOS ANGELES 2, CALIF.

The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• This Week's Best Buys

EVERY DAY (Golden State Songs, BMI)—Count Basie Ork—Clef 89149
As if by spontaneous combustion, this record began catching fire in several key areas this past week and now looks potentially like one of the biggest sellers for Basie in a long time. Hitting the top of the Philadelphia territorial chart in one fell swoop, it also snared a place high on the St. Louis list this week. In New York, Chicago and Los Angeles, too, it was one of the top new disks. Flip is "The Comeback" (Pamlee, BMI).

IT'S LOVE, BABY (Excellorec, BMI)—Louis Brooks—Excello 2056
From the South increasingly impressive reports are coming in on this record. This week Brooks' disk hit the Atlanta territorial chart and was selling nicely in Nashville, Memphis, Durham and St. Louis as well. Spilling over into Chicago and Detroit now, it could sweep the country, and retailers and operators are forewarned.

• Review Spotlight on . . . RECORDS

MUDDY WATERS

Manish Boy (Arc, BMI)
Young Fashion Ways (Arc, BMI)—Chess 1602—Muddy Waters should grab off considerable coin with this platter. "Manish Boy" is an exciting Deep South parody on Bo Diddley's "I'm a Man," with a driving, vitality-packed vocal and a wonderfully wild chorus of yowling fems in the background. The flip spotlights an amusing vocal lecture by Waters, who wants his gal to mend her "Young Fashion Ways."

IVORY JOE HUNTER

Heaven Came Down to Earth (Progressive, BMI)—Atlantic 1066—Hunter, who created "It May Sound Silly" to watch it become a big pop item, has clefled another potent item in this ballad. This time, he could grab the play himself via this heart-felt warble. The group backing is noteworthy too. Flip is "I Want Somebody" (Progressive, BMI).

THE MIDNIGHTERS

It's Love, Baby (24 Hours a Day) (Excellorec, BMI)—Federal 12227—This group has been developing strongly, and in this rock effort the lads could have their next click. It has the beat, the spirit and the message. Flip is "Looka Here" (Jay & Cee, BMI).

• Reviews of New R & B Records

THE CARDINALS
Two Things I Love87
ATLANTIC 1067—A Billboard "Spotlight" 6-25-'55. (BMI)
Come Back My Love86
A Billboard "Spotlight" 6-25-'55. (BMI)

THE TENDERFOOTS
Sindy78
FEDERAL 12228 — Chant to the beautiful Sindy is sung feelingly. The group has a mighty good side here, on a number that's showing life. (Gallo, BMI)
Sugar Ways76
Another good side by the boys, this staked to a pounding beat which the ork sells strongly. This could do okay business on the jukes. (Armo, BMI)

THE JACKS
Since My Baby's Been Gone78
RPM 433—In the manner of some big Ray Charles hits, the group sails into a secular chant in gospel style behind the fine lead singer. Good wax. (Modern, BMI)
I'm Confessin'75
This isn't the standard, but a new blues tune in the gospel style. The lead is strong and the chanted group support adds a great deal. Bears watching. (Modern, BMI)

PATTY ROSS
Rock It, Davy, Rock It77
AARDELL 0002 — The songstress relates a few chapters from the Crockett legend that have certainly been in no history books. A very funny take-off on the Crockett tune that can't help but get copious air-play and sales aplenty. (Teresa, BMI)
The Big Bear73
This side also parodies the Davy Crockett material to a solid boogie figure. Humorous, but after the flip, a slight let-down. (Musicland, ASCAP)

THE JAGUARS
Rock It, Davy, Rock It76
AARDELL 0003 — A good group rocks and rolls this spirited Crockett-inspired chant into a promising entry. (Teresa, BMI)
I Wanted You68
The material is wanting here, tho the group impresses. (Teresa, BMI)

PERCY MAYFIELD
Are You Out There?75
CHESS 1599—Mayfield imagines that he hears a lost love calling out to him, but concludes sadly that it is only wishful thinking. The bluesy, after-hours quality of this material is very attractive and ought to please his fans. (Arc, BMI)
Double Dealing74
A careless girl friend gets the book thrown at her. Mayfield is a forceful
(Continued on page 50)

New Release

BABY I'M FOOL PROOF
Vocal by "Good Rockin' Sam"
b/w Thing-A-Ma-Jig
Kid King's Combo
EXCELLO 2059

JESUS NEVER FAILS ME
b/w I'll Be Alright
Angelic Gospel Singers
NASHBORO 558

DOWN AT THE CROSS
b/w Just Like Jesus Did
Golden Trumpets
NASHBORO 557

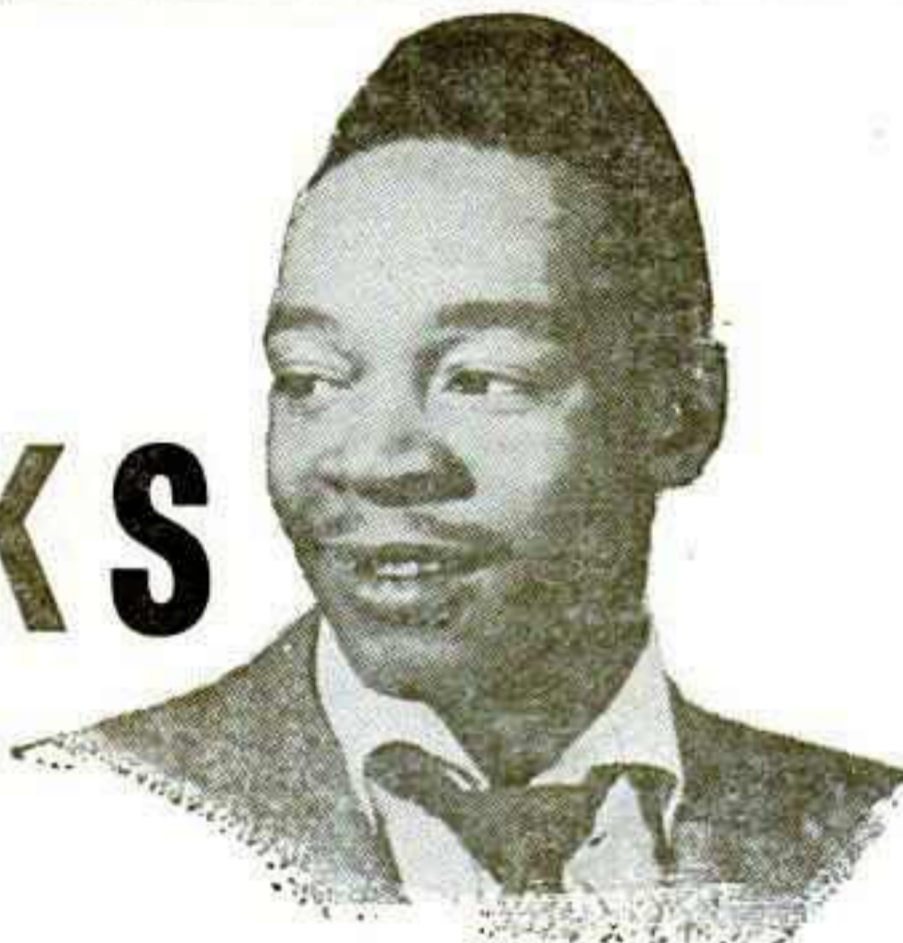
THREE MONEY MAKERS
ROLLIN' STONE
The Marigolds
EXCELLO 2057

IT'S LOVE BABY
(24 Hours a Day)
Louis Brooks
EXCELLO 2056

HONEY BABE
Arthur Gunter
EXCELLO 2058

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b/w

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 - SPOTLITE PICK
 - CASHBOX
 - BEST BET
 - VARIETY
- Nappy Brown's Original and Sensational
"PIDDILY PATTER PATTER"
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A Sure Must for Pop & R&B
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in
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"SINDY"
THE SQUIRES
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Pasadena 3, Calif.
RYan 1-8545

"MAN ALIVE"
IT'S A HIT!
See Your Nearest
T.N.T. Distributor
Recorded by
BIG JACK

The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending June 22

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. AIN'T IT A SHAME? (BMI)—F. Domino.....	1	8
La La (BMI)—Imperial 5348		
2. BO DIDDLEY (BMI)—B. Diddley.....	2	8
I'm a Man (BMI)—Checker 814		
3. UNCHAINED MELODY (ASCAP)—R. Hamilton....	3	10
From Here to Eternity (ASCAP)—Epic 9102		
4. STORY UNTOLD (BMI)—Nutmegs.....	5	5
Make Me Lose My Mind (BMI)—Herald 452		
5. UNCHAINED MELODY (ASCAP)—A. Hibbler....	7	11
Daybreak (ASCAP)—Dec 29441		
6. BOP TING A LING (BMI)—L. Baker.....	8	8
That's All I Need (BMI)—Atlantic 1057		
7. AS LONG AS I'M MOVING (BMI)—R. Brown....	4	4
I Can See Everybody's Baby (BMI)—Atlantic 1059		
8. ROCK AROUND THE CLOCK (ASCAP)—B. Haley..	13	2
Thirteen Women (BMI)—Dec 29124		
9. DON'T BE ANGRY (BMI)—N. Brown.....	6	12
It's Really You (BMI)—Savoy 1155		
10. FOOL FOR YOU (BMI)—R. Charles.....	—	1
This Little Girl of Mine (BMI)—Atlantic 1063		
11. SOLDIER BOY (BMI)—Four Fellows.....	—	1
Take Me Back, Baby (BMI)—Glory 234		
12. ROLLIN' STONE (BMI)—Marigolds.....	12	5
Why Don't You? (BMI)—Excello 2057		
13. WHAT'CHA GONNA DO? (BMI)—Drifters.....	10	14
Gone (BMI)—Atlantic 1055		
14. THIS IS MY STORY (BMI)—Gene & Eunice.....	15	3
Move It Over, Baby (BMI)—Aladdin 3282		
15. MY BABE (BMI)—Little Walter.....	9	17
Thunder Bird (BMI)—Checker 811		

• Most Played in Juke Boxes

For survey week ending June 22

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. AIN'T IT A SHAME? (BMI)—F. Domino.....	2	4
La La (BMI)—Imperial 5348		
2. DON'T BE ANGRY (BMI)—N. Brown.....	3	8
It's Really You (BMI)—Savoy 1155		
3. BO DIDDLEY (BMI)—B. Diddley.....	1	9
I'm a Man (BMI)—Checker 814		
4. WHAT'CHA GONNA DO? (BMI)—Drifters.....	6	13
Gone (BMI)—Atlantic 1055		
5. UNCHAINED MELODY (ASCAP)—A. Hibbler....	4	6
Daybreak (ASCAP)—Dec 29441		
5. MY BABE (BMI)—Little Walter.....	7	16
Thunder Bird (BMI)—Checker 811		
7. UNCHAINED MELODY (ASCAP)—R. Hamilton....	5	7
From Here to Eternity (ASCAP)—Epic 9102		
8. I CAN SEE EVERYBODY'S BABY (BMI)—R. Brown..	9	5
As Long As I'm Moving (BMI)—Atlantic 1059		
8. ROLLIN' STONE (BMI)—Marigolds.....	—	1
Why Don't You? (BMI)—Excello 2057		
10. FLIP, FLOP AND FLY (BMI)—J. Turner.....	8	15
Ti-Ri-Lee (BMI)—Atlantic 1053		

• Most Played by Jockeys

For survey week ending June 22

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

This Week	Last Week	Weeks on Chart
1. AIN'T IT A SHAME?—F. Domino.....	1	7
Imperial 5348—BMI		
2. UNCHAINED MELODY—R. Hamilton.....	2	9
Epic 9102—ASCAP		
3. BOP TING A LING—L. Baker.....	5	6
Atlantic 1057—BMI		
4. BO DIDDLEY—B. Diddley.....	3	5
Checker 814—BMI		
5. ROCK AROUND THE CLOCK—B. Haley.....	3	3
Dec 29124—ASCAP		
6. WHAT'CHA GONNA DO?—Drifters.....	—	13
Atlantic 1055—BMI		
7. AS LONG AS I'M MOVING—R. Brown.....	—	2
Atlantic 1059—BMI		
8. UNCHAINED MELODY—A. Hibbler.....	6	4
Dec 29441—ASCAP		
8. MY BABE—Little Walter.....	9	17
Checker 811—BMI		
10. DON'T TAKE IT SO HARD—E. King.....	—	1
King 4780—BMI		
11. STORY UNTOLD—Nutmegs.....	—	1
Herald 452—BMI		
11. DOOR IS STILL OPEN—Cardinals.....	9	12
Atlantic 1054—BMI		
13. DON'T BE ANGRY—N. Brown.....	8	10
Savoy 1155—BMI		
13. LONELY NIGHTS—Hearts.....	11	5
Baton 208—BMI		
13. THAT'S ALL I NEED—L. Baker.....	—	2
Atlantic 1057—BMI		



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Dinah Washington SINGS For Those In Love

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- You Don't Know What Love Is
- This Can't Be Love
- My Old Flame
- I Could Write A Book
- Make The Man Love Me

WITH

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- P. QUINICHETTE/tenor sax; C. PAYNE/baritone sax;
- K. BETTS/bass; W. KELLY/piano; J. COBB/drums;
- B. GALBRAITH/guitar.

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MODERN JAZZ INSTRUMENTALS

JAM SESSION featuring MAYNARD FERGUSON with

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- JOHN SIMMONS/bass; CLAUDE WILLIAMSON/piano; MAX ROACH/drums.

Our Love Is Here To Stay • Air Conditioned

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BROWN and ROACH Incorporated

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- Sweet Clifford
- Ghost Of A Chance
- Stompin' At The Savoy
- I'll String Along With You
- Mildama
- Darn That Dream
- I Get A Kick Out Of You

MG 36008 Also Available on 45 RPM • EP-1-6111, EP-1-6112 and EP-1-6113



CONTEMPORARY TRUMPET IN COMBO

CLARK TERRY with

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- O. PETTIFORD/bass & cello; W. MARSHALL/bass; A. BLAKEY/drums.

- Swahili
- Double Play
- Slow Boat
- Co-Op
- Kitten
- The Countess
- Tuma
- Chuckles

MG 36007

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- D. BANKS/flute; B. GALBRAITH/guitar; M. HINTON/bass; O. JOHNSON/drums;
- B. DONALDSON/drums.

- Don't Explain
- You'd Be So Nice To Come Home To
- What's New
- Falling In Love With Love
- Yesterdays
- Born To Be Blue
- 'S Wonderful

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EmArcy A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO, ILLINOIS



R & B Territorial Best Sellers

For survey week ending June 27

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. Unchained Melody, R. Hamilton, Epi.
3. As Long as I'm Moving, R. Brown, Atl.

Balti.-Wash.

- 1. Ain't It a Shame? F. Domino, Imp.
2. Soldier Boy, Four Fellows, Gly.
3. Story Untold, Nutmegs, Her.

Charlotte

- 1. Rock Around the Clock, B. Haley, Dec.
2. Don't Be Angry, N. Brown, Sav.
3. Lonely Nights, Hearts, Btn.

Chicago

- 1. Bo Diddley, B. Diddley, Che.
2. If It's the Last Thing I Do, D. Washington, Mer.

Cincinnati

- 1. Ain't It a Shame? F. Domino, Imp.
2. Unchained Melody, R. Hamilton, Epi.
3. I Can See Everybody's Baby, R. Brown, Atl.

Detroit

- 1. What'cha Gonna Do? Drifters, Atl.
2. I'm In Love, B. B. King, RPM

Los Angeles

- 1. Bo Diddley, B. Diddley, Che.
2. Ain't It a Shame? F. Domino, Imp.
3. Rock Around the Clock, B. Haley, Dec.

New Orleans

- 1. Don't Take It So Hard, E. King, Kng.
2. Ain't It a Shame? F. Domino, Imp.

New York

- 1. Story Untold, Nutmegs, Her.
2. Unchained Melody, A. Hibbler, Dec.

Philadelphia

- 1. Everyday, C. Basie, Clif.
2. Ain't It a Shame? F. Domino, Imp.

St. Louis

- 1. Unchained Melody, R. Hamilton, Epi.
2. You Don't Have to Go, J. Reed, VJ

FOLK TALENT AND TUNES

Continued from page 24

Hank Locklin's new record on RCA Victor, "Your Heart Is an Island" b/w "You're Out of Step (With the Beat of My Heart)," hit the music racks June 20. Hank is slated for appearance on the Prince Albert portion of "Grand Ole Opry" July 9...

accordian, and Ralph Donahue, bass fiddle. KLAQ is the only station in its area which programs hillbilly, western and folk music all day...

Betty Foley, daughter of the "Ozark Jubilee" headliner, Red Foley, hopped into Louisville recently for a visit with deejays Jim Wilson, Jimmy Logsdon, Jimmy Osborne, Tom Hall and Shorty Chesser to plug her latest Decca waxing, "Satisfied Mind" b/w "How About Me?"...

Sonny Houston, still on park dates thru New England with his combo, the Trailmen, played Crescent Park, Riverside, R. I., Sunday (25), and July 4 appears with Gabby Hayes at Canobie Lake Park, Salem, N. H. The Slater Orchestra Service, Worcester, Mass., is booking him...

Sonny James, Capitol waxer, has come up with his first hymn for that label, "Till the Last Leaf Will Fall" b/w "You'll Never Walk Alone," released last week...

J. F. Dolan, praise agent for "Big D Jamboree," Dallas, reports that the big show staged recently by Ed McLemore in Beaumont, Tex., filled the 2,400-seat auditorium three times in three days...

In the roster of the Ranch Hands, western combo featured over KLAQ, 250-watter at Lakewood, Colo., are Embert Mishler, guitar, singer and emcee; Jimmy Wood, steel guitar; Jack Leetch,

Red Foley will take most of his "Ozark Jubilee" cast to the 12,500-seat J-Bar-H Rodeo Arena, Camden, Mo., for a big outdoor show July 4. A large turnout is expected, as more than 300,000 vacationers are expected in the territory over the holiday week-end...

Reviews of New R & B Records

Continued from page 48

personality, as usual, and gives considerable impact to the lyrics. (Arc, BMI)

DON JULIAN Always and Always...75 DOOTONE 367—A moving rendition of an appealing ballad, with Julian packing plenty of emotional wallop into his weeper-styled vocal. (Williams, BMI)

I Got Tore Up...72 A showmanly reading of a bouncy jump-tempo ditty, with a rather unsavory lyric, which may limit its airplay, but won't effect its draw on the boxes. (Williams, BMI)

T-BONE WALKER Papa Ain't Salty...74 ATLANTIC 1065—The singer admits he wronged his girl, and now entreats her to come back. A swingy blues with Walker's funky guitar backing holding interest high all the way. (Progressive, BMI)

T-Bone Shuffle...74 A good dance disk that was something of a standard in an earlier version by Walker. No longer available, young people will enjoy this fresh, spirited new reading.

THE CHROMATICS Don't Know Why I Cry...74 MILLION 2014—A rich reading by Ben Hughes and the Chromatics of a poignant weeper. This one should grab off juke and deejay spins. (Malabar, ASCAP)

Tell a Lie...72 An up-tempo waxing of an appealing tune with lyric advice to the effect that sometimes a lie is better than

the truth. Fine warbling performance by Hughes. (Teri, ASCAP)

THE LARKS Honey From the Bee...73 APOLLO 475—There's some strong Calypso flavor in this attractive group number. Contagious wax. (Bess, BMI)

No Mama No...72 The good group shouts with gusto and works this flimsy material to an exciting pitch. (Bess, BMI)

THE SMOOTHONES Bring Back Your Love (To Me)...73 JEM 412—A plaintive rendition of a weeper, with effective work by the group's lead singer. (Billen, BMI)

No Doubt About It...68 A swiny warbling job, with a Latin-American flavor to the backing. (Billen, BMI)

JOHNNY (GUITAR) WATSON ORK Don't Touch Me...72 RPM 431—Now unloved and unappreciated, Watson takes to task the girl he loved and gave his money to. Good listenable reading; the material is only average. (Modern, BMI)

Too Tired...70 Watson is too exhausted to love, gamble or anything else. A humorous bit of material with a strongly rhythmic background that certainly is not "too tired." (Modern, BMI)

DONNA HIGHTOWER Love Me Again...72 RPM 432—The thrush seems more at home with this ballad of her own claffing. (Modern, BMI)

Dong Gone It...70 With an arrangement patterned after

the recent Lavern Baker hits, Miss H. turns in a fairly effective tho' mechanical shout. (Modern, BMI)

GENE AMMONS AND BAND Our Love Is Here to Stay...68 PRESTIGE 916—Ammons manages to crowd plenty of the stuff that Rock and Roll fans like into this tenor sax side, but jazz buyers are unlikely to dig it.

What I Say...67 This up-tempo riff starts off with some fine baritone sax in the progressive idiom, and Ammons follows with some romping tenor. Coupling can be used by jocks who play both jazz and r.&b., tho' heavy sales action is unlikely in either category.

DONALD WOODS Man From Utopia...64 FLIP 306—Woods has poor material to work with here, but both he and the ork backing him come up with a fresh primitive sound that catches the ear. Has only an outside chance to make much of a commercial splash. (Limax, BMI)

Death of an Angel...58 A mawkish tear-jerker that has little to recommend it. (Limax, BMI)

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GIVE TO DAMON RUNYON CANCER FUND

HOCUS-POCUS

By BILL SACHS

DR. HARLAN TARBELL is back in his native Chicago after a three-week jaunt that took him to Montana, thru the Pacific Northwest, down along the West Coast to Dallas, and from there to Nashville. The trek included a stopover in Santa Barbara, Calif., for the combined convention of the Society of American Magicians and the Pacific Coast Association of Magicians. In a phone call from the Cincinnati airport, Tarbell lauded the Santa Barbara conclave as one of the best he's ever attended. The thing was well planned, there was an abundance of top-notch talent and a minimum of long-winded speeches, says Doc. He was especially high on the efforts turned in by Maldo, Danny Dew, Don Masteen and Domy. . . . Harvey Thomas has shifted activity from the Butler Building, Chicago, where he held forth for 20 years, to 3329 N. Pulaski Road, that city, where he's operating a school of music and magic, a unique combination. . . . Kenny Van, vent and puppeteer, with a host of friends in magicdom, began a 30-minute Monday-thru-Friday strip at 6 p.m. over WGLV, Easton, Pa., June 13. . . . Lucille and Eddie Roberts conclude a two-week stand at the Radisson Hotel, Minneapolis, June 29, and follow with a fortnight at the Laurel Hill Supper Club, Columbia, S. C., July 4. . . . Jimmy Martin (Great Martini) has purchased the Hall Magic Company in downtown Detroit from Mrs. Daisy L. Hall, who is retiring to make her home in California. . . . Robin Nelson, magician-skater, is current at the Gaslight Club, Chicago, where he's carded to remain thru August. . . . Marshall Brodien has left the Magi Lounge, Cicero, Ill., to work the summer at Chicago's Riverview Park, where he's serving as emcee and talker on the "Super Circus" show.
P. C. SORCAR, Hindu conjuror, with headquarters in Calcutta, is slated to return to London No-

ember 14 for an indefinite stand at the West End Theater with his mammoth full-evening show. . . . Ron A. Young, booker and promoter of St. Johns, Newfoundland, subscribes to The Billboard with the following comment: "The Billboard was recommended to me by Joan Brandon, hypnotist, who I brought to Newfoundland recently for a limited engagement. Miss Brandon was the 55th attraction I have booked into Newfoundland. I have booked numerous European and South American attractions, but Miss Brandon has proved my 'highliner.' She proved a sensation here and we want more such attractions from the United States." . . . Lady Frances (Frances R. Francis), who recently quit a TV post at San Luis Obispo, Calif., to return to niteries via John's Rendezvous, San Francisco, was held a second week at the spot and then remained over to appear on one of the SAM-PCAM convention shows. . . . George Marquis is set until mid-August at Natural Bridge, Waynesboro, Tenn., where he's handling publicity and shoveling tons of gravel daily prepping for some strenuous showbiz ahead. On August 22 he takes over emcee chores with the Braly Circus on Southern fairs, and around November 1 plans to again launch his five-people magic unit. . . . Jay Palmer and Doreen wind up a two-week engagement at Halsingborg, Sweden, June 30, and follow with a like stand at the Hansa Theater, Hamburg, Germany. From there they hop to Turkey. They are tentatively set for Egypt in the early fall. . . . Jay Marshall, recently returned from England and the Continent, played the New York Palace last week, and this week, accompanied by his wife, Frances Ireland, is making the rounds of the International Brotherhood of Magicians' Convention in Pittsburgh. While in Paris recently, Jay was decorated by the French government with a gold medal on a purple ribbon for artistic endeavor in the theater.

BURLESQUE BITS

By UNO

Bert Carr is one comic who swears by burly as a field than can keep a performer active over a long period. After two years without a lay-off, he finally was able to squeeze in a vacation for a week at home with the family in Pittsburgh. Following that, he played a return date for the closing week of the season, June 19, at the Hudson, Union City, N. J. Then he will go to the Gayety, Detroit; Palace, Buffalo, and Roxy, Cleveland, for two weeks in each, which will bring him back in time to start the 1955-56 season again on the circuits. . . . The office of Harold F. Berg, attorney for Tom Phillips in the case of Phillips vs. McCaffrey, reported that the City of New York has served a Notice of Appeal from the favorable decision of Justice Aron Steuer in the Supreme Court but that the city did not request a stay. The result is that Phillips can now tender the license fee to open the Orpheum Theater in Brooklyn. . . . Vickie Barclay McNeely, former straight woman and prima donna in burly, now the wife of Charles Schultz, living in Boston, is in deep mourning over the loss of her mother, Rosemary McNeely, 84, who died May 31 at her home in Houston. . . . Jerry Paulos, former house singer, is now one of a quartette in Robert Nesbitt's "Magic Carpet" revue in the Arabian Room of the new Dunes Hotel in Las Vegas, Nev. His wife, Lil Betty Randall, now Bea Sweet, after being featured with the Frank Sennes revue at the Mapes Hotel in Reno, Nev., is with Larry Potter's Supper Club in Ventura, North Hollywood, headlined in a new act, called "In an Hour-Glass," designed and built especially for her.

the season, went to the Club Charming in Cairo, Ill., and then for an indefinite stay to the Federal Gardens in St. Louis. With her at the Grand for nine weeks was Betty McDaniels. Jay Thomas, husband of LuVetta, closed a two-week engagement at the Havana Casino, also in St. Louis. . . . Upon the summer opening of the Globe in Atlantic City, Billy Koud will preside as stage manager for the first few weeks and then become producer when Paul Morokoff's term expires. . . . Loney Lewis, comic, has turned to writing pop songs in collaboration with Russ Goudey. . . . A new strip, now featured on the Midwest Circuit, last at the Gayety, Detroit, is Paprika, appropriately billed "The Spice of Burlesque." Born in Pittsburgh, she started as a parade girl in Minsky's shows and remained in the chorus four years before she broke in as a strip. Paprika's future bookings take her to the Fox, Indianapolis; Roxy, Cleveland, and Palace, Buffalo. . . . The Hudson, Union City, N. J., after a season of 44 weeks (the longest one in its burly history) closed June 25 to reopen the latter part of August. The closing cast included Lynn York (feature), Bert Carr, Joey Cowan, Jan Cafara, Nikki, Maurie Wayne and Larry Kane. . . . Mae Joyce opened last week at the Follies in Chicago and remains until the end of June. . . . Nikki, a New Orleans resident and a former show girl at the Sands Hotel in Las Vegas, Nev., made her first appearance in the East after a tour of the Hirst circuit on June 10 at the Empire, Newark, thru Doris Kellar and Al Barbieri. . . . Diane Ross and her monkey, Squeaky II, are current at the Queen of Clubs in Atlanta. Also on the bill is a new act, "The Two Satin Beaus," branded as unique as the two boys are billed as "A Travesty on the Fairer Sex."

LuVetta, after a 10-weeks' stretch as the house strip at the Grand, St. Louis, which closed for

FOLK TALENT AND TUNES

Continued from page 50

Foley's guests when "Ozark Jubilee" expands its ABC-TV time from its present 60-minute format to an hour and a half.

With the Jockeys

Cousin Johnny Small, WNLC, New London, Conn., is spinning c.&w. wax two hours a day, Monday thru Friday, besides making personals with Ken Kirby and His Coon Hollow Boys, Yodelin' Dick Lee and Cousin Marion. . . . Jimmy Logsdon, who airs the country platters at WKLO, Louisville, relays that Cliff Mercer, formerly of WKRC-TV, Cincinnati, was in town recently for a visit before going to the Windy City to assume new country chores at WGN. Logsdon (Decca) and his band, the Golden Harvest Boys, are currently working Club Idle Hour, Louisville, every Friday night.

Balin-Wire Bob Strack, KWKH, Shreveport, La., infos: "Porter Wagoner stopped by recently to visit with us on our 'Red River Round-Up.' Porter, who was on his way to Houston for personals, had his new RCA Victor release, 'A Satisfied Mind,' with him, and we gave it a spin. I'm noticing an increase in the number of mail requests for hymns, gospel songs and spirituals on my 'RRR' show, with these artists pulling the most requests: Jimmy Davis, Eddy Arnold, Red Foley and Carl Smith. . . . Concerning the c.&w. field, Uncle Ted Tatar, WACH, Newport News, Va., writes: "About Eddy Arnold's new release with Hugo Winterhalter, phooey! I'm not going to air it. I consider this release a pop number and nothing else. As for the remainder of the artists, may I ask why all the rhythm & blues? Do they all have to leave the country music field to make hits? Why cater to a minority who enjoy that type of music when there is a majority of strictly country music lovers who enjoy the good old country type songs? As far as I'm concerned, all the so-called country releases that come to me with just a bit of rhythm & blues won't be aired. The reason is, I'm strictly a country music disk jockey and that's all I'll air on my shows."

Welby Hoover is now spinning three and a half hours of country stuff daily over WFLW, Monticello, Ky. WFLW also is programming a 30-minute, live show every Tuesday, Thursday and Saturday, featuring Bob Fairchild and His Wayne County Playboys. Group consists of Fairchild, Ray Jones and Neil Morris, guitars; Dan Parmley, banjo, and Bruce Stevens, bass. . . . Fred Stryker, of Fairway Music Corporation, Hollywood, infos that the label copy on "My Spirit Is Willing," a new Capitol release out by Rudy Gray, erroneously gave Beachwood Music as the publisher, when credit should go to Fairway.

According to Hope Williams, librarian of WORD and WDXY-FM, Spartanburg, S. C., Hillbilly Holl (Holl Williams), since taking over the "Hillbilly Hall of Fame," a two-hour seg, has increased the mail count (300 per cent) and the sponsorship on the show. Holl, besides the above show, does an hour daily remote from the surrounding towns of Inman and Woodruff, S. C., alternately, six days a week. During the remotes he spins disks, chats with local folks and presents local talent. . . . From WEOL, Elyria, O., Slim Luse shoots: "I recently visited my former boss, Pee Wee King, in Cleveland, where he now puts on an hour and a half TV show for ABC each week. Also visited with Redd Stewart and the Golden West Cowboys, Ella Long, and the special guests on the show, Ray Price and Homer and Jethro. "As for myself, I'm still spinning the grooves off the country platters here at WEOL six days a week and playing dances and shows with my group, the Swingin' Rangers. Will give any country artists spins if they will send me their records." Luse is wondering why he's not getting releases from Capitol.

THE FINAL CURTAIN

ALLEN-D. V., 33, widely known outdoor showman, recently in La Porte, Ind. Survived by three brothers, Charlie, Roy and Billy, with the U. S. Army in Japan, and three sisters, Bessie, Evelyn and Jackie. Burial in Hugo, Okla.

In Loving Memory of My Husband J. B. "Bee" Bayless He went away July 6, 1953 MRS. RUTH BAYLESS c/o Capital City Shows Sterns, Ky.

BEIMER-Frank A., 74, retired Port Wayne, Ind., theatrical manager and president of the Midwest Showmen's Club, June 16 in St. Joseph Hospital, Fort Wayne. Starting out his lengthy theatrical career in the old Robinson Park Theater, he later became manager of the Majestic Theater (now the Civic Theater). At the time of his retirement in 1945, he was completing his 18th year as manager of the Shrine Auditorium. Burial June 18 in Lindenwood Cemetery, Fort Wayne.

BLACKWELL-Carlyle, 71, former silent screen player, June 17 in Miami. During his many years in show business he made more than 300 movies and appeared with such stars as Mary Pickford, Marion Davies, Betty Blythe and Blanche Sweet. Born in Troy, Pa., he attended Cornell University and made his film debut in 1910 for Vitagraph. He retired from films 25 years ago. Survived by his widow, Avonne Taylor Blackwell; a son, Carlyle Jr., and a daughter, Carol.

BLEVINS-Carter, former drummer with the Earl Straut band, June 5 in Miami of a heart attack. Survived by his widow, Ann, Miami; two brothers, Kenneth, Pensacola, Fla., and Austin, Cleveland, Tenn., and his parents. Burial in College Hill Cemetery, Dayton, Tenn.

BURKHARD-Willy, 55, Swiss composer, June 18 in Zurich, Switzerland. One of Switzerland's ranking composers, he had nearly 100 works published, including "Isaiah's Vision," performed in the U. S. last April. His widow, a son and a daughter survive.

BURTON-Robert, 46, actor, producer and director, June 17 in Mount Sinai Hospital, New York. He was the husband of TV actress Imogene Coca, and was formerly associated with the theatrical enterprises of Broadway producer John Golden, who died the same day. He started his career in minstrel shows and traveling stock companies. Among the Golden shows in which he appeared were "Three's a Family," "Susan and God," "Riddle Me This," "Skylark" and "Theater."

CONLON-Estelle, wife of Ernest T. Conlon, executive secretary of Allied Theaters of Michigan, June 16 in Detroit. In addition to her husband, she is survived by her son, Ernest Jr., and a daughter, Mrs. Dawn Fox. Burial in Grand Rapids, Mich.

COOPER-Wyllis, 56, writer, director and producer for films, radio and TV, June 22 in High Bridge, N. J. He was the originator in 1930 of "Lights Out" for NBC from Chicago and worked in Hollywood from 1936 to 1940, writing such screen plays as "Mr. Moto Takes a Chance" and "Son of Frankenstein." Cooper entered TV in 1949 with the "Escape" series, followed by his direction and production of "Stage 13" for CBS-TV. During World War II he served as special consultant to the secretary of war, writing and directing the "Army Hour" for radio. His widow and a bother survive.

CROSLIN-Joseph, 61, operator of the Jack Rabbitt and Wildcat at Idora Park, Youngstown, O., for 31 years, June 21 in South Side Hospital, Youngstown, of a heart ailment. (Details in Park department.)

DUNNE-Mrs. Margaret Abbott, 76, widow of humorist Finley Peter Dunne, June 10 in Greenwich (Conn.) Hospital. Survived by three sons, Peter, Phillip and D. Leonard, and a daughter, Mrs. Bennett Hammond. Burial in Greenwich.

FURNESS-Slim (John), 42, guitarist-leader and one of the original members of the Three Keys, June 19 in Philadelphia. Featured on the radio networks in 1931 with the Three Keys, he later formed the Four Keys, which were featured with Ella Fitzgerald in 1945, and in recent years led the Five Keys, singing-instrumental unit. Surviving are his widow, Gloria T.; three sisters and three brothers, who played with him in his Keys units. Services June 15 in Philadelphia, with burial in Eden Cemetery there.

GETTINGER-Milton, 55, attorney, TV distributor and financier, June 19 in Miami Beach. (See TV Film department for details.)

IN MEMORY

of My Beloved Husband Chester Gregory SYLVIA GREGORY

KIRKHAERT-James F., 41, veteran outdoor showman, June 20 in Newark (O.) Hospital. Survived by his widow, Edna, and a sister, Mrs. Ada Schriver. Burial in Mount Tabor Cemetery, Wheeling, W. Va.

LEE-Bryan A., 74, former vaudevilian and an employee in the publicity department of M-G-M, June 19 in Port Chester, N. Y. He was a singer on the concert stage and in vaudeville and teamed in a comedy act with his wife, Mrs. Mary Cranston Lee,

who survives him. A daughter, a brother and a sister also survive.

LOUGHLIN-Charles C., 66, for many years a member of the Castello troupe, widely known circus performer, June 13 of injuries sustained in an automobile accident near Florence, S. C. Since his retirement from show business he had been living in Henderson, N. C. Survived by his widow, Mattie; three sons, C. C. Jr., Fred and Devada, all of Henderson; three daughters, Miss Edith Loughlin and Mrs. Marjorie Cooper, both of Henderson, and Mrs. Woodrow Johnson, Fuquay Springs, N. C., and two brothers and two sisters. Burial in Elmwood Cemetery, Henderson.

LOVE-Leonard, widely known pianist and arranger, June 13 in Mercy Hospital, Charlotte, N. C. For the past 12 years he was pianist and arranger with the Dean Hudson orchestra. Survived by his widow, Ann; a brother, William Love Jr., and his mother, Mrs. Jean Love.

LOVEDAY-William C., 58, composer of pop music and known professionally as Carroll Loveday, June 19 in the Bronx. He wrote "That's My Desire" and "At the Shrine of Saint Cecilia," among others. His widow survives.

MANZO-Carlo, 40, a former actor on stage and screen, June 21 in Yonkers, New York. He had also traveled with Slinger's Midgents for some years. His parents and two brothers survive.

McKEE-Mary Ritchie, 93, former concert pianist, June 16 in New York. She had headed the music departments of several Southern colleges, and in 1913 founded the Wichita Falls (Tex.) College of Music and Art. Survived by two sons, Alex, executive secretary of APTRA, and John, with the Associated Press.

PAUL-Joseph A., 80, who with his wife comprised the Architects of Nonsensical Music act for about 50 years, in Chicago July 18. Paul was an employee of the Chicago transit system for 45 years.

RICKEY-Fred, 34, producer of "Wide, Wide World" for NBC-TV, June 24 in New York. (See TV department for details.)

In Memory of Our Friend and Pal MELVIN H. VAUGHT Who passed away June 27, 1948 MARGARET PUGH and JOE and SALLY MURPHY

In Loving Memory of Melvin H. Vaught DIED JUNE 27, 1948 SADLY MISSED BY PEARL VAUGHT

YOUNG-David C., 64, night club and radio performer, June 14 in Detroit of injuries sustained in an automobile accident. Survived by his widow, Lillian. Burial in Roselawn Park Cemetery, Detroit.

MARRIAGES

BASILE-STARK-Joe Basile, bandmaster of Hamid-Morton Circus and "Big Top" TV show, and Madeline Stark, non-pro, at Redbank, N. J., June 11.

CLARKE-CUPER-Tommy Clarke, Ringling assistant property boss, and Maria Cuper, of the Juggling Cupers, in Philadelphia recently.

ROYER-WESLEY-Sidney Royer, concession manager of Reithoffer's Blue Shows, and Florence Wesley, also of the show, May 24 in Norwalk, Conn.

BIRTHS

BART-A daughter recently to Mr. and Mrs. Harley Bart, members of Reithoffer's Blue Shows.

FRANCE-A daughter to Mr. and Mrs. Al France June 18 in Bryn Mauv (Pa.) Hospital. Father is saxophonist for Don Haven's band at Chubby's, Collingswood, N. J., niter.

NORMANDIN-A daughter, Paula Faith, to Mr. and Mrs. G. (Red) Normandin June 3 at Charlotte, N. C. Father operates a pony ride at the Airport Amusement Park, Charlotte.

RENLING-A son, Jeffrey Warren, to Mr. and Mrs. Kenny Renling, talker for Dancing Waters on the Royal American Shows, June 10 at La Crosse, Wis.

YATES-A son to Mr. and Mrs. Ed Yates, June 10 at Fitzgerald-Mercy Hospital, Darby, Pa. Father is television director handling the "Bob Horn's Bandstand" show on WFL-TV, Philadelphia.

Dallas World's Fair in 1960? City's Biggies Mull the Idea

R. L. Thornton Optimistic;
Other Bank Execs Back Plan

DALLAS, June 25.—Civic leaders here are seriously discussing the possibility of staging a World's Fair in Dallas in 1960.

Some of the city's most prominent businessmen and bankers have reported that preliminary discussions have been going on for some time with a view to staging such a fair here.

Thus far, however, there has been no organized move or committee formed to implement the plans that are being discussed. However, the importance of the men, who have participated in the preliminary conversations, leaves no doubt that if the decision is finally made to go ahead with the World's Fair idea, it would have substantial support.

Enthusiastic Comments

Among those who have commented on the idea with enthusiasm have been R. L. Thornton Sr., president of the State Fair of Texas, mayor of Dallas and chairman of the board of the Mercantile National Bank; W. W. Overton, chairman of the board of Texas Bank and Trust Company; Ben F. Wooten, president of the First National Bank, and Fred F. Florence, president of Texas' largest bank, the Republic National.

All are directors of the State Fair of Texas. Thornton was instrumental in bringing the central

celebration of the Texas Centennial to Dallas in 1936 and served the Centennial Exposition as chairman of its executive committee. Florence served as president of the Centennial.

Thornton said: "The Centennial celebration resulted in more general progress in Dallas than any previous event. A World's Fair could continue to carry the progress forward."

New Concepts

He said that under new concepts of fairs, the fairgrounds of the State Fair of Texas would be big enough to handle a World's Fair, with expansion of parking areas and improvements in methods of automobile ingress and egress.

"The idea today is to condense the space used," Thornton said. "This is so that people see more in

less time and with less physical exertion."

State Fair Park here covers 187 acres and has facilities valued at over \$35 million. Most of the large permanent buildings were built for the Texas Centennial Exposition which was held on the fairgrounds.

Fairgrounds

The fairgrounds is the site of the Cotton Bowl, a 75,504-seat stadium for which plans have been prepared to add 5,000 additional seats should the need arise. In addition to exhibit buildings, livestock facilities, State Fair Auditorium, amusement park, etc., the park also has the Dallas Aquarium, Museum of Fine Arts, Natural History Museum, Health Museum and Texas Hall of State.

Mayor Thornton was particularly

(Continued on page 63)

Plan H-M Spring Date at Palisades

Hamid, Rosenthal Study Under Canvas
Presentation at Jersey Fun Center

NEW YORK, June 25.—A planned spring date for the Hamid-Morton Circus under canvas at Palisades (N. Y.) Amusement Park, across the Hudson River from uptown New York, was announced this week by George A. Hamid, a partner in the circus operation.

The stand will be for a minimum of two weeks and, possibly, for as long as four. The dates will be set in the period between the middle of April and the middle of May—a time when the staging would coincide and conflict with the usual circus activity scheduled for Madison Square Garden at that time.

The Rosenthal funspot would serve as an ideal show site, Hamid said, since its parking areas afford ample room for the erection of a big top with enough space left over for free parking. It is easily accessible to literally millions of metropolitan residents.

Opening Aid

Noted for its promotional efforts, it is likely that Palisades' management would regard the showing as an excellent peg to aid in the publicizing of its usual April opening. Park spokesman Irving Rosenthal was unavailable for comment yesterday, but Hamid reported that only minor details needed working over.

The usual Hamid-Morton program, strong enough to win favor annually in some of the nation's biggest cities, would be augmented, Hamid said. The likelihood of conflict with any mid-

town circus effort is not regarded as a serious problem by Hamid.

He explained that the admission would be pegged at \$1 general and \$2 reserved as against the \$6.50 tariff exacted for the best seats at the Garden. The popular prices, he feels, would attract thousands who feel they can't afford the Broadway prices.

Competitive Selling

The planned circus would fare well in a competitive selling program, Hamid said. Palisades, with Bert Nevins handling the press, has fared well thru the years as the fun spot sought to get news of its

(Continued on page 63)

\$2½ Mil Speed Plant Set for Daytona Beach

DAYTONA BEACH, Fla., June 25.—Contracts have been signed for operation of the "world's most modern" auto speedway here. The speedway, which will cost some \$2,500,000, will be operated by Daytona Beach Motor Speedway Corporation, with Bill France president.

Contract with the Volusia County Racing and Recreational Authority calls for an annual rental of \$200,000, with France's corporation to post \$400,000 cash for two years' rental in advance. Plans call for opening of the speedway on July 4, 1956, with a 300-mile race for Indianapolis speedway cars.

The two and one-half-mile track will be triangular in shape, with three straightaways, one shallow turn and two longer turns. The turns will be wider and higher than any track in existence, and the plant will be constructed on a

(Continued on page 63)

PROSPECTS GOOD

Ops Gear, Hope for Big Bang on Fourth

NEW YORK, June 25.—Outdoor show business is geared for the Fourth of July, the second and biggest holiday of the season. For some the potential riches will serve to fatten money bags. For many the expected dollars are direly needed to help catch up with the nut and create anew the possibility of a profitable season.

The situation, as such, probably differs little from former years in that some have been luckier than others and are going into the holiday period with a better cushion.

But for those who are in need of a bountiful period, there is more hope than last year. Indications have been constant and strong that money is more plentiful and is being spent more freely. Given a fair break in the weather everyone ought to do well.

Assuming clear, bright skies the shore spots will attract as many, and probably more, people than ever before. The permanent centers, advantageously located away from the hard-to-fight allure of

(Continued on page 63)

WILLOW GROVE HOLDS WEDDING IN DARK RIDE

PHILADELPHIA, June 25.

—A marriage to be performed today in Willow Grove Park's "Tunnel of Love" has drawn wide publicity. Manager Joseph Helprin will have Clara Chmiel, Stanley Gutowski and the minister in one boat, followed by other boats carrying best man, maid of honor, others in the party, a band, and vocalist. Perfume will be sprayed thru the decorated tunnel. Publicity stresses that the couple met at Willow Grove two years ago.

New Conklin Kid Spot Set In Toronto

TORONTO, June 25.—A new kiddie fun spot, Conklin's Kiddieland, is in operation opposite Sunnyside amusement park.

The spot was set in operation in less than two weeks by J. W. (Patty) Conklin last month shortly after his return from an around-the-world cruise. Ten rides and and novelty and food stands are included.

The spot is under the direction of Conklin's son, Jimmie.

Food Ops Name Disneyland Mgr.

NEW YORK, June 25.—Chester C. Miller will manage the food and concession operations of U. P. T. Concessions, Inc., at Disneyland, Anaheim, Calif., it was announced here this week by Broadcasting-Paramount Theaters, Inc., of which UPT is a subsidiary.

Miller was formerly in charge of purchasing and theater concessions for United Detroit Theaters, Inc. More recently he was with Millprint, Inc., as assistant to the Western Division manager.

Mexico Called Open For Traveling Specs

MEXICO CITY, June 25.—Katherine Dunham's Ballet Company, slated for a 10-day holdover after opening to a sellout one-week run at Mexico City's new National Auditorium last week, has proved for the second time this year that Stateside spectacles can make money south of the border.

"Holiday on Ice" from the United States opened the season here in May with a two-week run and a week and a half holdover that grossed \$2,900,000 in pesos (\$232,000 in dollars.)

Local impresarios, pleased with the reception these shows are getting, are planning to bring at least four more big groups to Mexico this year.

With ticket prices ranging from 16 cents to \$2, success of these imported attractions depends on large-scale turnouts. More than 321,000 persons saw "Holiday on Ice."

And the government's bite on the profits is limited to a sliding

scale of 10 to 20 per cent, depending on the personnel and equipment expense incurred by the size and nature of the spectacles. A spokesman for the National Auditorium said the tax on "Holiday on Ice" was near the minimum while the tax on the Dunham show will be nearer 15 per cent.

Slated to follow the Dunham Company here are the Ballet Theater of Monte Carlo, the Boston "Water Follies," the Harlem Globe Trotters and Jose Iturbi.

Detroit River Fete Is Given \$ Support

DETROIT, June 25.—Plans for the Riverama Festival here on the waterfront August 20-28, just ahead of the Michigan State Fair, took definite shape this week, with the opening of a campaign for funds from business and industrial sponsors. Kick-off Tuesday (21) was a trio of contributions of \$10,000 each from the three major public utilities—electric, gas and telephone companies.

In addition the city itself is laying out \$69,000 for equipment, chiefly grandstand, and including \$10,000 in a waterfront outdoor theater, lighting, and speakers, which will be subsequently used

Rodeo Hit Carried by 112 Stations

NEW YORK, June 25.—The Roy Rogers Championship Rodeo telecast from San Antonio's Coliseum on Wednesday (22) did exceptionally well among home viewers from coast to coast. There were 77 stations along the NBC network which carried the hour-long live show, and an additional 35 which carried delayed kinescopes.

A Trendex rating of 20.6 was achieved, and it was estimated that the show, from 8-9 p.m. EDT, shared in 57.2 per cent of the sets in use at the time. General Foods sponsored the program.

Everett Colburn served as arena director, and Rogers and Dale Evans were supported by comic

(Continued on page 63)

'Waters' Unit Outdraws Neb. Town Pop.

SIDNEY, Neb., June 25.—"Dancing Waters" outdrew the population of this town in a three-day showing, June 16-18. The town, the smallest ever played by the water spec, has a population of 8,000. The show drew 9,500. The surrounding area is also sparsely populated with only 30,000 people residing within a 100-mile radius.

The showing was in connection with the Fort Sydney Days, a cele sponsored by the Chamber of Commerce. Committee, chaired by Bob Wait, peddled 1,500 tickets in advance. Other entertainment features included Forsythe & Downs Shows, within a block of the main street, a parade, free acts and band concert.

Bob Atterbury Injured in Fall From High Pole

ATLANTIC CITY, June 25.—Bob Atterbury, high wire and high pole performer, said here Sunday (19) he expected to return to his act in about four weeks, following a fall from a sway pole at Steel Pier here Friday (17).

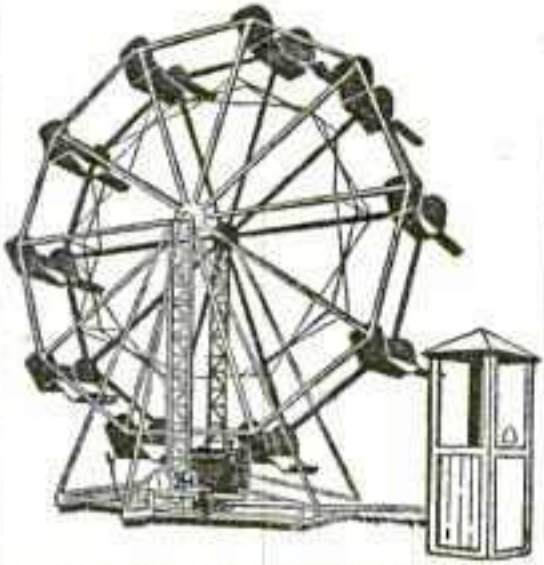
He is at an Atlantic City hospital being treated for a fractured heel, a pelvis injury and bruised ribs. Atterbury said a safety hook snapped, allowing him to fall about 15 feet. Two girls and another man are carrying on the act, he reported. Bob Atterbury is a brother of Bill Atterbury, who also owns and performs in high acts.

by the Parks and Recreation Department.

Concession and attractions details have not been disclosed, but will include some talent, partly local, and a riverfront cafe to seat 3,000. Marine parades, fireworks, open air dances and athletic events will be worked into the eight-day program. Contributions from other major sponsors are expected to snowball this into a major debut for what is projected as an annual celebration.

Publicity is being handled thru Sidney Bielfield Agency, with Barbara Marx assigned directly to this account.

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CHARLES HUNT HONORED

Brown Chosen by CFA; Eye Sarasota in 1956

NEWARK, N. J., June 25.—Roger S. Brown, of Sioux Falls, S. D., was elected president of the Circus Fans' Association at the group's annual convention here.

Registration at the 24th CFA conclave totaled 118 members and 25 guests. Many had arrived early to combine the weekend's visit to Hunt Bros.' Circus at Union, N. J., with a like drop-in on the Ringling show at Newark (9-10) and East Paterson (11).

Indications were strong that the 1956 get-together would be at Sarasota, Fla. A nearly unanimous vote was taken Sunday (12), but it is not binding on the board of directors.

Brown, heretofore central vice-president, presided in the absence of outgoing President Richard Wareing, North Sacramento, Calif. The ballot for Brown and his slate was unanimous. Numerous awards were made prior to Sunday night's dancing, chief among which was the watch given to honored guest, Charles T. Hunt. It was presented by Brown on behalf of the CFA.

Altho Saturday's ladies' luncheon, opening business session and Koo Koo Klub doings were well attended, a high spot of the convention was Sunday's buffet supper and dance at the hotel at which the Hunt personnel were entertained and Charles Hunt Sr. kept the fans alternately meditating and laughing as he recalled circus items from the past and commented on modern-day operations.

Charles Hunt Speaks

In a jibing frame of mind Hunt noted: "Now we're what they call a rube circus, you know. We're just country boys. But I'm a little wiser than some big shows. I charge half-price for kids, because I'm just a rube. But I think those kids will be bringing their kids some day, and it will still be half-price and they'll come to us."

Another pointed Hunt remark was: "You can bet it'll never be necessary for a CFA to get a special pass for our back lot, or anywhere else on the show for that matter."

And still another, in reference to the show helicopter which has caused much comment in the business this season: "They said we were crazy to sink \$38,700 into one of them whirlybirds. We were so

nuts that one week around Philadelphia we were obliged to show three times a day to accommodate the crowds, and obnoxious enough to ask up to 500 people a day to sit on the ground."

Hunt noted that "we're wise rubes, because none of the rest have been able to keep a show on the road for 63 consecutive years." He lauded the association as offering him a chance to publicly thank his show performers, staff and musicians "in front of the CFA, the best group in the world."

On the following day, Monday (13), the circus reciprocated by entertaining the CFA at dinner catered under the big top prior to the evening performance in Union, N. J.

2 Invites From Coast

Besides the invitation from Sarasota for next year, there were three other convention invitations. The CFA tent in Paraboo, Wis., and the town officials invited the meeting for 1958 at which time the Ringling show will celebrate its 75th anniversary, the first Ringling under-canvas show having been performed in that town on May 19, 1884. The Tacoma tent asked for the convention in 1956 on the Clyde Beatty Circus, and Los Angeles offered Hollywood on the Beatty show in 1956. In reference to Paraboo it was brought out that Ringling has indicated a desire to route thru the historic location in 1958 and would co-operate for the convention.

