

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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Remember the Old Box-Lunch Days?

Automatic Venders in Factories, Offices, Schools Offer Full Meals at Drop of Coin

By BOB DIETMEIER

CHICAGO, May 7.—The push-button age has caught up with America's lunchbox. Push-button machines, called automatic vending machines, are becoming automatic lunchboxes for increasing numbers of this country's blue-collar and white-collar workers and school children.

Automatic catering, altho a relatively new and unexplored method of automatic selling, is a big operation.

One large firm which operates automatic feeding installations in industrial plants—Automatic Merchandising Company—numbers among its accounts the Budd Manufacturing Company in Detroit. AMC provides a complete feeding service for 7,000 Budd employees with 10 separate vender batteries totaling 95 food and drink machines. Estimated cost of machines and installation: \$100,000.

\$3,000 in Change

Another indication of the size of such an operation can be seen from the fact that the operating firm has a revolving cash fund of \$3,000 simply to provide change—an important item where complete feeding is offered.

Unlike cafeterias, a number of food vender batteries or "automatic cafeterias" can be strategically placed thruout a large factory, permitting workers to eat closer to their jobs.

At the Baltimore & Ohio's locomotive repair works in Washington, D. C., the G. B. Macke Corporation, another firm operating machines in plants, provides a complete feeding service with 13 automatic venders for 400 employees.

Macke's growth in the B & O roundhouse is typical of vending operators expanding with automatic catering in industrial plants. Macke installed its first vending machines at the B & O roundhouse eight years ago. These were candy, cigarette and cookie venders. By the end of 1953 the total had risen to nine machines set up in scattered locations thruout the huge, circular building.

Food for All Along the Wall

CHICAGO, May 7.—People like to choose from a wide variety when they sit down to eat. That is at least part of the reason for the success enjoyed by automatic cafeterias in plants, offices and schools which serve complete luncheons thru automatic vending machines.

These machines boast a list of selections which would do credit to a full-fledged restaurant when it comes to sandwiches (hot or cold), beverages, salads, soups, desserts.

Employees in industrial plants and office buildings equipped with automatic cafeterias can choose lunches from automatic menus, including some 30 kinds of hot and cold sandwiches, 15 kinds of pies and assorted pastries, 12 kinds of beverages and 15 varieties of salads.

Today Macke has 13 machines which offer a complete soup-to-nuts luncheon menu in a central location rather than scattered thru the shop. Workers come to the automatic cafeteria during their regular 20-minute lunch periods at 12 noon, 8 p.m. and 4 a.m. and at any other time of day or night they want a meal, a snack, or merely for candy or cigarettes.

Around the Clock

Where the caterer failed, the automatic cafeteria is succeeding. Aaron Goldman, president of Macke, sums up the reasons for automatic cafeterias' success: "In terms of economy, accessibility and sanitation, such vending installations will gradually replace the food cart and lunch counter, particularly in places where around-the-clock service is required."

The automatic vending machines are replacing lunchboxes and cafeterias in schools as well as in factories. An automatic cafeteria feeds lunch to 1,060 students at the Goodrich Street School in Uniondale, L. I. Equipment in the cafeteria consists of two four-selection sandwich venders, one two-selection hot soup machine.

(Continued on page 79)

PAJAMA TEAM CLOUTS HOMER WITH 'YANKEES'

By BOB FRANCIS

It not only looks as tho, but it is a certainty that Messrs. Frederick Brisson, Robert E. Griffith and Harold Prince have done it again. Their "Pajama Game" has been about the hottest song-and-dancer on tap these many months. Now they've switched from pajamas to baseball uniforms, and the results are terrific. "Damn Yankees" is just about the ultimate in musical comedy for the semester. The 46th Street Theater is going to crack at the seams for a long, long time to come.

"Damn Yankees" has just about everything a first-rate musical should have—an imaginative, provocative book fashioned by George Abbott and Douglass Wallop (the latter authored the novel on which it is based), pleasant tunes (one of which is already a sock hit) and lyrics by Richard Adler and Jerry Ross, dance patterns by Bob Fosse that are uncannily right for the delightful nonsense they interpret, settings and costumes that are ditto and a superlatively selected cast.

Only momentarily does it slow down to catch its breath.

(Continued on page 12)

\$35,000,000 in TV Products Ain't Hay, But Trigger's Happy

Rogers Merchandise Sales Gross \$33 Mil in '54; New Top for '55

By BOB SPIELMAN

HOLLYWOOD, May 7.—From inception to gross sales of \$33 million in 12 years, with estimated sales for 1955 of \$35 million or better—that's the story of the Roy Rogers merchandising division.

Yet, more than that, it's the saga of an almost completely new industry that had its inception following World War II. The Rogers operation, tho it's tops in the soft goods and toy lines, is by no means the largest in the merchandising field. The biggest rewards are to be reaped in the licensing of food-stuffs. To Rogers the gates are barred in this direction because his TV sponsor is General Foods.

Rogers' merchandising is unique, however, in that it has developed from a mere licensing operation into a full-fledged business that designs and co-ordinates the products being turned out by manufacturers.

The changes that have occurred from the first license issued in 1943 to the present can be traced by the sales pattern—a high of \$27 million

in 1950, a drop to \$20 million in 1951, and then a steady climb, \$23 million in 1952, \$27 million in 1953, with an all-time top of \$33 million in 1954.

In the years 1951-'52 the Rogers merchandising division was completely revamped. Prior to that time it was a loosely tied-together organization, that alongside other licensors was riding the tremendous merchandising boom brought on by the advent of TV. In 1950 the popularity of Hopalong Cassidy reached its peak. Other Western stars were swept along, and items bearing their names became the hottest thing on the market. Licensing mushroomed and abuses appeared with many shoddy goods cropping up on counters. The inevitable reaction set in, with the resultant decline in sales from 1950 to 1951.

Execs in the Rogers organization took stock. They were licensing close to 90 manufacturers, with very little control over the goods on which the Rogers name appeared. A good deal of thought was given as to how to correct the situation and, out of this, a new business philosophy and practice emerged.

Slash Licenses

The number of U. S. licensees was cut in half, now standing at 48. But more important, Rogers started its own development division, headed by Don Gardner, and this now designs all but one or two of the items bearing the Rogers name. Further, the long-range aim, according to merchandising chief Larry Kent, is for the Rogers trademark to supplant the Rogers personality in the mind of the public, so that when the cowboy star retires it will not mean the end of the merchandising division. The goal, Kent declares, is to build the Rogers label into the McGregor of Western clothing.

With this end in mind, 54 per cent of royalties are now plowed back into the business for advertising.

(Continued on page 10)

New Products Move Up Fast

NEW YORK, May 7.—Animals and non-Western costume characters are the latest trends in merchandising. In the costume category, Davy Crockett is already booming the coon hat and other items for the Walt Disney Merchandising Division. And the Mitchell Hamillburg Agency is just launching a drive on Long John Silver. Also, Official Films is laying plans for Robin Hood and the Three Musketeers.

In the animal field, dogs lead the parade, with horses coming up over the horizon. Screen Gems has licenses on Rin Tin Tin, Disney is starting work on the pups in "The Lady and the Tramp" and Stone Associates for Television Programs of America has Lassie and Pups a dog beverage to be called "Puppsi Cola."

NEWS OF THE WEEK

Kanaga Named Vice-President and Operations Manager of RCA Victor . . .
Larry Kanaga has been named vice-president and operations manager of RCA Victor Records. Manie Sacks, vice-president and general manager of the record division, is expected to move to a higher post in NBC. Bill Bullock moves into Kanaga's former position of general sales and merchandising manager. . . .Page 13

Juke Box Operators, Radio Station Tie-In to Launch New Deejay Program . . .
A daily afternoon disk jockey program called "Juke Box Matinee," over Chicago radio station WAAF, was launched this week thru co-operation of local operator group and station. . . .Page 84

MOA Sends 11,000 Letters Urging Support of 2nd NJBM-Licensed Disk . . .
Music Operators of America mailed letters to juke box operators thruout the country this week urging their support of the latest tune from National Juke Box Music, Inc. . . .Page 84

ABC-TV May Program Feature Film in Prime Time Slot; Talks Underway . . .
Feature films, up to now a staple of local station programming, may find their way to a network prime time slot this fall if current negotiations between ABC-TV and Associated Artists Productions are successfully concluded. The web is mulling putting feature film programming into its Sunday 7:30-9 p.m. slot. . . .Page 2

Canadian Record Market Dulled By TV; Strong Potential Indicated . . .
The Canadian record business is stagnant in the face of a TV boom, but a good foundation for growth indicates a future plus market for American music purveyors. Current juke box, jockey situation, and buying habits analyzed. . . .Page 13

Major Film Firms Must Give Best Efforts to TV — Pat Weaver . . .
The major film companies, now moving into TV in a big way, will not contribute anything

to the medium unless they give it their best, NBC president Pat Weaver told The Billboard. . . .Page 3

Struggle for Top Pop Disk Grows Rougher as Labels 'Share the Loot' . . .
Multi-versions of tunes crash the best-selling pop record charts. Four "Davy Crocketts," four "Unchained Melodies" are symptomatic of changes in philosophy of music publisher and disk manufacturer. Success of independent labels in developing new artists a factor. . . .Page 14

Six TV Film Distributors Rack Up Most Spot Sales in Final '54 Quarter . . .
A compilation of the Rorabaugh Reports of the last quarter of 1954 indicates film distribution firms did the most regional and local spot business at that time. Figures reveal interesting statistics, showing that the six top firms did, by far, the largest volume of spot business. . . .Page 5

1st U. S. Thrill Show in England A Smash Attraction; Set for '56 . . .
The first U. S. thrill show to play in England, the Abe Saperstein-Earl Newberry Motor Rodeo, pulled an enthusiastic crowd of 30,000 to London's Harringay Stadium. The response prompted show execs to close immediately to return to Europe in 1956. During its present tour the show will play added dates in England and also in France, Italy, Germany and Switzerland. . . .Page 52

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ABC Bids on Feature Films For Network Programming

Web Negotiating With Hyman for 40-Feature Associated Package

By JACK SINGER

NEW YORK, May 7.—ABC-TV will become the first network in recent years to program feature films if current negotiations with Eliot Hyman's Associated Artists Productions for a package of approximately 40 first-run features are successfully concluded.

The web is considering slotting the Associated feature package, which consists of 30 Pine-Thomas pictures plus approximately 10 recent vintage American and British films, in the Sunday 7:30-9 p.m. time slot next fall.

Hyman, it's understood, would help the web sell the show to national bankrollers. He reportedly has three such sponsors willing to pick up part of the tab.

The ABC-Associated Artists negotiations is the latest move by one of the networks to put into practice the growing belief that feature films have a place on a network

schedule. NBC for the past several months has been toying with the idea of using a top-flight first-run feature in color as one of its specs. More recently, it has been considering programming a housewife daytime feature film stanza. However, no acquisitions of feature film product have yet been made by any of the webs.

Faster Return

The Associated Artists could probably gross more by syndicating its new 40-feature package than by selling it to ABC-TV, it probably feels the savings in distribution costs would make up the difference. Additionally, it would

get its money faster from a network sale than it could thru syndication.

Associated's willingness to help ABC-TV sell the feature package is an extension of its present policy of lining up national spot business for local stations that buy the 55-feature package it's already selling. The firm sold the 55-feature bundle to over 40 stations so far and reportedly has been able to bring many of these stations national spot business.

If current negotiations for sale of the 40 features fall thru, Associated will probably put the package up for station sales in the near future.

ADD 'GUNSMOKE'

Liggett-Meyers Ready For Big Fall Spending

NEW YORK, May 7.—A heavy step-up in TV spending for next fall has been launched by Liggett & Meyers, with the firm this week picking up CBS-TV's "Gunsmoke" as its fourth network show. The cigarette company several weeks ago picked up an expensive piece of TV fare in the form of a firm 52-week commitment on half of ABC-TV's "Warner Brothers Presents." It also is sponsoring "Mr. Citizen" on ABC-TV and "Dragnet" on NBC-TV.

The time period in which it will air "Gunsmoke" is still not definite, the indications are the show will be slotted Thursdays 8-8:30 p.m. in opposition to NBC's Groucho Marx show and ABC's Bishop Sheen stanza. That's the time slot CBS-TV wants to program "Gunsmoke," tho there's a chance the stanza may end up on Mondays 8-8:30 p.m.

Monday Preferred

The bankroller, it's understood, likes Monday because it has no other network stanzas on the air that night. It wanted to put the show into the Monday 7:30-8 p.m. time spot, but CBS-TV reportedly felt the show is more of an adult type Western and wouldn't do well in the 7:30-8 p.m. spot, which it's

aiming more towards the younger set.

Liggett & Meyers' reopening of its TV pocketbook follows a period of retrenchment that came on the heels of the cancer scare, which now apparently has quieted down. The firm last year bowed out of a heavy coin commitment on CBS-TV's Arthur Godfrey stanza.

Tho the tobacco firm recently did not renew its sponsorship of the Perry Como show, which is moving over to NBC in the fall, the purchases made in the last several weeks projects it back into network TV in a big way.

MANIE SACKS MAY MOVE TO NEW NBC SLOT

NEW YORK, May 7.—Indications this week were that Manie Sacks, veepee of RCA and general manager of the RCA Victor Division, would now be in a position to assume more duties at NBC. Lawrence Kanaga has been upped to veepee and operations manager of RCA Victor. (See other story in Music department.)

Kanaga will consequently be able to relieve Sacks of some of his current duties and perhaps enable him to shift to the network side of the company, where it is believed his abilities could be used.

Sacks is a talent finder, and has specialized in that aspect of show business during his many years in the entertainment industry.

Elgin Bows Out Of ABC Hour; Other Changes

NEW YORK, May 7. — Elgin Watch Company came up with a negative decision this week on renewing its ABC-TV Tuesday night alternate-week hour drama. Elgins turn-down, which was anticipated by the web, leaves ABC's 9:30-10:30 p.m. Tuesday time slot wide open after June 14. Indications are the network next fall will fill the spot with two half-hour stanzas rather than buck NBC's Pontiac-Armstrong hour drama with a similar show.

Also bowing out of the ABC picture at the end of June is Lambert Pharmacal. Company alternate sponsor of the "Ozzie and Harriet Show."

On the plus side of the ledger, the web chalked up a complete sell-out of its John Daly News stanza. Miles Labs last week bought the Monday, Wednesday and Friday segments. Tidewater Oil, which sponsors the show on those days, will switch over to Tuesdays and Thursdays on July 1.

products, 64.9 per cent having bought canned soup in the previous week, 57 per cent bought cookies, 49.1 per cent bought frozen fruit juices, and 62.2 per cent of the men bought razor blades within the previous month.

The report further reveals such oddities as the fact that in the past six months 50.4 per cent of the "Tonight" audience have tried products they never used before, as compared with 40.9 per cent of all adults. It also reveals their plans for the future. For instance, 51 per cent plan home improvements, 18.8 per cent plan to buy furniture, and 12.2 per cent plan a wedding within the next year.

NBC Drops 45 Of Production Staff in Chi

NEW YORK, May 7.—NBC-TV further retrenched its Chicago programming operation by firing 45 production personnel this week. The move was made immediately after the network decided to move "Ding Dong School" to New York.

"Welcome Travelers," also an important Chicago show was moved here recently, another switch that hurt. It is indicated that "Hawkins Falls," a third Chicago-originated daytime show, may be canceled by the web after a long daytime run.

35% DRINK COFFEE

Tonight Poll Shows Behavior of Viewers

NEW YORK, May 7.—NBC-TV next week is sending out a mailing piece giving the highlights of an exclusive study of the audience for late-night TV, particularly the net-

work's own "Tonight." The report indicates that 45.6 per cent of the nation's set owners watched TV after 11 p.m. some time in the two weeks prior to the survey, and 61.9 per cent of these viewers watched "Tonight."

The four-page report goes on to give a mass of statistics about the "Tonight" audience, including age, income, buying habits and general behavior during and after their actual viewing of the show. For instance, it states that 48.8 per cent take showers or wash hands and face after watching "Tonight," and 39.7 per cent brush their teeth after watching the show.

While the piece concentrates on "Tonight," the over-all report, details of which will be published later, covers late-night viewers in generally, a subject sure to be of interest to stations carrying feature films competing against "Tonight."

It was learned, for instance, that the study, which was carried out by Richard Manville Research, shows that while 46 per cent of those interviewed are beer drinkers, 53 per cent of the late-night viewers drink beer, and 24.5 per cent of "Tonight" audience drinks beer while watching the show. But the most popular beverage among the "Tonight" audience is coffee, with 35.5 per cent.

The basic data about "Tonight" viewers revealed in the brochure are that they are mainly young adults, 34.6 per cent of them being between 17 and 34, and 26.6 per cent between 35 and 44. They are in the high middle income category, 24 per cent earning \$7,000 and over; 20.8 per cent earning between \$5,000 and \$6,999. They are big buyers of sponsored

'DOCTORS ONLY'

JWT Program To Be Beamed At Physicians

NEW YORK, May 7.—J. Walter Thompson is putting together an unusual TV show for an unnamed pharmaceutical client that will give the public a close-up view of medical matters. Titled "For Doctor's Only," the program will take TV cameras into hospitals to see operations, treatment and other medical affairs.

The program is being beamed primarily at physicians, but it is expected the public will be greatly interested. Negotiations will shortly get under way for a half-hour network time period.

William P. Mullen, Eastern sales manager for John Loveton Productions, has moved to ABC as an account exec in ABC-TV's sales department.

BEGINNING NEXT WEEK

A Timely, Authoritative and Penetrating Weekly Feature

THE BILLBOARD TV EDITORIAL ADVISORY BOARD

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NARTB TV FILM PANEL UNDER BB'S AUSPICES

For the past two years, the annual convention of the National Association of Radio and Television Broadcasters has taken cognizance of the increasing importance of TV film by scheduling, as part of the proceedings, a panel on the subject.

The forthcoming convention, NARTB's 33d annual, will feature what is planned as the most timely, provocative TV film panel yet held.

We are vastly proud to announce that this year's panel will take place under the auspices of The Billboard's TV Editorial Advisory Board on Monday, May 23, the day before the convention's official agenda gets under way.

The Advisory Board consists of the top leaders of all facets of the television industry who are joining with us in the independent assessment of major industry problems and their solution. A weekly feature, based upon surveys of these key executives, will begin in The Billboard's May 21 issue.

The Billboard believes there is a real need and desire for a TV film panel at the convention. When it was learned that severe time limitations arising out of staging the convention in Washington precluded scheduling the panel as part of the regular program, we consulted with top NARTB personnel about the problem. We are gratified that the Association's leaders have agreed that this publication and its Advisory Board may sponsor so important an event.

Impartial Position

In assuming the responsibility for staging the panel, The Billboard pledges that it will do so in an impartial way befitting a publication which must retain its independent position as observer and critic. The stature of the individuals comprising our Advisory Board, whose names will be made public next week, will assure the highest type of constructive, non-partisan approach.

We cordially invite all industry personnel concerned with the purchase and sale of TV film to attend what we shall endeavor to make a valuable, pertinent and entertaining occasion. Details and participating personnel will be announced shortly.

The time: 8-10 a.m., Monday, May 23. The place: The Blue Room, Shoreham Hotel, Washington. Continental breakfast will be served, compliments of The Billboard. We hope to see you there.

Campbell Soup Buys MCA-TV's Dramas

NEW YORK, May 7.—Success this week produced its rewards for MCA-TV when Campbell Soup bought a half-hour, star-studded dramatic vidfilm series from the firm to replace "Dear Phoebe" in the Friday night 9:30-10 time period on NBC-TV next season. The deal was consummated because of the success MCA-TV has had with the half-hour, Sunday night drama it produced on CBS-TV for General Electric. Batten, Barton, Durstine & Osborn is the agency for both clients.

The General Electric CBS half hour upped the company's rating on several occasions as much as 10 points, and enabled it to trounce the Philco-Goodyear Playhouse soundly rating-wise for numerous weeks. GE, of course, has had strong support from Ed Sullivan in the prior CBS hour, because his

show contributes a substantial carryover audience. And Philco-Goodyear has had to fight against its handicap to deliver viewers.

MCA-TV Tie

But Campbell feels that MCA-TV can deliver the same kind of sock show, given a substantial enough budget. It realizes it will have to pay heavily to get talent like Henry Fonda, James Stewart, Barry Fitzgerald and other such names who have appeared on the Sunday GE show. GE is co-owner of the Friday 9:30-10 p.m. time period with Campbell on NBC. Whether it remains in the time period next fall will depend on how much TV its advertising budget can take.

GE wanted to move out of its "Phoebe" summer sponsorship, but was not permitted to by NBC and Campbell because it had made a firm commitment. Campbell was also dicker with Screen Gems for "You Can't Take It With You" which would have been co-sponsored by the company's newly acquired Swanson frozen foods division. The deal fell thru because Campbell wanted a different time period which was not forthcoming.

Morris Weighs '4 Star' Distrib

HOLLYWOOD, May 7.—The William Morris Agency reportedly has begun a search for a distributor for "Four Star Playhouse" reruns. It had been expected that reruns of the series would go to Official Films, which has been tied up with Sharpe in previous selling of the show.

Official, for example, sold reruns of "Four Star" to "Fireside Theater" as its eight-week summer replacement on NBC-TV. But Official is also handling "Star and the Story," an anthology series produced by Sharpe which is tailored along "Four Star" lines. Indications are that Sharpe feels another syndicator might do better with the property, because it would not be competing against itself.

Adolphe Menjou, star of Ziv-TV's "Favorite Story," is visiting Columbus, O., this week to attend special meetings of the show's Columbus sponsor, the August Wagner Breweries.

Rorabaugh Reports Reveal Spot Rank of Top Distribs

NEW YORK, May 7.—During the last three months of 1954 Ziv-TV Programs was the top film distributor, as compiled from the spot regional and local listings in the Rorabaugh Reports. Ziv had 221 listings or 21.06 per cent of them; MCA-TV, the runner-up, had 144 listings or 13.72 per cent, and CBS-TV Film Sales was close behind it with 139 listings or 13.25 per cent of the total.

Flamingo with 11.34 per cent or 119 listings, the NBC Film division with 9.34 per cent or 99 listings, and Guild Films with 7.43 per cent or 78 listings were in fourth,

fifth and sixth positions respectively. ABC Film Syndication was tied with U.M.&M. for seventh position with 3.71 per cent or 39 listings. And in ninth spot, a shade behind them, was Television Programs of America with 3.62 per cent or 38 listings.

Official Registers

Official Films crashed into the first 10 with 25 listings and 2.38 per cent of the total. Other firms in the order of their standing were Hollywood Television Service, Screen Gems, Sheldon Reynolds, Teevee, Bagnall Associates, Kling and National Television Associates.

It is interesting to note that the top six syndication firms did 76.14 per cent of the business, according to their listings. The other 11 firms, plus a few miscellaneous syndicators, did 23.86 per cent of the business.

Ziv has stressed regional deals continually. Most of its properties have been sold regionally, with "Mr. D.A." prominent among them because of its purchase by Carter and Samsonite luggage. "I Led Three Lives" has also been a hot regional property. Phillips Petroleum being one of its multi-market sponsors. Ziv's "Cisco Kid" still retains its original regional bankroller, Interstate Bakeries.

MCA Properties

Two of MCA-TV's strong regional properties are "City Detective," with Rod Cameron, and "Chunky Candies" Abbott and Costello vidfilm series. CBS-TV Film Sales mainly relies on Westerns for regionals. "Annie Oakley" last year was in over 100 markets sponsored by Canada Dry alternate weeks.

Flamingo's deal for "Superman" with Kellogg constitutes the bulk of its regional activity. Re-runs of "Dragnet" were and still are carrying the ball regionally for the NBC Film Division. Pure Oil was and still is its major sponsor.

The relatively weak showing of
(Continued on page 7)

'MICKEY MOUSE'

Sponsors in Dark as to Seg's Format

HOLLYWOOD, May 7.—In what is one of the most unusual sponsorship pacts in the history of TV, none of the advertisers on the Walt Disney-ABC "Mickey Mouse Club" strip will know ahead of time from week to week what format his particular segment will have.

For the hour-long, five-time-weekly strip Disney is producing 12 different 15-minute series. The details of these are tightly guarded secrets, it's known that included will be a newsreel series, a sports series, an educational series, two or three cartoon series based on new characters, and runs of old Disney cartoons.

These will not appear in any particular order, so that from 5 to 5:15 p.m. one day there may be a cartoon, the next day a sports reel and the next a newsreel. Decision to program the show this way was made so as to forestall possible dissatisfaction on the part of a sponsor if his segment happened to be less popular than that of one of the other advertisers.

Of the five hours, one and a half hours, including the 5 to 5:15 p.m. time period across the board, remains unsponsored. From 5:15 p.m. on the sponsorship lines up this way:

Monday: General Mills, American Dairy Association, General Mills. Tuesday: Welch Grape Juice, not sponsored, Carnation Milk. Wednesday: General Mills, Armour, General Mills. Thursday: Campbell's Soups, Ipana, Campbell's. Friday: General Mills, Mars, General Mills.

Disney will produce 100 hours of film for the program during the season, utilizing the live audience technique.

Screen Gems Set With Four Fall Web Segs

NEW YORK, May 7.—Despite the unusually heavy rate of casualties among network programs this past season, all four of the network shows that Screen Gems put on the air last fall will be back next season.

Three of the shows—"Ford Theater," Nabisco's "Rin Tin Tin" and Wander Company's "Captain Midnight"—have been renewed. The fourth stanza, "Father Knows Best," tho it was axed after 26 weeks by Lorillard, was resold to Scott Paper for an NBC-TV airing next season.

In addition, Screen Gems already has two additional ones booked for a nationwide spread for next season—Budweiser's "Damon Runyon Theater," which premiered last month on CBS-TV; and Falstaff's "Celebrity Playhouse" on a 40-market national spot hook-up starting in October. The latter show is booked mainly in smaller markets, which gives Screen Gems an opportunity to realize some heavy syndication coin from local sales to the major markets.

NEW YORK, May 7.—Mickey Sillerman, exec vice-president of Television Programs of America, was in Hollywood this week to check completion of two new pilot films, "The Count of Monte Cristo" and "Black Beauty." He is due back here Monday (9), and it is expected the shows will be offered to national sponsors immediately thereafter.

LIKE LAVA, ON AND ON

Rumblings Indicate New Eruptions In Constant Feature Flow Into TV

NEW YORK, May 7.—The way the trade has been buzzing here it would seem that there is no end to the influx of more feature films into TV. A couple of sources here said they'd heard some rumblings from Hollywood, meaning that a couple of the majors might be about to let some of their pictures into TV. RKO as usual was mentioned. But Paramount was also part of this rumor.

A small group of pictures out of the Universal shop was reported to be up for grabs. There were variously reported to be seven or 10 pictures in this group. "Hellzapoppin'" with Olsen and Johnson is one of them. The group has been

pitched at practically every distributor in town. But none of them would talk about it, figuring he might thereby ruin a deal for himself.

Meanwhile, Associated Artists Productions has begun to test the market for its newly acquired group of Pine-Thomas features. (See separate story.) Despite recent published reports from Hollywood, there still is no confirmation from Associated that that deal is all signed up. At the same time, Associated has another group of 10 more pictures it has gradually acquired thru this year. These it is understood to be bunching with the Pine-Thomas group to make a to-

tal package of about 40 titles. It is expected that Associated is also in the bidding for the "Hellzapoppin'" package as well.

General Telradio's Film Division, which has not been too active in feature sales the past month or so, is expected to put its seven Spitz-Goetz pictures ("Casanova Brown," "Along Came Jones," "Woman in the Window," etc.) on sale at the industry convention. These, however, are not available for airing until the fall. GT is reported to have quietly picked up another seven lesser pictures and three more big ones over recent months, which it will group with the Spitz-Goetz.



FAIRBANKS HITS 48% SHARE-OF-AUDIENCE IN NEW YORK

Throughout last year, "Douglas Fairbanks Jr. Presents" topped all syndicated shows in the nation's top market: New York. Its average rating was 18.5, share-of-audience over 40%. This year, it's doing even better. In January, almost every other viewing home in New York was watching this show! (ARB)

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.

7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

Gulf Oil, Ford, P&G, Viceroy Renew Pix

HOLLYWOOD, May 7.—Four TV film producers received the production go-ahead for next season this week, with Gulf Oil, Ford, Viceroy, Procter & Gamble and possibly Chrysler renewing shows for next season.

Gulf will again sponsor "Life of Riley," the William Bendix starrer which had been on the doubtful list as far as renewal was concerned. Deal, handled by Young & Rubicam, is for 52 weeks. Show is on NBC in the East and is syndicated by NBC film in other markets.

Viceroy and P&G have picked up their options on "Lineup," seen on CBS-TV 10-10:30 p.m. Friday night. Series, with not too much opposition, has been getting fairly good ratings, and will resume filming in June at Motion Picture Center. Produced largely on location in San Francisco by Jaime Del Valle, it utilizes the files of that city's police department. Latter has recently come under fire from San Francisco Chronicle for alleged corruption.

Ford has renewed its pact with

Screen Gems for 39 more "Ford Theater" half hours. Program has done well against "Four Star Playhouse" Thursday nights, 9:30-10 p.m. Production on new segments gets under way in late June.

Chrysler this week picked up the tab for 13 summer reruns of "It's a Great Life," with fall renewal apparently hinging on whether a new time period can be found. Sponsor is unhappy with 10:30-11 p.m. Tuesday night slot on NBC, but show, which started slowly, has been picking up rating points and at last report was in the 20's on the ARB chart. The net, on the other hand, is not too enthusiastic about the series, and is reportedly leery of slotting it in an earlier time where it would probably face stiff CBS and ABC competition.

Brock Added To 'Donovan'

NEW YORK, May 7. — The NBC Film Division this week came thru with its second major deal for "Steve Donovan, Western Marshal." The Brock Candy Company bought the vidfilm series for seven important Southern markets. With the completion of this contract, the show will be playing in 21 markets.

Douglas Kennedy, who plays the lead in "Steve Donovan," will make commercials for Brock and also take to the road as its personal salesman, an indication that the sponsor may be thinking of adding additional markets if the series does well.

Cities bought by Brock are Greenville, S.C.; Atlanta; Birmingham; Jacksonville, Fla.; Chattanooga; Nashville, and Knoxville. The series is currently playing in 13 pacific markets for Langendorf Bakeries. Jake Keever heads the NBC Film Division's Sales department.

Expansion at Four Star; to Add 3 Shows

HOLLYWOOD, May 7.—Expansion from three to six shows next season was set this week by Four Star Productions. Additions being planned are "Night Beat," "The American Story" and "Blandings Way."

Four Star has filmed close to a dozen pilots this season, many of them incorporated as part of one of their trio of anthology series, "Four Star Playhouse," "Star and the Story" and "Stage 7." Episode of "The American Story," which features Frank Leahy, was aired as "Cavalcade of America" pic last year. Series will feature stories of outstanding American men and women narrated by Leahy.

"Night Beat," which Frank Lovejoy created on radio, was shelved earlier this year but has been rescheduled. "Blandings Way" pilot, a comedy, was filmed with Macdonald Carey.

Four Star has renewed its lease at RKO-Pathé Studios for one year and has an additional one-year option, giving the lot a guarantee of 250 shooting days next season. The Dick Powell-Charles Boyer-David Niven-Don Sharpe company will also produce several theatrical pix.

Guild 'Tunes' In 45 Markets

NEW YORK, May 7. — Guild Films has moved "Looney Tunes" into 45 markets since it took over distribution in March. The cartoon library is now seen in more than half the primary TV markets and on 25 stations from coast-to-coast.

Guild acquired the cartoons from Warner Brothers, which financed and distributed them for Leon Schlesinger. The short subjects are sold for unlimited use over a two-year period.

SAG-ELECTRONICAM PACT

Du Mont Okays Actor Pay Same as in Vidpix

HOLLYWOOD, May 7.—In an industry-setting precedent the Screen Actors' Guild this week took jurisdiction over films produced by the Du Mont Electronicam, simultaneous live-film camera, a pact signed between the SAG and Du Mont calling for actor payments identical to those in television film.

AFTRA, which has jurisdiction over live and kinescopes, apparently agrees with SAG that the electronicam is primarily a film camera.

The contract is significant in that it will probably result in a rise of pay scales for all personnel involved in a show when the elec-

tronicam of one of the other live-film cameras developed is used, pay scales in film being somewhat higher than in live TV. It also indicates, perhaps, that Du Mont, which reportedly has been ready to fold its web for some time, still has some life left in it.

Pact was signed between SAG and Ted Bergmann, director of the Du Mont TV network.

The cost of producing a half-hour film show by the electronicam is estimated to be about 50 per cent of the usual production technique. But Du Mont has yet to publish a facilities rate card for the new device, altho one was promised at least a week ago.

As of this week no deal had been made to put the electronicam into actual use. It was reported that the sponsors of "Chance of a Lifetime" on Du Mont were all set to switch to electronicam a couple of weeks ago, but then changed their minds at the last minute.

Screen Gems Expands Deal With Bulova

NEW YORK, May 7.—Screen Gems boosted its batting average on national rerun sales this week by expanding its deal with the Bulova Watch Company to include 13 "Fireside Theater" reruns, plus the use of 13 "Ford" reruns in Canada. Bulova three weeks ago bought national rights to 13 "Ford Theater" reruns for use this fall on a unique co-op basis with its dealers in the U. S. (The Billboard, April 23).

The new deal with Screen Gems gives Bulova rights to the "Fireside" reruns in whatever markets in the U. S. it gets a dealer to pick up the show. This means that in some cities it will have two shows on the air for different jewelers—the "Ford" package will be the first and the "Fireside" package the second.

Unlike its deal for the "Ford" bundle, to which Bulova obtained national rights for a set fee, the bankroller is buying the 13 "Firesides" from Screen Gems on a market by market basis. Indications are that Bulova will put the "Firesides" into some 40 to 50 markets.

R.J.R. Renews Cummings Show

HOLLYWOOD, May 7.—The R. J. Reynolds Company this week reportedly picked up its option on the "Bob Cummings Show" for next season, altho angling to switch the show from its present 10:30-11 p.m. time slot on the NBC network.

Program first went on the air in January of 1955, and has received mixed reaction. Deal was handled by the William Esty agency.

Klein Forms Animation, Inc.

HOLLYWOOD, May 7.—Animation, Inc., a company which will produce animated commercials for TV, this week was formed by Earl Klein, former president of Story Board, Inc., who resigned from that position to organize the new firm.

Klein has long been a proponent of the entertainment-type commercial, believing that sponsors must first of all capture the attention of the audience. While he headed Story Board, the company captured a Billboard award for a spot it produced for the Ford Motor Company.

Songwriter Jack Elliott will continue in association with Klein in his new venture. The company reportedly already has signed four accounts, including the Pabst breweries. John Hubley remains as owner of Story Board.

'Bengal Lancer' Title Conflict

NEW YORK, May 7.—Another programming conflict has appeared among series being prepared for production this season. Last week Herbert Leonard reported he was readying "Tales of the Bengal Lancers" for production by Screen Gems.

This week it was learned that CBS TV Film Sales has already shot all its battle scenes in Spain for a series to be titled "Bengal Lancers," and which is about the same subject. The show has yet to be cast, and the possibility is that the interiors will be filmed in Hollywood. Production in Europe is by the film production unit set up by Errol Flynn.

KRON'S SHOW

TPA Outlines 'Science' Film Series Sales

NEW YORK, May 7.—The new public service show that Television Programs of America recently hinted it was planning is "Science in Action," which has been running live on KRON-TV, San Francisco, for the past five years. Produced by the California Academy of Sciences, the show has won 24 awards, including an Emmy. It has been sponsored since its debut by the American Trust Company.

Kines of the shows have run on a few other stations in California. KRON-TV and these other stations will pick up the film version of "Science in Action" once it's in the can. It is understood TPA intends to direct the main force of its sales effort on this show to stations, with clues for them to pick up local institutional sponsors.

Some of the guest stars on "Science in Action" in the past have been Dr. Ernest Lawrence, inventor of the cyclotron; Dr. Wendell Stanley, discoverer of the virus, and Dr. Glenn Seaborg, co-discoverer of plutonium, all Nobel Prize winners.

NBC Film Names Bill Lawrence as Program Manager

NEW YORK, May 7. — Bill Lawrence, veteran radio-TV production executive, has joined the NBC Film Division as manager of programs and production, headquartered in New York.

He replaces Stanton M. Osgood, who has been shifted into the NBC business affairs division where he will specialize in film matters. Lawrence has been with Bob Hope for the past two years.

The theme of
The Billboard's Special
NARTB Convention Number
(May 28, 1955):

SPOTLIGHT ON TELEVISION PROGRAMMING OPPORTUNITIES

COMPLETE DISTRIBUTION TO THE
NARTB CONVENTION ATTENDANCE
RIGHT FROM THE BILLBOARD'S OWN EXHIBIT!

Remember these dates:

Issue dated May 28
National distribution begins..... May 23
Convention distribution..... Week of May 23
Advertising deadline May 19

Here's Why The Billboard Spotlights Television Programming . . .

because television programming is the backbone of The Billboard's services to the television industry. In every weekly issue of The Billboard, more than 90% of its Television Department editorial coverage is devoted to programming—the performance of current tv programming . . . programming opportunities . . . the buying and selling of programming . . . and the production of programming.

because all of The Billboard's regular advertiser, agency and tv station readers buy The Billboard for one thing and one thing only—programming news and data.

because a major share of NARTB Convention attention will be focused on tv programming. Scores of exhibitors will be offering programming products and services, and a very large part of the convention attendance has a prime interest in television programming.

because—in summary—The Billboard feels that the interests of both its advertisers and its readers will be served most effectively at NARTB Convention time by a comprehensive and practical treatment of tv program buying features and directories.



Over 67,000 ACTIVE BUYERS read
The Billboard classified columns each week

THE BILLBOARD SCOREBOARD

Who's Buying What Where-- New Film Sponsors by Industries

This feature is a breakdown by industry category of sponsors who purchased TV film programs during the month preceding this issue. The list is derived from information published during the past month in The Billboard's TV Film Purchases column each week.

Symbols used below are: (R)—renewals; (A)—alternate week sponsorship; (1/2)—split sponsorship.

Table with columns: Sponsor-Program, Distributor, Market. Includes categories like AGRICULTURAL AND PET FOODS, BEER AND WINE, NON-ALCOHOLIC BEVERAGES, DAIRY AND MARGARINE PRODUCTS, DRUGS AND DRUGSTORES, FINANCIAL AND BANKS, BAKERIES, OTHER FOODS AND FOOD STORES, GASOLINE AND OILS, HOUSEHOLD APPLIANCES, FURNISHINGS, SUPPLIES.

Open Road Inks Joan Shawlee For 'Aggie' Pix

HOLLYWOOD, May 7.—Open Road Productions this week finalized production plans for its "Aggie" teleseries, signing Joan Shawlee to star in a total of 26 half-hours of the adventure-romance program.

First three episodes were shot in England last year, with filming to resume in Europe in August. In addition, Michael Sadler will produce a theatrical feature in conjunction with the telepix.

McGowan Productions this week began filming the pilot of a series based on World War II submarine patrols. Technical assistance is being furnished by Admiral Thomas M. Dykers, with shooting largely on location in the Los Angeles harbor area.

Iona Massey-Curtis Roberts Enterprises is planning a TV version of Miss Massey's "Top Secret" radio show, pilot to roll sometime in June. Conne-Stephens, in the meantime, acquired "Process Server," its second property in two weeks (the other being "Arabian Nights"). First script is being written by David Kovar.

Edward Arnold this week was signed by producer Don Fedderson to emcee his new audience participation show, "Do You Trust Your Wife?" which is slated for filming.

Hullinger Sets Science Series

WASHINGTON, May 7. — A series of half-hour filmed television programs on scientific subjects will soon be launched by the Hullinger Productions, Inc., a new TV film-producing company with studios located in the Television Building at American University, Washington. The operation set-up for Hullinger Productions at American U. includes a studio sound stage 45 feet square with a 26-foot ceiling, capable of accommodating everything from documentaries and commercials to full-scale musicals, according to Edwin Ware Hullinger, president of Hullinger Productions.

Color films will be a specialty, Hullinger says, and every type of film from training films to animations will be handled at the studio. A three-panel sound-proofed door at one corner of the sound stage is broad enough to allow a large truck to drive onto the shooting stage. Outdoor sequences can be shot with the Potomac River Valley for background.

In addition to the currently available panel-type series titled "What Do You Think?" Hullinger lists in production: "Makers of Destiny," a series of films on Washington celebrities, and "Report From Washington," a weekly behind-scenes series on national and international events.

Rorabaugh Reports

Continued from page 5

such important firms as Screen Gems and TPA can be credited to the fact that both have made their major deals for network sponsorship of their properties. Screen Gems has, however, made a major deal for regional sponsorship with Falstaff Beer for next fall.

Reports Indicative

The Rorabaugh Reports are indicative, but they have their limitations in telling the spot business story. They cover spot sales in two or more markets by regional and local accounts. They include only sponsored spot TV. Local retail buying is not listed, and sustaining programs also are not considered. These reports do not cover all TV stations. The latest report, for the last quarter of 1954, covered 232 stations at a time when an estimated 490 were programming.

'FEATURAMA' TO MIDNIGHT

Du Mont to Test New Short Subjects Show

NEW YORK, May 7.—After two weeks as general manager of Du Mont's o&o stations, Ted Cott has come up with a new late-night film program idea designed to combat the feature film competition.

On the theory that many post-11 p.m. viewers don't want to get stuck on a show that will carry them all the way to 12:30 a.m. or later, Cott is launching a show on WABD modeled after the newsreel theater-type of programming. It will consist of short subjects, including cartoons, comedies, selected government films and regular TV film shows of 12 minutes running time, all interspersed with news film.

Titled "Featurama," the new show will bow Monday, May 23, running 11:10 p.m. to midnight during the week and 11 to midnight weekends. Next week Cott expects to pick his off-screen announcer, who will introduce each film, giving its exact running time.

"Featurama" will use the Warner cartoons bought from Guild Films, which the station has already begun running in early evening to the second top audience in the time slot. But the mass of film to go into the new show has still to be acquired.

Hank Humphrey, WABD's film

buyer, will serve as producer of "Featurama," and David Lowe, the o&o's newly appointed program manager, will supervise.

WABD is starting a teaser campaign on the air and in print next week, keyed to the theme, "L-M-F." What the letters stand for will be revealed in full-page ads on May 23. Shirley Godley is doing the promotion.

If the idea catches on, Cott said, he will install it at WTTG, Washington. Beyond that Cott sees it as a potential pattern for competitive-market stations bucking feature films, which could spell a comeback for shorts on TV.



Tele Ad Film A Feature of NARTB Confab

WASHINGTON, May 7.—"Strangers Into Customers," a film on television advertising, will be a feature of the upcoming National Association of Radio and Television Broadcasters' 33d annual convention, to be held at the Shoreham and Sheraton Park hotels in Washington May 22-26. According to Clair R. McCollough, co-chairman of the convention committee, the film showing the effect of television advertising will be based on sales research gathered before and after the entrance of television into a particular market.