New Officers Listed

The new slate of officers is as follows: President, Roger S. Brown of Sioux Falls, S. D.; Eastern vice-president, John C. Arter of Charleston, W. Va.; Central, Herman J. Linden of Aurora, Ill.; Southern, Bob White of Miami, and Western, Herman Quinius of Wichita. New district directors are, No. 1, Charles Elwell of Bennington, Vt.; 3, James Hassan of Philadelphia; 5, Floyd Henton of Omaha; 7, L. M. White of Mexico, Mo.; 9, Wallace Winter of Bellingham, Wash.; 11, J. Mark Harting of San Rafael, Calif.; 13, Homer DeGolyer of Dallas; 15, Robert Waitt of Richmond, Va., and outgoing President Richard Wareing of North Sacramento, Calif. Directors will serve two-year terms. Gil Conlinn of Hartford was renamed secretary and treasurer.

A. C. Steel Pier \$\$ Up 20-30% Over '54

ATLANTIC CITY, June 25.—Business at the Steel Pier has been running from 20 to 30 per cent ahead of the same period a year ago. Altho obviously happy over the gains, operator George A. Hamid is also somewhat perplexed, since he doesn't have a ready an-

swer to account for the notable increase.

Business has boomed and indications are that it will continue that way, even tho the presentation format and selling activity are about the same as last year. Attractions range from top names populating the ballrooms and theaters to novelty turns at the water circus. Advertising has been stepped up some, Hamid said, but not enough to account for the big increase.

Assumption is that money must be plentiful. By and large patronage is judged to be made up largely of repeaters, as is true in most places. This being so, there is no doubt that money is being spent more freely than a year ago.

The pier successes, plus the first-hand reports of good earnings gathered by Hamid during a swing thru New England, have built a solid outlook for the season. The New England funspots, he said, report excellent weekend business but, except in some few instances where promotions are skillfully applied, week-day activity is generally slow.

With Eastern fairs still a month away it is difficult to apply current earnings experiences to the annuals. However, in view of the apparent plentifulness of money, Hamid is inclined to think the annuals will also show marked income gains.

Tie-In Scores Along Flanagan Ballroom Trek

NEW YORK, June 25.—A tie-in with Narragansett Beer, a new England product, resulted in banner grosses during the recent swing of one-nighters by the Ralph Flanagan orchestra. Worked out thru the Cunningham & Walsh agency, the various promotional angles were believed to aid greatly at the ballroom gates.

Plugging of the brew was done before and during the one-nighters. Flanagan made several personal appearances under Narragansett auspices and also under auspices of the local ballroom.

Dates, attendance and grosses claimed were as follows: May 7 Hershey (Pa.) Park, 2,865 and \$5,014; 15, Whalom Park, Fitchburg, Mass., 1,200 and \$1,800; 18, Rhoes-on-the-Pawtucket, Cranston, R. I., 1,624 and \$2,436; 21, Hampton Beach, N. H., 3,422 and \$5,133; 28, Chippewa Lake, O., 2,568 and \$4,494; 29, Crystal Beach, Ontario, 2,175 and \$4,350, and June 4, Buckeye Lake, O., 2,184 and \$4,368.

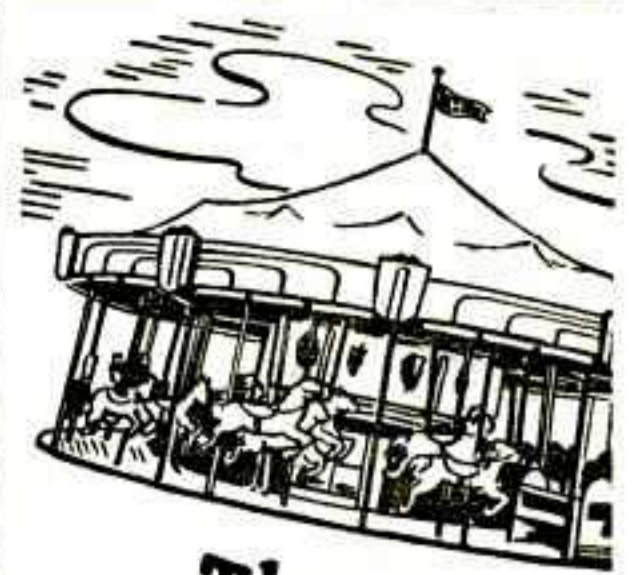
Mack Under VFW

NEW PHILADELPHIA, O., June 25.—The Fred J. Mack Circus played to half houses here Monday (20), manager Don McCullough stated. Auspices was VFW and the advance sale was weak.

At Newcomerstown, O., on Tuesday (21), the Mack show had a three-quarter afternoon and a full house at night. Thunderstorms in the morning cleared by show time. Auspices was the police department. Clowns and a sound truck worked downtown bally.

Polack Loses Show

LAS VEGAS, Nev., June 25.—Eastern unit of Polack Bros.' Circus lost its Monday night show (12) here because of rain and strong winds. Therefore the run was extended thru Tuesday (14).



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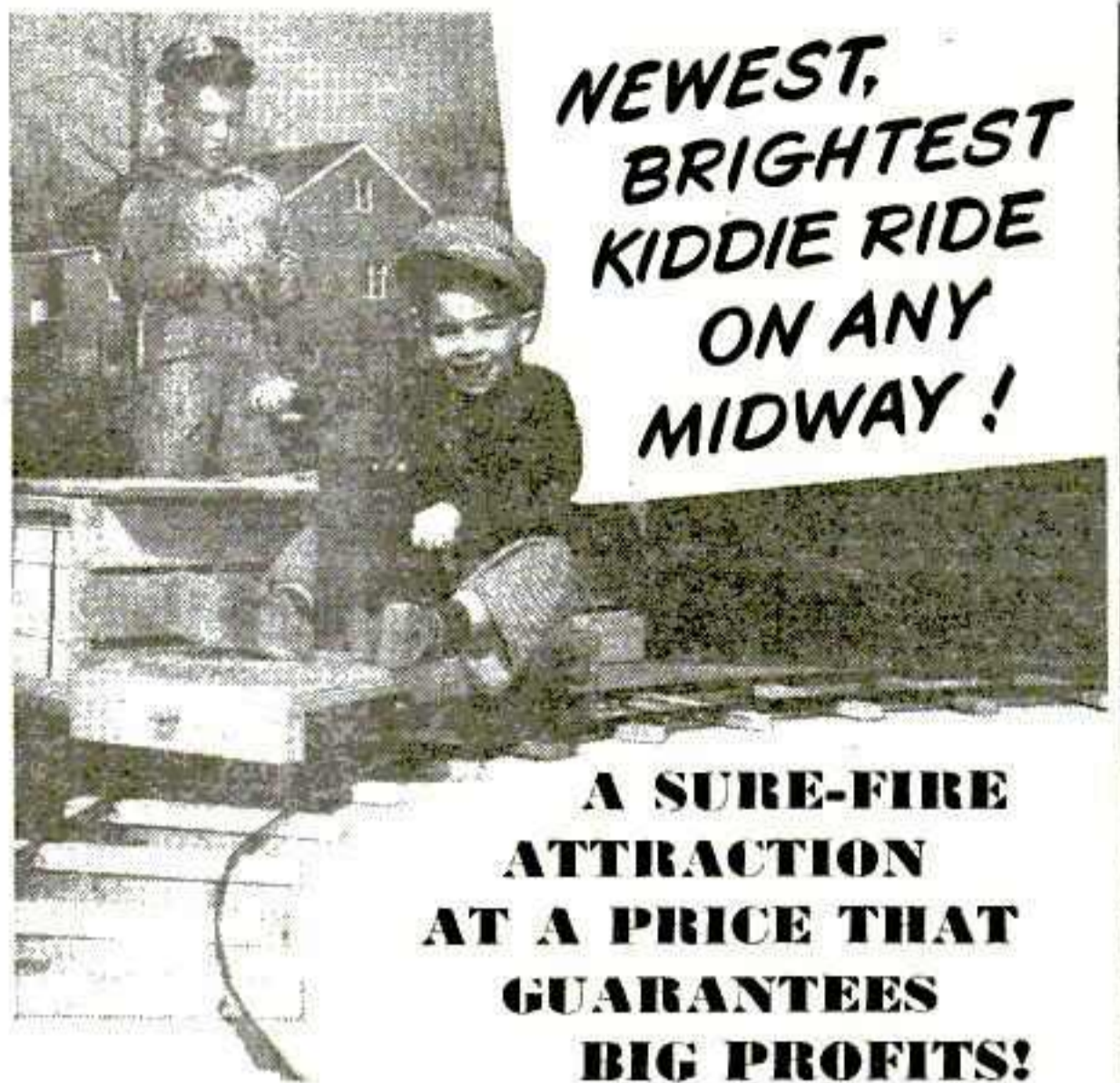
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- ★ Good Quality
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MEET THE YARDBIRD! Built for home use by the makers of the famous Model Toys, the Yardbird has caught on sensationallly with amusement parks, carnivals—everybody in the outdoor field.

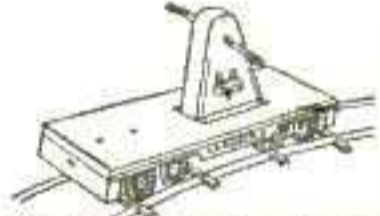
The Yardbird is a crank-operated, chain-driven car that travels on a miniature track. Track comes in five foot sections, can be laid out in any length and pattern to suit your needs.

Powerful national advertising, big publicity spreads in such magazines as Life and Parade have created a terrific interest in the Yardbird. Kids know what it is, they'll come running to give it a try.

Model Toys offers The Yardbird to showmen at regular dealer prices. Car is 34 1/2" long, 11" wide, has eight cast-iron wheels mounted on two trucks, is colored bright red and yellow. Retail price, \$24.95 per car. Track, \$7.95 for four 5 ft. sections.



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Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

- MAIL ON HAND AT CINCINNATI OFFICE: Adams, Frank; Alberts, White; Allen, Billy & Mrs.; Allen, John (Boggs); Allen, L. T. & Mrs.; Allen, Roy Frank; Anderson, Monkey; Andrews, Jack; Anthony, Pat; Armand, Mrs. Wm. Belle; Armstrong, Dortha; Avers, Maurice C.; Baker, James; Barfield, Willie; Barlow, Louis; Baron, Henry F.; Barrett (Penny); Beall, Mrs. Hiram; Bell, William C.; Benjamin, Harry; Bergman, Leo H.; Berkowitz, Irving; Bernard, Mrs. Blanche; Bernard, Joseph; Bettis Jr., Howard O.; Blake, Wm. (Holly); Blasingame, Wm. T.; Boekelman, Fred; Bowen, Marion; Bradfield, George; Bradley, Marvin; Brady, I. P.; Brant, Debbie; Brill, Beth; Broadway, Julia; Brooks, Curley; Brooks, Mrs. Maudie; Brown, Mrs. Hazel; Brown, J. J.; Bunch, Mr. Billie; Brundell, E. W.; Burns, Bill & Elinor; Burns, J. A.; Burton, Leon H.; Burton, Howard (Red); Busch, Al; Campbell, Frank A.; Cantrell, Jack; Carawan, Lee & Mrs.; Carey, Esther; Carl Show; Carr, Frank; Carroll, J. R.; Carson, Joseph; Carver, F. W.; Casey, James P.; Castle, Bob; Cawley, R. R.; Cawley, Raymond; Chalmers, Edward R.; Chapman Jr., James; Chase, Glen's; Cheshire, Mrs. Frank; Christian, Geo.; Clark, Flora; Clawson, Ralph; Cole, Walter; Colleano, Winnie; Connolly, Edward F.; Cook, Christine; Cook, Mrs. Joe; Cook, Tommy & Mrs.; Coomes, Ruth; Corley, William; Courtney, Mrs. Art; Cunningham, B. S.; Cunningham, Hannah; D'Hooghe, Mrs. Mary; Dale, Bill; Dale, Doris; Darlington, Cyrus; Darrow, Leon; Davenport, Daniel; Davenport, Mrs.; Davidson, J. E.; Davis, Geo. C.; Davis, V. A.; De Vanyne, Jack; DeWald, Freida; Dean, Marion E.; Delp, Robt. L.; DiCorte, David; Edley, Robt. B.; Drew, H.; Dunlap, Phyllis Duray; Durand, Rose D.; Egan, Mrs. Emond; Egan, Mrs. Princess; Easter, Blackie; Easter, Tex; Eddy, Marion; Elliott, Ralph S.; Ellis, Ray; Engreal, Virginia; Eule, Mrs. Helen; Evans, Elwyn Lee; Evans, Mrs. Lena; Evans, Sam; Evans, Steve; Exline, John B.; Falior, Harry D.; Faith, Laddie; Fawbush, Glen; Fennell, Jimmy; Ferrard, Arko; Fink, Harry; Fireside, Isidore; Fisher, George; Fisher, Jack (Doc); Fitzpatrick (from Fleming, E. Severs); Fleming, David; Fleming, E. K.; Ford, Ted; Fowler, Carl Jack; Frakes, Capt. F. F.; Frink, Tennis; Frith, Gene; Gallagher, John; Gallagher, Russell; Garsom, Miss Bobby; Gates, O. A.; Gattis, Glendon R.; Gentry, Mrs. Dorothy; Gentry, Rye; Gibson, Mrs. Clifford; Gibson, Glenn G. & Wanda; Goodrich, Alma Jean; Graham, Mark W.; Grantham, R. O.; Gray, Tom (Red); Greenberg, Myer; Greenways, Gus; Gregory, Roy & Mrs.; Gregory, Sylvia; Griffin, Ray; Gutherman, Eddie; Haag, Harry; Hagart, Bill; Haraway, Gerald; Harms, Russell; Harrison, Graham O.; Harvey, Henry F.; Hatfield, J. F.; Hauser, Robert F.; Hawn, G. E.; Hayes, Bob; Heaton, Russell & Mrs.; Henderson, Grabo & Mrs.; Henderson, Warren; Henley, A. F.; Hershey, Mr. & Mrs.; Hester, (Rapid City); Hill, Delbert Wayne; Hill, J. E.; Hilsinger, Floyd E.; Hinchliff, Mrs. J.; Hinkle, Milt; Hisman, Chuck; Hockett, Glenn; Hoffman, Joe G. & Mrs.; Hoffman, Ruth G.; Hoge, Monroe & Mrs.; Holeman, Thos. C.; Holland, Loretta; Holm, Peter P.; Hood, Drexel; Hoover, Bill G.; Huff, Marshall; Huff, Roy; Hughes, Robt.; Hunt, Al (Whitie); Hutton, Marshall & Lucille; James, Bobby; Jamison, Mrs. Susie; Jenkins, Alberta; Johnson, Coster & Sarah; Johnson, Eric L.; Johnson, Rex; Johnson, Roy; Johnson, Russell & Mrs.; Jones, Harold Thorpe; Jones, R. B. (Coot); Jones, T. Curtis; Joseph, Pete; Kackley, Harry; Kaiser, Jeff (Mohawk); Kaplan, Mrs. S.; Karr, Michael; Keegan, Ralph; Kelly, Tom; Keys, Al; King, Art; King, Hazel; King, Hazel; Klein, Harry; Klein, Robert Merion; Klein, Seymour; Knott, Mrs. Ellen; Kromen, Marvin; La Rocca, Mrs. Mary; Langworthy, Reginald C.; Lawrence, Marvin; Lee, Linda; Leigh, Northam S.; Lento, Tony; Leonard, Robert; Levy, Stanley; Lewellyan, John & Mrs.; Lewis, Dixie; Lewis, Joe; Lippincott, Mrs. Mal; Lippincott, the Magician; Lockard, Mrs. Amanda; Longinette Jr., Jess; Lybber, J. B. (Arkie); McCoy, Mrs. Aline; McCoy, Michael P.; McDade, Mrs. Louise; McGarry, Ace; McGill, Raymond & Mary; McHugh, Aline; McKay, Glenn; Madam, Melba; McRorie, A. L.; Mack, Robert L.; Mackay, (Whiskers); Madam, Melba; Malkowski, Mrs. Kandy; Malone, Jack; Mansur, Rudolph A.; Marks, Frank W.; Marshall, Thurman; Martin, Fred; Mason, Jimmie; Mason, B.; Matter, Clifford A.; Matter, Mrs. Clifford; Matthews, Tom; Mayman, Gilbert; Maynard, Everett; Mays, Ole G.; Mercer, Jean; Milan, Alan V.; Milten, John; Miller, Bernard; Miller, Frank; Miller, Tom; Miller, M. W.; Minklin, Sam; Mitchell, Mrs. Billie; Mitchell, Joe; Montgomery, F. A. Monty; Moore, Mrs. Mary; Morey, Maxine; Morgan, John G.; Morris, Don; Morris, James L.; Morton, Carlton V.; Morton, Robert O.; Moss, Chuck; Murray, Edward & N.; Mury, Joe & Grace; Myska, Joe; Napier, Mrs. Gloria; Nepitt, W. T.; Newcomer, Lewis E.; Newman, Fred; Niels, Sandy & Ruby; North, Charlis (Spec); O'Connell, Edgar; O'Neil, Chubby; O'Neil, J. P. (Baldy); O'Reilly, Jerry & Mrs.; Oakleaf, O. G. & Mrs.; Oliver, William L.; Ollis, Paul; Oisen, Omond S.; Omohundro, Smiley; Page, J.; Page, L. C.; Palmer, Dick; Pardo, Joe; Parker, Mrs. Mary; Parroff, Harry; Parroff (Parroff Trio); Penland, Oliver E.; Perry, Freda; Perry, Jack; Perry, James E.; Perry, Ralph (Jug); Petterson, Pete; Phillips, W. D.; Pilvelli, Sebastian; Pinckley, Robert; Pinelle, Sebastian; Platon, Gene; Plante, M. W.; Porter, Florence; Posey, B. D.; Potter, Northam S.; Powers, Mrs. Nellie; Price, Harry; Pulvino, Joseph; Raymond, George & Mrs.; Rahn, Ed; Re, Mickey; Reed, William H.; Rice, George Hiram; Rice, Slim; Richards, Rienhardt; Richardson, John; Rieder, Lawrence; Rigdon, Clinton C.; Riley, Miss Jackie C.; Ringens, Peter; Roach, Richard & Mrs.; Roberts, Nelson J.; Robinson, Robert C.; Rosenthal, Mrs. Estelle; Rucker, E. H.; Myrtle; Sanders, Alfred J.; Sanfietto, "Big Joe"; Sasso, John; Saulsberry, Robert; Say, Edward; Seifer, H. L.; Scheesley, Bartell; Schuch, Clarence J.; Seal, Seal; Seaman, B.; Shaffer, Carl F.; Shaw, Lester Thomas; Mathews, Tom; Mayman, Gilbert; Maynard, Everett; Mays, Ole G.; Mercer, Jean; Milan, Alan V.; Milten, John; Miller, Bernard; Miller, Frank; Miller, Tom; Miller, M. W.; Minklin, Sam; Mitchell, Mrs. Billie; Mitchell, Joe; Montgomery, F. A. Monty; Moore, Mrs. Mary; Morey, Maxine; Morgan, John G.; Morris, Don; Morris, James L.; Morton, Carlton V.; Morton, Robert O.; Moss, Chuck; Murray, Edward & N.; Mury, Joe & Grace; Myska, Joe; Napier, Mrs. Gloria; Nepitt, W. T.; Newcomer, Lewis E.; Newman, Fred; Niels, Sandy & Ruby; North, Charlis (Spec); O'Connell, Edgar; O'Neil, Chubby; O'Neil, J. P. (Baldy); O'Reilly, Jerry & Mrs.; Oakleaf, O. G. & Mrs.; Oliver, William L.; Ollis, Paul; Oisen, Omond S.; Omohundro, Smiley; Page, J.; Page, L. C.; Palmer, Dick; Pardo, Joe; Parker, Mrs. Mary; Parroff, Harry; Parroff (Parroff Trio); Penland, Oliver E.; Perry, Freda; Perry, Jack; Perry, James E.; Perry, Ralph (Jug); Petterson, Pete; Phillips, W. D.; Pilvelli, Sebastian; Pinckley, Robert; Pinelle, Sebastian; Platon, Gene; Plante, M. W.; Porter, Florence; Posey, B. D.; Potter, Northam S.; Powers, Mrs. Nellie; Price, Harry; Pulvino, Joseph; Raymond, George & Mrs.; Rahn, Ed; Re, Mickey; Reed, William H.; Rice, George Hiram; Rice, Slim; Richards, Rienhardt; Richardson, John; Rieder, Lawrence; Rigdon, Clinton C.; Riley, Miss Jackie C.; Ringens, Peter; Roach, Richard & Mrs.; Roberts, Nelson J.; Robinson, Robert C.; Rosenthal, Mrs. Estelle; Rucker, E. H.; Myrtle; Sanders, Alfred J.; Sanfietto, "Big Joe"; Sasso, John; Saulsberry, Robert; Say, Edward; Seifer, H. L.; Scheesley, Bartell; Schuch, Clarence J.; Seal, Seal; Seaman, B.; Shaffer, Carl F.; Shaw, Lester Thomas;

IRA Maps Plans To Select Annual Queen

CASPER, Wyo., June 25.—Plans for a Miss Rodeo America contest that will ultimately be operated on an international basis were announced here by International Rodeo Association.

The first stage in the contest, to be held here at the Central Wyoming Fair and Nite Rodeo, August 12-13, will include contestants from several Western States and one from Alberta. Recently drafted contest rules will be given a trial run at that time and the winner will be awarded a trip to Hollywood and Las Vegas.

Members of the committee drafting the rules are R. S. (Bob) Latta, manager of the fair here; Herman Linder, Cardston, Alta., rodeo producer and president of the Canadian Stampede Managers' Association, and John R. Moss, producer and manager of the Sheriff's Annual Rodeo in Los Angeles.

Hawaii Fair Inks Ritter

HOLLYWOOD, June 25. — Tex Ritter will headline the show at the 49th State Fair in Honolulu, Steve Stebbins, of Americana, Inc., theatrical agency, said. Appearances of Ritter and other acts were confirmed here during conferences between the agency and Wally Yee, Hawaiian showman, who will direct the exposition.

Stebbins will personally produce the grandstand show during the fair, which opens July 1 for nine days. Acts signed for the annual include, in addition to Ritter, Tonto (Chief Thundercloud); Pansy the Horse; Bonnie Sloan, vocalist; the Frontiersmen, singing and instrumental group, and Candy Candido, emcee and comic.

Bluffton, Ind., Event Gets Court Injunction

BLUFFTON, Ind., June 25.—Bluffton won another round Friday (17) in the fight to hold its giant annual street fair when Judge Homer J. Byrd in the Wells Circuit Court rejected the State's demurrer to an injunction suit filed last September. Gov. George N. Craig, named as a defendant in the suit, initiated the move to drive the show from such of the city's streets which are parts of the State highway system.

Obtained by officials of the Bluffton Street Fair Association, the injunction restrained State officials from interfering with the operation of the fair. The action was taken after Governor Craig told Mayor H. H. Robbins by telephone that he would use the State Police and highway equipment to remove the fair exhibits. In ruling against the State and the governor last Friday, Judge Byrd held that his jurisdiction covers the activities of State officials, a point of issue in the demurrer. Because of the threat of destruction by the State, the fair association litigants were justified in seeking the protection of the court, he declared.

The judge added that the act threatened by the governor would have been an unlawful exercise of power in that it would have involved the seizure and ruin of property without due process of the law. Sued in addition to Craig were Neil R. Godwin, chairman of the

STREET FAIR TO OPERATE

State Highway Department; Frank A. Jessup, superintendent of the Indiana State Police Department, and district and sub-district highway superintendents J. R. Hardendorf, True Andrews and Lee Collins.

Leo Overland Back In States to Prep Thrill Show Opening

CHICAGO, June 25.—Leo Overland arrived here Thursday (23) from Europe en route to his Indianola, Ia., home, where he handled the mike at a number of appearances of the thrill show currently touring Europe under the banner of Earl Newberry and Abe Saperstein. Overland flew back to begin preparations for the season's opening of the Tournament of Thrills in mid-July in North Dakota. Newberry and his troupe are scheduled to remain in Europe for several more weeks.

Advertisement for 'NEW! KIDDIE RIDES' by KING AMUSEMENT CO. listing various rides like Rodeo Ride, Choo Choo Ride, etc.

Advertisement for JOHN BUNDY, President & General Manager of YOUNG-BUNDY MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY.

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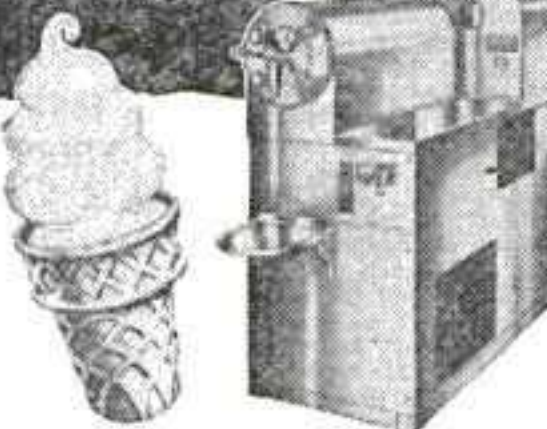
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AUDITORIUMS-ARENA

Omaha Auditorium Installs Circus Props Wright's Way

By TOM PARKINSON
Not a few arenas around the country bear the scars of having housed circus rigging altho they were not equipped with the proper hardware for this assignment.

Among arenas built recently, however, are several which have had the benefit of expert advice on how to prepare for the day a high wire act, flying trapeze troupe or other aerialists are present with wrenches and cables looking for places to tie off.

The new Omaha Auditorium is one that sought out an expert. Building chairman Varro Rhodes and architect Leo Daly asked Rink Wright, producer of the Omaha Shrine Circus, to take the necessary steps. Wright was qualified not only as a circus producer, but also as a former aerialist himself and as one with knowledge of the acts in business and their rigging needs.

Wright states that he was particular because as a performer he has played buildings thruout the nation and experienced many difficulties in hanging his own rigging in poorly equipped buildings. He has seen shows and arenas use "dead-men," sandbags, and railroad iron. He recalls seeing flooring torn up and plaster chopped out of brand new buildings in efforts to hang rigging.

Here is how he avoided similar troubles at the new Omaha building:

Plates of quarter-inch steel, each two inches wide, and five inches low, were bent in the center to 45 degrees and a one-inch hole was drilled in each half. In the floor of the building are 100 inserts, each using a one-inch bolt. The steel plates can be bolted flush to the floor at any of the 100 locations. The angled hole can be used for hooks or becketts. Each plate may be swiveled to any direction needed.

Wright points out that he did not use eye bolts here for several reasons. One is that they protrude from the floor. Another is that under great strain they will bend. Finally, if the eye itself is turned or damaged, hooks on most rigging don't have clearance to hook over the entire bolt.

It is a different story upstairs, however. Around the first balcony, seven feet above the floor and at intervals of 16 feet, are placed recessed eye bolts. These are primarily for handling safety nets but can be used for other purposes as well. In the second balcony entrances, completely out of the way of the public, are more one-inch eye bolts. These are bolted and welded into the steel structure of the building, and they are primarily for hanging high wire acts.

Wright makes a special point about the upper set of eye bolts. They should not be more than 30 or 35 feet from the floor because most high wire acts use poles that are about 40 feet high. Eye bolts higher than the poles are of no use, since turnbuckles at the end of cables must be lower than the top of the pole.

He recalls seeing wire acts forced to block entrances with timbers to which cables could be tied off, or forced to block-off outside of windows, or damage finish by looping cable around pillars.

But there was no difficulty when the Coronas' high wire act came into the Omaha building this spring for the new Auditorium's first circus test. The act was set up in a very short time and without trouble, Wright reports. The building's equipment prepares it equally well for flying return and other big aerial acts as well as for the many varieties of ground acts that require hardware for rigging.

King Cole Heads Bill At Food Fair

SACRAMENTO, June 25.—Top names will headline the California Food Fair opening here June 23 for four days in the Food Building on the California State Fair & Exposition grounds.

The line-up of talent will include Nat King Cole, recording artist; Jerry Gray and his orchestra; Linda Lee, band singer; Bobby Brandt, tap dance, and Jack Cardini, television chef.

Cole and the other entertainers will be featured daily at the show sponsored by the Northern California Food Dealers' Association.

New dishes and recipes will be prepared on the stage for the visiting public. Another feature will be the awarding of prizes daily, with manufacturers supplying the latest in culinary devices.

Mix Business Reported Poor

MARION, Ind., June 25.—The Joe Mix Circus, now playing ball-parks and buildings, has experienced bad business, it is reported by agent J. C. Admire. Salaries were cut 25 per cent, he said, in a further effort to bring the act in line with income. Earlier, other changes had knocked off some overhead.

To this point the show has been working buildings, Admire said. Starting Monday (20), outdoor performances are scheduled. The Billy Siegrist flying return act was signed to join at this time. The Hazelwoods were on briefly. Grover O'Day closed.

With it are the Romig-Rooney dogs and ponies, the Geddes, juggling and aerial turns; Joe and Fran Mix, Western acts, and others. Visitors included the Peg Stoltzes, Tommy Whitesides, Ross Engle, and Cal Townsend.

Tommy Whiteside and Jimmy O'Donnell, clowns, and Gordo, one-finger balance, are playing the Mark, Ill., homecoming July 1-4.

CONEY ISLAND, N. Y.

By UNO

Carl Klarinet and Willie Richmond, two of Coney's big businessmen, with an eye to the ripe financial future to emanate from the rapidly rising new Oceanarium, have improved their property directly opposite on Surf Avenue. A new feature there is a four-abreast Carousel, 100 capacity, brought from South Beach, Staten Island, originally from the New York World's Fair where it became famous because one of the horses was once ridden by the Queen of England during her visit to the fair. The ride is housed in a building that will be heated for the winter to make it a year around operation. Other concessions on the property are a Fun House, Ghost Ride and shooting gallery. In the rear on a site formerly occupied by the old Culver railroad depot, leased from the Sea Beach Land Company, there is being readied a parking lot large enough to house 1,000 cars and 50 City Service busses. The operator will be the C. I. City Parking Corpora-

tion. Other additions and improvements are contemplated. Edith Esposito, chief ticket taker for Cavalcade of Variety show, reports her son, Jon Mueller, in the Navy, is coming home on furlough from his training center in Great Lakes, Ill. . . . Ronnie Gulmy, who with brother Frank operates (Continued on page 63)

New Animal Farm Opening in Calif.

PALMDALE, Calif., June 25.—Wild Animals, Inc., a new compound seven miles from here, is opening and will offer facilities for shooting television and motion pictures.

The compound, located 46 miles from Los Angeles, is to be operated by the corporation headed by Wayne Roberts as president, with Willis D. Parker as a director.

Floyd Humiston, owner of a lion, Fearless Fagan, is making his headquarters here. Parker, who also operates the Parker Animal Agency, Inc., in Inglewood, said negotiations were under way for other animal trainers to use the 45-acre site purchased expressly for the project.

Parker said that at the present time there were buildings for the caretaker and an 80-foot-long structure with a walled area. Future improvements will emphasize the Western as well as desert scheme, both of which fit into this semi-arid territory. Purchase of a group of stagecoaches is contemplated.

Parker is the president of three animal firms, including the PAA. He had animal shows for more than two years on KGO-TV and KPIX-TV, both in San Francisco.

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Fair Skies Give N. E. Spots Lush Weekend

BOSTON, June 25. — The sun shone for the first time in three weekends and crowds streamed to New England's beaches and amusement parks as temperatures hit the 90 mark, hottest weekend of the season. It gave spots like Hampton Beach, Salisbury and Old Orchard their first decent break so far, and record business was reported from Maine to Connecticut as the heat drove throngs to the funspots.

Special offers and promotions were in effect in the Boston area. At Nantasket Beach the Stones had everything in working order for the first time since March when a fire wiped out some of the installations.

A complete paint job made Paragon Park spic and span, with only one rebuilding job still going on—in the burnt-out Joseph's Restaurant. This year Paragon's advertising budget has been boosted to more than \$5,000 portioned out in transit ads, television and radio. To accommodate the heavier traffic that has already made itself felt, the old Nantasket Hotel has been torn down leaving space for nearly 2,400 more cars to park.

The appearance of Gabby Hayes on June 4 drew heavily, as are fireworks displays and the weekly wrestling matches held in the Chateau Ballroom featuring girl and midget wrestlers. Larry Stone says

the new Round-Up ride is grossing well.

At Norumbega Park in Auburn-dale, owner Roy Gill enjoyed the best weekend this season. Norumbega is one of the few area parks left that charges a 10-cent admission fee. The park has a big school and picnic business, and the 40-acre plant is newly painted and flower-decked.

Several promotion schemes are in effect. Gill is hauling customers free of charge from the streetcar terminal, a 15-cent saving to them. A deal with the Coca-Cola Company has four gate admissions given with every Handy Pack of Cokes bought in the Metropolitan area. This is being plugged on the Coca Cola TV programs as well as in local newspaper ads.

Free movies are run in the main section of the park every evening. The new Schiff Baby Coaster is in operation and Gill is awaiting arrival of a "Laugh in the Dark" from the Cassidy Company in Camden, N. J. A new Miniature Auto ride and a motorcycle ride are expected from Germany.

Gill finds money plentiful and predicts a good season. He is far ahead of 1954 with the business from his Saturday afternoon television show, which draws teens at 50 cents a head. Names are featured every week and turnaway crowds are the normal thing. Richard Maltby's band last weekend drew capacity crowds and next week Gill has Guy Lombardo booked for Friday and Saturday (-2).

Business at Salisbury Beach took an upsurge with Charles Germonick ringing up big grosses with his Fun Houses. Arcade owner George Lake also reported good earnings at his spot. Impresario Denny Mulcahy will feature singer Eartha Kitt at his Frolics on Saturday and Sunday (1-2), and Teresa Brewer the rest of the week, followed by Kitty Kallen, Johnnie Ray, Patti Page, Georgia Gibbs, Tony Bennett, Frankie Laine, the McGuire Sisters, and ending the first week of September with the Will Mastin Trio featuring Sammy Davis Jr.

Revere Beach had its biggest week yet for its two-day American Legion convention. Fireworks displays kept the crowds around until the small hours. Freeman & Shore, concessionaires at this spot as well as Nantasket, report business good and predict a banner year.

Hampton Beach in New Hampshire was in full operation for the first time this season. Veteran Arcade operator Mrs. Helena Fuller had all her units newly painted.

Lincoln Park in North Darnmouth and Riverside Park in Springfield also reported business excellent. At these inland parks temperatures were higher than on the Coast and crowds were the biggest this season. One accident marred the weekend when at Norumbega Park a Boston man was drowned when his party's canoe overturned. Another mishap occurred Wednesday (22) when the Wilson Line's excursion boat Pilgrim Belle had a hole ripped in its bottom by an unidentified object while it was taking 272 persons on a run to Nantasket Beach.

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American Eagle: Dyer, Tenn., 27-29; Halls 1-4.
Am. Co. of America: Indianapolis, Ind.; Anderson 4-9.
Amusements of America: Geneva, N. Y.; Oswego 4-9.
Badger State: Chisholm, Minn., 27-30; (Fair) Fertile 3-5; Barnesville 7-9.
Baker United: Spencer, Ind.; Linton 4-9.
Beam's Attrs.: Knox, Pa.; Silgo 4-9.
Becht, Lee: Harrison, O., 28-July 4.
Bee's Old Reliable: Greenup, Ky., 28-July 4; Wheelwright 5-9.
Belle City: Racine, Wis., 27-30; Burlington 1-4; (Fair) Pewaukee 6-10.
Bernard & Barry: London, Ont.
Big Four Am.: Oconomowoc, Wis., 28-July 4.
Big State: Austin, Tex., 28-July 9.
Blue Grass: Crown Point, Ind., 30-July 4.
Blue Valley: Smithville, Mo., 1-2; Cameron 4.
Bogle, P. C.: Manhattan, Kan.
Borderland: Alpine, Tex.; Marfa 4-9.
Buck, O. C.: Keene, N. H., 27-July 4.
Burdick's Greater: West, Tex., 1-5.
Burke, Harry: Lake Arthur, La., 27-July 4.
Burkhart: Plano, Ill.; Roanoke 2-4.
Capital City: Starns, Ky., 27-July 4.
Carl, A. J.: Lake Odessa, Mich., 1-4.
Caravella Am.: Irvona, Pa.; Tyrone 4-9.
Carpenter Bros.: Grafton, O., 1-4.
Carroll's Greater: Larimore, N. D., 27-29; Park Rapids, Minn., 1-4; Tolley, N. D., 7-9.
Caldett Greater: Green City, Mo.
Cavalade of the West: Raymond, Alberta, Can.
Central States: Albion, Neb., 27-30; Neligh 3-4.
Cedlin & Wilson: Menands, N. Y.
Chanos, Jimmie: Fairborn, O., 27-July 4.
Cherokee Am. Co.: Granby, Mo., 30-July 2; Pittsburg, Kan., 4; Spring Hill 7-9.
Coleman Bros.: Middletown, N. Y.
Collins, Wm. T.: Tioga, N. D., 27-29; (Fair) Jamestown 4-6.
Continental: Plattsburg, N. Y.
Cote Am. Co.: Caswell, Mich.
Crafts Expo: Oakland, Calif., 30-July 4.
Crafts 20 Big: Oceanside, Calif., 29-July 4.
Cross Roads Am. Co.: White Cloud, Mich.; Twin Lake 6-9.
Cumberland Valley: S. Pittsburg, Tenn., 27-30; Tullahoma 1-9.
Cunningham's Expo.: Parkersburg, W. Va., 4-9.
Davis Am. Co.: Albany, Ore., 30-July 4.
De-Flore Am.: Bentleyville, Pa.
De Gaynor's Kiddieland: Ontario, Wis., 1-4.
Deluxe: Clarksburg, Mass., 30-July 4.
Dixie Expo.: Rock Rapids, Ia., 27-July 4.
Dobson's United: Elmwood, Wis., 27-29; Wisconsin Rapids 1-4.
Dumont: Johnson City, Tenn.; Chilhowie, Va., 4-9.
Down River Am. Co.: Ecorse, Mich., 28-July 4; Dexter 6-12.
Drago Am., No. 1: Attica, Ind.
Drago Am., No. 2: Walkerton, Ind., 27-July 4.
Drew, James H.: Olive Hill, Ky.; Point Pleasant, W. Va., 4-9.
Dudley, D. S.: Brush, Colo., 1-4; Port Collins 7-16.
Dyer's Greater: Maquoketa, Ia., 28-29; Oelwein 1-4.
Eastern Am. Co.: Houlton, Me., 27-July 5.
Eddie's Expo.: Titusville, Pa.; Franklin 4-9.
Emshoff: Sparta, Wis., 1-4; Viola 8-10.
Evans United: Gallatin, Mo., 27-29; Linville, Ia., 1-4.
Fair & Expo.: Eminence, Ky.
Fairtime: Redwood City, Calif., 1-4.
Fidler United: Wilmington, Ill., 1-5.
Fitzsimmons: Rosalie, Neb.; David City 2-4.
Frame's Greater: Westfield, N. Y., 28-July 2; Ripley 3-5; Phelps 7-10.
Franklin, Don, No. 1: Independence, Ia., 29-July 4; Lake Geneva, Wis., 6-11.
Franklin, Don, No. 2: Red Oak, Ia., 30-July 4.
Gallagher Am. Co.: Maryland Line, Md. G. & B.; Terra Alta, W. Va.
Gen. City: Clarksville, Tenn.; Paducah, Ky., 4-9.
Gentsch, J. A.: Martin, Tenn.
Georgia Am. Co.: East Point, Ga.
Glades Am. Co.: Montross, Va., 26-July 4.
Gladstone Expo.: Hartford, Ky., 30-July 4.
Gold Bond: Bloomer, Wis., 1-4.
Gold Medal: Lynchburg, Va.
Gooding Am. Co., No. 1: Columbus, O.
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Gooding Am. Co., No. 6: Wellsville, O.
Gooding Am. Co., No. 7: Goshen, Ind.
Gooding Am. Co., No. 8: Woodville, O.
Gooding Am. Co., No. 9: Granville, O.
Gooding Am. Co., No. 10: Battle Creek, Mich.
Gooding Am. Co., No. 11: McArthur, O.
Gopher State: Annandale, Minn., 2-4.
Grain Belt: Lewis, Ia., 27-29; Fontanelle 1-4.
Grand American: Centerville, Ia.; Newton 4-6; Toledo 7-9.
Great Southern Expo.: Jasper, Tex., 27-July 5.
Greater Dixieland Expo.: Creston, Ia.; Corydon 4-9.
H. & H. Am. Co.: Mount Jackson, Va.; Woodstock 4-9.
Hale's Shows of Tomorrow: Kansas City, Mo., 27-29; Chariton, Ia., 4; Lenox 6-9.
Hames, Bill: Brady, Tex.
Hammond, Bob: Belton, Tex., 26-July 5; Granbury 6-10.
Hannah's Am.: Pittsburgh.
Hannum, Morris: Levittown, Pa., 27-July 4; Conshohocken 6-16.
Happy Attrs.: Marietta, O., 28-July 4; Quaker City 6-9.
Happyland: Ypsilanti, Mich., 28-July 4.
Harrison Greater: Robersonville, N. C.; Snow Hill 4-9.
Hartscock Bros.: Brashear, Mo.; Hurdland 4; Labell 7-9.
Heller's Acme: Singac, N. J.
Heth, L. J.: Connersville, Ind.
Hiawatha: Bowling Green, O., 29-July 4; Luckey 7-9.
Hill's Greater: Hallock, Minn., 30-July 7.
Holiday Am. Co.: Peabody, Kan., 1-4; Williamsburg 6-9.
Holly Am. Co.: Atlanta.
Hotite, Buff, No. 1: Danville, Ill., 27-30; Fairfield 2-9.
Hotite, Buff, No. 2: Aledo, Ill., 29-July 4; Alpha 5-10.
Hugh's Novelty Expo.: Odessa, Mo., 27-July 1; Warrensburg 3-9.
Ideal Rides: Shelbyville, Ill., 30-July 4.
Imperial, No. 1: Morris, Ill.; (Fair) Brownstown 4-8.
Imperial, No. 2: Pekin, Ill.; Jerseyville 4-9.
Interstate: Bloomfield, Ind.

(Continued on page 62)

Circus Routes

Send to
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Cincinnati 22, O.

Balley-Cristiani: Casper, Wyo., July 1-2; Lewiston, Mont., 4-5; Great Falls 7-9.
Beatty, Clyde: Hoquiam, Wash., 28; Tacoma 29; Seattle 30-July 1; Wenatchee 2; Ephrata (Mat.) 3.
Carson, Tex: Meridian, Idaho, 28.
Cole, Geo. W.: Roanoke, Ill., 28; Fairbury 29; Gilman 30; Goodland July 1; Monon 2.
Gould, Jay: Aberdeen, S. D., 28-30.
Hagen Bros.: Youngstown, O., 28; Ashtabula 29; Meadville, Pa., 30; Erie July 1; Bradford 2; Hamburg, N. Y., 4; Niagara Falls 5; North Tonawanda 6; Lockport 7; Rochester 8; Batavia 9.
Hunt Bros.: Northport, N. Y., 28; Port Jefferson Station 29; Greenport 30; Sag Harbor July 1; Amagansett 2.
Kelly-Miller: Newton, Ia., 28; Ames 29; Boone 30; Webster City July 1; Humbolt 2; Pocahontas 3; Emmetsburg 4; Esteville 5; Algona 6; Iowa Falls 7; Waverly 8; Manchester 9; Elkader 10.
King Bros.-Cole Bros.: Lindsay, Ont., 28; Orilla 29; Collingwood 30; Owen Sound July 1; Startford 2; Windsor 4; Port Huron, Mich., 5; Bad Axe 6; Bay City 7; Alma 8; Fwosso 9; Mount Pleasant 10; Muskegon 11; Ludington 12; Cadillac 13; Traverse City 14; Petoskey 15.
Mills Bros.: Baltimore 28-29; York, Pa., 30; Neffsville July 1; Harrisburg 2; Sunbury 4; Bloomsburg 5; Hazleton 6; Wilkes-Barre 7; Scranton 8; Honesdale 9; Binghamton, N. Y., 11; Sidney 12; Norwich 13; Hamilton 14; Cortland 15; Auburn 16.
Packs, Tom: St. Louis 29-July 4; Mattoon, Ill., 6; Flora 7; Indianapolis 9-10.
Polack Bros. Eastern: Boise, Idaho, 28-29; Lewiston July 2-3; Rapid City, S. D., 8-10; Fargo, N. D., 14-15; Mankato, Minn., 18-19; Topeka, Kan., 21-23.
Polack Bros. Western: Merced, Calif., 28; Red Beach 30-July 2; Pasadena 4; Turke 7-9; Chicago 12-13; Piedmont City 15-17.
Ring Bros.: Jamesburg, N. J., 28; Old Bridge 29; Malawan 30; Union Beach July 1; Leonardo 2.
Ringling Bros. and Barnum & Bailey: Toronto 28; Hamilton, Ont., 29; Sarnia 30; Detroit July-1-3; Toledo, O., 4; Canton 5.
Strong, John A.: Enterprise, Utah, July 4; Kannerville 5; Praowan 6; Emery 7; Perron 8; Huntington 9; Castle Dale 11.
Von Bros.: Chittenango, N. Y., 28; Canastota 29; Camden 30; Boonville July 1; Port Leyden 2; Carthage 4; Black River 5.

Miscellaneous

O'Day, Marie, Palace Car: Mount Sterling, Ky., 28-29; Carlisle 30; Paris July 1-2; Shelbyville 6; LaGrange 7; Carrollton 8-9.
Plunkett's Stage Show: Holyoke, Colo., 30-July 2; Julesburg 4-6.

Ice Shows

Holiday on Ice, International, No. 1: Rome, Italy, 28-July 17.

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Boardwalk Day Observed at Atlantic City

ATLANTIC CITY, June 25.—Tomorrow (26) will be the 85th anniversary of the Atlantic City boardwalk. Commissioner Richard S. Jackson put thru the City Commission a resolution to have June 26 of every year officially named "Boardwalk Day" and celebrated with a special program. The idea is to give the resort a special annual promotion and bring about an earlier opening of the summer season, a week ahead of the traditional July 4 opening which started in 1854.

On June 26, 1870, Atlantic City held its first big celebration for dedication of its new Boardwalk, a promenade along the beach designed more to keep sand out of the shoes of strollers than as a means of business on the beachfront. It transformed what had been merely a bathing and fishing village of 1,042 population into America's foremost seashore resort.

Prior to 1870, no other resort had such an ocean promenade, while by now it has been widely copied.

Businessmen Organize

Recognizing the need for widespread publicity a group of businessmen have organized to raise \$100,000 to go along with city funds in providing top TV shows and other events to attract visitors.

The organization was formed shortly after it was announced by the City Commission that John Reed King, TV and radio announcer, had been signed to stage five half-hour quiz shows here during the summer months. If this new group — called Atlantic City Cooperative Advertising, Inc.—can raise sufficient money, King will do additional shows thruout the peak season. At present, 12 stations along the Eastern seaboard and in the Midwest have signified they will run the shows which will emanate here on July 1, 8, 15, 22 and 29.

Eugene Reardon was elected president of the new organization and other officers include Michael Fiore and Lawrence Tisch, vice-presidents; Gerald Trench, secretary; Arthur Handler, treasurer, and Frank Amstutz, assistant secretary and treasurer. Plans call for the body to be a permanent undertaking, hoping all local businessmen and interests will contribute a proportionate share.

The city itself has budgeted \$100,000 for TV and special entertainment in addition to its regular advertising allotment.

NAAPPB Transfers To Larger Offices In Same Building

CHICAGO, June 25.—The National Association of Amusement Parks, Pools and Beaches this week moved to larger quarters in the same office building.

Paul Huedepohl, secretary, said the new suite, 1010, is 50 per cent larger than the old one. The association's address remains unchanged at 203 North Wabash Avenue, here.

AGENT TAKES DAVY'S ROLE

SARATOGA SPRINGS, N. Y., June 25.—Davy Crockett has come to amusement park concessions.

At Kaydeross Park here Roy and Sylvia Greis have added a Davy Crockett store flashed with a number of Crockett prize items.

John McDonough, the store agent, works the stand in full Davy Crockett regalia.

Endy Opens New Funspot In Alexandria

ALEXANDRIA, Va., June 25.—A new amusement center, Fun Fair, opened here several weeks ago, is reported doing well. The location, on King Street, is regarded as good. Competition is lacking in the area.

The center was opened and is being operated by Associated Amusements. David B. Endy, president and general manager, has had wide experience in the carnival and park fields, including the owning and operating of a railroad show.

Units include a Merry-Go-Round, Skooter, Tilt-a-Whirl, Rolloplane, Ferris Wheel, steam train, Jeep, auto, plane and boat rides. In addition there is a miniature golf course and shuffleboard. A 30-by-40-foot building contains an office, snack bar and rest rooms. A separate building was recently constructed to house an arcade.

The six-acre plot fronts on two highways. There is ample parking at each end.

No games of any kind are included in the operation.

Ray's San Diego Funspot Appears In NBC TV Show

SAN DIEGO, Cal., June 25.—Jack Ray's Belmont Park at Mission Beach here will be the setting for a scene in an NBC network television "spectacular" in color Monday (27). The show, "Producer's Showcase," will use remote pick-ups from several points around the nation. The San Diego portion will last about two minutes.

Meanwhile, KCBQ, ABC network, is building a substation at the park from which it will broadcast daily a program called "Bandstand Grandstand," using a glassed-in band shell.

The park's new management has used \$10,000 worth of paint this season, added a picnic area with capacity of 5,000, built a \$60,000 Kiddieland and started construction of a Philadelphia Toboggan Company Kiddie Coaster.

Ray has been getting full co-operation from the city council in connection with the municipally-owned funspot. Picnic bookings under Bob Freedman, are brisk, with two Convair picnics having been held and four more booked for the season. Utility and other aircraft firms and schools have been signed up. The commandant of the Navy base has endorsed the area for Navy group picnics and placed a contract for four recruit trainee picnics.

Detroit Abandons Belle Isle Plan

DETROIT, June 25.—Detroit's long-discussed Kiddieland at Belle Isle Park may not be built because it is an area of too great traffic concentration. A new bid of \$100,000 for the right to construct the Kiddieland was made this week informally by C. Allan Harlan Enterprises, electrical contractors.

The Parks and Recreation Commission, however, indicated that the idea has been abandoned because the park itself is overcrowded. A woman member of the Common Council, recently caught in a traffic jam on the island park, has created a long-lasting furor by proposing that the city ban the use of automobiles in the park and restore ferry boat service.

PER CAPITA UP 3% AT BELMONT

NEW YORK, June 25.—Per capita spending at Belmont Park, Montreal, is reported up 3 per cent by J. W. (Patty) Conklin, operator of riding devices at the funspot. Since the opening, about a month ago, ride income has been up about \$11,000 and is running consistently ahead of the previous record year.

Stocks Pull Well For Denver Park; Rotor Top Ride

DENVER, June 25.—One of the biggest crowd-getters at Ben Krasner's Lakeside Park is the Sunday night stock car races, sponsored by the Colorado Auto Racing Club. Even inclement weather fails to discourage the crowds that jam the grandstand and bleachers each week.

A 30-minute remote TV show, picking up the highlights of some of the early races as well as part of the weekly "destruction derby," whets the appetites of the stay-at-homers. Each week the attendance shows a jump over the preceding week.

Name Bands Popular

Reverting to the use of traveling name bands has paid off for Krasner, who this week billed Ralph Marterie and his aggregation for a seven-day stay. Good crowds filled the El Patio ballroom thru the week, and the weekend trade jammed the ballroom.

Ride business has been holding up fair to good in most instances with the newly installed Rotor ride coping the lion's share.

INSTRUCTION

Rye Playland Begins Free Folk Dancing

RYE, N. Y., June 25.—Publicist Charley Palmer has taken on added duties at Playland since the recent retirement of superintendent Bob Boehm, among them the responsibility for booking talent, it is reported.

Free acts will get under way Tuesday (5) on a daily basis, with shows scheduled at 2, 3, and 9 p.m.

The Westchester County-operated amusement park started a new mid-week attendance stimulant last week in its Thursday night square dance sessions. Country favorite Slim Sterling will call to record music and give free instruction in square and folk dancing. Held on the fountain plaza, the first night's attempt drew well on June 16 and it is hoped to promote the activity heavily.

The park is again being served Messick Line excursion boats on charter basis, originating in Jersey City and making stops en route.

Joe Croslin, Idora Ride Operator, Dies

YOUNGSTOWN, O., June 25.—Joseph Croslin, 61, operator of the Jack Rabbit and Wildcat at Idora Park here for 31 years, died Tuesday (21) in the local South Side Hospital of a heart ailment. He was stricken about a week ago while mowing lawns at the park.

Croslin, who lived at the park, was born September 22, 1893, in California, O., and went to the park 31 years ago. He was a member of St. John's Lutheran Church, Covington, Ky., and was a veteran of World War I. Surviving is his widow, Esta. Services Saturday (25) at the T. P. White & Sons Funeral Home, Cincinnati.

Wolfson Branch Sells Glen Echo

3 Brothers Buy D. C. Ride Spot; See Price Staying as Gen. Mgr.

WASHINGTON, June 25.—Sale of Glen Echo Amusement Park was announced Saturday to a three-man organization headed by Abram Baker, Eastern concession operator. Also in the purchasing Rekab Corporation, are Baker's brothers, Manuel, vice-president, and Samuel, secretary-treasurer.

Also there was no announced purchase price it was recalled here that a \$1,500,000 offer was turned down last year by Continental Enterprises. Baker would not comment on the price but told The Billboard that he had been attempting to buy Glen Echo "for a good six years" but that the park's former owner, Capital Transit Company, was "too tough to deal with."

Capital Transit had been bought in September of 1949 by Louis Wolfson, who has been prominent in the news thru his attempts to gain control of the Montgomery Ward firm from Sewell Avery. Last year Ward formed Continental Enterprises and transferred the park to the new firm headed by Martin Segal, an associate of Wolfson.

Thru the transition Gerald Price remained as general manager of the park and it was indicated he would remain in that capacity at least thru the completion of this season. Both he and Baker confirmed that the new owners want Price to stay on, and Baker characterized the park man as a "fine fellow who we'd like to keep."

The deal was announced unexpectedly and Price told The Billboard he had known of it for only two or three weeks.

Baker operates a group of concessions at Palisades (N. J.) Amusement Park, where he has been for the last 18 years, and also has the Wings Fascination game at Olympic Park in Irvington, N. J., and an amusement firm which controls games on the Atlantic City Boardwalk. His partners are William O'Brien and Thomas O'Connell, but Baker stressed that neither have

any association with him at Glen Echo. The other two also have game operations at Revere Beach, Mass., and elsewhere in New England.

Baker said his two brothers have hotel and motel holdings in the Miami resort area.

Included in the purchase are Glen Echo's 17 riding devices, 11 of which are adult rides and the others kiddie size. An addition this year was a No. 16 Big Eli Wheel, largest made by the manufacturers. Glen Echo is strictly a ride spot, for, although it once had game concessions, a Montgomery County, Md., ruling made illegal all forms of gambling some years back. As a result there are only three concession operations now, including a photo and novelty stand, and a weight-age guesser. The park runs its own food and popcorn stands. Also banned is dancing on Sunday, but Glen Echo has built up an area reputation for its ballroom offerings on other days. It has a free gate and free parking, and numbers among its attractions the pool and ballroom, at which name bands and singers appear.

Baker labeled the park "a good, clean investment" and stressed that there will be no changes in this year's operation or policies. As to the future, he told The Billboard, "We'll have to bring a man in to look the park over," but he did not elaborate on what he may have in mind.

Glen Echo was established in 1909 by a holding company which controlled the electric company. An amalgamation resulted in Capital Transit Company's taking over the operation in 1912 and running the place as a stimulant to its transit operations until the sale to Wolfson in 1949. Price had been branch manager here for a motion picture firm and became park manager in March, 1950.

(Continued on page 69)

Denver Kiddieland Gets Equipment

DENVER, June 25.—Harold J. Spitzer, spokesman for a new Kiddieland here, announced that half a dozen rides had been purchased and that construction was moving ahead on schedule, with hopes of meeting a July 4 opening date. The park is located in the heart of Denver's "baby belt," where nearly 75,000 new homes are being built. Rides include a Roller Coaster and Sky Fighter from the Allan Herschell Company and a Hand Car and Ferris Wheel from the Hodges Amusement Company. Other rides include Boats, a pony ring, Merry-Go-Round and Train.

Sid Adler has been named manager of the new Kiddieland park that will be named via a regional wide promotional contest.

Lagoon Attraction Hits

SALT LAKE CITY, Utah, June 25.—The Gaylords, recording artists, appeared at Lagoon Amusement Park and did excellent business, according to Robert E. Freed, funspot manager. Freed said the singing group easily went into percentage.

Frankie Carle is booked for the July 4 weekend.

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FAIRS-EXPOSITIONS

New Concession Bldg., Giant Tower for CNE

NEW YORK, June 25. — New permanent concession stands which will cost more than \$100,000 to build, and perhaps another \$150,000 to equip and decorate, will be in use at this year's Canadian National Exhibition, Toronto.

Bob Dixon, concession superintendent, revealed the plans here this week. He was accompanied by J. W. (Patty) Conklin, midway impresario.

The new concession units are designed to replace the miscellaneous structures which now populate one side of the midway, stretching from the end of the grandstand to the beginning of the Conklin interests. About 650 front feet are involved.

The new units will be standardized, Dixon said, doing away with the uneven footage now in use. Each space will be 12 feet wide, but more than one will be available to those persons who held larger space in the past. The depth will also be standardized but operations, such as restaurants, which need more room will be able to extend their premises in the back of their own and adjoining stands.

Observation Tower

A new 125-foot observation tower will be constructed by the Shell Oil Company. Admission to the tower and an elevator ride to the top will be free. A viewing platform at top will afford a bird's-

eye look at the mammoth exhibition and a perfect vantage spot for photographers interested in panoramic views.

It is understood that Shell will pay the Exhibition about \$100,000 initially for the right to erect the tower plus a yearly exhibition fee over a contracted 10-year period. The location of the tower, at the far end of the midway, is expected to help increase the fun zone earnings since people attracted to the tower will have to pass thru the amusement area.

Lubbock, Tex., To Air-Condition 5,500-Cap. Bldg.

LUBBOCK, Tex., June 25.—A contract to install an air conditioning system in the Fair Park Coliseum here has been awarded to Liles Sheet Metal Company, Slaton, Tex., on a bid of \$14,195. There were five other bidders.

The washed air type system is to be installed within the next several weeks and will be available for use at the fair which opens September 26.

The giant Coliseum, which can seat 5,500 persons, is used for numerous events other than the fair and is rented to civic groups of the area on a rental basis.

55 Members In N. C. Assn.

HICKORY, N. C., June 25.—Membership in the North Carolina Association of Agricultural Fairs now numbers 55, according to a bulletin recently issued by the group.

Members were also informed that the State Fair will pay 25 per cent more than its standard listed premium to any exhibit winning any premium at the State Fair after first winning a blue ribbon at a recognized agricultural fair in the State.

The offer is designed to encourage standardization and to increase the quality and number of State Fair entries.

Burlington, Ia., Erects New 45G Livestock Bldg.

Lights Installed On Track; Slate Night Speed Events

BURLINGTON, Ia., June 25.—A \$45,000 livestock building, 160 by 140 feet, will be completed in time for the opening of the Burlington Hawkeye Fair here.

Intended primarily for livestock shows, the building is so designed that it can be used for other events, including ice shows.

Sides and roof will be of corrugated steel. Roof height will be 33 feet, wall height 15 feet, with clear-span design.

Interior measurement will be somewhat larger than Burlington's Memorial Auditorium which is about 166 by 110 feet.

The floor will be of sod and concrete. No seats for the building have been purchased, but the fair board plans to rent some bleachers temporarily.

For livestock shows, the structure will have a capacity for about 250 head of calves and about 50 pens of hogs and sheep. All pens and stanchions are to be portable.

Initially the building will have no heating equipment, but a spokesman for the fair pointed out that suitable portable units are on the market which would serve the purpose should the need arise.

In another plant improvement project lights have been installed on the half-mile track for night races during the fair. Jim Bright, secretary-treasurer, said running horse races would be held under the arcs one night and that sprint stock races, to be staged by National Speedways, Inc., would be offered on another night. On opening night, August 9, "Grand Ole Opry," starring the Duke of Paducah, will be featured in front of the grandstand. A talent show, to be produced by WOC-TV, will be presented two nights.

The Gem City Shows will be on the midway.

A. Carter Dies; Key Ft. Worth Centen Figure

FORT WORTH, June 25.—Amon G. Carter, publisher of The Fort Worth Star-Telegram and a key figure in the staging of the Frontier Centennial here in 1936, died here Thursday (23). His age was 75.

Carter got into the fair business when Dallas outbid other cities for the Texas Centennial. He hired Billy Rose to stage the competing Frontier Centennial. In the process of vying for patronage he gave wide circulation to the slogan, Dallas for Education, Fort Worth for Entertainment. Both centennials were successful.

Lions to Operate Petersburg, Va., Starting in 1956

PETERSBURG, Va., June 25.—The Petersburg Fair will be operated by the Petersburg Lions Club, starting next year, as a result of a lease recently awarded the Lions by the City Council.

The Optimist Club also sought to lease the grounds but the award went to the Lions Club because spokesmen for the latter said his group wanted only \$2,000 yearly from the proceeds and would turn the surplus into plant improvements.

Mineola Suspends Fair, Will Resume Next Season

WESTBURY, N. Y., June 25.—The Mineola Fair will suspend this year for the first time in 114 years. President J. Alfred Valentine this week confirmed stories by The Billboard recently that there would be no fair this season.

Valentine also confirmed thru manager Charles Bochart that it is intended to resume the Mineola Fair and Industrial Exposition in 1956 at the customary Roosevelt Raceway grounds, where it has held forth twice since its traditional Mineola site was repossessed by Nassau County for municipal use.

The fair functioned under its present charter without interruption since 1841, thru four wars and several hurricanes, the last of these striking the 1955 annual on its closing weekend.

Reason given for the suspension was the uncertainty of State Thruway work adjacent to Yonkers Raceway. Roosevelt and Yonkers have a reciprocal agreement to use each other's track in event of emergency, and it was decided that Roosevelt Raceway be held in

readiness in the event Thruway progress makes it impossible to hold harness events in Yonkers.

A recent addition to the name of the sponsoring agricultural group gave recognition to outlying Suffolk County on Long Island, and the full name is now the Agricultural Society of Queens, Nassau and Suffolk Counties. Valentine is president, James W. Carpenter is vice-president and George Morton Levy is a principle director. The three had been studying possible alternate sites in recent months but none was found to be suitable.

Handicaps in alternate sites were given as transportation, water and electrical services.

All Trenton Space Sold By June 1

TRENTON, June 25.—The New Jersey State Fair hit the saturation point in the sale of exhibit space by June 1 this year, two months earlier than last year. The sellout date is also the earliest ever registered by the event.

Altho the demand for space is again exceeding the supply, George A. Hamid, president, said that no new building is contemplated to expand show facilities. He said that in a recent survey of the grounds with Norman Marshall, manager, and John McCormick, concession manager, it was decided to salvage for exhibit space an area under the grandstand which had been used solely for storage.

Hamid said with demand for space exceeding the supply it would now be possible to choose exhibits with the greatest care and view toward quality. In the past, he said, with space plentiful, not enough discrimination was exercised in selling.

Pomona Plans 'Living' Show

POMONA, Calif., June 25.—The Los Angeles County Fair here will follow up its 1954 successful "Arts of Daily Living" with "The Arts in Western Living," C. B. (Jack) Aflerbaugh, president and general manager, said this week.

Prominent architects and designers have teamed with craftsmen and artists from the Western States to create living areas representative of the West in both decoration and function. The project, designed to inform, is expected to stimulate appreciation of handicraft which, in most instances, is no more expensive than machine-made products.

To carry out the plan, 22 interiors will be designed and built in the Fine Arts Building. In each case a special problem will be handled to give the homeowner a practical and artistic solution. Each section of the home will be dealt with individually.

The fair opens its annual 17-day run September 16.

Yuba City, Calif., Again Schedules Night Operation

YUBA CITY, Calif., June 25.—The Yuba-Sutter Counties Fair will again be conducted during evening hours, Roy L. Welch, secretary-manager, said. The fair opens here July 27 for five days.

The fair will open each afternoon, except Sunday, at 5 p.m., and close at midnight. Sunday's opening will be at 2 p.m.

Welch announced that \$33,580 will be offered in cash awards for winning entries. An extensive commercial and industrial exhibition is planned to augment the many livestock, agriculture, home and specialty displays.

Entertainment will include a rodeo to be staged Friday and Saturday nights (29-30).

Legion Skeds New Pa. Fair

EAST STROUDSBURG, Pa., June 25.—The George N. Kemp Post, American Legion, will sponsor a fair at the Raceway here August 8-13, Commander Harold Burch announces. Joseph Serman, promoter of similar events in the State, has been named manager.

The event will be known as the Legion Tri-State Fair. A number of show events are planned. A carnival will be booked.

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Weather, Business Turns Good for ACA

Decatur, Ill., Provides Surprise; Season's Late Opening Saves Money

JOLIET, Ill., June 25.—"Maybe we'll go out even later next year than we did this," Paul Olsen, manager of the Amusement Company of America, observed here this week, the third week out of Hot Springs, the show's winter base.

"We started out a month later than usual to miss bad weather and even then we did not fare well. Hot Springs, our opening stand, was just so-so; East St. Louis, Ill., was nothing, and only Decatur, Ill., last week, gave us what you could call okay business." Decatur proved a pleasant surprise. Except for opening day, the weather there was okay and the show wound up with a take that was a third higher than last year. The early days here this week were ideal and business rated good for those days, but the success of this stand actually hinges on the weekend play.

Money Ahead

Looking back, Olson figures the show is considerably ahead money-wise because of its late opening. And looking ahead, Olson said, "Next year we may play just a few still dates before going into our first fair."

As it is, the show does not have long to go before it enters its fairs. From here, the show will go to Indianapolis for a still date, then into the Anderson (Ind.) Free Fair, July 4.

The show has been working behind a 25-cent front gate, with the admission applying to adults only. The front gate charge has been working out satisfactorily, Olson said, but concessionaires on the show maintain the 25-cent admission works against repeat business and cuts into their receipts. The show carries no free attraction.

Kids' Matinees Big

At Decatur the show had two kids matinees, and one of them, a Saturday, was particularly big. Giveaways of Davy Crockett buttons to youngsters were credited with building the Saturday's thumping matinee patronage.

Again here the show is offering two matinees and Olson plans to continue them at Indianapolis.

A completely rebuilt Caterpillar, handled by Jack Stutes, went into operation here for the first time this season. A Roller Coaster, owned by Forsyth & Company, will be added to the line-up at the Anderson Fair, a Velare Rotor will join at the Northern Wisconsin District Fair, Chippewa Falls, and

Gilroy, Calif., Gives Food Biz To Crafts Expo

SOUTH SAN FRANCISCO, June 25.—Crafts Exposition Shows moved in here under the auspices of the Merchants League for five days, starting Wednesday (22), coming in from Gilroy, Calif., where show personnel was pleasantly surprised by brisk business.

The Gilroy stand usually is held in September, and personnel anticipated smaller receipts because the apple crop is not due in for several months. However, the show's take was 15 per cent higher than last year, according to Roger Warren, and James Lantz and Bob Jones reported concessions did as well as in past seasons here.

Orville and Frank Warren flew to Gilroy in Crafts' twin-engine Beech Craft. The 10-passenger plane is used to fly parts to and from winter quarters, as well as to transport personnel.

Joe Dispensa's Scrambler is to be added at the Illinois State Fair, Springfield.

Await New Ride

A Rock-O-Plane, purchased recently by the show, was reported en route from the factory and probably will be placed in operation at Indianapolis.

Thirteen major rides, including a new Round-up, and eight kiddie rides are working here. The show line-up currently embraces 16 shows. Of these, three, the Mickey Mouse Circus, Life and Two-headed Calf, are owned and operated by William Brownell. The Glass House and Snake Show are owned and operated by Doc Hartwick, and the Motordrome by Dorothy and Del Crouch, who also have the 'iddie rides.

Art Converse has the Fat Show and the Circus Side Show, S. H. Dudley, the Showboat, Negro unit; John Branson, the midget horse; Buck Nelson, the Ghost Ride, and Buttons Grantham, the Monkey Drome. The office owns and operates the girl show, which features Tirza and her wine bath, and also owns and operates the Fun House.

Water Show to Join

"Dancing Waters" is to be added at Oshkosh, Wis., a still date, immediately prior to the Chippewa Falls fair.

There is considerable evidence of winter painting. Notable is the

(Continued on page 60)

LOCKING DOOR NO GOOD SO STRATES WELDS

BUFFALO, June 25.—The James E. Strates Shows, like virtually all other carnival operations, has had the unhappy experience of finding valuable equipment left in winter quarters gone when it returns from the road. Owner Strates this spring sought to end the frustration before the train pulled out of its Orlando, Fla., quarters. Cables, motors and other items which car easily be transported and readily turned into cash were stored in one of the 72-foot steel box cars left in winter quarters. The doors and all other openings were then closed and Strates had them welded shut. "Now," says the showman, "at least there will be no more 'evaporation'."

NSA Head Asks Booster Drive

NEW YORK, June 25.—President John Weisman this week reminded National Showmen's Association members of the new ruling, decided at a closing meeting in April, that provides for gold cards to those who obtain 500 booster names at \$1 each for the annual Year Book.

Rectangular cards with spaces for 50 names were sent out to all members, together with a good luck message and fund appeal by Weisman.

479G LAST YEAR

500G Toronto Take Is Conklin '55 Aim

NEW YORK, June 25.—J. W. (Patty) Conklin, Canadian midway impresario who thinks big and then makes things turn out that way to justify his optimism, this week predicted a \$500,000 midway gross at the Canadian National Exhibition, Toronto.

Last year Patty and his brother-partner Frank counted up a record \$479,000 when the event was over. Gathering in \$500,000 for the same period is well within the realm of possibility since to achieve the figure would mean an average increase of less than \$1,500 per day. The event runs 14 days, August 26 to September 10.

The weather, of course, is a principal factor and predictions are so qualified. The \$500,000 figure has been the goal for several years, but it has been elusive altho grosses have risen constantly.

Last year the announced attendance, a record, was 2,820,000. It is a habit at Toronto to expect, and get, more people each year with a fair break in the weather. At most other events the Conklin attractions, as presented at Toronto, could have the show to themselves. But the competition is

keen at the Canadian event. It takes ingenuity to get a share of the people and the money they have to spend.

Conklin has never failed to come up with stand-out features to maintain and further strengthen the position of the midway. The major Coaster last year, and before that the kiddieland presentations and other improvements, proved out in the counting of the gross receipts.

Apart from confidence in the continuing growth of the exhibition, Conklin, who has extensive operations in many parts of Canada, has already observed this year good signs of money being plentiful and freely spent.

'54 Big Date Is Worst So Far For Continental

FULTON, N. Y., June 25.—Business for the Continental Shows was off some 50 per cent last week. Business for the week was still labeled fair since the show scored a banner gross here last year when it was the first unit to play the town in several years.

The drop in earnings was attributed in part to a change in location. Last year the show played Foster Park, a town location on a main highway which made the show visible to many residents. This year Recreation Park was used. Altho well located geographically, the show appeared hidden compared to last year.

The date was a disappointment since business was expected to be even better than last year because of more employment in the area. Judged one of the best spots of the season last year, the town this year was labeled the worst to date.

Economic Pulse OK, Strates Is Hopeful

Record Is Better This Year Than Last; New Features Are Planned for Fairs

BUFFALO, June 25.—On tour longer than any other sizable unit, the James E. Strates Shows are railroading thru familiar New York territory and gathering pretty fair business in the process. Owner Strates opines that conditions are good and that people have money and a willingness to spend. Accordingly, the outlook for fairs, and the season as a whole, is considered good.

On tour since early in April, when it opened in Washington, the show has been harrassed by its share of cold and rain. While it is hard to imagine in view of the bleak periods which dotted the past two months, the men who keep the Strates books note that the show was more fortunate this year than last. The chances are that fair weather will prevail more often than not from now on. This allows for the hope that the show will enter its fair route in good shape and so be able to hold onto a good percentage of the expected bountiful earnings.

Preparations for the fair route are continuing. Already tremendous in size, the show will be expanded to increase its earning power and physical attractiveness. Plans for adornment call for the addition of two more light towers, equal in height to the lofty six now on display. The new units will be square-based and erected from the ground up. The old units are raised from the tops of wagons.

Last week in Utica, N. Y., the show signed a contract covering its workmen with the Outdoor Amusement Employees' Chapter of the Retail Clerks International Association, Local 1648 (AFL). Amiability preceded and marked the negotiations. The pact was brought about by other union activity within the industry.

The Strates organization is as well, and perhaps better, fortified with executive personnel than any other show. Harvey (Doc) Cann, who came out of retirement this year to accept the position of manager, has a wealth of experience in every phase of carnival activity and is functioning on an around-the-clock basis. Eddie McTeague is assistant manager. Counting the money and keeping the books are Nick Bozinas, treasurer; J. P. Mc-

Crafts to Add Ride, Show at Oakland

NORTH HOLLYWOOD, Calif., June 25.—Crafts Exposition Shows will debut a new attraction and a ride when the org opens the July celebration in Oakland, Orville N. Crafts, show owner, said. Show will play the Lake Merritt lot for the 10th consecutive year.

The new attraction, Crafts declared, would be an illusion show framed by A. W. McAskill, of Long Beach. He is the operator of "Hell's Belles," currently appearing on the carnival midway at the Southern California Exposition in Del Mar.

To expand the complement of kiddie rides, Crafts is adding a Tub o' Fun on the Oakland date, which opens June 30 for five days.

Exposition unit, managed by Roger Warren, will feature 14 major and 10 kid rides in the Bay City.

Crafts 20 Big Shows, under the direction of Frank Warren, will open concurrently with Exposition in Oceanside.

Following these dates, shows will start readying for two State Fairs—California and Arizona. Twenty Big is scheduled to play the fair in San Mateo and Tulare, the latter a recent addition to the Crafts route.

Devitt, assistant; F. Percey Morency, office manager, and Dorothy Halbert, secretary.

Allan Travers is general agent, Mae Hong, publicist, and Nelson Thomas, special agent. Mike Olsen is superintendent; James Thompson, lot superintendent; Bill Leon, front gate; James Yotas, builder; Walter Lumpkin, utility department; Wayne Kingsley, diesels; Otto Stonecipher, chief electrician; John Cassi, assistant electrician; Red Robbins, neon; Red Holdridge, scenic artist; Blackie Martin, trainmaster; Henry Brooks, assistant trainmaster and George (Red) Ryan, The Billboard and mail.

The show line-up at present is headed by three units operated by Mr. and Mrs. Jack Norman. They are the major girl presentation, Broadway to Hollywood, featuring Rita Cortez; Legs Aweigh, managed by Lew Hamilton, and the Snake Show.

Joe Pelquin has the Motordrome, Mickey Mansion, Side Show, and Clarence Samuels, the minstrel show. Gyp McDaniel has the Rocky Road to Dublin, the penny arcade and Midget Horses. Other show units are the Dillinger Car, Tom Hughes; Reilly's Iron Lung and Ruby Barron's Wild Life.

Rides and their operators are: Merry-Go-Round, Mr. and Mrs. F. Napierlski; kiddie rides, Specs Leonard; independent kiddie rides, L. D. Powers; Rocket, Elmer Rhoades; four Ferris Wheels, George Collins, assisted by Bill Phipps; Scooter, Jim Fowler; Hurricane Coaster, Eugene Pastor; Tilt-A-Whirl, Whitey Commiskey; Octopus, Edmond Patsco; two Kolloplanes, Charles Cash; Caterpillar, Donald Jeffries; Looper, William Wood; Spitfire, Robert Mulford and George Robbins.

Weather Break Proves Boost To Royal Pine

BELFAST, Me., June 25.—Maine's wet season, which had been dodged for some weeks by Mullins' Royal Pine Shows, has been acting up recently to cut into earnings. Last week's engagement in Milford started on a damp note but it cleared up toward mid-week and stayed warm until closing.

The Weisman-Brown bingo got its best week in, but front-end business in general was only fair.

Five new light towers have been built and English Allen is at work on the Five and One side show. The bingo tent was the location last week of the birthday party for Mr. Weary, who handles The Billboard on the show. He is 52.

John Weisman, president of the National Showmen's Association, is expected to come up for a week's visit over the Fourth of July date in Millinocket.

All Quiet

CHICAGO, June 25.—No new developments were reported this week in efforts to unionize the carnival field.

A birthday party was tendered Evelyn Stanley, specialty dancer with Joe Mooney's "Doll House Revue" on the Ross Manning Shows, when the show played Syracuse recently. Among those attending were Vera Lynn, Nancy Foley, Lee and Ricky Renzulli, Ginger LaRue, Steve Simmons, Jean and Jack Thompson, Moolie Mooney, Chuck Duval, Bob Thomas and Helen Morgan.

MIDWAY CONFAB

Junior Fisk, with the Mosher Shows, reports business has been good and that he recently purchased a new truck, house trailer and two new tops. . . . Augmenting the Carl Lauther 10-in-one unit on the Cetlin & Wilson Shows are Lucy and Dewey Oarlea and Betty Smith. Dewey Harrell, partner with his brother-in-law, Orton Oaklea, is working their shows, a War Show and Mickey Mouse unit, on the Cetlin & Wilson Shows. Mrs. Harrell joined at North Tonawanda, N. Y., coming in from the Harrells' Tampa home.

A son, William John Siebrand Jr., was born June 14 at Genoa, Neb., to Shirley Ann and William John Siebrand, of the Siebrand Shows. . . . Bob Pannel writes that he visited the Dude Brewer family recently at Jackson, Tenn., and advises that Brewer, whose carnival career dates back to 1916, is off the road because of a heart condition. . . . Charles (Sudan) Eddie, mentalist and annex attraction, is living at 1402 Mermain Avenue, Brooklyn 24, and reports that he won't take to the road this season due to poor health. . . . Frank B. Koyama, veteran Coney Island (N. Y.) concessionaire, is touring with Carl Lauther's circus Side Show, performing two acts and serving also as inside man on the Lauther unit with the Cetlin & Wilson Shows. Dottie Foutz, iron tongue, who wintered in Ohio and Indiana, is back with the Lauther show.

Bert Scott, secretary of the Red River Valley Fair, was a nightly visitor at the William T. Collins Shows during the Fargo, N. D., stand. Father O'Fall, show fan and member of the Showmen's League of America, spent much time on the Collins lot at Fargo and staged a special matinee for orphans. Small fry on the Collins show have organized a Davy Crockett club, with Mike Collins and Charles Rich at the helm.

Memorial services for Viola Fairly were held recently at her grave in Leavenworth, Kan., by women of the 20th Century Shows, all of them members of the Ladies' Auxiliary of the Heart of America Showmen's Club, Kansas City. Services were conducted by Ledoska Haddah, with Anne E. Bowen as chaplain leading the prayer. Others in attendance were Kate Signor, Mickey Hanson, Bettie Harris, Anna Dunalevey, Leona

Sword, Cassie Elder, Julianne Ward, June Taylor, Jean Dodson, Louise Porth, Geneva Williams, Lydia Zeitrich, Jo Anne Smith, Zella Travis, Charlotte Shine, Ann Burns, Elaine Scott, Mae Tandy, Torchy O'Day, Bernice Davis and Joseph T. Bowen.

E. J. Casey, owner of the show that bears his name, infos from Winnipeg, his home base, that weather in that area has been "the worst ever up here." His show experienced what he describes as a total blank in the Winnipeg area but his show recently moved into Saskatchewan for jubilee celebrations and he was looking for a change in weather and business. Incidentally, his show is playing Saskatchewan for the first time since 1950.

Mrs. Paul La Cross has framed a new concession on the Continental Shows. It replaces one operated by Johnny (Bridgeport) Paollette before he left the show because of illness.

One of the 50-odd workers injured in the recent collapse of the New York Coliseum framework was George Taylor, who was one of Bucky O'Connor's agents on Prell's Broadway Shows last year. Taylor was riveting on the third floor when the mishap occurred, and he suffered a broken leg and several broken ribs. He was discharged from the hospital on Monday (20) and is staying at 339 West 51st Street, New York City.

A recent visitor to New York was Phil Cook, ex-Miami Showmen's Association secretary, who put in a week at concession work at a Harlem street celebration.

James Zabriskie, electrician for Coney Island Road Shows, is supervising the building of a Scooter at B. A. Schiff's Amusement Company. Gene Beecher, Venancio Nordarse and Duke Dougherty, owners of the Coney Island org, left for Havana to open several small parks, according to Andres Ricardo. . . . Joseph Lehr, spot worker from Philadelphia, infos that he renewed acquaintances with Leo La Salle, concessionaire on Prell's Broadway Shows, when he caught the show at Leipersville, Pa. . . . Denise Coleman, daughter of Mr. and Mrs. Mutt Coleman, celebrated her second birthday at a party recently on the Alamo Exposition Shows. Her mother, Mrs. Yvonne Coleman, is the daughter of Mr. and Mrs. Bill Carr, who have been with the show 27 years.

Ruby and Sandy Neal have finished their fishing camp on Pearl River, Pearlinton, Miss., and will be open for business July 1. . . . James L. Reed reports from Atlantic Beach, S. C., that business has been good for his four concessions there. . . . Billy Logsdon reports that Laddie Faith is building a new Side Show for him. It will be used for a Southern tour of 14 fairs. . . . A surprise birthday party was given Billy Lauther by Gloria Lauther and Percilla Bejano recently. Guests at the affair were Mr. and Mrs. Rex Barnes, Lauther's mother, Mrs. E. Lauther; Lucky McDonald, Jack Cauteney and A. Glover.

Lew Hamilton writes that he was incorrectly identified last week in The Billboard as manager of the show "Legs Aweigh" with the James E. Strates Shows. In truth, Lew says, he is only the talker.

Frank C. Busch has returned to Dyer's Greater Shows as lot superintendent and purchasing agent after spending several years in the service station business.

Al Alfredo and troupe have joined Gold Bond Shows for the season. . . . Elaine Scott, who recently underwent an operation at St. Joseph's Hospital, Dubuque, Ia., is now back with the 20th Century Shows. Bill and Leona Crowe were recent visitors to the 20th Century lot. Geneva Williams celebrated her birthday with a get-together on the 20th Century midway.

CETLIN & WILSON SHOWS

WANTED—Monkey Show, will furnish wagons. Wild Animal Show, will furnish wagons. All other Grind Shows with own equipment.

CAN PLACE—Foreman for the Caterpillar and Looper Rides, also Second Men. A few experienced Working Men.

CAN PLACE—All Hanky Panks, American Palmistry.

ATTENTION—Can place a Second Man who knows railroad shows; must be able to make hauling contracts, etc. Peasy Hoffman, get in touch with us. Wish to hear from Mannhiemer. Bernie, publicity man, get in touch with Ray Cramer.

THIS WEEK MENANDS, N. Y.

W. R. GEREN Presents

MIGHTY

HOOSIER STATE

SHOWS

WANT FOR OLNEY, ILLINOIS, 4th OF JULY AND BALANCE OF SEASON

WANT: Hanky Panks, Short Range, Ball Games, Cook House, Custard, Ice Cream, High Striker. This show has fairs and celebrations solid until October 10, all Indiana.

All replies wire Western Union.

W. R. GEREN

This week Vincennes, Ind.; Week July 4, Olney, Ill.

JOHNNY T.

TINSLEY

SHOWS

America's Most Modern Midway

LAST CALL FOR BIG 4TH OF JULY CELEBRATION, GALAX, VA.

RIDES—Want Coaster or any Major Ride not conflicting.
CONCESSIONS—Hanky Panks of all kinds. Also Bingo, High Striker, Long Range, Dip, Diggers, Auction Store. Will book Swinger, Six Cats and Buckets that work for stock.
SHOWS—Want clean Girl Show, Minstrel, Side Show and Grind Shows, all must have own outfits.

Address: West Jefferson, N. C., this week; then Galax, Va.

CENTRAL STATES SHOWS

(NOTHING LEFT BUT RED ONES)

NELIGH, NEBRASKA, JULY 2-4; HURON, S. C., DIAMOND JUBILEE ON MAIN STREET, JULY 6-9 (\$4 per foot); THEN SOLID FAIRS AND CELEBRATIONS.

Can place Hanky Panks, Novelties, Pitchmen, Gadgets and what have you? SHOWS: Want Drome or Shows with own equipment. P. C. reasonable. Mike Miller wants Young, Attractive Girls for Dancing and Posing Shows. Top salary and bonus. Also Ticket Sellers, Canvasmen and Candy Helpers. Semi drivers preferred.
Can place Hanky Pank Agents. Want Man to handle Twin Wheels, also Rolloplane Foreman. Want Couple to handle Midget Cow Show.

ALBION, NEBRASKA, JUNE 27-30.

W. W. MOSER

M. D. AMUSEMENT SHOWS

THE GREAT BI-CENTENNIAL

AT

MIDDLETOWN, PA., July 11 to 16

CAN PLACE a few more Concessions that work for stock.

CAN PLACE Dependable Ride Help.

All replies MICHAEL DEMBROSKY

c/o Friendship Fire Co., Phoenixville, Pa., this week

WHEELS
ALL SIZES—ALL NUMBERS
CARDINAL PRODUCTS CO.
Les Berger
49 West 27th Street
New York 1, N. Y.
MU 6-8268

WILLIAM FRITTS
Contact me at once
Am depending on you
KING REID
Edmundston, New Brunswick, Canada, now; Fredericton, next week.

PARAKEETS
Shipped daily, 100—\$125. 50—\$67.50.
Plus delivery charges.
Durkee's Bird Farm
8967 E. Gallatin Rd. Pico, Calif.
Phone: OXford 9-5210

WANTED AT ONCE
Wheel Foreman, \$60.00 each week, must drive; Second Men on Spitfire, Merry-Go-Round, Tilt and Kiddie Rides; must be sober and reliable.
BURKHART SHOWS
Piano, Ill., June 28 to 30; Roanoke, Ill., July 1 to 4.

ATTENTION RIDE MEN

**WE CAN PLACE AT ONCE
TILT FOREMAN
WHEEL FOREMAN**

Also Ride Second Men and Helpers. Top salary—best conditions—pay weekly. Prefer semi-drivers, sober, good references.

GOODING AMUSEMENT CO.
1300 NORTON AVE. UN 1193 COLUMBUS 8, OHIO

CARAVELLA AMUSEMENTS

BELLEFONTE, PA., JULY 11-16; WILLIAMSBURG, PA., BLAIR COUNTY FIREMEN'S CONVENTION. ALL BIG CELEBRATIONS ALSO TO FOLLOW.

Can use a few more Hanky Panks.
Can place any Major Ride not conflicting.
Want Wheel Foreman. Can use any useful Show Help.
Good proposition for Grind Shows. Want good Side Show, Illusion and Monkey Show.
Can place Operator for Unborn Show.
Contact by wire

F. H. CARAVELLA
IRVONA, PA., THIS WEEK

CUMBERLAND VALLEY SHOWS

CONCESSIONS: A few more legitimate Concessions open.

SHOWS: Fat Head Williams wants for new Minstrel Show—Musicians. Trombone Waymon and Bobby Sox, answer. Can use one more Chorus Girl.

Address all mail and wires to

LAVOY WINTON
So. Pittsburg, Tenn., until June 30; Tallahassee, Tenn., July 1-9.

BEAM'S ATTRACTIONS

ANNUAL FOURTH OF JULY CELEBRATION, SLIGO, PENNSYLVANIA, NEXT WEEK

Want Caterpillar Foreman and Second Man, Cookhouse Help, Honky Pank Agents, Show Mechanic with tools. Book Side Show with own outfit or will furnish top. Monkey or Animal Show, also Grind Shows. Free gate at our Celebrations. Those joining now will have work until mid-November. Parades and special events every week. Contact

BEAM'S ATTRACTIONS
KNOX, PENNSYLVANIA, THIS WEEK.

BILL HAMES SHOWS

WANT FOR OUR STRONG ROUTE OF FAIRS AND CELEBRATIONS IN TEXAS

Several good Shows that do not conflict with what we have. Will book a good Fun House. Ride Help. Several Foremen and good Second Men.

All address **BILL HAMES, Mgr.**
BRADY, TEXAS, this week.

BUFF HOTTLE SHOWS

WANT FOR UNIT #1—SIDE SHOW

Have complete Frame-Up for A-1 Side Show. Need Manager and Acts immediately to join Fairfield, Ill., July 1.

WANT FOR UNIT #2—PONY RIDE

All replies **B. W. HOTTLE, Mgr.**
Danville, Ill., until June 30; then Fairfield, Ill., starting July 1.

FOR SALE

One #5 Eli Wheel, new paint, seats are sprayed white, with new upholstery; looks and runs like new. One Smith & Smith Chairplane, newly painted and in perfect condition. One Super Rollplane, just been repainted and in good condition. One Looper Ride, new platform, new bally canvas. This Ride cannot be told from new. Also equipped with top to cover ride while in operation. One Auto Cruiser deluxe office trailer in good condition. This equipment is ready to operate and can be seen in Altoona by appointment.

THOMPSON BROS.
2906 FOURTH AVE. ALTOONA, PA.

HARRISON GREATER SHOWS

Want for Robersonville, N. C., in heart of tobacco belt; followed by Snow Hill, N. C., Fourth of July Celebration.

Want Slum Concessions of all kind. Good opening for Photos, Cookhouse or Sit-Down Grab, Popcorn, Candy Apples, Snow Cones, Candy Floss, French Fries, Frozen Custard. Will sell exclusive on Bingo. Danny Donnani, waiting for you. Want Agents for Skillo, Razzie and Pin Stone. Will book any Grind Show with own outfit, liberal percentage. Want Ride Help on Ferris Wheel, Merry-Go-Round and Chairplane. All wires to **FRANK HARRISON**, Robersonville, N. C., this week; then as per route.

\$100 . . . DANCER—ATTRACTIVE GIRL . . . \$100

To join July 1 at Bemidji, Minn., Water Carnival and 4th Celebration, plus 20 Fairs, two per week, all Minnesota; then Texas all winter. Wire or call collect

Lankin, N. Dak., June 27-28-29; Bemidji, Minn., June 30-July 4.

DALE PARRISH, ROGERS BROS.' SHOWS

ATTENTION DERBY RACER ATTENTION

Practically Giving It Away.

Will almost pay for itself in one day—4th of July. Come and see it, operate it yourself or we will show you how to run it. **GOOD CONDITION—GOOD FLASH—A MONEY MAKER.** Mounted in bus.

BAKER UNITED SHOWS
Spencer, Ind., this week; then Linton for 4th of July week; then Beech Grove.

WANT WANT WANT

STARTING JULY 7 TO 16, LIONS' FAIR, WAYNE, PA., NEXT TO DEVON HORSE SHOW GROUNDS, NEAR PHILADELPHIA, PA.

Want Bingo (Jones, take notice) and legitimate Concessions of all kinds. Ride Help in all departments.

Apply **SAM TASSELL**
5839 Walnut St., Philadelphia, Pa. Phone: GRanite 2-5852 or GRanite 4-3745.
P.S.: Can use legitimate Concessions at our three Parks in New Jersey and Virginia.

ANNUAL JULY 4 CELEBRATION, ONARGA, ILL., JULY 1-2-3-4

FIREWORKS, PARADES, FREE ACTS, RODEO, ETC.

FOLLOWED BY ANNUAL STREET FAIR, CHRISMAN, ILL., JULY 6-9

Want Eating and Drinking Stands, Photos, Stock Concessions of all kinds. Grind Show, Girl Show. Ride Help on all Rides. Agents for Hanky Panks and Razzie.

Roxie Harris, Royal Midwest Shows, Onarga, Ill.

FROM THE LOTS

Dick Wilcox
LIMESTONE, Me., June 25.—After playing in spotty weather, personnel enjoyed the first red one of the season here. Joining here was George (Foxy) Storti, with scales and sound truck.

Personnel includes Dick Wilcox, owner-manager; Mrs. Hilda Wilcox, 5; Don Watson, beano, with Ray McDermott in charge; Dave Blotner, ball games; Jessie Watson, French fries, dart balloon, pitch and hoopla; Nick Miller, gallery; Mr. and Mrs. Rip Woodland, cookhouse; Sally Miller, mitt camp; Jack Hannigan, swinger; Sam Edstein, milk pails and pea pool; Mrs. Dora Lefebvre, dish stor; Al Lefebvre, cotton candy; Mr. and Mrs. Dave White, duck pond; Charlotte Stanton, mugg joint; Mrs. Lil Chappas, jingle board; Bill Chappas, Coke bottles; Mike Michaels, jewelry spindle; Ester Ginsburg, novelties; Charles Ginsburg, jewelry; Richie Richardson, chuck; Bozo Harris, Girl Show, with Madame Susane, and Carmella T. Jannazo, age.

Also, Fred Stanton, Merry-Go-Round; Blackie Jordon, Ferris Wheel; Alton Lyons, Tilt-a-Whirl; Sailor White, Roller Coaster; Jackie Williams, Plane; Sonny Davis, kiddie rides and Joie Lefebvre, Loooper. Nick Miller is mechanic; Walter Mason, electrician, and Ralph Aquino, Joe Moran, Malcolm Chadbourne, Clarence Pettee, Al Kilton, Frenchy Gonyea and George Chadbourne, first and second men. Rip Woodland has basketball pitch and is also ride super-intendent.

Delores Lefebvre left the show for a June 17 marriage to Jack Bellevue. Visitors here included Mrs. Nora Wright, Kenny Garfield, Gus Bean and Ernest Chiapetti.

D. S. Dudley
LAS ANIMAS, Colo., June 25.—Grosses were 40 per cent over last year's at this town, the show's first Colorado spot. In the line-up are 15 rides, 2 shows and 20 concessions.

D. R. Thompson flew to South America to get a big snake and is expected to rejoin the show soon. The addition of a Scooter, Octopus and Caterpillar is planned for the route of 16 fairs and celebrations which start July 4 at Brush, Colo.

E. W. Campbell, lead gallery; Mrs. Myrtle Starr, bumper, and Hazel Brixby, jewelry, have been top grossers among concessionaires. Mrs. May Starr is visiting her son, Jack, and his wife, Myrtle.

Carnival Routes

• Continued from page 56

Johnny's United: Martinsville, Ind.; Brazil 4-9.

Key City: Mount Vernon, Ill., 25-July 4.

Kille, Floyd O.: Licking, Mo.; Marceline 4-9.

King Bros.: Kodaka, S. D., 28-30; Fairfax 2-4; Wall 9-10.

King Shows, Ltd.: Prescott, Ont.; Willowdale 4-9.

Lagasse Am. Co., No. 1: Waltham, Mass., 1-4.

Lagasse Am. Co., No. 2: Lowell, Mass., 2-4.

Lake Shore Am.: Mark, Ill., 1-4.

Lee United: Mecosta, Mich., 2-4.

Leeright's Midway: Glendo, Wyo., 27-30; Guernsey 1-4.

Lewis, Ted: Linden, N. J.

Lone Star: Arcadia, O.

McKenna's Rides & Am.: Oakdale, Wis., 2-5.

Maddox Bros.: Arkansas City, Kan., 1-5.

Majestic Greater: Danville, Ill., 28-July 4.

Manning, Ross: Hornell, N. Y.; Alleghany 4-9.

Marion Greater: Hampton, S. C.

Marks, John H.: Catskill, N. Y.

Marvel: Watoga, Ill.

M. D. Am.: Phoenixville, Pa.

Merriam's Midway: Mountain Lake, Minn., 27-28; Cannon Falls 1-4; Detroit Lakes 7-10.

Merry Midway: Oxford Junction, Ia.; Center Point 5-9.

Metropolitan: Centralia, Ill., 27-July 4.

Midway of Mirth: Trenton, Ill., 27-July 3; Highland 4-9.

Mighty Hoosier: State: Vincennes, Ind.; Oney, Ill., 4-9.

Mighty Interstate: Bloomfield, Ind.

Moore's Modern: Moberg, S. D., 28-July 4.

Moser-Rundie: Waverly, Ia., 28-29.

Motor State: (Ten Mile Rd.) Hazel Park, Mich.

Mound City, No. 1: Rushville, Ill.

Mound City, No. 2: Clinton, Mo.; Novada 4-9.

Mound City, No. 3: Rolla, Mo.

Mullins Royal Pine: Millinocket, Me., 27-July 4.

Murphy's Tri-State: Spencer, S. D., 27-28; Viborg 29-30; Hartford 1-2; Madison 3-6; Carthage 7; Miller 8-10.

Myers, Sonny Stanberry, Mo., 2-4.

Nelson, Geo. W.: Winnebago, Minn., 27-29; Lehighville, Ia., 30-July 1; Schuyler, Neb., 2-4; North Sioux City, Ia., 7-9.

Nolan Am. Co., No. 1: Groveport, O.; Ashville 2-4.

Nolan Am. Co., No. 2: Fort Washington, O.; Jeffersonville 6-9.

Norton's Rides, No. 1: Red Lodge, Mont., 27-July 4.

Norton's Rides, No. 2: Sanish, M. D., 27-July 4.

Oklahoma Expo.: Salina, Okla., 28-July 5.

Page Bros.: Elizabethtown, Ky.

Page & Ferris Combined: Lockport, N. Y.; Medina 4-9.

Palmetto Expo.: Kernersville, N. C., 27-July 4.

Pan American: Louisa, Ky.; Paintsville 4-9.

Parada: Stillwater, Okla., 1-9.

Playtime: Buzzards Bay, Mass.; Falmouth 3-9.

Powelson Greater: Centerburg, O., 29-July 4; Shreve 6-9.

Prell's Broadway: Riverhead, L. I., N. Y.

Putka, A. H.: Fox Lake, Ill., 30-July 4; Antioch 6-10.

Raines Am. Co.: Enid, Okla.; Pawnee 4-9.

Rainier: Sedro Woolley, Wash., 1-5.

Raley Bros.: Creswell, N. C.; Belle Haven 4-9.

Reid, King: Edmundston, N. B., Canada; Fredericton 4-9.

Reithoffer, Uley: Berwick, Pa.

Reithoffer Blue: Tower City, Pa.; Spring Valley, N. Y., 4-9.

Rocky Mountain Empire: Steamboat Springs, Colo., 1-5.

Rogers Bros.: Lankin, N. D., 27-29; Bemidji, Minn., 1-4; Onamia 6-7; Cambridge 8-9.

Rohr's Modern Midway: Chebanse, Ill., 1-4; Manhattan 6-8.

Rose City Rides: Morley, Mo.

Royal American: Winnipeg, Man.

Royal Expo.: Greensboro, N. C.

Royal Midwest: Onarga, Ill., 1-4; Chrisman 4-9.

Royal United: Hanley Falls, Minn., 27-28; Paynesville 29-30; Gowrie, Ia., 2-4; Danbury 6-7; Manning 8-9.

Rumble Greater: Charlestown, Ind.; Booneville 3-9.

Schafer's Just for Fun: Oshkosh, Wis., 29-July 4.

Shoemaker's Tri-State: Milton, Pa.; Herdon 4-9.

Shorter's: Rake, Ia., 27-28; Manly 29-July 1.

Shugart & Son: Wright City, Okla., 27-July 4.

Siebrand Bros.: Butte, Mont., 27-July 4.

Skerbeck: Sault Ste. Marie, Mich., 30-July 17.

Smith, Geo. Clyde: Boswell, Pa.

Snapp Greater: Whitewater, Wis., 27-July 4.

Southern Valley: Lake Village, Ark., 2-4.

Southland: Montgomery, La.

Stan-Nel's Am.: Pembina, N. D., 29-July 1; Minto 2-4.

Star Am. Co.: Patia, Ark., 27-July 4.

Stephens, C. A.: Man, W. Va.; Richland, Va., 4-9.

Stephens, C. A.: Man, W. Va.; Richlands, Stephens, O.; Albia, Ia., 30-July 2; Winterset 4-5.

Strater, James E.: Johnson City, N. Y.

Strong's Am.: Central City, Neb., 30-July 4; Dwight 9-10.

Sunset Am. Co.: Montevideo, Minn., 30-July 4; Winona 6-10.

Tatham Bros.: Clinton, Ill., 27-29; Monticello 30-July 2; Sullivan 4-9.

Tennessee Valley: Gallipolis, O., 27-July 4; Waverly 5-9.

Thomas, Art B.: Lennox, S. D., 27-29; Platte 1-2; Gregory 3-4.

Thomas, Art B., No. 2: Madison, Minn., 27-28; Revillo, S. D., 29-30; Lake Wilson, Minn., 1-2; Adrian 3-4; Alden 5-8; Red Wing 7-10.

Tidwell, T. J.: Carthage, Mo., 30-July 5.

Tinsley, Johnny T.: West Jefferson, N. C.; Galea, Va., 4-9.

Tip Top: Baraboo, Wis., 1-4; Plainfield 8-10.

Tivoli Expo.: (Fair) Griggsville, Ill., 30-July 4.

20th Century: Cando, N. D., 30-July 2; Rugby 4-8.

United Expo.: N. Chicago 27-29; La Porte, Ind., 27-July 4.

United States: Smithers, W. Va.; East Rainelle 4.

Virginia Greater: Dover, N. J.

Volunteer: Sneedville, Tenn.

Wade, W. G.: Negaunee, Mich., 27-July 4.

Stambaugh (Iron River) 6-9.

Wallace Bros.: Madison, Wis.

Warwick, S. W.: Blue Earth, Minn., 1-4.

W. B. J.: Walbridge, O.

West Coast: (Fair) Klamath Falls, Ore., 28-July 4; Medford 6-10.

West Coast Expo.: Stockton, Calif., 28-July 4; Vallejo 8-18.

Wilber's Wolverine: Petoskey, Mich., 1-4.

Wilcox, Dick: Thomaston, Me., 27-July 4.

Wilson Famous: Henry, Ill., 29-July 4.

World's Finest: (Fair) Lethbridge, Alta., 27-29; (Fair) Weyburn, Sask., 1-2; (Fair) Moose Jaw 4-6; (Fair) Estevan 7-9.

World of Mirth: Worcester, Mass.

Young, Monty: Provo, Utah, 28-July 4; Nephi 6-9.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

LAST CALL LAST CALL

Brazil, Indiana, Annual Fourth of July Celebration; Danville, Indiana, Annual American Legion Celebration to follow.

Can place Custard, Photos, Ball Games, Coke Bottles, Duck Pitch, African Dip, High Striker, Hit and Miss, Bumper, String Games, Potty-Tilt-You-Win, Cork Gallery and Penny Pitch. SHOWS: Monkey, Snake, Illusion, Oddity and Side Show. Manager for H.E.L.P. Tilt and Octopus Foremen. Must furnish people. H.E.L.P.: Caterpillar Foreman, Kiddie Ride Foreman and Operator for Fun House.

All replies **JOHN PORTMONT**
MARTINSVILLE, INDIANA

WANTED

C. A. STEPHENS SHOWS

For Fourth of July Celebration at Richlands, Va.; followed by St. Paul, Va.; Appalachia, Va.; Grundy, Va., and Morristown, Tenn., 100 Year Centennial; then the Bean Festival at Mountain City, Tenn. All top spots.

Can use Girl Show, Side Show, Mechanical City, Rides not conflicting. These are Ride spots. Concessions: Novelties, Custard, Jewelry, Age and Scales, Pitch-Tilt-U-Win. No exclusive on Games at these spots.

MAN, W. VA., THIS WEEK, AT CLINE'S PARK.

PAN AMERICAN SHOWS

WANT WANT WANT

RIDES: Rolloplane, Spiffier, Dark Ride, Fun House, Train, Roller Coaster. SHOWS: Side Show, Monkey Drome, Motordrome, Glass House, Unborn, Mechanical City and any Grind Show. Will furnish outfits to reliable people. Place Manager for Animal Shows. Acts for Ten-in-One. CONCESSIONS: Book all kinds of Hanky Panks, no exclusives. Bingo, Palmtree, Ice Cream, Custard, Short Range, Hi-Striker, Jewelry, Novelties, Hoop-La, Bear Concession, Six Cats, Ball Games, String Game, Arcade, H.E.L.P. Tilt and Octopus Foremen, Second Men on all Rides who drive, Sober Ride Superintendent and Truck Mechanic with own tools who can produce. Show Painter, Place Skillo, Buckets and Pin Store Agents. General Concession Help. Henry Wilson, wire me. Bill Hunter wants two Count Store Agents. Hobe Cole, answer; tried to call you. All mail:

c/o PAN AMERICAN SHOWS or Ted Woodward, Secy., Louisa, Ky., this week; then per route.

LOOK — "THIS IS IT" — WANT

WILBER'S WOLVERINE SHOWS

Big July 4th Celebration, Petoskey, Mich., June 29-July 4; Delfon, Mich., Mid-Summer Carnival, June 13 thru 16; Big Rapids, Mich., Centennial, July 17-22. Booked solid until Labor Day—all Michigan Street Celebrations, Fairs and Homecomings.

CONCESSIONS: Legitimate Stock Concessions that give out stock. Hardy Brady can use two Agents for Grind Shows. SEWES: Jo Ann, can use your Girl Show and Grind Show. Riley Johns and Eli, get in touch. RIDE HELP: Foreman for Ferris Wheel. Must be A-1 and sober. Ride Help on other Rides.

HENRY O. WILBER, Owner-Manager, Perm. Address: 818 Lane Blvd., Kalamazoo, Mich. (Phone: 2-5526). HARDY BRADY, Business Manager, Address as per route.

COLORED PERFORMERS WANTED

Due to enlarging show can place

5—FIRST CLASS DANCING GIRLS—5
(Must be able to cut it)

A-1 COMEDIAN, HOT BANJO PLAYER.
If you drink, don't bother!

I. C. PAGE
c/o Greater Dixieland Exposition
Creston, Iowa, this week; Corydon next.

JOE STEVENS WANTS AGENTS

For Color Darts, Underhand Coke, Watch-La, Beehive.

Booked solid with Celebrations and Fairs including five State Fairs.

Contact at
STEVENS TRAILER COURT
CLEAR LAKE, IOWA

NOLAN SHOWS UNIT #2

Playing all Ohio Celebrations on the streets.

Jeffersonville, Ohio, K. of P. Lodge and Lions' Club, July 6-9; Marion Township Fire Dept. Annual Celebration, Columbus, Ohio, July 11-16.

Want Hanky Panks of all kinds, also P.C. No Mitt Camp or Grift. Want Ride Help on all Rides. Good treatment and good pay every week. Foremen and Second Men on Parker Merry-Go-Round, Wheel, Chairplane and Loop-o-Plane. Want 50-foot Round Top and Poles. Contact Manager as per route.

Permanent address:
Moxahala Park, South Zanesville, Ohio.

RIDE HELP WANTED

Foreman for Ferris Wheel, also Help on Tilt-a-Whirl and Scooter. Must drive semis. Address:

H. V. PETERSEN, Mgr.
TIVOLI EXPOSITION SHOWS
Griggsville, Ill., until July 4.

JACK VINSON WANTS

BINGO HELP FOR DE LUXE BINGO
Those who worked for me before, please contact. Address care

METROPOLITAN SHOWS
Centralia, Ill., until July 4.

WANTED

For 14 Fairs

Cookhouse, Popcorn, Hanky Panks, Shows with own equipment, Wheel Foreman, General Help.

Wire MANAGER, BOGLE SHOWS
Manhattan, Kansas, now.

AGENTS WANTED

for OSHKOSH, WIS., with 15 Fairs to follow.

MIKE CHILLO
Opening Wednesday, June 29, at Oshkosh, Wis.

W.G. WADE SHOWS

STAMBAUGH, MICH.
(Iron River)
July 6 Thru 9

CAN PLACE
Legitimate Concessions of all kinds: Balloon Darts, Ball Games, Scale and Age, Water Games, High Striker, Long and Short Range, Basket Ball and others.

OUTRIGHT SALES OPEN
Novelties, Names on Hats, French Fries, etc.

SHOWS
Can use Grind and Bally Shows not conflicting.

RIDES
Have opening for balance of season for Octopus, Fly-a-Plane or other Major Rides.

All replies:
W. G. WADE SHOWS
Negaunee, Mich., now thru July 4.

RIDE MEN WANTED

On account of adding more Rides we have openings for a Wheel Man and Octopus Man, Rolluplane Man. Also Man for new Schiff Roller Coaster. Come on, will place you. Steady year 'round work. Contact:

MORT MESSIAS
Playland Park
3309 Wilkinson Blvd., Charlotte, N. C.