Other convention news from Harold E. Fellows, president of the NARTB, announces members of the resolutions and the credential committees. Members who will serve on the resolutions committee are: Otto Brandt, KING-TV, Seattle, chairman; John Alexander, KODY, North Platte, Neb.; George D. Coleman, WGBI-TV, Scranton, Pa.; Robert D. Enoch, WXLW, Indianapolis; Gaines Kelley, WFMY-TV, Greensboro, N. C.; D. Lennox Murdoch, KSL-TV, Salt Lake City; Robert R. Tincher, WNAX, Yankton, S. D. Serving on the credentials committee will be: F. C. Sowell, WLAC, Nashville, chairman; Ben Akerman, WGST, Atlanta; Mahlon Aldridge, KFRU, Columbia, Mo.; Carleton D. Brown, WTVL, Waterville, Me.; Joe H. Bryant, KCBT-TV, Lubbock, Tex.; Ross E. Case, KWAT, Watertown, S. D.; Gilmore Nunn, WLAP, Lexington, Ky.

RHEINGOLD SPONSORS "FAIRBANKS" AGAIN... 3rd YEAR IN A ROW!

In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB, January '55)! Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run. 'Nuff said!

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG ABC FILM SYNDICATION, INC. 7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

Advertisement for ABC Film Syndication, Inc. featuring 'The Acknowledged Leader' logo and a list of TV programs including 'Meet Corliss Archer', 'Mr. District Attorney', 'Times Square Playhouse', 'Yesterday's Newsreel', 'I Led 3 Lives', 'Sports Album', 'Favorite Story', 'Story Theatre', 'Boston Blackie', 'The Living Book', 'The Cisco Kid', 'Your TV Theatre'.

(Continued on page 10)

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

Listings of films is by rank order, according to ratings. All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot

booked. Stations are VHF unless the call letters are preceded by the letter "u" in which case they are UHF.

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

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

Table with 4 columns: Rank Among Films, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

DETROIT 4 STATIONS

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

Table listing top 10 locally rated programs in Detroit with their ARB ratings and station information.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Detroit, including titles, stations, and times.

LOS ANGELES 7 STATIONS

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

Table listing top 10 locally rated programs in Los Angeles with their ARB ratings and station information.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Los Angeles, including titles, stations, and times.

CHICAGO 4 STATIONS

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

Table listing top 10 locally rated programs in Chicago with their ARB ratings and station information.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Chicago, including titles, stations, and times.

NEW YORK 6 STATIONS

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

Table listing top 10 locally rated programs in New York with their ARB ratings and station information.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in New York, including titles, stations, and times.

PHILADELPHIA 3 STATIONS

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

Table listing top 10 locally rated programs in Philadelphia with their ARB ratings and station information.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Philadelphia, including titles, stations, and times.

Top 25 Vidfilms Among Women

and Their Pulse Multi-Market Ratings

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

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

Rank Order	Title and Distributor of Series	Women Per 100 Homes	March ARB Rating
1	Foreign Intrigue (Official Films)	93	10.2
1	Liberace (Guild Films)	93	11.1
3	Janet Dean, R. N. (UM&M)	92	9.1
4	Favorite Story (Ziv-TV)	91	12.1
4	The Whistler (CBS Film)	91	15.5
4	Police Call (NTA)	91	6.6
7	Conrad Nagel Theater (Guild Films)	89	4.5
7	Mr. District Attorney (Ziv-TV)	89	13.7
9	Mr. and Mrs. North (ATPS)	88	6.2
9	Dangerous Assignment (NBC Film)	88	7.4
11	Eddie Cantor Show (Ziv-TV)	87	13.3
11	Mayor of the Town (MCA-TV)	87	15.4
13	Doug Fairbanks Presents (ABC Film)	86	16.6
13	Star and the Story (Official Films)	86	11.3
13	I Am the Law (MCA-TV)	86	4.7
13	Life With Elizabeth (Guild Films)	86	6.8
17	The Falcon (NBC Film)	85	12.6
17	Florian ZaBach (Guild Films)	85	5.1
17	Inner Sanctum (NBC Film)	85	7.6
20	Follow That Man (MCA-TV)	84	6.4
21	Frankie Laine (Guild Films)	83	7.2
21	Lone Wolf (MCA-TV)	83	12.8
21	Famous Playhouse (MCA-TV)	83	4.9
24	Ellery Queen (TPA)	82	13.3
24	I Led Three Lives (Ziv-TV)	82	15.5

Official Bolsters Sales With Station Rep Ties

NEW YORK, May 7.—Official Films has worked out a tie-up with station representatives that reinforces its selling attack and offers aid to the stations once they buy the distributor's programs. The plan has already been put in operation by Official with Blair-TV, Weed and the Katz Agency, and talks are beginning to be held with H-R Representatives and Free & Peters.

The scheme provides that firms representing the stations be provided with sales brochures and promotion material in their various branch offices around the country to enable them to tap spot revenue in a stronger fashion. Official will also deliver to these branch offices prints of the purchased shows if they are needed to make a sale.

The idea is obviously aimed at building up spot revenue at the station level. With that in mind, potential local spot buyers thru Official will be offered merchan-

dising support tailored to suit their needs. Both the station reps and Official will go after clients who can buy a strip of participations.

The added co-operation on the part of Official may play a part in selling other of its shows on a sustaining basis, if the tie-up is responsible for sales in some of its current vidfilm series which are as yet unsupported and bought by stations.

Still in its embryonic stage, the Official tie-up with spot reps will be broadened to include other services and other co-operation once the initial goals are met. Jay Williams is station sales director for Official.


Official Will Rerun 'Margie'

NEW YORK, May 7.—A deal reportedly has been finalized for Official Films to take over the reruns of "My Little Margie" and the "Stu Erwin Show" for syndication. There are 126 "Margie" episodes and about an equal number of "Erwin" films.

The stanzas, produced by Hal Roach Jr.-Roland Reed Enterprises, represent a four-year output. Both shows ended their marathon network runs last month.

Official's sales plans on syndicating the shows have not yet been disclosed. But in view of the large number of episodes in each series, it's likely the firm is giving strong consideration to pitching the stanzas for across-the-board daytime programming.

you'll love
"Eddy Arnold Time"



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

Walter Schwimmer Co.
75 E. Wacker Drive, Chicago 1, Ill.
Franklin 2-4392

DRIVE IN FULL SWING

General Teleradio Initiates New Pix Association Move

NEW YORK, May 7.—In answer to a widespread demand, a new move to form a TV film trade association, embracing both producers and distributors, has been sparked by the General Teleradio Film Division and is currently in full swing.

Initiated by Dwight Martin, head of General Teleradio Film Division, a meeting has been called for next Tuesday (10) to which some 35 TV film distributors and producers have been invited. The purpose of the meeting is to discuss various phases of operation a TV film trade association would engage in, the need for such a group and how best to get such an association organized.

General Teleradio's move is the latest in a series of attempts that have been made over the past year and a half to form a TV film trade organization (The Billboard, August 7.) These attempts, however, never got off the ground.

It's been generally accepted by most TV film executives that a trade association would be of great value. However, up to now the TV film firms have been unable to generate enough enthusiasm among themselves to overcome the conflicting viewpoints and other obstacles that have held back the formation of such an association.

Request Letters

General Teleradio's current attempt follows the recent receipt of several letters calling for the establishment of a TV film group. Letters to this effect were sent in over the past few months by Saul Turell, president of Sterling Television; Harold See, manager of KRON-TV, San Francisco, and Walt Schwimmer, head of Walt Schwimmer Productions.

In response to these letters and other indications of widespread demand for a TV film group, Martin initiated a series of meetings with various TV film industry executives to discuss the subject. On April 4, Martin held a meeting with representatives of MCA-TV, Official

Films, National Telefilm Associates and Guild Films.

A decision was made, which stemmed from this meeting, to call together most of the important firms in the TV film industry. This will be the meeting that will take place next Tuesday.

Benefit Areas

Among the areas in which a trade association could be of benefit to the TV film firms are: (1) by presenting a unified front in negotiations with Screen Actors Guild

and other unions; (2) turning out promotional material plugging TV film and its use on a local and national spot basis; (3) representing the American TV film industry's rapidly growing interests in overseas television markets in a similar way that the Motion Picture Association of America represents the theatrical motion picture industry, and (4) setting up a well-functioning system of print bicycling and standards for film handling.

'O. Henry' Rolls Tuesday (10)

HOLLYWOOD, May 7.—The "O. Henry TV Playhouse" series, in preparation since last fall, goes before the cameras at California Studios Tuesday (10), with Thomas Mitchell in the starring role of the writer. The show is being aimed for national sale.

Two half hours will be filmed immediately. They are "Man About Town" and "The Reformation of Calliope." Among others, probably not to follow until a sale has been concluded, are "Tobin's Palm," "The Gentle Graftor" (which could become a pilot for another series), "Sisters of the Golden Circle" and "A Call Eoan."

Mitchell will star in some of the six and appear as third person story teller in others. George Wagner directs. Audition prints will be available early in June.

HOLLYWOOD, May 7.—Guild Films this week began rolling the cameras on production of its newest vidfilm series, the Ina Ray Hutton show, which will have a cast of 16 attractive women musicians. Direction will be by Duke Goldstone. Series will also feature name acts in addition to Miss Hutton's music and entertaining.



**YOUR STAR...
YOUR HOST...**

**YOUR SALESMAN:
DOUGLAS FAIRBANKS JR.**

To all moviegoers in the country (and that's just about everybody) "Fairbanks" is a magic name. It promises action... danger... excitement. And "Fairbanks" lives up to that promise as producer-host of every show, star of one out of four in the sponsor-proven TV film series:

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

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

BUSINESS AS USUAL

Trade Sees Station Film Fold No Combine Buying Barometer

NEW YORK, May 7.—Despite the imminent folding of Station Films, Inc., the film-buying subsidiary of the Katz Agency, competent observers here do not regard the concept of the resident buying combine to be on the retreat. Although most stations always seemed to acknowledge the advantages of buying film thru a central agent, the idea has never actually become anything like a mass movement. It is doubtful if more than 100 stations are now represented by resident buyers.

Nevertheless, the competitors of Station Films are far from discouraged by its example. They regard its demise as due to special factors, mainly resulting from its affiliation with a spot rep. Some of them, meanwhile, have been making slow, but tangible, progress.

Jacobs' Junket

Herb Jacobs, manager of TV, Inc., the newest and, in number of stations, the largest of the film-buying reps, just returned from a junket thru the Southeast, where he apparently attracted a number of new members. Jacobs is not saying just how many until he reports to his board of directors in Chicago two weeks hence.

Also, the confirmation of several of these new members will have to await the National Association of Radio and Television Broadcasters convention in Washington still later in the month. Before his junket, TV, Inc., had 50 members, all west of the Mississippi.

Sid Barbet, head of Buyers Associates, the veteran in this field,

recently added the new Hearst station, WTVW, Milwaukee, to his roster. Barbet already had Hearst's WBAL-TV, Baltimore. Barbet, who got stuck with a number of foundering ultra-high-frequency stations during his career in this field, is no longer understood to be close to getting a few more better established big-city stations.

Amalgamated

Lew Ginsburg's Amalgamated Buying Service is understood to be doing business as usual, a large part of his roster being theater-owned stations. On the other hand, Mark Hawley Associates has become a skeleton operation in a sense, since Hawley himself has become involved in a number of outside operations.

Station Films has been serving slightly more than 20 stations. It is speculated that some, if not most, of them would still like a resident buying service and will probably move over to another one of these firms.

The distributors, while they have done considerable business with the resident buyers, have never expressed themselves enthusiastically about the whole idea. Nevertheless, Station Films always seemed to maintain a good reputation among sales managers.

The folding of Station Films is generally attributed to an increasingly touchy political situation for the Katz Agency. On the one hand, Katz's spot rep contracts with a couple of stations were dropped, while those stations' contracts with Station Films still remained in force.

On the other hand, a number of Katz represented stations never went along with its film-buying plan. Both of these factors were understood to be a source of embarrassment to Katz. And since Station Films was not a profit maker, nor was it ever intended to be, Katz apparently did not think it worth jeopardizing its highly lucrative spot rep business.

Of the spot reps, Katz has always been the most conscious of the need to service the stations with film advice. Long before the establishment of Station Films, Katz had Bob Salk on staff to keep stations current with the film market. Since this was actually a non-productive expense for the station representative, Station Films was devised to put the service on a self-sustaining basis.

A couple of other station reps
(Continued on page 10)

MONEY-SAVING SUBSCRIPTION ORDER

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Payment enclosed

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BNWL-61P-ERZB

\$35,000,000 COMIN' UP

Rogers Merchandise Heads For '55 Gross Sales Peak

• Continued from page 1

ing, promotion and development. Altho no official figures are available on the actual royalties, it's estimated that these were \$535,000 in 1954.

The fact that Rogers now controls designs, enables the operation to come up with completely matching outfits, from shirts to jackets to levis to gun holsters, in two and three-toned models, even tho each item is made by a separate manufacturer. In regular items of clothing the Rogers and Dale Evans names appear only on the inside label.

Altho the regular merchandising royalty is 5 per cent and has ranged as high as 8 per cent, Rogers has cut his to 3.5 per cent. This eliminates the need of a manufacturer to price an item higher simply because it bears a name, and the cost of Rogers goods is now no higher than that of the same items without the label.

New Developments

Rogers has a retail tie-in with Sears Roebuck Company, but also sells thru other retail stores. The Sears contract, according to Kent, makes practical the development

of new soft goods and toys, assuring manufacturers the necessary volume needed for the investment in costly dies and the like. At the same time, with Rogers turning out a new line of goods every quarter, retailers are not in danger of becoming stuck with out-of-fashion product, and, for this reason and because Sears sells at the same price, do not balk at handling the Rogers line.

An added incentive which, as far as is known, only Rogers provides on a regular basis, is co-op advertising with stores in national

GE Producing Color Systems

SYRACUSE, N. Y., May 7.—General Electric has begun commercial production of its new color film projection system for TV stations. Installations are expected to begin within the next 45 days. It can be installed for black-and-white initially, with color components added later. The system, initially revealed a year ago, consists of a continuous motion projector, developed by Eastman Kodak, and a flying spot scanner.

Transfilm Sets Up New Divisions to Expand Production

NEW YORK, May 7.—Transfilm, Inc., has been re-organized into three autonomous divisions—a move calculated to increase its capacity in TV commercials.

The TV commercial production division will be headed by Bob Klaeger, vice-president, who heretofore was in charge of all production. Walter Lowendahl, exec vice-president of the company, is in charge of industrial and special projects. And the new slidefilm division will be under Pud Lane, also a vice-president.

The facilities of the company used by more than one of these divisions will be budgeted under over-all administration under President William Miesegaes. Transfilm was formed in 1941, and produced its first TV film commercial in 1946.

magazines, Rogers picking up 37.5 per cent of the tab.

Kent gives TV credit for the impetus in merchandising, and reports that, despite the success and popularity of Rogers in theatrical films, it was not until his television program that the operation began to roll. This Kent attributes to the saturation achieved in home viewing. Rogers, however, does not plug merchandise items on the program. Another taboo is personal appearances in stores.

A breakdown of the 1954 retail volume, the number of each item being produced included in parentheses, is as follows:

Boots (14), wallets (6) and mocassins (4)...	\$ 589,200
Denim jackets (4) and jeans (10).....	2,383,000
Felt slippers (3).....	885,700
Hats (10) and play suits (10).....	1,463,300
Holster sets (45).....	2,262,500
Leather jackets (14), cloth jackets (4) and western slacks (4)...	1,102,000
Lunch kits (1).....	1,871,000
Play sets (6) and toy rifles (4).....	699,600
Shootin' irons (3).....	762,500
T-shirts (8) and sweat shirts (4).....	770,000
Watches and clocks (10)	974,300
Western shirts (24)...	1,544,700

Total \$15,307,800
This represents volume prior to the retail mark-up of approximately 50 per cent. Rogers, in addition to the United States, licenses 26 in Canada, and 16 in Great Britain, agreements being on a year-to-year basis. Expansion to Mexico and Brazil is under way.

REVOLVING DOOR

George Shupert, ABC Film Syndication prexy, wings to England today (7) for a week's huddle with British commercial TV brass and the producers of "Douglas Fairbanks Presents." . . . Atlas Television has appointed Tom Corraine & Associates to act as exclusive sales reps of all Atlas properties thruout the West. . . . Gig Young will host the forthcoming "Amers Brothers Presents" series which starts September 13 over the ABC-TV net. . . . Sax Rohmer, creator of the "Dr. Fu Manchu" character, sailed for Europe for five months' vacation with his frau. Rohmer recently signed a deal with Republic Pictures' president Herbert J. Yates for exclusive rights to "Dr. Fu Manchu." The TV series will be distributed by Hollywood Television Service.

"Father Knows Best," which has recently been sold to the Scott Paper Company, has won the 1955 Family Service Television Award for "constructive portrayal of family life" . . . United Artists has completed arrangements to finance and release "Foreign Intrigue," starring Robert Mitchum in an all-new feature-length version of the TV show. . . . Paul Henreid and Herbert Marshall have been signed by producer William Sachem to co-star in Screen Gems' "The Man Who Swindled Goering," half-hour TV play in the "Fabstaff Celebrity Playhouse" series.

Biz as Usual

• Continued from page 9
have tried sporadically to provide their stations with film advice. But with the demise of Station Films, the spot ps have cleared out of the film-buying situation for all intents and purposes.
Salk is reported to have another job lined up already. In view of the knowledge of competitive prices he has acquired at Station Films, it is speculated that he will probably land up at one of the major distributors.

THE BILLBOARD SCOREBOARD

Who's Buying What Where-- New Film Sponsors by Industries

• Continued from page 7

Sponsor—Program	Distributor	Market
Walker-Mastin Co. Little Theater.....	Sterling TV	WNAO, Raleigh, N. C.
Kool Vent Awnings—Little Theater.....	Sterling TV	WFIE, Evansville, Ind.
J. C. Hershman & Co.—Little Theater.....	Sterling TV	WFBM, Indianapolis
R&R Electric—Amos 'n' Andy.....	CBS Film	WRBC, Abilene, Tex.
Weatherbee Furniture Co.—Range Rider.....	CBS Film	KERO, Bakersfield, Calif.
Hart-Creek Inc.—Captured.....	NBC Film	WTVT, Tampa
General Electric Distributors—		
Hopalong Cassidy (1 hr.).....	NBC Film	KOLN, Lincoln, Neb.
JEWELRY AND ACCESSORIES (Watches, Cameras, etc.)		
Savelle Jewelry Co.—		
Badge 714 (Series A).....	NBC Film	WALB, Albany, Ga.
LAUNDRY SOAPS (Cleaners, Polishes, Synthetic Detergents)		
White King Soap Co.—Badge 714 (A).....	NBC Film	KTTV, Los Angeles
Dangerous Assignment (A).....	NBC Film	KBET, Sacramento, Calif.
TOILET REQUISITES (Toilet Soaps, Cosmetics)		
Warner Hudnut Co.—Liberace (R).....	Guild Films	WKAQ, San Juan, P. R.
Los Angeles Soap Co.—The Whistler.....	CBS Film	KLJR, Las Vegas, Nev.
PUBLICATIONS AND PUBLISHERS		
Harper Bros.—Big Playback.....	Screen Gems	WXEL, Cleveland
Cheyenne Newspapers—Florian ZaBach.....	Guild Films	KFBC, Cheyenne, Wyo.
PUBLIC UTILITIES		
Leonard Electric Co.—		
Armchair Adventure.....	Sterling TV	KBES, Medford, Ore.
Arizona Public Service Corp.—		
Animal Time.....	Sterling TV	KPHO, Phoenix, Ariz.
Southwestern Bell Telephone—		
Movie Museum.....	Sterling TV	KARK, Little Rock
Gulf State Utilities Co.—		
All Star Theater (R).....	Screen Gems	KFDM, Beaumont, Tex.
Carolina Electric & Gas Co.—		
All Star Theater (R).....	Screen Gems	WIS, Columbia, S. C.
Gas Companies—Badge 714 (Series B).....	NBC Film	WSAU, Wausau, Wis.
TOBACCO, CIGARETTES, CIGARS, etc.		
Export Cigarette Co.—		
The Jimmy Demaret Show.....	Award TV	Various Canadian Stations
Harrington Manufacturing—Little Theater.....	Sterling TV	WNCT, Greenville, N. C.
TRANSPORTATION		
Western Transit Co.—		
Life With Elizabeth (A).....	Guild Films	KOOK, Portland, Ore.
Union Pacific—His Honor Homer Bell.....	NBC Film	KBTB, Denver
Greyhound Bus Lines—World We Live In.....	Sterling TV	KDAL, Duluth, Minn.; WMTV, Madison, Wis.; KOOK, Billings, Mont.; WREX, Rockford, Ill.; WBAY, Green Bay, Wis.; WDAY, Fargo, N. D.
COFFEE, TEA, COCA, etc.		
Ace Coffee Co.—The Whistler (A).....	CBS Film	WSM, Nashville
UNIDENTIFIED SPONSORS AND MISCELLANEOUS		
Tobin Packing—		
Science Fiction Theater (½).....	Ziv-TV	Utica, Watertown, N. Y.
Goldsboro Milling Co.—		
Hook, Line and Sinker.....	Sterling TV	WNCT, Greenville, N. C.
A. Mason & Sons—Paul Killiam Show.....	Sterling TV	WIRI, Plattsburg, N. Y.
Dairymen's Assn.—		
Hopalong Cassidy (Series B).....	NBC Film	Cleveland
Feeger Packing Co.—Rin Tin Tin (½).....	Screen Gems	WCOV, Montgomery, Ala.
Verne Montgomery Realtor—		
Hopalong Cassidy (Series A).....	NBC Film	WDAN, Danville, Ill.
Stevenson Brick Co.—		
Adventure in Sports.....	Sterling TV	WNCT, Greenville, N. C.

Australia Steps Up Buying of Pix Properties

NEW YORK, May 7.—With four stations licensed, Australia is beginning to move stronger into TV film buying here. Paul Talbot, head of Fremantle Overseas Radio & TV, bought three shows from Television Programs of America to be distributed in Australia by Art-ransa. The latter is a subsidiary of the MacQuarie Network, which has one of the four station licenses. The three TPA shows headed down under are "Halls of Ivy," "Lassie" and "Ellery Queen." Talbot also got them the Encyclopedia Britannica library.

Meanwhile, the NBC Film Division has named Amalgamated Wireless (Australasia) Ltd., as its Australian agent.

PRODUCTION NOTES

By BOB SPIELMAN

ABC-TV has given definite go-ahead signal to Lou Edelman to film pilot of "It's a Great Country." Anthology series will deal with historical events and personalities.

TV Writers' Guild President Fenton Earnshaw thinks that this coming season will offer more opportunities to scripters than ever before, points out that expansion of hour-long programming will permit a great deal more latitude in development of character and situation than is possible in half-hour dramas.

An overzealous carpenter accidentally sawed thru California Studio's telephone wires last week and had half the lot without phone service. Jack Gross and Phil Krasne, in studio expansion, are installing the only AC-DC converter at any telefilm lot, making possible the addition of lights needed for color filming. Other studios still use their own generators to feed the arclights, which can operate only on direct current.

Jackie Cooper pilot, "The People's Choice," dealing with adventures of a government official, is being shot at General Service Studios.

"It's a Great Life" producer Dick Chevillat, heading for Las Vegas, reports that he's going there for the fall-out season.

Composer Freddie Myrow, now 16, and a member of ASCAP at the age of 11, has been set to appear in one of the "Those Whiting Girls" episodes.

KTTV station publicity chief Rev Winckler has arranged to fly press members to an unknown destination, possibly an aircraft carrier, as part of the campaign to publicize "Uncommon Valor," Teleseries which will debut on the station in three weeks. Press will be met by Generals (Howlin' Mad) Smith and Samuel Sheppard, latter being present Marine Corps commandant. In another stunt, Don Fedderson will put \$1 million in cash on display for a "Millionaire" press shindig.

Publicist Mickey Freeman, for the past two years with Foladare, Greer and Bock, has opened his own office.

Frank Ferrin reports that negotiations are under way to place his 52 "Andy's Gang" telepix on the Canadian network.

Tom McCray, general manager of KRCA, has been named president of the RTRA Charities.

Song Ads Company has appointed Michael Frances Doyle Jr. to head its film department.

New Sales Continue 'Annie's' Double Life

NEW YORK, May 7. — The career of "Annie Oakley" on TV has been one huge alternate-week sale after another. With TV Time Popcorn bowing out last month, CBS-TV Film Sales has sold the series to Carnation Milk for 70 markets beginning immediately. On top of that CBS Film this week sold "Oakley" to the Continental Baking Company for about 55 markets to begin January 1, 1956, eight months hence.

This type of waiting-line buy of "Oakley" is not unusual, since TV Time bought the show while the first national sponsor still had it tied up, and this had a hiatus of

several months before getting on the air.

"Oakley" is one of the most prominent examples of the use of alternate-week economy in syndication. The local sponsors who pick up the alternate weeks also get a plug on the weeks Carnation or Continental is sponsoring.

It is understood that Carnation is considering sticking with the show even after January 1, in which case it would probably be alternating with Continental in many markets. It is believed Carnation would have to effect its re-tweak before the fall. CBS Film retains end-of-year cancellation privileges on all these contracts.

TV FILM PURCHASES

By CHARLOTTE SUMMERS

CBS TV Film Sales has sold "Annie Oakley" to Carnation Milk for alternate sponsorship in 70 markets, with four stations already set to alternate Carnation with Friskie's Dog Food. They are WHO, Des Moines; WTVW, Milwaukee; KWTV, Oklahoma City, and WTVR, Richmond, Va. "Annie Oakley" was sold to WINT, Waterloo, Ind. Market Basket Stores and Interstate Life Insurance have purchased "Range Rider" for WSYR, Syracuse, and WDEF, Chattanooga, respectively. "Rider" was also sold to KPIX, San Francisco. Farmers Insurance will sponsor "The Whistler" over KOPO, Tucson, Ariz.

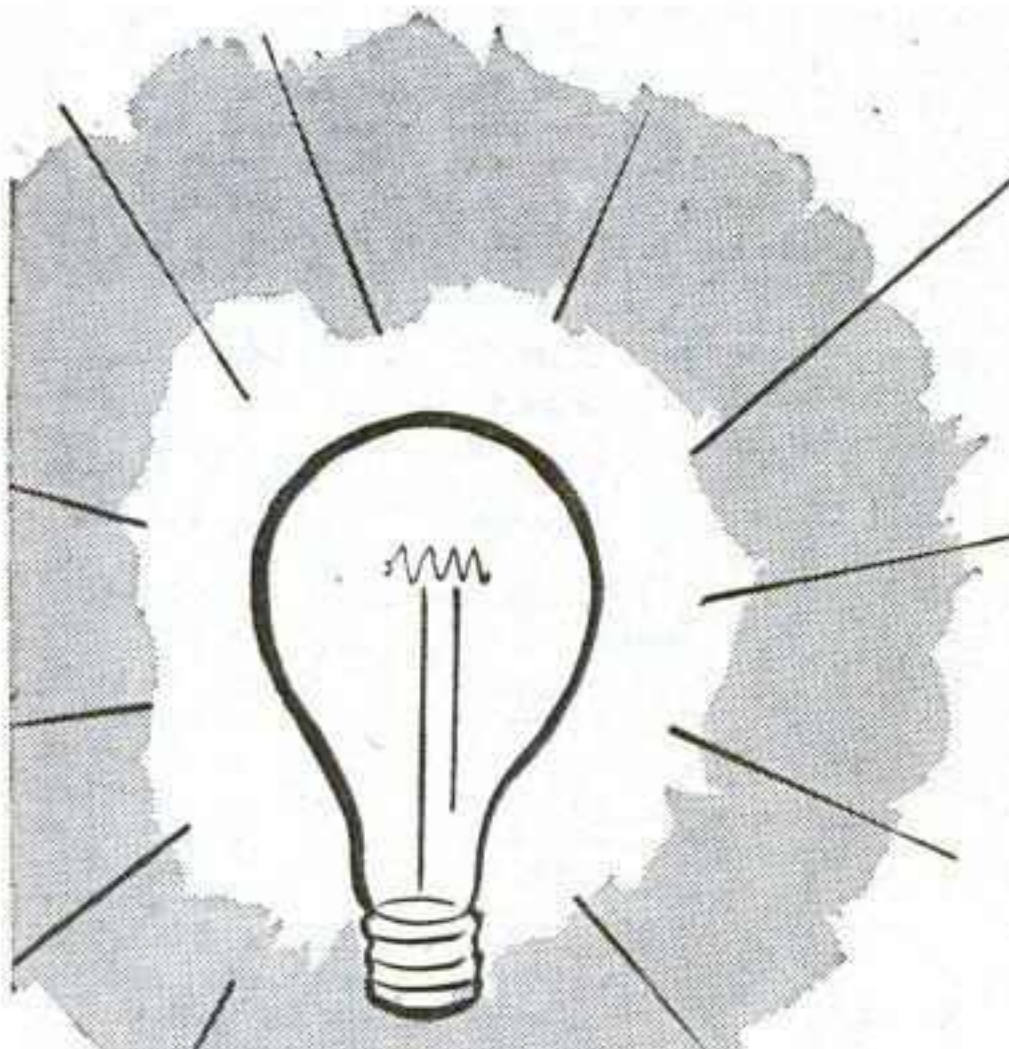
Brock Candy Company has contracted with NBC Film Division to sponsor "Steve Donovan, Western Marshall," its newest Western, in seven markets. Markets set are Greenville, S. C.; Atlanta; Birmingham; Jacksonville, Fla.; Chattanooga; Nashville, and Knoxville. "Badge 714," Series A and B, will be sponsored by Regal Beer over WDSU, New Orleans.

Other NBC Film sales include "Captured" to WFIE, Evansville, Ind.; KTEN, Ada, Okla.; and KOA, Denver. "Dangerous Assignment" was sold to KEHS, San Antonio, and "Life of Riley," Series A, to KTTV, Los Angeles, along with "Life of Riley," Series D. "Life of Riley," Series C, was sold to KOOK, Billings, Mont., and the "NBC News Review" to WFBH, Indianapolis.

Sterling Television sold "Into the Night" to WMT, Cedar Rapids, Ia.; the Paul Killiam show and "Little Theater" to KTXL, San Angelo, Tex., and "Movie Museum" to WJBK, Detroit.

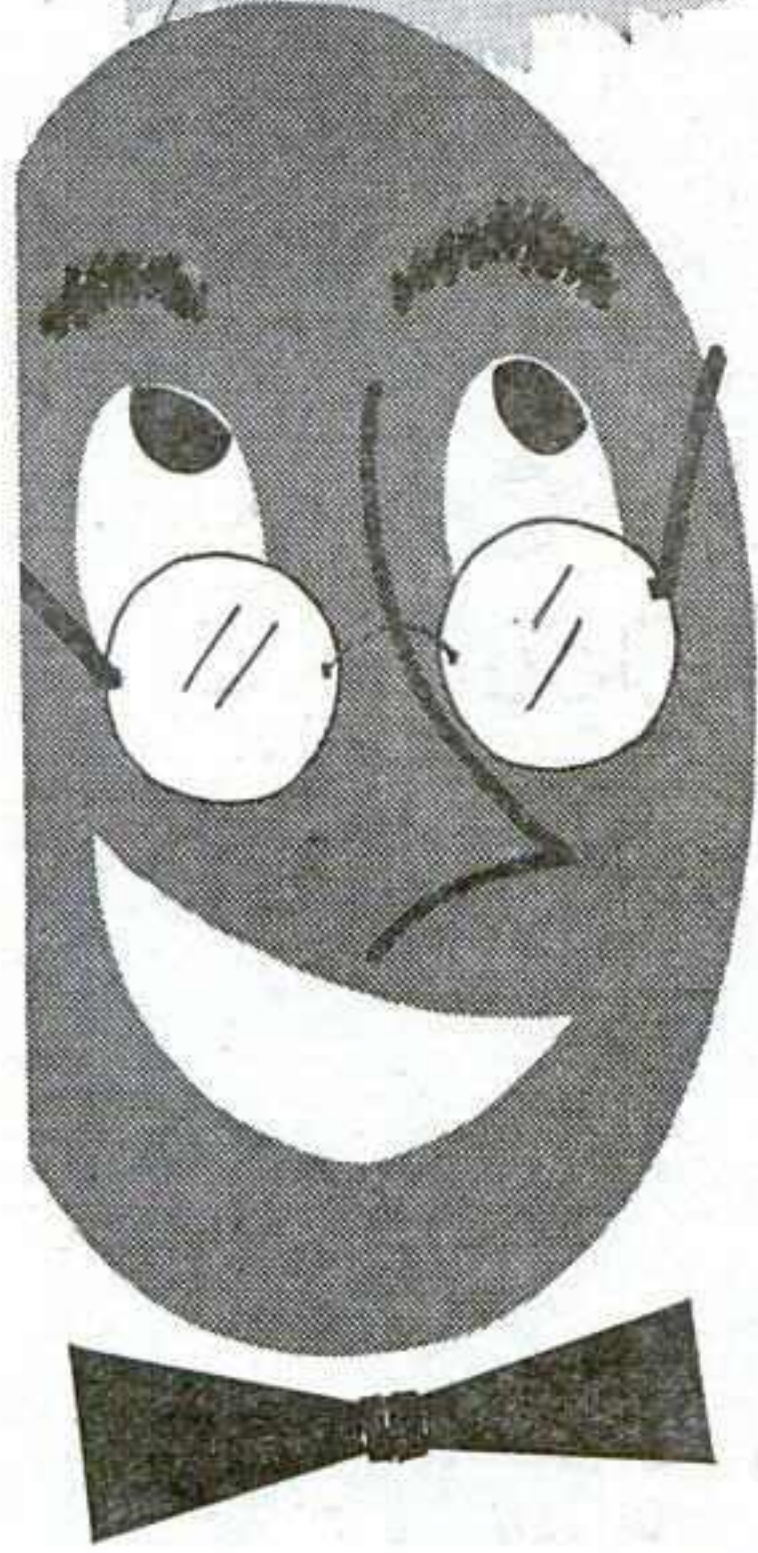
MCA-TV's "Waterfront" will be sponsored over WMAR, Baltimore, and WTOP, Washington, by Gunther Brewing beginning this week.

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"... to me The Billboard is a real thought-starter. I've picked up scores of ideas and have had good success from most of them."

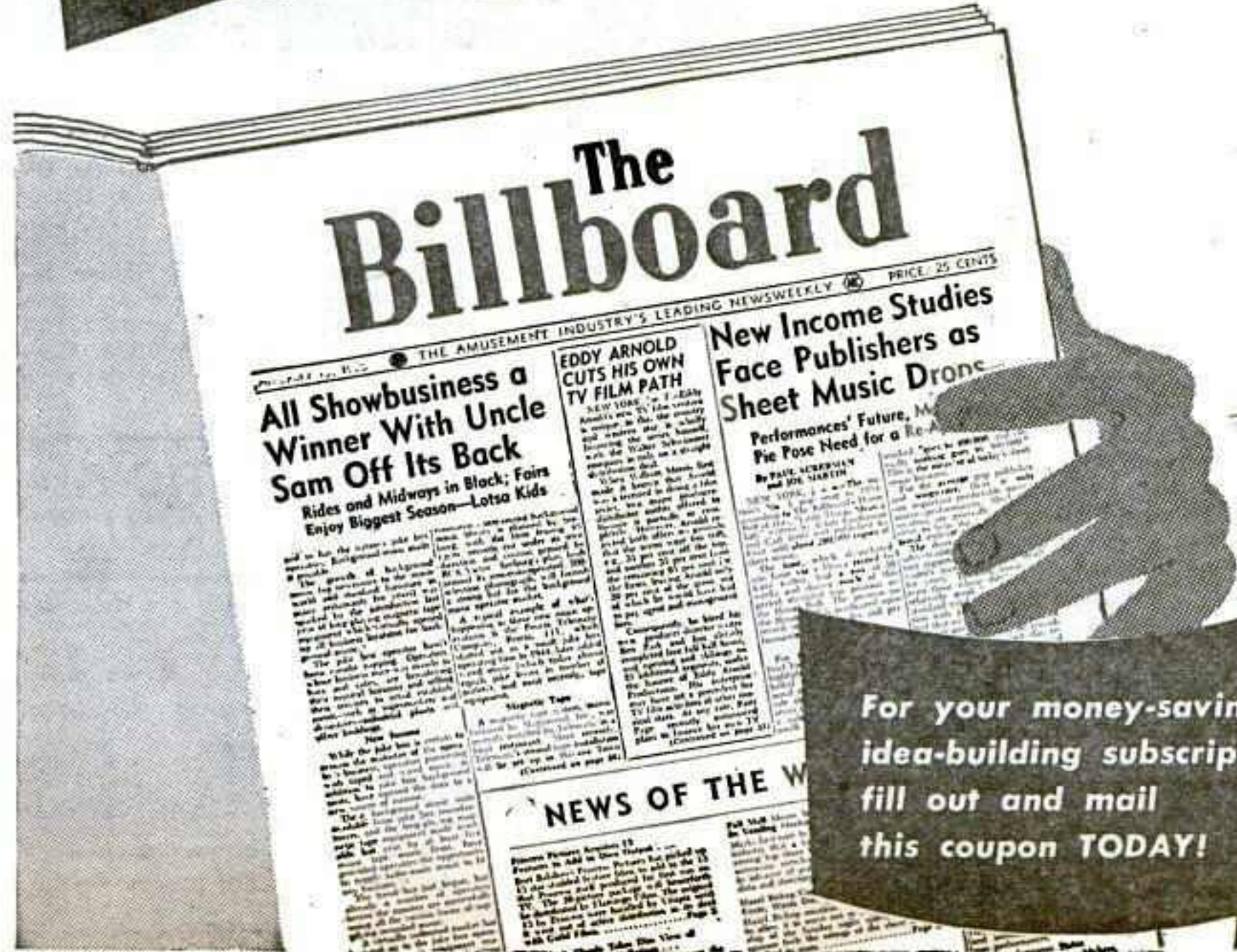
From a Dallas reader:

"... your good paper is my right-hand man. He and I work together all thru the year and so far we've made a mighty good team."

And from a Sacramento reader:

"Showbusiness, personified by Billboard, is a stimulating field that never fails to start the wheels turning in my mind."

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 ALL BRANCHES OF THE
 AMUSEMENT INDUSTRY**
—plus many related fields

TV-TV Films
 Spotlighting the major developments in the industry—just as they happen each week. News, rating features, what sponsors are buying a wrap-up of commercial and programing activities. 'Must' reading for everyone with an investment in television.

Review Digest
 Reviews of major openings; tv shows (live, film, color); legit reviews; night club and vaudeville. Scores of "capsule comments" on performances in all show-business fields.

Music-Radio
 The world-famous Music Popularity Charts—plus all the news and features on labels, artists, dealers, deejays, operators. New products in phonos, tape recorders and accessory lines.

Outdoor Showbusiness
 News, features and special listings covering Routes and Fair Dates, Expositions—Circuses—Carnivals—Parks, Resorts and Pools—Rinks and Arenas, Drive-Ins—Roadshows, Carnival, Circus and Show Routes, weekly Letter List and regular columns like Dressing Room Gossip—Under the Marquee—Midway Confab—Out in the Open—Talent Topics—Club Activities.

Merchandise
 Every week hundreds of new offerings of profitable premium, prize, gift and promotional items of every description. Chatter columns about people in the trade and big, general classified section, loaded with weekly bargains.

Coin Machines
 Covers the needs of coinmen and their operations in Music, Vending and Amusement Machines—Calendars of events for coinmen—Coinmen You Know—Invaluable index of used coin machine prices—Outstanding offerings of new and used equipment.

THE BILLBOARD, 2160 PATTERSON STREET, CINCINNATI 22, OHIO

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Occupation or Title _____

Company _____

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City _____ Zone _____ State _____

LEGIT

'Damn Yankees' Plays A Helluva Ball Game

• Continued from page 1

and these reprise lulls only serve to accentuate the lift when it jumps back into high gear. You'll have a helluva time trying to pick flaws in "Yankees." It is all talent—plus.

For the sake of the record, but not to anticipate its fun, the Abbott-Wallop conceit is a farce-fantasy wherein the devil ensnares a middle-aged baseball fan away from TV rooting to rejuvenate him into a leader of the trailing Washington Senators in the defeat of the New York Yankees for the pennant.

Ray Walston is the latter's delightfully suave evil genius, and Gwen Verdon is a hell-fire accomplice called up to keep him emotionally in hand. Between them, they give tenor Stephen Douglass a hell of a run for his potential series money, with plenty of laughs along the way.

If you want to know how it turns

Johnnie Ray Paladium, London

Despite clamor from a fan-packed house, Johnnie Ray's Paladium opening seemed quieter, almost subdued compared to previous visits. But a familiar rep of "As Time Goes By," "If You Believe," "Glad Rag Doll" and "Poppa Loves Mambo" had that old frenzy to spark the old enthusiasm from the audience.

Ray proved again in his 40-minute act that he is supreme at his own particular brand of chant. Best of an only-fair supporting bill was Scots comedian Jimmy Logan in a slick satire on Britain's junior mobsters, the "Teddy Boys."

Vance.

Billy Budd Rooftop Theater, New York

In their debut on the New York scene, the Masquers used the Downtown Rooftop Theater to present a fairly interesting production of "Billy Budd," adapted from the Herman Melville novel by Louis O. Coxe and Robert Chapman.

The play concerns itself with the philosophical struggle between good and evil as characterized by Claggett, the personification of evil, and Billy Budd, the personification of good. The play has a few good moments, but philosophy sometimes substitutes for drama.

The production as a whole was excellent. Standout thesping efforts were turned in by Tom Holland as Dansker, Bernard Diamond, as Lieutenant Seymour, John Fiedler as Squeek, and Bill McCarthy as Billy Budd. Earl Sennett's direction was excellent.

Morse.

South Pacific City Center, New York

For their second revival on their spring operetta series, the Centerites are hitting on all cylinders. "South Pacific" production doesn't show a seam anywhere and ought to do smash business for its two-week stay.

Considerable of its original players are back to take part, with a lot more who have been with it on national tours; so there is no lack of experience cast-wise.

Sandra Deel does a really top-flight job in the lead slot, and Richard Collett is better in the De Beque role than anyone since Pinza. The pair play together for great warmth and sympathy.

Also rating salutes are Henry Slate's Billis, Herb Banks' lieutenant, Sylvia Sims' Bloody Mary and Carol Lawrence's Liat. Martin Wolfson is again capital as Captain Ironbelly.

Francis.

George De Witt Palace Theater, New York

The house is lucky in enticing George De Witt back again for a next-to-closing stint. When it

out you can read Wallop's book, "The Year the Yankees Lost the Pennant," before you go to the play, but if you're wise you'll go to the 46th Street in complete ignorance. It will be a lot more fun.

This is the first time a reporter can remember seeing a play about baseball that looked remotely authentic. If you are an addict, you'll love it, and if you're not, it will tickle you nonetheless. The chorus lads even look and act like ball players. Even a gal sports reporter makes sense, and Russ Brown as a silver-fox manager who wants his boys to have heart and hope could step out of any dug-out. Fosse has provided them with great stepping sequences, notably in a first act with "Shoeless Joe From Hannibal, Mo." sequence and later with a wonderful rib on team spirit.

Gwen Verdon

But, of course, the top news on "Yankees" is the local return of Gwen Verdon. She is an utter and complete doll every minute she is onstage, and the minutes seem all too few. Whether she is knocking you off your seat with the impudent seduction of "Whatever Lola Wants," fracturing you with a jibe at the mambo in "Who's Got the Pain" or stopping the show with Douglass in a "Two Lost Souls" production number, the gal has everything in the book.

Douglass, likewise, contributes a good share of talent and is a distinct asset to the ballad section of Adler's cleffing. Others rating bows are Shannon Bolin, Jimmie Konack, Nathaniel Frey, Albert Linville, Richard Bishop and Robert Shafer.

In sum, George Abbott's combined co-authorship and direction has spiced a fine brand of punch, and Messrs. Brisson, Griffith and Prince have provided an ultra handsome bowl to serve it from. "Yankees" packs a real kick.

comes to mimicry and smart comedy. De Witt is one of this reporter's favorite entertainers. He gets better every time out.

Likewise a standout is the superlative juggling of Lottie Brunn, about the best fem manipulator in the business. Also on hand again are the top-flight aerialist routines of Elly Ardely and the standard tumbling, comedy antics of Roy Rogers. Negro duo, Strawberry Russell and Julia, again contribute their moderately amusing, song-patter-instrumental nonsense.

New on the local agenda, is an excellent tapping opener by Johnny and Claire St. Claire, a high-power stepping act, and the harmonica virtuosity of the Leath, ernecks (trio of ex-Marines) who register right handily in mouth-organ pyrotechnics. Another new one is the Three Galenes (Latin-

BROADWAY SHOWLOG

Performances Thru May 7, 1955

DRAMAS

All in One	4-19, '55	23
Anastasia	12-29, '54	149
Anniversary Waltz	4-7, '54	453
Bus Stop	3-2, '55	77
Cat on a Hot Tin Roof	3-24, '55	51
Inherit the Wind	4-21, '55	20
Lunatics and Lovers	12-12, '54	168
Tea and Sympathy	9-30, '53	668
Teach Me How to Cry	4-5, '55	39
The Bad Seed	12-8, '54	172
The Bamboo Cross	2-21, '55	88
The Desperate Hours	2-10, '55	100
The Honeys	4-28, '55	12
The Seven-Year Itch	11-20, '52	1,030
The Teahouse of the August Moon	10-15, '53	655
Witness for Prosecution	12-16, '54	164

MUSICALS

Ankles Aweigh	4-18, '55	24
Can-Can	5-17, '53	828
Comedy in Music	10-2, '53	615
Damn Yankees	5-5, '55	2
Fanny	11-4, '54	212
Pajama Game	5-13, '54	406
Phoenix '55	4-23, '55	17
Plain and Fancy	1-27, '55	116
Silk Stockings	2-24, '55	83
South Pacific	5-4, '55	5
The Boy Friend	9-30, '54	252
The House of Flowers	12-30, '54	148
Three for Tonight	4-6, '55	37

CLOSED

Champagne Complex	4-12, '55	23
The Shoestring Revue	2-28, '55	80

American male trio). Lads chant and step hectically for over-projection and meager results. Why such an act is spotted in the important fifth slot is a mystery to this reporter.

Francis.

Smith and Dale Bandbox, Hollywood

The act is the oldest in showbiz, but the yocks still keep rolling out from the customers when Smith and Dale go into their Dr. Kronkite routine. The gags haven't changed since Roosevelt (Theodore) was elected president, but the mannerisms and the perfect timing of the old vaude pair had the turn-away crowd practically in hysterics.

Joe Stevens and Steve Manning provide support for the two in some passably good vocal renditions. Jacqueline Fontaine rounds out the act nicely. Her voice is on the brassy side, but she's a belter anyway. She's got a pretty face, pert personality and smart sense of comedy, but needs to trim off some poundage.

Charlie Carlisle fails to warm up the habitués with an overly long introductory routine.

Spielman.

Jackie Miles Chez Paree, Chicago

Jackie Miles, fresh and more exuberant than this reporter has seen him in many a moon, proved himself to be a member of the select group of comedians who can take the crowds here and wrap them in tiny knots. He had control of the situation thruout the entire 55 minutes he was on. His material was fresh and new, and his dialects left nothing to be desired.

Dorothy Sarnoff, in her first appearance at the Chez, made herself a lot of friends. She stayed close to the class numbers all the way for good response. Her only detour was "Mambo Italiano," which would be better left out.

NIGHT CLUB

Intimate Purple Onion Packs Talent Vitamins

By BOB FRANCIS

A couple of weeks back this reporter was invited to pay his respects to a little night club called Jorie's Purple Onion. He had never heard of Jorie, much less a Purple Onion. However, he dropped in one night this week, and now knows all about both.

Jorie is Jorie Remus, songstress and mistress of satire. The Purple Onion is a little cellar spot just off mid-town Sixth Avenue. She opened it last year and called it that after a similar cafe she had in San Francisco. It is intimate, completely unpretentious. It could be like a dozen other such spots. But it isn't. The answer is—talent.

There's a piano with Stanley Keen at the keyboard. There's a bullfiddle with Paul Worthington behind it. There's an announcer, whose name this reporter didn't catch. And there are three performers who seem to take the stage when the mood suits them.

There is, of course, Jorie herself who can do extraordinary things with her mane of hair, the while she lampoons various types of fem chanters singing the blues, or giving out with her own rib-tickling version of "Frankie and Johnny." There is Barbara McNair, highly personable Negro chanteuse of sultry ditties, whose personality and ingenuousness Eartha Kitt could do well to emulate.

And there is young Will Holt with a guitar and a projection like a singing Wally Cox, who can chant anything from a New England folk song to "Lazy Afternoon." From this pew, the lad looks like

Her voice isn't geared for this type of tune and it detracts from the precedent she sets earlier with such numbers as "Madame Butterfly" and tunes from "The King and I."

The Wells and the Four Fays came off as solid entertainment via their acro work.

Rhythm and Romance Music Hall, New York

New late spring show has plenty of imagination and color, but lacks the spectacular effects usually expected in Music Hall productions.

The tee-off spots the corps de ballet in handsome classic pattern, with ballerina Ilona Murai providing superior solo terping. The Rockettes offer a novel precision routine as car-hops in front of a drive-in backdrop.

A major portion of the bill is devoted to a romantic country club sequence, giving the singing group a chance to get in its innings in a variety of settings and fine contributions from soloists George Sawtelle, Margarette Chisholm, Eileen Schauler and Warren Galjour. Tony Starman contributes a good brand of solo tapping.

The sole vaude turn is Roger Ray with his excellent comedy ma-

terrific talent. He has plattered some of his rep in two albums for the Stimson label during the past year, "Songs and Ballads" and "Pills to Purge Melancholy." However, his versatility is such that there seems no reason why this talent couldn't be built up for strong recording results. The lad certainly has what it takes.

So that's the Purple Onion. It's like some spots used to be in Greenwich Village years ago, in which a lot of top performers got their start. If it keeps on like this, it looks as if the Onion might graduate a few.

rimba routine. Ray picks up the proceedings immeasurably, and snares maximum chuckles with his nonsense.

Francis.

Jimmy Carroll Cotillion Room, New York

Jimmy Carroll comes back to the room after a three-year hiatus. The tenor gets a deservedly rousing reception. Carroll is a canny and experienced showman, as well as possessor of an ingratiating set of pipes. He wisely sticks to a rep of old standards on the delivery of which he is a past master, with the major accent on the Irish ballad side. His stay will provide a highly pleasant interlude at the Cotillion.

Likewise returnees are Teddy and Phyllis Rodriguez with their excellent ballroom routines. This is a real sight act, clean and impressive in anything from Latin rhythms to Charleston is as slickly professional as they come.

Stanley Melba and his ork, as usual, cut the show admirably.

Francis.

Chandua Moulin Rouge, Vienna, Austria

Vienna's famous night spot presents an international show featuring Chandua, well-known European mentalist. Chandua works smoothly to a show-stopping climax without the aid of assistants. Gerty, Jack and Jonny, comedy acrobatic turn, open. The trio offers some knockabout comedy falls and tricks which has the house in hysterics.

Mister Mos gabs, dances and juggles in a comedy vein and takes bows to solid applause. Koren and Kober, modern acrobatic dancers, a la Darvas and Julia, also score heavily. Peggy Watson, American exotic dancer, has the audience whistling for more at the end of her act, while Sandart Kruger, ballroom team, add the old Vienna touch to the program.

New Disk Angle Via Astaire Book

NEW YORK, May 7.—A new approach to record merchandising was taken this week with the release of the "Fred Astaire Dance Book" by Arrowhead Books, Inc.

Included with the volume is an EP record containing dance instructions set to music and narrated by an Astaire instructor. List price of the package is \$2.95. Covered are the rumba and the slow mambo.

DRAMATIC & MUSICAL ROUTES

Dear Charles: (Alcazar) San Francisco.
Guys and Dolls: (Forrest) Philadelphia.
King and I: (Shubert) Chicago.
Kismet: (Shubert) Detroit.
Once Upon a Tailor: (Walnut Street) Philadelphia.
Pajama Game: (Auditorium) St. Paul, 9-10; (Lyceum) Minneapolis 11-14.
Piaf, Edith: (Royal Alexandra) Toronto.
Seven-Year Itch: (Auditorium) Louisville 9-12; (Coliseum) Evansville, Ind., 13-14.
Seventh Heaven: (Shubert) Boston.
Solid Gold Cadillac: (American) St. Louis.
Tea and Sympathy: (Blackstone) Chicago.
Teahouse of the August Moon: (Curran) San Francisco.
Tender Trap: (Harris) Chicago.

NIGHT CLUB

Dukes Draw Big Mitts in Chicago

By STEVE SCHICKEL

Every once in a great while an act touches off with a spontaneous combustion that all but pulls it into stardom. This week an unheralded, unknown group opened to its first Chicago audience and took the town by storm.

The Dukes of Dixieland, an original Dixieland band, opened at the Preview Club on Wednesday (27) and by Saturday, word of mouth reaction had the house packed to the rafters. Early Saturday evening the crowds started pouring in, and before the second set, the doors had to be locked to keep the customers out. An un-

sual aspect of the presentation of this group is that the house claims it had less than 50 per cent turnover for the evening yet managed to break all records, both in attendance and gross.

Show-wise, this reporter found perfection. The youngsters have more than adequate sight appeal, their playing is flawless, and individually, each one of the six men is a showman in his own right. The rep is extensive and all-inclusive.

Last but not least, they have an infectious quality which makes the audience do everything but dance out to the street. Vocalist Betty Owens is the distaff member of the troupe who adds a brighter luster to what already is a top act. She

sings with the joy and enthusiasm of youth and has the quality of a star performer. This gal could easily make it on her own.

The group was recently signed by Label "X" and this week is in a recording session to wax a long play album of 12 tunes. Since the group opened, it has one TV appearance, and already the station reports extra heavy mail pull for the session. Almost every radio station in town is asking for records.

Radio Station WAAF is already planning to make one of the tunes their record of the week plug tune. The band has just finished a five-year stint at the Famous Door in New Orleans.

LOTS OF CHANGES

Diskers Brew New Distrib Problems

NEW YORK, May 7.—Problems of distributorship are likely to come into even sharper focus this year. Several developments—some of them still in the initial stage—indicate this much.

Most recent signs were Mercury's announcement this month of its new Wing label and the indication by American Broadcasting-Paramount Theaters, Inc., that it would move into the recording field in the near future once it set its plan of operation.

Rumors that the Mutual Broadcasting System is also contemplating entering the disk manufacturing business and Capitol's long-pending plans for a subsidiary label are additional evidence that the problems of distributorship will be heightened. All and any of these ventures, should they materialize, necessitates rounding up distributors, thus intensifying the already serious competition among established lines.

Diskers' Action

Record manufacturers are meet-

C.&W. DEEJAYS

WAAT Dee Jays In Feud With Frank Dailey

NEW YORK, May 7.—There's a fancy feud abrewin' over in New Jersey between ballroom operator Frank Dailey and two WAAT (Newark) deejays, Lyle Reed and Lew Larkin, plus such top country and western stars as Hank Snow, Red Foley, and Faron Young.

Dailey, Reed and Larkin have been sponsoring a series of monthly two-day c.&w. dances at Dailey's Meadowbrook, in Cedargrove, for the past few months with considerable box office success. The most recent example is Eddy Arnold's April 25-26 appearance, which chalked up the biggest gate (3,000 people in two days) to date for the series.

Last Friday (6), Larkin and Reed told Dailey they were moving the dances to the WAAT-owned Terrace Ballroom in Newark's Mosque Theater Building, and would henceforth operate on their own, beginning with Faron Young's date on May 16 and 17.

Dailey promptly announced he would continue the Monday and Tuesday c.&w. dances at the Meadowbrook on his own, and that's when the feudin' began.

Dailey contends that dance contracts signed with Faron Young and Hank Snow for future dates bind the performers to appear at the Meadowbrook, while the spinners insist the talent had signed

(Continued on page 18)

Songwriters' Legal Switch Granted in Suit Versus BMI

NEW YORK, May 7.—A motion that John Schulman be substituted for Hayes, St. John & Schulman as the attorney of record in the Songwriters of America suit versus Broadcast Music, Inc., has been granted by Federal Judge Edward Weinfeld. The motion was filed last week by John Jacob Loeb, one of the plaintiff songwriters (The Billboard, May 7).

On the matter of the lien on the case sought by the original firm, Weinfeld reserved decision until conclusion of the trial—in the event the case is settled by trial. He stated:

ing the problems in various ways. Victor and Columbia prefer to work mainly thru indies, while Decca is primarily a branch operation and Capitol plays it in three-quarter time (24 branches, 12 indies). Mercury, which started out as a branch-operation eight years ago but then switched to indies, is apparently reversing the trend this year by setting up branches again in eight key areas, the latest being in Boston.

Coral is holding its own distribution by working mainly thru indies, augmented by a few deals with Decca branches in areas where most indies are so over-loaded with lines that Coral thinks the branches will do a better job for them.

Classic Field

Some record companies—particularly in the classical field—are trying to solve their distribution problems by bypassing the distributor entirely and setting up direct-to-dealer operations. London, for instance, recently took four of its lines (Telefunken, Oiseau-Lyre, London International and Durium) away from distributors and replaced them with factory-owned depots here and on the West Coast with direct-to-dealer service.

Record manufacturers have many complaints about indie distribution service, the most important one being the ever-present danger that too many lines will spoil the sales chances of all but the big hits of each label. Financing is also a big problem, since few indie distributors are set up on a lavish enough scale to bankroll a proper inventory on each line.

In line with this, it is known that in some cases record manufacturers have actually had to help finance indie operations in order to line up effective distribution networks.

GLEASON ALBUMS PASS MILLION IN CAPITOL SALES

NEW YORK, May 7.—Jackie Gleason passed the million mark in sales on his Capitol albums this month. The comic has recorded seven mood music packages within the last two and a half years, with his first LP, "Music for Lovers Only," selling more than 300,000, according to Cap execs.

In honor of this sales achievement, the label's proxy, Glenn Wallichs, is flying here May 28 to present Gleason with a special award or his Saturday night CBS-TV show. At the same time V-M is presenting the performer with a gold-tinted high-fidelity console model phono. Gleason is introducing his newest album, "Lonesome Echo" (featuring 20 mandolins), on the same show.

Col'bia Distribs To Get 100% EP Exchange

NEW YORK, May 7.—Columbia Records, effective June 4, will institute a 100 per cent exchange privilege on its EP's at the distributor level. The present return privilege, as applicable to EP's, will no longer apply, but distribri may be expected to pass the full exchange right on to their dealers.

Actually, this move, together with the price reduction last week in the diskery's 78 r.p.m. line, indicates a strong Columbia bid for chain store business. It's a long-established fact that the chains push for 100 per cent exchange, and that their buying habits are highly influenced by competitive price factors.

NEW DAWN A-COMING

Can. Disk Industry Lags Far Behind, But Upsurge Due

By BILL SIMON

NEW YORK, May 7.—Canada, with 10 per cent of the population of the United States, currently absorbs only 5 per cent as many records, but indications are that our north-of-the-border neighbor one day may represent a sizable plus market for American diskers and publishers.

Currently, the market is in a somewhat stagnant state due to the very recent introduction of TV to all parts of the sparsely populated nation. About five years ago, when the U. S. was similarly obsessed, the record business here was similarly depressed because of the TV

novelty, but subsequently came back stronger than ever when the TV appeal leveled off.

The Canadian disk picture is easily reflected since the government's Bureau of Statistics receives monthly reports from all manufacturers on production and importation. Total Canadian production and sale now runs between 10 and 11,000,000 disks per year. It's still an overwhelmingly 78 r.p.m. market, and even on hits, 45's account for only about 10 per cent of the total sale. In the country and western and rhythm and blues idioms, 78's are even more predominant.

The country is divided between English and French-speaking people at a ratio of three to one. The English-speaking buyers lag about two weeks behind the American market, and their preferences sharply differ from their French-speaking compatriots. The latter, for example, like their music with a beat—some r.&b., boogie and bouncy material such as "Crazy" (Continued on page 26)

TALENT LOCATIONS OPENING UP

MCA Expands P.A. Dept.; Conventions a Factor

NEW YORK, May 7.—Music Corporation of America is expanding its personal appearance department.

Larry Barnett, band and act topper, has appointed Vice-President Johnny Dugan as his executive assistant. Dugan will headquarter in Beverly Hills, owing to the upsurge of the West Coast as a talent market. The Las Vegas office will be headed by Bobby Burns, and Roy Gerber—who recently joined MCA—will be moved to the West Coast along with Mel Baker who will handle small units.

David Baumgarten, MCA vice-president, is being promoted to head up the New York band and act department. Additional men

being promoted include Chuck Eddy, who will be in charge of Minneapolis, and John Hitt, in charge of Detroit. MCA has also set up a fair department in Chicago, headed by Eldred Stacy.

Barnett, reached in Miami this weekend, pointed out that the expansion of the personal appearance department was predicated on the fact that more locations are opening up for talent. Hotels and other users are on the increase in Florida, California, Las Vegas and other areas.

Vegas Hot Spot

In Vegas, for example, Barnett notes that three additional spots are scheduled. These are The (Continued on page 18)

Kanaga Upped to Top Victor Post; Sacks Boost Due

Sales Head Named Operations Exec; Bullock Takes Over Merchandising

NEW YORK, May 7.—Larry Kanaga has been named vice-president and operations manager of RCA Victor Records. His election to the post by the RCA board yesterday (6) was announced by Manie Sachs, vice-president and general manager of the record division.

Kanaga's promotion, long expected by close industry observers, was predicted in these columns as long ago as last December (The Billboard, December 25). These same observers consider Sacks' direct association with the record division to end shortly. He is expected to move up to a higher post in the NBC hierarchy.

With the upping of Kanaga—now in effect the top acting officer in the Victor org.—Bill Bullock has been promoted to the position of general sales and merchandising manager, taking over Kanaga's former slot.

Bullock, who formerly was manager of record sales planning, now assumes executive parity with Howard Letts and George Marek. Letts remains as Victor operating manager, in charge of Label "X," the diskery's custom division, plant and financial matters. Marek continues as director of artists and repertoire.

Under Bullock, it is considered likely that Bob Yorke will move up into the new sales chief's former post. This, however, was not spelled out at week's end.

Portends No Shake-Up

It was made clear that Kanaga's promotion portends no general shake-up of diskery execs. This is particularly true in the label's pop a.&r. department, it was stressed. Kanaga has served Victor as

sales topper since 1949. He came to the record division after two years as vice-president of the RCA



LARRY KANAGA

Victor Distributing Corporation in Detroit. Prior to his association with the diskery Kanaga held executive posts with the San Francisco Hall Department Stores, Montgomery Ward & Company, (Continued on page 18)

DECCA PA'S

Many Top Artists On Tour

NEW YORK, May 7.—A flock of top pop Decca Records artists are working a heavy personal appearance schedule.

Bill Haley and His Comets, and the Commanders, are being booked as a package for 13 dates. The Willard Alexander office and Jolly Joyce Agency are arranging the booking. In clubs and ballrooms the Commanders will play for dancing, and Haley will do two 30-minute shows nightly. In theater dates the band and Haley will do two shows each.

Several of the label's biggest album sellers are putting in a heavy road schedule. Guy Lombardo is on his one-nighter tour and Sammy Davis Jr. is hitting plush niteries and theaters. Davis opens at the Apollo, New York, in one week. Fred Waring ("Broadway '55") is having one of his most successful tours.

Peggy Lee is also back on the road, and so are Al Hibbler and Carmen McCrae. The Four Lads are currently touring abroad and open at the Palladium Monday (9) with Kitty Kallen.

Harrington-Ross Start New Label

NEW YORK, May 7.—Bill Harrington, WNEW vocalist, and promotion man Milt (Big Miltie) Ross, co-owners of the Gibraltar Music publishing and management enterprises, have entered the record business with their own Gibraltar label.

The diskery's first release features the high school girl vocalist Harriet Kay, a discovery of WNEW deejay Art Ford. She's signed with Ross and Harrington for management.

Recently the partners cut some sides with borscht belt comic Lou Menchell, whom they also manage. These masters have been leased to Anchor Records.

Tunes Hit as Best-Sellers With Multi-Version Punch

By PAUL ACKERMAN
NEW YORK, May 7. — The extent to which various recorded versions of the same tune are getting off the nut and raking in the consumer dollar is one of the more interesting current manifestations in the pop singles market.

There's nothing new in different labels "sharing the loot," of course, but it's rare indeed when as many as four disks on the same tune crash the national best-selling chart. That's the case currently, and it has happened not with one tune, but with two—"Ballad of Davy Crockett" and "Unchained Melody." "Crockett" has had four on the chart for some weeks. This week also Victor's June Valli moved into 29th position with "Unchained Melody," making that ditty a foursome too.

The trend is by no means confined to disks already on the chart. Mills Music's "Hey, Mr. Banjo," already picked in The Billboard as a Best Buys on the Kapp label, has no less than 18 recorded versions at last count, with perhaps an additional one or two still to come. This week, a flood of "Chee Chee-oo Chee" disks entered the fray with considerable fanfare and enthusiasm.

Many Facets

The situation has not gone

OVER THERE

'Chee Chee' Foreign Tie Snags Case

NEW YORK, May 7. — Unique case of a publisher holding back on U. S. publication of a ditty in an attempt to insure exclusively to a record company, exploded in several directions this week when New York Supreme Court refused to grant Hill & Range an injunction against London Records to bar the quick release of the diskery's cutting of "Chee Chee-oo Chee."

In addition, record companies of several persuasions were jumping the release date on the tune. RCA Victor's version by Perry Como and Jaye P. Morgan was apparently due to come out first. But this week slicings by Columbia (the Mariners) and Mercury (the Gaylords), plus two by London (the Johnston Brothers and Dennis)

(Continued on page 18)

Inventory Plan Proposed for Single Disks

NEW YORK, May 7.—A plan to provide dealers with a convenient method of maintaining inventory data on single records is now being mulled by several major manufacturers.

Under the plan, if adopted, these diskeries will ship their singles in sleeves having a perforated triangular tab in the upper right-hand corner. The tabs will have spaces in which the dealers may write in record numbers, price and label. When a disk is sold the dealer will tear off the tab, retaining it for later posting. He will thus have a running total of quantities and titles of singles sold.

Hwd. ASCAP Group Renamed for 3 Yrs.

HOLLYWOOD, May 7. — The entire slate of incumbents of the ASCAP West Coast committee, headed by chairman L. Wolfie Gilbert, has been returned to office for a three-year term.

Gilbert, polling 468 votes, was re-elected along with writers Harry Warren, William Grant Still, Leo Robin, Jimmy McHugh and Johnny Green.

unnoticed, and has many aspects. Some see in it additional evidence of the breaking down of the policy of exclusives. But stressing this thought is the indisputable fact that the indie labels are proving more conclusively than ever before that a hit can come from anywhere. Top artists on top labels, of course, will always be a publisher's prime objective, but it has become increasingly difficult for a publisher to overlook the successful activity of the indies who have been creating artists and putting tunes over the top with at least as much, and in some instances more, consistency than the majors.

Another factor on the publisher level is working in the direction of the multi-record trend. This is the

rising importance of performance money in today's uncertain music market. Rather than identify a tune with one artist, more and more publishers feel it worthwhile to hitch their copyrights to several active labels in order to rack up performances and perhaps stimulate the admittedly small mechanical income.

Traditionally, tunes from show scores received the widest coverage by the mechanical companies. Outstanding items from the Broadway boards still get heavy coverage—such as "Whatever Lola Wants"—but now the pops in many instances are way out in front on this score.

The publishers are still whispering "This is exclusive for you," but there's plenty of echo in it.

AM Nets Scramble For Key DeeJays

By JUNE BUNDY

NEW YORK, May 7. — Radio networks are bidding for the services of key jocks this year with the same fervor they exhibited in the heyday of the CBS-NBC battle over Jack Benny.

Significantly, CBS' new prexy, Arthur Hull Hayes, this week personally negotiated a contract with Bill Randle whereby the Cleveland deejay will be heard over CBS' local flagship here across the board for an annual fee in excess of \$100,000.

CBS also corralled ace Chicago deejay Howard Miller a couple of weeks ago on a three-year, \$600,000 annual deal involving both the radio web and CBS-TV. NBC had made strong pitches for the services of both deejays and is reportedly romancing rhythm and blues spinner Alan Freed at the writing.

The trade first noted the trend for the webs to adopt local station deejay programming patterns about a year and a half ago when Martin Block moved over to ABC. However, NBC and CBS more or less resisted the trend until this year, when both webs quietly began incorporating more record shows on their programming rosters. (e.g. CBS' "Disk Derby," "Jukebox Jury," "Amos 'n' Andy," the Rudy Vallee Show, etc.; NBC's "Biographies in Sound," "Roadshow" and the new "Monitor" weekend line-up which features Bob and Ray, Dave Garroway and a big name jock as yet unselected.)

Plugging Delight?

Song pluggers may find the "new" network radio picture as rewarding as it was back in the days

when band remotes were considered No. 1 plug items.

The Bill Randle deal, which will ultimately result in his own network radio show, is unique, in that the deejay will be conducting two separate shows at the same time. Beginning June 1, Randle will take over the 4 to 6 p.m. time seg on WCBS here in addition to his current 1 to 6 p.m. Saturday afternoon seg for the station. At the same time, Randle will air his daily WERE, Cleveland, show from his own offices here (across the street from CBS) over a separate line from here to Cleveland.

The line charges, which will run about \$40,000 a year, will be covered.

(Continued on page 18)

Westminster Pegs New Price Pattern

NEW YORK, May 7.—A major overhaul of the Westminster Records catalog and the release of new material at several different price levels are now being readied by the company. Part of the new program will make itself evident with Westminster's release later this month.

In effect the plan abandons for the diskery the old \$5.95 list price, now a dead issue with most LP manufacturers. While the bulk of the label's catalog will retain the old suggested tag (at least until August 30 when a current guarantee to dealers expires), Westminster will market the established segment of its product to dealers at a "three-for-two" deal. Most dealers are expected to market these records at less than \$5.95.

The company plans no new releases at the \$5.95 level.

Dual Packaging

The most dramatic Westminster change involves dual packaging of most of its new releases, at a price

ATLANTIC DISKS RIVAL PREXYS

NEW YORK, May 7.—Atlantic Records has entered a special field—that of recording record company presidents.

Recently, the diskery made an album of performances by George Wein, vocalist-pianist and president of Storyville Records. Wein usually cuts for his own label and doubles as owner of the Storyville night club in Boston.

WHO ARE YOU?

Sorry, But Mr. Thiele Is Out, Boss

NEW YORK, May 7. — It's difficult enough for an artists and repertoire man to stay popular, but without a well-conditioned a.&r. secretary, it's impossible. If any publishers have got the impression recently that Coral's Bob Thiele is inaccessible, they're in good company. The impression is shared by Thiele's bosses, Decca President Milton Rackmil and Vice-President Leonard Schneider.

Actually, Thiele's regular secretary, Vicki Pinto, has been very sick for over a month, confined in the Flower Hospital, and he has found himself with a different substitute every day. One day Rackmil called down to see if Thiele could join him for lunch. He was advised that "Mr. Thiele is much too busy to see anyone today." Another time, Schneider, returning from a vacation in Cuba, called up to say "hello." He was curtly informed that "Mr. Thiele is in conference, and can't be disturbed."

You got songs? . . . You couldn't get thru with a salary check!

Mercury Plans Summer Drive In Pop Market

NEW YORK, May 7.—Mercury Records is readying plans for a major drive in the pop market this summer, and has lined up its heaviest recording schedule in some months.

The label's Eastern artist and repertoire directors, Hugo Peretti and Luigi Creatore, cut the Gaylords Wednesday (4), while Georgia Gibbs, Sarah Vaughan and the Laurie Sisters are set to record within the next week.

Out in Chicago, Mercury's a.&r. chief Art Talmadge has set dates with the Four Guys, Kitty White, Denise Lor, Eddy Howard and Guy Cherney. Cherney has just been signed by the label. Talmadge has also purchased a Chuck Miller master of "The House of Blue Lights" from Art Whiting.

Meanwhile Mercury's rhythm and blues a.&r. topper, Bobby Shad, has inked a contract with the Platters, a West Coast vocal quintet (four boys and a girl). The group, which formerly recorded for Federal Records, will have its first Mercury release out shortly.

Williams Files Vs. Merc, Ram

HOLLYWOOD, May 7.—Further legal ramifications involving the Indie recording company Dootone Records and its recent hit, "Earth Angel," were expressed in Los Angeles Superior Court here yesterday (6) when Dootsie Williams, president of the firm, filed suit against Mercury Records and Buck Ram, asking damages of \$750,000.

Plaintiff's complaint specifically charges Mercury and Ram, latter a vocal coach and agent, with inducing the Penguins, vocal group who recorded "Earth Angel," to breach their contract. The Pen-

(Continued on page 18)

R. Walcutt Denies Recoton's Charges

NEW YORK, May 7.—Robert Walcutt, president of the Electrovox Company, this week denied charges contained in a recent law suit filed against the needle manufacturer by the Recoton Corporation. In the suit Recoton charged that Electrovox, Columbia Records and Dorosin Distributors conspired to put Recoton out of the needle manufacturing business (The Billboard, April 30).

Columbia has already denied the Recoton allegations.

Theme Play Formula Adopted by ASCAP

NEW YORK, May 7.—The long-debated question of performance payments on thematic usage has been settled by the American Society of Composers, Authors and Publishers. The performing rights society has arrived at a formula for determining the value of theme plugs, and at the same time to protect the organization from excessive payments on multiple use.

It is understood that the rival performing rights organization, Broadcast Music, Inc., is mulling possible revision of its own theme payment practice.

Under the new ASCAP formula, a song that previously has accumulated at least 20,000 performance credits, when used as a theme, is entitled to one full credit. If it has recorded 12,500 or more credits, it's entitled to a three-fourth credit, and for 5,000 or more credits, a

one-half. Below 5,000, it's subject to discussion.

ASCAP, however, has limited payments to one use within any five-hour period. Thereafter, during one entire week, each additional recognized use will entitle the writer and publisher to a bonus of 10 per cent on the original credit. Without such limitation, ASCAP conceivably could find itself obligated to cut a slice as big as \$75,000 annually for a single theme melody.

For example: the Arthur Godfrey theme, "Seems Like Old Times," is played approximately six times a day, five days a week, on a full network. If it received a full credit for every play, the pay-off could be astronomical.

BMI currently pays performance money on themes only when a full chorus is played without interruption or superimposed announcements.

Mercury's Wing Signs Douglas

NEW YORK, May 7.—Lew Douglas has been signed to head up the artists and repertoire department of Mercury's new subsidiary label, Wing Records. Douglas, a conductor-arranger-writer, will work out of Mercury's Chicago office starting May 15.

Meanwhile, Mercury veepee Art Talmadge is still looking for a sales manager and promotion director for the new label. Wing's first releases are due to be shipped out by June 15, altho the label has yet to announce any talent acquisitions.

TEEN TIME

Col'bia's on A Real Kick For Youth

NEW YORK, May 7.—Youth is being served at Columbia Records these days. First, Mitch Miller, the diskery's artists and repertoire chief, released Jo Stafford's "Young and Foolish" and then Rosemary Clooney's "Love Among the Young." Now the label is recording bunches of actual live youngsters.

First, Miller signed up Detroit's well-known "Make Way for Youth" Chorus, and most recently he recorded two full bus loads of Chappaqua (N. Y.) High School Kids. The Detroit group, long-time favorites on WJR, Detroit's CBS affiliate, are conducted by Don Large.

The Chappaqua Kids, from New York's suburban Westchester County, were organized and are conducted by Jimmy Leyden. Several months ago, two sides by those beardless performers were released by Coral.

COLLUCCI'S HAYNES-GRIFFIN

Self-Service, Big Inventory
Are Dealer's Best Friends

NEW YORK, May 7.—A large inventory and self-service are a dealer's best sales friends today, according to veteran record retailer Ralph Collucci, of Hartford, Conn.

The dealer credited a \$26,000 increase in gross record sales over the last six months for Haynes-Griffin, Ltd., here, to the fact that he introduced self-service and increased the store's record inventory by 300 per cent during a six-months' "trial" operation.

As a result, Collucci picked up his option to buy the Manhattan outlet a couple of weeks ago and appointed William R. Hill as general manager. Under Hill's direction, Haynes-Griffin is now converted to 75 per cent self-service, with Capitol's browser boxes playing an important part in the overall set-up. Six months ago the store was virtually all attendant-service.

In addition to self-service and augmented inventory, Collucci attributes the increase in record business to the introduction of

a cross-index system whereby Haynes-Griffin record clerks can find disks more easily.

Up 300 Per Cent

Since he took over the store on a trial basis last January, Collucci has increased its record inventory by 300 per cent. Current record inventory totals around \$60,000, with the over-all operation accounting for about \$95,000. Collucci, who built his successful Hartford operation on an "if it's available we have it" sales policy, intends to follow a similar pattern with the Haynes-Griffin outlet.

Right now less than 10 per cent of the store's record stock is in singles, but Collucci plans to build his pop single line in the near future. He also plans to introduce a Haynes-Griffin line of phonos, featuring the V-M changer.

At one time, trade reports had it that Collucci would drop Haynes-Griffin's TV set department, but the dealer denies this rumor. Collucci opines that singles should pay off in sales for Haynes-Griffin in view of the construction of a new office building in the store's Madison avenue area.

Staff Step

Collucci is keeping the present personnel on, under the management of Hill, a veteran of 28 years in the record business and a former veepee and Eastern sales manager of Capitol Records. Collucci will continue to headquarters in Hartford, but the buying for Haynes-Griffin will be handled directly from the New York location with special sales day scheduled for each label.

Altho he took a beating on inventory when the price changes were first put into effect last January, Collucci believes the new prices have helped sales considerably, and he predicts that record manufacturers will really be able to cash in on the increased sales this fall when dealers reorder. Right now, he points out, dealers are still cleaning out old inventories.

Faggen Joins
Marquee Firm

HOLLYWOOD, May 7.—Irving Mills, president of Mills Music and Marquee Records, this week announced the appointment of Jay Faggen as general manager and public relations director of the publishing firm's new label.

Faggen assumes this new assignment immediately and is actively lining up distribution and key promotions for the initial Marquee release, slated to hit the disk market late this month.

Marquee's new manager has been closely identified with the music business thru his public relations organization since 1931. He represented Crawford Music Company, successors to DeSylva, Brown & Henderson, in the mid-'30's.

Mills also announced the signing of pianist Murray Arnold to an exclusive recording contract. Arnold gained fame during his lengthy run with the Freddy Martin ork.

Merrill, Kaufman
Continue Joint Pub,
Management Setup

NEW YORK, May 7.—Recent rumors notwithstanding, Bob Merrill and Murray Kaufman are continuing their joint publishing and management enterprises. Doc Berger has joined the publishing operation here, and Jerry Johnson is repping the firm on the Coast.

Recently the firm let out Kelly Camarata and Bert Segalson, its New York staffers, letting loose rumors regarding a possible shut-down of the Rylan, Golden Bell and Valyr catalogs.

Merrill and Kaufman also will continue to manage the Burton Sisters, RCA Victor pactees, and other talent eventually. Merrill personally has been entertaining the idea of cleffing a show score, if the right material turns up.

ONE TIRED LAD
ACTS THE PART

HOLLYWOOD, May 7.—

Disk jockey Sleepy Stein, who airs an all-jazz show from the Lighthouse, Hermosa Beach, via KFOX nightly, lived up to his name one day last week.

Known for the glib manner in which he airs his show, Stein switched to a lazy drawl while playing "Sleepy Time Down South." After several minutes of dead mike, owner John Levy dashed to Stein's studio to determine what was wrong.

Stein—Sleepy that is—was fast asleep.

GIMMICKS

Chaos for
Club Chirp,
Sez Clooney

HOLLYWOOD, May 7.—Singers do everything but sing in their night club routines, according to Rosemary Clooney, "too often resulting in chaos for the performer who must rely on material they are not familiar with."

Miss Clooney, who opens a four-week night club stand at the Sands Hotel, Las Vegas, on Wednesday (11), returns to the bistro belt after a two-year layoff.

Columbia Records chirp averred that the use of the gimmick is not to the best advantage of the performer in night club work.

"The use of special gowns, costumes, comedy material or other devices, all of which are being used to attract special attention, generally proves to be too unwieldy for the straight singer."

In returning to the night club scene, Miss Clooney emphasized that she will stage her act in a format that both she and the audience is familiar with, "minus any embellishments."

Jones-Potter-Laine
Combo Negotiating
For Honolulu's KIKI

HOLLYWOOD, May 7.—Frankie Laine, Spike Jones and disk jockey Peter Potter are currently undergoing negotiations which may lead to the purchase of radio station KIKI, Honolulu.

Potter flew to the islands last week to discuss the project with station management. It's reported no price has yet been set for the station.

According to reports here, Laine, Jones and Potter will file an application with the Federal Communications Commission for a television license if the deal for the station is consummated. At present there are three TV stations in Hawaii.

Doraine Returns to
Record Business

NEW YORK, May 7.—Pete Doraine, one-time mentor of Banner, Abbey and Allen records, is back in the record business. The veteran music man, now a resident of Birmingham, is head of artists and repertoire for the new Pennant and Vulcan labels sponsored by an Alabama distributor, Southland Enterprises, Inc., Francis Goodman, president.

Doraine was in town this week with Sales Director Cy Aptaker to set local distribution and promotion. He has launched Pennant as a pop and country label and Vulcan as a rhythm and blues specialty. For the former label he has signed the Dick Mulliner ork and vocalist Eddie Antone. For Vulcan, the first pactees are the Five Owls, a vocal group.

The outfit is building its own recording studio in Birmingham, and also has its own subsidiary publishing firm, Pennant Music Publishing Company, a Broadcast Music, Inc., affiliate.

VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Edward Walker, 22-year-old deejay at WPGC, Washington, is also studying for a master's degree at American University. What makes this unusual is that Walker has been blind since birth. He acts as his own engineer and uses a Braille writing machine to transcribe commercials for reading over the air. . . . Vital Statistics Department: New babies born this season to Dick Lewis, WJLK, Asbury Park, N. J., a girl, Stephanie Jaye; the Bob Motes, WTPS, New Orleans, twin girls; the Dan Andersons, WLOR, Minneapolis, a girl, Lorri Lynne; the Bill Randles, WERE, Cleveland, and WCBS, New York, a girl; Jim Bollinger, WKYW, Louisville, "a fifth dependent." . . . Bob Bassett, WPEP, Taunton, Mass., married the former Anita Tripp last month. . . . Tommy Mack, KSDN, Aberdeen, S. D., is set to do the middle-aile bit in June with Bonnie Gelhaus.

Harry Shriver, WFTC, Kinston, N. C., is anxious to hear from former "buddies" who were members of American Forces Korea Network unit. . . . Howie Leonard, WPOR, Portland, Me., celebrated his seventh year in radio May 3. . . . Station WHAN, Charleston, S. C., will hold a "Jeff Warner Day" May 12 in honor of the deejay's 15 years with the station and 25 years in show business. . . . Robin Seymour, WKMH, Detroit, has one of the most ardent fan clubs in the field, judging by the active campaigning of his fan club prexy Pat McB. . . . Bill Buchanan, WRFS, Alexander City, Ala., staged a special program April 4 to celebrate his own birthday.

R.&B. PRO AND CON: The controversy over r.&b. disks continues, and Vox Jox has received so many pro and con comments on the situation that we just don't have space enough to run even half of them. However (just so you'll know we received them), the following jocks are either anti-r.&b. or else of the opinion that the pop r.&b. trend is on its way out:

Jerry Salzer, KNAL, Victoria, Tex.; Jay Roberts, KTHS, Little Rock; Jack Tennant, WVVW, Fairmont, W. Va.; Jim Spotts, WBPZ, Lock Haven, Pa.; Jeff Warner, WHAN,

(Continued on page 44)

DEALER DOINGS

By GARY KRAMER

UNCONVENTIONAL: Sally's in Azusa, Calif., is a teen-age hangout in which owner Sally Payne caters to a variety of adolescent interests and appetites, of which music and records are a part. Mrs. Payne writes, "I sell snow cones, popcorn, candy, religious jewelry, juke merchandise and records. I have a juke box with 100 selections, mainly rhythm and blues, up front. The walls are lined with circus posters, photos and clippings from The Billboard. I am selling show business all the way." With a limited budget for advertising, Mrs. Payne finds display and reprints of The Billboard's charts an effective and inexpensive means of promoting current hit disks.

Herman and Morris L. Chapin, co-owners of the Campus Record Shop and the Center Record Shop at the Northland Center, Detroit, are planning another Center Record Shop in that city. The newest branch, which is expected to be ready for business in two years, will be located at the new shopping development, the Eastland Center, in Harper Woods. Size of the store will be approximately 600 square feet, slightly smaller than the Campus Shop. . . . Krey's, veteran Boston store, is also opening a new outlet.

For the past six months, Archie Bleyer has not only been creating Cadence records, but selling them in his own store in Hempstead, N. Y. "I take a very active part in the management of the shop," Bleyer says. "Contact with record buyers is the best way to keep aware of tastes and trends, and I must say I have learned a great deal." Customers coming into the store speaking enthusiastically about the "Davy Crockett" production on television are credited by Bleyer as the original inspiration for his successful Bill Hayes disk.

The first annual convention of the Oklahoma Music Merchants was held April 24 and 25 in Tulsa, Okla., with 70 members in attendance. A resolution was passed requesting the National Association of Music Merchants to sponsor a regional conference for merchants in the Oklahoma, Missouri, Kansas, Texas, Louisiana and Arkansas area in April, 1956. . . . Nominations for directorships of the National Association of Music Merchants Board that expire this year were made at a meeting of the nominations committee in Chicago, April 18.

The Freedman Aircraft Engineering Corporation, Charlevoix, Mich., has recently published a portfolio of phonograph record display fixtures, illustrating the latest in record store fixtures, including browsers, listening booths, wall, counter and floor racks. Equipment offered is especially adapted to self-service departments. . . . Music men are often thought to have one-track minds; Ralph Collucci, owner of The Record Shop, Hartford, Conn., and Haynes-Griffin in New York, is an exception. He'd rather talk about his twin boys or the New York Yankees than business any day.