BILL STACY WANTS

Bingo Counterfemen and Relief Caller

WIRE: c/o A C of A Shows
Indianapolis, Ind., this week.

AMERICAN BEAUTY SHOWS

Want for Knoxville, Iowa, Celebration, on the streets, and all Fairs to follow. Glass Pitch, Cork Gallery, Jewelry, Stock and Hit & Miss Ball Games. Can place Second Men on Rides. All replies:

H. W. BARTHOLOMEW
Knoxville, Iowa
P.S.: Peaches Butler wants all round Cookhouse Help.

WANTED RIDE SUPERINTENDENT

Sober, reliable Man.
State qualifications and expected pay.

BOX D-125
c/o Billboard Cincinnati 22, O.

WANTED

Legitimate Concessions and Side Shows. This Show does not carry flat shoes or gypsies. Have best routing—10 Centennial Celebrations; National Hobo Day, Britt, Iowa; Lyons Birthday Party, Clinton, Iowa; Ackley, Iowa, Sauerkraut Days; Grape Festival, Nauvoo, Illinois; Sauerkraut Day, Forreston, Illinois, and 4 Fairs and our regular Street Celebrations. We carry Free Acts to draw crowds. Contact John Dorland, ROYAL UNITED SHOWS, as per route.

FORREST C. SWISHER

Wants Agents for Coke Bottles, Roll-a-Ball, Six Cats, Buckets, Set Spindles, Jewelry, Beehives, Hit and Miss, Cat Rack, Penny Pitch, Extra Help in Cook House, Popcorn and Snow. Want to buy Tops and Frames for complete Six Cat outfit and other Concessions with Parade Shows, Stillwater, Okla., July 1-9; then per route of Fairs—Kansas and Missouri. P.S.: For sale nearly new Spitfire with trailer.

Gee Ge's Club Midway

Wants Exotic Dancers; come on in. Attention: Gilda, Lee, Lola, V.L., Terri Lane. Attention: Harry Martin, T. Paraise, will bill; come on. Good proposition. Care of

Norton Shows Unit #1
Red Lodge, Montana, for 4th; then per route.

TOM & LON DEVORE
INDEPENDENT MIDWAY SHOWS AND CONCESSIONS

Want at once, the very best Monkey Speedway Help; Ticket Sellers, Man or Woman; also top Speedway Talker. Will pay transportation to Catskill, New York, for Midway on JOHN H. MARKS SHOWS, opening June 27 at Catskill, New York. Wire care Western Union.

COOK HOUSE

Want Man and Wife to take charge of Cook House immediately. Address:
C. A. VERNON, Mgr.
UNITED EXPOSITION SHOWS
North Chicago, Ill., until June 29;
La Porte, Ind., June 30-July 4
P.S.: "Albino Whitey," wire where I can phone you.

Coney Island, N. Y.

Continued from page 55

the Oceanside Tavern on the Bowery, is the proud father of a second boy, Frederick, born June 13 to his wife Lillian, in Medford Hospital, Brooklyn. First child is Edward, now two and a half years old.

Wonderland Park concessionaires, headed by the Garto Bros., have started an innovation for Coney, the first since old Luna Park days, with a series of free aerial acts, opening on June 26 with The Great Hoger doing his bicycle balancing atop a 70-foot-high pole. The act, booked by Stanley Wathon, remains two or more weeks and will be followed by others, provided the draw warrants it. . . . Andrew Romance, long associated with William McCann's hot corn concession, Bowery and Schweickert's Walk, is being acclaimed for his bravery in helping rescue 30 people that were caught in the June 19 crash on the Sea Beach BMT line near Coney. . . . Neil Kyrimis, while adjusting machinery attached to one of his rides in Luna Park last week, badly injured a finger.

Sammy Kaye, back from three months' work in Miami Beach, has left Pleasureland Arcade to take over the management of a Fascination game owned by Herman Rapps and which replaced Pokerinos in one of the Playland branches at 48th Street and Broadway, Manhattan. . . . Both the food counter and the bar in the Four-Leaf Clover, corner West 12th and the Bowery, are now operated by Terry Weisel, since Herman Woolf left last season to enter the real estate business in Montevello, Calif. . . . Mr. and Mrs. Fred Sindell and their daughter, Alma, are away in the family car on a brief vacation in the Pocono mountains.

Prospects Good

Continued from page 52

salt water, will also reap a bonanza. Least fortunate are the carnivals, most of which will show without the impact of legit, sizable celebrations. They will also be faced with bridging another weekend holiday period. Those which can show a community on Sunday will likely hold over thru Monday. The others will pack up and move and so lose at least the second best of the three days.

Weather Odds Good

Weather-wise there is the feeling, or more correctly the hope, that clear skies will be due for the holiday weekend. The weather this year was far better before the season got under way than it has been since all units went into action. The odds are against the weather blanking out all three days of the holiday period but pessimists recall that this has happened, too.

The ancient formula of getting off the nut by the holiday, or least during the process of reaping the riches that go with the day, adds up now to wishful thinking for most operators. Costs have soared and while the grosses did during the boom period during and after the war they have since leveled off.

No matter what the economic experience until now, a bombing holiday can put the future in an entirely new light.

Rodeo Hit

Continued from page 52

Pat Brady, the Sons of the Pioneers, and Trigger Jr. Three to six entrants were shown in each of the following classes: saddle broncs, bareback broncs, steer wrestling, calf roping, saddle steer and wild horse race. Interspersed were Brady's audience participation parody on "Old MacDonald's Farm," Rogers' dressage work atop Trigger Jr., his clay pigeon target shooting, and a musical tribute to cowboys of bygone days.

Millions of viewers were exposed to the routines which Rogers employed successfully at the Canadian National Exhibition in Toronto, the World Championship Rodeo in Madison Square Garden, and other personal appearances.

Daytona Plant

Continued from page 52

550-acre site adjacent to Municipal Airport. Initial grandstand construction will accommodate 30,000 people, with infield facilities for an additional 50,000. It will be possible to build grandstands completely around the track, and the design is such that spectators will have a view of the entire course.

There will be vehicular tunnels to the infield and traffic lanes across the track to handle crowds. Plans call for erection of garages for race cars, with the best in facilities for spectators, including an emergency hospital. Plans call for construction of the plant to be financed by revenue bonds.

DAYTONA BEACH, Fla., June 25.—The seventh annual NASCAR Speed Week here will be expanded to two full weeks next February. Activities will get under way February 12 and conclude with the final race over the beach and road course on the 26th, it was announced by Bill France, Speed Week director.

Final three days of the period will be devoted to stock car races on the 4.1-mile course, with NASCAR sportsman division cars and drivers in the 100-mile race on Friday; the sportsman and modified cars in a 125-mile race on Saturday, and the classic 160-mile race for late model passenger cars on Sunday.

H-M Spring Date

Continued from page 52

opening across to the public at the same time the Ringling Circus was selling its Madison Square Garden offering.

In the field of billposting the park excels and its paper was always prominent thruout this metropolis even prior to this year when the Big Show curtailed its posting efforts.

The promotionally minded Rosenthal has been quick to sponsor events coinciding with the opening of the park, and also some designed to extend interest in the center beyond the Labor Day period. This spring he had an automobile show under canvas.

Hamid said there were no big problems involving the need for suitable physical equipment. He said the U. S. Seating Company would be able to provide stands seating 8,000. There would also be no problem in securing a tent, he said.

World's Fair?

Continued from page 52

ly optimistic concerning World Fair planning.

"It shouldn't be as hard a job to put on a World's Fair in Dallas in 1960 as it was to stage the Centennial in 1936," he said.

Banker Wooten said if such a fair was definitely planned, it should be done with an effort to obtain exhibits from every nation in the world. He also pointed out the Southwest's stake in telling its story of oil, farming and petrochemicals.

All emphasized that if the projected fair came to pass it would have to be staged with a serious attempt to make it one of the biggest of its type in history.

"If we were to have it, it would have to be very, very big," Florence said.

SIDE SHOW MANAGER WANTED by Mullins Royal Pine Shows

To join immediately. This is a beautifully framed Side Show, all new this season and complete in every detail, including p.-a. set. Good proposition for capable party. Also want Candy Apples, Popcorn, French Fries, Hanky Panks.

Contact Cliff Mullins
GREAT NORTHERN HOTEL
MILLINOCKETT, MAINE

SHORTER'S SHOWS

Want for the biggest Fourth of July and Centennial Celebration in the State of Iowa at New Hampton: Grab, Photos, Buckets, Coke Bottles, Milk Bottles, Long and Short Range, etc. Want Animal Show, Fat Show, Unborn Shows. Agents for office-owned Concessions. Ride Men, come on; will place you. Connect now. Expect 50,000. Rake, Iowa, 27-28; Manly, Iowa, 29-30 & July 1.

HURRY—WHILE THEY LAST!

60" SEARCHLIGHTS **\$270.00 EACH**

SEARCHLIGHT GENERATORS **\$445.00 EACH**
16.2 KW, DC, Hercules Engine

Guaranteed Perfect Units. (Limited Amount Available.)
Replacement parts also for sale. Searchlight Carbon—\$3.75 per can.
(Minimum order 8 cans)

PUBLICITY SEARCHLIGHT CO.
52 W. 53d Street New York 19, N. Y. Plaza 56980

ATTENTION, MAJOR CARNIVALS, CLIF WILSON & FAIR SECRETARIES

WOULD YOU LIKE TO BOOK A SENSATIONAL ATTRACTION?

★ ★ **ANN PERRI** ★ ★
"THE PARISIEN JANE RUSSELL"
In Her Own Show
"PARIS A LA MODE"

Write or Wire Harry Wald, World Theatre, St. Louis, Mo.

Del Flore Amusements

Want for the Following Fairs and Celebrations:
Bentleyville, Pa., June 27-July 2; IRWIN, PA., JULY 4-9; Avonmore, Pa., July 11-16, all Firemen's Celebrations; Chippewa (Beaver Falls, Pa.) Fair, July 18-23; Homer City, Pa., Fair, July 25-30; East Liverpool, Ohio, Old Home Week, on the streets, August 1-6; Blairsville, Pa., American Legion Mardi Gras., August 8-13

WANT CONCESSIONS OF ALL KINDS. WILL BOOK TILT-A-WHIRL OR OCTOPUS.

Write or wire Al Del Flore, as per route

WANT—WANT—WANT

500 LOCKS CENTENNIAL EXPOSITION AND MARINE FAIR, JUNE 30 TO JULY 17

Catering Concessions, Ice Cream, Snow Cone, Pronto Pups, Ball Games, Hi-Striker. Shows not conflicting, Minstrel, 10-in-1, Midget, etc. Contact

Skerbeck's Great Northern Shows, Eugene Skerbeck
Sault Ste. Marie, Mich.

UNITED EXPOSITION SHOWS

WANT FOR BIG 4TH OF JULY, LA PORTE, IND.

AGENTS for the following Concessions: Buckets, Set Spindle, Skillo, Blower, Clothes Pins, nicely flashed Leather Goods Store. Will book your Hanky Panks. CONCESSIONS: Custard, Ice Cream, Diggers, Photos. HELP: Want Ride Help who drive, especially Ferris Wheel Man. (Fuzzy, answer.) Bill Hunt, contact. SHOWS: Want Athletic Man who knows how to get money. Girls for Girl Show. Side Show Acts except Half-and-Half, Talkers, or what can you do? Will book Monkey or Mechanical Show. Playing nothing but smoke towns, where the money is. Work every day. If you want a bank roll, join now. Wire: C. A. VERNON, Mgr., No. Chicago, Ill., until Wednesday, June 29; then La Porte, Ind.

BERNIE FELDMAN WANTS

Help to up and down concessions. Also can use Man who can build concessions and take care of stock. We have beautiful Stores. No drunks or agitators wanted. Fare to anyone I know.

Can use 1 Count Store Agent. This beautiful Show has 16 Fairs and Celebrations, including our Southern Fairs, then all winter in Florida and Cuba.

Contact **BERNIE FELDMAN**, care O. C. Buck Shows, Keene, New Hampshire, or Ellis Hotel.

P.S.: This is one of the oldest and best Fourth of July Celebrations in New England.

\$75.00 GIRLS \$75.00

Strips, Exotics, Specialties; must have looks, youth and wardrobe. Salary guaranteed. Must work front and back shows. Transportation after joining. Following contact: Candy, Virginia Sharp, Mia Linn and others who have worked with me. Can also use good Talker and Candy Man.

JOE MOONEY, ROSS MANNING SHOWS
Hornell, N. Y., this week; Allegheny, N. Y., next week; then Hamonton, N. J.

TED LEWIS SHOWS

Booking for Big Mt. Carmel Celebration at Roseffa, Pa., July 25-31

Want Grab, Photos, Long and Short Range Galleries, Novelties, Ball Games, Custard, Glass Pitch and Hanky Panks that work for stock. Want Shows with own outfits. Want high Free Act for this occasion. Need Ride Help, Foremen who drive semis for all rides. Other Celebrations to follow.

Now playing this week, Linden, N. J.

SLIGO, PA., 4th JULY CELEBRATION AND OLD HOME WEEK

Fireworks on 4th—3 parades rest of week

Can book Age and Scales, all types Hanky Panks, Shows. Help Wanted—Fly-o-Plane Help. Kiddie Ride Foremen. All kinds capable Carnival Help can be placed. Address all communications to

BEAM'S ATTRACTIONS
KNOX, PA., THIS WEEK.

FLOYD O. KILE SHOWS

All Celebrations—Fairs to Nov. 1. Marceline, Mo., July 4 to 9 on the Streets; Cabool, Mo., July 11 to 14, Third Annual Dairy Show.

Concessions of all kind open. Ball Games, Water Games, Darts, Pitches, High Striker, Stock Stores of all kind; will place you.

Help: Foremen for Caterpillar, Twister, Chairplane, Kiddie Rides, Second and Third Men, licensed Semi Drivers; all must be sober and reliable; good wages and bonus. Rides are in first class condition. Frenchy from La Place, bring Helper and come on. We carry 8 Rides, 6 Shows. No grift, and give you people. Get set with us now. All replies **FLOYD O. KILE, Mgr.**, Licking, Mo., this week.

SUNSET AMUSEMENT CO.

Wants Short Range, Hi-Striker and Hanky Panks. Can place Second Men on Rides who drive semis. Athletic Show open with own equipment.

Montevideo, Minn., Fiesta, June 30 to July 4; Steamboat Days, Winona, to follow

WANT
FOR COLORED AMUSEMENT PARK FOR REST OF SEASON
Hi-Striker, Long Range Shooting Gallery, Glass Pitch, Popcorn and Candy Apple. Will book Hunky Punks at this spot for \$10.00 per week. Will buy 2 or 3 Kiddie Rides; must be reasonable. Will book 2 or 3 Rides for balance of season at \$20.00 each per week. Can you beat that? Will buy Mug Outfit or book same very reasonable. Can use good Ride Help; must be able to up and down rides. Good treatment, good salary.
Bob "Little" Heavy, who was with me in Martinsville, Va., contact me at once; Blackie, who was with me in Jesup, Ga., contact me at once; Pete and Clara, who had Glass Pitch, contact me; Willie Bush, who was with me in Martinsville, Va., get in touch immediately. Have special proposition. Thomas Holmes, also known as Bozo and Heavy, is no longer connected with this company. Join us now as we have long list of Fairs and Celebrations to follow after we leave the Beach.
FOR FURTHER INFORMATION CONTACT
MRS. RUDY PROCTOR
Box 532, Tappahannock, Virginia, or Phone Hillcrest 3-4439, Tappahannock, Virginia

Want DESBRO SHOWS Want
Livingston Manor, N. Y., for the 4th of July. Parades—Fireworks.
Will book all stock Concessions. Ride Help—Ferris Wheel Foreman and Octopus Foreman and Second Men on all rides. Ned Bevans wants Girls for Girl Show.
For Sale—30-40 Bingo complete; will book on Show.
A. Desiderio, Mgr. Jack Allen, Con. Mgr.
Livingston Manor, N. Y. Livingston Manor, N. Y.

WILLIAM T. COLLINS SHOWS
Will sell all or half interest in Caterpillar to active partner and will book on show. Want Roll-a-Plane and Caterpillar Foremen, Second Men on all Rides; must be licensed semi drivers. Bill Chalkias wants for the finest Side Show on tour—Sword Swallower, Fat Woman, Bally Girls. Can use Novelty Acts of all kinds. Bill Ackley, Yoggie Roy, wire me. Want Large Park Train for Kiddieland. Will pay cash.
All address WM. T. COLLINS, Mgr.
Jamestown, N. D. this week.

FITZSIMMONS SHOWS
Want Concessions, Rides and Shows of all kinds
WE HAVE 14 FAIRS AND CELEBRATIONS IN KANSAS, COLORADO AND NEBRASKA
Can also use Agents and Ride Help.
ALL REPLIES TO FITZSIMMONS SHOWS
Rosalia, Neb., now; David City, Neb., July 2, 3 & 4.

RIDE HELP WANTED
Foremen and Second Men to join at once who drive. Top wages and bonus to reliable help. Join at once.
This week, Henry, Ill., and then as per route.
WILSON FAMOUS SHOWS

RIDE HELP WANTED
Have fired all the drunks. Need sober Ride Men on all Rides. Salary \$60.00 up—if you can drive good trucks. Apply West Baden, Ind., or Lawrence, Ind., this week. Ride units at both places.
RILEY'S AMUSEMENT RIDES

MOUND CITY SHOWS #2
Want for 4th of July Celebration and Centennial Combined—6 full days—Nevada, Missouri. Biggest in State. Fairs and Celebrations to follow.
Can place Stock Concessions, Scales, Watch-La, Fish Pond, Ball Games, Grab, High Striker; what have you? Also Grind Stores. Can place Help in all departments, must be sober and drive. Want First and Second Men on Merry-Go-Round and Octopus.
Address LEE BOSTWICK, Mgr.
CLINTON, MO., THIS WEEK; NEVADA, MO., NEXT WEEK.

MOTOR STATE SHOWS
Playing Fairs and Celebrations Michigan, Ohio, Indiana, with a route of bona fide Fairs in Mississippi, Tennessee and Louisiana.
Want for two of Michigan's outstanding July 4th Celebrations—fireworks—free acts—bands—parades—prizes, etc.—Harrison, July 2-3-4; Plymouth, July 4-5-6. Hunky Punks of all kinds, Mug Outfit, Scales, Novelties open for balance of season. No Mitt Camps or Flat Stores. No phone calls—write or wire
JOE FREDERICK
10 Mile and DeQuindre, Royal Oak, Mich., or 2263 Newton, Detroit 11, Mich.

CAN USE
For the Northwest's Biggest Celebration, 4th and 75th Anniversary Combined, Madison, South Dakota, July 3-4-5-6
COMMITTEE EXPECTS 100,000 PEOPLE.
Can use Wildlife or large Animal Show, 5 or 10-in-1, Freak, or what have you? Can also use a few Concessions. Write at once what you have.
All inquiries to Madison, South Dakota.
Murphy's Tri-State Shows, John Murphy, Owner

BOOSTERS WONDERLAND
WANTED—CONCESSIONS AND SHOWS, 4th of July, American Legion Celebration, Merrill, Wisconsin, July 1-2-3-4 — 4 Big All Day Plays—Others follow.
Can use Concessions of skill. Those who have written to committee and received no answer—contact me. I have the "X" on this Celebration—privilege reasonable. Steve, who wanted Mug Gallery, contact me again. Can use Girl Show and other Shows. Contact:
FRED A. POTENZA
741 N. Wolcott Ave., Chicago 22, Ill. Phone: HAYmarket 1-4121

FIDLER UNITED SHOWS
WANT FOR WILMINGTON, ILL. (DOWNTOWN), JULY 1-5
FIREWORKS — SPECIAL EVENTS
FOLLOWED BY PRINCETON, JOLIET AND AVON, ILL.
Can place Hunky Punks of all kinds. Want Foremen and Second Men on Ferris Wheel and Tilt-a-Whirl.
ADDRESS: WILMINGTON, ILL.

COMING EVENTS

Arizona
Ajo—Celebration, July 4.
Bisbee—Celebration, July 4.
Casa Grande—Jaycee Celebration, July 4.
Flagstaff—Indian Powwow, June 25-July 4.
Flagstaff—Northern Aris. Square Dance Festival, Aug. 12-13.
Glendale—Melon Festival, July 8-9.
Mesa—Pioneer Day Celebration, July 24.
Mesa—Pioneer Celebration, July 24.
Nogales—VFW Fireworks Show, July 4.
Phoenix—Jaycee-KOY Fireworks Show, July 4.
Prescott—Celebration, July 4.
Tucson—Apache Celebration, July 4.
Williams—Firemen's Fireworks Show, July 4.

Arkansas
Lake Village—Water Carnival, July 2-4.
Little Rock—Parade of Homes, Sept. 11-18.
Portia—Celebration, July 4.

California
Oakland—Celebration, June 30-July 5.
Pasadena—Firemen's Rose Bowl Celebration, July 4.
Redondo Beach—Celebration, July 4.
Stockton—Celebration, July 4.

Colorado
Denver—Antique Show, July 5-8.
Estes Park—National Arabian Horse Show, Aug. 20-21. Dr. A. G. Fiske.
Estes Park—Apalooza Horse Show, July 18. Dr. A. G. Fiske.
Estes Park—Koshare Indian Show, July 21-22.
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.
Bridgeport—Barnum Festival, June 29-July 4.

Georgia
Atlanta—Do-It-Yourself Show, Sept. 24-29.
George Hoover, 6915 Red Sunset Blvd., S. Miami, Fla.
Atlanta—Southeastern China, Glass & Gift Show, July 17-20. Poster B. Steward, 1401 Peachtree St., N.E.
Atlanta—Southern Jewelry Show, Aug. 28-31. Burly Sacks, 1 Peachtree Bldg.

Idaho
St. Anthony—Fremont Co. Pioneer Days, July 22-23. Robert Smith.

Illinois
Aledo—Centennial, June 30-July 2.
Alexis—Fall Festival, Aug. 25-27. T. B. McKnight, Lions Club.
Camp Point—Centennial, July 1-4.
Centralia—Celebration, July 4.
Chrisman—Homecoming and Street Fair, July 6-9. Homer Wolfe.
Chrisman—Street Fair, July 6-9.
Chicago—Celebration, July 4. (Soldier Field.)
Chicago—General Motors Powerami, Aug. 31-Sept. 18.
Chicago—Polka Festival, July 7-20 (at 51st & Cicero) L. Matura, 8322 S. May Field, Oaklawn.
Compton—Homecoming, July 9-10.
Danville—Celebration, June 28-July 4.
Davis—Celebration, July 28-30. William Braunt.
Farmington—Legion Fall Festival, Aug. 17-20. James Valra.
Geneseo—VFW Celebration, July 2-4.
Griggsville—Celebration, June 30-July 4.
Hopedale—Celebration, July 4.
Hull—Legion and Lions Picnic, July 28-30. Don Weir.
Inquois—Celebration, July 2-4.
Kampsville—Legion Picnic, Sept. 3-5. C. W. Curtis.
Ladd—Legion Convention, July 1-4.
Lexington—Centennial, July 10-17. T. M. Patton.
Marks—Homecoming, July 1-4. Bruno Biagi.
Marks—Homecoming & Celebration, July 1-4.
Maywood—Italian Festival of Chicagoland, July 18-27. Joseph De Serto, 1615 North 18th Ave., Melrose Park.
Mount Carmel—Championship Boat Races, Sept. 17-19. Steve Bellinger.
Mont Vernon—Jefferson Co. Veterans' Reunion, June 28-July 4. G. O. Purcell. American Legion.
Ony—Celebration, July 4.
Onarga—Celebration, June 30-July 4.
Orangeville—Firemen's Celebration, July 14-16.
Pana—American Legion Veterans' Homecoming, June 28-July 4. Sydney DeWeerd.
Palmyra—Terry Park Industrial Fair & Centennial, July 25-28. Oral H. Cooper.
Peoria—Antique Show, Sept. 9-12.
Potosi—Amvet Celebration, July 4. Curry Voss.
Rutland—Centennial, Aug. 4-7. I. M. Vinecore.
Shabbona—Homecoming, July 6-7.
Shelbyville—Celebration, July 4.
Sheridan—Homecoming, July 1-4.
Stockton—Street Celebration, July 14-16.
F. C. Niemeyer, Lions Club.
Stasburg—Homecoming, Aug. 17-20. L. R. Hamm.
Trenton—Centennial, July 1-3.

Indiana
Crownsville—Celebration, July 4.
Crown Point—Celebration, June 30-July 4.
Batesville—Fall Festival, Aug. 5-8. Vol. Fire Dept.
Bloomfield—Legion Celebration, June 27-July 2.
Boonville—Celebration, July 2-4. Albert C. Derr.
Brazil—Celebration, July 4.
Brownstown—Homecoming & Reunion, July 18-23.
Columbia City—Old Settlers Day & Legion Festival, Aug. 10-13. Dave Spence.
Greencastle—Celebration, July 4-9.
Greencastle—Firemen's Festival, July 4-9.
Hartford City—Fall Festival, Sept. 13-17.
Lagrange—Corn School Golden Anniversary—Street Fair, Sept. 15-17.
Linton—Celebration, July 4-9.
Mitchell—Persimmon Festival, Sept. 26-Oct. 1.
North Webster—Merrald Festival, June 28-July 4. Lions Club.
Odon—Old Settlers Meeting, Aug. 17-20. Lex Benett.
Terre Haute—Miners' Picnic, Aug. 12-14.
Wabash—Diamond Jubilee & Nat'l Plow-ing Contest, Sept. 12-17.
Walkerton—Celebration, July 4.

Iowa
Cascade—Celebration, July 4.
Correctionville—Centennial, July 22-23.
Fontanelle—Centennial, July 1-4.
Lewis—Homecoming, June 27-29.
Logan—Celebration, July 2-4.
Newton—Celebration, July 4-8. Chamber of Commerce.
New Hampton—Centennial, July 4.
Osceola—Celebration, July 4.
Sioux City—Merchants Celebration, July 7-9.
Vinton—Celebration, Sept. 5.
Woodbine—Celebration, July 18-19.

Kansas
Cherryvale—Southeast Kansas Reunion, July 25-30.
Hanover—Celebration, July 25-27.
Jewell—Celebration, July 28-30.
Kansas City—Antique & Home Decorator Show, June 28-July 1. H. K. Larsen, N. Webster, Ind.
Linn—Celebration, July 21-23.
Peabody—Celebration, July 1-4.
Pittsburgh—Celebration, July 4.

Kentucky
Eminence—IOOF Celebration, June 27-July 4.
Greenup—Celebration, June 28-July 4.
Hartford—Celebration, June 28-July 4.
Lexington—Jr. League Horse Show, July 11-16.
Louisa—Celebration, July 4.
Paintsville—Celebration, July 4-9.
Sterna—Celebration, June 27-July 4.

Louisiana
Leesville—West La. Forestry Festival, Sept. 12-17. Finley Stanley Jr., Rt. 4.
Morgan City—Shrimp Festival & Blessing of Fleet, Sept. 3-4. Mrs. Elizabeth Russo.
Natchitoches—Louisiana Broiler Festival, Sept. 28. L. J. Pleasant.

Maine
Houlton—Celebration, July 4.

Maryland
Hyattsville—Prince George Co. Police Carnival, July 4-9. Paul R. Porter.
Princess Anne—Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Anderson.

Massachusetts
Athol—Celebration, July 4-9.
Boston—Celebration, June 28-July 4.
Gaylord—Celebration, July 4.
Gloucester—Legion Celebration, June 27-July 4.
Lowell—Celebration, July 2-4.
New Bedford—S. S. Sacramento Feast, Aug. 5-7.
New Bedford—S. S. Sacramento, Aug. 5-7.
New Bedford—Feast of the Blessed Sacramento, Aug. 5-7.

Michigan
Alton—Laird Twp. Dairy Show, Sept. 2. Mrs. Anne Pirhonen.
Ann Arbor—Gladious Show, Aug. 7-8.
Battle Creek—Celebration, July 1-4.
Caseville—Celebration, July 4.
Cassopolis—Guernsey Show, Aug. 8. Harold L. Sparks, Court House.
Coloma—Gladious Show, Aug. 27-28.
East Lansing—Gladious Show, Aug. 6.
Fairgrove—Bean Festival, Sept. 5.
Flint—Centennial, Aug. 27-Sept. 11.
Hillsdale—Guernsey Show, Aug. 20. Lauren Goodlock, Clayton.
Holly—Catholic Church Festival, Aug. 5-7. J. C. Patterson.
Lake City—Celebration, July 4.
Lakeview—Livestock Show, Aug. 2. H. W. Reading.
Lapeer—Thumb Dist. Guernsey Show, Aug. 3. Harold L. Kingsbury.
Luther—Homecoming, Aug. 18-20. Dan D. Smith.
Menominee—Menominee Dairy Show, July 30. Gall E. Bowers, Court House.
Messick—State Gladious Show, Aug. 20-21.
Mount Gladious Show, Aug. 15-16.
Mount Clemens—Amvet Fiesta, June 30-July 4. Hugh Lennox, 21337 Cass Ave.
Potosi—Michigan 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. Pat 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
Blue Earth—Celebration, July 4.
Detroit Lakes—Water Carnival, July 7-10.
Duluth—Antique Show, Aug. 21-24.
Edgerton—Dutch Festival, July 20-21. Clifford H. Peterson.
Glenwood—Jaycee Water Carnival, July 11-13.
Montevideo—Fiesta Days, July 2-4.
Park Rapids—Diamond Jubilee, July 4.

Mississippi
New Albany—American Legion Celebration, July 11-16. Robert Owens Jr.
Newton—Newton State Dairy Show, Sept. 19-24. W. P. McMullan Jr.

Missouri
Cabool—Dairy Show, July 11-16.
Carthage—Country 4-H Show, July 20-30.
Jerry Nutt Jr., WCAZ.
Carthage—Jaycee Celebration, July 4. Bill Baker.
Cassville—Soldiers-Settlers Reunion, Aug. 1-6.
Eminence—Celebration, July 2-4. Carl E. Chilton, Lions Club.
Gerald—4-H Livestock & Home Economics Show, July 3-4. Hugo Schmidt.
Granby—Homecoming, June 30-July 2.
Herman—Homecoming, Aug. 27-28. M. F. 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.
Licking—REA Dist. Picnic & Celebration, June 28-July 2.
Marcelline—Celebration, July 4-9.
Marshfield—Centennial, July 1-4.
Maryville—Baby Beef & Pig Club Show, Sept. 19. Kenneth Walkup.
Maryville—Northwest Mo. Horse Show, July 21-23. Mrs. Lester Swancy.
Milan—Junior Livestock Show, Sept. 16. Mrs. Margaret Marr.
Monett—Lawrence-Berry Co. Dairy Show, Sept. 9-10. Helen Sager.
Nevada—Centennial, July 4.
Piemont—Centennial, Sept. 2-5. Wm. Harris and son.
Pierce City—PFA Stock Show, Sept. 15-16. Wayne Bowen.
Plattsburg—Jr. Livestock & Home Economics Show, Aug. 14-20.
Queen City—Schuyler Co. Corn & Stock Show, Sept. 15-17. Geo. McCuskey.
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock.
Springfield—Ozark PFA Pat Stock Show, Sept. 8-9. John L. Kirby.
Tarkio—Atchison Co. Stock Show, Aug. 26-27. Rankin Sheets.
Urbana—Four Co. Dairy Show, Sept. 24. H. R. Klein.
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.
Neligh—Celebration, July 3-4.
Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson, 201 Patterson Bldg.
Shelton—Celebration, Aug. 1-3.
South Sioux City—Police Carnival, July 11-17.

Nevada
Ely—Nevada Fair of Industry, Aug. 28-29. Darwin Lambert.

CARNIVAL BIRDS
PARAKEETS
CANARIES
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Write us for prices
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SOUTHERN STATES SHOWS
Want on account of disappointment. Shooting Gallery, Long or Short: Balloon Darts, Age and Scales, Hats and Balloons, Lunch Stand, Photos, most any Hunky Pank that does not conflict.
We are located at Wayside Park on U. S. Highway 98, W. of Panama City, Fla., on the beautiful Gulf of Mexico on the world's most beautiful beaches. You do the rest and give us 25 per cent of gross. We work 7 days a week. Will be here until Labor Day; then play a string of the best County Fairs in Dixie. We know the spots. If interested and skeptical, come look it over before booking. All replies to:
JOHN B. DAVIS
Route 3, Box 232-C, Panama City, Fla.

Midway of Mirth Shows
WANT FOR TRENTON, ILL., CENTENNIAL, JULY 1-2-3
Merchandise Concessions of all kinds. Can place Shows except Girl and Athletic Shows. Want Tilt-a-Whirl Foreman. Also Section Men who drive semis.
Address: Trenton, Ill., thru July 3; then Highland, Ill.

WANT FOR BIG JULY 4 CELEBRATION
Rock Rapids, Iowa, July 2-3-4, and for Fairs and Celebrations balance of season.
CONCESSIONS ALL OPEN (legitimate only). RIDE HELP: Can place sober Ride Men (good pay and good equipment). SECRETARIES AND COMMITTEES: Have some open time (carry 5 Rides) in July for Western Iowa and Eastern Nebraska. Contact CLIFFORD DAVIS, Mgr., Dixie Amusements, Rock Rapids, Iowa, until July 4; then per route.

SPEEDY SAYRES WANTS
Drome Rider, trick or straight. Chick Sherrick, contact.
Call Diamond 4-4495 Newark, Ohio

WANT
Wheel Man for No. 5; must know how to up and down. We show Pittsburgh all summer; short jumps. Also Agents for Grind Stores. For Sale: 10 kw. Air Cooled Motor, 115 kw. single phase.
AL BLUMENTHAL
R. D. #5 Pittsburgh, Pa. Phone: Carnegie 3955

AGENTS WANTED
2 Swinger, 2 Count, 2 Cig. Center Games. Must be able to take orders and up and down outfits. Chester Moran, contact. Freddie Haich, Jimmy and Margie Smith, contact Shorty Rickey. Wire
JOE TAYLOR
DRAGO SHOWS ATTICA, IND.

WANTED AT ONCE
Two capable Girl Agents for Long Range. Bucket Stores. One to handle head of Store. Wire immediate reply to
J. PRESTI
King Reid Shows, Edmonston, New Brunswick, Canada, June 27 to July 2.

PARAKEETS
50, assorted colors, \$50.00.
Finches, Rice Birds, Canaries, etc.
BIRD WONDERLAND
15648 Ventura Ave. Encino, Calif.

MOUND CITY SHOWS WANT
For Rushville, Ill., Fair.
Bingo, Concessions of all kinds. Also want Shows. Foremen for Ferris Wheel and Rodeo. Also Working Men. Address: Rushville, Ill., this week.

AGENTS
Need Hunky Pank Agents of all types for Milk Bottles, Ring-a-Bottle, Roldowns, etc. Cookhouse Help and Help for inside Six Cats.
CHARLES KREKLER
c/o Motor State Shows, Hazel Park, Mich.; then Plymouth, Mich., for the Fourth of July.

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 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
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Wally Yee Attractions
 Want
 Automatic Pianos with Attachments.
 (Organ, Violins, Drums, etc.)
 Antique Musical and Arcade Equipment.
 Band Organs, Calliopes,
 Old Time Photos.
 Send photo, price and description in
 first letter. All Acts interested in a Paid
 Hawaiian Vacation. Send brochures.
 Serving the entire Hawaiian Islands.
WALLY YEE
 4955 Maunaloani Circle
 Honolulu 16, T. H.

THANK YOU
JOHN PETERSON
 — of —
OCEAN CITY, CALIF.
 For the Purchase of Your
NEW ALMA
 35 ft. Homestead
TOMAC TRAILER MARKET
 (The Show People's Dealer)
 R. 2, Canonsburg, Pa. McMurray 9592

RIDES FOR SALE
 Kiddie Park Property taken by city for
 new highway. Must vacate July 5. Rides
 4 years old in good condition. Now oper-
 ating. Mangle 3-Abreast Merry-Go-
 Round, Roto-Whip, Kiddie Ferris Wheel,
 Pony Buggy, Jet Rocket, Fire Engine
 and Auto Ride. Inspect or contact im-
 mediately. KIDDIE PARK, 174th St. and
 Horace Hays Blvd., Flushing, N. Y.
 Jamaica 4-3935.

Thank You
George Clyde Smith
 owner George Clyde Smith Shows,
 for your new Buick Roadmaster
 purchase.
 "Save Money With Johnny"
JOHNNY CANOLE
 Altoona, Pa.
 Phones 9347 or 3-0003

WANTED
 Candy Butchers and Novelty Agents for
 WAVERLY, N. Y., RODEO, June 30 thru
 July 4, and 10 more big weeks to follow.
A. HYMES
 455 Schenectady Ave. Brooklyn, N. Y.
 PResident 4-5961

WANTED
FOR ALTON, ILL., CELEBRATION,
JULY 6-7-8-9
 Concessions of all kinds.
Contact Ben Wear
 MOUND CITY SHOWS #3
 Rolla, Mo., this week.

WANTED
AGENT FOR SCALES AND AGE
 MALE OR FEMALE. PREFER MARRIED
 COUPLE. CAN PLACE WIFE IN BALL
 GAME.
 Have the best location on the East
 Coast. Season on in full now, until
 Labor Day.
HARRY BEACH
 Myrtle Beach, S. C.

HARTSOCK BROS.' SHOWS
 Want Concessions to join July 4, with
 Celebrations to follow till in September.
 Hi-Striker, Pitch-Till-U-Win, Scales, Coke
 Bottles, Balloon Dart, Milk Bottles, Sno
 Cone, Cotton Candy, Novelty, Glass
 Pitch, Cork Gallery, Jewelry, Bumper.
WALTER HARTSOCK
 BRASHEAR, MO., JUNE 27-JULY 2

WANT CONCESSIONS
 For the 64th Annual Old Settlers' Reunion
 To be held in Louisburg, Mo., on
 July 22-23. See or write
HARRY W. ATCHLEY
 Louisburg, Mo.
 Prices reasonable.

HELP WANTED
 Neat Couple for trailer equipped with
 Floor and Snow. Two good Concession
 Agents, truck drivers preferred. Reply to:
GUS TUCKER
 c/o Wallace Bros.' Show, Madison, Wis.

WANT
 Wheel and Octopus Foreman who drives,
 don't drink.
 Have for Sale: Tilt-a-Whirl with trans-
 portation, \$6,000.
H. H. SCOTT
 Georgia Amusement Co., East Point, Ga.,
 this week.

New Hampshire
 Woodsville—Celebration, July 4.
New Jersey
 Dover—VFW Celebration, July 4-9.
 Greenwood Lake—Celebration, July 4.
New Mexico
 Gallup—Inter-Tribal Indian Ceremonial,
 Aug. 11-14. Edward S. Merry, P. O. Box
 1029.
 Santa Fe—Santa Fe Fiesta, Sept. 2-5. Mrs.
 Helen Baca, P. O. Box 181.
New York
 DeRuyter — Firemen's Centennial Cele-
 bration, Aug. 18-21. Ray Wells.
 Lackawanna—Legion Field Days, July
 20-24. James Tarquin, 456 Ridge Road.
 Oswego—Celebration, July 4-9.
 Oxford—Celebration, July 1-4. B. V. Beck-
 with.
 Poestenkill—VFW Celebration, July 2-4.
 Ripley—Celebration, July 3-5.
 Valatie—Celebration, July 1-4. Al Albert-
 son, Chamber of Commerce.
 Westfield—Firemen's Celebration, June 28-
 July 2.

North Carolina
 Belhaven—Celebration, July 4.

North Dakota
 Devils Lake—Celebration, July 3-4.

Ohio
 Arcadia—Centennial, June 28-July 2.
 Ashville—Celebration, July 4.
 Bowling Green—Celebration, July 4.
 Canton—Sequitcentennial, Aug. 14-21. Wal-
 lace Lafferty, 533 Market Ave., S.
 Cincinnati—Food and Home Show, Aug.
 15-28. Eugene P. Zachman.
 Delphos—Homecoming, Aug. 19-20.
 Fairborn—Legion-Jaycee Celebration, July
 1-4.
 Fairport Harbor—Mardi Gras, June 30-
 July 4.
 Fort Recovery—Harvest Jubilee, July 4-9.
 B. B. Burke.
 Gallipolis—Celebration, June 27-July 4.
 Jeffersonville—Lions Club Celebration, July
 6-9.
 E. Liverpool—Old Home Week, Aug. 1-6. H.
 J. Benty, 753 St. Clair Ave.
 Madison—Booster Club Harvest Picnic,
 July 22-24. Mrs. Norah Austen.
 Magnolia—Band Homecoming, Aug. 10-13.
 Nelsonville—Parade of the Hills, Sept. 5-10.
 North Industry—Homecoming, July 19-23.
 Port Washington—Firemen's Celebration,
 June 28-July 2.
 Waynesburg—Firemen's Homecoming, July
 6-9. J. M. Pinefrack.
 Woodville—Celebration, June 30-July 4.
 Henry Herkel.

Oklahoma
 Anadarko—Indian Expo., Aug. 15-20.
 Claremore—Legion Celebration, June 30-
 July 4. Pat Johnson.
 Pawhuska—International Round-Up Club
 Cavalcade, July 29-31.
 Rush Springs—Watermelon Festival, Aug.
 8-13.
 Yale—Northwest Okla. Reunion, July 18-23.

Pennsylvania
 Arnold—Old Home Week, July 11-17. David
 V. Santore.
 Clarksville—Firemen's Old Home Week,
 Aug. 2-6. George Later.
 Ebensburg—Cambria Co. A. L. Celebration,
 July 11-16. Roland E. Fisher, 3 S.
 Market St.
 Franklin—Oil City—Venango Co. Sequicen-
 tennial, July 2-10. Jim Kling.
 Leittown—St. Michael Church Fair, June
 27-July 4.
 Mercer—American Legion Homecoming,
 June 27-July 2. H. H. MacMillan.
 Middletown—Centennial, July 11-16.
 Philadelphia—National Aircraft Show,
 Sept. 3-5.
 Phoenixville—Firemen's Fair, June 27-July
 2. Ben Stevens.
 Pittsburgh—Sports Show, June 24-July 1.
 Don Sloane, Pitt Post Gazette.
 Pittsburgh—Western Pa. Pig Round-Up,
 Aug. 16-17. C. L. McAdams.
 Roseto—Mt. Carmel Celebration, July
 25-31.
 Sligo—Old Home Week-July 4 Celebration,
 July 4-9.

South Dakota
 Canistota—Sports Day, July 14.
 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.
 Fort Pierce—Annual Celebration, July 4.
 Gregory—Celebration, July 3-4.
 Hot Springs—Miss S. D. Talent & Beauty
 Pageant, July 16-17.
 Kadoka—Labor Celebration, Sept. 5.
 Lake Preston—Watermelon Day, Sept. 5.
 Madison—75th Jubilee Celebration, July 3-5.
 Milbank—75th Anniversary Picnic, Aug. 8-10.
 Mitchell—4-H Fat Stock Show and Sale,
 Sept. 13-14.
 Mitchell—Corn Palace Festival, Sept.
 18-24.
 Parkinson—Community Days, Aug. 29-30.
 Sticksney—Golden Jubilee, Aug. 17-18.
 Vermillion—Old Settlers Picnic, Aug. 21.
 Vermillion—Days of '99, Aug. 25-26.
 Wagner—Labor Celebration, Sept. 4-5.
 Winner—Labor Celebration, Sept. 5.

Tennessee
 Adamsville—McNairy-Adamsville Horse &
 Stock Show, Aug. 13. J. D. Perkins.
 Byrdstown—Pickett Co. Dairy Show, Aug.
 6. A. C. Clark.
 Cleveland—Bradley Co. Jr. Dairy Show,
 Sept. 9. W. M. Hale.
 Gallatin—Legion Celebration, July 4.
 Greenback—Loudon Co. Dairy Show, Sept.
 3. Roy M. Brooks Jr.
 Halls—Celebration, July 1-4.
 Huntingdon—Homecoming, July 5-9. Joe
 Hillard.
 Lewisburg—Marshall Co. Jr. Dairy & Colt
 Show, Aug. 26-27. Sue Hill.
 Martin—YMBC Celebration, June 27-July
 4. Charley Pounds.
 Martin—Weakley Co. Dairy Show, Aug. 11-
 12. Wade Barton.
 Memphis—Shelby Co. Jr. Livestock & Jr.
 Dairy Show, July 20. James T. Guill.
 Morristown—Centennial, Aug. 21-27. R. T.
 Bales Jr.
 Nolensville—Williamson Co. Nolensville Jr.
 Dairy Show, Sept. 3. Robert S. Mosley.
 Petersburg—Petersburg Coit Show, Sept. 6-
 7. Thos. L. Warren Jr.
 Red Bolling Springs—Celebration, July 4.
 Shelbyville—Bedford Co. 4-H Dairy Show,
 Aug. 13. Mrs. Grace Fly.
 Yorkville—Yorkville Jersey Cattle Show,
 Aug. 19. M. R. Forrester.
 Tullahoma—Celebration, July 4.

Texas
 Austin—Celebration, July 4.
 Belton—Independence Celebration, July
 1-4.
 Belton—Celebration, July 4.
 Brady—Jubilee, July 2-4. Joe T. Ogden.
 Corsicana—Livestock Show and Rodeo,
 Sept. 27-Oct. 1. R. W. Knight, Box 436.
 Dallas—Allied Gift & Jewelry Show, Sept.
 4-9. Mrs. M. Dalton, 3832 Wilshire Blvd.,
 Los Angeles.
 Fredericksburg—Horse Races, July 2-4.
 Wm. M. Peimbeck, Box 488.
 Gladewater—E. Tex. Quarter-Horse Breed-
 ers Show & Races, Aug. 22-23. W. C.
 Holcombe, Longview.
 Gorman—First Annual Peanut Festival,
 Sept. 8-10. Arlon E. Smith.
 Granbury—Hood Co. Reunion, July 11-16.

Houston—Gift & Housewares Show, Aug.
 14-16.
 Kaufman—Kaufman Co. Livestock Show,
 Sept. 8-10. Ernest Bauerle.
 Kerryville—S. Texas Sheep Dog Trials,
 Sept. 3.
 Kerryville—Angora Goat Raisers Show &
 Sale, Aug. 4-6. P. E. Gulley, Uvalde.
 McAllen—Celebration, July 3-5.
 Navasota—Grimes Co. Watermelon Festi-
 val, July 3-4. Marshall S. Croft, Box 350.
 Rockdale—Celebration, July 4.
 San Antonio—Charro Celebration, Sept.
 15-16.
 San Antonio—Expo. of Modern Living,
 Sept. 25-29.
 San Antonio—Soap Box Derby, July 24.

Utah
 Bingham—Galena Days, Sept. 26-Oct. 1.
 Brigham City—Box Elder Co. Peach Days,
 Sept. 10-11. D. N. Mason.
 Cedar City—Southern Utah Livestock Show,
 Sept. 9-11. Alex Williams, Mgr.
 Cedar City—Suffolk Jr. Sheep Show, Sept.
 2-4.
 Feron—Southeastern Jr. Livestock Show,
 Aug. 6-8.
 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. Chandler, 326 S. State St.

Virginia
 Galax—Firemen's Celebration, July 4-9.
 Montross—Legion Festival, June 28-July 4.

West Virginia
 Kingwood—Preston Co. Buckwheat Festi-
 val, Sept. 29-Oct. 1. Mrs. Ruth A.
 Deavers.
 Parkersburg—Legion Celebration, July 4-9.
 Pennsboro—Celebration, July 3-4.
 Ripley—Celebration, July 4-9.
 Terra Alta—Celebration, July 4.

Wisconsin
 Bloomer—Centennial, July 1-4.
 East Troy—Lions Club Celebration, July
 1-4.
 Madison—Celebration, July 4.
 Menomonie Falls—Legion Celebration, July
 2-4.
 Merrill—Legion Celebration, July 1-5. Ed-
 ward Priebe.
 Oshkosh—Celebration, July 4.
 Pewaukee—Legion Fall Festival, Sept. 3-5.
 Ray Roma.
 Racine—St. Lucy Parish Festival, July
 29-31.
 Stevens Point—Legion Celebration, July 3-4.
 Troy—Lions Club Celebration, July 1-4.

Wyoming
 Lander—Pioneer Days, June 28-July 4.

CANADA
British Columbia
 Penticton—Peach Festival, Aug. 18-20.
 Telkwa—Mid-Summer Night Festival, July
 6.

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 Beausejour — 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.

Novia Scotia
 Annapolis Royal—350th Anniversary Cele-
 bration, 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.
Prince Edward Island
 Charlottetown—Old Home Week, Aug.
 15-20.
 Dundas—Provincial Plowing Match, Sept.
 14-15.

Quebec
 Montreal—Eastern Canada All Electrical
 Show, Sept. 19-23.

Saskatchewan
 Regina—Golden Jubilee, July 22-Aug. 6.
 Regina—Hereford Show & Sale, Aug. 1-6.

WANT CONCESSIONS
FOR ANNUAL 4-H COUNTY FAIR
 Week July 17, Petersburg, Ind.
 Such as Basketball Game, Duck Pond,
 Balloon Darts, Photos, Shooting Gallery,
 Glass Pitch, Pitch Till Win, Show.
 Contact
ALBERT BOSCH
 Concessions Manager

Motor State Shows
 Want Foreman for Allan Herschell
 Merry-Co-Round, Foreman for Eli Wheel,
 Second Men who drive. #2 Unit can
 place Octopus Foreman and Foreman for
 Merry-Co-Round. All replies to
 Dequinder & corner of Ten Mile Road,
 Hazel Park, Mich., Detroit suburb, until
 July 2; then Plymouth, Mich., July 3-6.

Merry Midway Shows
 Big 4th, Cascade, Iowa, Parades &
 Fireworks.
 Want Concessions: Hi-Striker, Coke, Age
 and Weight, Lead Gallery, Glass Pitch,
 Popcorn, Sno Balls or any that doesn't
 conflict. Due to disappointment will
 book Rolloplane, Swing or any Adult
 Ride for season. Also want small Grind
 Show. Contact: ALBERT BARKER, Ox-
 ford Junction, Iowa, June 28-30; Cascade,
 Iowa, July 3-5.

The Aristocrat of Show Business
REITHOFFER
 In Business Over 50 Years
WANT FOR BIG 4th OF JULY CELEBRATION
 Spring Valley, N. Y., the heart of the summer resort country. Followed by
 Haverstraw, N. Y.—same locality—then ten (10) weeks of fairs.
 Legitimate Concessions of all kinds, Shows, plus any Rides not conflicting.
 For Sale—One Derby Racer, \$600. Can be seen as per Blue route.
 All replies wire Tower City, Pa.

WANT FOR VETERANS OF FOREIGN WARS
FIRST ANNUAL EXPOSITION AMERICA'S
THE WESTERN HEMISPHERE SHOW
INTERNATIONAL FEATURES—OCTOBER 25-30
 Now booking Shows—Rides—Concessions. Will book outstanding Free Attrac-
 tions, American and Latin American. Terrific new grounds, South Zarzamora
 and Nogalitos at Circle, on two bus lines. A million people to draw from.
 Twenty million dollar monthly military payroll. Phonemen—Three months'
 work, tickets. Unlimited leads with cutoffs. 25% pay daily.
RALPH W. STEVENS—EXPOSITION AMERICA'S
 313 HOUSTON BLDG. (Phone: Capitol 6-2922) SAN ANTONIO 5, TEX.

WANTED
 Short & Long Range Gallery, Hoopla, Fish Pond, Custard,
 Cigarette Gallery, Cork Gallery, Candy Apples, Sno Cone,
 Novelties, Hi-Striker, Bumper, Penny Arcade, Strings.
 The usual good route—if you want to make money & work
 hard, this is the Show; up to 3 spots a week. Write or call
 Per Route. We have 10 rides and spots, call for it. Address
ART B. THOMAS
 Art B. Thomas Shows, Unit #2, Revillo, S. D., June 29-30;
 Lake Wilson, Minn., July 1-2; Adrian, 3-4; Alden 5-6.

WANTED—DROME RIDERS—WANTED
 Can place sober Trick Riders. New walls, good machines, top salaries.
 (George Murry, Vonnie Carter, contact.)
Contact DEL CROUCH, c/o A C of A SHOWS
 Indianapolis, Ind., this week; then Anderson, Ind. (Fair).

WANTED
For BIGGEST FOURTH OF JULY CELEBRATION IN ILLINOIS, Chebanse, Ill., July 1-2-3-4
 Heart Pitch, Basketball, String, Novelties, etc. Will book Sit-Down Grab or Foot
 Long. Second Men on Rides. Agents for office-owned Concessions. Mechanical
 Show, or what have you? No flats or gypsies. Preference given those joining now
 for Centennials and Street Fairs.
D. J. ROHR, Mgr.
 PHONE: CHEBANSE 11

CARROLL'S GREATER SHOWS
WANT WANT WANT
 FOR BIG JULY 4 AND DIAMOND JUBILEE CELEBRATION, PARK RAPIDS, MINN.,
 JULY 1-4. SPECIAL EVENTS EVERY DAY. FOLLOWED BY GOLDEN JUBILEE
 AND THREE OF THE BETTER OUTSTANDING FAIRS—FLAXTON, CROSSBY AND
 BOTTINEAU, NORTH DAKOTA.
 CONCESSIONS: Want Concessions that do not conflict.
 RIDE HELP: Need Foreman for Chairplane; Second Men on all Rides; must drive
 semi. Top wages and bonus.
 SHOWS: Will book any Show of merit that does not conflict.
 Contact: CHARLES H. CARROLL, MGR., per route.

IMPERIAL SHOWS #2 UNIT
ALL FAIRS UNTIL OCTOBER
WANT FOR BIG 4TH OF JULY CELEBRATION AND COUNTY FAIR
 6 Full Days and Nights, Jerseyville, Ill. 10 Fairs to Follow.
 CONCESSIONS: Cookhouse to join at once. Can place Stock Concessions of all
 kinds, also Eats and Drinks, Short Range, Scales and Age, Penny Arcade, Dart
 Games, Coke Ring, etc. SHOWS: Can place Monkey, Mechanical and Funhouse.
 HELP: Second Men who drive, also three Agents for Trailer Concessions.
E. L. WINROD
 PEKIN, ILL., THIS WEEK; JERSEYVILLE NEXT.