JUKE BOX WRAP-UP

MOA mails 11,000 letters to operators urging their support of the second National Juke Box Music-licensed tune, "Stairway to the Moon," by Sonny Graham, chosen "Miss Juke Box of 1955." NJBM mails 2,000 gratuitous performance licenses to broadcasters.

Federal grand jury opens probe in Chicago of alleged anti-trust activities in the juke box industry. Subpoena over 50 operators, distributors and manufacturers. Witnesses called from seven Midwestern cities.

Nation-wide move to dime play on juke boxes spreads. New cities add weight to momentum—New Orleans and South Bend, Ind. Boston operators discuss progress of conversions in their area.

For full details on these stories see Music Machines department on Page 84.

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Dub Dickerson (Capitol) has joined with the Five Strings (Columbia) for a tour of Texas night spots during May. . . . Faron Young and the Wilburn Brothers set for May 16-17 at Frank Dailey's Meadowbrook, Cedar Grove, N. J. Due to the amazing grosses chalked by c.&w. names at Meadowbrook in recent months, Dailey is now running 'em two days instead of one and has upped the cover charge from \$1.50 to \$2.

Hank Snow's All-Star Jamboree, underwritten by Hank Snow and Col. Tom Parker, kicked off a three-week tour of Louisiana, Alabama, Florida, Georgia, Virginia, North Carolina and Tennessee at New Orleans May 1. Trek winds up in Chattanooga May 20. Headlined by Snow, the unit includes Faron Young, the Wilburn Brothers, Slim Whitman, Martha Carson, Elvis Presley, the Davis Sisters, Mother Maybelle Carter and the Carter Sisters, Onie Wheeler and Jimmie Rodgers Snow. Troupe is playing auditoriums in the various spots. Colonel Parker, assisted by Tom Diskin, is using radio, TV, newspapers and circus billing to herald the mammoth show. Deejays along the route are also co-operating on the venture.

Preston Temple has taken up the managerial reins for the Louvin Brothers, Ira and Charley. . . . Jimmy Wakely recently flew from Los Angeles to Dallas for two big dates with "Big D Jamboree," but on the medic's orders flew right back to L. A. for a rest without showing. Laryngitis. . . . "Cat and Country Jamboree," held at Northside Coliseum, Fort Worth, May 3, had the Crew Cuts, Sandy Sandifer and band, with Betsy Jones, and a rural segment made up of the Maddox Brothers and Rose; Retta, recently added to the Maddox group; Sonny James, the Belew Twins, Helen Hall, Doug Bragg, Wes Harrison, and John Harper, emcee.

The Blackwoods Brothers' Quartet set for a week at Baptist Temple, Canton, O., beginning May 31. . . . Tragedy forced Texas Bill Strength to cancel several bookings early last week. He made a plane trip to Houston May 1 to attend the funeral of his 19-year-old brother who was killed in an auto wreck two days before. . . . Sunset Rhythm Boys (4), who toured the country with Lash LaRue over a year ago, have returned to Canton, O., to appear at the Golden Arrow nitery. . . . Lefty Frizzell, who Saturday (7) began his 10th week at Town Hall Party, Hollywood, launches a week's tour at Hobbs, N. M., May 16, winding up at Rion's Hillbilly Park, St. Louis, May 22. He heads back to Town Hall from there.

Bonnie Sloan (Columbia) kicks off a country promotion idea at Boston Ballroom, San Diego, Calif., May 13, with the dansant planning weekly shows using c.&w. names. Others set to work the spot are Joe and Rose Maphis, Merle Travis, Quincy Snodgrass, Lefty Frizzell, Johnny Bond, Tex Ritter and Freddie Hart, in the order named. . . . Terry Fell (X label) flew from Hollywood to Nashville for a record session Monday (9). . . . Gary Williams, who received considerable publicity for hitchhiking to Meridian, Miss., last year for the Jimmie Rodgers celebration, has been pacted by Capitol Records. He is under the direction of American Corporation, Hollywood, and his music has been assigned to Heart Line Publisher.

(Continued on page 47)

RHYTHM-BLUES NOTES

By BILL SIMON

Herman Lubinsky plans to unveil heavy artillery this month. The Savoy disk mogul has souped up his releases with sides by Nappy Brown and Varetta Dillard, and he has been burning up the phone wires playing these for the trade. Brown, just on the basis of his "Don't Be Angry" smash, is one of the most in-demand artists in the field. The Dillard disk comes out immediately, and the Brown may follow in a couple of weeks.

Gene Barlow, a member of the Crickets group, has cut some more solo sides for Joe Davis' JayDee label. One side is the ballad, "Forever," which is the first tune with both words and music by deejay Alan Freed. Barlow now is under the personal management of Davis.

Speaking of Freed, we've just learned that the now-famous phone book—the one he slams on the afterbeat—is the Bronx directory. It's not true that he uses the Newark, N. J., book for Savoy artists, or the Chicago book for Chess and Checker. . . . It doesn't look as tho Lavern Baker is going to get much rest these next few months. As soon as the "That's All I Need" thrush finishes her tour with the Nat Cole package, she'll join up with the new Roy Hamilton tour. That should be next week.

Carolyn Hayes, the Detroit blues thrush, cut a session last week for the new Castle label. On the date with her were the Four Tops and Maurice King's band. Miss Hayes is managed by Chuck Darwin. . . . Lou Krefitz, manager of the Clovers and other top acts, is in town laying plans for the second edition of his "Big Ten Revue." This year he plans to launch the package in Texas, about September 1.

Okeh Records is out to strengthen its r.&b. roster, via three new signings this week. Artists and repertoire chief Marv Holtzman has inked the former Lionel Hampton thrush, Betty Carter, and also Carmen Taylor, who formerly cut for Mercury, Atlantic and Guiden. Holtzman sees the girl as Okeh's answer to Ruth Brown and Dinah Washington. He also signed Jimmy Scott, former Savoy waxer who has been threatening to break into the star class for several years.

Sax virtuoso Earl Bostic, currently spending four months on the West Coast, has landed a full schedule of college dates. On May 18, he takes his combo into the Black Hawk Cafe, San Francisco, for two weeks, then boards a plane for Anchorage, Alaska, where he'll inhabit the 1042 Club for two more weeks, starting June 8. The club is chartering a plane for the round trip at an expense that almost tops Bostic's guarantee. He is expected to really "cool" things in that Northern town.

Larry Newton has signed up vocalist Buddy Lowe and a new group called the Five Stars. He leaves next week to promote the first Lowe release down South. . . . The Moonglows were in Chicago last week to cut a fresh session for Chess.

'HAYRIDE'

WLW's Unit Set for Cincy Castle Farm

CINCINNATI, May 7.—In a deal consummated this week by the Crosley Broadcasting Corporation in association with General Artists Corporation, WLW's "Midwestern Hayride" will appear each Friday night at Milt Magel's spacious Castle Farm here in a combination show and square dance program, beginning June 3. Due to previous Farm commitments, the show will lay off June 10 and July 8.

All tickets for the combo show will be scaled at \$1, with additional revenue coming from souvenir books and record pitches. Castle Farm can comfortably accommodate 2,500, and with a bit of jamming can stack in 3,000. Bert Somson, Crosley executive vice-president in charge of WLW Promotions, Inc., station's talent division, and Frank Hanshaw, of the local GAC office, will handle show details.

A guest attraction will augment the "Hayride" roster each week, with Pee Wee King and Redd Stewart set for the initial showing. Names tentatively set for succeeding weeks include Eddy Arnold, Hank Snow, Goldie Hill, Jimmie and Johnny and Little Jimmy Dickens, according to Somson.

The regular "Hayride" contingent includes Hugh Cherry, emcee; Bonnie Lou, Mimi Roman, Skeeter Bonn, Rockin' Rudy Hansen, the Hayriders, the Trailhands, the Kentucky Boys, the Ceer Sisters, and Buddy Ross. The program will kick off at 8:30 p.m. with an hour and half of square dancing. Following a brief intermission there will be another half-hour show, winding up with more dancing until 1 a.m. The Midwesterners, "Hayride" square-dancers, will look after that end of the program.

Crosley officials will herald the combo show with spot announcements on radio and TV plus newspaper ads in the WLW area.

Disk Firms Have New 'Hits' in Mind

NEW YORK, May 7.—Some of the keenest music business competition today is taking place on the plains of Central Park, here, where the issue is hits of a non-musical nature. Most of the companies have again organized soft ball teams and an actual music business league is in the making.

Teams already have been fielded by the American Society of Composers, Authors and Publishers, by Columbia Records, Raleigh Records, London, Victor-Groove-"X," Decca-Coral and Decca-54th Street. The hottest team to date in the non-official contests has been Decca-Coral, which has won three straight. Raleigh topped Columbia 8-2, then lost to Decca-Coral 11-10 and 8-7.

Summer Stocking Plan Set by RCA

NEW YORK, May 7.—RCA Victor sales staffers returned this week from distributor junkets laying out the label's summer stocking plan. The program involves dating privileges extended by the diskery to its distributors. The latter are expected to pass on these benefits locally to dealers in their respective territories.

Blake to Observe 20th Year on 'Supertime'

CHICAGO, May 7.—Randy Blake is to celebrate his 20th anniversary with the "Supertime Frolics," heard over Chicago's WJJD each evening. Randy, now deejay on the program for almost all of the 20 years, started out as producer, worked his way up to singer, and then finally took over the show entirely. The show is devoted entirely to country and western music, as was the original formula.

Espey Intros Hi-Fi Line

NEW YORK, May 7.—Espey Manufacturing Company here will begin merchandising a line of high-fidelity components from tuner to changer, matched ensembles, that will be sold for what the firm calls "the lowest prices in the industry."

Called the Golden Ear series, the high-fidelity packages are priced from \$39.95 to \$249.95. The units will feature Norelco speakers made by Philips of the Netherlands, custom cabinets, baffles, a V-M changer, and tuners and amplifiers by Espey.

According to Mike Muckley, sales manager, "this is the way the consumer wants high fidelity. The mystery is taken out, the packages are complete and the price is right."

Display stands that tell the Golden Ear story will be made available for in-store merchandising. Ten-page, two-color catalogs for dealers and customers are also being made available.

Ekko Records Incorporates

HOLLYWOOD, May 7.—Ekko Records, headed by Richard Hall, has incorporated for \$200,000 in line with a program calling for widespread expansion of the firm's operations.

Organized in the early part of 1954 by Hall, a writer at CBS and Warner Bros., the company plans on adding to its existing talent roster in addition to opening new distribution outlets.

Ed Bloodworth, for the past 12 years production and editorial supervisor of the CBS radio program, "The Whistler," has joined the company as a vice-president.

Prosen Launches Big Records Firm

NEW YORK, May 7.—Music publisher Sid Prosen, head of Village Music and Hometown Music, has entered the record field with a label titled Big Records. First sides have already been cut. These include "Coo, Coo, Coo" backed with "Call Me Darling, My Darling," by the Voices Three. Also in the first release is "The Horse and Carriage Ran Away" backed with "Sitting Alone," cut by vocalist Georgia Carr.

For the present, Big Records will operate in the pop field, according to Prosen, who claims he has some 20 sides in the can and six artists under contract.

Hampton Pays Token Fine in 'Breach' Case

HARTFORD, Conn., May 7.—Band leader Lionel Hampton has been ordered to pay \$25 damages for breach of contract.

The Citizens Committee of the North End, a non-profit organization serving a community center, had sued Hampton for \$3,000 for failing to appear at a benefit concert some 18 months ago. Hampton played, instead, at the downtown State Theater.

Common Pleas Court Judge John C. Fitzgerald awarded the lesser amount because he said many intangible factors were involved.

Name Bands Booked By Pleasure Beach

BRIDGEPORT, Conn., May 7.—Pleasure Beach Ballroom here, at the municipally operated amusement park, will open for the season May 22 with the same policy of name bands on Sundays and territorial bands during the week.

Ralph Flanagan is booked for May 22, Charles Barnet May 29, Woody Herman June 5, Tex Beneke June 12, Bill Haley's Comets and Ed Grady's Commanders June 19, Charles Spivak June 26, the Dorsey Brothers July 3, Richard Maltby July 10, Sauter-Finegan July 17, Les Brown July 24, Stan Kenton August 14, and Ralph Marterie ending the season August 28.

VINYL SUPPLY

Floors and Beer Hold Up Platters

NEW YORK, May 7.—Beer and floors, not necessarily in that order, are affecting production of LP and EP records.

The Bakelite Company, which supplies the bulk of the vinyl used by the disk industry, has experienced peak demand from producers of plastic flooring and beer cans, both of which use the same vinyl resin that goes into records. In the case of the beer cans the vinyl is used in the lining.

As a result, the vinyl supplier has been forced to back order shipments to record manufacturers a week or more for several weeks. However, a Bakelite spokesman said that deliveries, should be back to normal in June.

Three Connecticut Concert Groups Hit In Contract Suit

BRIDGEPORT, Conn., May 7.—The Wednesday Afternoon Music Club of this city, The Community Concert Association of New Canaan are named as "agents, trustees and debtors" of Columbia Artists Management, Inc., which is defendant in a \$75,000 breach-of-contract suit brought by Robert H. Ferguson in Superior Court here.

Ferguson alleges that he signed a contract with Columbia Artists in July, 1952, to cover the period of January 1, 1953 to December 31, 1957. But on November 15, 1954 he was discharged, according to writ. No further details are given.

The \$75,000 attachment on Columbia Artists brought the three organizations into the suit. The writ says that they "have concealed in their hands the goods, effects and estate of said defendant (Columbia) and are indebted to it."

Astor Roof Books Monroe and Hefti

NEW YORK, May 7.—Vaughn Monroe and Neal Hefti's band have been booked into the Astor Roof here for a four-week engagement starting May 25. The date is the first set under the management of the Sheraton Hotel chain, and virtually the first time in 17 years that the room has been booked by any other agency but the Music Corporation of America.

Monroe and Hefti were both booked thru Willard Alexander. Following the Astor date, Alexander has set a one-nighter dance tour thru New York, Ohio and Pennsylvania for Hefti and the McGuire Sisters starting July 2 thru 17. Meanwhile, the band is playing a series of college dates, including Cornell and Penn State. Monroe, who goes into the Astor as a single, just finished a two-week date at the Riverside Hotel, Reno, Nev., and before that a five-week run at the Sahara in Las Vegas, Nev., and a four-week engagement at the Fontainebleu, Miami Beach.

M-G-M to Release 'Melody' Albums

NEW YORK, May 7.—M-G-M has finally cleared the way to release its sound track album of the new M-G-M movie "Interrupted Melody," and the package will be on the market the last week in May.

The movie is based on the life of paralytic opera singer Marjorie Lawrence, with Eleanor Parker playing her on the screen and Eileen Farrell dubbing in the vocal selections. All three ladies will be given credit on the album, which will be released as a 12-inch at \$4.98 and a \$4.98 three-pocket EP, marking the third such three-pocket EP package for the label.

Since most of the sound track is in the classical vein, M-G-M for the first time will make a drive to get plays over classical record programs aired by FM stations in and around New York.



**springs
the year's
hottest
record**

IT'S A SIN TO TELL A LIE

by the year's top artist discovery . . .

**SOMETHING
SMITH
and
the
REDHEADS**



"It's a Sin to Tell a Lie" also included

in EPIC Album

"NOW EVERYBODY SING"

with **SOMETHING SMITH** and **THE REDHEADS**

(Long Play) LG 1020 (Ext. Play) EG 7069; EG 7117



b/w
MY BABY JUST CARES FOR ME
EPIC #9093

Breaking for a Smash!

**"TWO HEARTS,
TWO KISSES
MAKE ONE LOVE"**

Recorded on:

- Capitol.....FRANK SINATRA
- Columbia.....DORIS DAY
- Coral.....THE LANCERS
- Decca.....DE MARCO SISTERS
- De Luxe.....THE CHARMS
- Dot.....PAT BOONE
- Mercury.....CREW CUTS
- RCA Victor.....THE DOODLERS
- RCA Victor.....RITA ROBBINS and DON WINTERS

ST. LOUIS MUSIC CORP.

**"WHEN YOU
WISH UPON
A STAR"**

**"BE SURE,
BELOVED"**

BOURNE, INC.

136 W. 52d Street New York 19

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

Talent Locations Opening Up

• Continued from page 13

Dunes, opening May 25 and starting its talent policy with Vera Ellen; The Stardust, which opens in August, and The Tropicana, opening December 15. Vegas spots are using four-week runs, and are proving very lucrative.

The one-nighter field and business in small combinations is also on the up-grade. Barnett gives particular emphasis to the rising talent market offered by conventions, industrial shows and supermarkets. Top names, such as George Gobel, are being bought for shows of this type.

One of the more optimistic aspects of the picture is good business currently being done by bands. Lombardo, Harry James, Les Elgart and others are racking up strong grosses and their one-nighters are tying in with an increase in record releases by the major labels. Lombardo, for instance, currently selling strongly on his Decca "Lombardoland" album, is just winding up the first month of his tour of one-nighters. Here are the figures:

Lombardo Grosses

Tour started April 9 and as of the close of this week it grossed \$176,000. He has two acts with the band, Jimmy Nelson and Danny G'Day, vent turn, and the Taylor Maids, vocal trio. Outstanding Lombardo grosses were Sioux Falls, S. D., \$8,900; Little Rock, \$8,300; Vicksburg, Miss., \$7,000; Bryan, Tex., \$7,400, and Norfolk, Neb., \$7,000.

Lombardo comes to New York before the end of this month to cut another album, then goes out on a short location trip in Canada, after which he will play split weeks with the band in order to give him

time to produce "Arabian Nights" at Jones Beach.

Sammy Kaye goes on tour shortly. Fred Waring, currently on the road, is having one of his best tours, and his box-office success is also reflecting strong album sales ("Broadway, 1955").

Barnett, who believes more people are dancing than has been the case in recent years, credits disk jockeys along with record companies for sparking the resurgence. He intends to make further additions to personnel in both the band and act departments.

Deejays, Dailey

• Continued from page 13

with them personally. According to Dailey the contracts were signed "by Lyle Reed for Frank Dailey."

Hassle Spreads

After a great deal of hassling between artists, agents and unions, it was decided that Faron Young would play the Terrace Ballroom for the deejays' dance May 16 and 17, and that Hank Snow would appear at the Meadowbrook June 6 and 7.

The dances had been plugged exclusively via radio spots on WAAT, and at first it looked rough for Dailey, since Larkin and Reed are the only country and western deejays with regular shows in the area. Dailey solved that problem, tho, by buying time on the spinners' shows, which means that Larkin and Reed are now in the peculiar position of having to plug dances held on the same dates as their own affairs. When asked if he thought the deejays would really put their heart into the commercials, Dailey said he was putting his trust in the Federal Communications Committee and the fact that his agency, United, also buys time for about 20 important WAAT sponsors.

Expands Promotion

In addition to buying time on WAAT, Dailey said he plans to expand his promotion to cover local and metropolitan newspapers. He may even build his own c.&w. deejay show if he can't find a good one on other stations. Dailey also plans to lower admission prices on the dances from the current \$2 to \$1.75 at the door and \$1.50 on advance sales. Following Snow, he is scheduling Red Foley for some time in the latter part of June. Dailey is also arranging for a nightly WPAT (Paterson) radio line.

Meanwhile, Larkin and Reed have booked Hank Thompson for May 31, and if contracts with talent permit, they plan to telecast the monthly Terrace Ballroom dances over the station's TV outlet, WATV. Ironically, Dailey operated the Terrace Ballroom from 1942 until 1946, when he sold it to the owners of WAAT.

**Emerson Intros 2
New Phono Models**

CHICAGO, May 7.—Emerson Radio & Phonograph Corporation announced new models in its line by debuting a console model phonograph and a leatherette three-speed portable. The console, Model 836, has an automatic three-speed record changer, three six-inch speakers and a frequency range of 50 to 12,000 cycles per second. The unit will retail at \$149.50.

The portable phonograph will retail at \$24.95. The unit weighs seven and one-half pounds.

Larry Kanaga

• Continued from page 13

and the Guenther Advertising Agency, Chicago.

Bullock traces his connection with the firm since 1926, when he joined the Victor Talking Machine Company staff as cost clerk. In his long association with Victor he has held posts as plant manager in Hollywood, plant accountant in Indianapolis, manager of material and several distributing and field executive jobs. He moved into his slot as Kanaga's next-in-line in 1953.

**Rules Protest
On Functional
Music Stays FCC**

WASHINGTON, May 7.—WWDC's protest that the Federal Communications Commission's proposed change in functional music broadcasting rules might possibly send the Washington FM station off the air won a 30-day delay in the FCC's original date of May 2 for the amendment to go into effect. FCC's proposal to limit FM stations' music broadcasting to subscribers on a simplex basis to hours outside of a regular 36-hour weekly programming (five hours a day minimum) would force WWDC to cancel many of its background music deals at heavy financial loss, the station said.

The rule amendment would permit FM broadcasters to multiplex to subscribers without time limitation, but WWDC says it has been unable to get multiplexing equipment in time to meet the new ruling date. Echoing the WWDC complaint, the William Penn Broadcasting Company, Inc., WPEN-FM also states that it can't get any delivery date for multiplexing equipment and will lose its arrangements to supply business establishments with music thru Musitone, Inc.

An FM station in New York, WGHF, was bought by Air Music, Inc., a subsidiary of Muzak Corporation, this week from W. G. H. Finch, with payment of \$41,000 for the remaining interest, according to FCC.

'Chee Chee'

• Continued from page 14

Hale) were being rushed to deejays, in addition to the Victor entry.

Foreign Angle

Hill & Range applied for its injunction last week (The Billboard, May 7). In denying the motion Judge J. McNally noted that the tune was published abroad.

"It is clear that both the music and the lyrics were heretofore published," Judge McNally's decision read. "The plaintiff's application is directed to an English recording incorporating the published music and lyric. Under the circumstances, it would appear that whatever common law rights the plaintiff might have had prior thereto terminated with the publication of the music and lyric, altho the publication thereof occurred abroad."

Curious aspect of the hassle is that some of the diskings of the tune were already being played by deejays as early as Thursday (5), altho the original release date was supposed to be May 15.

Sidney Diamond represented London Records in the action.

Scramble for DJ's

• Continued from page 14

ered by income from the Cleveland show. Randle will broadcast to Cleveland from 2 to 4 p.m., then dash over to CBS for his 4 to 6 p.m. WCBS show, then back to his offices for another broadcasting session to Cleveland from 6 to 7 p.m.

In the morning he will tape a special two-hour seg from Cleveland which will be played during his two-hour stanza on WCBS. In addition to his annual \$100,000-plus take from WCBS, Randle will continue to draw \$55,000 from his WERE show.

Almost KO

Randle's five-year deal with CBS almost fell thru last week because the jockey refused to give up his Cleveland show (he also owns stock in WERE) or tape it in advance. However, he finally agreed to the present arrangement on the premise that if he tapes the two-hour seg only a couple of hours before he goes on, the show will still have a timely flavor.

Merchandising will play a big part in Randle's new CBS set-up, with the deejay scheduled to put heavy emphasis on charity-benefit show promotions here and in Cleveland.

Westminster Price

• Continued from page 14

least 30 sets taken out of the old catalog will be remastered, in most cases to etch more music on each disk, and issued in the dual format. There will also be some re-recorded works. An example of the latter is a new recording of the Schubert Impromptus (complete) by Badura Skoda on one 12-inch, superseding the pianist's older version, also complete, on two LP's.

"Lab" Series

Westminster is also planning to step up production of its "Lab" series of LP's, listing at \$7.50. The firm will also introduce a variation of the "Lab" series consisting of two-disk sets holding standard symphonies. Most of these will be turned out on three LP faces at a suggested list of \$11.25. If four sides are required, the price will be upped to \$15.

All "Lab" series records hold no more than 16 minutes of music on each LP side.

Westminster execs assert a few more new series are still in the planning stages, altho early announcements are expected. One of these, however, will be a line of literary LP's acquired thru Argo Records of London. These and other lines now being negotiated for in Paris will go into Westminster's International Series.

Williams Files

• Continued from page 14

guins recently signed a recording contract with Mercury Records.

Action charges that Mercury and Ram "wilfully and maliciously undertook to persuade the Penguins to breach their contract with Dootone Records."

The legal pot continued to boil this week when two further actions were filed against Dootsie Williams by Jesse Belvin and Carl Green, who claimed that Curtis Williams, leader of the Penguins, did not write "Earth Angel" and "Hey Senorita." Belvin and Green ask for an equitable share of royalties in their action against Dootsie Williams.

Previous action (The Billboard, May 7) filed by Curtis Williams against Dootsie Williams was temporarily slowed this week (6) when plaintiff's request for an injunction was tabled until May 13.

WATCH:

JUSTICE

**GISELE
MAC KENZIE**

MAY 12th

From The M.G.M. CinemaScope Picture
"MANY RIVERS TO CROSS"

**THE
BERRY
TREE**

MILLER MUSIC CORPORATION

**HEY MR.
BANJO**

THE SUNNYSIDERS - Kapp

MILLS MUSIC, INC.

BMI Check List
OF NEW RECORD RATINGS
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
AIN'T IT A SHAME (Commodore) FATS DOMINO (Imperial)	R&B Best Buy	Award o' the Week	
BESAME MUCHO (Peer International) EYDIE GORME-STEVE LAWRENCE (Coral) JUAN GARCIA ESQUIVEL (Victor)	76 (Good)	Best Bet B (Very Good)	Very Good
BO DIDDLEY (Arc) BO DIDDLEY (Checker) JOE REISMAN ORCH. (Victor) JEAN DINNING (Essex)	R&B Best Buy 79 (Good) 77 (Good)	Award o' the Week Best Bet B (Very Good)	
CLOSE YOUR EYES (Rush) EYDIE GORME-STEVE LAWRENCE (Coral) THE FIVE KEYS (Capitol)	79 (Good)	Award o' the Week	Best Bet
GENUINE LOVE (Roosevelt) LES PAUL & MARY FORD (Capitol)	Best Buy	Sure Shot	Very Good
I HAD A HEART WHEN I CAME IN (Stratton) BETTY MADIGAN (MGM) BETTY ANN GROVE (Major)	75 (Good)	Sleeper of the Week C+ (Good)	
LOVE AMONG THE YOUNG (Meridian) ROSEMARY CLOONEY (Columbia)	78 (Good)	Best Bet	Best Bet
THE MESSAGE (Raleigh) LINCOLN CHASE (Columbia)	73 (Good)	Best Bet	Good
THE MONSTER (Hudson-Darf) THE COMMANDERS (Decca)	71 (Good)	B+ (Excellent)	
MY SYMPHONY (Winnelon) VIC DAMONE (Mercury)	76 (Good)	Best Bet	Good
NO LETTER TODAY (Peer International) LES PAUL & MARY FORD (Capitol)	Best Buy	Sure Shot	Best Bet
NOT YET (Mellin) SUSAN HUNTER (Decca)	75 (Good)	Sure Shot	Best Bet
OLD LONESOME TIMES (Driftwood) CARL SMITH (Columbia)	C&W Best Buy	C&W Spotlight	
ONLY YOU (Lowell) BILLY ECKSTINE (MGM) THE RHYTHMETTES (Victor)	76 (Good) (Satisfac- tory)	Sleeper of the Week Best Bet	Very Good Very Good
THE SPHINX WON'T TELL (Greta) THE FOUR ESQUIRES (Cadence)	76 (Good)	B+ (Excellent)	Good
THERE SHE GOES (4 Star) CARL SMITH (Columbia)	C&W Best Buy	Bullseye	

BROADCAST MUSIC, INC. 589 FIFTH AVENUE
NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

EXCITEMENT

**KISS ME
AND KILL
ME WITH
LOVE**

and

**SMACK
DAB
IN THE
MIDDLE**



The MILLS Brothers

on DECCA 29511 and 9-29511

from

America's Fastest Selling Records



**DECCA
RECORDS**

*first
and
fabulous!*

*together on another adler-ross
song from "damn yankees"*



**PERRY
COMO**

**JAYE P.
MORGAN**

**TWO
LOST
SOULS**

20/47-6137



A "New Orthophonic" High Fidelity Recording

MUSIC AS WRITTEN

COL'BIA TO ISSUE 'DAVY' ON UNBREAKABLE 78's . . .

Columbia's two-record 78 r.p.m. "Davy Crockett" sets will be made available this week on unbreakable disks, with each set retailing for \$2.25. Previously, these were issued on shellac, and sold for \$1.98. The demand for 78 r.p.m. in the children's field apparently continues strong, but buyers have expressed their preference for the non-breakable material, regardless of price, it was said.

SHAPIRO-HENTOFF BOOK SET FOR JUNE 20 . . .

After several release date shifts, the new Nat Shapiro-Nat Hentoff book, "Hear Me Talkin' to Ya," "The Story of Jazz by the Men Who Made It," has been set definitely for publication on June 20. The tome was scheduled for September but has been pushed up to tie in with the various summer jazz festivals at Newport, R. I.; Tanglewood, N. Y., etc.

Shapiro is in charge of public relations for the Special Projects Division at Broadcast Music, Inc., while Hentoff, a former jazz deejay and lecturer in Boston, is associate editor of Down Beat. Rinehart is publishing the book.

TERRY REORGANIZES BAND SET-UP . . .

Dan Terry, the band leader, has reorganized his business set-up for a new fling in the dance field. He has switched his agency affiliation from Willard Alexander to General Artists Corporation, and has retained Sy Kravitz as personal manager, and Virginia Wicks for public relations. The band is booked into Birdland for one week starting May 19, and for three additional weeks starting July 28. Also scheduled is an appearance on the Jackie Gleason show in August.

MERCURY PROMOTION ON DRAPER 'GOOBER' . . .

Mercury Records, which seems to enjoy great success with its contests (mainly designed to aid the disk jockeys in building audiences thru the use of audience participation) has announced another new gimmick. The new participation is in connection with Rusty Draper's release of "Eating Goober Peas." Rusty sings four verses on the tune and all are tied together in story line form. The contest gimmick is for the deejay to ask his audience to write a fifth verse dealing with current events, i.e., we can help whip communism if we all sit down together and eat goober peas. The only catch is that it has to fit the meter and it must rhyme. The winner of the contest will receive \$100, and the disk jockey submitting the winner will also receive \$100. Deejays will send their local winners to Mercury and they will select the eventual winner.

EDDIE FONTAINE WINS 'HUNCH TUNE' AWARD . . .

Singer Eddie Fontaine was presented with the WAAF "Hunch Tune" award during his appearance on stage at the Chicago Theater in Chicago. The station has selected his Label "X" recording of "Rolling Stone" as the tune to be plugged all month over WAAF and on the city's juke boxes. The station and the local juke box operators' association have recently joined forces in a combined promotion.

CHANDLER WARBLING MAYTAG'S THEME . . .

Jeff Chandler's Decca version of "When Spring Comes" is being used as the theme song of the Maytag Company's spring cleaning contest. Deejays in different areas ask their listeners to submit a spring cleaning tip. A deejay in each city selects the local winner. The disk is being played before or immediately after deejays' announcements, and will also be played in all Maytag dealers' stores.

MARTERIE 'BABBINO' GETS RICORDI OK . . .

Ricordi & Company, publisher of Puccini's opera "Gianni Schicci," has okayed the Ralph Marterie instrumental recording of "O Mio Babbino Caro," which the label has retitled "Oh My Beloved Daddy." The publisher has reserved the right to pass on versions

of the melody. At this time Ricordi is mulling the passage of submitted lyrics.

CLUB DATES LINED UP FOR JOAN WEBER . . .

Thrush Joan Weber, who launched her singing career only five months ago with her "Studio One" smash, "Let Me Go Lover," opens at the Copa for a two-week engagement starting Thursday (12). On June 7, she goes into the Three Rivers, Syracuse, for a week, and then on to the Golden Hotel, Reno, Nev., for a double stanza starting June 15.

PAUL TO CAP'S FIELD STAFF UNDER LINKE . . .

Si Paul, former manager of Capitol's Boston branch, has joined the label's field promotion staff, reporting to Dick Linke, national promotion-publicity manager. Linke expects to augment his field promotion staff further later this summer.

CAC TO BOOK CON ED CITY PARK DANCES . . .

General Artists Corporation's Howard Sinnott will book Consolidated Edison's City Park dance in New York for the 14th consecutive year this summer. Beginning June 16, Sinnott will book 54 one-nighters for eight local parks on a Monday thru Friday basis. This year's talent line-up includes the bands of Art Mooney, Ralph Flanagan, Ray McKinley, Buddy Morrow, Tony Pastor, Claude Thornhill and Hal McIntyre.

New York

Jane Morgan is appearing this week on the Howard Miller show over NBC-TV from Chicago. . . . Decca's a.&r. chief, Milt Gabler, is in a flurry of recording activity. In one week he directed at least seven sessions, including sides by Sammy Davis Jr., Carmen McRae, Kitty Kallen and Bill Haley. . . . There are two top Coral acts in Pittsburgh this week. The McGuire Sisters open at the Twin Coaches Monday (9) for one week. The Goofers opened Thursday (5) at the Vogue Terrace. . . . The Hi-Fi Four, previously known as the Four Escorts, have been signed to a management pact by Lenny Lewis.

Coral Records has arranged a joint promotional tie-up with Miller Music and McCall's magazine on the Johnny Desmond record, "Togetherness." The ditty's title is the theme of McCall's editorial and advertising policy, and pertains to the feeling of unity the magazine wishes to foster within families.

Decca Records has signed the Cowboy Church Sunday School to a new two-year contract. Vocalist Frank Verna has also been signed to a Decca pact. . . . Gene Krupa and trio have been booked to open at the Rouge Lounge, Detroit, for one week beginning May 17, after which they go into the Flame, Minneapolis, for 10 days. . . . Bob Thiele, Coral's a.&r. chief, has added the Kirby Stone Quartet to an exclusive pact. Ditto Johnny Van, young singer-pianist from Cleveland. Thiele has also purchased several masters by maestro Dick Jurgens.

The annual Patti Page-Kappi Jordan music business picnic will be held this year on June 18. . . . Lester Collins, former E. B. Marks Music plugger, is now with the Peer-Southern combine. . . . Midge Barber, whose first recording is out on Cardill Records, actually is Barbara Leacock, daughter of Martin Leacock, who is assistant attorney general of the State of Michigan.

Warbler Jon Hendricks has been signed by Decca Records. The deal was set for him by Oscar Cohen, assistant to Joe Glaser at the Associated Booking Corporation. . . . Another Glaser property, thrush Carmen McRae, opens at The Rouge Lounge, Detroit, on May 23.

Jazz singer Betty St. Clair has signed with Shaw Artists. Shaw has booked her into the Flame Show Bar, Detroit, for 10 days starting May 20 and the Town Tavern, Toronto, from May 30. Her new Jubilee album will be released May 15. . . . Pianist Irving Fields has parted company with

MAY 14, 1955

the General Artists Corporation and has signed with Joe Glaser's Associated Booking Corporation. . . . Woody Herman's band has been booked for a two-week stint at Basin Street here starting June 16. Herman also has been set for the Newport Jazz Festival July 13. . . . Columbia recording singer Mindy Carson, on the Sands, Las Vegas, bill with Ray Bolger, has been held over for two weeks. The original booking was for four stanzas.

Vocalist Trudy Richards, whose latest disk release was "Don't Rush Me" on Jubilee, replaces June Valli on the Howard Miller show next week while Miss Valli vacations. The seg emanates from WGN, Chicago. . . . Alberto Socarras, Victor's Latin-jazz ork exponent, has signed with the McConkey agency. . . . Warbler Barry Frank, who has covered many hits for the bargain Bell label, cut several sides for Seeco last week. . . . Paula Adams has joined the new Neal Hefti band as vocalist.

Columbia kidisk topper Hecky Krasno will undergo surgery this week at the Montefiore Hospital, the Bronx. He'll be confined there about 10 days. . . . Bettye Kummerle of Des Plaines, Ill., has started her own label, Brand New Records. Her first release features a vocal group named, strangely, the Three Twins. . . . Ira L. Joachim, one-time advertising manager for London Records, has opened his own agency, the Jordan-Lewis Company.

Vocalist-orkster Billy Williams will play the Syracuse Hotel, Syracuse, May 10-28. On June 2, he will open at the Empire Room, Rice Hotel, in Houston. . . . Maurice King, the original musical support for Johnnie Ray and Lavern Baker, just celebrated his fifth anniversary at the Flame Show Bar, Detroit.

Roy C. Bennett, co-writer of "The Naughty Lady of Shady Lane," is handing out cigars to celebrate the birth of twin boys. The lads have been named Keith and Neil.

Eli Oberstein's Allegro-Royale label has released an LP titled "TV Show," featuring Jimmy Durante and Eddie Jackson. . . . Sonny King has just cut four sides for Nocturne Records. . . . The Ronalds Brothers are now in their 19th week at the Grange Cafe, Hamilton, Ontario. . . . Annette Bernard, Canadian thrush, has been inked to a recording pact by Juke Box Records, a Philadelphia label.

Tommy Mara now at the El Morocco, Providence, thru May 15. . . . Dorothy Shay, billed as the Park Avenue Hillbillie, goes into the Plaza's Persian Room May 12. . . . Joe Loco and his mambo quintet have been booked into the Ritz Carlton, Atlantic City for 10 weeks starting June 27. . . . Executives and staff of the Birch Phonograph Company are mourning the recent death of sales representative Irving Jacobs. . . . Kenneth R. Arvdon has been named executive secretary of the Magnetic Recording Industry Association.

M-G-M has signed a new canary Robbin Hood, and her first record will be out this month. The disk will be packaged in a gold-colored envelope.

RCA Victor canary Betty Johnson, now a regular feature on Don McNeill's ABC "Breakfast Club" from Chicago will sub for June Valli on Howard Miller's WNBQ-TV show the week of May 23. . . . Capitol Records has signed 15-year-old singer Gary Williams, of Spokane, Wash., a country and western artist. . . . Capitol also signed r.&b. warbler Billy Valentine and the Milt Buckner Quintet. . . . Peggy Hayama, a pop singer in Japan, was winned and dined by Capitol execs here this week during her good-will tour of the U. S. She records for Japan's King Records (not the U. S. label).

C. H. Thomas, manager of Electric & Musical Industries record division for the United Kingdom, was in town last week for confabs with Capitol execs. . . . Rita Garner has been appointed sales promotion director of WMGM. . . . Ted Steele was named musical director of WOR and WOR-TV here, in addition to his regular shows on the station.

Chicago

Disk jockey Jim Lounsbury, whose "Bandstand Matinee" TV show has been a top afternoon

rating grabber, has just signed a five-year pact with WGN-TV. . . . Tommy Reed and his orchestra are now in their sixth month at the Muelbach Hotel in Kansas City and have just been extended again. . . . Carmen McRae is currently heading the bill at the Streamliner. . . . Eddie Fisher and Morton Downey were guests last week on the "In Town Tonight" show over local CBS.

Dan Belloc and his orchestra are set for a recording session next week. Dan cuts for the M-G-M label. . . . Song plugger Larry Norret, with E. B. Marks, is back to work after recuperating from a heart attack in Florida. . . . Hots Michaels, song-writing pianist, is now in his third year at the Hotel Sherman piano bar. . . . Bud Brandon has signed Ann Henry to a personal management contract. She is skedded to appear in Leonard Sillman's new production, "New Faces of 1955." She was Eartha Kitt's replacement in the last "New Faces" revue. A deal is currently cooking to get her a record contract. . . . Nat (King) Cole opens at the Chez Paree, Friday, May 13.

Hollywood

The Cheer Leaders added to the cast of "Musical Chairs," NBC summer replacement for the Imogene Coca Show. Regulars Johnny Mercer, Bill Leyden, Mel Blanc and Bobby Troup headline. . . . Singer Marilyn Maxwell signed a three-year contract with the Royal Nevada Hotel, with her first four-week engagement starting May 17. . . . Carl Ravazza follows Kaye Ballard into the Mocambo May 24 for two weeks. . . . Clessa Williams has etched a brace of sides for Marquee records. . . . The Four Freshman inked for shots on the Steve Allen Show, May 25 and June 3. . . . The Guys 'n' Gals in town to promote their latest recording, "Seventeen Times," while appearing at the Bluenote. . . . Jimmy Palmer ork follows Eddy Howard into the Hollywood Palladium for two weeks. . . . Ivan Ditmars signed as musical director by 4-Star Productions. . . . Harry James orchestra left town on the first leg of a one-niter tour thru the Northwest and Chicago. James returns here June 22 for a four-week engagement at the Palladium. . . . The Sunnysiders, who etched the "Hey, Mr. Banjo" click, doing guest shots on the Larry Finley and Al Jarvis shows. . . . Milt Cornelius completed one-third of his trip around the world, and is currently in Ceylon, India. . . . Jack Burgess and Frank Amaru, RCA Victor execs, in town for a series of meetings with coast staffers. . . . Walt Disney has inked Leo G. Damiani, director of the Burbank Symphony, to do a musical direction on his upcoming "Mickey Mouse Club" teleseries. . . . Mel Henke has recorded a Cuban production sequence for "Guys and Dolls." . . . Jerry Colonna's Major recording of "Chicago Style" has been banned by Station WIND, Chicago. . . . Al Belletto Quintet, under Ken-Mor Artists management, has been revamped to a sextet with the addition of bass man Skip Fawcett. Group has been inked for their first Western date at Fac's, San Francisco, for four weeks beginning June 3.

Silbert's WABC Show Drops Out

NEW YORK, May 7.—Bill Silbert, one of the town's busier disk jockeys suddenly found himself without a daily show last week when his package producer allegedly defaulted on payments to the deejay and also to the station, WABC. The 12 to 3 a.m. package seg was yanked off the air, and currently the station runs only to 1 a.m. using a staff announcer and soft music.

Silbert, who claims he is owed three weeks pay by the agency, is taking the issue to his union. Meanwhile, on June 13, he resumes his live talent show over WMGM emanating from Palisades Park, N. J., where he has held forth the past two summers. He also expects to land a regular Friday night 45-minute seg from the same spot over WOR-Mutual.

Silbert also is the regular deejay on the "Philco Phonorama" show, starring Johnny Desmond, over Mutual every Saturday.

*first
and
fabulous!*

*together on the big new
continental hit!*



**PERRY
COMO**

**JAYE P.
MORGAN**

**CHEE
CHEE-OO
CHEE**

20/47-6137



A "New Orthophonic" High Fidelity Recording

Maitland to Stay On Coast Awhile

NEW YORK, May 7. — Mike Maitland, Capitol's veepee-national sales manager, will remain on the West Coast for the next few months, altho ultimately his head-

quarters will be here at the label's New York offices. Maitland moved into his present post last February when Hal Cook left to join Columbia. The thinging of Capitol's top brass is that Maitland can become better acquainted with the merchandising, promotion, and artist and repertoire activities of the label if he observes it in operation over a long-term period.