SOLDIERS' AND SAILORS' ANNUAL FAIR AND PICNIC
 Harper Memorial Park, Shade Gap, Pa., August 1 to 6, 1955
 High Class Free Acts—Fireworks, Popular Stage Presentations.
 Choice locations for all types legitimate Concessions. Also
 Shows—Wildlife, Educational exhibits for family patronage.
A. L. BLACKMON
 Shade Gap, Pa.

STOCK TICKETS		We Manufacture		SPECIAL PRINTED		
1 Roll \$ 1.50	TICKETS of every description Wheel tickets carried in stock for immediate ship- ment. THE TOLEDO TICKET CO. Toledo 12, Ohio		Cash With Order. Prices	Double coupon, double price	
5 Rolls 4.50			2,000	 \$ 6.90
10 Rolls 8.25			4,000	 7.89
25 Rolls 15.75			6,000	 8.70
50 Rolls 24.00			8,000	 9.60
100 Rolls 44.00	10,000 10.50			
ROLLS 2,000 EACH		30,000 15.50			
Double Coupons		100,000 33.00			
Double Prices		500,000 133.00			
No C.O.D. Orders		1,000,000 250.00			
Size: Single Tkt., 1x2						

Ringling Business Off in New England

Half Houses Mark Tour of Yankeeland; Nashua, N. H., Added Late to Route

BURLINGTON, Vt., June 25.—Business for Ringling Bros. and Barnum & Bailey Circus failed to show any improvement as the show completed its tour of New England and prepared to cross into Canada.

New London, Conn., Wednesday (15), had half and three-quarter houses in excellent weather. Providence, R. I., was the best spot of the week. It drew a three-quarter afternoon and full night on Friday (17). It was the first time the show had been there in five years, altho R-B had made nearby Pawtucket in 1953. The lot was too small, so the menagerie was sidewalled. Runs were at the lot side. Newport, R. I., on Saturday (18) drew half and three-quarters. Two auspices were tied in.

Nashua, N. H., was an afterthought Sunday stand. Originally, the show was to lay off on Sunday (19), the only day it was not giving performances between the first of the road tour and some time after the Chicago run. However, it was

Lewis Reports Season Okay, Plans 2 Tours

CHICAGO, June 25.—Nate Lewis said here this week that his first season with the Nate Lewis Circus, just completed, was successful and that he plans another tour of Ontario arenas next spring.

Lewis said he also was planning a route of four to six weeks in the U. S. this fall.

He said three of his Canadian stands were weak, but that the others ranged from fair to excellent. The banner stand was London, Ont., he said, where he played for the Shrine Temple. A contract for future dates there has been signed, he said.

Lewis was en route to the West Coast this week. He plans to return to Chicago for the national Shrine convention.

Jungleseum Plays Fairs

SACRAMENTO, June 25.—S. W. Bocklich has opened his sidewalled show for its fifth consecutive season and this year is billing it as Jungleseum. Show sticks mostly to fair dates.

Its performance includes dog, pony, goat and monkey acts worked by Bocklich. Other acts sometimes are added. This season the show has a menagerie top housing several miniature cages with small animals.

Bocklich began the business with the Barnes circus and later was superintendent of the poleless gorilla top on Ringling. After serving in the South Pacific, he and Mack Allread formed the Tom Thumb Circus for 1950. Since then he has operated on his own.

He uses one ring and a stage in front of blues for 300. Show is using paper for the first time this season. He plays schools in the winter.

Welch Heads R-B Cookhouse

NEWPORT, R. I., June 25.—Albert T. Welch is superintendent of the cookhouse department in Ringling Bros. and Barnum & Bailey Circus. He succeeds the late George Blood.

Welch has been assistant to Blood and operated the dining department during most of 1954, when Blood was ill.

decided to insert Nashua on that date. It was contracted nine days ahead by Milton Pickman, show's promotional director. Regular contracting agents are in the Pacific Northwest. Other advance men also were farther along.

Newspaper advertising for Nashua was started then; however, business was described as a total blank for the day. Concession department personnel blew the night show and went on to Concord, arriving there about the time the night show started in Nashua.

Concord, the Monday (20) town, was hot, with thunder but no rain. The afternoon house was about half filled. At night the attendance was from half to two-thirds.

On Tuesday (21) the Ringling show had two half houses in Montpelier, Vt. There was rain in the morning and night but not in the afternoon. The show did a John Robinson at night because of mud, and trains were late in leaving. The first and third sections departed two hours late. The second section left Montpelier after dawn.

The circus was on time, however, in Burlington and Essex Junction, Vt., Wednesday (22). Both performances drew half houses. There was a storm warning at 5 p.m. and a shower at 6:30 p.m. This was the first day the show had been moved by steam locomotives this season, all others being Diesel.

KING HALF-WAY THRU ONT. ROUTE

Business Termed Fair; Belleville Okay Ahead of R-B; Make Smooth 165-Mile Jump

RENFREW, Ont., June 25.—Business for King Bros. & Cole Bros.' Circus was fair this week, as the show reached the mid-point of its tour of Ontario. Show returns to the U. S. via Windsor on Monday (4).

In Guelph on Friday (17), the afternoon was fair and the night house was about three-quarters full. Schools were dismissed in the afternoon for the show and special bus service to the lot was supplied. Day was the hottest of the year. Street parade drew crowds.

At Oshawa on Saturday (18), houses were three-quarters or better. Weather continued hot. Firemen sponsored the show. Visitors included Allen Lester and Bev Kelley, both of Ringling.

King-Cole played Belleville on Monday (20) to what Floyd King described as "very good business." Ringling follows there Monday (27). In Brockville, Tuesday (21), King found the town fresh and enjoyed good business. Cornwall, Wednesday (22), had two good houses. Visiting there were

Floyd King's Son Hospitalized for Brain Operations

TORONTO, June 25.—Chester Arnold King, the infant son of Mr. and Mrs. Floyd King, of King Bros.' Circus, is recuperating at the Hospital for Sick Children here after the first of two operations to remove blood clots from the brain.

The baby was taken to the hospital several days ago when the show was in Port Colburn, Ont. Recovery following the first operation was good. The child probably will be hospitalized about five weeks.

MUDDLE

Garden May Produce Its Own Circus

NEW YORK, June 25.—Rumors persisted this week that Madison Square Garden would sever a 33-year relationship with Ringling Bros. and Barnum & Bailey Circus and produce its own sawdust spectacle next spring.

The move, if it comes, will be the result of dissatisfaction on both sides. The Garden reportedly is unhappy with its \$400,000 rental. John Ringling North, circus head, is also reported less than pleased with the \$100,000 the show left town with this spring. The remaining \$1,200,000 presumably was used up in production, staging and operating costs, all paid for by the Big Show.

Efforts to obtain comment from Garden and circus officials yesterday and today were fruitless. It is known that negotiations for a new contract apparently fizzled after only one formal session after conclusion of the 40-day run last May 9. Garden officials have held discussions with Arthur Concello and George A. Hamid relative to the possibility of producing its own show.

Ringling officials have not been idle either. Latest report is that negotiations have been under way for the acquisition of the Polo Grounds parking lot, the Bronx (uptown) home of the New York Giants.

IOWA HOLDS GOOD FOR KELLY-MILLER

Osceola Fills Top Twice; Nights Okay; New Rhinos Added to Two Miller Outfits

PERRY, Ia., June 25.—Al G. Kelly & Miller Bros.' Circus has been getting good business in Iowa stands. The show played here Tuesday (21) and had fair attendance in the hot afternoon and a capacity house at night.

Earlier, Chariton gave three-quarters and near-full houses on Thursday (16). Osceola came up with a pair of capacity houses on Friday (17). Creston, Ia., Saturday (18) had a near-full afternoon and three-quarter house in an evening rain. The Sunday afternoon-only stand for this week (19) was Greenfield, with a half house. This was off not only from the week's pace but also from the usual business done on Sunday stands.

At Perry an all-day visitor was R. M. Harvey, veteran general agent, who reported the show is moving smoothly behind a strong advance. The show is one of sev-

eral using postal heralds printed by Harvey's Chief Printing Company.

Kelly-Miller recently took delivery on a baby female rhinoceros. At the same time, the George W. Cole Circus, owned in part by K-M, got a full-grown male rhino.

Ring Business Sags in Jersey, Pennsylvania

CLINTON, N. J., June 25.—Ring Bros.' Circus played to a "total blank" during the past days in Pennsylvania and light business in New Jersey, it was reported.

The week ending Saturday (18) was spent in Pennsylvania and drew weak business, according to Kenneth Ikiert, show secretary. Sellersville, Pa., Monday (20) had fractional turnouts. Milford, N. J., Tuesday (21) gave fair business. At Flemington on Wednesday (22), Ring was behind Hunt Bros. and blew the performances after not drawing enough people to warrant the work.

A street parade was staged in Washington, N. J., Thursday (23) and this upped business to the fair level for two performances. Show has had truck breakdowns and mechanical troubles thru the mountains of Pennsylvania.

Palmer to Move Old Bandwagon

DAVENPORT, Ia., June 25.—Dr. B. J. Palmer said here last week his famed Two Hemispheres Bandwagon will be shipped in September to Sarasota, Fla., to become a display at the new Circus Hall of Fame being built by John L. Sullivan.

Early plans to send the wagon by river barge have been dropped since it was found it can be moved on an underslung flat car. Because the skyboards no longer are hinged, the wagon is too high to clear railroad bridges and other obstructions, if it is on a standard car.

The wagon will appear in a Davenport parade in August. Doctor Palmer has had the wagon several years and built a special building here to house it. The wagon was built in 1903 for Barnum & Bailey. At Sarasota it will be stored at Ringling-Barnum quarters until the Hall of Fame is completed.

'Super Circus' Adds Chimp to Regulars

CHICAGO, June 25.—A chimp has been added to the permanent cast of the "Super Circus" TV show, it was announced this week by Al Dobritch of Associated Booking. The animal first appeared on the show Sunday (19) and will be a regular fixture hereafter.

On July 3, the show will include the Eriksons; Park & Chase, trampoline; Betty Tilden, trapeze, and the appearance of the chimp in a standard act as well as with the clowns. The act is Darlene (Sellek) and Jinx. It holds a three-year contract with ABC, which was promoted by Dobritch. Another chimp has been added by Dobritch to his show at Riverview Park here.

The July 10 acts for "Super Circus" will include the Miller & Woodcock Elephants; Lee Mark, juggling; Whirlwinds, skating, and Mario Ivanov, aerial act.

Cristiani Scores On Billings Date; Report 20% Hike

BILLINGS, Mont., June 25.—Bailey Bros. & Cristiani Circus played a string of winners in this area, according to reports from the show.

At Missoula, June 10-11, for the Shrine club, Bailey-Cristiani had 75 and 70 per cent afternoon houses and 50 and 65 per cent night houses at the University Field House.

Billings was 20 per cent ahead of its previous high, according to Bob Stevens, show agent. On Monday (13) two shows were capacity houses, he said. Tuesday had two turnaways, Wednesday had three turnaways and Thursday (16) had two turnaways. The weekend was expected to draw equally well.

Art Fetterman, circus promoter, sold 26,000 UPC tickets, and morning shows were scheduled for Wednesday, Friday and Saturday in order to handle this number.

Sheridan, Wyo., and Sidney, Mont., were big for the show, according to Harry Hammond, show secretary. After completing its route of Shrine dates in key cities of Wyoming and Montana, the Bailey-Cristiani show moves into Yakima, Wash., for the Shrine and then goes to Nevada.

Ring at Park

HANOVER, Pa., June 25.—Franco Richards' Ring Bros.' Circus played to half houses when it appeared here Wednesday (15). It showed at Forest Park, amusement park. Local sources said there was little advance publicity.

Nashville Opening Big For Packs; Others Good

NASHVILLE, June 25.—Tom Packs' Circus played to more good business this week and opened in Nashville to one of its best advance sales in the 12-year history of the date.

Jack Leontini, chief-of-staff for the Packs organization, said the Belleville, Ill., stand (17) brought out a full house of about 6,000 in the high school football stadium, while the afternoon crowd was estimated at 4,000. Police sponsored the date this year.

Evansville, Ind., a twelfth-time stop for the Pack show, was sold out Saturday (18) for the night show and Sunday (19) was fair. Police sponsor the date.

Cape Girardeau, Mo., was played Monday (20). This was the show's second appearance there and again the auspices was the local newspaper. Leontini reported good business.

Governor Takes Part Gov. Frank Clement of Tennessee was taking an active part in

the Shrine-sponsored Nashville stand. The governor and his three sons attended the first performance Wednesday (22). Governor and Mrs. Clement invited the entire circus personnel along with Shrine officers to attend a buffet dinner at the governor's mansion after the performance Friday night (24).

Shrine publicity has been good, with a color photo of The Shriners appearing in the Nashville Tennessean along with other stories on the circus. A circus queen was chosen and honored at the show. She is a polio victim who appeared in a wheel chair to receive a wreath made of \$10 and \$20 bills.

Leontini said that about 5,000 saw the Wednesday performance, and 7,500 caught the Thursday night show. The Sulphur Dell Stadium was sold out for Friday and Saturday (24-25), and Leontini predicted "grass" or straw houses.

Minnie Alzana, who was injured in a fall, is expected back next week.

UNDER THE MARQUEE

By TOM PARKINSON

Albert and Judy Spiller (Spiller's Seals) recently returned to the U. S. from abroad and are headquartering in Tarpon Springs, Fla. The act has been set for fairs and celebrations by George A. Hamid & Son. . . . Dorrie and Vern Orton (Sensational Ortons) write from Odense, Denmark, that the weather there has forced them to work in sweaters at night.

J. Raymond (Late News) Morris, former billboard and usher on Ringling-Barnum, visited the Big Show and with John Brassil when it played the Boston Garden. Morris is now located in Cambridge, Mass.

From Freddie Freeman on the Ringling show: After the wedding of Alvin Schwartz and Betsy Sanford, there was a reception at the

cars. . . . Joe Bisbini announced the engagement of his daughter, Antoinette, to Bob Dover, assistant to Pat Valdo. . . . Clayton Beebe returned after an operation. . . . George Chamberly is out of the flying act because of a torn stomach muscle. . . . Albert Uyeno's nine Japanese girls are going to town with American language and customs. . . . Ted Sato, show cameraman, has been giving his cameras a workout. . . . Children joining their parents on the show for the summer include Dolly Perez, Babito Loyal, Hughie Schmidt, and Emerick Mroczkowski.

More from Freeman on Ringling: Eddie Fielder, former acrobat with the show, hosted show folks at his Allentown tavern. . . . Ilonka Caroli has the only two comedy men, Myron Orton and Walter Guice, in her riding act. . . . Frank Cromwell is Mr. Fix-It with the show, fixing anything for free. . . . Emmett Kelly had a sale in his dressing room, and Carl Stephan and Joe Narant, midgets, did all right. . . . Willie Kaiama plays Hawaiian guitar during the web number. . . . Maria Cuper, member of the Juggling Cupers, and Tommy Clarke, assistant prop boss, were married on the last day in Philadelphia. . . . Mae Nagy is the show's Florence Nightengale, taking care of the sick ones. . . . The Dorchesters (Scotts) with King are related to Freddie Freeman's family. . . . Making the hospital show in Philadelphia were Bol Dover, Ilonka Caroli, DeJonges, Jackie Isums, Marilex Plate Spinners, Carmenas, Merle Evans' band, Charlie Bell and his dogs, Walter Guice, Myron Orton, Albert White, Ernie (Blinko) Burch, Chuck Burtes, Gene Lewis, Frankie Saluto, Jimmie Armstrong, Harry Ruster, Billy Rice, Lou Nagy, Ronnie Daniels, Lauro Moralis, Jackie Gerlich and Johnnie Grady. . . . Vice-President Nixon and family took in the entire show at Washington. . . . Joe Ward came all the way from Texas to clown with the show four days. . . . Paul Jung had a virus infection.

Visitors to the Ringling show recently included Westy Westervelt, Marion Seifert's family; Welby Cooke, Ray Sinclair, Harry and Charles Hunt, of Hunt Bros.; the LeRoy Wolfarths, Dr. H. H. Conley, the Frances Brunns and his father, Ronnie Clark, Joe and Estriina Gallasso, the E. T. Adamses, Bill Ballentine, Dr. and Mrs. Otto Schlack, Winnie Colleano, Kate Colleano, Coral and Danny O'Donnell, Eddie Fiedler and son, Otto Moyer, Yorkie, Sig Zeno, Charlotte and Everett Smith, R. L. (Mac) MacConnell, Joe Minchin, Johnnie Lowe, Al Sylvester, Ed Rayercraft, Charles T. Hunt, Chai and Somay, Mrs. Frank Cromwell, Charlie Reigh, Stanley Barbeau, Billy Barton, George West, Mac Cordell and Willie, the Rev. Ed Sullivan, Dr. William Mann, Melvin D. Hildreth, Lucy Mann, Mrs. Ada Bell, Edward Ruppert, Ethel Cline, Joe Sauer, C. W. Clotzbach, Louis Cohoon and Jimmie Copeland.

Charles E. Davis, CFA, Hartford, Conn., infos that his wife, who fell and broke her hip June 8, is doing well. The Davises will celebrate their 50th wedding anniversary June 29. . . . Fay and Rose Alexander, who left King Bros.' Circus recently for movie work in France, visited Fay and Bill Snyder in Detroit while en route. The Snyders, who are currently playing the Killarney Castle, Windsor, Ont., will start their fair season July 25.

Faith King reports that the American Royal Circus opened recently in Athens, O., under Jaycee auspices to turnaway business afternoon and night. Owners Harry Swank and Buck Lucas are carrying 25 head of stock and the performance runs an hour and 45 minutes.

The coming Barnum Festival in Bridgeport, Conn., has been informed that Cookie the Clown (Richard Arcaud), president of the Circus Clown Club of America, cannot attend this year's event as

he is appearing in the International All-Japanese circus in Japan from June 18 to July 31. He had been in Bridgeport for previous festivals.

A home renovating job in Torrington, Conn., has turned up several aged but colorful posters. They are not legible except that one of the stars is billed as Carmeleita the Great. Dr. John Chorozaq owns the home, at 613 Prospect Street, Torrington.

Bob Atterbury suffered a heel fracture and broken ribs when he fell more than 40 feet while rigging his sway pole at the Steel Pier in Atlantic City on Friday (17). Atterbury, his wife Lauren and sister-in-law, Shirley Peterson, were to perform there as Dioca and Company. He will be out for the season, it was reported.

The Two Aironis, double trapeze and iron jaw, are at Tivoli Summer Garden in Copenhagen, as are the Two Maxwells comic hand-to-hand; and Five Clandos, roller skating. Dyrehavsbakken park has the Two Aeristos, double traps and perch, and the Two Erllys, rotating perch. Working in Oslo are Chuck Brown and Rita, comedy bar; Joe Jackson Jr., comedy cycle; Per and Paul, equilibrist; Ben and Andy, pantomime to records; Four Heirols, roller skaters, and the Nit Wits, comedy band, all at Max Lefko's Casino. Oslo Tivoli has Lizette and Eddie, acrobats; Stawicki Brothers, aerial novelty, and Miss Baron, ventriloquist.

Earl Shipley is in Chicago after completing his advance work for the Jimmy Lynch thrill show. Mrs. Shipley's brother, Al Mack, known to show people, died last week. . . . Alex Irwin, Chicago, has his air callopo booked for a Jaycee parade in Elgin, Ill. . . . Don Francis, San Francisco circus fan, visited Von Ring, Mills, Ringling and Hunt while in the East for the CFA convention. He also visited in San Antonio, St. Louis and Chicago and was planning to see Bill Green, Washington, Kan., and Walt Hohenadel, Rochelle, Ill. Floyd McClintock and John Boyle, CFA's, were with him for several of the show visits.

. . . Henry Meyers, CFA of Billings, Mont., reports seeing the Bailey-Cristiani show and that clown Fritz Dude got a feature article in The Billings Gazette. . . . The Wally Ahlbergs are back in St. Paul after making the CFA convention and visiting Mills Bros. along with Paul Bowers of Ohio. He reports Minnesota fans are planning a meeting on Ringling in August.

Art and Marie Henry's dogs and ponies played Frank Rush's Craterville Park, Cache, Okla., followed by an annual rodeo at Winters, Tex. The Henrys will work Haven Park, Wichita Falls, Tex., July 4, a date booked thru Mack Wilkes.

Dolly and Jimmy Conners have closed with the Don Franklin Circus and are at home in Gainesville, Tex., for a few days prior to making Middle Western dates. . . . Jack Lyons and Walter Tyson were on hand during King's stand in Gueiph, Ont., where Tyson helped with advance work.

Wisconsin State Historical Society, Madison, is devoting a room to a permanent display of Don S. Howland's collection of circus material. . . . Karl Wallenda writes that the Circus Royal Dumber, with which his Great Wallenda

act is the feature, is being held over a second time at San Jose, Costa Rica, giving the show five weeks there. After June 27 it moves by boat to Colombia.

Richard Arcand, Los Angeles, is in Tokyo to clown with a Japanese circus thru July. . . . George Phillips visited Ringling and watched the photographing of six elephants in a tug-of-war with a tire. Shot was made for a tire company. . . . Art Miller, Kelly-Miller agent, spent a day with Bill Kasiska, Baraboo, Wis., where the show is contracted for July 14.

Rex M. Ingham, Ruffin, N. C., trouper, and the Cousin Brothers, Danville, Va., fans, caught the "Silas Green from New Orleans" show at Reidsville, N. C. They report the show has new canvas and well-painted trucks and equipment plus good business. They were guests of the owners, Mr. and Mrs. Wilbur P. Jones. S. H. Dudley Jr. is the producer. Dinah Scott is "Silas." Show has a line of eight and a band.

Clarence and Wanda Dixon, who formerly had a sea act billed as Bobby and Wanda, visited Lew Meyer, of the Kinckley band on the King Bros.-Cole Bros. Circus, recently in Cornwall, Ont.

Bill Woodcock, with Miller and Woodcock Elephants, completed the Orrin Davenport route and then made a Charles City, Ia., date. He stopped at Oconomowoc, Wis., with C. P. Fox and then moved on to make a show at the Milwaukee zoo. . . . Cal Townsend has closed with Hagen Bros. . . . Win Townsend left Kelly-Morris.

Mrs. Lillian St. Leon writes that her husband is in a critical condition at a hospital. She is in Huntington Park, Calif. . . . Dave Orr writes that his first show was successful. He has a dog and pony unit playing dates without top or sidewall, out of Frankfort, O.

Ed Dickey, Oklawaha, Fla., nephew of the late Bill Dickey, who had the Circle D Ranch Wild West Show, has been ill. He operates a Western clothing business. . . . Vin Carey, Baltimore magician, visited Franko and Lucy Richards, the DeRisky Family, Danny Styron and Martha Smiga on Ring Bros. He'll see Mills Bros. late in June and also make the jugglers' convention, Lancaster, Pa., before going to Chicago for the Shrine convention.

Ernie White, who had the Bradley & Benson Circus, fell from a ladder at Chattanooga and is hospitalized with a fractured leg, broken pelvis and lesser injuries. Grover C. Graham writes that White would like to have mail at Newell Hospital. . . . The Dolly

Jacobs Elephants and Andre and La Norma Fox reportedly left the Ward-Bell show.

When King-Cole played St. Thomas, Ont., Press Agent Walter D. Nealand staged a memorial tribute to the Barnum elephant, Jumbo, which was killed there by a train in 1885. Bert Pettus and A. Lee Hincley assisted. Nealand recalls pulling the same sort of affair in 1921 when John Robinson played the town.

The Klins, Charles and Peggy, have completed stock show dates. They open fair dates June 30 at Griggsville, Ill., and are booked into November. . . . Ken Whipple, Indianapolis, caught King, Kelly-Miller and Mills in recent weeks, with George Piercy along at two of the stands.

Don and Martha Smith, Detroit, are home after making the CFA convention, King, Ringling, Hunt and Ring, the Barnum Museum at Bridgeport, a model builders' session in Auburn, N. Y., and the home of Robert D. Good, Allentown, Pa.

Nat Lewis was in Chicago this week, after closing his show at Eau Claire, Wis. . . . Charles Kyle, of Kyle Productions, caught Ringling at New Haven, Conn. . . . Harry Shell and Eddie Kuhn were laying over at the Peru, Ind., circus farm this week.

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343 Entries at Tulsa RSROA Regional Meet

TULSA, Okla., June 25.—The 10th annual Midwestern regional championship of the RSROA was held here June 3-5 at the Arena, with 343 contestants competing. Skaters eligible to participate numbered 390 and 353 entries from 40 rinks in the 10-State region were submitted. Thirty-one

of the rinks had at least one winner in some event, with Doling Park Rink, Springfield, Mo., copping the lion's share of honors by walking off with 21 place winners and 11 event championships.

Top honors for a variety of events went to Fredye Tobola and Roy Huckaby, Beaumont, Tex., who figured in six championships. Not to be outdone, John Dale Martin and Bobette Mills, Doling Park, also placed in six championships. For the first time since its inception this year's Midwest regional pointed up more individual stars. Meet officials pointed out that many times in the past there has not been too great a difference between winners and the others, but this year's meet seemed to display outstanding ability by the winners.

Among those who copped first places were Carolyn Sliger, Doling Park, junior girls' singles; and Suean Cowan, Warnoco; Greeley, Colo., senior ladies' singles. Best pair awards went to Bobette Mills and Chester Brumley, Doling Park; while the best dance team was Dean Attebery and Judith Ernst, St. Louis Arena. Outstanding speed skaters were Lynn Nostave and Evalyn Kelly, both of Tulsa.

Roberta Brockus, Springfield, Mo., was chosen regional queen.

Good Crowds Nightly

Six hundred seats are available in the Arena, and for the four nights and three days turnaway crowds jammed the place to give this town one of the most publicized skating events in years.

Judges included Arlis M. Snyder, director of the meet, and Johnnie Milligan, supervisor. Art skating judges were Billy Chew, Kansas City, Kan.; Bill Dalton, Tulsa; Virginia Darimont, Pontiac, Mich.; Herbert Eng, Detroit; Johnnie Milligan, South Coffeyville, Okla.; Jerry Nista, Youngstown, O., and Richard McLaughlin, St. Louis. Speed skating officials were Herbert Eng and Johnny Sowers, referees; Vera Falk, Fred Falk, Bob Ebling, Henry Werner and Nita Smith, patrol judges; Bernard McGinnis, steward; Roy Johnston, chief place judge, and Don Paxson, chief timer.

Other winners and their rink were:

School figures: Juvenile girls, Fredye Tobola, Playground, Beaumont, Tex.; Juvenile boys, Donald Siskiller, Skateland, New Orleans; junior girls, Nancy Wright, Arena, Tulsa; junior boys, Carl Masters, Pla-Mor, Kansas City; novice ladies, Lorna Henrion, Kansas City; novice men, John Dale Martin, Doling Park, Springfield, Mo.; intermediate ladies, Beverly Votaw, Springfield; intermediate men, Pompey Rhea, Skateland, Odessa, Tex.; senior ladies, Sondra Gross, Tulsa; senior men, John Mathis, Midtown, San Antonio.

Singles: (Diaper division, skating) Linda Ireland, Skateland, Ankeny, Ia.; (showmanship) Linda Frazier, Kansas City; Juvenile girls, Fredye Tobola, Beaumont; juvenile boys, Roy Huckaby, Beaumont; junior girls, Carolyn Sliger, Springfield, Mo.; junior boys, Dorsey Dysart, Springfield, Mo.; novice ladies, Loreita Blazier, Rolla-A-Way, Topeka, Kan.; novice men, Sidney Platt, Rollerdom, Little Rock; intermediate ladies, Bobette Mills, Springfield, Mo.; intermediate men, John D. Martin, Springfield, Mo.; senior ladies, Suean Cowan, Warnoco Rink, Greeley, Colo.; senior men, Arthur Brown, Arena, St. Louis.

Pairs: Juvenile, Roy Huckaby and Fredye Tobola, Beaumont; junior, Dorsey Dysart and Bonnie Ash, Springfield, Mo.; novice, Chester Brumley and Bobette Mills, Springfield; intermediate, John D. Martin and Carolyn Sliger, Springfield; senior, Arthur Brown and Joan Brown, St. Louis.

Fours: Johnny Phalen, Wally Watson, Betty Carroll and Sherry McClure, Beaumont; novice, Otto Traber, Stanley Tuttle, Jeanne Vareias and Nicki Vareias, Midtown, San Antonio; intermediate, Chester Brumley, Russell Lee Russell, Bobette Mills and Beverly Votaw, Springfield.

Dance: Juvenile, Roy Huckaby and Fredye Tobola, Beaumont; junior, Jerry Tomlinson and Nancy Wright, Tulsa; novice, Carl Masters and Joyce Kueker, Kansas City; intermediate, Dean Attebery and Judith Ernst, St. Louis; senior, Richard Blakeburn and Sondra Gross, Tulsa.

ARSA Skaters Back as Jones Beach Feature

NEW YORK, June 25.—Roller revues by champions and stars of the U. S. Amateur Roller Skating Association (USARSA) are again being presented as a summer feature on the outdoor rink at Jones Beach, Long Island. USARSA prexy George Apdale of Richmond Hill, L. I., is in charge.

Despite a continuous drizzle, the opener was well received last Sunday (19). Park Department officials offered to call the event off but performers, mostly juveniles and slightly older, went on with the show.

Other USARSA shows are booked for Sundays, July 10 and 24, August 14 and 28, and September 4. Curtain time is shortly after dark at a time when thousands of swimmers are looking for an attraction. There is grandstand seating for a few thousand, but the roller productions traditionally play to overflow galleries of standees and in past years have been hailed by park officials as major attractions. Each production is heralded by posters at key beach locations and by frequent public address system announcements.

New Ceiling, Air System At Skateland

FRESNO, Calif., June 25.—A costly improvement program at Len Honey's Skateland here is nearing completion which should make the skatery one of the best equipped rinks in California, according to Paul J. Gilbert, manager.

About completed is installation of a fiber-glass ceiling one inch thick by Fiber-Glass Corporation of America. More than two and a half miles of wiring has been used to hold the ceiling in place, said Gilbert, and owner Honey is anxious to learn what effect the ceiling will have on sound reduction and how it will work as a heat insulator.

Also completed recently was installation of a fourth air-conditioning unit in the rink roof, making Skateland one of the few California rinks having air conditioning. Most spots in the State use big fans at each end of the building, said Gilbert.

Meanwhile, Gilbert has not been idle in promoting Skateland. When the Roller Derby played the Fresno Ice Arena, May 26-June 5, Skateland took a one-page insert in the official Roller Derby program to advertise Skateland "where the churches, the schools and the families meet to join the wholesale fun and recreation of roller skating. It is our hope that you parents will make Skateland a stopping place to see what your children are doing. Your admission will always be free—please come in to visit us."

Gilbert also rented the old ice skate and sports shop room, decorated it and used it to advertise Skateland and its amateur club during the Roller Derby engagement. On each of the nights Skateland skaters were in costume in the lobby to give away trinkets and pamphlets publicizing Skateland.

Speed: (Diaper division) Ronny Hill, Playmoor, Amarillo, Tex.; juvenile C girls, Carol Arp, Skateland, Denver; juvenile C boys, Roy Huckaby, Beaumont; juvenile B girls, Kay Poorboy, Roller Dome, Coffeyville, Kan.; juvenile B boys, Freddy Palk, Tulsa; juvenile A girls, Joan Barrett, Warnoco, Greeley, Colo.; juvenile A boys, Bobby Bellitt, Skateland, Boulder, Colo.; junior girls, Harless Montcal, Greeley; junior boys, Robert Patterson, Skateland, Pueblo, Colo.; intermediate ladies, Lynn Nostave, Arena, Tulsa; intermediate men, Ronnie Watkins, Mammoth Garden, Denver; senior ladies, Evalyn Kelly, Tulsa; senior men, Keith Simons, Houston; ladies' relay, Phyllis Arp, Dianne Dickey, Connie Douglas, Vita Lorelio, Mammoth Garden, Denver; mixed relay, James Duncan, Fred Palk, Evalyn Kelly, Lynn Nostave, Tulsa.

ROADSHOW REP

Watkins Glen, N. Y., in the Finger Lakes resort area, has completed plans to present Val Balfour's Passion Play from early July thru Labor Day, according to Matt Sheridan, who will stage and manage the presentation. Most of the cast that toured last winter with the production will be on hand at Watkins Glen. Mr. and Mrs. Balfour have already arrived there to prepare for rehearsals. A fall tour is being planned for the production. . . . A. A. Forrest writes from Gooding, Idaho, that he had a good winter and spring of sponsored dates with his solo show which covered territory from Florida to California. Forrest has been working the Gooding area for the past month to poor results owing to bad weather. Recently at Cottonwood, Idaho, he bumped into Doc Al Willis, who offers a lecture opus.

John W. Walters, well known in repdom, was a visitor at the home office of The Billboard last Thursday (23) while in Cincinnati on a vacation jaunt. Walters is now employed by a Columbus, O., shoe manufacturing concern. He reports that his mother, Mrs. Ella Walters, who boasts a host of friends in the rep field, is now at the Hutchinson Rest Home, 1609 South High Street, Columbus, mending from a broken hip suffered in a fall some time ago. Walters wonders what's become of the old Cal and Bonnie West rep team?

Cold spring weather has cut deeply into business for Hugh Mackey, who has been working the Megantic, Que., area with his solo show. "With oncoming warm weather I'll try fair and celebration dates," said Mackey, who reports the area poor for shows working merchandise. . . . Ernie Richau writes from Waco, Tex., to say that he recently caught several small outfits in the area using merchandise and was amazed to hear the poor spiel used. "There is an old saying that actors who write their own material seldom become top money getters," Richau concludes. . . . H. E. Houley warns from Winfield, Kan., that conditions in Northeast Oklahoma are not good and urges that showmen give the area a wide berth.

Everett Merchant, who has been promoting amateur minstrel and dramatic bills in New England this spring, writes: "Everything was against me, mostly because of bad weather." Altho he says the minstrel promotion is worn a bit thin, he has hopes for his dramatic presentation, "Whispering Pines," which he will present at three Maine Coastal spots he has booked.

E. J. Carle writes from St. Ignatius, Mont.: "Altho weather has been cold, I have still done fairly well with a stroller show. Hope to be in Central Montana all summer. Am working solo, as my wife and daughter are visiting relatives in Portland, Ore."

Drivin' 'Round the Drive-Ins

Loew's Theaters, Inc., officially took title to the Normandy Twin Open-Air Drive-In Theater in Jacksonville, Fla. Leopold Friedman, financial vice-president of Loew's, acted for the company. This will be the second open-air acquisition by Loew's since completing its divestiture requirements. James Carey, former manager of Loew's Victory, Evansville, Ind., will manage the Normandy, under the supervision of division manager Martin Burnett. Kermit Allum, of the Majestic, Evansville, will assume Carey's former chores. The Normandy features a miniature Seaboard Silver Meteor, free donkey rides, and a five-acre playground. Two ex-convicts arrested in East Paterson, N. J., have allegedly confessed participating in an armed robbery March 19 at the Elkton, Md., Drive-In on Route 40, where they escaped with \$238. The suspects, Michael McDonald, 24, of Port Chester, N. Y., and Joseph Frasea, alias Joseph Calabrese, of Lodi, N. J., are said to have traveled across the country in a three-month crime spree which netted

them between \$2,500 and \$3,000, staging at least a dozen robberies of service stations and outdoor theaters. In addition to Elkton the pair is said to have operated in Miami, Hollywood, Cleveland; Lexington, Ky.; Hammond, Ind.; Chicago and Grand Prairie, Tex.

The Ol-Worth Drive-In Theater opening at Olney, Tex., has been postponed because of wind damage, according to Billy Wilson, manager. The main structure has had to be torn down and will have to be rebuilt. . . . The Rice Drive-In at El Campo, Tex., has been opened, according to Doyle Oliver, general manager of the Frels Theaters Circuit. The Rice has been completely remodeled. Ramps were paved and concessions improved. Bausch and Lomb lenses were installed for wide screen and CinemaScope and a new aluminum screen was added. . . . Hall Industries Theaters has taken over the Bronco and Texas Drive-Ins at Beeville, Tex., which were sold by A. M. Gaines. Keith Deer will be manager of the two drive-ins.

Wolfson Branch

Altho Rekab Company was the purchaser, it was noted that another firm, Kebar, is to be formed to operate the park. Both titles are variants on the Baker family name. Continental, in the meanwhile, is also disposing of any other non-transit properties which went along to Wolfson in the purchase of Capital Transit Company.

Price said business thus far in 1955 was 15 per cent ahead of last year's up until last weekend, which was a near wash-out, altho crowds had built up nicely at least twice when rains struck. The two-day (18-19) appearance of Buster Crabbe, TV's Captain Gallant, was affected. Crabbe was to give three shows a day but most were called off because of the rain. He drew well at the 4 p.m. show Saturday, supported by cowboy Joe Phillips and his horse, Smokey. Next Thursday (30) the spot will offer local cowgirl Cindy Lou, of the WTIC kiddie TV show, and Gabby Hayes is booked in for Saturday (2). An estimated 22,000 children took advantage of WMAL radio and TV's Jim Gibbons, at his School's Out Party.

Fireworks displays on Memorial Night and on the following Sunday night were the successful holiday devices of Manager Bill Keating, Comerford Drive-In, Dupont, Pa., while Al Farrell, manager, DisValley Drive-In, is readying a gift certificate thru the courtesy of the Eynon Drug Store, Eynon, Pa. . . . The Renninger, Schuykill County, Pa., drive-in has opened on a six-day schedule. It is closed Thursdays, the date of the nearby weekly Schuykill Haven open market. Double bills are shown Saturdays, Sundays and holidays. . . . Reports say the big new drive-in being constructed on the Reading-Harrisburg road, west of Sinking Spring, Pa., will not be opened in July, as expected, but in August or about Labor Day. . . . In Philadelphia, the De Luxe Buying and Booking Service is now handling the Gazleton Drive-In, Drums, Pa., for the booking of pictures.

Plunkett's Stage Show

Wants Young Team, Man Single, Man or Woman who can do parts and specialties. Hillbilly and other useful People. Holyoke, Colorado, June 30-July 1-2; Julesburg, Colorado, July 4-5-6; Ogallala, Nebraska, July 7-8-9.

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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.

House of Bronze has moved into new and larger quarters at 1467 Myrtle Avenue, Brooklyn. At the same time the firm announced that its new catalog, listing 180 items, is ready for distribution. Included in the firm's new line are two newly designed, self-starting trivet electric clocks priced at \$3.30 each, with nationally known, guaranteed, self-starting electric clock motors. Among the firm's other new items are decorative wall clocks and sconce ensembles with electric or eight-day wind movements.

Exclusive Import Company, Chicago, announces a new fragrance, Black Diamond. Blended with fine perfume oils, the firm calls it a rarity among fragrances. Put up in modern square-shaped, spill-proof bottles, it is available in one-and-a-half-dram, half-ounce and one-ounce sizes. The half-ounce and one-ounce bottles are packed in two-tone black and pink suede box and is gift wrapped and tied with pink bow. Big discounts are offered for this product which the firm says sells on sight and calls a big profit maker.

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The newest thing in toy banks, a "money eating" character called the Gelt, has been introduced by Spec-toy-culars, Inc., Long Island City, N. Y. The first of its kind, the firm says it is a replica of cartoonist Paul Terry's character, the Gelt. Since Joseph Green, Spec-toy-culars president, signed with Terry to merchandise the Gelt, a year of preparatory work has been put in on the product. The

Gelt is made of high-impact plastic. It is finished in gold and stands eight and a half inches high. Coins are inserted thru an oversize trumpet-hornlike extension on the Gelt's face.

Ideal growing conditions on the Samuel Martin Game Farm have produced a volume crop of wild, ring-necked pheasant, resulting in a schedule of new low prices now in effect for the gift-packaged wild life line of canned delicacy products. The game farm is located on Whidbey Island, near Seattle, where the birds have a natural hideaway habitat. Write Samuel Martin Game Farm, Seattle, for prices on these packaged specialties. Special discounts are offered Billboard readers.

PIPES FOR PITCHMEN

By BILL BAKER

WE WONDER . . . if our two chums, Jimmy Matthewson and Cari Stroud, ever reached Madison, Wis., after they took off from Cincinnati several weeks ago. By the way, Jimmy—that gimmick you left here was passed on to one of the young pappys in our office and he really has been putting it to some good and practical use. He reports that the region of his kid's high chair is now as clean as a bound tooth—thanks to that gimmick the floor in the kitchen is no longer littered with strained spinach, carrots, prunes and other infantile gastronomic offfall. At a proper price, it should prove to be a cinch.

CHIEF DON NAPIER . . . reports the recent passing of his old friend and veteran pitcher, Larry Bettinger, better known in the business as Doc King LaMar, a med man of no mean ability. Napier pens that he and the good Doctor worked off the same platform for many years and, during that time, had an opportunity to observe his tricky technique. It will also be remembered that Doc and his wife were with the Art B. Thomas Shows for quite a spell. According to the Chief's dispatch, Doc was working the Chicago Show when he was slapped down. He died in the Veterans' Hospital there.

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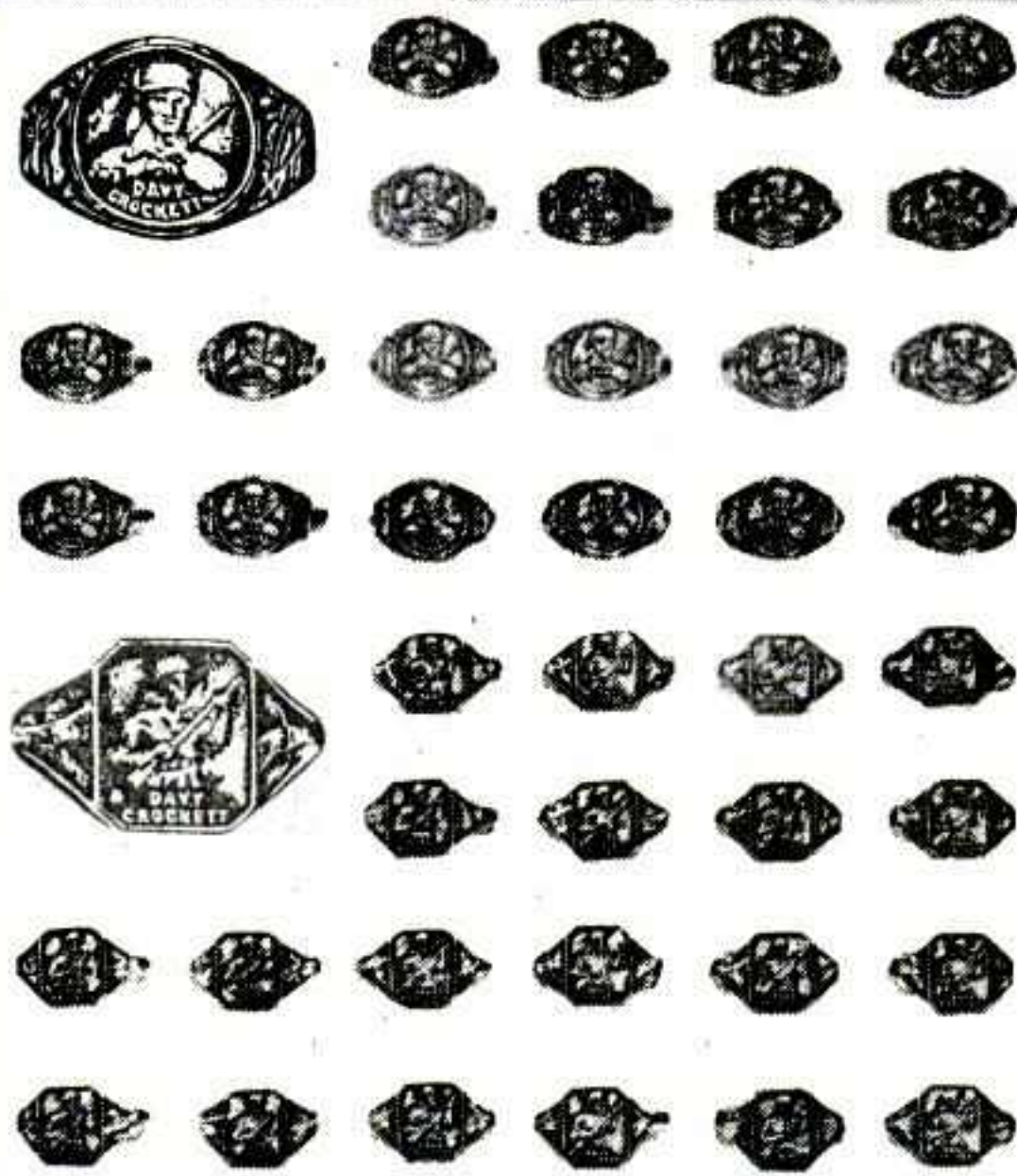
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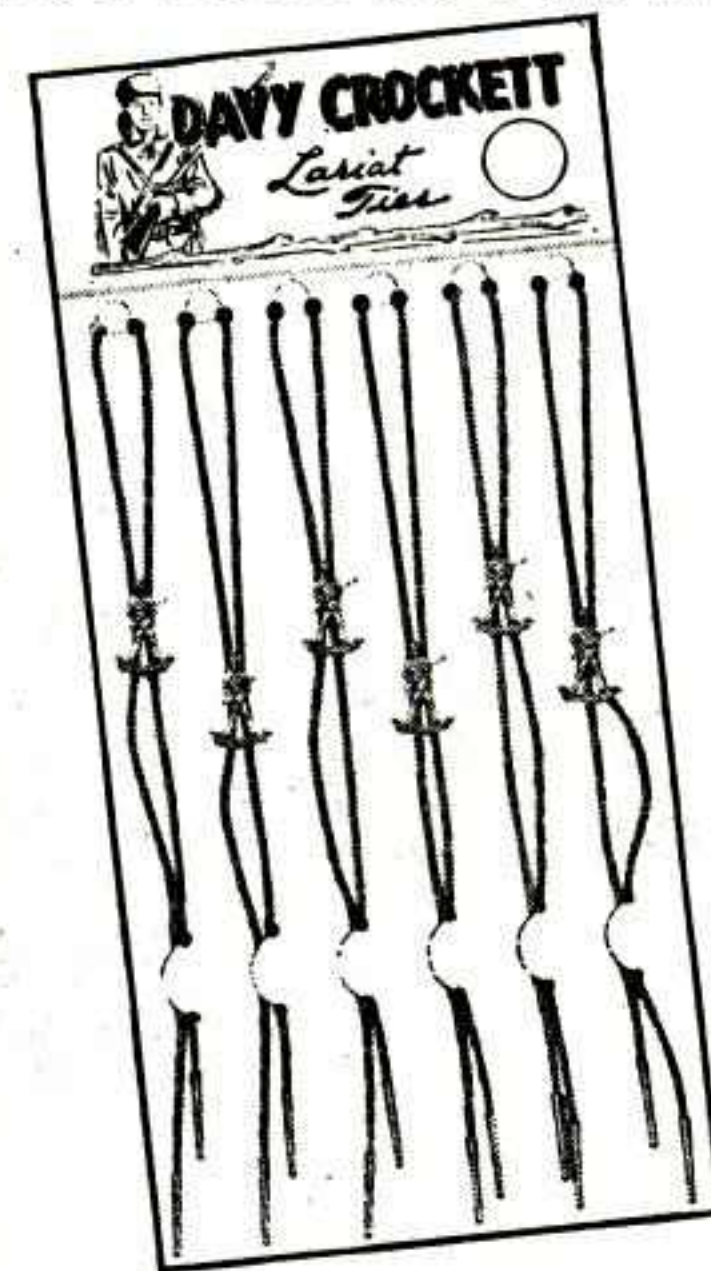
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CORRECTION NOTICE
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Try a sample dozen of any items listed above at reg. prices: 20% deposit, balance c.o.d.

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Forms Close Thursdays for the Following Week's Issue

A-1 BOSS MAN, COMMERCIAL SOCIETY—Double preferred, not essential. Contact Orchestra Leader, Leland Hotel, Aurora, Ill.
ADVERTISING PHONE SALESMEN—Labor Day issue Virginia Labor News-Herald, Richmond, Commission, daily draw, start 15th. Phone owner (not collect) Bluefield 3-8164 or write Box 53, Bluefield, W. Va. jy2

HONKY TONK PIANIST OR ORGANIST—Boy or girl, play dance music sing and entertain. Salary \$60 to \$75 week. Box 117, Byesville, O. jy16

MANUFACTURER NEEDS QUALIFIED vending machine Salesmen. Unique plan offers unlimited earnings. Protected territory. Openings thruout U. S. Be first. Write Box No. C-246, c/o Billboard, Cincinnati 22, Ohio.

PIANIST—MALE OR FEMALE experienced, reliable, neat appearing. Combo work steady, top salary. Box C-245 c/o Billboard, Cincinnati 22, O.

PIANIST—READ, INTROS, MODULATIONS, transpose. Commercial combo, no jazz. Fillins, locations. Contact Chuck George, Box 179 Route 2, Rapid City, S. Dak. Fulmore 3-1815.

SECTION TENOR AND CLARINET MAN—For territory tenor band. Contact Jess Gayer, 1612 N. Broadwell, Grand Island, Neb.

PIANO MAN FOR MID-WEST TRAVELING orchestra. Sleeper bus. Steady pay fifty weeks a year. Need man about July 18th. Little John Beecher, 1611 City Nat'l Bank Bldg., Omaha, Neb. jy23

TENOR SAX—DOUBLING CLARINET FOR commercial combo. Must read well and have good tone. Location work only. No character tolerated. Salary, \$93.50, tax paid. Wire or write Orchestra Leader, McKay Hotel, Duluth, Minn.

WANTED—ATTRACTIVE GIRLS FOR good dancing girl show. Experience unnecessary. Fines of treatment. Good salary. Write Leslie Klester, Hotel Nuville, Rochester, Minn.

WANTED—ATTRACTIVE GIRL VOCALIST, large repertoire pop tunes, no travel, enclose late photo. Also trio, play pop dance music, do MC and vocals. 2123 Texas Ave., Savannah, Ga.

WANTED—POLKA BAND, ACCORDION man, good reader, immediately; Steady. Wire L. A. Berg, Albert Lea, Minn.

WANTED—TRUMPET, MUST READ, fake, play commercial, jazz. Cut or else; location. Orchestra Leader, 108 South Franklin, Mobile, Ala.

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

MISCELLANEOUS

HYPNOTISM—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. se17

JEAN VA JEUN—HALF AND HALF GOOD worker, neat appearance, good wardrobe. Also inside flash. Address Jean Va Jeun, c/o Don Beck, Gen. Del., Ypsilanti, Mich. jy2

MAN AND WIFE DESIRE ROLLER RINK connection. 20 years experience as rink owners, managers and professionals. Available short notice. Box C-246, c/o Billboard, Cincinnati 22, Ohio. jy23

ONE MAN FUN SHOW—AVAILABLE IN New England. Children's Shows a specialty. Ventriloquist, accordionist, puppeteer, etc. Member A.V.A. Send for brochure. Bob Munstedt, 31 Garnet Rd., West Roxbury, Mass.

MUSICIANS

A-1 ORGANIST FOR LOUNGE, HOTEL, restaurant, club, rink. Reasonable. Organist, 308 W. 49th, c/o Siems, New York, N. Y. jy16

ALTO-TENOR, CLARINET—EXPERIENCED. All styles, read, tone, sober, reliable. Join immediately. Contact Guy Williams, Box 2365, Telephone Melrose 4-9843, Colorado Springs, Colo. jy2

ALTO, TENOR, CLARINET—EXPERIENCED tone, read well. Available immediately. Will travel. Sober, reliable. Gerald B. Cheek, 2111 Gentry, North Kansas City, Mo., Phone Norclay 4106. jy16

BANJOIST—EXPERIENCED ANY STYLE, but Dixieland special. Will travel, union. Write Box C-243 c/o Billboard, Cincinnati 22, O.

DRUMMER—UNION: EXPERIENCED ALL styles; go anywhere; own transportation. Available June 30. Bill Griffin, 16 W. Court St., Cortland, N. Y. Skyline 6-8182. jy2

FOUR PIECES—COLORED, SOBER, MOD-ern swing. Can also furnish singer and small show if desired. R. Brooks, 218 W. 141 St., New York 30, N. Y. Phone WA-6-3581. jy2

GIRL PIANO PLAYER AVAILABLE immediately. Read. Fake. Transpose. Cut shows. Box C-242 c/o Billboard, Cincinnati, O. jy9

GUITARIST—AVAILABLE FOR ENTER-taining combo or dance unit. Thoroughly experienced. Box C-240, Billboard, Cincinnati 22, O. jy2

HAMMOND ORGANIST—EXPERIENCED restaurant, lounge, rink. Also much rink experience. Prefer rink. Reliable, co-operative; good habits. Available now. Write or phone Organist, 100 Hawthorne, Creve Coeur, Ill. Phone Peoria 4-0902. jy2

ORGANIZED TRIO—FINISHING LONG engagement, available after July 2, free to travel. Contact Musician, Rt. 2, Box 124, Theodore, Ala. Call Greenwood 7-1939, Mobile.

PIANO—COCKTAIL, SMALL GROUP, BIG band, experienced. Read, fake. Summer job. Prefer location, resort in East, but will go anywhere. E. Bassett, 1302 10th Ave., Huntington, W. Va.

PIANO MAN AVAILABLE IMMEDIATELY for small commercial unit. Desire location. No shows. Jimmy Moore, 459 S. McDonough, Montgomery, Ala. Tel. 4-6533.

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THREE OR FOUR PIECE COMBO AVAILABLE now, would like mountain or seashore resort anywhere. Versatile instrumental combo. Suitable for dance, dinner music. Violin solo floor work. Experience in all branches of music business. Contact (The Musical Chiefs) c/o Phil Munafò, 2615 N. Fla., Lakeland, Fla. Mutual 24-582.

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AVAILABLE FOR FAIRS AND CELEBRATIONS, Portable Stage and Scenery, Elephant Act, Horizontal Bar and Novelty Acts. Contact Willard's Circus Attractions, 113 Court, Beatrice, Neb. jy2

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BEARS, PONIES, MONKEYS, DOGS, ACRO-bats, Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

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FLASHY PLATFORM TRAPEZE ACT—Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone, EA4thbrook 3312. jy2

HERPETOLOGIST—REPTILE LECTURER, available for parks, fairs, clubs, TV, schools and carnivals. Plenty experience. Herbert Lewis, Apt. 4, 141 D. View Avenue, Norfolk, Va.