Pierce Folio Case Settled

NEW YORK, May 7. — The Webb Pierce song folio, "Hits of Yesterday and Today," recent cause of an embroglio between Forrest Musio and Hill & Range, will be back on the market come August under the Forrest banner. The case, in which H. & R. endeavored to establish its sole right to the Pierce name and likeness, was settled by agreement between both parties at the request of Justice Coxe, who did not actually hand down a decision. At no time was the defendant, Forrest, held guilty of any unfair conduct or subject to damages until it had notice of the existing H. & R. agreement with Pierce. No injunction was granted, but Forrest did agree to pull the folio off the market during the summer months, until expiration of the Pierce pact with H. & R., rather than carry the matter to trial.

End Closer On Gieseeking Urania Suit

NEW YORK, May 7. — The long-standing suit brought by Walter Gieseeking against Urania Records moved closer to a court resolution this week when the litigants argued the German pianist's appeal for a temporary injunction against the diskery. The suit, which dates back to March, 1954, arose when Gieseeking's attorneys claimed Urania could not use his name in connection with LP's released by the record company. The records were acquired from East German sources. Industry interest in the case involves the examination of the rights of a performer in his artistic product. The case is being prosecuted on the contention that Urania "invaded" Gieseeking's "Right of Privacy."

Decca Quarter 28% Higher

NEW YORK, May 7.—Decca Records' first quarter net of \$816,339 is 28 per cent higher than net earnings of \$635,238 reported for the corresponding quarter of 1954. The earnings for the first quarter of this year are for the three months ended March 31 and include the company's share of undistributed earnings of its subsidiary, Universal Pictures. The earnings are equal to 50 cents per share on 1,602,501 outstanding shares of capitol stock. The earnings for the first quarter of 1954 were equal to 42 cents per share on 1,500,000 shares of capitol stock. On March 31, 1955, Decca owned 718,585 shares of Universal common, representing approximately 71 per cent of the motion picture company's outstanding common stock.

London Suit May Close Down 'Kismet'

LONDON, May 7.—A writ taken out by the heirs of composer Rimsky-Korsakoff and the Conseil de Curatelle, a Parisian music foundation, is threatening to close down the current successful run of "Kismet" here. Put on by Jack Hylton, the show opened during the London newspaper strike, but got the full rave treatment when reviews were again published. Basis of the charges are that the musical infringes on the work Rimsky-Korsakoff did on Borodin's opera "Prince Igor" on which "Kismet" music is based.

HOLLYWOOD, May 7.—Realizing the value of teen-age promotion in connection with its production, "Blackboard Jungle," M-G-M Studios has teamed with disk jockey Al Jarvis in staging a preview of the film for youngsters from Jarvis' ABC-TV "Make Believe Ballroom" show.

Berlin Wins 'Love' Suit

NEW YORK, May 7.—Irving Berlin's authorship of the tune "You're Just in Love" was upheld last week in a decision by Supreme Court Justice Martin M. Frank. Justice Frank ruled on a piracy action instituted by Joseph Smith. The latter claimed Berlin had copied 32 bars of music from "I Fell in Love," Smith's tune.

NEW YORK, May 7.—A suit and countersuit between Irving Berlin and Sol Bourne, filed nine years ago (The Billboard, August 31, 1946) in New York Supreme Court, was settled and discontinued out of court.

Bourne had sued for \$11,050 for alleged rental of premises by Berlin subsequent to the split-up of the firm in 1944, for monies owed by employees who went with

Tape Transfers

The records in question were transfers from tapes. Substance of Gieseeking's argument is that he never consented to have the tapes come out as recordings. They were made only for delayed radio broadcast, his attorneys assert.

The Urania position is that the tapes carried with them the right to make recordings and that this right was transferred to the diskery by the rightful owners of the tapes. Urania argues further that even if the tapes carried the alleged restriction, under international law their seizure by occupying armies wiped out any rights of enemy nationals in their content.

Judge J. McNally, of New York Supreme Court, reserved decision on the appeal for a temporary injunction.

Berlin after the split, and other odds and ends. Berlin retaliated with a \$25,000 suit asking for certain sheet music and mechanical royalties and performance fee before the split, etc.

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Here's the inexpensive, easy-to-use personalized promotion sheet that's made to order for more dealer sales. Printed as a 4-page folder (7x8 1/2 per page), it carries The Billboard HONOR ROLL OF HITS to 35 places with the best-selling records of each tune.

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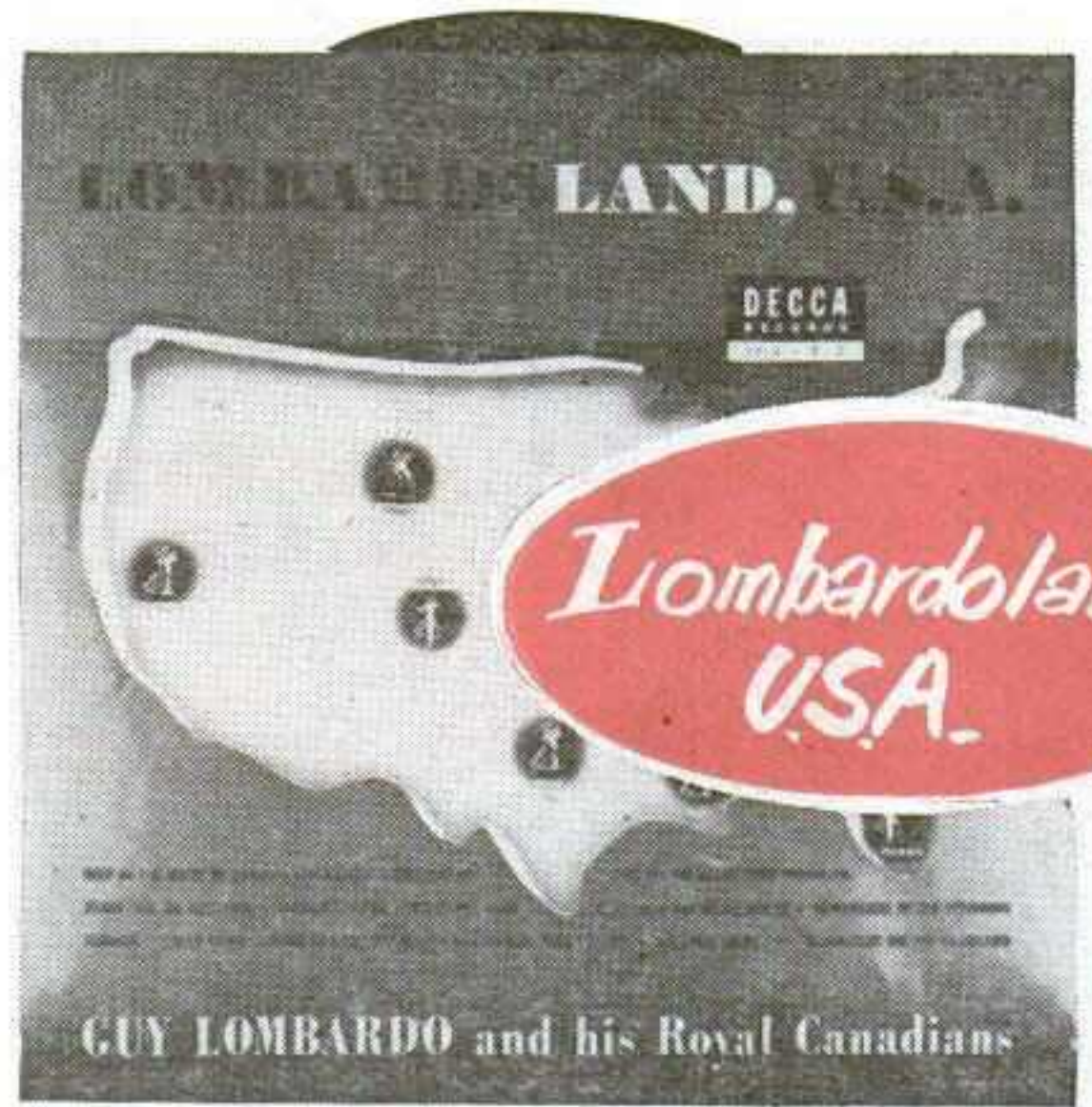
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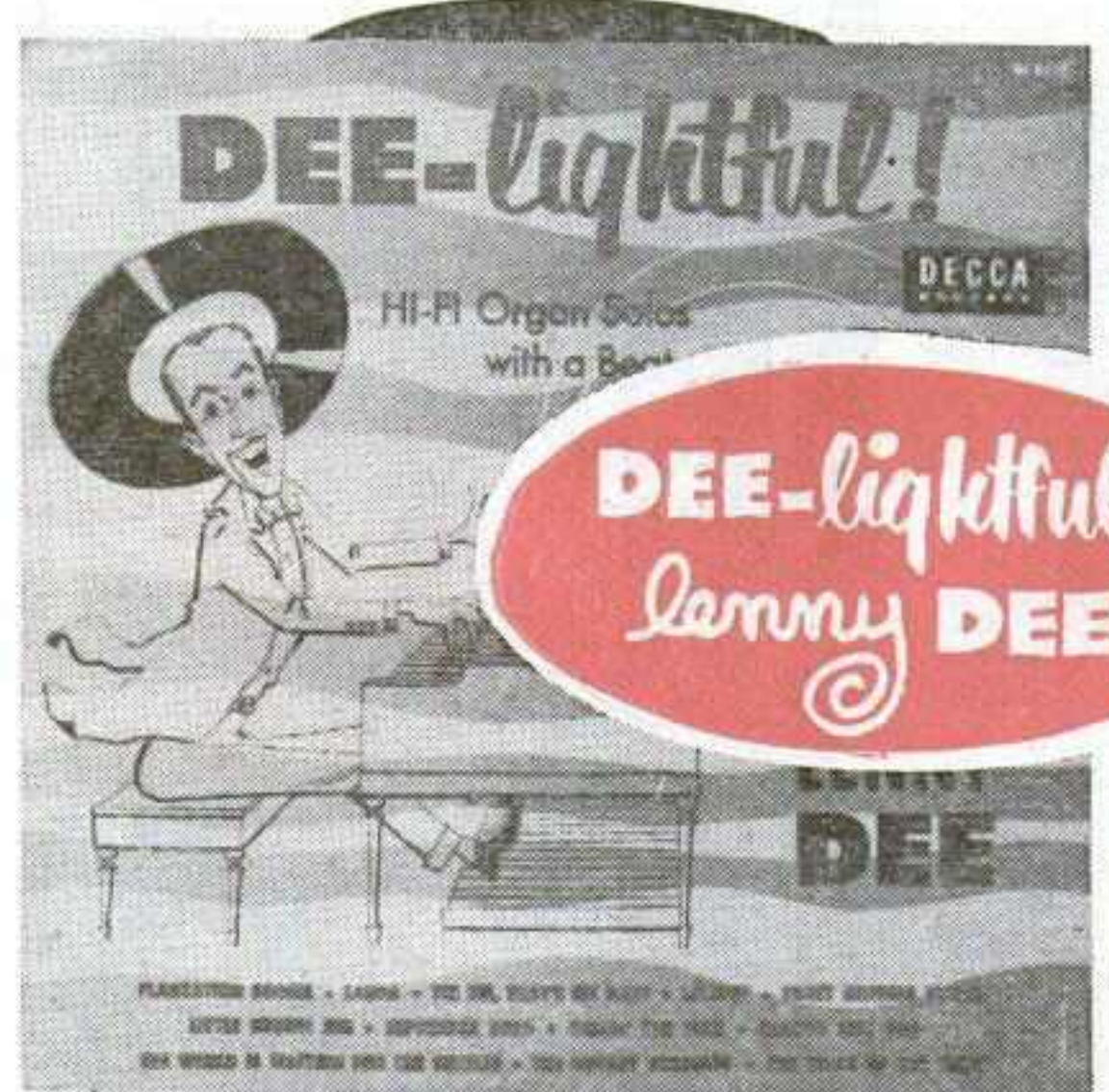
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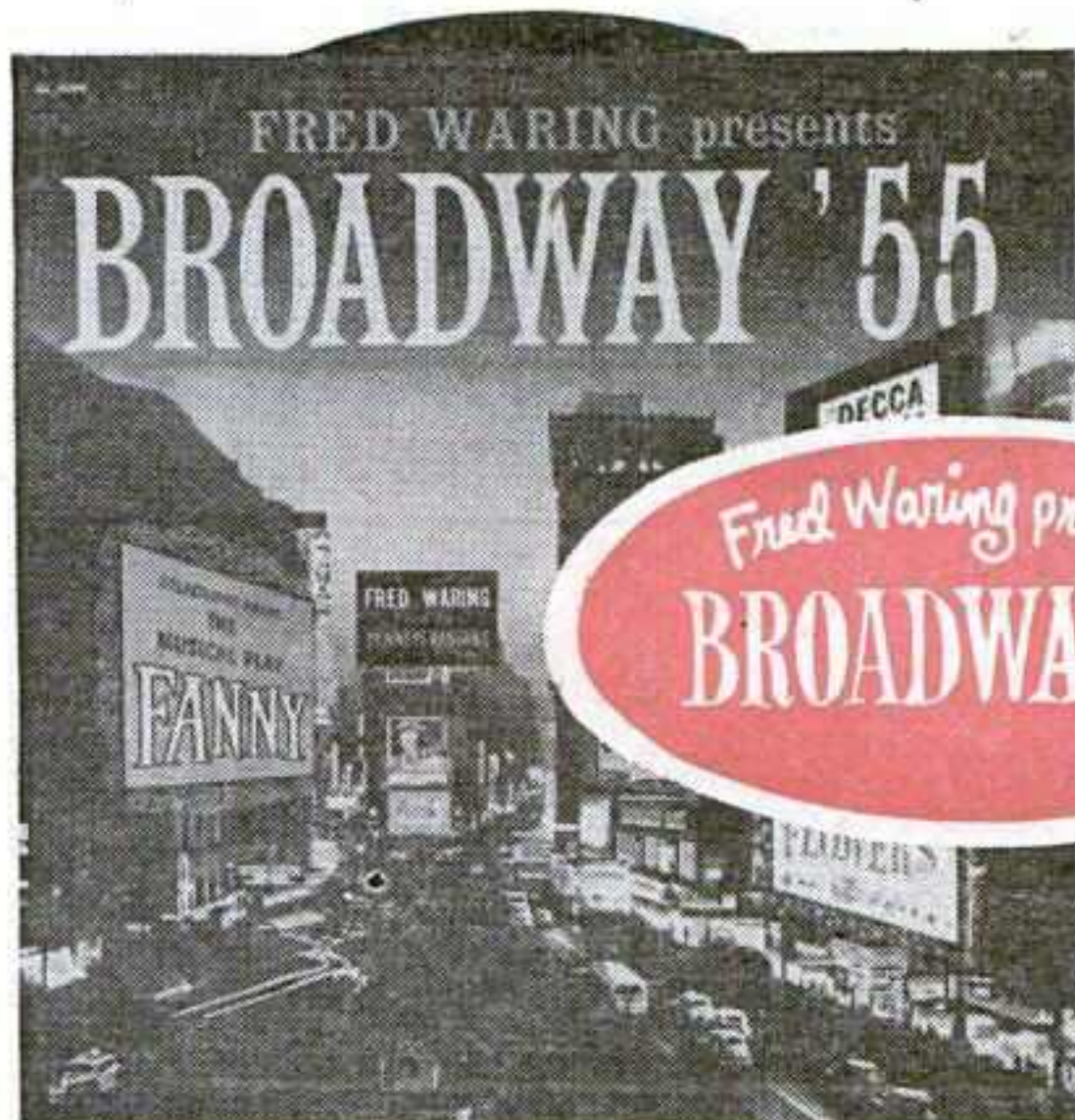
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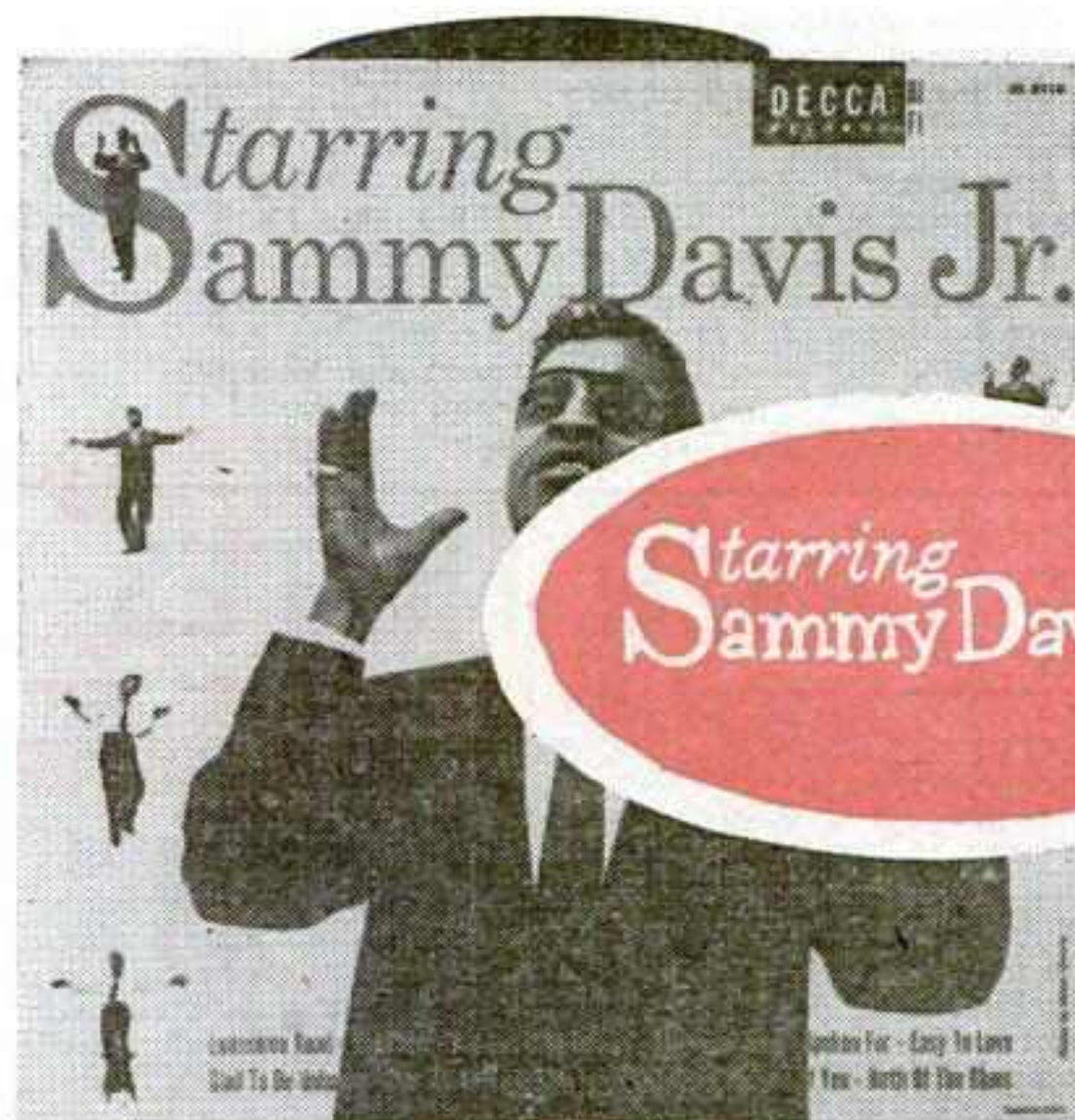
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				ED 2182	_____	ED 2216	_____
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Selling Albums



PHONOS—HI FI

By STEVE SCHICKEL

V-M ISSUES 4-SPEED

PORTABLE PHONOGRAPH . . .

A versatile new portable phonograph designed for the low-priced field was introduced by the V-M Corporation. The unit, housed in a handsome charcoal or dawn grey case, has a detachable lid and will retail for \$49.50. The unit, Model 155, features both external speaker and external amplifier jacks to make it adaptable to a multitude of home, school and industrial uses, including public address systems. Also featured is a four-speed control allowing for the 16 r.p.m. talking book speed as well as the regular 78, 45 and 33 speeds. The two-tube amplifier system makes the unit adaptable for use as a record changer in high-fidelity custom installations.

ALLEGRO ANNOUNCES

NEW TABLE PHONO . . .

Allegro Electronics Corporation, Huntington, N. Y., this week announced the availability of its new table model phonograph, the Patio Pal. The unit features a five-watt amplifier and two speakers. It also features a laminated plastic top for wear and durability. The phonograph can be used as a console by the purchase of wrought iron legs designed to go with the unit. Suggested retail price on the new model is \$99.95 without the legs.

GE MAKES CHANGE ON

REPLACEMENT STYLI . . .

General Electric Company has changed the design of its high-fidelity replacement styli. The new method permits changing individual styli tips rather than the entire assembly. The new model positions the knob, shaft and needle holder as a permanent part of the variable reluctance cartridge. Called the clip-in tip, the new unit will sell for \$2.10 for the sapphire tip and \$16.50 for the diamond replacement.

STROMBERG-CARLSON FIRST

QUARTER BUSINESS REPORT . . .

In a meeting of stockholders at Rochester, N. Y., the Stromberg-Carlson Company revealed the first quarter of 1955 showed substantial increases in business over the same period last year. The sales for the period amounted to \$17,009,385, an increase of \$750,000. Net earnings totaled \$604,577 com-

pared to \$571,553 last year, or \$1.07 a share. Re-elected at the meetings were the following board members: Robert C. Tait, president; Gordon G. Hoyt, executive vice-president; William Fay, v.-p. in charge of broadcasting division; Sidney R. Curtis, v.-p. in charge of government contracts, and 11 other members.

MOTOROLA FIRST QUARTER

SALES, EARNINGS REPORT . . .

For the first quarter of 1955, Motorola, Inc., reported sales of \$51,878,179 compared with \$48,006,800 for the same period last year. Earnings were up to \$2,153,038 from \$1,644,048 last year. Net earnings were \$1.11 a share compared with 85 cents. In making the report, Paul V. Galvin, president of the firm, announced he felt that 1955 would be a record year for sales.

NEWS SHORTS OF PEOPLE,

PRODUCTS AND EVENTS . . .

A transistor kit, consisting of seven commonly used junction transistors, is being marketed by General Transistor Corporation, Jamaica, N. Y. The kit is said to be a \$35 value and is being offered at \$19.95. . . . Everett W. Olson has been appointed director of public relations and advertising of the Webster-Chicago Corporation. S. T. Seaman, who formerly held the post, has joined the John W. Shaw advertising agency in Chicago, which was named last week to handle the Webcor account. . . . Rogers & Baldwin Hardware Company, Springfield, Mo., has been named a distributor by the Hallicrafters Company. The firm will cover 10 Oklahoma counties, nine in Arkansas and 26 in Missouri.

Stewart-Warner Corporation had a net profit for the first quarter of \$1,116,000, equal to 83 cents a share. This is nearly 40 per cent ahead of last year's first quarter. . . . The 1955 Electronic Parts Show, which is being held in Chicago's Conrad Hilton Hotel, May 16-19, will be electronically controlled. Tape recorders at registration desk will give registration instructions; paging and messenger service will be controlled by electronics; the show's offices, press room and other rooms will be connected by intercom, and closed circuit TV will transmit bulletin board messages.

LINER NOTES

By IS HOROWITZ

VICTOR READIES ALBUM

FOR RELAXED GROUP . . .

In a new approach to mood music RCA Victor is readying a special album for the relaxed-listener group using classical music—in short doses, of course. It all came about thru the efforts of Edward B. Benjamin, a Southern philanthropist who has done considerable research in "restful" music. He also has commissioned many works from contemporary composers, with his only demand that they be restful in nature.

For the Victor project Benjamin assigned Walter Diehl to make up a discography of suitable music which the label then assembled into a package. All the works were recorded by Leopold Stokowski, and they include Italian baroque selections and pieces by Bach, Purcell, Beethoven, Bizet, etc. The LP will be released in June.

REMINGTON TO KICK OFF

UPPED RELEASE SKED . . .

As part of its upped release policy, Remington is moving out three new 12-inchers to dealers. One, featuring works by Robert Ward and Leon Stein, was commissioned by the American Composers' Alliance. Performance is by the Cincinnati Symphony under Thor Johnson, also to be heard in the Tchaikovsky Symphony No. 2, the second disk from the label. The third is a suite based on Offenbach excerpts, "Offenbachiana," arranged and conducted by Manuel Rosenthal, who leads the RIAS Symphony in the etching. Rosenthal, of course, is the

arranger of "Gaité Parisienne," the ever popular Offenbach pot-pourri.

MERC. TO SHIP PLUSH

'DAPHNIS' PACKAGE . . .

Mercury has another plush Antal Dorati-Minneapolis Orchestra package ready to go out to dealers. This is a complete recording of Ravel's "Daphnis et Chloe." The factory-sealed job, a follow-up to the label's "Nutteracker" and "Swan Lake" sets, will be factory sealed and will contain elaborate notes and illustrations. Woodcuts by Aristide Maillol are used. Suggested list price is \$6.95.

ESOTERIC GETS EXCLUSIVE

TO SIENA PIANOFORTE . . .

Esoteric Records, thru arrangement with Avner Carmi, the owner, has obtained exclusive recording rights to the Siena Pianoforte. The company expects to record a series of eight LP's featuring the instrument as played by Alec Templeton, cut both monaurally and stereophonically.

This instrument was built around 1800, from Jerusalem wood, and was carved by N. Ferri, of Siena. It was presented to King Umberto I as a wedding gift in 1868, and was played on by Franz Liszt among others. During World War II, it was found by Allied minesweepers in the Sahara Desert in German El-Alamein, encased in plaster. Last year, it was brought to the States under the sponsorship of the Israeli government.

much chance to pick its own hits. It's given a pre-digested U. S. menu.

Jukes Restricted

Another restriction to vital disk traffic is the fact that juke boxes are restricted to establishments that do not serve liquor. Taverns or bars which feature live talent don't carry a juke box. Consequently, when a record hits, only about 5 per cent of the sale is to the boxes. From the sales and exposure standpoint, a disk is stymied.

Today, however, Canadian manufacturers and distributors are increasingly aware of their market limitations. They are also increasingly aware of Yankee exploitation methods. There's keen competition for American indie label hits, to be imported or pressed in Canadian plants. Persistent radio contacting is bound to break down some of the barriers. Also, once the TV-furor subsides, phonograph purveyors may be expected to move in to augment considerably the present 1,200,000 players already in Canadian homes.

Canadian Disk Biz Lags

• Continued from page 13

Otto." "Melody of Love" would hardly register in the French belt. Most of the big American hits, however, are covered by French lingo versions.

There is practically no Negro market in Canada. The r.&b. records that sell are those that have a chance of going "pop," tho many of these don't happen simply because Canadians are generally more conservative by nature. Deep South blues have virtually no market.

On the other hand, with approximately 50 per cent of its population living in rural areas, there exists a strong predilection for c.&w. material. The percentage of c.&w. sales to pop sales in Canada is almost double the ratio in the States. Canada, of course, produced Hank Snow, who is naturally tremendous there. Slim Whit-

man is a special favorite, as is Doc Williams, who is a household word there, tho something less than that down here.

Deejay Fault

One factor in the present disk lag, which seems likely to be remedied in the near future, is the lack of exploitation at the disk jockey level. In most instances deejay shows are made up by the librarians. A single side may not be repeated—usually within a six-hour period.

Generally, the jockey is limited to established hits or melodious standards. Up-tempo numbers or novelties are virtually taboo until they have shown up on the American trade paper charts. In other words, when it comes to exposing new artists or material, Canadian jocks are a total loss. Actually, the Canadian public doesn't have

• Best Selling Popular Albums

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

LP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
2. CRAZY OTTO . . . Decca DL 8113
3. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
4. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
5. STARRING SAMMY DAVIS JR. . . Decca DL 8118
6. BRUBECK TIME—Dave Brubeck . . . Columbia CL 622
7. BENNY GOODMAN IN HI-FI . . . Capitol W 565
8. ARTHUR GODFREY PRESENTS CARMEL QUINN . . . Columbia CL 629
9. MUSIC FOR TONIGHT—Steve Allen . . . Coral CRL 57004
10. I LOVE YOU—Eddie Fisher . . . RCA Victor LPM 1097
11. MUSIC TO REMEMBER HER—Jackie Gleason . . . Capitol W 570
12. PETER PAN—Original Cast . . . RCA Victor LOC 1019
13. SILK STOCKINGS—Original Cast . . . RCA Victor LOC 1016
14. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
15. LES AND MARY—Les Paul & Mary Ford . . . Capitol W 577

EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. CRAZY OTTO, PART 1 . . . Decca ED 2201
3. CRAZY OTTO, PART 2 . . . Decca ED 2202
4. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
5. I LOVE YOU—Eddie Fisher . . . RCA Victor EPB 1097
6. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
7. STARRING SAMMY DAVIS JR. . . Decca ED 2214-6
8. BY REQUEST—McGuire Sisters . . . Coral EC 81098
9. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
10. PETER PAN—Original Cast . . . RCA Victor EOC 1019
11. SHAKE, RATTLE AND ROLL—Bill Haley . . . Decca ED 2168
12. MUSIC TO REMEMBER HER—Jackie Gleason . . . Capitol EBF 570
13. ARTHUR GODFREY PRESENTS CARMEL QUINN . . . Columbia B 491
14. BRUBECK TIME—Dave Brubeck . . . Columbia B 473
15. DEEP IN MY HEART—Sound Track . . . M-G-M X 276

• Best Selling Children's Records

1. BALLAD OF DAVY CROCKETT—Fess Parker . . . Columbia J 242
2. BALLAD OF DAVY CROCKETT—(Tennessee) Ernie Ford . . . Capitol CAS 3229
3. BALLAD OF DAVY CROCKETT—Bill Hayes . . . Cadence CCS 1
4. OPEN UP YOUR HEART—Cowboy Church Sunday School . . . Decca K 146
5. THE LADY AND THE TRAMP . . . Capitol DBX 3056
6. PETER PAN (Walt Disney) . . . RCA Victor Y 4001
7. 20,000 LEAGUES UNDER THE SEA . . . RCA Victor Y 4004
8. DAVY CROCKETT, THE INDIAN FIGHTER—Fess Parker . . . Columbia C 516
9. WHALE OF A TALE—Kirk Douglas . . . Decca K 148
10. DAVY CROCKETT AT THE ALAMO—Fess Parker . . . Columbia C 518
11. DAVY CROCKETT GOES TO CONGRESS—Fess Parker . . . Columbia C 517
12. LITTLE WHITE DUCK—Burl Ives . . . Columbia J 85
13. WINKY DINK AND YOU—Jack Barry . . . Decca K 144
14. TEDDY BEAR'S PICNIC—Rosemary Clooney . . . Columbia J 168
15. THE SIAMESE CAT SONG—Peggy Lee . . . Decca K 149

• Reviews and Ratings of New Classical Releases

STRAUSS WALTZES (1-12") — Andre Kostelanetz and his Orchestra. Columbia ML 4993 . . . 82

The Strauss waltz field is highly competitive, but fortunately the mass appeal of the composer keeps pace with the output of LP's featuring his works. This lyrical, highly commercial package is distinguished by unusually fine packaging, with an eye-catching color photo of a handsome pair of waltzers dressing up the cover. Kostelanetz, of course, has a strong following of his own. The lush instrumentals include the most popular Strauss selections—"Blue Danube," "Tales From the Vienna Woods," "Emperor Waltz" and "Voices of Spring."

BEETHOVEN: VIOLIN CONCERTO (1-12")—David Oistrakh, Violin; Stockholm Festival Orchestra; Sixten Ehrling, Cond. Angel 35162 . . . 81

There's no questioning the importance of this release. Caught during a Scandinavian tour, the phenomenal Russian violinist has been given a strong assist by Western recording engineers and comes thru with a wonderful reading of the concerto. This is a disk that many collectors will go out of their way to obtain. Dealers carrying it and awarding it adequate display will reap the benefit.

RACHMANINOFF: SYMPHONY NO. 3 (1-12") — Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 4961 . . . 80

This could be a big one. The symphony is a large slice of sanguine Slavie schmaltz that should register immediately with the legions of Tchaikovsky lovers. This rich-textured version has little competition and should have clear sailing for a long time. Ormandy and his magnificent orchestra are perfectly attuned to works of this type, and they are served well by the recording engineers. The "Vocalise," which rounds out side number two, is one of Rachmaninoff's loveliest melodies.

TCHAIKOVSKY: SYMPHONY NO. 6 (Pathétique) (1-12")—New York Philharmonic; Artur Rodzinski, Cond. Entree RL 3118 . . . 77

The melancholy "Pathétique" is one of Tchaikovsky's most popular works, and dealers should enjoy brisk sales on this package, both for its excellent performance and the fact that Entree's new price of \$1.98 gives it added sales appeal. The fact that the Entree packages retain the real name of the conductor and orchestra, of course, is also a big sales-plus for dealers. The album now is on a pricing level with Camden's version of the work by the Star Symphony Orchestra (alias for Leopold Stokowski and the Hollywood Bowl Symphony Orchestra).

MENDELSSOHN: SYMPHONY NO. 3 (Scottish); CALM SEA AND PROSPEROUS VOYAGE (1-12") — Israel Philharmonic; Paul Kletzki, Cond. Angel 35183 . . . 75

This issue is among the first recordings of the Israel Philharmonic, made by EMI engineers with transported equipment. On the record this is a first-flight orchestra, and this package will be rewarding to many buyers who will view the release with special interest. The works are fresh, airy, melodious and youthfully romantic. Kletzki's interpretations are more than adequate.

BORODIN: SYMPHONY NO. 2 IPPOLITOV-IVANOV: CAUCASION SKETCHES (1-12") — Philharmonia; Paul Kletzki, Cond. Angel 35145 . . . 74

While both of these concert favorites are available in a variety of recorded versions, this coupling is unique and of a quality to give lively competition to them all. Kletzki is particularly successful in the "Caucasion Sketches," whose familiar "March of the Sardar" would be a good demonstration band of the Philharmonia's virtuosity and of Angel's fine engineering.

(Continued on page 29)

Europe's Sensational Hit!

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BROS.**

singing



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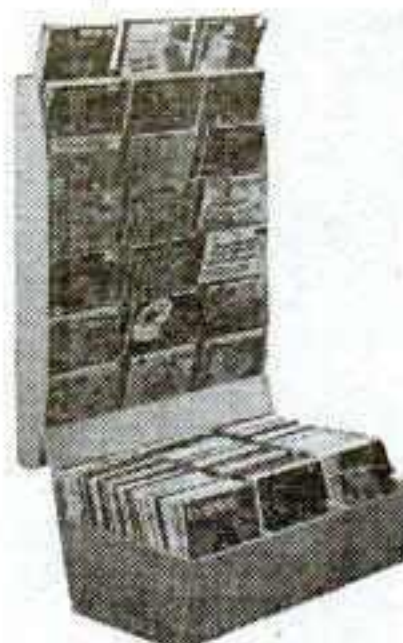
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Reviews and Ratings of New Popular Albums

IN THE WEE SMALL HOURS87

Frank Sinatra (1-12")
Capitol W 581
A Frank Sinatra album is good sales-news to the dealer and this is one of his best. The singer is still very hot with the public—as the result of his continued success in the movies and new-found popularity on TV and for some reason he seems to pack more sales-punch on LP than he does with singles. He warbles 15 memorable standards, plus the title tune (written expressly for the album) with poignancy and feeling, ranging in mood from the haunting "When Your Lover Has Gone" to the wistful "I'll Be Around," "Dancing on the Ceiling," "This Love of Mine" and "I Get Along Without You Very Well."

THE BIG BEAT79

Sam (The Man) Taylor Ork (1-10")
M-G-M E 293
This one is an instrumental dance package aimed directly at the "Rock and Roll" set. It's produced by disk jockey Alan Freed, one of the leading exponents of "big beat" music, and his endorsement won't hurt. Taylor, a tenorman somewhat in the Illinois Jacquet vein, is a crowd pleaser of the honk, stomp and scream variety, and as such, is one of the most in demand studio men for rhythm and blues disk dates. These are, in the main, blues-based riff tunes, perfect for jitterbugs, or for anyone who has trouble finding the beat.

THE WILD SIDE OF LIFE77

Burl Ives (1-12")
Decca DL 8107
The noted balladeer, in the public eye as a dramatic star in a Broadway legit show, has a fine album here. It contains 12 numbers, including "Wild Side of Life," "The Little Green Valley," "Great White Bird," "One Hour Ahead of the Posse," etc. The songs are done with fine dramatic intensity, and each of them tells a story. Production is superb, with Ives using varying groups and singers. Great for folk and country fans—plus the wider audience Ives' legit standing assures him.

MOVIE THEMES FROM HOLLYWOOD77

Dimitri Tiomkin Ork (1-12")
Coral CRL 57006
During the last 18 months themes from films have ranked high in the pop best seller lists. Foremost among the composers of this musical type is Dimitri Tiomkin. On this album Coral has collected a dozen of his themes—many of which were noted successes in the singles field. Included are "The High and the Mighty," "High Noon," "Duel in the Sun," "Strange Lady in Town," etc. The market is ripe for this type of album.

THE DIVINE SARAH SINGS76

(1-10")
Mercury MG 25213
Sarah Vaughan's new album comes at an opportune time—for in the last year she has burst the confines of the jazz world to become a big factor in the pop market. For this reason this album should prove profitable for dealers. In the grooves are eight standards—"The Touch of Your Lips," "S'Wonderful," "Tenderly," etc. Sarah does her usually fine job.

MELODIES OF LOVE76

Billy Vaughn (1-10")
Dot DLP 109
Billy Vaughn, one of the newer and brighter stars on the musical horizon, has put together an album of eight standards, fitting well into the general theme of melodies of love. They're waltzes, the arrangements emphasize melody and there's a dreamy mood to the entire album. Eminently danceable wax, and easily sold.

BONBONS, CARAMELS74

Annie Cordy (1-10")
Angel ANG 64016
Unlike most French canaries, Annie Cordy is a happy-sounding lark, with a mischievous musical-comedy style, a la Maurice Chevalier. The piquant chanteuse is most engaging on this—her second album released in America—registering strongest with such swifty, rhythmic material as "La Fille Du Cov-Bois" (The Cowboy's Daughter), and the title tune "Bonbons, Caramels." Her first LP "Moi, J'Aime les Hommes" pulled great reviews, and this package should benefit from the advance ballyhoo. A saucy closeup of Miss Cordy—an animated brunette of the Audrey Hepburn school—adorns the cover.

"CINERAMA HOLIDAY"73

Jack Shaindlin, Cond. (1-12")
Mercury MG 20059
Technically this can't be called a "sound track" album, since the Cinerama sound track can't be transposed to wax. But Mercury has re-recorded the score exactly as heard in the film, and the results are the same. There are relatively few Cinerama movie houses across the country, but its backers have such strong promotion behind the project that this package should reap sales benefits on the strength of the film's national publicity even if buyers haven't actually seen the movie. Morton Gould's score paints a vivid picture of the dual-holidays spotlighted in the film via such listenable tunes as "Souvenirs of Paris," "New York Town" and "Hup-Sa-Sa." The cover—featuring stills from the picture—should be an added sales plus.

DESIGNED FOR DANCING73

Hal McIntyre Ork (1-10")
M-G-M E 70022
"Unchained Melody," "How Important Can It Be?" and most of the other current top tunes are represented in this \$1.69 special. McIntyre's arrangements and performances are as good as almost anything around the ballroom circuit today, and dancers will be amply rewarded for the modest outlay. Dealers who push this should do well with it, but it definitely will require exposure on that level.

YESTERDAYS—MEMORABLE MELODIES BY JEROME KERN72

Russ Case Ork (1-12")
"X" LXA 1007
If properly exposed, this enjoyable instrumental set should sell on a par with the better dinner or mood music sets extant. The cover is highly intriguing, and Case's orking is fresh, simple enough and lilting when lilt is called for. Besides all the best-known Kern, one encounters such a rare gem as "The Siren's Song" or "I've Told Every Little Star" and the likes. A rich melodic excursion.

GET HAPPY72

Dorothy Collins (1-EP)
Audivox 1002
Audivox (henceforth to be called Audivacs) has packaged four of Dorothy Collins' best singles—"Get Happy," "Tico Tico," "Crazy Rhythm" and "My Heart Stood Still"—on this happy-sounding EP. The canary has sung at least two of the tunes ("Get Happy" and "Crazy Rhythm") on her NBC-TV "Your Hit Parade" show, which should carry some sales-weight with TV fans. The gal has a fresh, bubbling vocal personality, and Raymond Scott's backing provides a solid beat. George Barnes is featured on guitar on the multiple recording of "Crazy Rhythm."

GILBERT BECAUD68

(1-10")
Angel ANG 64017
Becaud is a song writer, pianist and cafe singer. His gallic stylings are intimate, personable and engaging. His material is fresh, which is quite an asset today in a market that has oversold the familiar French fare. Insatiable francophiles will take to this, but a bonanza is highly unlikely.

Jazz

ENCORES BY THE PHIL WOODS NEW JAZZ QUINTET75

(1-10")
Prestige LP 191
The widely admired first release by this East Coast modernist ensemble called for a second, and here it is, with trumpeter Jon Eardley once more blowing with the group and sounding better than ever. His rapport with alto saxophonist Phil Woods is unusual, and they make brilliant showpieces of the carefully laid out "Horse Shoe Curve" and "Sea Beach Express"—originals by Woods and Eardley respectively. There is also bright and swingy give-and-take in "Cobblestones" and "Toos Bloos" to round out the set. Rhythm section is made up of George

Syran, piano; Teddy Koteck, bass, and Nick Stabulas, drums.

HORACE SILVER QUINTET76

(1-10")
Blue Note BLP 5058
Several practitioners of the modern school have convened for a down-to-earth swinging set whose flavor is best defined by the term "funky." In other words, it's both modern and genuine jazz that could please a wide circle of buyers. Silver is one of the more interesting young pianists. Kenny Dorham plays clean, highly articulate trumpet, and the contributions of Hank Mobley on tenor, Doug Watkins on bass, and Art Blakey on drums, are also first-rate. Highly satisfactory jazz wax.

MOODS75

Paul Quinichette (1-12")
EmArcy MG 36003
With two different ensembles Quinichette presents, in effect, two different concerts here. On the first side, the mood is entirely Latin American

and Afro-Cuban. The second side is more conventional, and in it a flute (this time, Sam Most) again provides handsome seconding to the lyric tenor solos of Quinichette. Relaxed, uncomplicated music-making that should have wide appeal.

INTRODUCING JOE GORDON74

(1-10")
EmArcy MG 26046
Close followers of the jazz scene will recall the first intriguing glimpse of the young trumpeter Joe Gordon's style in a recent Art Blakey LP. The promise there is more than fulfilled in this debut solo LP. His is a modern horn, built for speed and pyrotechnics along the lines of Gillespie, best demonstrated in the up-tempo selection, "Toll Bridge." Gordon is backed by newcomer Charlie Rouse on tenor and a singing rhythm section that includes Art Blakey on drums, Junior Mance on piano and Jimmy Schenck on bass. Musically a little uneven, but never lacking in vitality.

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Reviews and Ratings of New Classical Releases

Continued from page 26

BRAHMS: SYMPHONY NO. 1 (1-12")

—New York Philharmonic; Artur Rodzinski, Cond. Entre RL 311773
While the highly prized readings of this warhorse by Toscanini, Walter and others stand little competition from this reissue, the new \$1.98 price policy of the Entre line makes this an unusually good buy for the collector with limited means.

MAHLER: SYMPHONY NO. 1 (1-12")

—Israel Philharmonic; Paul Kletzki, Cond. Angel 3518072
Altho this recording, one of the first by the fine Israel orchestra, is a thoroughly satisfying one from the musical standpoint, it faces formidable competition in current Columbia and London best-selling versions. There should be much interest in this orchestra, however, and good sales should result.

DVORAK: PIANO CONCERTO IN G MINOR (1-12")

—Rudolf Firkušny, Piano; Cleveland Orchestra; George Szell, Cond. Columbia ML 496772
If this work is known at all to the American public, it is largely due to Firkušny's frequent use of it as a concert

vehicle. In his accepted revision of the concerto, the Czech pianist is understandably at home, and makes a warm and thoroughly enjoyable experience of it. Those who have not yet discovered it are in for a treat if they buy this sparkling recording.

SIR MAX BEERBOHM READS: "THE CRIME" AND "LONDON REVISITED" (1-12")

—Angel 3520669
The gentle irony of master satirist Max Beerbohm is showcased in this collector's item. The 83-year-old man of letters, a legend in his own lifetime, reads two essays of his own choosing—"The Crime," a delightful tongue-in-cheek account of the night he literally burned a book by a no-talent lady novelist, and "London Revisited," originally delivered on a BBC broadcast in 1935. Both readings have a wonderfully ad-lib quality, as tho the British writer were actually choosing each phrase as it came to mind. Sales will necessarily be limited, but if dealers let the right people know about the package (e.g., literary societies, libraries, schools, etc.) they should realize the richest potential of the LP's specialized market.

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The Billboard Music Popularity Charts

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

Chart Comments

The Walt Disney phenomenon is the big news in the best-selling children's record field, with 11 out of 15 disks on this week's best-selling kiddie chart tracing their tune origins back to Mickey Mouse's creator.

Fess Parker is featured on four of the platters, with four different Davy Crockett disks, while Tennessee Ernie and Bill Hayes also show up with versions of the "Ballad of Davy Crockett." The three Crockett ballads top the list, with Parker in the number one spot.

Peggy Lee's "The Siamese Cat Song" and Capitol's "The Lady and the Tramp" (both from Disney's new "The Lady and the Tramp" cartoon) also show up on the chart, along with RCA Victor's Walt Disney version of "Peter Pan," and two songs from Disney's "20,000 Leagues Under the Sea" (Kirk Douglas' "Whale of a Tale" and Victor's "20,000 Leagues Under the Sea" disk). The only disks which survived Disney's near-clean sweep of the chart were Rosemary Clooney's "Teddy Bear's Picnic," "Burl Ives' "Little White Duck," Jack Barry's "Winky Dink and You," and the Cowboy Church Sunday School's "Open Up Your Heart."

"Unchained Melody" jumped ahead this week on the best-selling retail chart, with Les Baxter's version climbing into the number two spot and three other versions (including June Valli's waxing on for the first time in the number 29 position) also placing in the top 30.

An interesting comeback was made this week by Bill Haley's old "Rock Around the Clock" record, which showed up in the number 22 spot, after a long absence. The M-G-M's new movie, "Blackboard Jungle," thus sparking a new sales demand for the platter.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Ballad of Davy Crockett	1	10
2. Cherry Pink and Apple Blossom White	4	6
3. Unchained Melody	3	5
4. Melody of Love	2	18
5. Open Up Your Heart	5	16
6. Tweedle Dee	7	13
7. Dance With Me, Henry	9	4
8. Whatever Lola Wants	12	3
9. Play Me Hearts and Flowers	9	4
10. Darling Je Vous Aime Beaucoup	11	5
11. How Important Can It Be?	6	13
12. Sincerely	14	17
13. Young and Foolish	10	4
14. Crazy Otto Rag	-	1
15. Two Hearts	-	1

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending May 4

This Week	Last Week	Weeks on Chart
1. Ballad of Davy Crockett	1	12
2. Unchained Melody	2	6
3. Cherry Pink and Apple Blossom White	3	8
4. Dance With Me, Henry	4	7
5. Melody of Love	5	19
6. Whatever Lola Wants	10	3
7. Tweedle Dee	7	16
8. How Important Can It Be?	6	14
9. Play Me Hearts and Flowers	9	7
10. Sincerely	8	18

Second Ten

11. DARLING JE VOUS AIME BEAUCOUP	12	11
12. TWO HEARTS	14	6
13. OPEN UP YOUR HEART	11	17
14. HONEY BABE	17	2
15. BREEZE AND I	15	4
16. DON'T BE ANGRY	16	2
16. MOST OF ALL	20	2
18. HEART	-	1
19. PLEDGING MY LOVE	13	12
20. IT MAY SOUND SILLY	19	7
20. BLOSSOM FELL	-	1

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

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

Tunes with Greatest Radio-TV Audiences

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

Radio

A Blossom Fell	(R)—Shapiro-Bernstein—ASCAP
All of You	(R)—Chappell—ASCAP
Ballad of Davy Crockett	(R) (F)—Wonderland—BMI
Blue Mirage	(R) (F)—B. F. Woods—ASCAP
Breeze and I	(R)—E. B. Marks—BMI
Cherry Pink and Apple Blossom White	(R)—Chappell—ASCAP
Dance With Me, Henry	(R)—Modern—BMI
Danger, Heartbreak Ahead	(R)—Robbins—ASCAP
Darling Je Vous Aime Beaucoup	(R)—Chappell—ASCAP
Heart	(R)—Frank—ASCAP
Hey, Mr. Banjo	(R)—Mills—ASCAP
How Important Can It Be?	(R)—Aspen—ASCAP
Is This the End of the Line?	(R)—Broadcast—BMI
It May Sound Silly	(R)—Progressive—BMI
Keep Me in Mind	(R)—Famous—ASCAP
Ko Ko Mo	(R)—Meridian—BMI
Learner's Blues	(R)—Barton—ASCAP
Love Me or Leave Me	(R)—Bregman, Vocco & Conn—ASCAP
Melody of Love	(R)—Shapiro-Bernstein—ASCAP
Play Me Hearts and Flowers	(R)—Advanced—ASCAP
Something's Gotta Give	(R)—Robbins—ASCAP
Strange Lady in Town	(R) (F)—Witmark—ASCAP
Take My Love	(R)—Feist—ASCAP
That's All I Want From You	(R)—Weiss & Barry—BMI
Tweedle Dee	(R)—Progressive—BMI
Two Hearts, Two Kisses	(R)—Hill & Range—BMI
Unchained Melody	(R) (F)—Frank—ASCAP
Whatever Lola Wants	(R)—Frank—ASCAP
World Is Mine	(R)—Paramount—ASCAP
Young and Foolish	(R)—Chappell—ASCAP

Television

All of You	(R)—Chappell—ASCAP
Ballad of Davy Crockett	(R) (F)—Wonderland—BMI
Big Town	(R)—Witmark—ASCAP
Breeze and I	(R)—E. B. Marks—BMI
Cherry Pink and Apple Blossom White	(R)—Chappell—ASCAP
Dance With Me, Henry	(R)—Modern—BMI
Danger, Heartbreak Ahead	(R)—Robbins—ASCAP
Darling Je Vous Aime Beaucoup	(R)—Chappell—ASCAP
Heart	(R)—Frank—ASCAP
How Important Can It Be?	(R)—Aspen—ASCAP
I Go Crazy	(R)—Beechwood—BMI
It May Sound Silly	(R)—Progressive—BMI
Keep Me in Mind	(R)—Famous—ASCAP
Kiss Me and Kill Me With Love	(R)—Chappell—ASCAP
Love Me or Leave Me	(R)—Bregman, Vocco & Conn—ASCAP
Melody of Love	(R)—Shapiro-Bernstein—ASCAP
Play Me Hearts and Flowers	(R)—Advanced—ASCAP
Rhythm & Blues	(R)—Tee-Kaye—ASCAP
Sand and the Sea	(R)—Winnerton—BMI
Sincerely	(R)—Arc-Regent—BMI
Something's Gotta Give	(R)—Robbins—ASCAP
Take My Love	(R)—Feist—ASCAP
That's All I Need	(R)—Raleigh—BMI
That's All I Want From You	(R)—Weiss & Barry—BMI
Tweedle Dee	(R)—Progressive—BMI
Two Hearts, Two Kisses	(R)—Hill & Range—BMI
Unchained Melody	(R) (F)—Frank—ASCAP
Whatever Lola Wants	(R)—Frank—ASCAP
When You Wish Upon a Star	(R)—Bourne—ASCAP
Young and Foolish	(R)—Chappell—ASCAP

England's Top Twenty

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

Stranger in Paradise	—Frank (Frank)
Softly, Softly	—Cavendish (Sherwin)
Cherry Pink and Apple Blossom White	—Maddox (Chappell)
Give Me Your Word	—Campbell, Connelly (Shapiro-Bernstein)
Under the Bridges of Paris	—Southern (Hill & Range)
Prize of Gold	—Victoria (Shapiro-Bernstein)
Let Me Go, Lover	—Aberbach (Hill & Range)
A Blossom Fell	—John Fields (Shapiro-Bernstein)
If Anyone Finds This I Love You	—Michael Reine (Ardmore)
Tomorrow	—Cavendish (Reis)
Mobile	—Leeds (Ardmore)
Open Up Your Heart	—Duchess (Hamblen)
Ready, Willing and Able	—Berry (Daywind)
Tweedle Dee	—Robbins (Progressive)
I Wonder	—Macmelodies (Leeds)
Unsuspecting Heart	—Berry (Teepee)
Happy Days and Lonely Nights	—Lawrence Wright (Advanced)
Naughty Lady of Shady Lane	—Sterling (Paxton)
Majorca	—Mills (Eastwick)
Unchained Melody	—Frank (Frank)

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LEARNIN' THE BLUES

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— April 23, 1955

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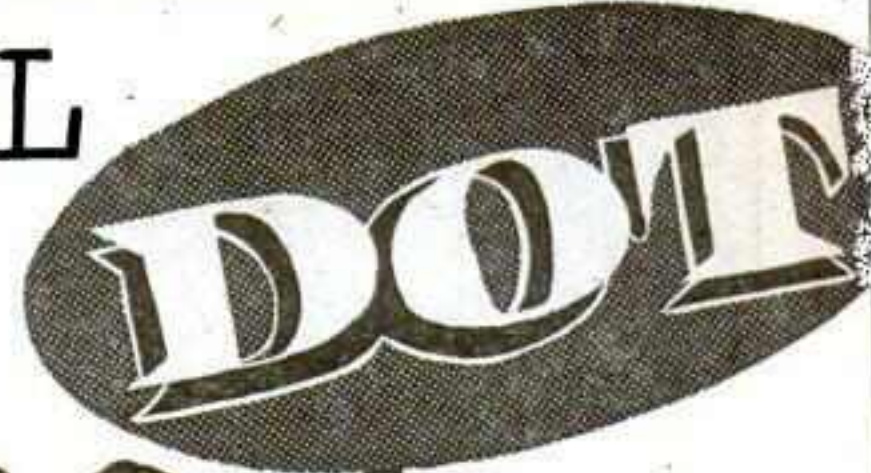
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DARLIN' FRIVOLETTE

15318

**THE DOOR IS STILL OPEN
TEARDROPS FROM MY HEART**

15351

The Fontane Sisters



**MOST OF ALL
PUT ME IN THE MOOD**

15352

**ROCK LOVE
YOU'RE MINE**

15333

**HEARTS OF STONE
BLESS YOUR HEART**

15265

Billy Vaughn



**SILVER MOON
BABY O' MINE**

15347

**MELODY OF LOVE
JOY RIDE**

15247

Johnny Maddox



**CRAZY OTTO
MEDLEY**

15325

**JOHNNY'S MEDLEY
THE WHISTLIN' PIANO MAN**

15365

**Ray McKinley
HOODLE ADDLE
DOWN THE ROAD A PIECE**

15350

**Jimmy Forrest
NIGHT TRAIN MAMBO
LONDONDERRY AIR**

15340

**Pat Boone
TWO HEARTS
TRA-LA-LA**

15338

Mac Wiseman



**BALLAD OF DAVY CROCKETT
DANGER! HEARTBREAK AHEAD**

1240

C and W 4 GREAT HITS!

Jimmy Newman

**DAYDREAMIN'
CRYIN' FOR A PASTIME**

1237

Jimmy Work



**MAKING BELIEVE
JUST LIFE DOWNTOWN**

1221

**THAT'S WHAT MAKES
THE JUKE BOX PLAY
DON'T GIVE ME A REASON
TO WONDER WHY**

1245

R and B

The Counts

**LOVE AND UNDERSTANDING
FROM THIS DAY ON**

1243



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BILLBOARD SPOTLIGHT-BOTH SIDES!

MAY 7, 1955

The Billboard

The Billboard Music Popularity Charts POPULAR RECORDS

• Review Spotlight on ... RECORDS

FONTANE SISTERS

Rollin' Stone (Regent, BMI)
Playmates (Joy, ASCAP)-Dot 15370-The girls have a great two-sided disk here. "Rollin' Stone" is a fast-paced, happy sounding ditty with a fine beat, while the oldie "Playmates" is wrapped up with a brand new rhythm and blues flavor. The Fontanes have a swingy, appealing style all their own and they are at their best with lively material like this. The disk should grab plenty of action.

the

FONTANE SISTERS

LATEST
DOT
SMASH



DOT 15370

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

PLAYMATES

ROLLIN' STONE

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending May 4

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Leading side on top.	Last Week	Weeks on Chart
1.	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado	1	11
	Marie Elena Rumba (ASCAP)—Vic 20-5965		
2.	UNCHAINED MELODY (ASCAP)—L. Baxter	4	6
	Medic (ASCAP)—Cap 3055		
3.	DANCE WITH ME, HENRY (BMI)—G. Gibbs	3	23
	Every Road Must Have a Turning (BMI)—Mercury 70572		
4.	BALLAD OF DAVY CROCKETT (BMI)—B. Hayes	2	12
	Farewell (BMI)—Cadence 1256		
5.	UNCHAINED MELODY (ASCAP)—A. Hibbler	6	6
	Daybreak (ASCAP)—Dec 29441		
6.	BALLAD OF DAVY CROCKETT (BMI)—F. Parker	7	10
	I Gave My Love (BMI)—Col 40449		
7.	BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford	8	9
	Farewell (BMI)—Cap 3058		
8.	CRAZY OTTO MEDLEY (ASCAP)—J. Maddox	5	15
	Humoresque (BMI)—Dot 15325		
9.	UNCHAINED MELODY (ASCAP)—R. Hamilton	12	4
	From Here to Eternity (ASCAP)—Epic 9102		
10.	DARLING JE VOUS AIME BEAUCOUP (ASCAP)—Nat (King) Cole	10	11
	SAND AND THE SEA (BMI)—Cap 3027		
11.	HONEY BABE (ASCAP)—A. Mooney	17	4
	No Regrets (ASCAP)—M-G-M 11900		
12.	TWEEDLE DEE (BMI)—G. Gibbs	9	16
	You're Wrong, All Wrong (ASCAP)—Mercury 70517		
13.	WHATEVER LOLA WANTS (ASCAP)—S. Vaughan	15	4
	Oh Yeah (ASCAP)—Mercury 70595		
14.	DON'T BE ANGRY (BMI)—Crew Cuts	18	3
	CHOP CHOP BOOM (BMI)—Mercury 70597		
15.	BREEZE AND I (BMI)—C. Valente	13	6
	Jalousie (ASCAP)—Dec 29467		
16.	TWO HEARTS (BMI)—P. Boone	19	7
	Tra-La-La—Dot 15338		
17.	MELODY OF LOVE (ASCAP)—B. Vaughn	11	23
	Joy Ride (ASCAP)—Dot 15247		
18.	IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads	22	7
	My Baby Just Cares for Me—Epic 9093		
19.	HOW IMPORTANT CAN IT BE? (ASCAP)—J. James	16	13
	This Is My Confession (ASCAP)—M-G-M 11919		
20.	BLOSSOM FELL (ASCAP)—Nat (King) Cole	27	2
	If I May (BMI)—Cap 3095		
21.	PLAY ME HEARTS AND FLOWERS (ASCAP)—J. Desmond	21	8
	I'm So Ashamed (ASCAP)—Coral 61379		
22.	ROCK AROUND THE CLOCK (ASCAP)—B. Haley	—	1
	Thirteen Women (BMI)—Dec 29124		
23.	SINCERELY (BMI)—McGuire Sisters	14	19
	No More (BMI)—Coral 61323		
23.	OPEN UP YOUR HEART (BMI)—Cowboy Church Sunday School	20	20
	The Lord Is Counting on You (BMI)—Dec 29367		
25.	LEARNIN' THE BLUES (ASCAP)—F. Sinatra	—	1
	If I Had Three Wishes (ASCAP)—Cap 3102		
26.	MOST OF ALL (BMI)—D. Cornell	—	1
	Door Is Still Open (BMI)—Coral 61393		
27.	MELODY OF LOVE (ASCAP)—Four Aces	23	17
	There's a Tavern in the Town (ASCAP)—Dec 29395		
28.	DON'T BE ANGRY (BMI)—N. Brown	25	3
	It's Really You (BMI)—Savoy 1155		
29.	UNCHAINED MELODY (ASCAP)—J. Valli	—	1
	Tomorrow—Vic 20-6078		
30.	BALLAD OF DAVY CROCKETT (BMI)—W. Schumann	29	2
	Let's Make Up—Vic 20-6041		

This Week's Best Buys

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

SOMETHING'S GOTTA GIVE (Robbins, ASCAP)—The McGuire Sisters—Coral 61423

The generally quiet market conditions that have made it difficult for many recently released disks to get off the ground quickly have not had much effect on this record. Strong sales reports were returned from most parts of the country, including Philadelphia, Buffalo, Baltimore, Chicago, Milwaukee and St. Louis. It also is doing well in Boston, Cleveland, Nashville and Durham. Flip is "Rhythm 'n' Blues" (Tee-Kay, BMI). A previous Billboard "Spotlight" pick.

ROLLIN' STONE (Excellorec, BMI)—The Fontaine Sisters—Dot 15370

The immediate pick-up of this record shows solid dealer and operator confidence. Good and strong sales were indicated in Boston, Philadelphia, Baltimore, Buffalo, Pittsburgh, Chicago, Atlanta and St. Louis. While "Rollin' Stone" is the preferred side in the majority of territories, several reported good action on the flip "Playmates" (Santly-Joy, ASCAP). A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending May 4

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 points are combined to determine position on the chart, both sides are listed in bold type, the leading side on top.

This Week	Leading side on top.	Last Week	Weeks on Chart
1.	DANCE WITH ME HENRY (BMI)—G. Gibbs	3	7
	Every Road Must Have a Turning (BMI)—Mercury 70572		
2.	BALLAD OF DAVY CROCKETT (BMI)—B. Hayes	1	10
	Farewell (BMI)—Cadence 1256		
3.	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado	4	6
	Marie Elena Rumba (ASCAP)—Vic 20-5965		
4.	CRAZY OTTO MEDLEY (ASCAP)—J. Maddox	2	13
	Humoresque (BMI)—Dot 15325		
5.	BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie	6	5
	Farewell (BMI)—Cap 3058		
6.	SINCERELY (BMI)—McGuire Sisters	5	17
	No More (BMI)—Coral 61323		
7.	MELODY OF LOVE (ASCAP)—Four Aces	10	18
	There's a Tavern in the Town (ASCAP)—Dec 29395		
7.	UNCHAINED MELODY (ASCAP)—A. Hibbler	11	3
	Daybreak (ASCAP)—Dec 29441		
9.	HOW IMPORTANT CAN IT BE? (ASCAP)—J. James	7	12
	This Is My Confession (ASCAP)—M-G-M 11919		
10.	MELODY OF LOVE (ASCAP)—B. Vaughn	9	22
	Joy Ride (ASCAP)—Dot 15247		
11.	PLAY ME HEARTS AND FLOWERS (ASCAP)—J. Desmond	13	6
	I'm So Ashamed (ASCAP)—Coral 61379		
12.	TWEEDLE DEE (BMI)—G. Gibbs	7	14
	You're Wrong, All Wrong (ASCAP)—Mercury 70517		
13.	UNCHAINED MELODY (ASCAP)—R. Hamilton	18	2
	From Here to Eternity (ASCAP)—Epic 9102		
14.	WHATEVER LOLA WANTS (ASCAP)—S. Vaughan	—	1
	Oh, Yeah (ASCAP)—Mercury 70595		
15.	UNCHAINED MELODY (ASCAP)—L. Baxter	14	2
	Medic (ASCAP)—Cap 3055		
15.	IT MAY SOUND SILLY (BMI)—McGuire Sisters	14	5
	Doesn't Anybody Love Me? (ASCAP)—Coral 61369		
17.	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—A. Dale	14	2
	I'm Sincere—Coral 61373		
18.	DARLING JE VOUS AIME BEAUCOUP (ASCAP)—Nat (King) Cole	14	20
	Sand and the Sea (BMI)—Cap 3027		
19.	TWO HEARTS (BMI)—P. Boone	20	5
	Tra-La-La—Dot 15338		
19.	PLANTATION BOOGIE (BMI)—L. Dee	—	1
	Birth of the Blues (ASCAP)—Dec 29360		

Most Played by Jockeys

For survey week ending May 4

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	Leading side on top.	Last Week	Weeks on Chart
1.	UNCHAINED MELODY—L. Baxter	2	6
	Medic (ASCAP)—Cap 3055		
2.	CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado	4	5
	Marie Elena Rumba (ASCAP)—Vic 20-5965		
3.	DANCE WITH ME HENRY—G. Gibbs	3	6
	Every Road Must Have a Turning (BMI)—Mercury 70572		
4.	BALLAD OF DAVY CROCKETT B. Hayes	1	10
	Farewell (BMI)—Cadence 1256		
5.	UNCHAINED MELODY—A. Hibbler	5	4
	Daybreak (ASCAP)—Dec 29441		
6.	PLAY ME HEARTS AND FLOWERS—J. Desmond	8	7
	I'm So Ashamed (ASCAP)—Coral 61379		
7.	WHATEVER LOLA WANTS—S. Vaughan	16	3
	Oh Yeah (ASCAP)—Mercury 70595		
8.	BREEZE AND I—C. Valente	14	4
	Jalousie (BMI)—Dec 29467		
9.	BALLAD OF DAVY CROCKETT—Tennessee Ernie	7	8
	Farewell (BMI)—Cap 3058		
10.	BALLAD OF DAVY CROCKETT—F. Parker	12	6
	I Gave My Love (BMI)—Col 40449		
11.	UNCHAINED MELODY—R. Hamilton	18	2
	From Here to Eternity (ASCAP)—Epic 9102		
12.	SINCERELY—McGuire Sisters	6	18
	No More (BMI)—Coral 61323		
13.	HOW IMPORTANT CAN IT BE?—J. James	9	12
	This Is My Confession (ASCAP)—M-G-M 11919		
14.	MELODY OF LOVE—B. Vaughn	11	18
	Joy Ride (ASCAP)—Dot 15247		
15.	LEARNING THE BLUES—F. Sinatra	19	2
	If I Had Three Wishes (ASCAP)—Cap 3102		
16.	HEART—E. Fisher	—	1
	Near to You (ASCAP)—Vic 20-6097		
17.	CRAZY OTTO MEDLEY—J. Maddox	13	14
	Humoresque (ASCAP)—Dot 15325		
18.	DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole	17	11
	Sand and the Sea (ASCAP)—Cap 3027		
19.	BLOSSOM FELL—Nat (King) Cole	—	1
	If I May (ASCAP)—Cap 3095		
20.	WHATEVER LOLA WANTS—D. Shore	—	1
	Church Twice on Sunday (ASCAP)—Vic 20-6077		

A Magnificent Performance!

VIC DAMONE

SINGS

From The New Broadway Musical

"DAMN YANKEES"

"A Man Doesn't Know"

COUPLED WITH

"Don't Keep It A Secret"

MERCURY 70624



The theme song of the famous
George Goebel show

"GOBELUES"

AND

"CELESTE"

BY

RICHARD HAYMAN

His Harmonica And Orchestra With Strings

MERCURY 70616



DESTINED FOR A HIT

"Chee Chee-oo Chee"

AND

"Who's Got The Pain"

BY THE

GAYLORDS

MERCURY 70630



CHICAGO 1, ILLINOIS



More Good Music

JONI JAMES

IS THIS THE END OF THE LINE?

WHEN YOU WISH UPON A STAR

The Billboard Music Popularity Charts POPULAR RECORDS

REVIEW SPOTLIGHT ON

THE CASH BOX DISK OF THE WEEK

MGM 11960 78 rpm • K 11960 45 rpm

ART MOONEY and his Orchestra

HONEY BABE

Billboard BEST BUY

GO TO YOUR LEFT YOUR RIGHT

NO REGRETS

MGM 11930 78 rpm • K 11930 45 rpm

DAVID ROSE and his Orchestra

TAKE MY LOVE

(From the MGM Picture, "The Glass Slipper")

LOVE IS ETERNAL

MGM 30875 78 rpm • K 30875 45 rpm

GENE SHELDON and the ENCORES

HEY, MR. BANJO

and HALLELUJAH!

MGM 11982 78 rpm • K 11982 45 rpm

BILLY ECKSTINE

ONLY YOU

and LOVE ME OR LEAVE ME

CASH BOX SLEEPER OF THE WEEK

MGM 11984 78 rpm • K 11984 45 rpm

SAM (The Man) TAYLOR

HARLEM NOCTURNE

and RED SAILS IN THE SUNSET

MGM 11977 78 rpm • K 11977 45 rpm

BETTY MADIGAN

WONDERFUL WORDS

I HAD A HEART

CASH BOX SLEEPER OF THE WEEK

MGM 11988 78 rpm • K 11988 45 rpm

GINNY GIBSON

WHATEVER LOLA WANTS

(Lola Gets) and IF ANYTHING SHOULD HAPPEN TO YOU

MGM 11961 78 rpm • K 11961 45 rpm

CHARLIE CALHOUN his Orch. and Chorus

SMACK DAB IN THE MIDDLE

WHY THE CAR WON'T GO

MGM 11989 78 rpm • K 11989 45 rpm

JAMES BROWN

THE BERRY TREE

and I LOST WHEN I FOUND YOU

MGM 11987 78 rpm • K 11987 45 rpm

BUD DECKELMAN

NO ONE, DEAR, BUT YOU

and WHAT IS IT, DARLING

MGM 11952 78 rpm • K 11952 45 rpm



M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending May 4

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

- Atlanta**
1. *Ballad of Davy Crockett*, F. Parker, Col.
 2. *Dance With Me, Henry*, G. Gibbs, Mer.
 3. *Unchained Melody*, L. Baxter, Cap.
 4. *Unchained Melody*, A. Hibbler, Dec.
 5. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 6. *Darling Je Vous Aime Beaucoup*, Nat (King) Cole, Cap.

- Los Angeles**
1. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 2. *Crazy Otto Medley*, J. Maddox, Dot
 3. *Ballad of Davy Crockett*, F. Parker, Col.
 4. *Unchained Melody*, L. Baxter, Cap.
 5. *Unchained Melody*, R. Hamilton, Epi.
 6. *Love Me Or Leave Me*, L. Horne, Vic.
 7. *Darling Je Vous Aime Beaucoup*, Nat (King) Cole, Cap.
 8. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 9. *Whatever Lola Wants*, S. Vaughan, Mer.
 10. *Dance With Me, Henry*, G. Gibbs, Mer.

- Balti.-Wash.**
1. *Unchained Melody*, L. Baxter, Cap.
 2. *Dance With Me, Henry*, G. Gibbs, Mer.
 3. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 4. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 5. *Unchained Melody*, A. Hibbler, Dec.
 6. *Crazy Otto Medley*, J. Maddox, Dot
 7. *Don't Be Angry*, N. Brown, Sav.
 8. *Sand and the Sea*, Nat (King) Cole, Cap.
 9. *Honey Babe*, A. Mooney, M-G-M
 10. *Ballad of Davy Crockett*, T. Ernie, Cap.

- Milwaukee**
1. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 2. *Unchained Melody*, L. Baxter, Cap.
 3. *Dance With Me, Henry*, G. Gibbs, Mer.
 4. *Ballad of Davy Crockett*, F. Parker, Col.
 5. *Breeze and I*, C. Valente, Dec.
 6. *Learnin' the Blues*, F. Sinatra, Cap.
 7. *If I May*, Nat (King) Cole, Cap.
 8. *Unchained Melody*, A. Hibbler, Dec.
 9. *Tweedle Dee*, G. Gibbs, Mer.
 10. *Honey Babe*, A. Mooney, M-G-M.

- Boston**
1. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 2. *Whatever Lola Wants*, S. Vaughan, Mer.
 3. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 4. *Dance With Me, Henry*, G. Gibbs, Mer.
 5. *Honey Babe*, A. Mooney, M-G-M
 6. *Unchained Melody*, L. Baxter, Cap.
 7. *Most of All*, D. Cornell, Cor.
 8. *Ballad of Davy Crockett*, F. Parker, Col.
 9. *Unchained Melody*, R. Hamilton, Epi.
 10. *Cherry Pink and Apple Blossom White*, A. Dale, Cor.

- Mpls.-St. Paul**
1. *Unchained Melody*, L. Baxter, Cap.
 2. *Ballad of Davy Crockett*, F. Parker, Col.
 3. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 4. *Crazy Otto Medley*, J. Maddox, Dot
 5. *It's a Sin to Tell a Lie*, S. Smith & the Redheads, Epi.
 6. *Ballad of Davy Crockett*, T. Ernie, Cap.
 7. *Dance With Me, Henry*, G. Gibbs, Mer.
 8. *Tweedle Dee*, G. Gibbs, Mer.
 9. *Whatever Lola Wants*, S. Vaughan, Mer.
 10. *Breeze and I*, C. Valente, Dec.

- Buffalo**
1. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 2. *Rock Around the Clock*, B. Haley, Dec.
 3. *Unchained Melody*, L. Baxter, Cap.
 4. *Darling Je Vous Aime Beaucoup*, Nat (King) Cole, Cap.
 5. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 6. *Learnin' the Blues*, F. Sinatra, Cap.

- New Orleans**
1. *Ballad of Davy Crockett*, T. Ernie, Cap.
 2. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 3. *Unchained Melody*, L. Baxter, Cap.
 4. *Unchained Melody*, A. Hibbler, Dec.
 5. *Dance With Me, Henry*, G. Gibbs, Mer.
 6. *Ballad of Davy Crockett*, F. Parker, Col.
 7. *Crazy Otto Medley*, J. Maddox, Dot
 8. *Honey Babe*, A. Mooney, M-G-M
 9. *Guilty Shadows*, C. Johnson, Col.
 10. *Rock Around the Clock*, B. Haley, Dec.

- Chicago**
1. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 2. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 3. *Unchained Melody*, L. Baxter, Cap.
 4. *Dance With Me, Henry*, G. Gibbs, Mer.
 5. *Honey Babe*, A. Mooney, M-G-M
 6. *Chop Chop Boom*, Crew Cuts, Mer.
 7. *Unchained Melody*, A. Hibbler, Dec.
 8. *Unchained Melody*, J. Valli, Vic.
 9. *Crazy Otto Medley*, J. Maddox, Dot
 10. *Whatever Lola Wants*, S. Vaughan, Mer.

- New York**
1. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 2. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 3. *Crazy Otto Medley*, J. Maddox, Dot
 4. *Unchained Melody*, A. Hibbler, Dec.
 5. *Dance With Me, Henry*, G. Gibbs, Mer.
 6. *Ballad of Davy Crockett*, F. Parker, Col.
 7. *Whatever Lola Wants*, S. Vaughan, Mer.
 8. *Learnin' the Blues*, F. Sinatra, Cap.
 9. *Tweedle Dee*, G. Gibbs, Mer.
 10. *How Important Can It Be?*, J. James, M-G-M

- Cincinnati**
1. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 2. *Dance With Me, Henry*, G. Gibbs, Mer.
 3. *Unchained Melody*, L. Baxter, Cap.
 4. *Honey Babe*, A. Mooney, M-G-M
 5. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 6. *Unchained Melody*, A. Hibbler, Dec.
 7. *How Important Can It Be?*, J. James, M-G-M
 8. *Unchained Melody*, R. Hamilton, Epi.
 9. *Ballad of Davy Crockett*, T. Ernie, Cap.
 10. *Sincerely*, McGuire Sisters, Cor.

- Philadelphia**
1. *Unchained Melody*, A. Hibbler, Dec.
 2. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 3. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 4. *Ballad of Davy Crockett*, F. Parker, Col.
 5. *Dance With Me, Henry*, G. Gibbs, Mer.
 6. *Crazy Otto Medley*, J. Maddox, Dot
 7. *Tweedle Dee*, G. Gibbs, Mer.
 8. *Melody of Love*, Four Aces, Dec.
 9. *Don't Be Angry*, N. Brown, Sav.
 10. *Darling Je Vous Aime Beaucoup*, Nat (King) Cole, Cap.

- Cleveland**
1. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 2. *Don't Be Angry*, N. Brown, Sav.
 3. *Unchained Melody*, L. Baxter, Cap.
 4. *Unchained Melody*, A. Hibbler, Dec.
 5. *Whatever Lola Wants*, S. Vaughan, Mer.
 6. *Dance With Me, Henry*, G. Gibbs, Mer.
 7. *Bo Diddley*, B. Diddley, Che.
 8. *Come Back My Love*, Wrens, Rma.
 9. *Dixie Danny*, Laurie Sisters, Mer.
 10. *Boom, Boom, Boomerang*, DeCastro Sisters, Abb.

- Pittsburgh**
1. *Unchained Melody*, L. Baxter, Cap.
 2. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 3. *Dance With Me, Henry*, G. Gibbs, Mer.
 4. *Don't Be Angry*, Crew Cuts, Mer.
 5. *Whatever Lola Wants*, S. Vaughan, Mer.
 6. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 7. *Honey Babe*, A. Mooney, M-G-M
 8. *Melody of Love*, Four Aces, Dec.
 9. *Melody of Love*, B. Vaughn, Dot
 10. *Ballad of Davy Crockett*, T. Ernie, Cap.

- Dallas-Fort Worth**
1. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 2. *Unchained Melody*, L. Baxter, Cap.
 3. *Dance With Me, Henry*, G. Gibbs, Mer.
 4. *Ballad of Davy Crockett*, T. Ernie, Cap.
 5. *Ballad of Davy Crockett*, F. Parker, Col.
 6. *How Important Can It Be?*, J. James, M-G-M
 7. *Whatever Lola Wants*, S. Vaughan, Mer.
 8. *Crazy Otto Medley*, J. Maddox, Dot
 9. *Chop Chop Boom*, Crew Cuts, Mer.
 10. *Blossom Fell*, Nat (King) Cole, Cap.

- St. Louis**
1. *It's a Sin to Tell a Lie*, S. Smith & the Redheads, Epi.
 2. *Dance With Me, Henry*, G. Gibbs, Mer.
 3. *Honey Babe*, A. Mooney, M-G-M
 4. *Unchained Melody*, L. Baxter, Cap.
 5. *Unchained Melody*, R. Hamilton, Epi.
 6. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 7. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 8. *Blossom Fell*, Nat (King) Cole, Cap.
 9. *Play Me Hearts and Flowers*, J. Desmond, Cor.
 10. *Most of All*, D. Cornell, Cor.

- Denver**
1. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 2. *Dance With Me, Henry*, G. Gibbs, Mer.
 3. *Ballad of Davy Crockett*, T. Ernie, Cap.
 4. *Ballad of Davy Crockett*, F. Parker, Col.
 5. *Crazy Otto Medley*, J. Maddox, Dot
 6. *Tweedle Dee*, G. Gibbs, Mer.
 7. *Unchained Melody*, L. Baxter, Cap.
 8. *Unchained Melody*, R. Hamilton, Epi.
 9. *Melody of Love*, D. Carroll, Mer.
 10. *Sand and the Sea*, Nat (King) Cole, Cap.

- San Francisco**
1. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 2. *Ballad of Davy Crockett*, F. Parker, Col.
 3. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 4. *Rock Around the Clock*, B. Haley, Dec.
 5. *Unchained Melody*, A. Hibbler, Dec.
 6. *Crazy Otto Medley*, J. Maddox, Dot
 7. *Dance With Me, Henry*, G. Gibbs, Mer.
 8. *Tweedle Dee*, G. Gibbs, Mer.
 9. *Unchained Melody*, L. Baxter, Cap.
 10. *How Important Can It Be?*, J. James, M-G-M

- Detroit**
1. *Unchained Melody*, A. Hibbler, Dec.
 2. *Breeze and I*, C. Valente, Dec.
 3. *Don't Be Angry*, Crew Cuts, Mer.
 4. *Opus One*, Mills Brothers, Dec.
 5. *Most of All*, D. Cornell, Cor.
 6. *Dance With Me, Henry*, G. Gibbs, Mer.
 7. *Hey Mr. Banjo*, Sunnysiders, Kap.
 8. *Blossom Fell*, Nat (King) Cole, Cap.
 9. *Whatever Lola Wants*, S. Vaughan, Mer.
 10. *Love Me Or Leave Me*, S. Davis Jr., Dec.

- Seattle**
1. *Unchained Melody*, A. Hibbler, Dec.
 2. *Ballad of Davy Crockett*, F. Parker, Col.
 3. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 4. *Tweedle Dee*, G. Gibbs, Mer.
 5. *Dance With Me, Henry*, G. Gibbs, Mer.
 6. *Ballad of Davy Crockett*, T. Ernie, Cap.
 7. *Ballad of Davy Crockett*, B. Hayes, Cdc.
 8. *Truly*, Dinning Sisters, Ess.
 9. *Unchained Melody*, L. Baxter, Cap.
 10. *How Important Can It Be?*, J. James, M-G-M

- Kansas City**
1. *Dance With Me, Henry*, G. Gibbs, Mer.
 2. *Ballad of Davy Crockett*, T. Ernie, Cap.
 3. *Cherry Pink and Apple Blossom White*, P. Prado, Vic.
 4. *Two Hearts*, P. Boone, Dot
 5. *Learnin' the Blues*, F. Sinatra, Cap.
 6. *Honey Babe*, A. Mooney, M-G-M
 7. *Unchained Melody*, A. Hibbler, Dec.
 8. *Boom, Boom, Boomerang*, DeCastro Sisters, Abb.
 9. *Don't Be Angry*, Crew Cuts, Mer.

JOHNNY DESMOND

*Sings A Great Song Depicting
The New Family Trend In
America's Way Of Living*



*Inspired by
McCall's*

100% THE PRIMESS

CORAL RECORD
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CORAL RECORDS presents...

MUSIC FOR TONIGHT

and Every Night

Steve Allen and his orchestra

* PIANO SOLOS by STEVE ALLEN

ON LONG PLAY

- Tonight • Isn't It Romantic? • It Can't Be Wrong • I'm Glad There Is You • For the Very First Time • The Man With a Horn • Candlelight • I Fall in Love Too Easily • Imagination • Long Ago • Where Are You? • Stay Just a Little While.

CRL 57004

ON EXTENDED PLAY

- Tonight • It Can't Be Wrong • Imagination • Candlelight • Where Are You? • I'm Glad There Is You • Isn't It Romantic? • Stay Just a Little While.

EC 82021



Singing Stars of TV's "TONIGHT"

Eydie GORME
and
Steve LAWRENCE

Sing

BESAME MUCHO

and (Close Your Eyes)

TAKE A DEEP BREATH

with Orchestra directed by DICK JACOBS
CORAL 61411 (78 RPM) and 9-61411 (45 RPM)



THE THEME SONG
OF THE STEVE
ALLEN SHOW

BUDDY GRECO

Sings

TONIGHT

b/w

Truly

with Chorus and Orchestra
directed by DICK JACOBS

CORAL 61409 (78 RPM)
and 9-61409 (45 RPM)



CORAL RECORDS

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The Billboard Music Popularity Charts
POPULAR RECORDS

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

THE GAYLORDS

Chee Chee-oo-chee (Hill & Range, BMI) - Mercury 70630—This happy, infectious novelty-winner of the San Remo song festival in Italy—gets its most immediately appealing rendition from the Gaylords. This is the version that's likely to lead the pack. The boys have the beat, the color and the arrangement. Flip is "Who's Got the Pain" (Frank, ASCAP).

PERRY COMO AND JAYE P. MORGAN

Two Lost Souls (Frank, ASCAP)
Chee Chee-oo-chee (Hill & Range, BMI)—RCA Victor 6137—Of Victor's double-star diskings currently in release, this one would seem to have the best chance. Both sides are potent. The "Souls" side is a heart-warming duet from the "Damn Yankees" score, which has the common denominator appeal for both Morgan and Como fans. The flip figures to be a big one if the song itself clicks, and certainly the tune combination is an inducement to buyers.

COWBOY CHURCH SUNDAY SCHOOL CHOIR

Go On By (Hamblen, BMI)—Decca 29530—This organization, whether real or trick-recorded, is loaded with what comes across as pure, wholesome, child-like charm. It's the Choir's first disk since its enduring smash "Open Up Your Heart," and has most of the same ingredients. Flip is "The Little Black Sheep" (Hamblen, BMI).

TALENT

SONNY GRAHAM

A Stairway to the Moon (National Jukebox)
I Don't See Me in Your Eyes Anymore (Laurel, ASCAP)—RCA Victor 6126—Miss Graham is the comely girl who got her big break when she won Victor's recent "Miss Juke Box" competition. For her debut disk, she has cut a tune published by the 'ops' own publishing set-up, and it shapes up as a very commercial song, sung with a great deal of communicated warmth. The flip is a hit of several years back that could now be rated a standard. Ops can be expected to get on this to help the girl break thru.

• **Reviews of New Pop Records**

THE FONTANE SISTERS

Playmates 87
DOT 15370—A Billboard "Spotlight" 5-7-'55. (Joy, ASCAP)
Rollin' Stone 87
A Billboard "Spotlight" 5-7-'55. (Excellentec, BMI)

DAVID WHITFIELD

I'll Never Stop Loving You 80
LONDON 1572—This is a Cahn-Brodsky tune that could have been a big Lanza vehicle. As is, it should be a big Whitfield vehicle. Should sell strong and steady for some time.
Ev'rywhere 77
A sentimental waltz, tune provides another highly suitable item for Whitfield's vibrant tenor piping.

THE BARRY SISTERS

Let Me Be Your Honey, Honey 78
CADENCE 1262—The girls thrush personally on the catchy oldie with an infectious beat and plenty of bounce. The disk should get considerable jockey and juke play. (Holdin', ASCAP)
I Hate to Lose You 77
An appealing vocal job on the wistful oldie. The sisters blend with polish and listenable harmony. Good juke wax. (Fisher-Blossom, ASCAP)

CAMARATA ORK

O Mio Babbino Caro 77
DECCA 29521—Lush instrumental on theme from the Opera "Gianni Schicchi" was played on "Studio One." Melody is very attractive, as is the musicianship. Excellent for radio programming. (Ricordi, ASCAP)
Musetta's Waltz Song 76
This side's the haunting melody from "La Boheme." Camarata gives it a sensitive reading, one that's sure to attract deejay play. Both sides are from Camarata's fast-selling LP.