OPEN NOW—MAGICIAN AND CLOWN Act, Puppet Show. Real equipment for no salary, which cannot be received on account of two pensions. Bang comedy show, well equipped with real props. Have own music, illusions. You furnish transportation only with a small truck. No cash or advances. Send for billing, furnished free. 4 acts and bally. Meliso, Clown Magician, Gen. Delivery, St. Louis, Mo.

THE MAN WHO EATS DRY ICE PROF. Hawk. Featured in Ripley's. Send for Ripley's write up. Box 994, Billboard, 1564 Broadway, N. Y. C. jy2

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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 with issue dated June 18, 1955)

Table with 5 columns: AMUSEMENT GAMES, ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES. Lists various machine models and their frequencies.

AMUSEMENT GAMES

Table listing amusement games with columns for HIGH, LOW, and Times Adv'd. Includes models like ABC (United), Army & Navy, Arabian Knights, etc.

Table listing amusement games with columns for HIGH, LOW, and Times Adv'd. Includes models like Skill Pool, Spot Lite (Bally), Stars (United), etc.

ARCADE EQUIPMENT

Table listing arcade equipment with columns for HIGH, LOW, and Times Adv'd. Includes models like ABI Challenger, Astro Scope, Atomic Bomber, etc.

Table listing music machines with columns for HIGH, LOW, and Times Adv'd. Includes models like Pitch'm & Bat'm, Pistol Pete, Quizzer, etc.

MUSIC MACHINES

Table listing music machines with columns for HIGH, LOW, and Times Adv'd. Includes models like AMI Model A, Model A-40, Model B, etc.

Table listing shuffle games with columns for HIGH, LOW, and Times Adv'd. Includes models like SEEBURG H-146, H-147, etc.

SHUFFLE GAMES

Table listing shuffle games with columns for HIGH, LOW, and Times Adv'd. Includes models like Ace Bowler (United), Advance Bowler, Banner Shuffle Alley, etc.

Table listing vending machines with columns for HIGH, LOW, and Times Adv'd. Includes models like Acorn Cabinet, Advance D 1c BG, Advance No. 11, etc.

VENDING MACHINES

Table listing vending machines with columns for HIGH, LOW, and Times Adv'd. Includes models like Acorn Cabinet, Advance D 1c BG, Advance No. 11, etc.

(Continued on page 77)

Coin Machine Exports

March, 1955

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	177	\$101,664	310	\$ 57,923	676	\$46,617	1,163	\$ 206,204
France	201	139,889	30	6,900	140	12,097	371	158,886
Venezuela	172	125,359	32	21,707	11	3,720	215	150,786
Belgium	233	94,768	111	7,090			344	101,850
Mexico	195	84,085					195	84,085
Netherlands	130	61,724	65	10,190			195	71,914
Colombia	158	52,010	12	500			170	52,510
Cuba	132	44,605	10	2,000			142	46,605
West Germany	28	15,605	36	13,700			64	29,305
Peru	39	24,350	17	1,330			57	25,680
Japan	10	5,545	39	16,620			49	22,165
British Malaya	36	10,999	100	11,109			136	22,108
Salvador	28	19,670			10	1,706	38	21,376
Sweden	25	24,350	15	3,065			40	20,419
Switzerland	16	10,683			10	5,000	26	15,683
French Morocco	13	1,775	45	10,619	5	1,130	63	13,524
Austria	11	8,534					11	8,534
Netherlands Antilles	6	4,131	4	2,055			10	6,186
Italy	10	5,762					10	5,762
Nicaragua	8	4,995					8	4,995
Philippine Republic	8	4,025	3	550			11	4,575
Nan Islands			13	4,450			13	4,450
Costa Rica	6	4,234					6	4,234
Honduras	6	3,994					6	3,994
Portugal			15	3,725			15	3,725
Iceland			10	3,130			10	3,130
Tangier	3	2,235	7	795			10	3,030
Guatemala	6	2,698					6	2,698
Iran					2	2,670	2	2,670
Korean Republic	2	1,900					2	1,900
Spanish Africa			10	1,761			10	1,761
Panama	2	1,592					2	1,592
Hong Kong			10	1,389			10	1,389
United Kingdom					1	1,040	1	1,040
Leeward	1	574					1	574
Other Countries	80	14,080	70	4,650			150	18,730
TOTALS	1,742	\$868,839	964	\$185,258	855	\$73,980	3,561	\$1,128,077

March Exports Up; Juke Trade Flares

Coin Machine Shipments Hit \$1,128,077; Canada Leads Markets, France Booms

CHICAGO, June 25.—March shipments of U. S. coin-operated juke boxes, games and venders to world markets rose 4 per cent above exports during the same month last year.

Juke box trade led the climb, posting a giant 58 per cent increase over March, 1954. Games and vending machines, during the same month this year, faltered far behind last year's marks.

U. S. Department of Commerce figures are not yet available for late periods of this year, due to months of preparation for each month's totals.

France was the big surprise of the coin machine markets during

March, climbing to an unprecedented high on the strength of \$139,889 in juke imports. France was the runner-up to Canada, which held down the top spot on the export chart with a \$206,204 total.

W. Germany Slips

West Germany, which had gained top billing among the coin machine markets in recent months, slid to ninth position during March. West Germany, previously importing juke to the tune of \$400,000 and \$200,000 monthly, took only \$15,605 worth of phonographs in March.

Canada and France were trailed by Venezuela and Belgium, all hit-

(Continued on page 89)

Hopper Fee Hikes for St. Paul Coin Industry

By JACK WEINBERG

ST. PAUL, Minn., June 25.—The coin machine industry here and practically all of its location spots and vending suppliers are among 76 types of business and industries which would have license increases or new permit fees assessed where not already levied under a series of 76 ordinances introduced before St. Paul City Council Friday (24).

The proposal for the increases comes from a special revenue committee of citizens and councilmen appointed last January by Mayor Joseph E. Dillon to explore possibilities of new income for city government whose operational costs have risen 132 per cent here since 1947.

Public hearings on the proposed ordinances are set for Friday, July 8, in city council chambers in City Hall. If adopted, the new permit schedule would yield city treasury approximately \$44,000 from August 1 to December 31 this year and about \$211,000 annually thereafter. The committee is still considering 10 other license fee changes.

Operator Hikes

Amusement game permit changes proposed would increase fees on each machine from \$5 to \$6, with a total revenue boost of \$876; location license hike from \$50 to \$60 yearly from \$4,560 more revenue; arcades from \$200 to \$240.

Operator license fee of \$300 would remain as is.

Music machine licenses would be hiked from \$25 to \$30 for \$2,820 total revenue increase yearly.

Cigarette vending operators would pay a new permit fee of \$100 plus \$1 for each machine.

License fee increase for other vending operations would be from \$25 to \$30 for operators for a \$35 total revenue boost; \$5 to \$6 for vending locations for \$556 more in revenue; \$10 to \$12 for original container vending sales for \$216 increase in revenue, 25 cents per machine where unit is owned by foodstuffs licensee and is on location in his own store.

Stickers required under present city ordinance, at 25 cents each, would be eliminated and operators under proposed change would be requested to list machines and locations with city clerk.

Self-service laundries operated by coin chutes would be subject to same license fee boost of from \$50 to \$60 as regular laundries and dry cleaners. Coin-operated ice vending stations would be increased from \$10 to \$12.

Locations Hit

Amusement game, vending machines and music machine locations affected by the proposed permit increases are: On-sale (by-the-drink) liquor establishments, from present \$1,500 fee to \$1,800; on-sale malt liquor places from \$100 to \$120; bowling alleys, from \$25 to \$30 for first alley, from \$5 to \$10 for each additional alley, retail food stores, gas stations, restaurants, barber and beauty shops, movie houses, roller rinks, drugstores, garages, pool and billiard halls, public dance halls. Tavern fees would jump from \$50 to \$60.

Vending suppliers affected are beverage manufacturers, ice cream manufacturers, food manufacturers.

Capitol Bows See-Saw Ride

NEW YORK, June 25.—Sam Goldsmith, Capitol Projectors executive, returned this week from the Midwest Toy Fair in Chicago, where the firm exhibited its new See-Saw ride, Carousel and Balloon-O-Mat. Accompanying him was Al Blendow, Capitol sales manager.

Listing for \$325, the See-Saw is 4.5 feet long and gives two children a one-minute ride. The item is in production.

Goldsmith said that location leads were particularly high on the Balloon-O-Mat, with orders from such chains as Liggett-Rexall, Neissner's, J. J. Newberry and Walgreen. The vender is on location in the Safeway chain.

He added that Kiddie City, Queens Amusement Park, has been selling an average of 1,000 balloons a week.

Game Conversions Continue to Climb

By KEN KNAUF

CHICAGO, June 25.—Shuffle game conversions are increasing in the Chicago and Los Angeles areas, and are spreading to new sections over the nation.

However, conversions in the New York and Milwaukee areas, running strong a month ago, have dropped off slightly.

Indications are that the practice of converting used shuffle games to games with more up-to-date play features will continue among distributors and operators for some time to come.

Production and sales of new games, meanwhile, continues at a steady rate with operators in some cases actually stepping up investment in new games thru savings realized by making conversions on used games.

One factor that may cut short the conversion climb is that the supply of used shuffle bowlers suitable for present conversion kits is running lower. As conversions spread, prices of these used games climb, and conversion unit manufacturers are facing the problem of making their conversions adaptable to a wider variety of shuffle bowlers.

The majority of conversions consist of adding flashing light features and higher score features to used shuffle bowlers by installing new motors, relays, scoring reels, plexi-glass panels, light bulbs, wiring and backglases.

Prices of the units range from \$50 to \$200 depending on the type of unit and whether installa-

tion costs are included. Conversion manufacturers sell most of these units to distributors who make the installation for operators, or show operators how to make the conversion themselves.

Ted Rubenstein, Marvel Manufacturing Company, one of the largest conversion producers, reported that sales on conversions are up from 40 to 50 per cent in the past month. A new conversion unit, the Flasher, was introduced this week, which is designed for match play with shuffle bowlers.

Marvel sells conversions to three Chicago distributors, Monarch Coin, All-State Coin Machine Exchange, and Leader Sales, who install them for operators. In addition, Marvel ships kits to operators in different sections of the country, and has shipped some units as far as Honolulu.

Rubenstein estimated that there are at least 200 Marvel conversions in operation in the Chicago area alone. Marvel is currently shipping about 50 units per week, and

(Continued on page 85)

Gambling Devices Seized by Gov't In Canton, Mass.

CANTON, Mass., June 25.—A coin machine operator was arrested and two machines seized by the United States government here this week after it was discovered the machines, according to the government case, were being used for gambling.

The devices were seized by deputy U. S. marshals at the Y. D. Dugout, Inc., owned by Alex Philopoulos. The arrest of Philopoulos and the seizure of the machines were made at the request of special agents of the Intelligence Division

(Continued on page 88)

General Plans Distrib Set-Up

DETROIT, June 25.—General Coin Machine Sales and Repair Company, currently concentrating activity in the repair field, plans to expand to distribution operations in the near future.

Business for the summer season looks good, reports Guenther (Ginner) Koeppe, who runs the business in partnership with his brother, Max G. Koeppe.

Standard Factors Sees Industrial Vending as Prime Growth Source

Meredith Feels Games, Music Expansion Limited; Repossessions Less Than 5%

NEW YORK, June 25.—The Standard Factors Corporation, specializing in financing to the coin machine industry, looks to industrial vending as the prime source of growth potential in the automatic field.

According to Edwin B. Meredith, SF executive vice-president, music and game expansion is currently nearing the saturation point, with prospects in merchandising vending virtually unlimited.

Meredith bases his projections on the increasing amount of paper SF is handling on vending accounts, compared with the volume increase in music or games.

Currently, games account for a negligible percentage of SF's coin machine paper, with most of the

money outstanding divided equally between music and vending.

A year ago most of the paper was on music, with little vending and some games. Collections on all coin equipment are near perfect, with repossessions running well under 1/2 per cent.

Technically, Standard Factors does not loan money to operators for the purchase of equipment. SF will enter into an agreement with a manufacturer or distributor for financing. Here's how it works:

A juke box operator wants to buy a \$1,000 box and put \$300 down. The distributor has the option of handling the transaction itself or turning over the deal to SF.

SF will pay the distributor the \$700 balance—minus the discount

—with the buyer paying the monthly notes to Standard Factors. The buyer, of course, pays a higher price if he finances the balance than he would in a straight cash transaction.

Arthur F. Silbert, assistant treasurer and son of President Theodore H. Silbert, likens the SF operation to janitorial work for the banks.

Borrow and Buy

Silbert explained that the firm's function is to borrow money from banks and buy notes with the money, with whatever margin between what the money costs and what it sells for the firm's profit.

Stockholders of Standard Factors and of Nathan Straus-Dupar-

(Continued on page 76)

NCMDA Adds 4 New Firms

CHICAGO, June 25.—The National Coin Machine Distributors' Association this week added four new names to its roster bringing the total membership to 64.

Al Schlesinger, NCMDA's managing director, announced the new firms: Young Distributing Company, New York; H. M. Branson Distributing Company, Louisville; Western Distributors, Inc., Portland, Ore.; and Padorex, Lausanne, Switzerland.

FUTURE FOR AUTOMATIC SALES

'Industrial Vending a Growth Source'—Standard Factors

• Continued from page 75

quet, Inc., will vote Wednesday (29) on a merger of the two firms. NS-D is a supplier of food service equipment. The merger will mean that the combine will have assets of \$26,000,000.

To the coin machine industry, it will mean better service and more money available, according to Silbert. The new stock is expected to be listed on the American Stock Exchange sometime in July.

Founded 1932

Standard Factors itself was founded in 1932 as the JRS Trad-

ing Corporation, with an initial capital of \$1,000,000 by Jacob R. Schiff. By the time T. H. Silbert joined the firm in 1934, it was financing sales of almost \$600,000, and by 1954 the figure was more than \$100,000,000.

The firm entered the coin machine field in 1943 when it purchased Industrial Securities, a factoring house specializing in cigarette vending. From there it was a short step to games and music.

About 90 per cent of the firm's assets are in cash and receivables, 76 per cent of that figure due in less than a year. SF has an unsecured line of credit with 41 banks for about \$14,000,000 and the firm itself owns \$4,300,000 in capital. E. B. Meredith feels the low

repossession rate is a result of the dual checking policy. Most manufacturers and distributors know the potential buyers and generally do not attempt to put paper thru unless the buyers has the required financial stability.

As a heavy percentage of SF financing involves small businesses, the firm is deeply interested in the plight of the small operator. Hence, each fall, Silbert conducts nine seminar sessions on "Current Problems of Small Business" at Columbia University. Leading management, labor and economic experts give lectures and hold public discussions at the meetings. This year, Silbert hopes to have a large attendance from members of the coin machine industry.

OPS CONTRIBUTE TO NABV SURVEY

CHICAGO, June 25.—A survey of bulk vending machine taxes is currently being compiled by the National Association of Bulk Vendors.

The survey will cover the present-day tax situations on State, county and local levels, according to Milton T. Raynor, NABV legal counsel.

Operators throughout the country are being asked to submit information concerning local regulations.

THE SIGN SELLS

Denver Firm Solves Problem Of Cig Vender

DENVER, June 25.—Before the installation of a cigarette vending machine in the basement fountain-luncheonette of Skaggs Drug Center, the throngs of eating customers were unhappy.

If they wanted cigarettes they would have to go up a long flight of stairs to the store's counter. The stairs were generally crowded and the cigarette-searching eater would have to push his (or her) way thru the jam.

After the cigarettes were purchased, there was, of course, another struggle to get back down the stairs (tho not as bad as the upward climb).

Skaggs, drug center to alleviate the condition, installed a cigarette vender in the basement restaurant.

However, the vender was only yellow in color, and the customers desiring cigarettes failed to see it, and continued to press on upstairs for their smokes.

For a time, the management was baffled. It seemed their problem was to get the customers to buy their cigarettes at the vender, and not go upstairs for their purchase.

Numerous solutions were thought of, but discarded. None would theoretically work.

Then Gus Rowe, manager of the tobacco department, got the idea.

He constructed a sign, based upon the principle of the picture frame, 22 inches long and 14 inches high. On it he placed an 18-inch "cigarette" rolled of white art paper, one end glowing with red tin foil, the other end filled with shredded brown crepe paper to simulate tobacco. He placed black letters above this "cigarette" spell-

(Continued on page 79)

1.5 Million Cig Smokers Quit In 18 Months

NEW YORK, June 25.—Altho there are still 38,000,000 cigarette smokers in the nation, the U. S. Bureau of the Census reported this week that 1,500,000 persons had given up the habit in the last 18 months. The survey was prepared for the National Cancer Institute of the Public Health Service for use in scientific studies of lung cancer incidence in relation to smoking habits.

Some 40,000 persons in 450 counties were questioned. While complete results will not be published for several months, the following conclusions were announced with the figures projected:

Two thirds of those who stopped smoking were men, most of them under 45. About 25,000,000 of those who continued to smoke were men and about 13,000,000 were women.

More Swear Off

In the period between the fall of 1952 and the fall of 1953, only 600,000 persons had sworn off, compared with 1,500,000 in the last 18 months.

(Continued on page 79)

CROSSROADS

World's Best Vending Stop Opens Friday

NEW YORK, June 25.—What is probably the world's best transient location for a vending machine was opened for a few hours Friday (24) at the crossroads of the nation.

The site was next to the newsstand on the Times Square traffic island. The machine was the Rowe half-pint milk vender. It marked the first time in New York's history that permission had been granted for sidewalk vending of milk.

Instrumental in placing the vender at Times Square location was E. J. Rowell, executive director of the National Dairy Council for the New York area, which sponsored the placement. Hulen Jack, Manhattan Borough president, attended the installation ceremonies. The machine was removed by late afternoon.

The move was meant to dramatize the need for increased milk consumption here. New Yorkers drink less milk per capita than residents of most other major cities. In

(Continued on page 78)

C&C to Launch Video Drive; \$4 Million Set

NEW YORK, June 25.—The C&C Super Corporation will soon launch the largest advertising spot program ever run on television by a soft drink manufacturer, with \$4,000,000 allocated for the plugging of the firm's canned soft drink line on 80 stations thruout the nation.

C&C has promoted its line of cap-top canned drinks for the vending trade, merchandising the beverage in connection with the Central Tool Choice-Vend. It has also run tests with Juice Bar equipment.

It is felt that the future of canned carbonated beverages in vending machines will depend to some degree on consumer acceptance in retail channels.

Started in East

The C&C line was introduced about two years ago in the East. The firm now operates plants in New Jersey, California, Illinois, Florida and Virginia. Flavors include cola, ginger ale, root beer, grape, orange and black cherry. Some 40 firms are now canning carbonated drinks.

To promote retail sales, Walter Mack, C&C president, has concluded a deal with Western Television, Inc., which gives C&C \$10,000,000 worth of video time, \$4,000,000 of which will be put to immediate use.

254 Ops Attend L. A. NAMA Meet

By SAM ABBOTT

LOS ANGELES, June 25.—National Automatic Merchandising Association members of Regions X, XI, and XII set a new all-time attendance record for regional meetings, and heard reports on vending profits and Western State taxes during the noon-to-noon session held here Saturday and Sunday (18-19) in the Ambassador Hotel.

Closing the series of nine area meetings thruout the country, the meet was attended by a record 254 vending operators from the Pacific Coastal States.

A banquet Saturday night in the Gold Room was attended by more than 400 which established a record in NAMA regional social functions.

Re-Elect Chairmen

Arch Riddell, of Harmony Cigarette Service, Pasadena, was again named chairman of Region X, which hosted the sectional convale. Dwight C. Dickinson, Bay Cities Automat Company, Inc., San Francisco, and William J. Higgins, Higgins Automatic Vending, Inc., Seattle, were selected to serve second terms in Regions XI and XII respectively.

The program followed the 1955 NAMA regional meet pattern. G. R. Schreiber, editor and publisher of Vend magazine, reviewed the growth of automatic selling and made predictions for its future development.

William S. Fishman, Automatic Merchandising Company, Chicago, and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, closed the session as moderators of "The Profit Clinic," a regular feature of the 1955 regionals.

Mal Bacigalupi, North Beach Vending Company, San Francisco, (Continued on page 77)

Wildcat Strike Hits Coca-Cola Bottle Venders

NEW YORK, June 25.—Coca-Cola supplies in bottle drink venders were dwindling here this week, but operators of cup drink machines generally have sirup inventories good for some time.

The crisis was brought on by a wildcat strike of Coca-Cola drivers in the New York and Northern New Jersey area. The strike curtailed deliveries of bottled Coke, but did not affect sirup deliveries.

Thomas L. Hickey, vice-president of the International Brotherhood of Teamsters, AFL, said the strike was an outlaw one. He added that the contract between the Coca-Cola Bottling Company of New York and Local 812 has expired June 1. The union has refused to arbitrate differences, but no strike has been authorized.

Locals 125 and 177 in Jersey City and Newark, N. J., are also on strike.

Morris Stein's Jem Juice Is Drink 1-Stop

NEW YORK, June 25.—Morris Stein's recently organized Jem Juice Distributing Company is serving as a one-stop for operators of canned beverage venders.

Jem currently carries 11 flavors of canned vending drinks, with all sales on a pick-up basis.

Flavors are orange, grapefruit, orange and grapefruit blended, tomato, vegamato, cocconut milk, apple juice, grape and orangeade.

West Coast Ops Hit State, Local Taxes

LOS ANGELES, June 25.—State sales taxes on the West Coast were hit by William J. Higgins, Higgins Automatic Vending, Inc., Seattle; George Seedman, Rowe Service, Los Angeles, and Perry Taft, Atherton, Calif., attorney, in talks at the NAMA meeting of regions X, XI and XII here Saturday and Sunday (18-19).

Higgins, chairman of Region II, who spoke on "The Inequity of the Washington Sales Tax," declared that altho federal taxes are decreasing, the trend among States and cities seems to be increasing taxes. Pointing out that of the 10 Western States represented at the meet, five have retail sales taxes, Higgins predicted that "before this group meets again it is probable that more States will join the five that now have these taxes."

"Washington has the dubious distinction of having the highest per capita State tax load," Higgins said. "As you might expect, our sales tax rate of 3 1/2 per cent is also the nation's highest. Even food is not exempted."

Higgins told the group that 11 vending operators are now suing

the State of Washington in an effort to remove the sales tax liability for firms which have 95 per cent of their sales under 13 cents.

"The agreement with the lawyers make it mandatory for the case to be taken to the State Supreme Court. This case will be tried in the county court this September. I hope that by next year at this time we will be able to report a victory—a victory over this type of tax would mean a lot for the entire vending industry," Higgins declared.

Seedman and Taft both spoke on "Consumer Taxes in California." Seedman outlined the history of the California State tax of 3 cents per package of cigarettes that was proposed but defeated. He added that he had just returned from Sacramento with other operators to learn that Los Angeles had proposed a city tax of 2 cents per package—a tax proposal that was also defeated.

The State tax on "tobacco and tobacco products," Seedman said, was hinted last November by John Pierce, director of the California (Continued on page 77)

Vending Developments Begins Research Work

NEW YORK, June 25.—The organizers of Vending Developments, Inc., the new firm specializing in the research, engineering and development of new equipment for the vending industry, this week lifted some of the veils of secrecy which had been surrounding the company.

The Billboard learned this week that Irwin Feinberg is one of the principals in the venture, while Seymour Greenberg has been named general manager.

An accountant, Feinberg has been in automatic merchandising for 10 years, holding sales posts with Lehigh Foundries and Uneda Vending. Greenberg is a Yale graduate with a restaurant background.

Waffle Vender

The firm is currently working on a frozen waffle dispenser for Downy Flake Foods, New York, a cigarette lighter fluid dispenser for the Shell Oil Company, and a work glove merchandiser for a national clothing manufacturer.

An order for 1,000 machines is involved in the waffle deal. The work glove venders will be placed on construction sites and in logging camps away from general stores.

VDI is also working on venders for the Pennsylvania Railroad for dispensing whisky glasses and playing cards.

Full Control

A spokesman for the firm said VDI will do all its own manufacturing, with nothing farmed out and no developments let out to other manufacturers on royalty agreements.

Meanwhile, the firm's first product rolled off the lines at the VDI plant in New Jersey. They are two-price conversions for prewar and early postwar manual cigarette venders.

The conversion consists of a new side, price differential bar and National Rejactor unit. Price is about \$22.50. VDI also is making conversions for the Eastern Electric vender.

DAVY CROCKETT IRON-ON STRIPS

also PIN-ON BUTTONS PICTURE RINGS

Davy Crockett iron-ons are bright colored, washable satin strips, 4" long, rolled for vending or in capsules.

Send \$2.50

and receive 100 high quality filled capsules.

Contains our complete assortment... or send 35¢ for regular sample kit of charms.

National Sales Agents for
ACORN CHARM VENDOR
parts and accessories

Penny King Company

2538 Mission St., Pittsburgh 3, Pa.
World's Largest Selection of Miniature Charms

FEATHERED CAPS TICKLE NAMA CHARITY DRIVE

CHICAGO, June 25.—Six match and cup manufacturers will imprint their vending machine products with Red Feather slogans as part of the National Automatic Merchandising Association's Community Chest campaign this fall.

The companies, announced by Vendo's Alex Izzard, chairman of NAMA's public relations committee, are Dixie Cup Company, Lily-Tulip Cup Corporation, Maryland Cup and Maryland Match Companies, Lion Match Company, and Universal Match Corporation.

This is the sixth consecutive year that NAMA has sponsored a Red Feather campaign. The association has just released a brochure entitled, "You Help Your Business When You Help Your Red Feather Drive," urging operators to place their orders for the appropriately labeled cups and matches now.

Observed Izzard: "Without the strong support of co-operating book match and paper cup manufacturers, it would be impossible for NAMA to continue and expand Red Feather participation, reflecting credit upon the entire automatic merchandising industry. We extend our appreciation to them, and urge all operators interested in earning good will while performing a needed community service to place their orders promptly for Red Feather materials."

No Price Cut for Chi's Vended Cigs

CHICAGO, June 25.—Vended cigarette prices, as well as over-the-counter prices, will remain the same in spite of the Illinois Legislature's canceling of the city's cent-a-pack cigarette tax.

The cigarette tax will be canceled automatically thru a stipulation in a 1/2¢ city sales tax authorized last week by the General Assembly, stating that a cigarette tax cannot be levied at the same time as the sales tax. However, operators here say the vended prices of cigarettes will remain the same.

The city sales tax, and the ensuing end of the cigarette tax, will become effective August 1.

Vending Machines

Continued from page 74

	HIGH	LOW	Times Adv't'd
Rowe Crusader (8 col.)	150.00	150.00	3
Rowe Crusader (10 col.)	160.00	160.00	4
Rowe Diplomat Electric (8 col.)	150.00	150.00	4
Rowe Imperial (8 col.)	90.00	90.00	4
Rowe Imperial (6 col.)	85.00	85.00	4
Rowe President (8 col.)	135.00	135.00	4
Silver King, 1c	8.50	8.50	2
Silver King, 1c Ball Gum	7.45	7.45	4
Silver King, 1c Mdse.	7.45	7.45	4
Silver King, 5c	8.50	7.45	6
Smokeshop	125.00	125.00	1
Stoner Candy (6 col.)	135.00	135.00	3
Stoner (6 col.) (Univender) (Postwar)	90.00	90.00	2
Stoner (8 col.) (Univender) (Prewar)	99.00	99.00	2
Stoner (8 col.) (Univender) (Postwar)	165.00	165.00	2
Stoner Pastry & Sandwich	175.00	175.00	3
Super Vends (3 set)	225.00	225.00	2
Uneda Model A	92.50	85.00	4
Uneda Candy (6 col.)	65.00	65.00	2
Uneda Model E (6 col.)	75.00	45.00	7
Uneda Model E (8 col.)	92.50	80.00	4
Uneda Model 500 (9 col.)	100.00	100.00	4
U-Select-It	52.50	52.50	4
Victor Model V, 1c Cabinet	9.50	9.50	2
Victor Model V B/G Wheel	8.50	8.50	2

A SALUTE

Routeman: Key Figure In Vending

LOS ANGELES, June 25.—The routeman was hailed as the most important member of a vending machine operating company by Mal Bacigalupi, North Beach Vending Company, San Francisco, speaking at the National Automatic Merchandising Association regional meet here Saturday (18).

"The success of any operation is based squarely on your employees, training them and getting them to work together as a team is one of the primary responsibilities of management," Bacigalupi told the group.

He said, "I personally think that we should change the name of 'routeman' to 'salesman'—because a good routeman is just that."

"Many times I have solicited an account only to have the location owner turn me down because the owner knows the routeman and likes him and the service he gets."

West Coast Ops

Continued from page 76

Tax Department, who said that new taxes would be needed to meet the budget.

Seedman said that Arch Riddell, Harmony Cigarette Service, Pasadena, called key operators and Southern California jobbers to alert them to what could follow. Operators were urged to write the governor stating their opposition to the proposed tax. Groups opposing the tax, Seedman said, in addition to operators and jobbers, were the American Federation of Labor, the Los Angeles Chamber of Commerce, the Manufacturers' & Merchants' Association, Associated Farmers and a State-wide taxpayers' league.

Taft filled in the legal aspects of the State tax fight. He predicted that sometime in the future California would overhaul its present tax structure and that every group could expect some tax, if none exists, or an increase in existing taxes.

In discussing taxes on a county level, Taft pointed out that California would have 1-cent sales tax if Gov. Goodwin Knight signs a bill before him.

Seedman paid special tribute to vending operators Will Golden, Joe Herstin, Jim Roberts, Bob Curley, Mrs. Faith Guthrie, Henry Davidson and Ray Menges for their help in combatting the State tax.

254 Ops Attend

Continued from page 76

analyzed the training of routemen in his talk on "how to Teach a New Man to Do His Job." (See separate stories for remarks made in this speech and those mentioned below.)

Tax Report

Higgins spoke on "The Inequity of the Washington Sales Tax." The subject of "Consumer Taxes in California" was handled jointly by George Seeman, Rowe Service, Los Angeles, and Perry Taft, Atherton, Calif., attorney.

The Saturday evening program included a cocktail party, hosted by Pepsi-Cola, and the banquet. Entertainment at the dinner featured the Al Gayles Quartet, and was sponsored by P. Lorillard & Company. "The 1954 NAMA Convention Exhibit" and "At the Drop of a Coin" were shown following the banquet.

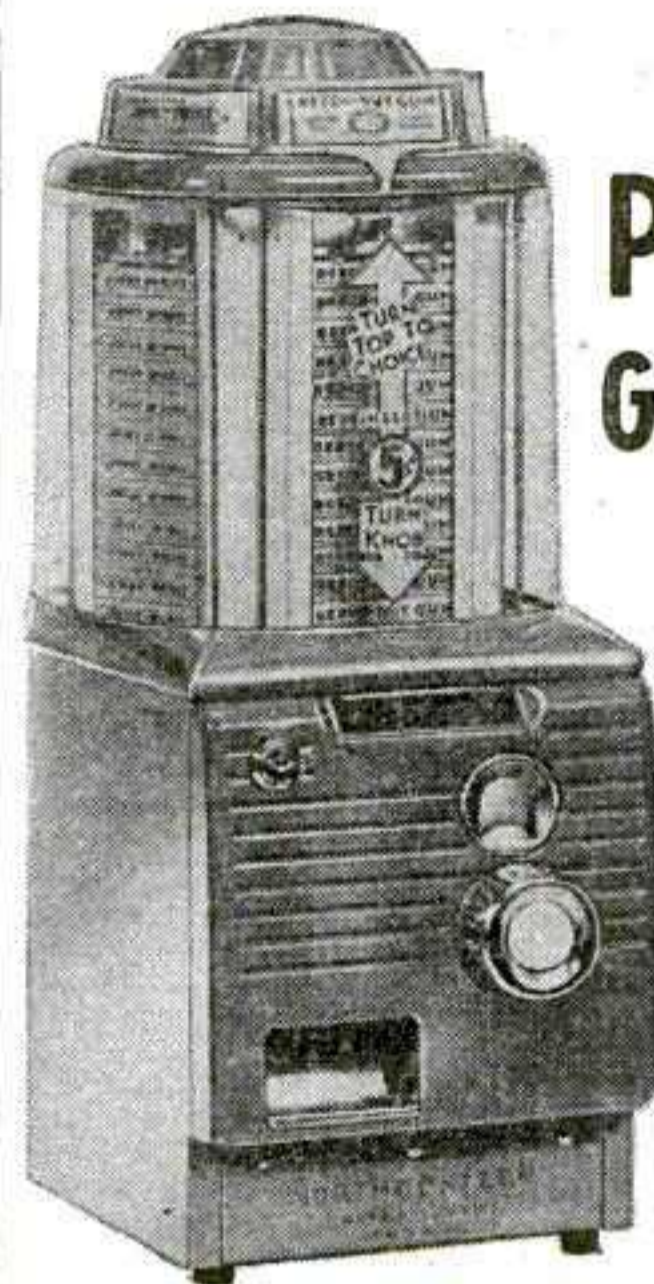
Sunday morning's sessions for owners, partners and executive personnel of NAMA operator, manufacturer and supplier member companies was conducted by Dickenson. Benjamin Werne, NAMA employer-employee relations counsel, spoke on "A Formula for Successful Employee Relations."

Henry Davidson, past chairman of Region X, was named chairman of the California Cigarette Institute, succeeding Al Weymouth. Riddell was re-elected secretary-treasurer.

LOOKING FOR FAST MONEY? WHY NOT TRY THE NEW...

Northwestern®

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 30-day trial basis.



Attend the NABV Convention July 15-17 Conrad Hilton Hotel Chicago

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION

245B EAST ARMSTRONG STREET

MORRIS, ILLINOIS

CHARMS! CHARMS! CHARMS!

at Special Closeout Prices

FIRST COME—FIRST SERVED!

Call or Write Immediately for Our CHARM LIST. Be sure to ask for #21 SPECIAL RAKE COIN MACHINE EXCHANGE

609-A Spring Garden Street Philadelphia 23, Pa. Lombard 3-2676

BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum, 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Shik Gum, 100 packs \$1.90
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland 1, Calif.

GIVE TO DAMON RUNYON CANCER FUND

DAVY CROCKETT RINGS

(U.S. T.M. Reg. Pend.)

- Beautifully detailed • Brilliantly plated
- Assorted styles • Vends in all machines

A TERRIFIC 10¢ VALUE!

Copper inlay.....\$13.75 M
Nickel inlay..... 14.00 M
Simulated gold inlay... 14.25 M

ALSO IN PRODUCTION:
Complete line of authentic Davy Crockett Charms.

**IT'S HOT—ORDER TODAY!
WRITE—WIRE—PHONE**

paul a. PRICE co. inc.
55 Leonard St., N.Y. 13, N.Y. GOrtlandt 7-5147-8

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. 239 1c Porc.	7.95
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c B.G.	7.45
Exhibit Post Card (Metal)	15.00
Advance 2D 1c B.G.	6.45
Advance 21 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.56
Pistachio Nuts, Vendor's Mix	.52
Pistachio Nuts, Shell	.45
Cashew Whole	.55
Cashew Butts	.53
Peanuts, Jumbo	.45
Spanish	.36
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs.	.85
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.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. .47
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.
See Us at the NABV Convention, Conrad Hilton Hotel, Chicago, Ill., Friday to Sunday, July 15-17

Newest CHARMS SERIES... Gold Vacuum-Plated ALL-SPORTS CHARMS SERIES #8

Over 100 different Charms. ONLY SPORTS SUBJECTS IN ACTION-POSED PLAYING POSITIONS.

\$3.25 per 1,000
F.o.b. Jamaica, N. Y.
Or: At Your Distributor.

YOUR NEWEST BUY—BEST VALUE

SAMUEL EPPY & CO., INC.
91-15 144th Place Jamaica 35, L. I., N. Y.
World's FIRST and LARGEST CHARM MANUFACTURER

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

In Philadelphia or Anywhere FILLED CAPSULES

Immediate Delivery Write for Lowest Prices

VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR

Immediate Delivery

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

ADVERTISERS know exactly what **THE BILLBOARD** delivers because The Billboard is a member of the Audit Bureau of Circulations.

Fool-Proof! Profit-Packed! Multi-Purpose Vender!

EXHIBIT'S
Vacuumatic
CARD VENDER

INCREASED PROFITS WITH
ASSORTED POPULAR PICTURE CARDS

VACUUMATIC
CARD VENDERS

BUY A FULL SET • DECORATE YOUR DEN OR PLAYROOM

A "NATURAL" for all locations, for kid or adult sales.

CARDS FOR KIDS include many varieties. We supply you with cards at low cost.

TREMENDOUS SALES in specialized business using location printed cards . . . in tourist spots and other high traffic locations.

HOLDS 1,500 CARDS, vends on any coin. Mechanism insures delivery every time.

SPECIAL ADAPTATIONS available for folders, packages, books, etc. Advise of your special needs.

EXHIBIT SUPPLY COMPANY
4218-30 W. Lake • Chicago 24

MYSTERY THIEF HAS FIREMEN ON THE RUN

FALCONER, N. Y., June 25.—A cigarette vending machine was the last stop for the principal in the Falconer volunteer firemen's mystery "Case of the Borrowing Thief." The thief stole 50 feet of garden hose from the firemen's clubhouse three weeks ago. Two weeks ago the hose was returned but a power mower was stolen. Last week the mower was returned and \$20.75 was taken from the club's cigarette vending machine.

Cig Production Down in April

CHICAGO, June 25.—For the first time this year the production and shipment of cigarettes by manufacturers has dropped, according to the latest report of the Internal Revenue Service.

Altho cigarette production and shipment for January, February and March showed an increase of 5½ per cent over the same period in 1954, the month of April showed a 6 per cent decrease in comparison with April, 1954.

Manufacturers say the factor accounting for April's decline was one less day of shipment and production.

For the first three months of this year the number of shipping and production days was equal with those in 1954. But in April, 1955, there were 21 working days compared with 22 last year.

Tobaccomen predicted the April decline would be offset in May, in which there is one additional working day. The true picture will only be seen, they said, when the April and May figures are added.

Crossroads

Continued from page 76

Chicago, for example, the average person drinks about 10 per cent more milk than the average New Yorker.

Nonetheless, New York is still the world's largest milk market, with 50,000 dairy farmers and their families dependent on the sale of

milk here for their livelihood.

The 3,500,000 quarts a day consumed here is about .8 of a pint per day below the amount nutrition authorities consider as the minimum for good health.

The Dairy Council is seeking to utilize vending machines to increase milk consumption in off hours, at non-meal times and in places where milk is not normally available.

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 Venders

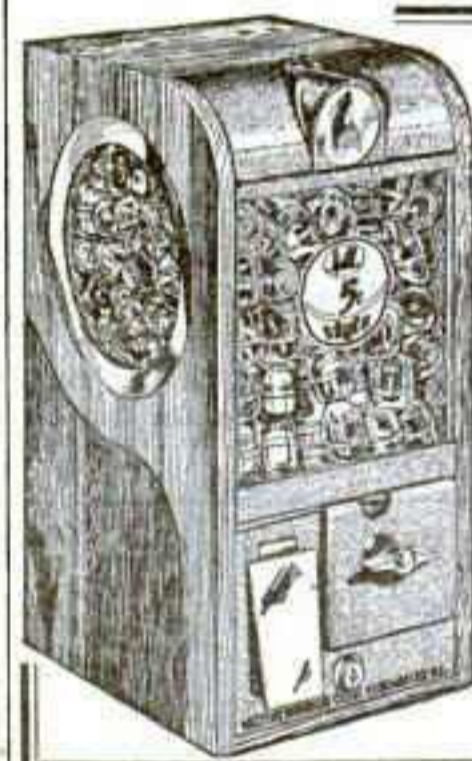
Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

EASTERN OFFICE:
PENNY KING CO.
2538 Mission St.
Pittsburgh 3, Pa.
WESTERN OFFICE:
OPERATORS VENDING
MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles 15, Calif.

oak

MANUFACTURING CO., INC.

11411 Knightsbridge Ave., Culver City, Calif.



SUPER V

The Ideal Capsule Vender featuring the greatest earning power ever built into a Bulk Vender at 1¢, 5¢ or 10¢ play. Cabinet of two-tone solid oak . . . trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 950 100-count ball gum. Also vends ROCKET CHARMS with 100-count gum.

Packed and sold 4 to the case.

Less than 25 cases

\$71.80 per case

25 cases or more

\$67.80 per case

VICTOR VENDING CORP.

5701-13 W. Grand Avenue Chicago 39, Ill.

CIGARETTE, CANDY and DRINK MACHINES!

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 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

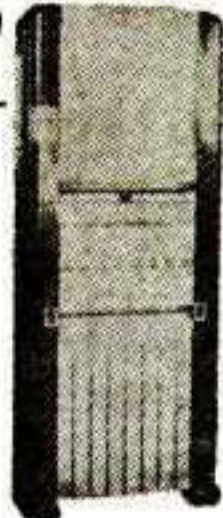
Model A, 8 Cols., 240 Cap.	\$ 92.50
Model E, 6 Cols., 180 Cap.	75.00
Model E, 8 Cols., 240 Cap.	80.00
Model 500, 9 Cols., 350 Cap.	100.00

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

SPECIAL!!
ROWE DIPLOMAT
Manual Cig. Vender
8 Cols., 340 Cap.
VENDS AT 25¢ & 30¢

\$150.00



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

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 _____



VICTOR'S 5-STAR BABY GRAND

Convertible Vender—Instant change over to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chiclet Treats, 100-Count Ball Gum,
\$12.50 each less than 25 cases; 25 cases or more, **\$12.00**

H. B. Hutchinson Jr.
860 North Ave., N.E., Atlanta, Ga., Emerson 4300



VICTOR STANDARD TOPPER

Case of 4, \$50
DAVY CROCKETT Filled Capsule Mix!
\$20.00 M

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.

SAY YOU SAW IT IN THE BILLBOARD!

NABV CONVENTION

JULY 15, 16 and 17

CONRAD HILTON HOTEL, CHICAGO

Be sure to attend the big
5TH ANNUAL CONVENTION of the

NATIONAL ASSOCIATION
OF BULK VENDORS

See the exhibits of newest equipment and supplies.

Meet the biggest Operators and Distributors from all America.

Attend the important sessions on best vending methods, legal matters, placement and servicing, etc.

DON'T WAIT: Write or wire for your reservation and FREE ADMISSION

**N.A.B.V., 33 No. LaSalle St.
Chicago, Illinois**

1.5 Million

Continued from page 76

About 4,000,000 males smoke less than 10 cigarettes a day. The majority smoke 10 to 20 cigarettes a day.

About 2,500,000 smoke one or more cigars daily, and 7,500,000 men smoke them occasionally. Regular pipe smokers total 3,500,000, with another 4,500,000 occasional pipe smokers.

Some 34,000,000 of the total adult male population of 50,000,000 are either regular or occasional smokers; two-thirds of them started smoking before they were 20 years old. Two of three men in the 25-64 age group smoke regularly.

GUGGENHEIM'S
MIDGET SCREWDRIVER
IT REALLY WORKS

The smallest in the world!
\$16.50 per thousand
In Capsule **\$22.50** per thousand
from distributor

Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball of Fire" Bubble Gum!
PENNY KING COMPANY
2538 Mission Blvd.
Pittsburgh, Pa.

Ferrara Scores Again
with
Red Hot Candy Peanuts
Pee Wee size - approx. 1,000 per lb. order from your distributor or direct from
FERRARA CANDY CO.
2204 W. Taylor St., Chicago 12, Ill.

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball of Fire" Bubble Gum!
GRAFF VENDING COMPANY
2817 W. Davis St.
Dallas, Texas

Ad No. 9 of a series
YOU'RE GOING TO INVITE YOUR WIFE
to accompany you to the N.A.B.V. CONVENTION Hotel Hilton, Chicago, Ill. Fri. to Sun., July 15 to 17, 1955
Special attention paid to the Ladies. We'd like to meet them.
SAMUEL EPPY & CO., INC. Jamaica, N. Y.
FIRST & LARGEST CHARM MANUFACTURER

GIVE TO DAMON RUNYON CANCER FUND

Dr. Pepper Ads To Go Outdoors

DALLAS, June 25.—A renewed emphasis on outdoor advertising is currently under way by the Dr. Pepper Company.

A special budget appropriation of \$500,000—over and above the firm's announced \$1,000,000 1955 ad program—has been set aside for a co-operative highway sign program in 38 States between the parent company and its franchised bottlers. The program has an expected potential of 45,000 signs.

Also planned, falling within the company's 1955 ad program, are outside billboards—"the largest billboards ever used by a soft drink manufacturer"—with a planned 50 per cent showing in 170 cities, and a 100 per cent showing in 40 cities.

Good Ice Cream Season Ahead, Say Bresler

CHICAGO, June 25.—Continued high employment, an indicated hot summer, and comparatively high prices for competing deserts, all point to a good season for the ice cream business this summer, according to Harry Bresler, president of the Cook County Ice Cream Manufacturers' Association and general manager of the Bresler Ice Cream Company.

With all of these factors at work, Bresler says, ice cream producers could top last year's production by as much as 10 per cent.

Bresler said that ice cream is one of the few processed foods that have shown an appreciable drop in price in the past year. The price of ice cream dropped 25 per cent about a year ago following a cut in the government support price for milk.

F. L. Jacobs Earnings Up

DETROIT, June 25.—The F. L. Jacobs Company has revealed an upward earning trend in its current quarterly report.

For the quarter ending April 30, earnings were \$402,358, or 54 cents a share, on gross sales of \$8,967,558 in contrast to a substantial loss of \$1.49 per share (\$1,109,590), reported on gross sales of \$10,276,835 for the first half of the current fiscal year.

The firm also announced its expansion into the electronics field thru the purchase of Eicor, Inc., of Oglesby, Ill., manufacturers of electronic equipment.

F. L. Jacobs Company recently acquired the Selmix and Mills Industries.

Vender to Serve at Hope-Palsy Fete

NEW YORK, June 25.—Theater Popcorn Vending Corporation's Bert Nathan, president of the International Popcorn Association, has been named theater concession chairman of the United Cerebral Palsy - Bob Hope premiere-Champagne supper to be held June 29 in the Sheraton-Astor Hotel.

The supper, which will follow a premiere of "The Seven Little Foys," will have Hope as guest of honor. He will receive an Humanitarian Award in recognition of his devotion and services to the cerebral palsied of America.

Nathan's appointment was announced by Leonard H. Goldenson, president of Paramount Pictures-ABC-TV.

COINMEN YOU KNOW

Boston

Communications to:
Cameron Dewar
Hancock 6-3000

Blatt Attends Harvard Reunion . . .

Louis Blatt, Atlas Distributors (AMI), attended his 31st Harvard reunion. Louis was graduated in 1924. His brother, Barney, planning a vacation in Nova Scotia with his wife. Barney has just completed the building of a new ranch house in Newton.

Bill Bolles, Eastern manager of Keeney Manufacturing Company, was the house guest of Ed Ravreby of, World's Fair & Associated Amusements of Brighton at his Brookline home.

Ray Shea, Worcester operator, off for the Laurentian Mountains for a meeting of the board of directors of the Laurentian Titanium Mines. James Geracos, former president of the Massachusetts Music Operators' Association, looking in good shape as he attended the first meeting of the group since convalescing from a recent gall bladder operation.

The Sign Sells

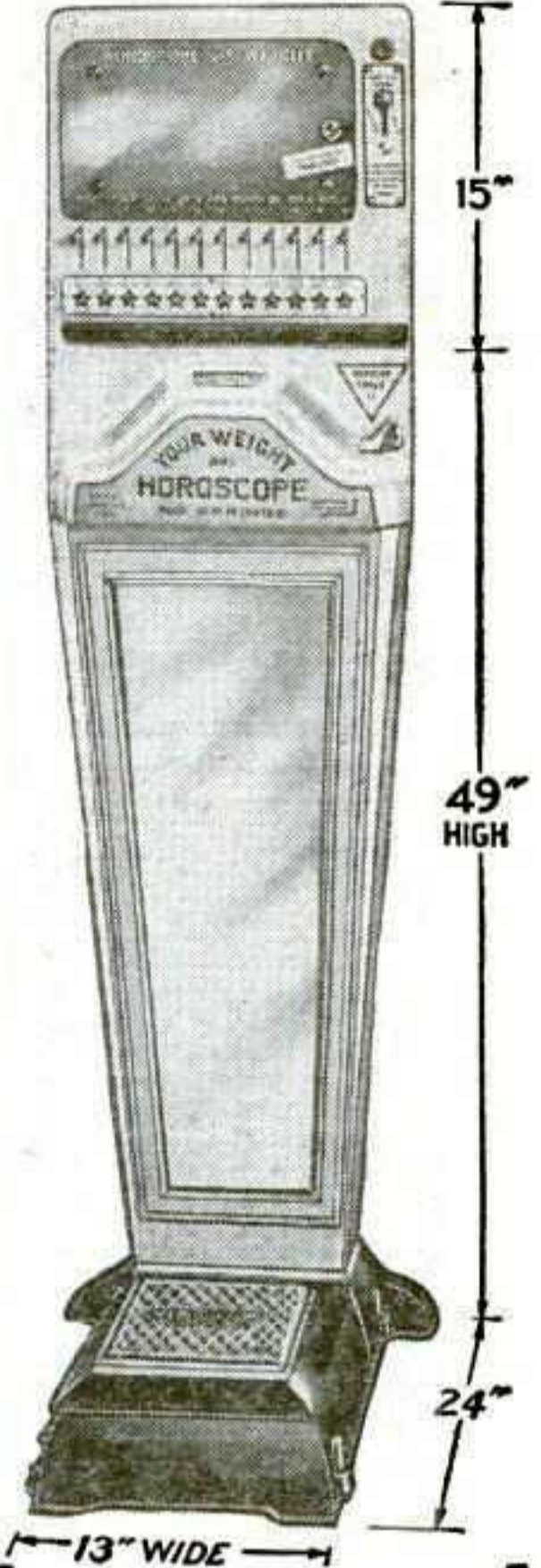
Continued from page 76

ing out CIGARETTES, while below, bright red plastic letters giving the price (20 cents).

He placed the "sign" above the machine.

It worked.

The customers saw the sign and no longer went upstairs to buy their cigarettes.



5¢
HOROSCOPE SCALE
TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.
\$25.00
DOWN
BALANCE \$10.00 PER MONTH
WATLING MFG. CO.
4650 W. Fulton St., Chicago 44, Ill.
Est. 1887
Telephone: COLUMBUS 1-2772
Cable Address: WATLINGITE, Chicago

ADVERTISING DEADLINE FOR THE NABV CONVENTION ISSUE IS JULY 7!

There is only one low-cost way of reaching distributors and operators as well as manufacturers and distributors of supplies for the vending industry.

And that one low-cost way is to "tell your story" in the big NABV CONVENTION ISSUE of The Billboard dated July 16.

ADVERTISING DEADLINE JULY 7. NABV ISSUE DATED JULY 16

NABV CONVENTION, July 15, 16 and 17, Conrad Hilton Hotel, Chicago

RESERVE ADVERTISING SPACE AT ONE OF THE OFFICES LISTED BELOW

- | | | | | |
|---|--|---|---|--|
| CHICAGO 1, ILL.
188 W. Randolph St.
CE 6-8761
Jack Sloan
Dick Ford | NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800
Ron Carpenter
Martin Toohey | HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOLlywood 9-5831
George Kelley | CINCINNATI 22, OHIO
2160 Patterson St.
DUNbar 1-6450
Lou Schochet | ST. LOUIS 1, MO.
390 Arcade Bldg.
CHEstnut 1-0443
Frank Joerling |
|---|--|---|---|--|

ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products
Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.
Accommodates flat packages up to 7/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.
For Details and Prices Write, Wire, Phone Today.
J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
PResident 2-2900

THE DIES ARE CAST!!
Once again Paul A. Price Co., Inc., the hottest charm manufacturer in the country, beats all competition with the newest, most sensational items.
WATCH FOR ANNOUNCEMENT OF "PEDRO" — "PADLOCK" "New Davy Crockett Series" All now in production.

paul a. **PRICE** co. inc.
55 Leonard St., N. Y. 13, N. Y. COntlandt 7-5147-8

One-Stops Get Growing Share Of Juke Ops' Disk Purchases

• Continued from page 1

(answers therefore totaling 300 per cent), one-stops gave trade paper helps first with 68 per cent, personal opinion 57 per cent, current artists popularity 52 per cent, operator requests 38 per cent, free samples 33 per cent. Minor factors were distributor salesman's advice, disk jockey recommendations and

Sked Dime Play In Indianapolis Within 30 Days

INDIANAPOLIS, June 25.—Juke box operators here will join the dime-a-play movement within 30 days, it was learned here this week.

The decision to eliminate the nickel chutes was reached during a meeting of local operators to discuss the pros and cons of such a move. Operators here have no association. The meeting was a spontaneous gesture, motivated by economic necessity, attending operators said.

Rising costs of labor, equipment and taxes were given as the major reasons for the projected conversions.

Indianapolis will become the second major city in the State to change completely to dime play. Gary, Ind., the steel capital of the world, adopted the conversion program some time ago. South Bend, Indiana's fourth largest city, also is now operating under a mixed arrangement, with dimes and nickels used thruout the city.

The nickel chute still prevails in Fort Wayne, Evansville, Terre Haute and in other metropolitan communities thruout the State.

Operators attending the meeting said the month delay was necessary to effect mechanical adjustments.

manufacturer direct mail release sheets.

Buying Tunes

In buying a tune that has been recorded by more than one artist, operators buy on the basis of current top name artists, according to one-stops polled.

In selecting a tune to buy from one of several recordings, 55 per cent said operators buy recordings with the best top-name artist and in cases between two or more artists on a par in popularity, operators use their own judgment. Only 10 per cent of the one-stops said operators buy samples of each to test on machines.

The one-stop, figuring prominently in juke box operator record purchases, has done much to provide helpful services to him, but in addition, some one-stops have gone even farther than record merchandising in their relationship with operators. A good example is

Beacon Shops, Providence, R. I., one-stop.

Operator Help

Milton Israeloff, Beacon Shops owner, explained that his firm is much "more than a one-stop to operators." Said Israeloff: "We help operators with their problems, attend their meetings, buy their used records, even help them set up new locations."

He explained he has even brought in out-of-town speakers to help operators organize an association, and have helped straighten out problems arising between them.