JERRY VALE

How Do I Love You
(Let Me Count the Ways) 77
COLUMBIA 40499—In Vale's suave intonation, Elizabeth Barrett Browning's immortal lyric becomes quite an emotional experience. Beautiful string backing by the Percy Faith ork will be added incentive for copious air play. (Feltz, ASCAP)
Only Beautiful 74
This lovely ballad also gains from the singer's honey tones. Its melody and light, bouncy rhythms are ingratiating, and will be duly appreciated by Vale fans. (Bregman, Vocco & Conn, ASCAP)

GEORGIE SHAW

Do It Now! 76
DECCA 29506—A spirited vocal by Georgie Shaw. There's exciting instrumentation behind the singer's balladeering. Deejays are likely to find this a good program item. Watch it. (Shapiro-Bernstein, ASCAP)
There's An Old Saying 76
Here's a pretty ballad with a melody that stays with you. Georgie Shaw, supported by a chorus on the refrain, does the vocal very well. Another to watch. (Trinity, BMI)

JOHNNY DESMOND

A Straw Hat and a Cane 76
CORAL 61410—A slick opus that aptly illustrates the title. The liting soft-shoe opus makes for pleasant listening in this able performance. Good spin material. (Weiss & Barry, BMI)
Togetherness 74
Desmond chants the tender ballad warmly to sympathetic backing by chorus and ork. (Miller, ASCAP)

RED NICHOLS

Gobelus 76
CAPITOL 3126—Both sides duplicate the earlier Richard Hayman issue. This is George Gobel's theme music, treated with an appropriate light touch and some fine Nichols horn. Fine jockey fodder.
Celeste 74
This pretty strolling theme is handled tastefully by strings and humming voices, with some Nichols trumpeting that sounds more like James than Nichols. It's a typical Nichols, but good listening.

BOBBY MILANO

If Tears Could Bring You Back 76
CAPITOL 3119—Milano puts plenty of feeling into the touching new ballad. Bears watching.
Make Me a Present of You 68
A slighter slicing here.

THE CREW CUTS

Two Hearts 75
MERCURY 70598—Brisk reading of the click ditty is taken from an EP by the group. It should grab some of the action. (St. Louis, BMI)
Unchained Melody 74
Another extract from an EP package. (Frank, ASCAP)

PEREZ PRADO ORK

Whatever Lola Wants 75
VICTOR 6122—The show tune gets a sophisticated instrumental reading here by the Mambo King. Fine for deejays, this disk is well-produced, and the Prado sound will set the protoplasm jumping. (Frank, ASCAP)
Dilo 73
Another bright side, with characteristic treatment by the mambo master. (E. B. Marks, BMI)

ELLA FITZGERALD

Moanin' Low 75
DECCA 29475—The one-time Libby Holman "Little Show" vehicle gets what many jazz-nurtured listeners will consider the definitive interpretation. A classic performance that jocks will go for. (Harms, ASCAP)
Taking a Chance on Love 72
Miss F. has re-cut the "Cabin in the Sky" tune which has been a collectors' delight for more than a dozen years in her original version. This should click with jazz, showtune and Fitzgerald fanciers. (Miller, ASCAP)

EDDIE FONTAINE

Rollin' Stone 75
"X" 128—The flashy, Calypso-styled lyric makes an impressive side, as sung by Eddie Fontaine. He's backed
(Continued on page 40)

RED NICHOLS!

Yes, Red Nichols is back and with a new sound! Now his silver trumpet is framed by a brilliant string section, an exciting vocal chorus, a brass section of trombones and French horns and a swinging rhythm section. Now, it's RED NICHOLS AND HIS PENNY SYMPHONY!

GOBELUES • GEBELUE

(CHIPPENDALE MUSIC, INC., SUBSIDIARY OF LONGRIDGE MUSIC, INC.)

(Theme of the George Gobel Show)

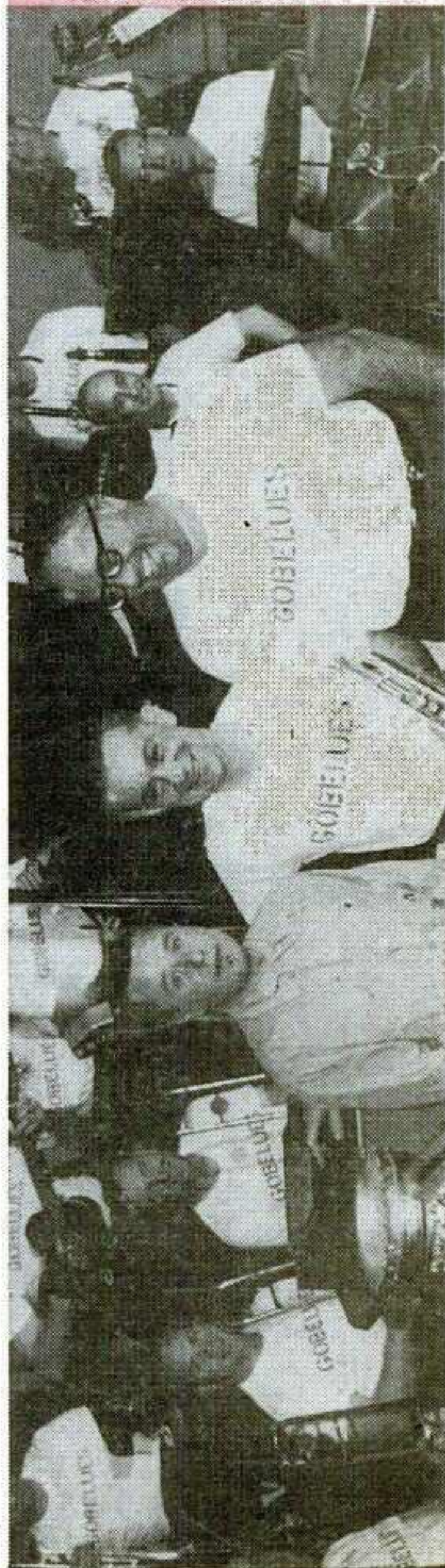
(ROSS JUNGNIKHEL, INC.)



CAPITOL RECORD NO. 3126



RED NICHOLS' life story can soon be seen in a multi-million dollar Paramount picture starring Danny Kaye and featuring Red's trumpet on the sound track.



GEORGE GOBEL (He likes "Gobelues") RED NICHOLS (He plays "Gobelues") JOHN SCOTT TROTTER (He wrote "Gobelues")

A Hit Is Born!



Felicia Sanders

"My Love's a Gentle Man"

b/w

40508

4-40508

Blue Star (first lyrical treatment of the "Medic" theme)

COLUMBIA RECORDS



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The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 38

- well by Sid Bass' orchestra and a chanting chorus. A juke box item. **I'm Through Chasing After You**...70 A blues, in the pop-styled r.&b. vein. Adequate.
- VOICES OF WALTER SCHUMANN**
Old Betsy.....75
VICTOR 6125—Novelty hymn to the trusty rifle of Davy Crockett will get plenty of TV exposure via Disneyland. It's a rollicking item with gunshot sound gimmicks. Kids, of course, will jump on it—that is kids under 10. (Wonderland, BMI)
- Shoeless Joe**
From Hannibal, Mo.....68
Group chant of the quick-beat ballad from the score of "Damn Yankee." Little chance for action here. (Frank, ASCAP)
- GUY MITCHELL**
(Otta Drives Me Crazy)
Otto's Gotta Go.....74
COLUMBIA 40507—Here's a lively novelty—a take-off on the player-piano disk as exemplified by Crazy Otto. Deejays and ops are likely to give it good exposure. (Joy, ASCAP)
- Man Overboard**....74
Smart lyric belted out by Guy Mitchell is backed with solid instrumental arrangement by Mitch Miller. It's in rousing march tempo. For deejays particularly. (Oxford, ASCAP)
- VIC DAMONE**
Don't Keep It a Secret.....74
MERCURY 70624—Damone covers the potent waltz ballad with which Terri Stevens has had some territorial success. A tremendous job by the warbler. Success could depend on his ability to get air plays. (Springfield, BMI)
- A Man Doesn't Know**....74
This is an impressive philosophical ballad by Adler and Ross from "Damn Yankees" that sounds as tho it could have been written by Rodgers and Hammerstein. Another great job by Damone. (Frank, ASCAP)
- JEANNE YOUNG**
Roses Never Fade.....74
CROWN 149—Jeanne Young does both voices on this duet. Ditty is a weeper with a poetic turn of phrase. She sings it with intensity and effect. (Leeds, BMI)
- You Told Me Lies**....72
This side's a rhythm number, with honkey tonk piano featured in the backing to Miss Young's vocal. (Modern, BMI)
- DELLA REESE**
In the Still of the Night.....74
JUBILEE 5198—Here's an interesting version of the great standard. Miss Reese sings out very well, and the ork does a backing in double time. (Chappell, ASCAP)
- Kiss My Love Goodbye**....72
Miss R. sings a blues. Slow-paced and moody. (Jefferson, ASCAP)
- DOTI MALONE**
If Tears Could Bring You Back....73
JUBILEE 5192 — Thrush shows a highly effective style with a simple, poignant, straight-from-the-heart ballad. A well made record that could jump out if exposed. (Goday, BMI)
- It's Just the Mood I'm In**....70
Another telling performance, tho the material hasn't the immediate appeal of the flip. (Jubilee, ASCAP)
- MEL WILLIAMS**
Eternal Love.....73
DECCA 29499 — Traditional blues pattern with a beat and good lyric. (Simon House, BMI)
- Roses Never Fade**....73
Another blues, and this, too, has a good lyric. Mell Williams sings it with heart and flavor. (Duchess, BMI)
- LINE RENAUD**
If I Love.....73
CAPITOL 3116—The French thrush, recently signed by the label, comes thru with a warm and sexy rendition of a pretty, romantic ditty. Recent TV appearances by Miss Renaud should help attract attention. (Beechwood, BMI)
- Pam-Pou-De**....72
Sprightly pattern item is rendered with considerable charm by Miss Renaud. Likely to win air play. (Eastwick, BMI)
- THE McDONALD SISTERS**
I'm Gonna Keep My Eyes on You...73
MODERN 5001—McDonald Sisters' vocal has a hitting beat. The side is pop-styled r.&b. fare, and is fair wax. (Staffer, ASCAP)
- Cupid**....72
Arrangement and style of this ditty are reminiscent of past days; it's pleasant, and the Sisters give it a nice reading. (Vogue, ASCAP)
- LES ELGART ORK**
At the Boppla' Stop.....73
COLUMBIA 40500 — Vocalist Don Forbes leads in with a bright bop lingo chorus, and then the Elgart band takes off on a nice flyer of its own. A nice dance side. (Ginger Quill, BMI)
- I Didn't Even Know Her Name**....72
Forbes styles this pretty ballad a la Sinatra, and it has much of the latter's charm and warmth. The arrangement is very attractive, and makes the side as listenable as it is danceable. (Moonlight, BMI)
- FLORIAN ZABACH**
Nocturne.....73
DECCA 29497—A theme used on the blond fiddler's TV show is extracted from a recent ZaBach album. Mighty pleasant playing of the dreamy item. Deejays can use this wax effectively as change-of-pace material in vocal shows. (ZaBach, ASCAP)
- Theme by Fibich**....71
The familiar waltz melody in a slick arrangement and expressively played. (Northern, ASCAP)
- JOHNNY LONG ORK**
Silver Dollar.....73
KING 1472—A reissue of the Long disk to cash in on the current popularity of Teresa Brewer's new version of the oldie. An appealing vocal by Janet Brace and the Glee Club and a catchy beat. Good juke wax. (Hampshire House, ASCAP)
- We'll Build a Bungalow**....71
This is another reissue of a Long recording of the oldie. Janet Brace and the Glee Club whip up a zingy vocal job and the pacing is pleasing. However, flip has more pulling power at the moment. (Lois, BMI)
- KAY BROWN**
Two Miles Out of Tucson.....73
CROWN 148—Cute rhythm tune is warbled with great jazz personality by the thrush. Jocks can use it. (Christopher, ASCAP)
- Song and Dance**....70
Gal socks over a cornball rouser reminiscent of vaude days. Fairly entertaining wax. (Teri, ASCAP)
- LANNY AND GINGER GREY SINGERS**
The Lady in Lace.....72
BENIDA 5031—Latin-flavored rhythm number is chanted well by the vocal group to a bright instrumental backing. (Orange, BMI)
- Sayonara, Goodbye**....70
An oriental-flavored novelty. (Orange, BMI)
- GLORIA DE HAVEN**
If It's a Dream.....71
DECCA 29522 — The thrush sings sweetly and brings out the dreamy, nostalgic qualities of the ballad from "Seventh Heaven" sympathetically. Pleasant listening, altho unlikely to grab much commercial action. (Chappell, ASCAP)
- Where Is That Someone for Me?**....70
Another pretty ditty from "Seventh Heaven," this has the added quality of a gentle Latin beat in the backing. (Chappell, ASCAP)
- CONNIE RUSSELL**
I'm Making Believe.....71
A fine old standard gets the r.&b. treatment from Miss Russell and group. This is the one the Ink Spots used to do. Could get some air spins. **Ayuh, Ayuh**....68
A rather desperate effort here.
- BELMONTE ORK**
O! Solo Mambo.....70
COLUMBIA 40488 — Belmonte's Latin-swing ork executes a clean, listenable and danceable instrumental version of "O Sole Mio" with a mambo beat.
- You Gotta Do the Mambo Today**....63
Sue Miller handles the vocal on an inconsequential mambo novelty.
- ROBERTA LINN**
So Soon.....69
EKKO 112—Sentimental weeper is awarded a sweetly sung rendition by Miss Linn. (Jari, BMI)
- Fee Fi Fiddle Aye O**....67
Happy novelty is presented convincingly by the canary, basso Thurl Ravenscroft and ensemble. (Jari, BMI)
- LOU MENCHELL**
She Works in Men's Pajamas.....69
ANCHOR 28—Comic Lou Menchell sings a mildly double-entendre novelty lyric with good humor and skillful timing. (Gibraltar, ASCAP)
- Love Is Great**....68
Menchell warbles a so-so novelty about "Love is great so how-cum I'm married," in a vocal style similar to that of the late Ben Bernie. (Gibraltar, ASCAP)
- BIG BEN**
Moonlight on the Ganges.....69
DELUXE 2032 — Some excellent banjo solo work on the familiar ditty. (Harms, ASCAP)
- Nagasaki**....69
A bouncy instrumental version of the oldie with outstanding banjo strummin'. (Remick, ASCAP)
- HARRIET KAY**
Jazzo Mambo.....68
GIBRALTAR 101—A brassy thrashing job on a catchy mambo with lyrics presumably fashioned in honor of NBC deejay Al (Jazzo) Collins. (Gibraltar, ASCAP)
- You're the One**....66
Miss Kay wraps up the oldie in a pleasing South American beat. (Gibraltar, ASCAP)
- TOMMY MORTON**
Let Me Know.....68
UNIQUE 304 — Morton warbles a lively little ditty with sincerity and

(Continued on page 42)

THIS

KID STUFF

IS GREAT!

Pint-size customers in Davy Crockett hats are behind a lot of record buying these days.

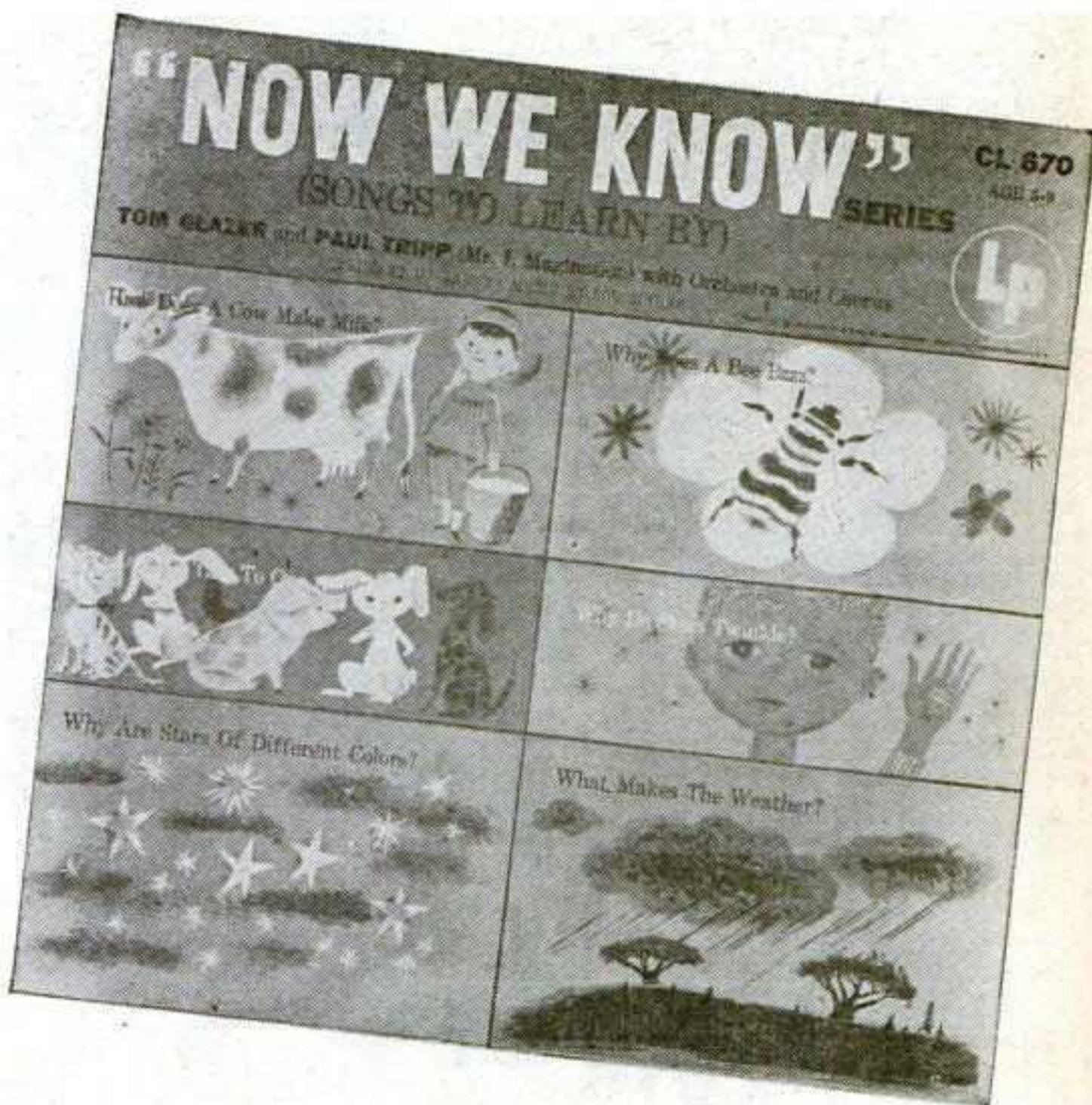
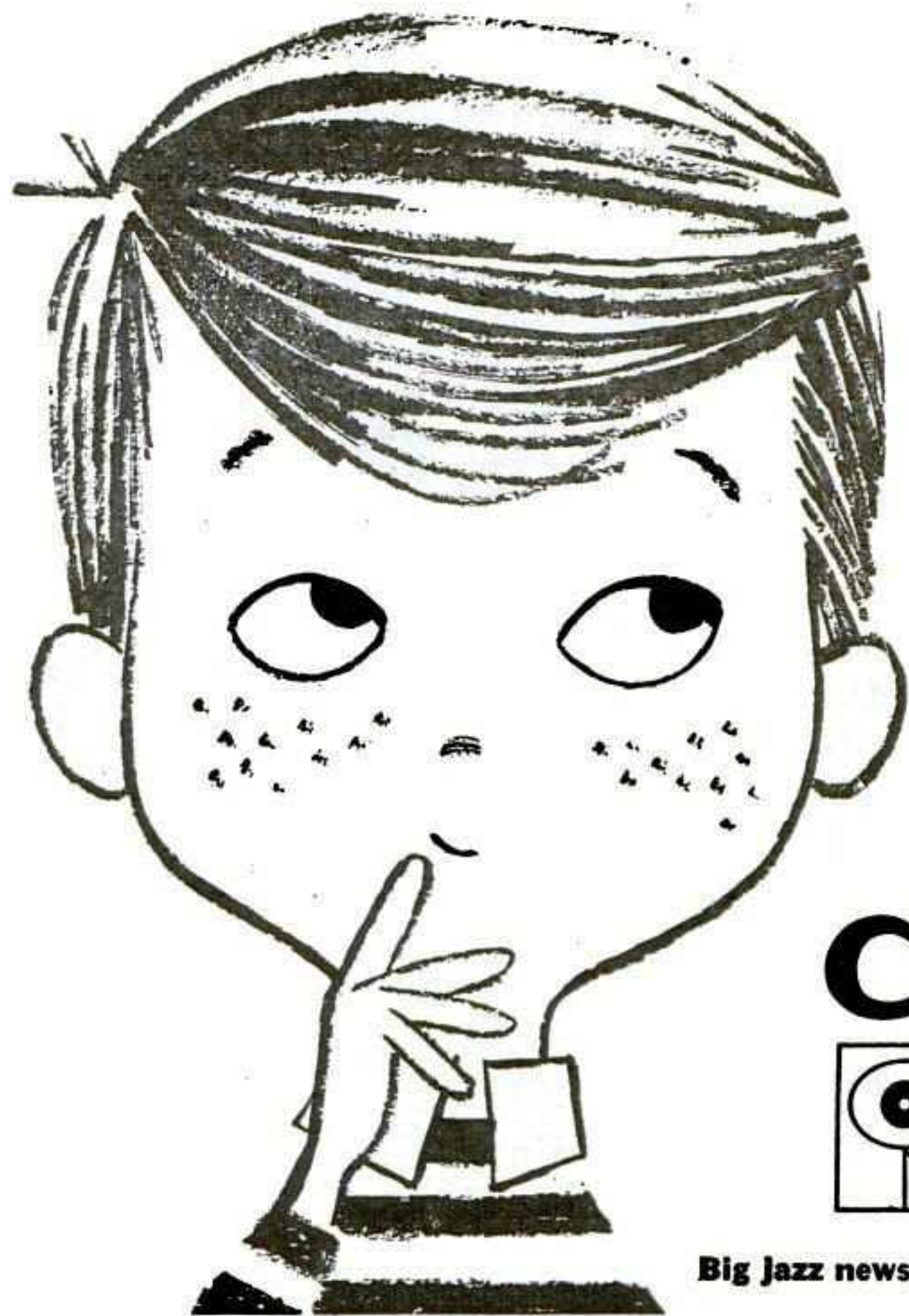
With this in mind we're releasing "NOW WE KNOW" (Songs To Learn By)—our greatest children's series ever!

"NOW WE KNOW" is completely new and different. It's education with a Hit Parade twist! The catchy tunes are the work of Lou Singer; and clever lyrics by Hy Zaret answer questions children always ask like, "What Makes the Weather?" "How Does a

Cow Make Milk?" "Where Does the Sun Go at Night?" "How Does TV Work?"

There are 25 of these delightful songs—all pre-tested in schools. Kids will love "NOW WE KNOW"; parents will want them to have it!

There's big profit in kid stuff! Order "NOW WE KNOW"—now! 78 and 45 rpm singles, J-235, J-236, J-237, J-238, J-239, J-240. 12" "Lp" Record CL670. Extended Play Set J-2015.



COLUMBIA RECORDS



Big jazz news coming June 1st from Columbia—The most famous house of jazz!

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The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 40

happy-soundin' vitality. (Johnstone-Monte, BMI)
Rich in Love...68
 An okay vocal on a fresh, pretty ballad. (Delaware, ASCAP)

THE ACCENTS

Don't Go...68
 ACCENT 1025—In a faint, silky voice, Jackie Allen does a siren song that has undeniable charm, tho it is a bit on the fragile side. Nice support from the Accents. (American, BMI)

Cool-a-Roo...60
 In what is undoubtedly supposed to be an r.&b.-styled novelty, the group is out of its element. Lightweight material that has little commercial potential. (American, BMI)

JOE PAYNE

Hot Lips...68
 CANON 510—It's the old standard in a lively, tho familiar arrangement—with trumpet as the late writer Henry Busse intended. Will be liked by deejays who are playing to an older audience group. (Feist, ASCAP)

Down the Trail...60
 Old-timey and lacks individuality. (Star, BMI)

JANET LORD

Love Me All the Way...67
 UNIQUE 305—The lark carols pleasantly about not wanting a half-way love. An okay waxing of an attractive tune. (Hawthorne, ASCAP)

Reward! Reward!...67
 A warm reading of a lovely ballad. (Miller, ASCAP)

BOB HUNTER

I Wanta Go There...67
 ACCENT 1024—Lively hillbilly sacred material in a pop arrangement. Hunter paces the band and builds a happy, festive spirit. (American, BMI)

Believing...65
 This is inspirational material, too, and Hunter does a convincing job selling its message. (American, BMI)

OTTO BASH

My Babe...66
 HIDUS 2008—A smooth reading of the Little Walter hit, in a pleasant r.&b.-flavored arrangement. The singer does a good job, but the disk comes a little late to cash in on the tune's popularity. (Arc, BMI)

Straighten Up and Fly Right...64

Bash gives a polished performance to this bright standard. The Rhythm Rockers provide a listenable backing with an infectious shuffle beat. (American Academy of Music, ASCAP)

THE THREE TWINS

I Want a Shoulder to Cry On...65
 KAHILL — Adequate harmonizing, but material is lacking. (BMI)

Oh, Baby Doll...65
 Same comment. (BMI)

QUIN JOLLY

Baffl...65
 DECCA 70050—Italian novelty is sung cheerfully to a Latin beat. Master was cut in Italy.

I Mio Muletto...64
 This one is a ditty praising a little mule. Pleasant tune and well presented. Another Italian import.

DOLORES SHARP

I'll Hold You Close...65
 FAVOR 4004—Canary tries hard to project this imaginative ballad and succeeds in conveying her sincerity. (Dandelion, BMI)

Sintoo...58

Miss Sharp's piercing delivery cuts thru an elaborate, production-type effort far from what is likely to attract attention in today's market. (Dandelion, BMI)

MARLINA KARR

I'm Sorry Darlin'...64
 BULLSEYE 1—The thrush does a personable job on a lightweight ditty. **You All You...58**
 Miss Karr has enlisted the professional help of Sy Oliver and the Ray Charles Singers, but this Bullseye platter goes wide of the mark.

JIMMY DESTRY

Danny Boy...62
 HIDUS 2009—Hardly any singer can go wrong with this evergreen. Destry's reading is not noteworthy in any way, but in this material he is guaranteed a few automatic deejay plays. (Boosey & Hawkes, ASCAP)

You're Gonna Be Sorry...59
 In this hillbilly material, the singer is not well cast. He is hard put to send much of a message with it. (Acuff-Rose, BMI)

JUNE BRUNER

Say It's True...53

MASTER 376—This one is unlikely to improve the currently slack market. (American, BMI)
Magical Moon...50
 Sounds like a songwriter's demonstration disk. (American, BMI)

Spiritual

FAMOUS WARD SINGERS

When They Crown Him Lord of All...80
 SAVOY 4066—After a quiet, thoughtful intro, the group's wide-range soprano lead whips the Ward Singers into a frenzy of enthusiasm. The effect is contagious, and customers in this field will find this up to the group's best past efforts. (Savoy, BMI)

Oh Gabriel...78

An unusual piece of material, with a fast beat that holds up all the way. The give-and-take between lead and chorus provides an interest-holding pattern, which comes finally to a big, satisfying climax. (Savoy, BMI)

ANTHONY BUTLER

World's Testimonial...77
 APOLLO 295—Butler, alternating between recitation and song, contemplates the path to salvation and the glories of heaven. The vocal group backing him does a fine job, keeping up with quick changes of pace, always providing a good beat. (Bess, BMI)

Judgment's Comin'...74

Butler and his Singers get ecstatically happy contemplating the happiness that will be theirs in the world to come. The tempo is a lively one and the Singers ride it unflinchingly to the end. Spiritual customers will find both sides here a little bit off-the-beaten-track, and this should be an inducement. (Bess, BMI)

MARIE KNIGHT

The Battle of Jericho...75
 DECCA 48334—Marie Knight's rich voice makes a fine vehicle for this stirring traditional material. Her performance is a rousing one, and has a solid rhythm backing, provided by the Sam Price trio. (Vasti, BMI)

A Traveler's Tune...74

Another upbeat opus of the type that Miss Knight does so well. People used to "fast living" are urged to slow down. The beat is terrific. The material should have some pop appeal. (Wallace, BMI)

Sacred

THE STATESMEN QUARTET

I'm Climbing Higher and Higher...78
 VICTOR 6066—The veteran sacred

quartet does an excellent job with this traditional material. It continually gains in excitement and works up to a satisfying climax. This will do well in the sacred market. (Hill & Range, BMI)

My Brother's Keeper...74

A prettily harmonized appeal to Christian charity. The quiet styling of this material will make a good impression. (Alamo, ASCAP)

THE TIM SPENCER FAMILY

These Ol' Bones...78
 VICTOR 6099—Based on a happy Negro spiritual, this delightful song in anticipation of the day of resurrection has a sparkling arrangement that gives it new appeal. The enthusiasm of the Spencer Family in this rousing rendition will be hard for customers to resist. (Hill & Range, BMI)

Down Deep in My Heart...76

Against organ, xylophone and guitar backing, the group sings of their love for Jesus. A lilting, melodious song that should do well in some pop markets, as well as the country sacred field. (Manna, BMI)

THE STATESMEN QUARTET

A Man Called Peter...77
 VICTOR 6100—Sincere and resonant chanting of the new sacred ballad. Bible Belt reaction should be good, and the promotion being readied by the diskery could push it thru big. (Jungnickel, ASCAP)

The Bible Told Me So...75

Jubilee-style opus with a gay, hand-clap beat is projected with infectious spirit, even to the swinging muted trumpet in the backing. Good prospects here, too. (General, ASCAP)

GEORGE BEVERLY SHEA

How Great Thou Art...77
 VICTOR 6068—A song of wonder and praise taken at a stately tempo. The choral backing is pretty and in good taste. Makes a fine vehicle for Shea's resonant baritone. (Manna, BMI)

Lead Me, Guide Me...76

Equally appealing is this dignified prayer for guidance. The singer impresses with his sincerity and smooth performance. Shea's numerous fans will like both sides. (Hill & Range, BMI)

RED FOLEY AND SISTER ROSETTA THARPE

Have a Little Talk With Jesus...77
 DECCA 29505—Sister Rosetta joins Foley in a happy spiritual. Wonderful wax. (Taps, BMI)

Strange Things Happening Every Day...76

Foley sings this one solo, and he

does a remarkable job of projection on the sacred item, briskly rendered. Many sales and spins of this familiar material due. (P.D.)

THE SPEER FAMILY

God's Love...74
 VICTOR 6067 — "Rock Love," an r.&b. hit tune has been transformed into "God's Love." If customers are not aware of this switch, as many of them possibly might not be, they will find this a lively and engaging piece of material. (Jay & Cee, BMI)

Heavenly Love...69
 The group exults in the love of the Savior. A more vigorous presentation would enhance the appeal of this material. (Hill & Range, BMI)

THE PRAIRIE CHOIR

Shake the Hand of a Stranger...74
 VICTOR 6119—Rousing ditty plugging friendship is sung to a happy march beat. (Hamblen, BMI)

Army of the Lord...73
 Inspirational march is projected with infectious spirit by chorus and ork. (Hamblen, BMI)

CARL STORY

Troubles and Trials...74
 MERCURY 70603 — Story and the Ramblin' Mountaineers get pretty excited as they happily contemplate the day when earthly tribulations will be over. A lively, upbeat number that will please Bible Belt customers. (Stamps-Baxter, SESAC)

Land of Eternal Peace...72

A prettily harmonized vision of the world beyond. The material is smoothly read and given a pleasant, bouncy beat. (Acuff-Rose, BMI)

EARL ANDERSON

Rose of Sharon...73
 INTERNATIONAL SACRED 1445—Anderson's resonant bari voice lends warmth to a comforting message. An unusually pretty organ backing by Paul Mickelson.

Sweet Little Jesus Boy...71

A delightful spiritual that ought to have wide appeal.

RALPH CARMICHAEL SINGERS

Where Is My Wandering Boy?...71
 POP SACRED 7004 — The Singers utter the troubled thoughts of many a mother concerned over the spiritual welfare of her son. Especially effecting is the recited lyric here. (Fiesta, BMI)

I Found What I Wanted...70
 The joyful discovery of meaning in life thru religion is the message of the Singers, and they sing it with

(Continued on page 44)

from Broadway...from Hollywood...from Television
 come these great new **RCA VICTOR RECORD HITS!**



the voices of **WALTER SCHUMANN**

OLD BETSY (Davy Crockett's Gun)

from the Disneyland "Davy Crockett" TV-Series



SHOELESS JOE
 FROM **HANNIBAL, MO.**

from the Broadway musical "Damn Yankees"

20/47-6125



LOU MONTE

BELLE NOTTE (Beautiful Night)

with Joe Reisman and his Orchestra

from the Walt Disney movie "The Lady and the Tramp"



WITH YOU BESIDE ME

with Hugo Winterhalter and his Orchestra

20/47-6133

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"New Orthophonic" High Fidelity Recordings

TWO GREAT INSTRUMENTALS



"BO DIDDLEY"

AND

"SOUTHERN CROSS"

BY JERRY MURAD'S

HARMONICATS

MERCURY 70629

BIG! BIG! BIG! BIG! BIG!

THE CASH BOX SLEEPER OF THE WEEK

"OH MY BELOVED DADDY"
[O MIO BABBINO CARO]
[G. Ricordi ASCAP—Puccini]

"CIRIBIRI MAMBO"
[Judy ASCAP—

RALPH MARGERIE ORCH.
(Mercury 70614; 70614x45)



RALPH MARGERIE

● Every now and then, an absolutely beautiful melody is fortunate enough to receive an equally beautiful interpretation, with the results being the sought after hit. Here is just such a situation — Ralph Margerie and his orchestra playing the "O Mio Babbino Caro" lullaby from Puccini's opera "Gianni Schicchi." The music is just about as melodic and moving as anyone could ask for and Margerie's trumpet cries. Side has the dollar sign in every groove. Flip side, "Ciribirri Mambo" features the trumpet and orchestra on a soft and pretty mambo interpretation of the great oldie "Ciribiribin." Don't let the top half slip by you. It's a natural.

... "an absolutely beautiful melody"

CASH BOX

"OH MY BELOVED DADDY"

[O MIO BABBINO CARO]

Headed For The Hit Parade

RALPH MARGERIE

HIS TRUMPET,
ORCHESTRA
AND STRINGS

MERCURY 70614



RUSTY DRAPER

"EATIN' GOOBER PEAS"

COUPLED WITH

"THAT'S ALL I NEED"

MERCURY 70619

Don't Miss This Great Release

"HOUSE OF BLUE LIGHTS"

The Original Master By

CHUCK MILLER

COUPLED WITH

"CAN'T HELP WONDERIN"

MERCURY 70627



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VOX JOX

Continued from page 15

Charleston, S. C.; Gene Pealsall, K V B C, Farmington, N. M.; Bob Regan, WHAY, New Britain, Conn.; Chuck Bibby, WHAP, Hopewell, Va.; Windy Wes Miller, KBAK, Bakersfield, Calif.; S. K. Stuart, KID, Idaho Falls, Idaho; Sid Tear, WROV,

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

MAY 12, 1945

1. My Dreams Are Getting Better All the Time
2. Candy
3. Laura
4. I'm Beginning to See the Light
5. Sentimental Journey
6. Dream
7. There! I've Said It Again
8. Just a Prayer Away
9. All of My Life
10. A Little on the Lonely Side

MAY 13, 1950

1. Third Man Theme, The
2. If I Knew You Were Coming I'd've Baked a Cake
3. My Foolish Heart
4. It Isn't Fair
5. Bewitched
6. Sentimental Me
7. Dearie
8. Music! Music! Music!
9. Hoop-Dee-Dee
10. Daddy's Little Girl

Roanoke, Va.; Ben Johnson, WEXL, Royal Oak, Mich.; Jack Reynolds, KGKO, Dallas; Dave Potts, WKOP, Binghamton, N. Y.; Gene Le Page, WMSA, Massena, N. Y.; Leonard Ross, KBMI, Henderson, Nev.; Larry Getchell, KFCT, Fremont, Neb.; John Canty, WGTW, Nashua, N. H.; Robert Stutesman, WATC, Gaylord, Mich.

Some deejays have gone all out and refuse to play r.&b. disks entirely. Jerry and Jimmy Strong, WMAL, Washington, for instance, recently announced on the air that they would play no more r.&b. music. . . . Bill Balduzzi, WTHI, Terre Haute, Ind., says the station has "banned r.&b. almost 100 per cent." . . . Marc Jennings, WCMI, Huntington, W. Va., sums up his attitude as follows: "Tunes like 'Kiss the Baby,' 'Hearts of Stone,' 'Ko Ko Mo' and 'Tweedle Dee' are products of the mass hysteria prevalent in our world today."

Now for the "pro" r.&b. deejays. These include Wayne Hannah, WAGG, Franklin, Tenn.; Lou Barile, WKAL, Rome, N. Y.; Fred Swanson, WHAY, New Britain, Conn.; Bob Milton, WDOG, Marine City, Mich.; Lynn McDowell, W B I P, Booneville, Miss.; Jerry Cunning, WLWL, Minneapolis; Jim Greene, WNGO, Mayfield, Ky., and Bob Leonard, WMMM, Fairmont, W. Va. Leonard, incidentally, has this to say, "I read with approbation the current move by various groups to excise suggestive lyrics from popular songs—more notably the rhythm and blues group. Too often we refuse to acknowledge our own failings and ascribe the fruits of our own defections to books and music and motion pictures. It is slightly amazing to learn that a song which is completely within moral grounds to one person is "offensive" to another person who, chances are, has his mind tuned to a high degree for slight vibrations of filth."

CHANGE OF THEME: Dean Allen, the original voice of Donald Duck, is spinning 'em over WHIO-TV, Dayton, O. . . . Fat Sam Dillard, formerly with WPNX, Columbus, Ga., has joined WGST, Atlanta. . . . Milt Hale, who got his show business start, with the carneys and circuses, has started a new three-hour deejay show over WKGEM, Boise, Idaho. . . . Darrell Glenn, Victor's country and western artist, now has his own jockey show on KNOK, Fort Worth, Tex.

Frank Ward has added four hours to his nightly show. It now runs from 9 p.m. to 4 a.m. . . . After an absence of almost a year with Armed Forces Radio Service, Buck Leigh is back in circulation at WEAW, Evanston, Ill. He formerly deejayed at KTXC, Big Spring, Tex.

Guy King has returned to WWOL, Buffalo, after a three-month absence and will jockey a daily four-hour show tagged "Words and Music." . . . Lee Case, WBAL, Baltimore, has augmented his weekly schedule of three daily shows, with a Sunday afternoon ainer, "Car Tunes," from 1:30 p.m. to 6 p.m., aimed, of course, at the Sunday driver. . . . Ted Hepburn, formerly with Alco Distributors, Pittsburgh, has joined WKVA, Lewiston, Pa., as a spinner.

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Sacred

Continued from page 42

conviction. Two pleasant sides. (Herman, ASCAP)
PHYLLIS AND BILLY HOLMES
Life's Railway to Heaven . . . 69
"X" 120—Tuneful hymn that likens the road of life to one with rails is performed sweetly by thrush Phyllis, with the assistance of Billy Holmes on the harmonica. Effort rests gently on the ears. (Voca, BMI)
Are You Facing the World All Alone? . . . 68
Another pleasant religious effort. (Cherio, BMI)

BOB DANIELS
Mustard Seed Faith . . . 69
POP SACRED 7001—A pop-styled song of inspiration and faith. Daniels' delivery is reminiscent of George Beverly Shea, if not yet so polished. The string backing is pleasant and gives a nice lift to the material. (Fiesta, BMI)
Think of God . . . 68
This encouragement to take our troubles to God bears the stamp of sincerity, and will find a positive response on the part of those customers who go for the inspirational type of record. (Herman, ASCAP)

JACK OWENS
Walk and Talk With Jesus . . . 66
INTERNATIONAL SACRED 1803—Owens has an easy-going, unforced singing style that quietly sells this plea to faith. The organ, guitar and bass backing gives a lifting rhythm to this material.
An Evening Prayer . . . 65
A hymn-like prayer asking forgiveness for any wrongs committed during the day. Owens does a competent job with this pretty song.

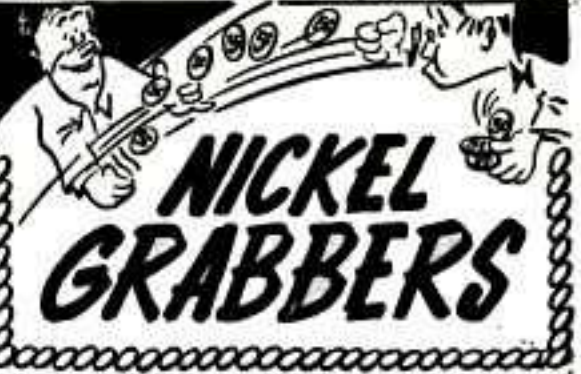
Children's
KIRK DOUGLAS
A Whale of a Tale . . . 84
DECCA K 148—With all the plugging this has been getting over "Disneyland," the bright ditty from "20,000 Leagues Under the Sea" could easily build into a real powerful kiddie slicing. Douglas handles the vocal chores pleasantly.
And the Moon Grew Brighter and Brighter . . . 74
This one is from the U-I pic, "Man Without a Star," is an outdoorsy effort, also pleasantly done. Flip will sell the disk, tho.

Polka
WALT SOLEK ORK
Crazy Otto Polka . . . 77
DANA 3195—This one should get plenty of juke spins on the strength of the title alone. Otherwise it's styled along regulation polka lines, with a happy atmosphere and merry pacing.
Paradise Polka . . . 70
A swiny instrumental polka with a good beat. However, flip will probably pull more spins.