"When the operators began changing to dime play on their machines, we sold them EP's for 60 cents that ordinarily sell for \$1.49 that we managed to find in special deals." And to top it off, Beacon Shops has opened up on Sundays when an operator needed special help, Israeloff said.

Depreciation: Key To Sound Juke Mgt.

New Accelerated Tax Forms Aid Ops Pace Early Juke Box Earning Power

CHICAGO, June 25.—Two music operators, from opposite ends of the country, recently met here while vacationing with their families. Before long, the two were talking shop and decided to compare routes.

They found that their businesses were about the same in size and that each employed the same number of servicemen and collectors. They also found that they averaged about the same weekly gross collections per machine and that they bought the same amount of new equipment every year.

However, in spite of these similarities, they found that their net

profit varied nearly 20 per cent. Why?

Find Reason

It took the operators several hours to find the reason. They took their routes apart piece by piece, compared salaries, record costs, rent, location change-over, service costs and even commission arrangements. Finally, they compared their depreciation schedules for tax purposes.

One of the operators used the straight-line method of depreciation. He had used it for years. As

(Continued on page 82)

AMI Begins 4th Factory Service School

GRAND RAPIDS, Mich., June 25.—The fourth AMI, Inc., factory-conducted service school will begin here next Monday (27), with operators, distributors and their servicemen and AMI officials on hand for the week-long session.

Al Mason, assisted by Clifford Bitting, conducts the classes. Instruction consists of electronic and mechanical theory and practice; materials; practical application of efficient methods of assembly and disassembly, and the use of special tools and testing equipment. The

(Continued on page 84)

WOG Re-Elects Officer Slate

WHITE PLAINS, N. Y., June 25.—All officers of the Westchester Operators' Guild were re-elected here Monday (20). They are Carl Pavesi, president; Max Klein, vice-president; Seymour Pollak, secretary, and Louis Tartaglia, treasurer.

On the board of directors are James A. Smith, Edward Goldberg, Harold Rosenberg and Meyer Budinoff. While the WOG will not hold regular membership meetings in July and August, board meetings will be held as usual.

JUKE ANTI-TRUST CASE TO BE PUSHED IN JULY

CHICAGO, June 25.—Federal grand jury investigation into charges of anti-trust activities in the juke box industry will continue thru July, Thomas Kerr, assistant to the local anti-trust division chief, announced this week.

The charges include alleged monopolistic practices, restraint of trade and price fixing in the industry. Earl A. Jinkinson, local anti-trust chief, heads the investigation.

Kerr said that altho additional witnesses would be called next month, no specific dates had been set.

The crux of the investigation, Kerr said, consists of going thru voluminous records submitted by subpoenaed juke box firms.

To date, manufacturers, distributors and operators in at least 10 cities besides Chicago have been summoned. The cities are Milwaukee, St. Louis, Kansas City, Mo.; Cleveland, Youngstown, O.; Minneapolis, Detroit, Oakland, Calif.; Rockford and Peoria, Ill.

Records subpoenaed by the government date back to 1946.

Thompson Bill Gets 2d Wind Via Report

Early Congress Attention Due on Other Measures to Strike Out Juke Exemption

• Continued from page 16

dio, television and new processes of reproduction, photography, sound recording and transmission. Any major revision of the copyright law today will be a very delicate matter, involving as it will, the interest of large businesses, unions, performing rights societies, libraries and, perhaps more important, the interests of the consuming public."

The report is limited to four aspects of attempts at copyright revision: 1) The "mechanics" of the revision report, 2) The groups and individuals who testified pro and con, 3) Samples of the testimony given and 4) The outcome or net result of the effort. "In other words, this report is concerned not with the substance of the copyright law or of proposed changes but with the procedures which have been tried in the several attempts at major revision since the 1909 enactment," it states.

In introducing the report to his colleagues, Thompson said, "We are living in an age when every

encouragement must be given to the free interchange of ideas. The development of methods of mass communication have provided the means of bringing creative work in the fields of the cultural arts, education and recreation to millions of people simultaneously. A constantly growing part of the population or our country is being reached via these technological advances, and a constantly growing number of people are employed by the industries that have grown up in these fields. With the industries as large as those in the field of mass communications, there are inevitably many complex problems of equity and justice involved."

Thompson went on: "If the arts are among those activities which make our civilization endure and flourish, as President Eisenhower declared them to be in his recent message on the State of the Union, then it is time that a study be made by an impartial, blue-ribbon federal commission of the Copyright Act of 1909."

3-State Truck Strike Hits N. E. Juke, Game Ops

BOSTON, June 25.—A three-State truck strike, involving 15,000 drivers in Massachusetts, Rhode Island and Connecticut, has dealt a severe blow to music machine and game distributors in this area. The walk-out has tied up shipments of juke boxes, pinball games and shuffle alleys, particularly from Chicago.

Metropolitan distributors' shipments to overseas points are also affected, since nothing can come into the struck area or be taken out. Distributors have been forced to use air service and railroads, which are already heavily taxed with other freight.

So far no acute shortages have been reported, since distributors have wracked their brains to find

ways and means to get merchandise into the area one way or another. Record distributors are also affected and they have, so far, absorbed the increased cost of shipping. Some 100,000 platters come into New England each week.

Laymon Postpones Op Open House

LOS ANGELES, June 25.—Paul A. Laymon, head of the Paul Laymon Company, newly appointed Rock-Ola distributor for the southern portion of California, announced this week that he was postponing his operator open house until September.

Miller Outlines MOA Plans, Urges Support

OAKLAND, Calif., June 25.—George A. Miller, president and general business manager of the Music Operators of America, outlined current and future objectives of MOA this week in a letter to

Miller urged members and non-members to get behind MOA's efforts to defeat current proposals to amend the 1909 Copyright Act. He said that if every operator would write his congressman, the battle to kill these proposed amendments would be half won.

P-R Program

Miller mentioned a proposed National Public Relations program via radio and television as being on the agenda for the future. He said that MOA was well aware of the need to publicize the automatic

(Continued on page 84)

P-R to Spark L. A. Op Assn. Meet June 28

LOS ANGELES, June 25.—The Los Angeles division of the California Music Merchants' Association will hold its first meeting in its new offices Tuesday (28), with discussions of the problem and need for better local public relations expected to highlight the event.

Local music men will try to set into motion a good will program calling for regular co-operation between the juke box business and local newspapers and radio and television.

George A. Miller, president of the State association, will be on hand to talk to operators on new local legislation affecting the juke box business.



GEORGE A. MILLER

some 11,000 operators. The mailing was in conjunction with MOA's current membership drive.

Miller pointed out that the purpose of MOA was to bring operators together, and to associate individuals so that they would have a better understanding of each other's problems. He said that in doing this, MOA represented a solid front with a great potential strength.

MUSIC THIS WEEK

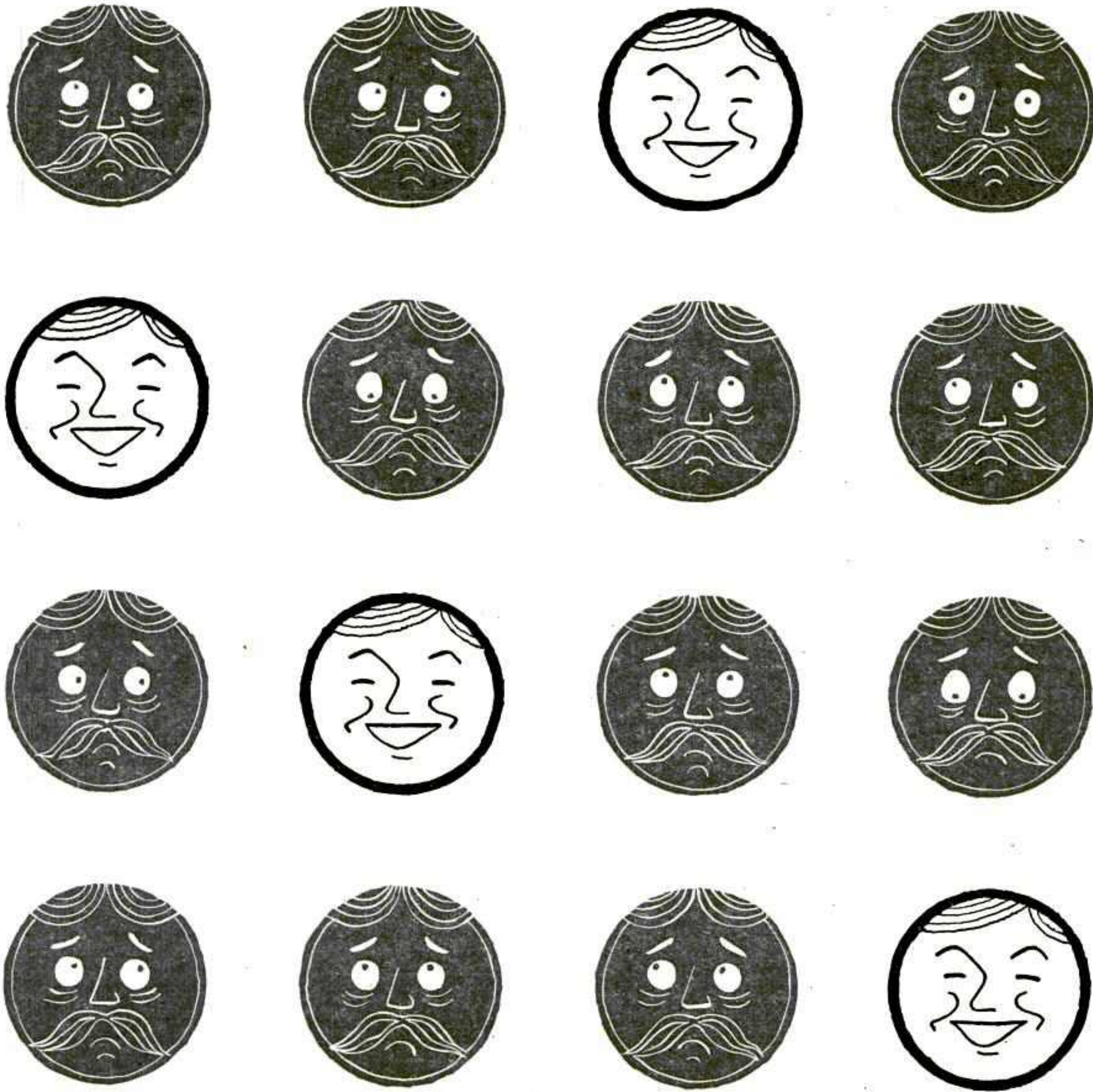
Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

"OPERATION PUSHPOP," The Billboard's summer promotion aimed at spurring interest and sales of pop single records during the summer months, is near the launching stage. Juke box operators, dealers and disk jockeys are included in the plan.

A SPECIAL STUDY OF THE COPYRIGHT ACT is projected by the Copyright Office if it receives a requested appropriation for the study from Congress.

FUTURE MERCURY RECORDS will all sport the standard pop black label, as the diskery abandons color differentiation for country and western, and rhythm and blues disks.

Any many other informative news stories, as well as the Honor Roll of Hits and other operator charts.



You Can Spot a Marked Difference . . . *Anywhere!*

In a business where profits depend upon public attention, the value of quick recognition based upon distinctive differences in design of the product cannot be overlooked.

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.1. England—building the BAL-AMI Juke Box

Western Mass. 85% Converted to Dime Play

BOSTON, June 25. — Ralph Ridgeway, president of the Western Massachusetts Operators' Association, reported that the Springfield area is approximately 85 to 90 per cent converted to dime play. At a recent meeting of the Massachusetts Music Operators' Association, he said gross collections were ahead of last year, although business was slightly off. The boost in the take was attributed to 10-cent play.

Ridgeway said acceptance of dime play was better in teen-age spots than those frequented mostly by adults.

Russell Mawdsley, Russell Hall, Inc., Holyoke, reported dime play getting excellent acceptance in the Holyoke section. He said he had

been leaning heavily on extended play records. He operates in the Holyoke and Northampton territory.

Other Sections

Ray Shea, of Worcester, said he had encountered some resistance to dime play and had to give five-for-a-quarter in some locations. Oscar Fratt, of Manchester, N. H., said the condition in his area was spotty, but that 10-cent play had picked up 80 per cent in some locations. He told of a pizza and ice cream spot which had done tremendous business at a dime, while many surrounding locations still stayed at a nickel.

The new president of MMOA, David J. Baker, of Melo-Tone Music, Arlington, pointed out that dime play had bogged down a bit in Eastern Massachusetts, but a system of decals has been devised for operators in spots where the dime would not hold. This plan, he said, has the customer feeding in dimes, rather than nickels.

However, Baker said, some operators are still using the two-for-a-dime system, but five-for-a-quarter instead of six. Several plans are being used by operators, according to the needs of the locations.

Alternatives

Louis Blatt, Atlas Distributors, AMI distributor, said that the trend

MEANEST THIEF TAKES PALSY \$

BOSTON, June 25.—Title of meanest thief this week would surely go to the person who stole the day's receipts from the music machine being operated for the Cerebral Palsy campaign in the South Station. Trimount Automatic Sales Corporation's Seeburg, which has been running for the CP drive since May 1, was being manned by a cerebral palsy-afflicted young lady. She took the proceeds and placed them in a station locker during the lunch hour. When she returned she discovered the locker had been forced open and the sum of \$100 removed. The heartless thief has not been apprehended.

was to try two-for-a-dime and five-for-a-quarter, instead of six-for-a-quarter, in spots that won't go for a dime.

Reporting on the Cerebral Palsy Campaign, Baker said: "We anticipate turning over \$10,000 to the fund. Approximately \$6,000 is already in and more than \$4,000 is coming."

Lucius Foster, executive secretary of Guild Associates, who is now managing the organization, reported that a decal had been made up for each operator, containing a number only, for Guild identification purposes. Decals are small enough for wall box identification.

Detroit Firm Tests New Drive-In Music System

DETROIT, June 25.—A new sales market drive-in restaurants, is being opened for music operators interested in commercial background music.

The Fone-A-Chef Company, a division of Automation Products Corporation, is currently experimenting here with a series of speakers mounted on racks adjoining the local Holiday Drive-In's 30 parking positions.

The system is being used in conjunction with the firm's order-taking units. The order-taking units enable drive-in customers to call in their own orders over phones provided on each of the racks.

The same speaker system used for the phone set-up is being used for the music. Each speaker is controlled in volume so that it plays loud enough for the customers in one car only to hear the music and then only when the speaker is inside the car. The speakers are set to play only when lifted from the racks.

At present, the music is being supplied by a continuous tape recorder, but plans call for experiments with other forms of continuous music also—juke box mechanisms equipped with Extended Play disks and other recording equipment.

Inventor of the system is Herbert Weingarden, which has been in the juke box business in this area for about 15 years. He is vice-president of Fone-A-Chef.

Weingarden said that altho the tests with the tape recorder were

proving satisfactory, he planned to combine this speaker system with a series of remote control selector units shortly.

Weingarden said that these units should end the juke box operators problem in regard to drive-ins. He explained that until now operators had to set up outside speakers at drive-ins, which usually had to be turned on so loud that customers often complained, at least those closest to the speakers.

Other officers of the firm are Bill Gross, president, and Mort Lieberman, secretary-treasurer.

Shift Chi Op Golf Outing To Sept. 8

CHICAGO, June 25.—The date of the sixth annual golf outing of the Recorded Music Service Association has been shifted from August 24 to September 8, Phil Levin, president of the organization, announced.

Levin said that the change was decided upon in an effort to avoid summer vacation confusion.

The event will be held at Bunker Hill Country Club in suburban Niles as originally planned.

Tickets are being sold thru the association's headquarters. Levin and Earl Kies, secretary, head the golf outing committee.

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MODEL 1448
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When You Buy It
Worth More
When You Trade It

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COIN MACHINE INDUSTRY

The National Exchange
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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
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DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1.00 a line—\$14.00 per inch.
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unless Credit has been established.

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In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.
When using a Box Number in Care of The Billboard allow for 6 additional words.
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

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THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save! steel cabinets, modern design, coin retractor, write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City J9D

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write for prices and particulars. Coradio, Inc., 195 Aldion Ave., Paterson, N. J. ch-4u13

Help Wanted

HELP WANTED, MALE—ARCADE MECHANIC at New Jersey shore. Must be reliable. Coastal Amusement Co., Seaside Heights, N. J. Jy16

WANT—EXPERIENCED COIN MACHINE mechanic and Route Man for all types machines. Sober, reliable and furnish references. Box M-138 c/o Billboard, 2160 Patterson St., Cincinnati 22, O.

Parts, Supplies & Services

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. J9D

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448. Jy30 ch

Routes for Sale

JUKE BOX AND GAME ROUTE IN MID West. Established twelve years. For complete information write M-157 c/o Billboard, Cincinnati 22, O.

PINS, ALLEYS AND MUSIC—GOOD equipment, established 1930, located Eastern Central Pa. Will sacrifice at Billboard prices, no goodwill. Finance to responsible party. Apply Box No. M-135, c/o Billboard, Cincinnati 22, O. Jy16

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.

AMI, MODEL-A, \$75; 1250 WURLITZER, \$150; Seeburg, M-100A's, \$275 each, two for \$500. Or trade two 100A's for one 100B. Electro, eight column, quarter operation, \$65 each. Otto Weaver, 1332 Arkansas, PGH 16, Pa.

ARCADE MACHINES—100 PENNY AND nickel type: Photomatic, Wilcox Gay Recorder, etc. Write for list and prices. J. W. Nilles, 147 S. Negley Ave., Pittsburgh, 6, Pa.

CANADIAN OPERATORS—MUSIC machines thoroughly reconditioned and refinished. Rock-Ola 1422, 1428, 1428. Wurlitzer 750, 1015, 1100. AMI C, D, 40, D, 80. Lyons Music Co., Skowhegan, Me. Jy9

CIGARETTE MACHINES—DU GRENIER 7 col. 5, \$45; 7 col. V, \$50; 9 col. W, \$55. Rowe Imperial, 6 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., 3967 Parrish St., Philadelphia, Pa. EVERgreen 5-4244. ch-1fn

CIGARETTE MACHINES—6, 7, 8, 9 COLUMNS, quarter operation; from \$30 up. Candy machines, U-Select-It, 75 capacity, \$45 each. Half deposit, balance c.o.d. City Vending Service, 422 E. Okmuige, Muskegon, Okla.

FOR SALE—12 5¢ BELL VENDING machines, almost new, \$15 each. Write to Jacob Just, 218 15 Street, Bismarck, N. D.

USED SCALES—RIGHT OFF LOCATIONS: Watling and American Fortunes, \$75; Sparks (Pace), \$45. E. O. Likens, Box 211, Frankfort, Ky.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

MACHINES WANTED—WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Make 609-C Spring Garden St., Philadelphia 23 Pa. ch-1fn

PANORAMS WANTED—HIGHEST PRICES paid, any quantity. Also late Bingo Games and Phonographs. Western Distributors, 3126 Elliott Ave., Seattle 1, Wash. au20

Depreciation: Key to Mgt.

Continued from page 80

far as he knew, it was the only one available.

The other, the one with the higher net profit, used the sum of the years-digits method of computing his tax payment.

This same happens all over the country. With increased costs of equipment and service, music operators are finding that it takes more than good collections to keep a juke box route out of the red, and as a result, they are turning more and more to better business procedures.

Taxing Methods

Prior to January 1, 1954, a music operator had to depreciate his equipment, both new and used, by the straight-line method. He would divide the purchase cost of the equipment by the number of years he intended to write it off. If he purchased a phonograph for \$1,000 and planned to depreciate it in four years, his depreciation rate was \$250 a year.

The present tax law, Section 167, which went into effect in August, 1954, retroactive to the first of the year, permits operators to use two new depreciation schedules—the double declining balance method and the sum of the years-digits.

The double-declining-balance method permits an operator to double the amount of depreciation allowed under the straight-line method during the first year. The operator then applies a fixed rate against the balance.

Depreciation

"The sum of the years-digits method," said Leo Kanner, CPA, who talked to operators during the Music Operators of America convention last March, "allows an operator to depreciate new equipment in proportion to its earning power." Kanner explained that a phonograph produces the greatest revenue during its first year and therefore it should be depreciated accordingly.

There are three restrictions accompanying both of the new accelerated depreciation schedules which operators should watch closely. They are:

1. The equipment must have a useful life of three years or more.
2. The equipment must have been purchased new after December 31, 1953.

3. The equipment must be used by the original owner only. Reconditioned equipment cannot be depreciated under the new accelerated methods.

Operators are not required to use any one single type schedule. They can use all three methods, any two or just one, depending upon the age of the equipment and the operator's business set-up. It is also important to note that an operator can switch from one method to another on any of his equipment.

Complicated Method

The most complicated method is the sum of the years-digits. Under this plan the sum of the depreciation years are added together giving a common denominator. The percentage of depreciation is figured as follows:

An operator purchases a phonograph for \$1,000. He plans to depreciate the phonograph over a four-year period. Thus, a four-year life would give the digits 4, 3, 2 and 1. The denominator, the sum of the digits, would therefore be 10.

The operator then depreciates 4/10 of the phonograph the first year, 3/10 the second year, and so on. His depreciation would be \$400 the first year, \$300 the second year, \$200 the third, and \$100 the final year.

Writing Off Rules

Since depreciation is figured as of the purchase date, should an operator buy new equipment in July, he would only write off one-half of the yearly depreciation for that year, in this instance \$200. The second year, the operator depreciates the phonograph for six months at the higher rate, 4/10 or \$200, and for six months at the second yearly rate, which is half of 3/10 or \$150. His total depreciation the second year would be \$350.

Similar calculations would be made on all equipment, according to the month it was purchased. If acquired in February, the calculation would be 10/12 or 5/6 of \$400 the first year, the balance to be added in the second year. The double calculation method would have to be used for the entire life of the phonograph.

According to Kanner, the four-year depreciation schedule is most practical for music operators.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.

- Business Opportunities
- Help Wanted
- Parts, Supplies & Services
- Positions Wanted
- Routes For Sale
- Used Coin-Operated Equipment
- Wanted To Buy

3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.

- Regular Display

4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
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2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

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\$ _____ Payment enclosed

Name _____

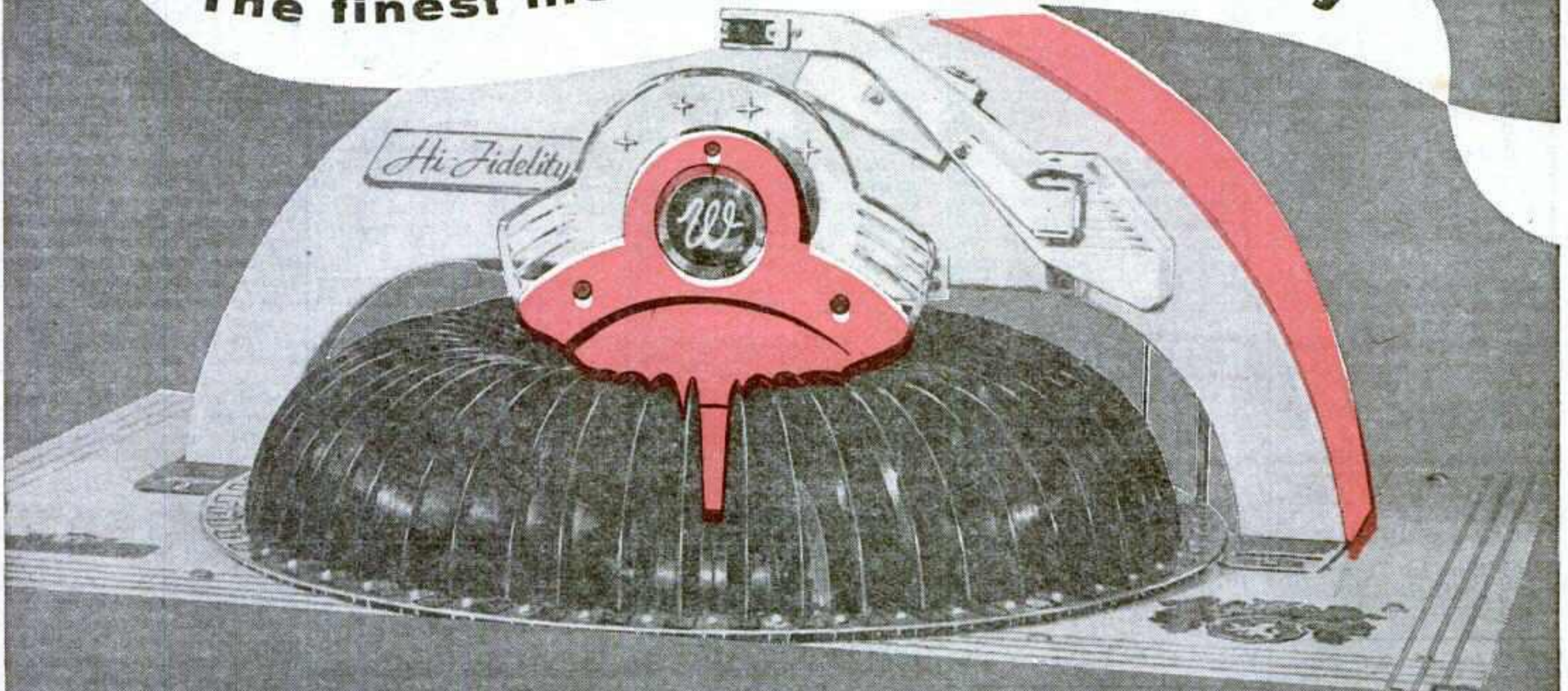
Address _____

City _____ Zone _____ State _____

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in the Fabulous WURLITZER 1800

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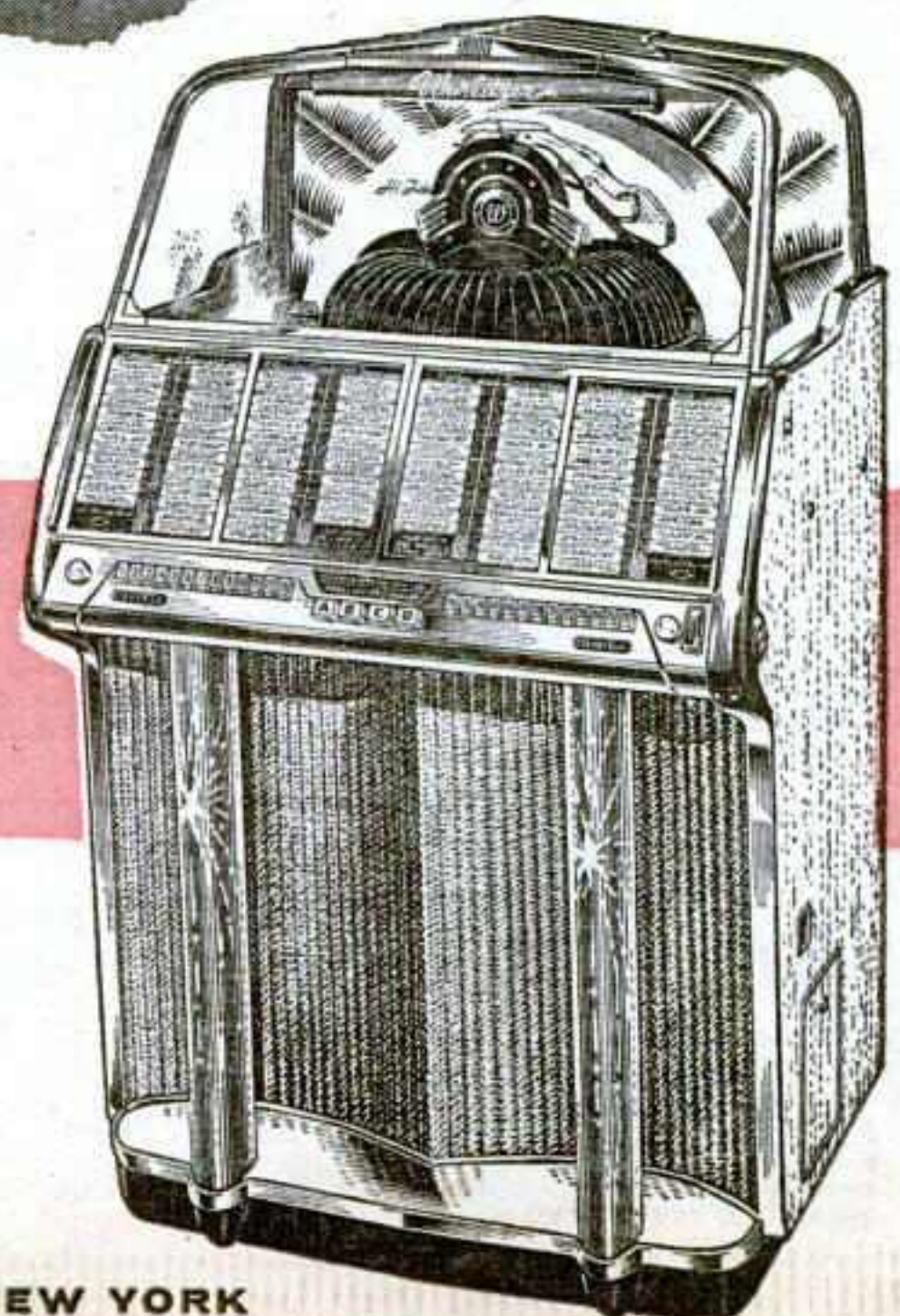


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- ★ FASCINATING CAROUSEL ACTION
- ★ ZENITH COBRA STYLUS TO LENGTHEN RECORD LIFE

Wurlitzer 1800

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Communications to:
Aaron Sternfield
PLaza 7-2800

Wurlitzer Crew to Attend Conn. Meet . . .

Joe Young and Abe Lipsky, Young Distributing Company, and John McIlhenny and Hank Petet from the Wurlitzer factory will be guests of the Bridgeport Music Operators' Association at a dinner meeting at Dominic's Restaurant, Stratford, Conn., Tuesday (28).

Visitors on 10th Avenue last week were Bill McCarthy, Catskill Amusements, Hurleyville, N. Y., and Carl Pavesi, president of the Westchester Operators' Guild.

Myron Sugerman, son of Barney Sugerman, Runyon Sales, was graduated from Columbia High School, Maplewood, N. J. Visiting Murray Kaye at Atlantic-New York last week were Gene Magazzino and Tom Badia, Country Center Enterprises, White Plains. Edward Goldberg has returned from the hospital after a back operation and is recuperating at his White Plains home.

Virginia Lorenz from the Stoner factory in Aurora, Ill., is spending from July 2 to July 13 in New York. She will visit the local Stoner distributors, Bill Furst and Bill Schwartz.

Bob Miller and Charlie Miller, Miller Brothers, Hershey, Pa., full-line operators, were in New York last week. Abe Lipsky, Young Distributing Company, reports that the

export business on juke boxes to Europe is good.

Also visiting Murray Kaye at Atlantic-New York last week were Marvin Brothers, general manager for R. C. Carpenter, Chester, N. Y., and Phil Schwartz, Melody Music.

Mike Munves got his new Exhibit gun. Jim Cagiano, Automatic Coin and Vending Machine Em-

COINMEN YOU KNOW

ployees' Union, Local 433, attended the union's international convention at the Hotel Commodore last week.

Members of the Cigarette Merchandisers' Association met at Sackett Lake in the Catskills this weekend for a couple of days of relaxation.

Chicago

Communications to:
Ken Knaut
Central 6-8761

NCMDA Reports New Members . . .

Al Schlesinger, managing director, National Coin Machine Distributors' Association, reports high activity at the Chicago office, four new distributors being added to the organization this week. Schlesinger returned this week from the Joe Young testimonial dinner at New York, where he met with distributors from around the country. (See story in Coin Machines section.)

The board of directors of the Ideal Dispenser Company, Bloomington, Ill., this week elected T. G. Thompson to the position of vice-president of sales. Thompson was formerly general sales manager with the firm, a post he held since January, 1954.

Art Weinand, Williams Manufacturing Company, was at home this week nursing a lame back. Mel Binks and Don Binks, Binks Industries, are busy with game development work at the Binks plant.

Isador Edelman, Edolite, Inc., Detroit, was in town this week visiting with distributors and planning a trip to California. Edelman's shuffle game conversion business is making steady progress.

Jack Young, of the Amusement Company of America Shows, running at Joliet, Ill., during the week, dropped in town Thursday (23).

AMI, Inc., Grand Rapids, Mich. Young manages the traveling Arcade with the road company.

Steve Cordek, Genco Manufacturing & Sales Company engineer, has been working late in the evenings on new Genco games. Avron Gensburg and Ralph Sheffield are engrossed with sales prospects of the new Champion Baseball unit, shipping this week.

Herb Perkins, Purveyor Distributing, is flying to the West Coast this week, with stops scheduled at Los Angeles, San Francisco, Portland, Seattle, Denver and Las Vegas. Monte West is on vacation in Canada. Perkins reports pinballs coming in to Purveyor by the truckload during the week. Hugh Gardner, Edgerton, Wis., dropped in for a visit recently.

Stanley Levin, All-State Coin Machine Exchange, just back from a successful sales trip to Canada, is getting ready to take a Florida vacation this month. Vince Shay

was heading up to Eagle River, Wis., over the weekend.

Monarch Coin Machines' conversion trade is up 10 per cent in the last month, according to Clay Nemeroff. Nemeroff said that the great majority of these sales are units installed as well as sold by Monarch.

United Manufacturing Company road men, Johnny Casola and Ben Becker, are scheduled to hit Birmingham and Memphis this week. Al Thoeke, meanwhile, is at Los Angeles with the C. A. Robinson Company. Harry Nelson, Nelson Distributing Company, Detroit, was a recent United visitor.

Ed Hall, Exhibit Supply sales manager, is in Bay City, Mich., on a sales trip, with sales representative Ken Wilson now in Ohio. Visiting Exhibit recently were Ray Williams, Dallas; Ted Bush, Miami; Irv Blumenfeld, Baltimore; Harold

Lieberman, Minneapolis; C. A. (Shorty) Culp, Tulsa, and Al Tigerman, Chicago.

At Redd Distributors, Ed Pearle, promotion manager, reports that United's new Fifth Inning, a target-type baseball game, has visiting operators interested. The sample machine has just arrived.

Si Redd is back from a fishing trip on Cape Cod, and Bob Jones, sales manager, is starting out on his two-week vacation. Bob also favors Cape Cod.

Jerry Flatto, Boston Distributors (One Stop), back from a picnic for Patti Page at Indian Head Point Park. Jerry talked to many deejays as well as recording stars, including Julius La Rosa, Janet Lord and Jerry Vale. Jerry is quite the sport these days. He drove down in his new Buick and is having a high old time entertaining visiting artists on the Charles River in his boat, the Cra-Z-Bay-B.

Every year Flatto has entertained the paraplegic veterans at the Veterans' Hospital here and is now in the process of lining up another show. He will have 10 acts with local and visiting recording artists.

Irwin Margold, sales manager for Trimount Automatic Sales Corporation (Seeburg), reports the Williams new game, King of Swat, is catching on here. The game fits all types of locations, and since Boston and New England go big for baseball, the potential is anticipated as good. Margold also says music machines have been holding up well this summer. He believes the advent of big bands and recording stars in the territory has boosted the interest in their records.

Boston this week swarmed with operators stocking up on summer equipment. Among those doing the rounds were: Russell Gosselin, of Beverly; Patrick D'Amico, of Salem; Leo Glassband, of Lynn; Paul Doherty and Walter Luby, of Worcester; Al Dollin, of Hyannis; Harry Deshowitz, of Medford; Marion Sutcliffe, of West Roxbury; Sid Walbarst, of Arlington; Joe Ponti, of Lawrence; Al Pechillo, of Ipswich; James Westcott, of North Reading; Arthur Sturgess, of Jamaica Plain; Ray Faini, of Framingham.

Out-of-State visitors were Henry Walker, of Newport, R. I.; Louis Taube, of Manchester, N. H., and Bud Sequin, Newport, Vt.

Los Angeles

Communications to:
Joel Friedman
Hollywood 9-5831

Paul Laymon Skeds Sept. Juke Show . . .

Paul Laymon Company, newly appointed Rock-Ola distributors here, is making tentative plans to hold an open house showing of the new machines sometime in September, when most coinmen will be back from their vacations. (See story in Music Machines section.) Both Jimmy Wilkins, of the Laymon sales staff, and veteran serviceman Red Clyde are on vacation, with Charlie Daniels slated to leave during mid-July.

Al Thoeke, field engineer for United Manufacturing Company, was visiting here with plans for a series of road trips with Dave Wallach, sales representative for the C. A. Robinson Company, United distributors in this area.

Ed Wisler, Minthorne Music Company, and Jack LaRue, See-

burg factory engineer, are conducting a series of service schools thruout the area, recently holding one in Bakersfield, Calif.

The Barry Sisters paid a visit to one-stop operator Sam Ricklin at California Music Company this week.

Al Shifrin, H. Rosenberg Company, is busy designing new conversion units the firm is manufacturing. Herman Rosenberg is flushed with the excitement of buying a new Ford convertible for his wife this week.

Pittsburgh

Communications to:
Leon Leffingwell
WAlnut 1-0102

Sidmor Vending Sales Up 25% . . .

Morris Moskovitz, partner, Sidmore Vending Company, reports a 25 per cent increase in sales due to (1) a recent turnover of small operators thruout the area which has sent many new operators out buying new equipment; (2) a change to better weather; (3) vacations bringing people out to patronize the machines.

Victory Vending Company has leased its cigarette machines and its drink vending machines to two other vending firms because Victory Vending lacks sufficient room for these expanding operations. Victory Vending now will concentrate on ice cream vending.

Harry Wyner, proprietor of the Automatic Vending Machine Exchange, reports a man in a truck plowed into his parked car, got excited and drove away. Harry followed the man's broken radiator trail and notified police who found the man an hour later.

M. J. Abelson reports vending machine business is good and he is being kept busy.

DISTRIB BOWS ROCK-OLA 1448 ON GUAM IS.

HALENANEA, Guam, June 25.—George Morrow, head of Guam Coin Amusement Company, Rock-Ola distributor thruout Guam, Saipan, Rota and neighboring Islands, hosted operators and guests here last week, when he introduced the new Rock-Ola phonograph, Model 1448.

Morrow said that interest and enthusiasm was at a new peak. He said that visitors came from practically all the nearby Islands.

He said that sales made during the showing were better than anticipated.

JUKE BOX EXPORTS UP 58% IN MARCH

CHICAGO, June 25.—U. S. phonograph exports totaled \$868,839 in March, an increase of over 58 per cent, compared to the corresponding period last year when dollar volume was \$546,722.

According to U. S. Department of Commerce figures, 1,742 machines, new and used, were shipped during this period, an increase of 554 machines compared to last year's 1,184 total.

Leading purchaser in March was France with a dollar volume of \$139,889. Venezuela ranked second with \$125,359, and Canada with \$101,664 ranked third (see chart in General section for complete country breakdown).

Rock-Ola, Seeburg, AMI to Launch Factory Vacations

CHICAGO, June 25. — Three juke box manufacturers will shut down production and begin their vacation schedules next week. They are AMI, Inc., Rock-Ola and Seeburg.

AMI shuts down operations next Thursday evening, June 30, resuming production Monday, July 18; Rock-Ola closes down next Friday, also returning July 18, and Seeburg closes shop for three weeks, beginning next Friday and returning Monday, July 25.

Davidson, Ball Open Okeh, Epic Distrib In Kansas City, Mo.

KANSAS CITY, Mo., June 25.—James L. Davidson, head of One-Stop Phono Records, and Bill Ball, former sales manager of Columbia Records Distributors here, have set up a new record distributor office in Kansas City, handling Epic and Okeh labels.

The name of the new firm is Choice Record Distributor with offices at 321 Southwest Boulevard. Branch offices are in the offing with Omaha probably the first target.

AMI Begins

• Continued from page 80

sessions are geared for men who are already familiar with the maintenance and servicing of a phonograph.

Previous factory schools were held during the weeks of May 2, May 16 and June 6.

Instruction is open, without servicemen, as well as to AMI distributors and employees. Operators desiring further information have been advised to write to Albert Mason, Factory Service School

Miller Outlines

• Continued from page 80

phonograph industry, and to better acquaint the general public with the men who are responsible for making the juke box available.

Also on the "things to do list," Miller said, was a National Tax Council. Miller said that such a council would give operators in every State the opportunity of obtaining legal advice in matters pertaining to taxes, restrictions and general business problems. He said that tentative plans called for council offices to be set up in at least four cities thruout the country.

Heading the current projects, Miller said, is an MOA portfolio. The portfolio will be mailed to every member of MOA and will include pictures of all the association's officers, a resume of past MOA achievements and a look ahead.

Branch Offices

The letter also explained the reason for the branch offices: (The Billboard, June 18) in Chicago and New York was to facilitate and speed up all MOA transactions and notices.

In addition to Miller's letter, a card urging operator support of the tune, "Stairway to the Moon," by Sonny Graham, Miss Juke Box of 1955, was enclosed. The disk, released on an RCA Victor label, is copyrighted by National Juke Box Music, which guarantees that should the Copyright Act ever be changed the tune will remain performance royalty free to operators.

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.

July 11—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

July 15-17—National Association of Bulk Venders, annual convention, Conrad Hilton Hotel, Chicago.

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For other facts about cancer that may some day save your life, phone the American Cancer Society office nearest you, or write to "Cancer"—in care of your local Post Office.

American Cancer Society

Beer City's Conversions Slow Down

MILWAUKEE, June 25.—Game conversion activities in the Milwaukee area have slowed down in the past few months.

Operators and distributors here report interest in converting games to units with up-to-date features is more in evidence among up-State operators than among those centering activities in the city area.

Operators in the outlying areas have more old equipment on hand than the city operators, and thus have more use for conversion units.

Mitchell Novelty Company, one of the State's largest operators and territory distributor for the Binks Conversion unit, reports a definite tapering off of local sales.

Erv Beck, office manager for the firm, informs that the bulk of conversion action from up-State operators is being stirred up for their firm by road salesman Leonard Sheehan, Sheehan, making the rounds of operators in outlying sections of the State, turns in a steady flow of orders for conversions of Super 6's and United 10 Frames to their Binks unit.

"The greater number of old pieces of equipment still being used by rural and small-town operators, plus the high cost

(Continued on page 90)

GAME EXPORTS DROP IN MARCH

CHICAGO, June 25.—Shipment of U. S. coin-operated amusement games to world markets fell off in March, according to Department of Commerce figures.

Game exports dropped from 1,616 units shipped at \$245,134 in March, 1954, to 964 units at \$185,258 in March this year.

Quality of games shipped, however, was relatively high in March, posting a \$192 average. Canada, Venezuela, Japan and West Germany, in that order, led game markets.

New United Bat & Ball 'On the Way'

CHICAGO, June 25.—Indications are that another new United Manufacturing Company baseball game is coming up soon.

Bill DeSelm, sales manager, remarked that work is under way on "a two-player pitch-em and bat-em game."

The initial United baseball game produced this year, 5th Inning, played with a shuffle puck, was shipped to distributors in mid-June.

Indiana Anti-Pin Law Seen 'Unenforceable'

INDIANAPOLIS, June 25.—Indiana's top law-enforcement authorities conceded this week that the so-called tough anti-pin law, passed in the recent session of the General Assembly, will be "virtually unenforceable."

To become effective in a few days when the acts of the 1955 Legislature are promulgated by Gov. George N. Craig, the statute legalizing unrecorded free plays may pose insurmountable difficulties in the enforcement of its gambling prohibitions, Attorney General Edwin Steers indicated. His opinion was shared by Marion County (Indianapolis) Prosecuting Attorney John Tinder while State Police Superintendent Frank A. Jessup said that he would prefer to withhold expression pending a study of the new law.

Jessup said that pending the momentary effectuation of the 1955 act, his department would be guided by the pinball bans contained in the 1935 anti-slot machine law. Once in force, the new act will supersede the old one.

At the same time, speaking of the new law and its intent to control pin play, Steers said:

"It is more lenient than the 1935 slot machine act."

Tinder said that the free play sanction offered a loophole for violations. Moreover, he admitted that it would tend to complicate the task of law enforcement.

City Attorney Palmer Singleton Jr., of Hammond, stated that the new law would leave the cities powerless to stop the use of pinball machines for gambling.

Church, school and civic indignation forced the repeal of a 1952 Hammond ordinance which was broadly liberal in permitting the use of amusement devices.

Hammond's mayor, Vernon C. Anderson, denounced the new law as a "ruse."

"It now appears that the original bill was just a ruse in getting what they wanted," Mayor Anderson said. "Governor Craig and the Legislature must accept full responsibility for this dangerous provision of this bill."

Speculation was rife today as to whether objections to legalized free plays would bring an attack on the law in the courts.

An anti-gambling bill enacted in the 1953 legislative session was invalidated by the State Supreme Court a few months after the ad-

journalment of the Assembly. The new law, as the bill of 1953, was fathered by Sen. Thomas C. Hasbrook, of Indianapolis, who was also the author of a somewhat similar proposal in 1951 while a member of the House of Representatives. The 1951 bill died in a conference committee of the Legislature.

Records of the proceedings of the 1955 Legislature fail to substantiate the assertions that the free play clause remained in the act as an accidental loophole. The bill was amended to include the free play legalization in the public policy committee of the State Senate after due deliberation.

While writing the free play amendment, the committee also performed the extractions by which the bill was left toothless in all other respects except for the excessively harsh penalties, which, in the view of legislative observers, further weakened the law by making it offensive to the courts.

Cincy Pins Hit By Court Ruling

CINCINNATI, June 25.—Cincinnati's 2,000 pinball games have been held illegal by a Cleveland Court of Appeals opinion, but won't be silenced immediately.

The ruling by the Appeals Court dissolves an injunction obtained by Westerhaus, Inc., against police seizure of its games.

The ruling holds that the pinballs are "gambling devices" per se. It is expected to be appealed to the Ohio Supreme Court.

The Appeals Court judge said that amusement is a "thing of value," holding that free plays are illegal.

One of the Westerhaus attorneys, Judge Robert N. Gorman, called this "entirely inconsistent" with an earlier master commissioner's finding that free plays did not render the machines subject to confiscation.

C. R. Beirne had been appointed master commissioner by the First District Court of Appeals. When he completed his findings, the case was taken over by the Cleveland appeals judges.

The judges pointed out that a Supreme Court decision in a Cleveland case held amusement to be a "thing of value . . . since this

(Continued on page 86)

Shuffle Game Conversion Units Continue Climb; Expand Sales

Production, Installation Up in Chi, L. A.; New Game Sales Remain Steady

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Rubenstein says shipments could climb to 100 per week when the new match play conversion is in full production.

While the firm employed half a dozen workers before embarking on conversion production, it now utilizes the services of 18 persons, most of these working solely on conversions.

Noting that prices of shuffle bowlers used for conversions have jumped in price, Rubenstein finds the solution in expanding to new conversion features and additional shuffle bowler models. "We are going to keep up-to-date," he said, "building around old games, and making them do new things."

Conversion sales have risen sharply for Isador Edelman, Edolite, Inc., who manufactures the units in Chicago, with offices in Detroit. Visiting distributors in the

Chicago area this week, Edelman reported the conversion units moving out to distributors in Illinois, Michigan, Ohio, Wisconsin, New York, Pennsylvania, California, New Mexico, Wyoming, Oklahoma, and other areas.

New Sales Plan

Edelman has set up a new sales plan to add distributors for his units. The Edolite conversions are guaranteed by the firm for three months. Distributors ordering 10 or more units are given county distributorships in their area. Distributors make 40 per cent down payments, and pay the balance with three additional notes.

One Edolite distributor, Vending Machine Trading Company, Beaumont, Tex., delivers conversions up to 400 miles from its headquarters, according to Edelman. Other firms

doing a big sales job in conversions, said Edelman, are American Conversion Company, Brooklyn, which recently bought 75 Edolite units; Nate Schneller, Philadelphia; Allied Coin, Chicago, and Bilotta Sales, Newark, N. Y., where a conversion plant was recently opened.

Parts Supplies

Putting his conversion units together from parts purchased in large quantities, Edelman said these parts are obtained at lower-than-retail prices, which average about \$12.50 to \$15 for a backglass; \$12.50 for a motor; \$23.50 for a complete flasher unit, and \$12.50 to \$17.50 for wire cable per unit.

Edelman says he furnishes everything from screen to screws in the conversion kit, including a diagram and instructions for installation. Edolite units are adaptable to both regular and match play shuffle games for United and Chicago Coin bowlers.

In Los Angeles, game conversions, literally new to the area up until two months ago, appear to be making definite sales progress with an increasing number of operators favoring them.

To date the conversions in the Los Angeles area have been manufactured and sold solely by the H. Rosenberg Company.

Rosenberg currently has set up for mass production of shuffle bowler conversion units, and at present is manufacturing all parts in his own shop, with little other than motors being brought in from outside. The firm has had special dies cast for several clutch and gear assemblies, and employs the assembly line production method of manufacture. Cables, relays, and the numerous electrical parts of the conversion unit are all assembled in their plant here.

Approximately 150 conversion units have been sold by the company thus far, according to Rosenberg.

Rosenberg has confined his conversion units to the manufacture of three games, Flash Alley, Super Flash and Riviera. Basic revisions from original games include four drum scoring, new back glass, and its chief feature, flasher scoring. At present the firm is making conversions from both United and Chicago Coin bowlers.

ARCADE-ON-WHEELS

Coin Games Travel, Tent-Up With Show

JOLIET, Ill., June 25.—Moving amusement games from location to location to boost takes is standard operator procedure, but Jack Young, Arcade manager for the Amusement Company of America Shows, moves his whole Arcade from town to town thru six months of the year.

Finishing a week's stand at Joliet today, the Arcade will move with the road show to Anderson, Ind.; Fort Wayne, Ind.; Kenosha, Wis., and Oshkosh, Wis., for week runs thru the month of July.

Starting out from its Hot Springs headquarters in the spring, the Arcade will run with the show in 18 different cities from Birmingham to Chippewa Falls, Wis., before its closing date at Beaumont, Tex., in the fall.

The big Arcade, set up under a separate tent covering a 30 by 75-foot area, is filled with 112 coin games of all types, operating on pennies, nickels and dimes.

A 40-foot neon "Sportland" sign is put up on a metal platform in front of the Arcade tent to draw trade. The layout on the Arcade is planned so that it can be set up in fast order, altho space restrictions sometimes alter the arrangement, according to Young.

The Arcade is set up in six to seven hours and taken down in three to three and one-half hours. When moving time comes, the Arcade games are packed into two 20 by 24-foot wagons which are picked up by tractors and taken to the depots.

At the big fairs, such as the stands at Springfield, Ill., and Des Moines, the Arcade games take in from \$600 to \$700 a day in coins, the changemakers sometimes handling up to 30,000 pennies on good days, according to Young.

"High takes are never guaranteed, however," says Young. "We are gambling with the weather at every stop." Young said that kids' day at the fair is the big money puller, and if this day is rained out, the Arcade "takes it on the chin."

At the fairs, the Arcade is busy day and night, starting operations at 8:30 in the morning and closing after 1 a.m. or 2 a.m. On "still dates," when business is slow but picks up at night, the Arcade runs from 6 to 10 p.m. or 12 midnight.

Staying at one location no less than a week, nor more than two weeks, the show tears down after a Saturday night stand and allowing

a few days for the trip and a day to set up, opens early in the following week at the next town on the agenda.

The Arcade owns its own machines, the show furnishing transportation, lighting and other needs. The Arcade pays its way with the show thru a percentage of the takes from the coin games.

Young hires his own Arcade personnel and pays their salaries. The Arcade employees, along with the other show travelers, live in trailers at the show location, thus saving on hotel and restaurant bills.

The "trailerites" form their own little community, caring for their separate needs, finding their entertainment and diversions in the towns they visit—even have TV sets in the trailers for the kids.

Young, a skilled mechanic, does his own repairs on the machines, saving on repair bills which would prove prohibitive if other mechanics were hired and paid by the hour.

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Baseball Games Head Summer Coin Market

CHICAGO, June 25.—Coin-operated baseball units have cornered the summer amusement game spotlight, with four manufacturers—Chicago Coin Machine Company, Williams Manufacturing Company, United Manufacturing Company and Genco Manufacturing & Sales Company—shipping these games to distributors.

While each of these game models are based on the national pastime, each, in turn, has different play features.

Chicago Coin's Big League baseball and Williams' King of Swat offer balls pitched and hit across the playfield, while United's 5th Inning game is a shuffle game, with the player shooting a puck into target holes for scores. Genco's Champion Baseball, the latest of the baseball units, features balls pitched and hit thru the air for scores (see separate story in this section).

Big League

The first baseball unit introduced this year, Big League baseball, was shipped early in May by Chicago Coin. One or two players

can play in one game, each player pressing a button to "pitch" a ball from the mound, and pressing another button to "take a swing" at the oncoming ball with a miniature bat that pivots over home plate.

The player tries to hit the ball up into three-decker bleachers in the background, aiming at a bull's-eye target above the third deck. Three ramps on the playfield serve to boost balls into the grandstand decks for homers.

Williams' King of Swat, shipped early in June, features miniature life-like players in the field and batters who actually run bases, replay scoring and an umpire who signals runners safe as they cross home plate. Balls are "pitched and hit" by pressing buttons.

Home Runs

Players can hit singles, doubles, triples and home runs, the ball shooting up ramps to travel over the fence for a homer, or into holes on the playfield for regular hits or outs.

United's 5th Inning game,

(Continued on page 87)

We Bought Another Carload!

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Anti-Pin Law

Continued from page 85
amusement is procured by chance without payment of additional consideration, we are of the opinion that the particular pinball machines here considered are gambling devices per se, distributed, operated and exhibited in violation of the law."

Kokomo Pins Moved From Tavern Spots

KOKOMO, Ind., June 25.—Kokomo taverns were bared of pinball games this week as the result of a warning by the Indiana Alcoholic Beverage Commission.
Ora Raines, a representative of the commission, told the Howard County Liquor Control Board that immediate revocation of liquor permits would follow the discovery of gambling on pinball machines in taverns.

Lewis Makes Coin Bag for Routemen

NEW YORK, June 25.—The Lewis Mercantile Company is currently making a zippered cash register bag for the coin machine industry.
The bag is canvas duck with a plastic window identification pocket. Size is 7.5 by 9.5 inches. Cost is 50 cents, with deliveries in two weeks.

City officials have been irked by reports of a new kind of a machine which is earning \$200 a week on the average for tavern and pool room owners under a 50-50 arrangement with the distributors.
The commission has broad, if not unlimited, powers in the issuance, suspension and revocation of licenses.
At the same time, the city licenses pins at \$50 annually. Municipal records disclose that 94 of such permits have been granted this year.

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Exhibit's Jr. Jet . . . 185 | King Pony Ride . . 285 | B. Lane Zoo Ride . . 185

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6 Player . . . 75.00		Hi-Fi 250.00
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Targette		Beach Club . 195.00
DeLuxe . \$375.00		Beauty 175.00
10th Frame		Palm Beach . 110.00
Star 95.00		MISCELLANEOUS
6-Player Star . 85.00		Keeneey Sportsman . . \$350.00
Olympic 125.00		18 ft. Rock-Ola Shufflebd. 149.50
Cascade 110.00		Genco Rifle Gallery . . 275.00
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Shuffleboard Game Wax, Case (12) . \$ 3.50		Ex. Gun 135.00
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Score Sheets, 10 Pads . . 7.50		with film . . . 95.00
Fluorescent Lights, Pr. 22.50		Wurl. 1015 . . . 95.00
Adjusters 18.50		Wurl. 1100 . . 175.00
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Dude Ranch . . . 200.00	Beach Club . . . 175.00	Palm Beach 100.00
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One-third deposit with each order. Fast delivery, no waiting. Sold on guarantee basis.
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148ML \$129	1400—1450 \$325
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M100B 525	1550 325
M100BL 550	1550A 395
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H146 HIDEAWAY 50	ROCK-OLA
H147 HIDEAWAY 65	1428 \$119
H148 HIDEAWAY 75	1434 275
	1436 Fireball, 120 Selections . . 375
	1438 Comet, like new 595
	AMI
	A \$115
	B 150
	D-40 275

WALL BOXES
WURLITZER 104 Selections (5204), like new \$49.00
WURLITZER 48 Selections (4851) 25.00
WURLITZER 24 Selections (3020), 5c, 10c, 25c 9.95
WURLITZER 219 Steppers 14.95
WURLITZER 248 Steppers 35.00
SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless 14.95
SEEBURG 20 Selections, 5c, 3-wire or wireless 4.95
AMI 40 Selections Steppers 22.95
PRIVATE WESTERN UNION WIRE • Cable Address: "DAVDIS"

WORLD EXPORT Corp.
WESTERN EXPORT DISTRIBUTING
Exclusive Seeburg Factory Distributor
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Syracuse 3, N. Y., U.S.A., Ph. 75-1631
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1/3 Deposit Required.

Shuffle Alley Mechanics, Attention!

Looking for a Change? Want Pleasant Working Conditions? Then Come to Chicago!
Want man thoroughly experienced in shopping machines and servicing on location. Route located on south side of Chicago. Steady work for reliable person who can furnish good references.
STREAMLINER COIN
333 N. Michigan Ave., Chicago, Ill.
Randolph 6-0879
Contact us at once if you are interested.

READY FOR LOCATIONS

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3—ICE FROLICS	285.00
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Phone 5-7549

SPECIAL

GAYETY	WRITE \$450
BIG TIME	WRITE \$450
VARIETY	WRITE \$450

SURF CLUBS \$295
PALM SPRINGS 265
ICE FROLICS 250

ARCADE SPECIALS

ROUND THE WORLD TRAINER \$375
EXHIBIT SHOOTING GALLERY 195

IMPERIAL	\$235.00
HOLIDAY	465.00
MATCH POOL	150.00
CHIEF	225.00
SHUFFLE POOL	89.50

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BEACH CLUB	\$175.00
ICE FROLIC	225.00
PALM SPRING	225.00
SURF CLUB	250.00
HI FI	225.00
1 FUTURITY	40.00
SEEBURG MODEL A	250.00
ROCK-OLA 1428	95.00
2 TWIN BILL, Each	225.00
1 STAGE COACH	225.00
1 SKY WAY	125.00

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2330 N. Western Chicago 47
EVergrade 4-2300

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

Baseball Games

Continued from page 85

shipped last week, is played by shooting shuffle pucks down a Formica board into ball pockets at the end, scoring hits and runs on a miniature baseball diamond.

Main puck target is a home run pocket at the center, surrounded by pockets awarding singles, doubles and triples to the player. When hits or homers are made, miniature players pop up and circle the diamond, advancing according to the pockets made. Up to four players can play in one game, each shooting in five innings of play.

Genco's Champion Baseball features plastic ping-pong size balls that are pitched and hit in the air.

The balls slide out of an elevated metal chute above a seven-inch baseball bat when the player presses the pitch button. As the

New Coin Machines

Gay Time. Bally Manufacturing Company, Chicago. In-line pin-ball game. Shipped June 11.

Treasure Cove Shooting Gallery. Exhibit Supply, Chicago. Gun game with .22 rifle. Shipped June 11.

Southern Belle. D. Gottlieb & Company, Chicago. Five-ball pin-ball game. Shipped June 11.

Capitol Shuffle Alley. United Manufacturing Company, Chicago. Shuffle bowling game. Shipped June 18.

5th Inning. United Manufacturing Company, Chicago. Shuffle-target baseball game. Shipped June 18.

ball drops thru the air, the player "swings the bat" by pressing the hit button. A well-timed hit will knock the ball into home run tiers towering over the playfield in the background. Either one or two players can take part in one game.

Exclusive Distributors for

BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

COMPLETE LINE BALLY BINGO PARTS

PINBALLS		ARCADE	
GAYTIME	WRITE	Keeney Sportsmen (Moving Target)	\$249.50
Gayety	Write	United Jungle	225.00
Bright Spot	\$ 75.00	SHUFFLE ALLEYS	
Coney Island	75.00	Bally Blue Ribbon	Write
Frolic	145.00	Bally Gold Medal	Write
Palm Spring	275.00	Chicago Coin Bonus	Write
Variety	450.00	Bally Magic Bowler	Write
United Leader	45.00	Bally Jet Bowler	\$375.00
ARCADE		Chicago Coin Criss Cross	325.00
Bally (Kiddie Gun) Bulls Eye	Write	Chicago Coin Holiday	400.00
Chicago Coin Deluxe (Baseball)	Write	Chicago Coin Starlight	295.00
Bulls Eye	Write	United Deluxe 6 Player	49.50
Chicago Coin (Baseball) Bulls Eye	Write	MUSIC	
Bally Hot Rod	Write	Rock-Ola 1448	Write
Bally Champion	Write	Rock-Ola Hi-Fi Select	\$725.00
Exhibit Shooting Gallery	\$175.00	Rock-Ola Comet 1438, 120 Select	599.50
Exhibit Sportland (Moving Target)	225.00	Seeburg M-100A	295.00
		Wurlitzer 1100	125.00

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Gold Medal
WITH MATCH-PLAY

Blue Ribbon
WITHOUT MATCH-PLAY



New Bally bowlers
combine greatest bowler features
with new **BONUScore** play-booster

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE

feature... plus popular SPEED-CONTROL and other famous Bally-Bowler features... and the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at

"right on-the-nose" BONUScore speed-control. Order from your Bally Distributor today.

Popular
SUPER STRIKES
and
SPEED CONTROL

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SURF CLUBS	\$280.00	BEAUTYS	\$145.00
HI FI's	245.00	DUDE RANCHES	225.00
ICE FROLICS	250.00	VARIETYS	440.00
PALM SPRINGS	250.00	SPOT LITES	49.00
BEACH CLUBS	195.00	HAVANAS	\$155.00
RIOS	\$145.00	EVANS SADDLE & TURFS	228.00
MEXICOS	210.00		

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ROCK-OLA 1436 FIREBALL (120) \$285
ROCK-OLA 1438 COMET (120) 585

RECONDITIONED—READY TO OPERATE!
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DELUXE DUETTE	\$335
LADY LUCK	195
GOLD STAR	190
DAISY MAY	185
JOCKEY CLUB	165
ARABIAN KNIGHTS	145
GREEN PASTURES	140
LOVELY LUCY	140
PINWHEEL	130
SHINDIG	130
POKER FACE	115
GUYS-DOLLS	95
SKILL POOL	85
HIT 'N' RUN	75

BINGOS

VARIETY	\$440
SURF CLUB	275
PALM SPRINGS	255
ICE FROLICS	265
DUDE RANCH	225
BEACH CLUB	200
BEAUTY	165
FROLICS	150
YACHT CLUB	110
PALM BEACH	110
ATLANTIC CITY	100
SPOTLITE	65

SHUFFLE GAMES

BALLY MAGIC	\$435
UNITED BANNER	360
UNITED SPEEDY	335
UNITED ACE	335
CHICAGO DeLUXE CRISS CROSS	
TARGETTE	235

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SUPER JUMBO	\$375.00
GAYETY	WRITE
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SURF CLUB	300.00
ICE FROLICS	285.00
PALM SPRINGS	255.00
DUDE RANCH	235.00
BEACH CLUB	215.00
BEAUTY	175.00
FROLICS	135.00
ATLANTIC CITY	95.00
Genco RIFLE GALLERY	225.00
Genco SKY GUNNER	125.00
Exhibit SPORTLAND	250.00
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A.B.C.	\$ 49.00
Atlantic City	110.00
Bally Beauty	175.00
Beach Club	225.00
Circus	145.00
Coney Island	59.00
Dude Ranch	245.00
Frolics	145.00
Ice Frolics	275.00
Palm Beach	75.00
Palm Spring	275.00
Stars	85.00
Tahiti	195.00
Surf Club	325.00
Yacht Club	150.00
Hi-Fi	250.00
Variety	450.00
Hawaii	275.00
Spot Lite	75.00
Gayety	Write

1/3 with order, balance C.O.D.

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New Exhibit Gun.
Regular Shooting Gallery Target and many new and unusual targets.
King of Swat.
Williams new and best baseball.
Monkey Climb, it is different.
Also other new Guns, new Baseballs, etc., on exhibit in our showroom—Write.
Grandmother, floor sample—Write.
Carnival, United Gun, new—\$400.00.
1955 Catalog 300 illustrations FREE.

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43 YEARS SERVICE • EST. 1912

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By using high quality, straight depressed discs, packed 100 to a roll. We repair and rebuild Typers, using genuine SMT parts.

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Bally Champion Horse Write
Bally Space Ship \$375.00
Bert Lane Merry-Go-Round 350.00
Bert Lane Merry-Go-Round, Deluxe (Above rides completely reconditioned) 395.00

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Zodi-Magnoscope 650.00
Drivemobile (Floor Sample) 575.00
Bally Bowler (Skee Ball), 14 ft. 125.00
Capitol Projector, 3-D 225.00
Jungle Gun 175.00
Shooting Gallery 175.00

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FOR SALE
Quantity "Tahitis," cleaned and checked, at \$150.00, or will trade for Panoramas or late model music.
Western Distributors, Inc.
3126 Elliott Ave. Seattle, Wash.

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FIRST-Conditioned

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- THUNDERBOLT\$435
- HOLIDAY 460
- STARLITE 295
- CRISS CROSS 295
- CROWN 140

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- FIREBALL\$425
- CRISS CROSS 295
- TARGET 315
- SUPER FRAME 315
- TRIPLE SCORE 135
- DOUBLE SCORE 115

UNITED-MATCH

- MARS DELUXE\$425
- BANNER 365
- ACE 325
- TEAM 275
- IMPERIAL 225
- CLASSIC 145
- CLOVER 125
- STAR 10TH FRAME 99
- OFFICIAL 95

UNITED-REGULAR

- MARS\$415
- RAINBOW 325
- LEAGUE 265
- CHIEF 255
- ROYAL 210
- OLYMPIC 140
- SUPER 95

GENCO

- MATCH POOL\$165
- SHUFFLE POOL 125

BINGO 5 BALLS

- VARIETY\$455
- HI-FI 295
- SURF CLUB 285
- ICE FROLICS 255
- PALM SPRINGS 265
- DUDE RANCH 240
- BEACH CLUB 215
- BEAUTY 175
- FROLICS 145
- PALM BEACH 110
- ATLANTIC CITY 110
- SPOT LIGHT 75
- BRIGHT SPOT 75
- ONEY ISLAND 75
- BRIGHT LIGHTS 75

COUNTER GAMES

- BINKS ZIPPER\$29
- M. & T. ZIG ZAG 29
- KICKER & CATCHER 49



Exclusive Distributors for
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- BIG LEAGUE BASEBALL
- BONUS SCORE BOWLER
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- EXHIBIT TREASURE COVE SHOOTING GALLERY

GENCO UPRIGHTS

- Brand New SILVER CHEST\$125
- GOLDEN NUGGET 125
- First-Conditioned GOLDEN NUGGET \$95
- JUMPING JACKS 85
- 400 75

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New C.C. ROUND THE WORLD TRAINER\$575

- Genco 2-PLAYER BASKETBALL \$275
- C.C. SUPER HOME RUN, Match Play, 10-25¢ 265
- Bally BIG INNING 150
- MIDGET MOVIES 145
- C.C. 4-PLAYER DERBY 135
- Mutos, ATOMIC BOMBER 135
- TELEQUIZ with film 115
- C. C. GOALEE 95
- Evans TEN STRIKE 85
- SILENT SALESMAN CARD VENDOR 35

TARGET GUNS

- EXHIBIT
- 500 SHOOTING GALLERY\$375
- SPORTLAND SHOOTING GALLERY 275
- JET GUN 125
- SIX SHOOTER 95
- SILVER BULLETS 95
- DALE GUN 65

GENCO

- SKY ROCKETNEW
- WILD WEST\$445
- BIG TOP 410
- RIFLE GALLERY 275
- SKY GUNNER 145

UNITED

- BONUS DELUXE\$375
- CARNIVAL DELUXE 325

SEEBURG

- COON HUNT\$215
- SHOOT THE BEAR 150
- CHICKEN SAM 95

Continental CHANGE MAKERS

3 models to fit all needs. Automatically vends 10¢, 5¢ or 1¢. Brand New\$89.50

Games Travel

Continued from page 85

Young says spots played thus far have held up to last year and expects that "this will be a good year on the road" for his Arcade.

Requiring Arcade machines that will bring in good takes in short periods of time, Young is shopping for a number of new gun games, which he feels are particularly adaptable to the traveling Arcade. All games are cut down to fit into the moving wagons, Young carrying no games that have to be dismantled for transportation.

After November 1, when the roadshow closes down for the winter, all of the company leaves for home, rejoining the show in the spring, when it reopens May 1.

Young then returns to Tampa, where he operates another Arcade—of the stationary type—during the winter months.

Gambling Devices

Continued from page 75

of the Internal Revenue Service.

One of the agents said he had played one of the cash-type machines and won a cash prize. The operator had failed to pay the required \$250 fee. Instead he had registered the devices as amusement machines and had paid a tax of only \$10.

This is believed to be the first time the law has been invoked in such a case in Massachusetts.

SPECIAL

- PALM SPRINGS\$235.00
- BEACH CLUB 195.00
- BEAUTY 150.00

GAYETY.....WRITE

Seeburg Model C-100, like new\$595.00
Send one-third deposit with order.

FRANK SWARTZ SALES CO.

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SPECIAL OFFER!

MUSIC 30 WURLITZER 1015 (as is).....\$ 30
RINGOS 1 ROCK-OLA 1434 Rocket..... 195

MISC. 15 GAETIES—Brand New

GENCO BASKETBALL EXHIBIT SHOOTING GALLERY

WRITE-WIRE-PHONE (Collect)

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

Exclusive Distributors for WURLITZER — BALLY — UNITED



NOW DELIVERING Williams' Sensational Baseball Game

KING OF SWAT

Gottlieb's Outstanding 5 Ball

SOUTHERN BELLE

PLUS Other Leading Games

WANTED SEEBURG M100A's and B's Williams & Gottlieb 5 Balls
Send in complete lists

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RIDE THE CHAMPION 10¢

THE CHAMPION COIN-OPERATED HORSE-RIDE

BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY

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SUMMER CLEARANCE

Complete While They Last

WURLITZER

Wurlitzer 1400's \$299.50
 Wurlitzer 1600's 445.00
 Wurlitzer 1500's & 1550's 395.00

SEEBURG

Seeburg M-100-A \$295.00
 Seeburg M-100-B 495.00

AMI

AMI A \$ 99.50
 AMI D-80 395.00

MISCELLANEOUS

Wurlitzer 1015 \$39.50
 Seeburg 146's & 147's .. 39.50
 Rock-Ola 1422's & 1426's 39.50

SPECIAL PURCHASE

Speaker Wire—stranded, split-drawn—very low resistance—\$17.50 per 1000 ft. cord or 2c per foot.

Write for special prices on Remote Control Wire of every description.

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COVEN MUSIC CORPORATION

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 Cable: "COVENMUSIK"

Exports Up

Continued from page 75

ting above the \$100,000 mark in total volumes.

While France led the juke field, Canada dominated the game markets, taking in a \$57,923 volume. The Canadians also monopolized the vending machine export activity, buying more venders than all other countries put together—a \$46,617 volume.

35 Foreign Marts

Some 35 different countries brought new quantities of coin machines thru their borders during March, but only four countries—Canada, France, Venezuela and French Morocco—imported machines of all categories, juke, games and venders.

Venezuela followed closely behind France in the juke field, importing \$125,359 in phonographs. Canada was next in line with \$101,664 in juke.

Following Canada, the leading markets for games during the month, were Venezuela, Japan, West Germany and British Malaya, in that order.

While dollar volume dropped off in March, compared to February's high total of \$1,557,783, average prices paid for the machines rose well above the February prices, indicating a higher quality of machines shipped during March.

Jukes averaged \$498 tags during March; games, \$192, and vending machines, \$86. This compares with a \$318 average for juke in February, a \$172 for games and \$62 for venders.

PHONOGRAPHS

WURLITZER 1015 \$ 95
 WURLITZER 1500 375
 WURLITZER 1550 395
 SEEBURG 100B 495
 SEEBURG 100C 625

NEW GAMES

Bally GAYTIME
 Gott. SOUTHERN BELLE
 Wms. KING OF SWAT
 Wms. SIDEWALK ENGINEER
 Bally GOLD MEDAL
 Chicoin HOLLYWOOD
 United VENUS

MISCELLANEOUS

Un. DeLUXE CARNIVAL \$345
 Genco RIFLE GALLERY ... 255
 Wms. JALOPY 95
 Wms. BIG BEN 145
 Genco GOLDEN NUGGET ... 75
 Genco MATCH POOL 175
 Gott. GUYS-DOLLS 95
 Chicoin CRISS CROSS 275
 BOWLER 50
 Chicoin SIX PLAYER 50
 United SIX PLAYER 50

BALLY BINGOS

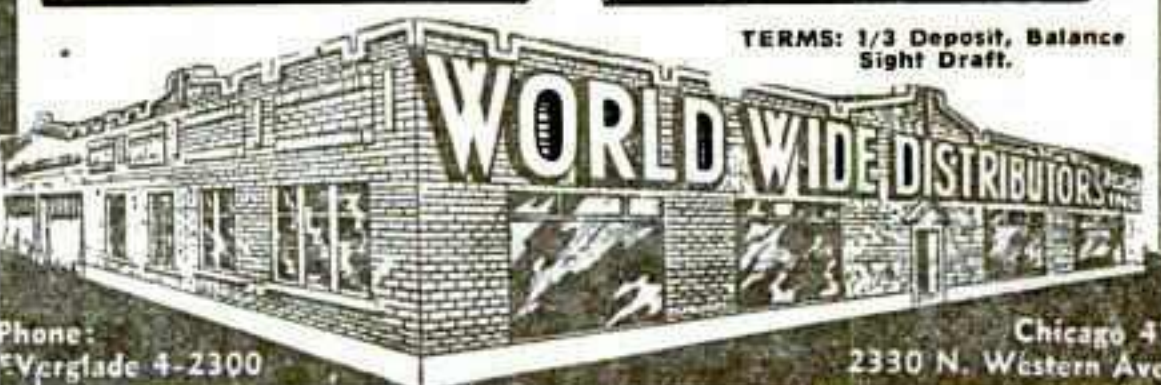
GAYETY WRITE
 VARIETY 445
 DUDE RANCH 240
 YACHT CLUB 115
 BEACH CLUB 220
 BEAUTY 175
 FROLICS 165
 PALM BEACH 110
 ATLANTIC CITY 110
 SPOTLIGHT 55
 BRIGHT SPOT 95
 BRIGHT LIGHT 65

ACE COIN COUNTER

New Hi-Speed '55 Model
 Compact. Easy operation. Weighs 8 lbs. Counts all coins. Only \$149.50

WANTED! BALLY BINGOS

Will Pay Highest Cash Prices for
 GAYETY — BIG TIME — SURF CLUB — ICE FROLICS — PALM SPRINGS.



ONLY THE BILLBOARD — among over-all entertainment weeklies—is a member of the **AUDIT BUREAU OF CIRCULATIONS.**

WURLITZER 1015 \$ 95
 ROCK-OLA 1436 FIREBALL (120) 45 RPM 345
 ROCK-OLA 1438 COMET (120) 45 RPM 625

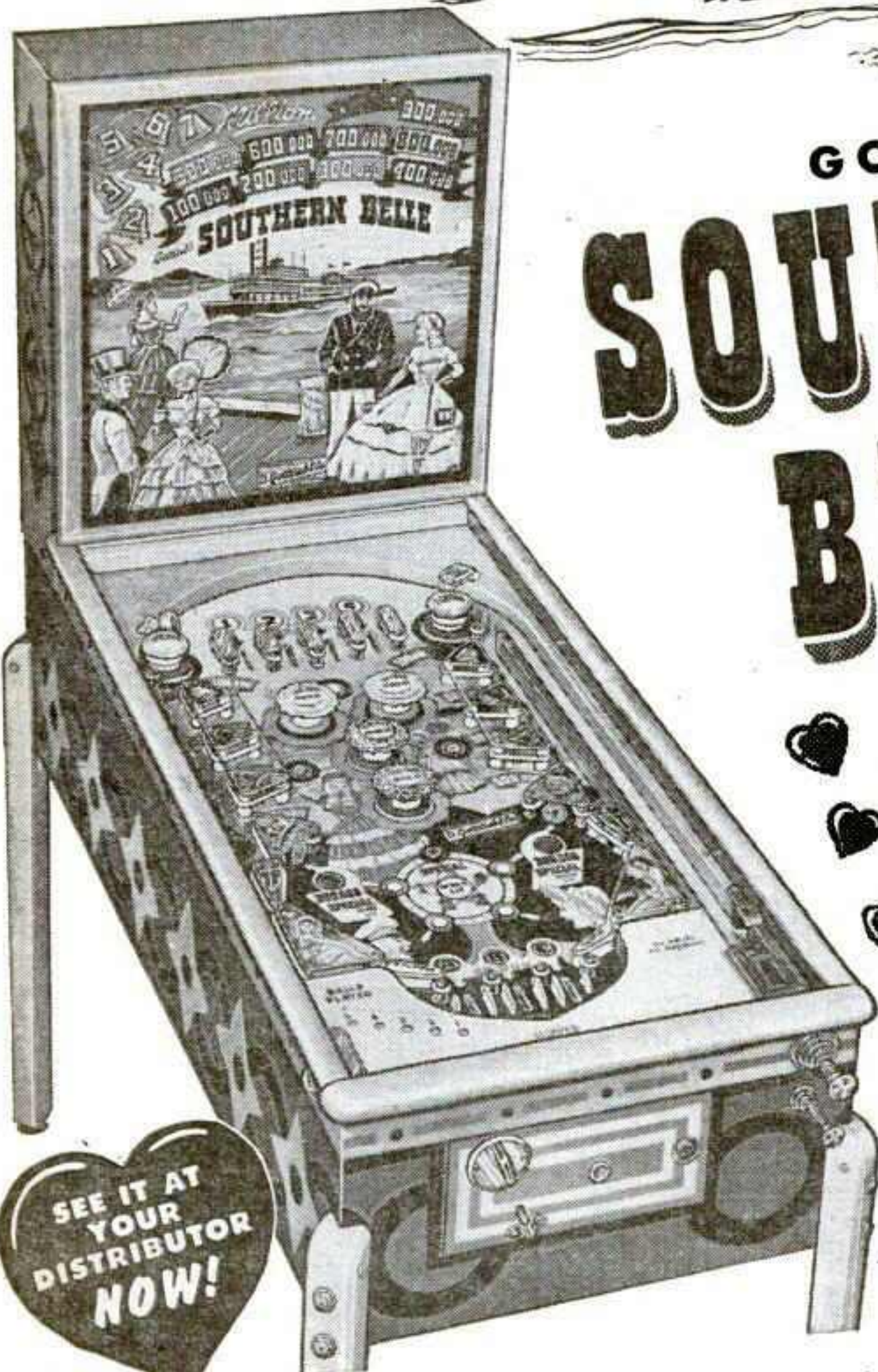


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 Exclusive Seeburg Distributors

ATLAS MUSIC COMPANY

A Quarter Century of Service. 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

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SEE IT AT YOUR DISTRIBUTOR NOW!

with **GOTTLIEB'S SOUTHERN BELLE**

6 Ways To Win!

- ♥ A-B-C Rollovers Light Targets for Special.
- ♥ 1-2-3-4 Rollovers Light Targets for Special.
- ♥ 3-Mystery Special When Lit Rollovers.
- ♥ High Score to 7 Million.
- ♥ 4-Lite-up Pop Bumpers.
- ♥ 4-Number Spotting Rollovers.
- ♥ 2-Letter Spotting Holes.
- ♥ 2-Cyclonic Kickers.
- ♥ 2-Super Powered Flippers.



THE LATEST AND GREATEST OF GOTTLIEB MULTIPLE PLAYER AMUSEMENT MACHINES!
"JUBILEE"
 Locations across the nation report top grade earnings!

Amusement Pinballs as American as Baseball and Hot Dogs!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE, CHICAGO 51, ILLINOIS

Snively Plans Unit For Heavy Soups

NEW YORK, June 25.—Paul Sullivan, sales representative for Snively Groves, Inc., said the firm is currently working on a vander which will dispense soups with

solids.

Heinz and Campbell's soon are expected to have vending soups with rice, vegetables and other solids. The new Snively vander is expected to be in production by the annual convention of the National Automatic Merchandising Association this fall.

Beer City's

Continued from page 85

of new machines, makes these operators our best prospects for conversion sales," says Beck.

Sam Hastings, whose Hastings Distributors firm formerly handled the biggest share of conversion unit sales in the State, now reports this work practically at a standstill. "Lately, we couldn't find much interest in conversions because there weren't any units on the market with the match score feature our operators want," says Hastings.

"When we started out about a year ago with the Edelco unit, (now Edolite) we did a bang-up job. For a long time we couldn't keep up with the demand. Suddenly demand dropped off."

Hastings expressed the feeling that sales would climb with the addition of a conversion unit offering match score features. At latest report, these match-type conversions were on the way to the Hastings headquarters.

Among the Milwaukee coinmen using conversion units, George Schroeder reports being pleased with the dozen or so he purchased a year ago. "We got good results with converting some shuffle bowlers into double, triple and quadruple play machines. Conversions are especially good for those spots that don't take in enough money to warrant new machines," he says.

Red's Novelty, in suburban West Allis, is another firm reporting fair success with conversion units. According to route foreman Ed Grownowski, "We find it best to move them around the route to boost play in some of our low volume spots."

Rowe Strike Ends With New Contract

WHIPPANY, N. J., June 25.—The three-day strike by 400 production and maintenance workers of the Rowe Manufacturing Company,

manufacturers of vending machines ended last week (21) as a result of union-company bargaining and the signing of a new two-year contract.

The contract contains an escalator clause based on the cost of living, and an immediate 5-cent an hour wage increase.

"THERE IS A DIFFERENCE"

BINGOS	UNITED ALLEYS	ARCADE EQUIPMENT
Atlantic City \$110.00	5 Player \$40.00	Bally Big Inning \$125.00
Brite Lite 85.00	6 Player 50.00	Champion Hockey 85.00
Beach Club 195.00	DeLuxe 60.00	C.C. Hockey 75.00
Beauty 225.00	Cascade 110.00	Ex. Sportland Gun 425.00
Coney Island 75.00	Royal 195.00	Ex. Wild West Gun 95.00
Cabana 165.00	League Bowler 275.00	Spark Plus 75.00
Dude Ranch 250.00	Olympic 125.00	Steep Chase 75.00
Genco 400 75.00	10th Frame 75.00	Mut. Driveyourself 595.00
Gaiety Write	Super 65.00	Drivemobile 65.00
Hi-Fi 250.00	10th Frame Stars 95.00	Bat-A-Score, Sr. 195.00
Nevada 295.00	Mars 375.00	C.C. Basketball 365.00
Palms 275.00		DeLuxe Photo 250.00
Spot Club 275.00		Ex. Shooting Gallery 110.00
Singapore 350.00		Evans Bat-A-Score 165.00
Saddle & Turf 250.00		Ex. Six Shooter 95.00
Tropicana 395.00		Genco Basketball 250.00
Tropics 175.00		Genco Rifle Gallery 275.00
Variety 450.00		Flying Saucer 95.00
Yacht Club 110.00		Life League 75.00
		Midget Movies, latest 185.00
		Panoram, with Peek 325.00
		Quizzer with film 95.00
		Space Invaders 95.00
		Standard Metal Typer 250.00
		Sci. Pitch'm & Bat'm 185.00
		Un. Carnival Gun 395.00
		Wurlitzer Skee Ball 150.00
		Mut. Voicegraph 325.00
		BIG BRONCO 350.00
		Buckley Wallboxes 10.00
		Champion Horse Write
		Auto Photo 1850.00
		Seeburg Coon Gun 250.00
		Scientific Boat 350.00
		Space Ship 350.00
		Mut. K. O. Filter 495.00
		Mut. Voice Recorder 1400.00
		Wms. Sidewalk Supt. 275.00
		Standard Metal Typer 450.00
		Balloon-O-Mat 395.00
		MUSIC
		AMI—Model A \$125.00
		AMI—Model C 210.00
		1436-A Fire Balls 335.00
		Evans Constellation 175.00
		Wurlitzer 1550 350.00
		Wurlitzer 1450 325.00
		Wurlitzer 1100 150.00
		Packard Wallboxes 10.00
		Buckley Wallboxes 10.00
		COUNTER MACHINES
		ABT Skill Guns \$20.00
		ABT Challengers 20.00
		Got. 3-Way Grippers 20.00
		Kickers & Catchers, new 39.50
		Merc. Counter Grips 20.00
		Shockers, new 24.50
		Three of a Kind 18.50
		Wizards, 5¢ 20.00
		AMERICAN BANK SHOTS, brand new, 9", complete with scoring unit and coin operated. Write for special price.

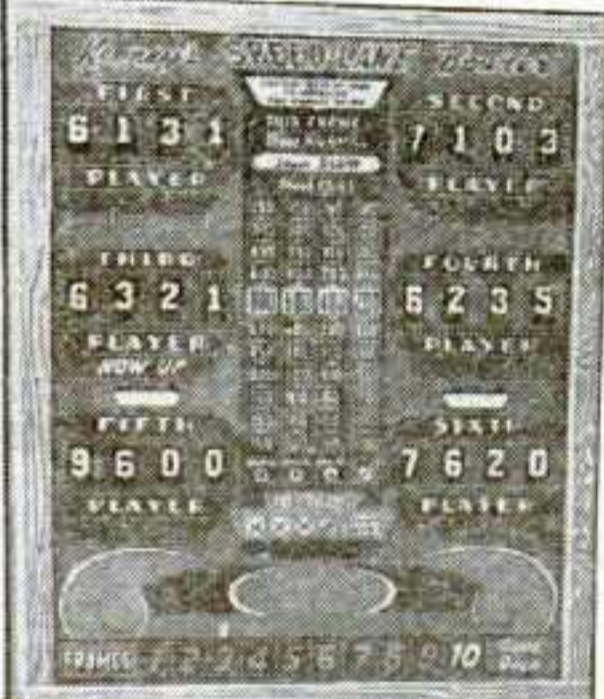


Cleveland Coin MACHINE EXCHANGE, INC.
 2029 PROSPECT AVE., CLEVELAND 15, OHIO
 All Phones: Tower 1-6715
 Terms: 1/3 deposit with all orders, balance C.O.D.

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

CHICAGO COIN BOWLERS	ARCADE
MATCH BOWLER \$ 65.00	SIDEWALK 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
TRIPLE SCORE BOWLER 150.00	C.C. PISTOL 90.00
ADVANCE BOWLER 195.00	GENCO 2 PLAYER BASKETBALL (New) 325.00
SUPER FRAME 300.00	QUIZER WITH FILM 90.00
UNITED BOWLERS	BALLY BIG INNING 125.00
10TH FRAME \$ 75.00	DELUXE PHOTOMATIC 375.00
CASCADE 100.00	DALE GUN 50.00
OLYMPIC 125.00	MILLS PANORAM (With Peek) 325.00
ROYAL 195.00	TELEQUIZ 150.00
CHIEF 250.00	WILCOX-GAY RECORDIO WRITE
BINGOS	MUTOSCOPE VOICE-O-GRAPH 395.00
BRIGHT LITES \$ 75.00	ASTRO SCOPE 125.00
BRIGHT SPOT 95.00	EXHIBIT SHOOTING GALLERY 265.00
SPOT LITE 75.00	EXHIBIT STAR GUN 315.00
A.B.C. 50.00	EXHIBIT SIX SHOOTER 125.00
SINGAPORE 350.00	EXHIBIT GUN PATROL 150.00
RIDES	UNITED CARNIVAL GUN 375.00
CHICAGO COIN SUPER JET \$395.00	UNITED JUNGLE GUN 360.00
BIG BRONCO 400.00	GENCO RIFLE GALLERY 325.00
BERT LANE MUSICAL MERRY-GO-ROUND (Two Ride—Fiber-glass Horses—Like New) 395.00	GENCO BIG TOP GUN 450.00
LITTLE WHIP (New) Write	GENCO SKY FIGHTER 125.00
CHICAGO COIN ROUND THE WORLD TRAINER (New) Write	MIDGET MOVIES 125.00
GUNS	MUTOSCOPE DRIVE YOURSELF MOBILE (Like New) WRITE
GENCO SKY ROCKET (New) Write	SHOE SHINE 125.00
GENCO WILD WEST (New) Write	HAY BURNERS 75.00
GENCO BIG TOP \$425.00	ABT CHALLENGERS 20.00
GENCO RIFLE GALLERY 325.00	DUCK HUNTERS 20.00
UNITED CARNIVAL GUN 300.00	KICKERS & CATCHERS 35.00
	SHIPMAN ART SHOW 39.50
	AIR HOCKEY (New) 465.00
	MERCURY ATHLETIC 13-WAY SCALE 69.00
	AUTO PHOTO WRITE
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MONROE COIN MACHINE EXCHANGE, INC.
 2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel.: Superior 1-4600)



Again! **KEENEY IS FIRST WITH THIS Double Value BOWLER!**

JUST SWITCH BACKGLASS—CHANGE PLUG-IN—AND IT IS RADICALLY DIFFERENT!

BOWLER NO. 1 KEENEY'S SPEED-LANE WITH CHANGING SPEEDS

BOWLER NO. 2 KEENEY'S PALISADES

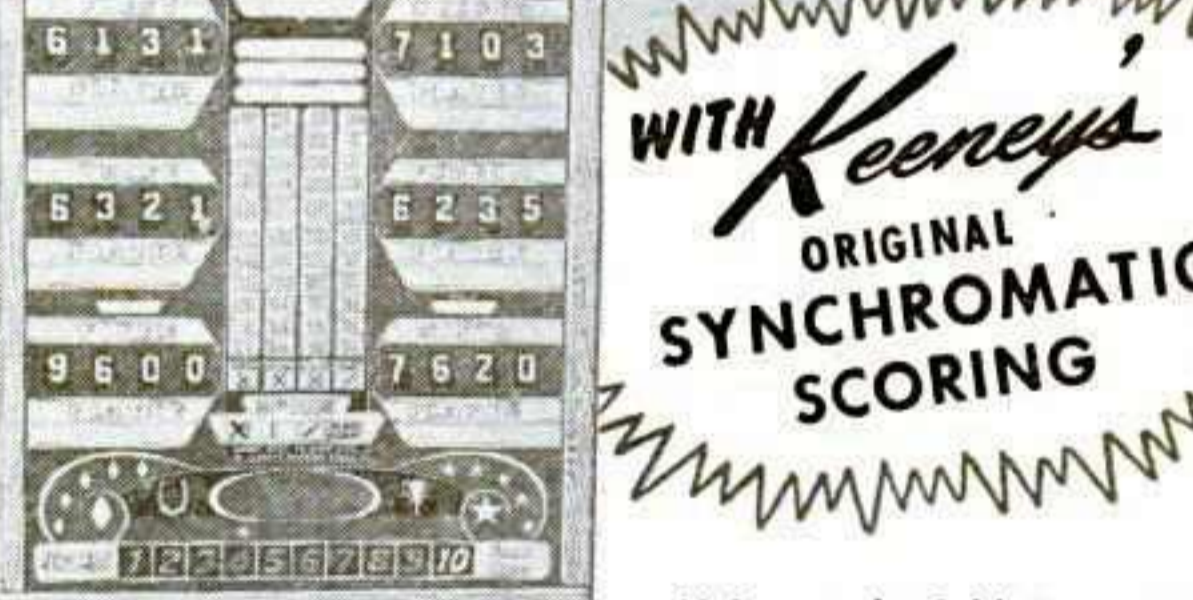


6 PLAYER BOWLER

Easy TO SWITCH FROM ONE SCORING COMBINATION TO THE OTHER

10¢ PLAY or 3 for a QUARTER

Keeney's Original Brilliant Multi-Color Cork Finish Cabinet WEBBING ALONG INSIDE RAILS



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!

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 lite 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.
 2800 W. FIFTIETH STREET, CHICAGO 37, ILLINOIS



Put New Life Into
Your Old Shuffle
Alleys With ...

**SPARKLER
CONVERSIONS**

Convert your
United Clovers, Cascades,
Classics and Olympics!

(Ready Soon—Conversions
for United Royal
and Chief)

Synchro-Flash Feature
—Traveling Scoring
Lites on Playfield.

New Attractive Backglass

TOP SCORE 9600

Does not affect your match
or non-match feature.

COMING SOON

Entirely new feature in Conversions for
United's Imperial and Leader which will bring
these games up to date.

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**YOUR AMERICAN RED CROSS IS ALWAYS
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Conn. Cig Revenue Down

HARTFORD, Conn., June 25.—
Connecticut's State cigarette tax in-
come for the 11-month period just
ended slipped 5 per cent or
\$293,000 under a year ago for a
total \$7.6 million.

ROYAL

DISTRIBUTING, INC.

YOU'VE NEVER SEEN

GAMES SO CLEAN!

BALLY BEAUTY.....\$160.00

DUDE RANCH..... 225.00

BEACH CLUB..... 215.00

PALM SPRINGS..... 255.00

And Many Others.. Write for List

Ask for
Ben Mackie or Harold Hoffman.
Terms: 1/3 down, balance Sight Draft.
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All Brand New!

LOWEST PRICES ON THE MARKET!

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TRIUMPH PRODUCTIONS INC.

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Admen of every kind
Endorse The Billboard as a

TOP SELLING FORCE

Look at These LOWER PRICES

for
**SHAFFER LIKE-NEW
RECONDITIONED
PHONOGRAPHS**

Every Machine is A-1... Ready for
Location

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M-100-A.....\$299.50
148-ML..... 109.50

WALL BOXES

Seeburg 5/10/25
Wireless.....\$12.50
Wurlitzer 4820..... 19.50

SEEBURG COON HUNT.....\$179.50

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Williams
KING OF SWAT

HOME RUNS
ACTUALLY GO
OVER
THE FENCE!

**IT'S
HERE!**

REPLAY or NOVELTY
SINGLES · DOUBLES · TRIPLES · HOME RUNS

The ball is
really
pitched!

PLAYERS RUN BASES

Only
AUTHENTIC
BASEBALL GAME
WITH WILLIAMS
NEW ANIMATED
BASE RUNNING
UNIT

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.

Previous **HIGH SCORE** stays on...
Beat previous High Score for replays!
REPLAYS FOR SCORE...
"NUMBER-MATCH" scores **REPLAY!**

Order Your Williams
"KING OF SWAT"
BASEBALL GAME TODAY!

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MANUFACTURING
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CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Twin
Coin Chutes:
10c -
3 for 25c

IMMEDIATE DELIVERIES: King of Swat - Race the Clock - Wonderland - Sidewalk Engineer!

NOW! 2 Can Play! with GENCO'S

NEW, EXCITING GAME

CHAMPION BASEBALL

for 1 or 2 Players

SCREAMING LINE DRIVES! HITS A-PLENTY!
THRILLING "LIVE" ACTION!

**THE ONLY BASEBALL GAME
WHERE PLAYERS ACTUALLY
HIT HIGH FLY BALLS!**

**KING-SIZE
WHITE PLASTIC
BALLS**
Realistic
wooden
bat!

Ball soars through the air
for approximately 5 feet
NO RAMPS

**OVER-THE-FENCE
WALLOP SCORES
UP TO 50 RUNS!**
Keeps game "alive"
until last man
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**SPECIAL
CARRY-OVER
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(OPTIONAL)**
Plus 100 runs for
hitting ball into
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3-DIMENSIONAL
PLAYERS**
on realistic
playfield

**MATCH PLAY WITH OP-
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ADJUSTABLE TO MULTIPLE
RE-PLAYS ON HIGH SCORE.**

**GET
"ON THE BALL"
SEE IT AT YOUR
DISTRIBUTOR
TODAY!**

80" LONG
25" WIDE
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Lightweight and
Portable
Easy Servicing

- Glassed-in sides and top for full view . . . attracts players
- 3 innings, 3 outs (adjustable to 2 innings . . . 1½ to 3 minutes per player)

GENCO

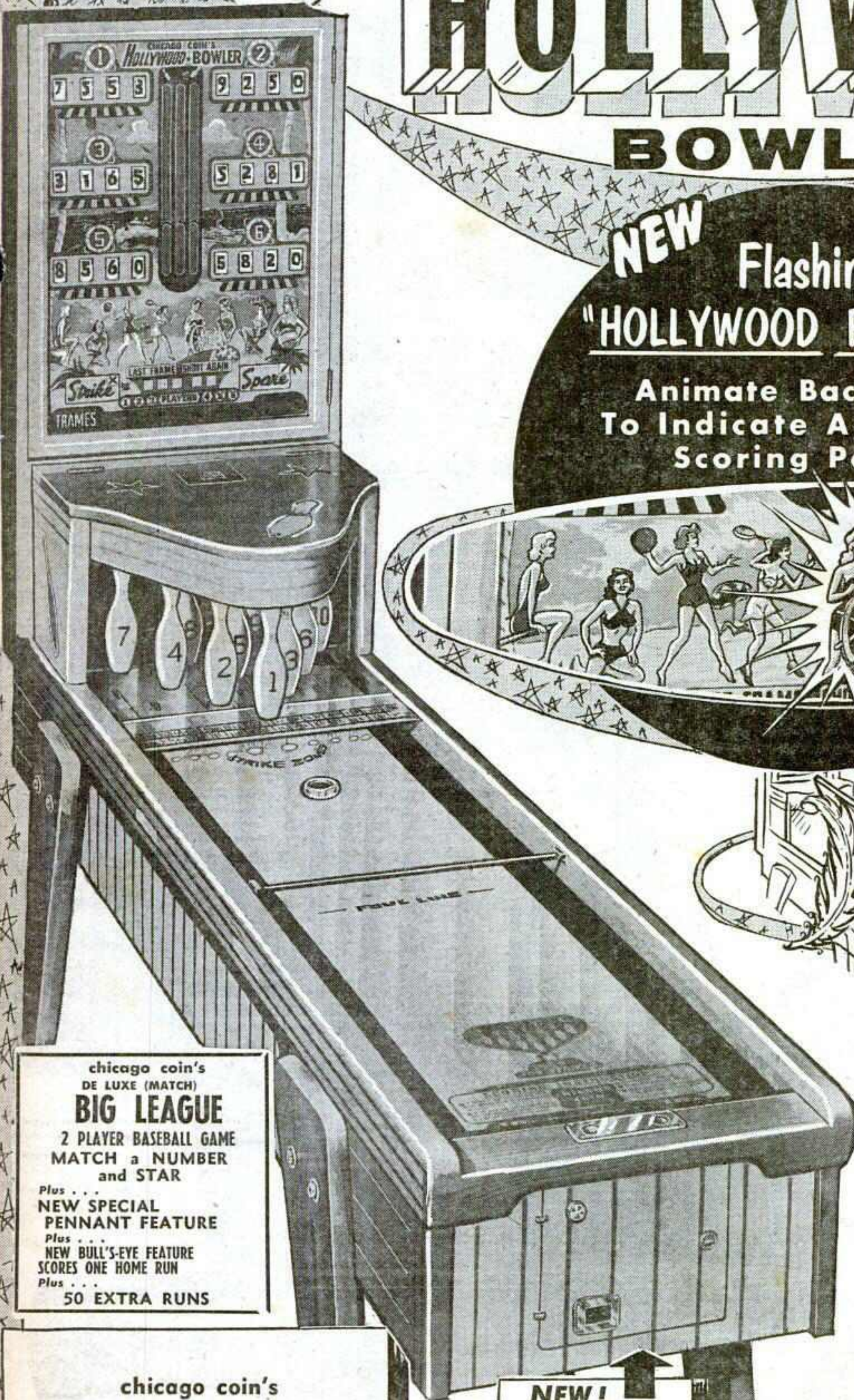
MFG. & SALES CO.

2621 N. ASHLAND AVENUE
CHICAGO 14, ILLINOIS

**ACTION!...
SUSPENSE!...
THRILLS!...**

chicago coin's

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NEW Flashing
"HOLLYWOOD BEAUTIES"

Animate Back Glass
To Indicate Additional
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NEW
Larger Than Ever
GIANT SIZE
Scoring Features!

NEW
Additional
Multiple Score
Adjustment Features!

Plus... Original
Flash-O-Matic
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DE LUXE (MATCH)
BIG LEAGUE
2 PLAYER BASEBALL GAME
MATCH a NUMBER
and STAR
Plus...
NEW SPECIAL
PENNANT FEATURE
Plus...
NEW BULL'S-EYE FEATURE
SCORES ONE HOME RUN
Plus...
50 EXTRA RUNS

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BONUS SCORE
BOWLER

- ★ NEW TOURNAMENT STYLE PLAYING METHOD!
- ★ Each Player Up Shoots 3 Consecutive Frames Before the Next Player Gets His Turn!
- ★ NEW EXCITING BONUS SCORING SYSTEM!

NEW!
National
"Slug Rejector"
Coin Chute!

Plus... 4 Drum
Scoring!

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Greater than *GAYETY!* Better than *BIG-TIME!*

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**4
MAGIC
LINES**

MAGIC POCKETS

New
Score Booster *Lites*
WITH SUPER-CARD PLAY-APPEAL

New 10-SERIES
**Advancing
Scores**

**CORNER SCORES
SPOT NUMBERS
EXTRA BALLS**

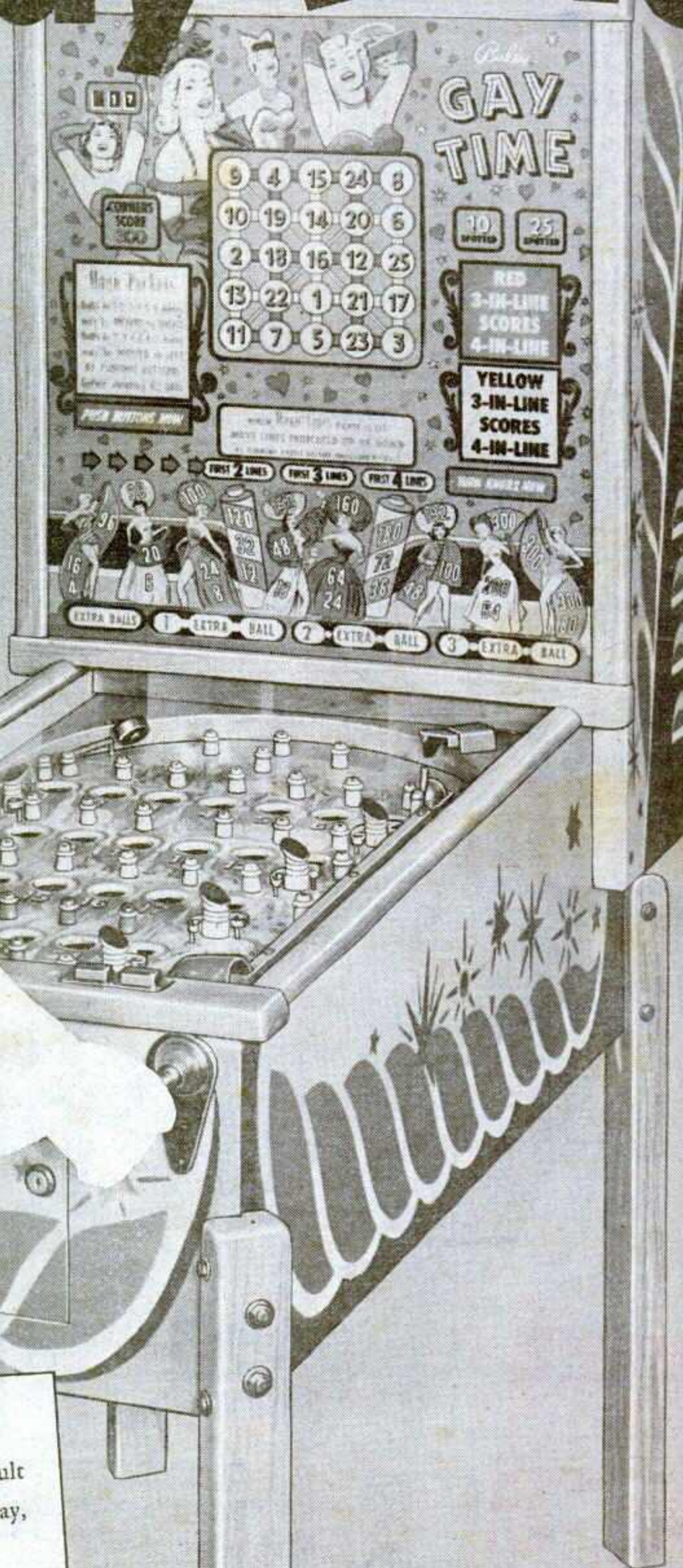
New High-Speed Coin-Flash

New improved spin-mechanism and special fast motors result in fastest flash ever seen on a pinball glass, speedier coin-play, increased earning power.

New Speedy Ball-Clearance

Balls from 7 top rows (Magic-Pockets) do not roll down play-field at end of game but are immediately cleared through hole at top of board.

SEE BALLY BOWLERS ON PAGE 87



Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get GAY TIME on location. Avoid delay in delivery by ordering GAY TIME today.

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5th INNING

FOUR-PLAYER SKEE-SKILL TARGETTE GAME

PLAYERS ACTUALLY RUN BASES



**SINGLES
DOUBLES
TRIPLES
HOME RUNS**



5
INNINGS PER GAME
EACH PLAYER GETS
3 SHOTS PER INNING
1, 2, 3 OR 4
CAN PLAY

LAST INNING SUSPENSE

LOW SCORE CAN BECOME HIGH SCORE WITH 5TH INNING HIGH POINT RUN VALUES

- EACH RUN SCORED IN 1ST INNING SCORES **1** POINT
- EACH RUN SCORED IN 2ND INNING SCORES **2** POINTS
- EACH RUN SCORED IN 3RD INNING SCORES **3** POINTS
- EACH RUN SCORED IN 4TH INNING SCORES **4** POINTS
- EACH RUN SCORED IN 5TH INNING SCORES **10** POINTS

Beautiful
**TWO-TONE
GREEN
FORMICA
PLAYBOARD**

MOLDED RUBBER POCKETS INSURE QUIET PLAY

Double Clover 4-Way Match Feature

EQUIPPED WITH UNITED'S
TAMPER-PROOF SLUG REJECTOR

SIZE
8 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR

UNITED
OPERATORS
ARE
SUCCESSFUL
OPERATORS

OTHER UNITED HITS
NOW AT YOUR DISTRIBUTOR

- 6 PLAYER SHUFFLE ALLEY BOWLING GAMES**
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Smooth, Quiet Skee-Skill Game
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10¢ EACH PLAYER

5TH INNING IS ALSO AVAILABLE
IN REGULAR MODEL WITHOUT MATCH FEATURE

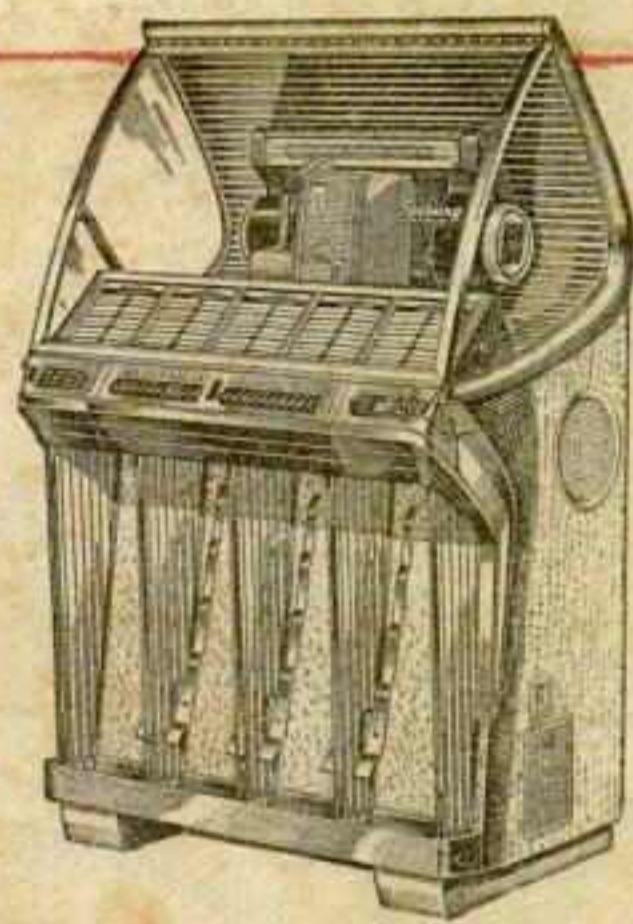
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assures faithful reproduction

of every tone

in the musical spectrum.

To know it, listen to it!



America's finest and most complete music systems



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