Jazz
PRINCE COOPER
The Wiggler . . . 70
CLUB 51 101—A lively jazz instrumental with a heady Latin-American flavor. Outstanding here is the piano work of Prince Cooper against a swinging drum, bass, guitar and tenor combination. (Davis)
I'm Sitting on Top of the World . . . 69
After a smoothly delivered vocal chorus, tenor and guitar each take tasty solos and the rest of the combo meshes for a solid finish. (Felt, ASCAP)

**Number of Releases
This Week**

Label	Pop	C&W	R&B
ACCENT	2	—	—
ANCHOR	1	—	—
ARCADE	1	—	—
ATLAS	—	—	1
BENIDA	1	—	—
BULLSEYE	2	—	—
CADENCE	1	—	—
CANON	1	—	—
CAPITOL	4	2	2
COLUMBIA	4	2	1
CORAL	1	—	—
CROWN	2	—	—
DECCA	7	2	—
DELUXE	1	—	—
DOOTONE	—	—	2
DOT	1	—	—
EKKO	1	—	—
FABOR	1	—	—
FEDERAL	—	—	1
GIBRALTAR	1	—	—
HIDUS	2	—	—
HIGH TIME	—	1	—
HOLLYWOOD STAR	—	—	1
JUBILEE	2	—	—
KAHILL	1	—	—
KAMPA	—	—	1
KING	1	2	—
LONDON	1	—	—
MASTER	1	—	—
MERCURY	2	—	3
METEOR	—	—	2
MODERN	1	—	1
NORTH STAR	—	1	—
OKEH	—	—	1
RPM	—	—	2
SAVOY	—	—	1
SPARK	—	—	1
STAR DAY	—	2	—
STAR MAIDS	—	1	—
SUN	—	1	—
TAMPA	—	—	1
UNIQUE	2	—	—
VICTOR	4	2	—
"X"	1	—	—
TOTAL	50	16	22



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LET THE HAPPENINGS HAPPEN
WHEN WE GET TOGETHER
DE LUXE 6087

EARL BOSTIC
WHEN YOUR LOVER HAS GONE
COCKTAILS FOR TWO
KING 4790

THE MIDNIGHTERS
SWITCHIE WITCHIE TITCHIE
WHY ARE WE APART!
FEDERAL 12220

BILL DOGGETT
STREET SCENE
OOF
KING 4795

BILL WARD & HIS
DOMINOES
LEAVE ME NOW OR
LET ME GO
CAVE MAN
FEDERAL 12218

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Just One of Those Things
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HARRY BELAFONTE Accompanied by guitarist Millard Thomas	EARTHA KITT Accompanied by her Quartet
VICTOR BORGE	GISELE MacKENZIE
EDDIE FISHER	LUCY MONROE
HELEN GALLAGHER	WALTER SLEZAK
GEORGIA GIBBS	THE THREE MANHATTERS
CAROL HANEY Assisted by Jim Hutchison and Frank Derbas	ZIPPEE THE CHIMP Lee Ecuver, owner-trainer
GEORGIE KAYE	

BAMBI LINN and ROD ALEXANDER
Masters of Ceremony:
EVA MARIE SAINT • HY GARDNER
HARRY HERSHFIELD • HIRAM SHERMAN
PHIL SILVERS

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Page One Ball

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- And now Decca brings you another "national brand" first.



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DPS-6 . . . Suggested List Price \$19.95*

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*Suggested List Prices—Prices slightly higher in South, Southwest and West.

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c/w
NINE HAVE TRIED

MERCURY 70604



Benny Martin

ICE COLD LOVE

c/w
YOU KNOW THAT I KNOW

MERCURY 70560



Chuck Reed

THE END OF MY STAIRWAY

c/w
IT'S BETTER TO BE A HAS BEEN

MERCURY 70593



Betty Amos

YES MAM, MAMA

c/w
CHEATER, CHEATER

MERCURY 70592

FLASH!
George and Earl **NEW**

GOIN' STEADY WITH THE BLUES

c/w
SWEET LITTLE MISS BLUE EYES

MERCURY 70632

NEW
NEW



The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending May 4

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....	1	15
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
2. MAKING BELIEVE (BMI)—K. Wells.....	2	10
WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419		
3. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young.....	3	7
Forgive Me, Dear (BMI)—Cap 3056		
4. YELLOW ROSES (BMI)—H. Snow.....	4	6
WOULD YOU MIND? (ASCAP)—Vic 20-6057		
5. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie.....	5	8
Farewell (BMI)—Cap 3058		
6. I'VE BEEN THINKING (BMI)—E. Arnold.....	6	15
DON'T FORGET (BMI)—Vic 20-6000		
7. MAKE BELIEVE—R. Foley & K. Wells.....	7	11
AS LONG AS I LIVE (BMI)—Dec 29390		
8. IN TIME (BMI)—E. Arnold.....	8	4
TWO KINDS OF LOVE (ASCAP)—Vic 20-6069		
9. ARE YOU MINE? (BMI)—C. Wright & T. Tall.....	9	15
I've Got Somebody New (BMI)—Fabor 117		
9. LOOSE TALK (BMI)—C. Smith.....	11	28
More Than Anything Else (BMI)—Col 21317		
11. IT TICKLES (BMI)—T. Collins.....	10	3
Let Down (BMI)—Cap 3082		
12. THERE SHE GOES (BMI)—C. Smith.....	—	1
OLD LONESOME TIMES (BMI)—Col 21382		
13. IF YOU AIN'T LOVIN' (BMI)—F. Young.....	12	25
If That's the Fashion (BMI)—Cap 2953		
14. MAKING BELIEVE (BMI)—J. Work.....	14	9
Just Like Downtown (BMI)—Dot 1221		
15. THAT'S ALL RIGHT (BMI)—M. Robbins.....	—	11
Gossip (BMI)—Col 21351		

• Most Played in Juke Boxes

For survey week ending May 4

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....	1	14
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
2. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young.....	3	6
FORGIVE ME DEAR (BMI)—Cap 3056		
3. MAKING BELIEVE (BMI)—K. Wells.....	2	7
WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419		
4. WOULD YOU MIND? (BMI)—H. Snow.....	—	1
YELLOW ROSES—Vic 20-6057		
5. I'VE BEEN THINKING (BMI)—E. Arnold.....	4	12
Don't Forget (BMI)—Vic 20-6000		
6. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie.....	7	4
Farewell (BMI)—Cap 3058		
7. LOOSE TALK (BMI)—C. Smith.....	5	24
More Than Anything Else in This World (BMI)—Col 21317		
8. ARE YOU MINE? (BMI)—C. Wright & T. Tall.....	6	13
I've Got Somebody New (BMI)—Fabor 117		
8. ARE YOU MINE? (BMI)—M. Lorrie & B. DeVal....	8	8
You Bet I Kissed Him (BMI)—Abbott 172		
10. PLEASE DON'T LET ME LOVE YOU (BMI)—H. Williams.....	9	3
Faded Love and Winter Roses (ASCAP)—M-G-M 11928		
10. MAKING BELIEVE (BMI)—J. Work.....	10	12
Just Like Downtown (BMI)—Dot 1221		
10. IF YOU AIN'T LOVIN' (BMI)—F. Young.....	—	21
If That's the Fashion (BMI)—Cap 2953		

• Most Played by Jockeys

For survey week ending May 4

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. IN THE JAILHOUSE NOW—W. Pierce.....	1	15
Dec 29391—BMI		
2. LIVE FAST, LOVE HARD, AND DIE YOUNG—F. Young.....	3	7
Cap 3056—BMI		
3. WOULD YOU MIND?—H. Snow.....	6	5
Vic 20-6057—ASCAP		
4. MAKING BELIEVE—K. Wells.....	2	10
Dec 29419—BMI		
5. CUZZ YORE SO SWEET—S. Crum.....	9	4
Cap 3063—BMI		
6. ARE YOU MINE?—C. Wright & T. Tall.....	4	18
Fabor 117—BMI		
7. I'VE BEEN THINKING—E. Arnold.....	5	16
Vic 20-6000—BMI		
7. BALLAD OF DAVY CROCKETT —Tennessee Ernie.....	11	4
Cap 3058—BMI		
9. YELLOW ROSES—H. Snow.....	10	3
Vic 20-6057—BMI		
10. WHOSE SHOULDER WILL YOU CRY ON?—K. Wells.....	12	6
Dec 29419—BMI		
11. LOOSE TALK—C. Smith.....	6	28
Col 21317—BMI		
12. MAKING BELIEVE—J. Work.....	—	4
Dot 1221—BMI		
13. IN THE JAILHOUSE #2—J. Rodgers.....	—	1
Vic 20-6092—BMI		
14. WAIT A LITTLE LONGER PLEASE JESUS—Chester Smith.....	—	3
Col 21368—BMI		
15. AS LONG AS I LIVE—K. Wells & R. Foley.....	13	12
Dec 29390—BMI		

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

IN THE JAILHOUSE NOW, NO. 2 (Peer, BMI)—Jimmie Rodgers—RCA Victor 6092

A "sleeper" that is now beginning to show excellent sales in a large number of Southern markets. Atlanta, Richmond, Nashville, Charlotte and Baltimore report it good to strong and climbing rapidly. Flip is "Peach Pickin' Time Down in Georgia" (Peer, BMI)

BREAKIN' IN ANOTHER HEART (Texoma, ASCAP)—Hank Thompson—Capitol 3106

Thompson is a chart "regular" and this disk is beginning to show the form of his many other commercially successful records. Not only the most important Southern sales territories but Buffalo, Eastern Pennsylvania, St. Louis and Chicago have also reported it doing well with country customers. Flip is "Wildwood Flower" (Brazos Valley, ASCAP). A previous Billboard "Spotlight" pick.

• C & W Territorial Best Sellers

For survey week ending May 4

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. I've Been Thinking, E. Arnold, Vic.
2. Live Fast, Love Hard and Die Young, F. Young, Cap.
3. Silver Bells, C. Atkins & H. Snow, Vic.
4. Making Believe, K. Wells, Dec.
5. In the Jailhouse Now, W. Pierce, Dec.
6. Ballad of Davy Crockett, T. Ernie, Cap.
7. Don't Forget, E. Arnold, Vic.

Charlotte

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Whose Shoulder Will You Cry On?, K. Wells, Dec.
4. There She Goes, C. Smith, Col.
5. In the Jailhouse Now #2, J. Rodgers, Vic.
6. Make Believe, K. Wells & R. Foley, Dec.
7. Are You Mine?, G. Wright & T. Tall, Fab.
8. Ballad of Davy Crockett, T. Ernie, Cap.
9. As Long As I Live, K. Wells & R. Foley, Dec.
10. I've Been Thinking, E. Arnold, Vic.

Cincinnati

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young, F. Young, Cap.
3. I've Been Thinking, E. Arnold, Vic.
4. Haunted, Hungry Heart, S. Whitman, Imp.
5. Are You Mine?, G. Wright & T. Tall, Fab.
6. Loose Talk, C. Smith, Col.

Dallas-Fort Worth

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Yellow Roses, H. Snow, Vic.
5. Silver Bells, C. Atkins & H. Snow, Vic.
6. Make Believe, R. Foley & K. Wells, Dec.
7. Live Fast, Love Hard and Die Young, F. Young, Cap.
8. Would You Mind? H. Snow, Vic.

Houston

1. Making Believe, J. Work, Dot
2. Ballad of Davy Crockett, T. Ernie, Cap.
3. Daydreaming, J. Newman, Dot
4. In the Jailhouse Now, W. Pierce, Dec.
5. Forgive Me, Dear, F. Young, Cap.
6. Hold Everything, G. Jones, Syd.
7. Whose Shoulder Will You Cry On?, K. Wells, Dec.
8. Jole Blon, H. Choates, Mod.
9. What This World Needs, B. Collie, Syd.
10. Drinking Tequila, J. Reeves, Abb.

Memphis

1. In the Jailhouse Now, W. Pierce, Dec.

FOLK TALENT AND TUNES

• Continued from page 16

"Midwestern Hayride," carried each Saturday night, over WLW-T, Cincinnati; WLW-C, Columbus, O., and WLW-D, Dayton, O., has just added WFBM, Indianapolis, to its telecycle. "Hayride" in a few weeks goes NBC-TV network for 30 minutes each Friday night as a summer replacement for the "Red Buttons Show. . . . Jack Turner and the Singing River Boys played the Alabama State Championship Rodeo at State Coliseum, Montgomery, last weekend (4-6). Myrna Jolly, freshman at the University of Mississippi, was last week declared the winner of Turner's "Model-T Baby" Contest inaugurated several months ago to plug Turner's record by that name. Jimmy Swan, of WHSY, Hattiesburg, Miss., sent in the winning entry. As winners, both will have their portraits painted by Turner.

Bob Kennedy's "Bandwagon," headed up by Bob Kennedy and Wanda, Bud Duncan, Buddy Williams and Mac Marsh, pulled more than 1,600 payees to Wills Point Ballroom, Sacramento, Calif., April 30, biggest crowd drawn by a c.&w. attraction there in the last three years. . . . Charles Wright, Dallas, typewrites that Tex Ritter, Jimmie Davis, Dub Dickerson, Sonny James, Jimmy Littlejohn, Fred Stryker and Don Law were visitors to his agency there within the last fortnight and completely cleaned him out of song material. . . . Hugh (Smokey) Ward Jr., of WBEU, Beaufort, S. C., has signed Billy (The Kid) Bodaford, young singer who records for the Don label. Deejays may obtain releases by writing to him, says Ward.

Tommy Sossebee, Bud Issacs, Bobby Moore, Billy Burke, Tommy Jackson and Jimmy Selph, members of Red Foley's band, have left the "Ozark Jubilee," Springfield, Mo., and are back in Nashville. . . . Rex Stuart, Western movie player and instrumentalist, recently dropped into San Francisco to confer with Curley Gold, leader of the Texas Tune Twisters, about recording his tune, "Way Out West."

Sonny Houston's Trailsmen are in Worcester, Mass., for the park season. Pending opening of the

• Review Spotlight on . . . RECORDS

ERNEST TUBB

It's a Lonely World (Tubb, BMI)
Have You Seen (Hudson-Dart, BMI)—Decca 29520—Tubb has two good sides here. "It's a Lonely World" is a moving weeper, sung with sincerity and warmth. The flip is an appealing ditty, wrapped up in attractive style by Tubb. It's Tubb's best platter in a long time, and should grab off many juke and jockey plays.

JEAN SHEPARD

Satisfied Mind—Capitol 3118—Jean Shepard, featured canary on ABC-TV's "Ozark Jubilee," is one of the few gals who can sell strongly in the c&w. field. Her rich, dramatic vocal style is beautifully showcased on "Satisfied Mind," a pretty tune with a philosophical lyric theme. Jockeys should find this disk particularly interesting. Flip is "You Can Take Possession."

resorts, the crew is appearing at Gilrein's Steak House, Worcester, and has a 5 to 6:15 Saturday stint over WORC. The Trailsmen's lineup includes Barney Dorsey, electric guitar; Harry Brunet, accordion, piano and vibes, and Dottie Bee, vocalist.

Denver Bill Clarke and His Ranch Hands are holding forth at WFMJ, Youngstown, O., and making p.a.'s in the area.

Zeke Clements, performer, book-er and head of Blazon Music Publishing Company, is holed up at his home, 1508 Dickerson Road, Nashville, with a broken leg sustained on a recent fishing expedition. Clements' songs are currently being featured by Slim Whitman, Kitty Wells, the Smith Brothers, Tibby West and Les Paul and Mary Ford. . . . Backstage visitors at (Continued on page 49)

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• Reviews of New C & W Records

RED FOLEY

You Little So-and-So . . . 84
DECCA 29517—A Billboard "Spotlight" 5-7-'55. (Skidmore, ASCAP)

WANDA JACKSON

Tears at the Grand Ole Opry . . . 78
DECCA 29514 — The canary pipes with sincerity and feeling on a moving weeper. Jockeys and juke boxes should spin. (Blue Grass, BMI)

PORTER WAGONER

A Satisfied Mind . . . 78
VICTOR 6105—Wealth doesn't insure happiness, we are told in this melodious lecture on the things in life that have meaning. Wagoner does a fine job and the slicing should find a sympathetic reaction. (Starrite, BMI)

ELVIS PRESLEY

Baby Let's Play House . . . 77
SUN 217—A highly distinctive country effort, this is patterned after primitive Southern blues. Great rhythm effects and trick warbling. Should get played. (Excellorec, BMI)

SKEETS McDONALD

You're Too Late . . . 76
CAPITOL 3117—This is a Tommy Collins original with infectious lines

and a toe-tapping beat. Western buyers should do okay by this one. (Central Songs, BMI)

A Losing Hand . . . 74
McDonald wails a lament of his own cleffing. (Central Songs, BMI)

SONNY FISHER

Sneaky Pete . . . 75
STARDAY 190—This material, in beat and arrangement, has taken over some of the catchy qualities of rhythm and blues, and gives an arresting "sound" to this disk. Southern and Western areas especially are bound to find this off-beat material amusing. (Starrite, BMI)

GEORGE JONES

Hold Everything . . . 74
STARDAY 188—An amusing vocal treatment of a catchy novelty with funny lyrics about a guy warning his sweetie to hold the fort until he returns. Fine for boxes. (Starrite, BMI)

JEANETTE HICKS AND BILLY WALKER

Let's Make Memories Tonight . . . 74
COLUMBIA 21392—This is a Floyd Tillman tune, harmonized with quality by the duo. Material has pop potential. (Hill & Range, BMI)

SONNY FISHER

Which One of Us Is to Blame? . . . 72
Another good job, tho the material is pretty conventional callico. (Stewart, BMI)

(Continued on page 50)

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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

This Week's Best Buys

AS LONG AS I'M MOVING (Progressive, BMI)—Rith Brown—Atlantic 1059

The sales curve of this record is beginning to hit a familiar groove. It is now moving out with strength in Philadelphia, Buffalo, Pittsburgh, Atlanta, St. Louis, Nashville and Durham. Good sales are also reported in Richmond, Chicago, Cleveland and New York. In a few territories action was primarily on the flip "I Can See Everybody's Baby" (Progressive, BMI). A previous Billboard "Spotlight" pick.

STORY UNTOLD (Rush, BMI)—The Nutmegs—Herald 452

This record, which has been going like hot cakes in New York since it was released, is now on the New York territorial chart and is taking off in Philadelphia, Buffalo, Baltimore, Boston, Detroit, Nashville and Los Angeles. Flip is "Make Me Lose My Mind" (Rush, BMI).

Review Spotlight on . . .

RECORDS

THE FIVE KEYS

The Verdict (Capitol)—The Keys have clicked on both of their releases so far, and this appears to be their strongest entry yet. The material is powerful, and so is the way the boys sock it over. It's difficult to see how this side can possibly miss. It's all there from the first beat.

ETTA JAMES

Hey! Henry (Callo, Otis and Modern, BMI) Be Mine (Flair, BMI)—Modern 957—This is Miss James' first since her "Wallflower" smash was released, and it looks like a two-sided winner. The "Be Mine" side is an appealing ballad convincingly wailed, while "Henry" is the jump side, and the obvious follow-up to "Wallflower." This one represents big value.

R & B Territorial Best Sellers

For survey week ending May 4

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. Bop Ting a Ling, L. Baker, Atl.
2. My Babe, Little Walter, Che.
3. Wallflower, E. James, Mod.
4. Switchie, Witchie, Titchie
Midnighters, Fed.
5. What'cha Gonna Do? Drifters, Atl.
6. That's All I Need, L. Baker, Atl.
7. I'm a Man, B. Diddley, Che.
8. I Wanna Ramble
Little Jr. Parker, Duk.
9. Two Hearts, Charms, Del.
10. Unchained Melody, R. Hamilton, Epl.

Balti.-Wash.

- 1. Door Is Still Open, Cardinals, Atl.
2. What'cha Gonna Do? Drifters, Atl.
3. Don't Be Angry, N. Brown, Sav.
4. I've Got a Woman, R. Charles, Atl.
5. Close Your Eyes, Five Keys, Cap.
6. Unchained Melody, A. Hibbler, Dec.
7. Lonely Nights, Hearts, Bln.
8. Unchained Melody, R. Hamilton, Epl.
9. You Don't Have to Go, J. Reed, VJ
10. Bo Diddley, B. Diddley, Che.

Charlotte

- 1. Wallflower, E. James, Mod.
2. Flip, Flop, Fly, J. Turner, Atl.
3. Don't Be Angry, N. Brown, Sav.
4. What'cha Gonna Do? Drifters, Atl.
5. Two Hearts, Charms, Del.
6. Switchie, Witchie, Titchie
Midnighters, Fed.
7. Close Your Eyes, Five Keys, Cap.
8. Door Is Still Open, Cardinals, Atl.
9. Most of All, Moonglows, Chs.
10. My Babe, Little Walter, Che.

Chicago

- 1. I've Got a Woman, R. Charles, Atl.
2. Chop Chop Boom, Danderliers, Sta.
3. Unchained Melody, A. Hibbler, Dec.
4. Earth Angel, Penguins, Dtn.
5. Loving You, L. Fulson, Che.
6. Tweedle Dee, L. Baker, Atl.

Cincinnati

- 1. Door Is Still Open, Cardinals, Atl.
2. Chop Chop Boom, Danderliers, Sta.
3. Unchained Melody, A. Hibbler, Dec.
4. Unchained Melody, R. Hamilton, Epl.
5. Pardon My Tears, Moroccos, Uni.
6. Don't Be Angry, N. Brown, Sav.

Detroit

- 1. I've Got a Woman, R. Charles, Atl.
2. What'cha Gonna Do? Drifters, Atl.
3. Unchained Melody, A. Hibbler, Dec.
4. Chop Chop Boom, Danderliers, Sta.
5. My Babe, Little Walter, Che.
6. I Diddle, D. Washington, Mer.
7. Switchie, Witchie, Titchie
Midnighters, Fed.

Los Angeles

- 1. Don't Be Angry, N. Brown, Sav.
2. Bo Diddley, B. Diddley, Che.
3. My Babe, Little Walter, Che.
4. Flip, Flop, Fly, J. Turner, Atl.
5. Pledging My Love, J. Ace, Duk.
6. Most of All, Moonglows, Chs.
7. Wallflower, E. James, Mod.
8. Loving You, L. Fulson, Che.
9. Ain't It a Shame, Fats Domino, Imp.
10. I've Got a Woman, R. Charles, Atl.

New Orleans

- 1. Ain't It a Shame, Fats Domino, Imp.
2. Flip, Flop, Fly, J. Turner, Atl.
3. Bo Diddley, B. Diddley, Che.
4. What'cha Gonna Do? Drifters, Atl.
5. Unchained Melody, R. Hamilton, Epl.
6. Don't Be Angry, N. Brown, Sav.
7. Unchained Melody, A. Hibbler, Dec.
8. Bop Ting a Ling, L. Baker, Atl.
9. I'm a Man, B. Diddley, Che.
10. Door Is Still Open, Cardinals, Atl.

New York

- 1. This Is My Story, Gene & Eunice, Ala.
2. Unchained Melody, R. Hamilton, Epl.
3. Don't Be Angry, N. Brown, Sav.
4. Story Untold, Nutmegs, Her.
5. Unchained Melody, A. Hibbler, Dec.
6. My Babe, Little Walter, Che.
7. Most of All, Moonglows, Chs.
8. Pledging My Love, J. Ace, Duk.
9. Door Is Still Open, Cardinals, Atl.
10. Lonely Nights, Hearts, Bln.

Philadelphia

- 1. My Babe, Little Walter, Che.
2. Unchained Melody, R. Hamilton, Epl.
3. Unchained Melody, A. Hibbler, Dec.
4. Door Is Still Open, Cardinals, Atl.
5. Don't Be Angry, N. Brown, Sav.
6. Most of All, Moonglows, Chs.
7. Pledging My Love, J. Ace, Duk.
8. Come Back, R. Charles, Atl.
9. Close Your Eyes, Five Keys, Cap.
10. Lonely Nights, Hearts, Bln.

St. Louis

- 1. Unchained Melody, R. Hamilton, Epl.
2. My Babe, Little Walter, Che.
3. Unchained Melody, A. Hibbler, Dec.
4. Bo Diddley, B. Diddley, Che.
5. Loving You, L. Fulson, Che.
6. You Don't Have to Go, J. Reed, VJ
7. All Right, Ok, You Win,
E. Johnson, Mer.
8. I Want to Be Loved, M. Waters, Chs.
9. Close Your Eyes, Five Keys, Cap.

Reviews of New R & B Records

THE JACKS

Smack Dab in the Middle . . . 83
RPM 428—A Billboard "Spotlight"
5-7-55. (Roosevelt, BMI)
Why Don't You Write Me? . . . 80
A Billboard "Spotlight" 5-7-55.
(Golden State, BMI)

DAKOTA STATION

Don't Leave Me Now . . . 80
CAPITOL 3128—The only yardstick
of comparison for this suavely styled
ballad are some notable ones by
Dinah Washington. Like those, this
side should have considerable pop, as
well as r.&b. appeal.

A Little You . . . 78

In change of beat and mood, the
singer entreats her lover in a sultry
way, made all the more provocative
by the insistent beat of the backing.

With all her talent, Miss Staton has
to make it one day soon.

BIG BOY GROVES

I Gotta New Car . . . 80
SPARK 114—An exuberant warbling
stint with an exciting beat and amus-
ing lyrics about the financial vicis-
situdes of buying a Cadillac on time.
Should catch juke coin. (Quintet,
BMI)

Midnight Special . . . 72

A zippy paced little ditty receives a
happy vocal job, with a beat that
moves right along. (Quintet, BMI)

THE PENGUINS

Baby Let's Make Some Love . . . 79
DOOTONE 362—Tho the material
isn't unusual, the group could score
(Continued on page 49)

Best Sellers in Stores

For survey week ending May 4

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 throught 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.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 records like MY BABE, DON'T BE ANGRY, UNCHAINED MELODY.

Most Played in Juke Boxes

For survey week ending May 4

RECORDS are ranked in order of the greatest number of plays in juke boxes throught 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.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 records like PLEDGING MY LOVE, BO DIDDLEY, FLIP, FLOP AND FLY.

Most Played by Jockeys

For survey week ending May 4

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 records like MY BABE, WALLFLOWER, PLEDGING MY LOVE.

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"SMACK DAB IN THE MIDDLE" RPM #428

"WHISPER TO ME" by THE RHYTHM ACES VEE-JAY Records, Inc.

"AIN'T IT A SHAME!" #5348 Imperial Records

The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• Reviews of New R & B Records

• Continued from page 48

here on the basis of a tremendous rockin' performance. (Dootsie Williams, BMI)

Kiss a Fool Goodbye...79
Rich lead and harmony lift this ballad performance into top contention. Two strong faces here by the "Earth Angel" purveyors. (Dootsie Williams, BMI)

DOLORES WARE
Can't Eat, Can't Sleep
(Can't Find No Peace of Mind)...76
MERCURY 70618—The absence of her lover drives the singer into a state of frenzied hysteria. This is quite a performance and Miss Ware's dynamic delivery ought to garner many easy sales. (Westbury, BMI)

Everything Will Be All Right...73
In this easy-going, groovy material slightly reminiscent of "Shake a Hand," Miss Ware sings up a storm. She has a personality that projects uncommonly well on wax. (Brent, BMI)

RED PRYSOCK
Zonked...75
MERCURY 70602—An attractive instrumental with an appealing melody line and tasteful solo work. Fine for juke. (Calvin, BMI)

The Horn Blows...73
A rocker with a driving beat and a great sound. Should catch considerable play. (Drexall, BMI)

THE CASHMERES
Don't Let It Happen Again...75
MERCURY 70617—Ground and especially the tenor lead, does a fine, expressive job on a conventional beat-ballad. Concentrated effort could make it a contender. (Clifton, BMI)

Boom Mag-Azeno Vip Vay...70
Rocking chant never quite gets off the group. (Drexall, BMI)

BIG MAYBELLE
Ain't No Use...74
OKEH 7053—With quiet resolution, the singer puts her lover down. Maybelle can phrase torchy lyrics like these with taste and convincing emotion. (Forsbay, BMI)

Don't Leave Poor Me...73
In her usual raucous style, Maybelle harangues a fading lover. She does a good selling job, and gets a lively rhythmic backing from a band led by Leroy Kirkland. (Dover, BMI)

JOE HOUSTON
Candy Rock...74
RPM 427—Driving instrumental with honking horns and repeating figure

in the backing. Good r.&b. sound. (Seal & Modern, BMI)

Riverside Rock...72
Essentially an instrumental, with a bit of chanting thrown in. Not as good as flip. (American, BMI)

THE TENDERFOOTS
Save Me Some Kisses...74
FEDERAL 12219—The boys sing out strongly in this romantic slicing to Southern guitar backing. Side has an appealing flavor and it could win deejay attention if promoted. (Gallo, BMI)

My Confession...69
Organ backing helps in setting the nostalgic mood of this slow ballad, read tastefully by the group. (Gallo, BMI)

JIMMY MADDIN
Let 'Em Roll...73
TAMPA 102—This one rolls right along at a swiny pace, with a solid danceable beat and okay vocal. (Webster, BMI)

Boogie Boo...72
Same comment. (Webster, BMI)

AL HIBBLER WITH DUKE ELLINGTON ORK
Do Nothing Till
You Hear From Me...72
COLUMBIA 35437—This Ellington special was made several years ago when Hibbler was vocalist with the band. The warbler's hot now and this could pick up some fresh coin. (Robbins, ASCAP)

Don't Get Around Much Anymore...72
Another reissued face with similar potential. Actually, this is good standard merchandise. (Robbins, ASCAP)

ROY MILTON ORK
Fools Are Getting Scarcer...72
DOOTONE 363—This is a stomper with group-chanted refrain in an almost gospel vein. Strong beat and some good lines add up to fair impact. (Dootsie Williams, BMI)

I Can't Go On...71
Milton is moderately effective with this fairly routine blues. (Dootsie Williams, BMI)

LULA REED
Caught Me When
My Love Was Down...72
KING 4796—A male quartet backs Lula Reed solidly in this effective reading of the rhythmic opus. Some juke potential here. (Jay & Cee, BMI)

Without Love (Ain't It a Shame)...70

Blues weeper is delivered appealingly. A listenable side. (Jay & Cee, BMI)

DON GRISSOM
Recess in Heaven...70
MILLION 2011—Dan Grissom, the one-time Jimmy Lunceford vocalist, brings a mellow sound to an intimate ballad of moderate strength.

Just Fall in Love...68
Grissom offers another good rendition on this jump side, but the recording sound is dull-edged. (Gold Medal, ASCAP)

WOC ROW ADAMS
Baby You Just Don't Know...69
METEOR 5018—Another primitive chant, this with a haunting beat. (Meteor, BMI)

Wine Head Woman...69
Adams laments the fact that his gal drinks too much, in a deep-South folk-type blues. (Meteor, BMI)

CHUZ ALFRED COMBO
Caravan...69
SAVOY 1158—The Ellington evergreen is spun thru a Latin wringer here in an attractive rhythmic slicing that could gain pop as well as r.&b. spins.

Buckeye Bounce...66
Another rhythmic side, energetically projected. (Savoy, BMI)

BENNIE WOODS FIVE DUKES
I Cross My Fingers...68
ATLAS 1040—A slow, prettily harmonized ballad, with the lead singing his heart out and getting bright backing from the Dukes.

Wheel Baby Wheel...65
Lightweight material and unsteady beat make for a generally weak impression.

KING PERRY BAND
Get Out of My Face...67
LOOK 104—Perry delivers a routine shout blues in spirited style. (Golden State, BMI)

Till You're in My Arms Again...67
A medium rocker of no special distinction. (Golden State, BMI)

NU-TONES
Goddess of Love...66
HOLLYWOOD STAR 797—A lackluster ballad recording.

Niki Niki Mambo...66
Mambo-blues has a good-enough beat, but little more.

HAWARD SWORDS
I'm Lonely As I Can Be...55
METEOR 5019—Routine weeper with poor production. Swords does the routine vocal. (Meteor, BMI)

You Will Have to Pay...55
Same comment (Meteor, BMI)

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b/w
"I CAN'T GO ON" DOO 363

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"KISS A FOOL GOODBYE"

"BABY LET'S MAKE LOVE"

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DON JULIAN'S MEADOWLARKS
DOO 359




FOLK TALENT AND TUNES

• Continued from page 47

"Grand Ole Opry" in Nashville April 30 were Stan Freberg, Bill Lowery, Chuck Dougherty, Werly Fairburn and Keith Rush. . . . Smokey Stover has two new releases on Starday label, "You Wouldn't Kid Me, Would You, Baby?" and "It's Easier Said Than Done," both from his own pen. Stover reports that Justin Tubbs, Gabe Tucker, Utah Carl and the Stampede Wranglers recently attracted a full house to Fairground Auditorium, Angleton, Tex. Smokey also appeared on the bill.

Cavalier Records, San Francisco, has signed folk artist Jesse Fuller, with the latter cutting two LP's of his work. . . . Johnny Mathis and Les Chambers, who recently teamed, have as their first release on Starday "Everybody Else Does, Why Can't I?" . . . The Louvin Brothers, Ira and Charlie, newest additions to the country music roster at WSM, Nashville, make their first appearance on "Grand Ole Opry" Saturday (14). Their latest on Capitol is "Love Thy Neighbor as Thyself" b/w "Make Him a Soldier." . . . Big Jim Wilson, of WAVE, Louisville, slated for a guest spot on RadiOzarks "Ozark Jubilee," featuring Red Foley, over the ABC-TV network June 4.

Hank Thompson set for the guest slot on "Circle Theater Jamboree," Cleveland, May 21. . . . Carl Smith and His Tunemsmiths spent most of last week in Canada, returning to the States at Tacoma, Wash., last Saturday (7). He winds up his current tour at Oakland, Calif., May 15. . . . Tommy Scott and His Ramblers have just cut "Dance With Her, Henry" and "Jumpin' From Six to Six" for Four Star, with Tex Harper handling the vocals. Scott is now en route to Canada with his road show. . . .

Slim Rhodes and the Mountaineers have waxed two new ones, "Don't Believe" and "Uncertain Love," for the Sun label.

Rocky Coleman is back in Kansas City, Mo., after a 21-day tour, which included 11 shows in six days thru New York State and a seven-day swing thru California. Rocky says that he and the Hollywood Playboys showed to some 18,000 people on the tour. New in the Coleman roster are Don (Pee Wee) Nelson and Jerry (Utah) Sparks. . . . Bob Neal, currently working with Col. Tom Parker on promotion for the Hank Snow show in the South, reports that he has Elvis Presley, Martha Carson, the Carlises, Ferlin Huskey, J. E. and Maxine Brown and Onie Wheeler set for a week's trek beginning May 29. Neal, who is Presley's personal manager, says the latter has a new release on Sun, "Baby, Let's Play House" b/w "You're Right, I'm Left, She's Gone." Deejays may receive a copy by writing him at 160 Union Street, Memphis, Neal says.

With the Jockeys
Doug Richards, formerly disk jockey on the staff of Radio Station KTSA, San Antonio, has joined the staff of Radio Station KENS in a similar capacity. He will preside over the nightly "Night Owl Club."

Gene Ryan tried a new programming stunt recently with his "Western Star Time" show, which airs over WFMC, Goldsboro, N. C. Setting up operations outside the studio in his auto, Ryan had a two-way hook-up with the engineer, and was able to read requests and spots without a hitch. Ryan has plans for more of this kind of programming, which, incidentally, (Continued on page 50)

A Big One for the Juke Boxes

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FOLK TALENT & TUNES

Continued from page 49

drew quite a crowd. . . C.&w. activity has moved into high gear at W. K. (Wild Bill) Berry's area. To start things off, Starday's Les Chambers and Johnny Mathis were in to see him at his studio at KWCO, Chickasha, Okla. Then Slim Whitman, Jimmy Lee, Wayne Walker and Billy Gray followed for a short visit. When the "Grand Ole Opry" troupe was in Oklahoma City, Berry loaded up the tape machine and had a field day with interviews. Activity at the station has increased, too, with Uncle Bob Thompson's "Morning Round-up" being extended to an hour and 25 minutes, and with Berry picking up an additional two-hour segment of country & western each afternoon, 1-3, the "Saddle Pals" show.

Merle Kilgore has joined the staff of KBSF, Springhill, La., where he is broadcasting country & western wax, 6-8 a.m. and 12:30-3:30 p.m., Monday thru Saturday. Kilgore needs records, especially from the minor labels. He infers that Webb Pierce's "In the Jailhouse Now" and Faron Young's "Live Fast, Love Hard, and Die Young" are hotter than any r.&b. tune around his section. Kilgore wrote the tune, "More and More," for Webb. . . Gabe Tucker, KRCT, Baytown, Tex., recently completed a 10-day tour featuring Justin Tubbs. Carl Smith's "There She Goes" b/w "Old Lonesome Times" is off to a good start in the Baytown area, according to Tucker.

Cliff Rodgers queries from WHKK, Akron: "What ever happened to the record promotion men employed by the record companies to call on deejays? In the past couple of years one man has called on us regularly, Todd Hart of Mercury. In recent weeks, Earl

Tinker, of Columbia, has been stopping in once a week, and we have an occasional visit from the RCA Victor representative. That's it! Isn't anyone interested in record sales in the most heavily populated area of our nation? We have a clear-channel coverage of such cities as Cleveland, Akron, Youngstown, Canton, Warren, Toledo and Pittsburgh, just to mention a few. A very conservative estimate of the population we cover is between 15 and 20 million people! I have been told that quite often record shops have to drive to Cleveland to pick up copies of a hot record. Gentlemen, the business is here if you want it. We can create a demand, but we can't supply the buyers."

Sheldon Horton, WVAM, Saxton, Pa., has turned journalist and is now writing a weekly column, featuring news of artists and records. Horton is currently looking for area talent to use in shows on his "Stars on Parade." . . . Bill Mack's "Big E Jamboree," hour TV show on KWTT-TV, Wichita Falls, Tex., recently had as deejay guests Ben Hall, KVWC, Vernon, Tex.; David Houston (Imperial) and Tilmann Franks. Jockeys wishing to guest on the show should contact Mack. "Country & western biz is climbing back in the saddle in this area," writes Mack, with r.&b. music taking a back seat. Record companies should wise up and stop releasing off-color, suggestive material. Deejays in these parts are playing hands off to suggestive lyrics.

Roy Acuff, Johnny and Jack and Kitty Wells drew a record crowd into a local high school in Burlington, N. C., recently, reports Henry Tuck, of WREV, Reidsville, N. C. . . . Mike Paxton (Uncle Sleepy) is airing an hour-and-a-half country show from WLSI, Pikeville, Ky., each afternoon. Paxton also does a daily morning sponsored stint of folk material. The Lonesome Pine Fiddlers, whose latest out on RCA Victor is "Windy Mountain," do a daily 30-minute seg over WLSI while doubling on West Virginia, Virginia and Kentucky.

Lita Weaver has joined the Country Cuzzins, c.&w. band, writes Cuzzin Bill Hamby, who spins the "Alarm Clock Club," 5-6 a.m., Monday thru Saturday, over WONE, Dayton, O. Lita plays piano, banjo, guitar and ukulele, besides warbling for the group. Hamby and the band are currently appearing at the Club Safari, Dayton. . . . Guesting recently on Neal Jones' TV show, "The Jones' Place," heard over WBAP-TV, Fort

Worth, were Sonny James, the York Brothers, T. Tex Tyler and Darrell Glenn. Jones, who has a new release out on Columbia, "Down Boy," began a new TV show April 30 over WBAP, aired Saturday, 10:30-11:30 p.m., with Paul Buskirk and band. A barn-dance-type show in color, it's the first of its kind in the territory, according to Jones.

Ace Ball is programming an hour of country & western hymns and quartet numbers from 3-4 each afternoon over KLVV, Levelland, Tex. Seg is called the "Sagebrush Chapel." Little Joe Crowder, a five-year old, and the Crowder family are regulars on the show. . . . Country music was a 3-1 winner over popular in a recent telephone-poll survey held at WIDE, Biddleford, Me., infos Peter Paul. Station's Saturday night jamboree has been extended to an hour and 45 minutes.

Stopping by for a visit recently with Linda Lou Stone on her "Western Serenade" show, which spins out over WHGB, Harrisburg, Pa., was Curley Holiday, new on King Records. Linda's all excited over Holiday's "I'm the Devil Who Made Her That Way." . . . Harvey W. Holcomb, KWEW, Hobbs, N. M., wonders what's with Decca and Coral. Just as we give up hope of ever getting a record, they come thru," he pens. "Then, when we begin to get them regularly, they stop. We never got a copy of Webb Pierce's 'In the Jailhouse Now' from Decca, and had trouble getting it locally, even with the best connections." Holcomb says that he is badly in need of a copy or two of his theme, "American Patrol," by Bill Boyd and His Cowboy Ramblers on RCA Victor.

Willie Jones infos from KCFH, Cuero, Tex., that Dotti Jones and the O'Neal Brothers, new combo, is stirrin' up quite a fuss. Dotti and Jones have a promotional tour mapped out to introduce her new Sarg release, "Fly Birdy Fly" b/w "Master of Deception." . . . Jay Earl has joined the Virginia Valley Boys at WMEV, Marion, Va., according to Cousin Zeke, who mans the station's c.&w. turntables. . . . Bill Lowery (Uncle Eb Brown) is now spinning 'em at WEAS, Decatur, Ga., a 50,000-watter, along with Bob Prather, Warren Roberts and Curt Alexander.

Eddie Roberts (Jiffy), who formerly spun them at WDOB, Canton, Miss., is now airing c.&w. wax over WGVN, Greenville, Miss. . . . Says Welby Hoover, WFLW, Monticello, Ky.: "We are just starting

out in the broadcasting field and find it difficult to obtain new hill-billy releases. Have several western programs, but can't bring them up to par because of lack of records. We will give all records a fair chance if they will only send us the releases." . . . Dusty Rose's "It Makes Me So Mad" and Eddy Arnold's "It's Time" are drawing lots of requests at WFMC, Goldsboro, N. C., infos deejay Gene Ryan. Also stirring up action in Ryan's area are Don Larkins' "Sidelined," sung by Dick Thomas; Kitty Wells' "Making Believe" b/w "Whose Shoulder Will You Cry On?"; Ginny Wright's and Tom Tall's "Are You Mine?" and Faron Young's "Live Fast, Love Hard and Die Young."

Cecil Lee has moved operations and is now programming from KSWO, Lawton, Okla., and KTJS, Hobart, Okla. Lee has a new release out on Four Star, "I'm An Ordinary Man" b/w "This Aching Heart," which is backed by the Miller Brothers. Deejays can get a copy of the platter by writing Lee.

Mozelle J. Phillips has moved to WSSB, Durham, N. C., where she is heard daily, 9:15 a.m.-12:20 p.m. She is also the featured gal singer on the TV show, "Saturday Night Country Style," starring Jim Thornton and His Country Stylers, on WTVD, Durham, and on another TV seg over WNCT, Greenville, N. C. . . . Sheriff Tex Davis letters from WCMS, Norfolk, Va., that the station has added a new program, "Hit Parade in Reverse." Show, heard each Sunday at 5 p.m., features the flip side of the records played on the Sunday morning edition of the regular "Hit Parade." Response has been good, says Davis.

Nellie Ferry, Portland, Ore., president of the Ferlin Huskey Fan Club, stopped by KCLX, Palouse, Wash., recently for a visit with Mary Wilson, and while there guested on Mary's "Far West Jamboree." Also guesting with Mary recently was Herbert Syms, B. C. Records representative. . . . Pete Hunter's new one out on Feature Records is "Everybody Needs Somebody" b/w "It's So Lonesome When It Rains." "Deejays who don't have it, just drop me a line at KRCT, Baytown, Tex.," writes Pete. . . . Brewer Sisters have returned to Pulaski, Tenn., after a stint in Florida, infos Nathan Street, WKSJ, Pulaski. Street adds that both sides of Kitty Wells' new Decca release are going well in his area.

Shorty Long, country twirler at WPAZ, Pottstown, Pa., recently spent a week at WSM, Nashville, talking to artists and arranging for some of them to appear at his Santa Fe Ranch, which opens May 8. . . . A contest held by Hopalong Joe Hoppel, WLOW, Norfolk, Va., recently had listeners guessing how many records he played one day on his six-and-one-half-hour show. Answer was sealed in an envelope, which was put on display at a local record store. Prizes were the new Eddy Arnold albums. Response to the contest was surprising, Hoppel writes. . . . The Acuff-Rose Softball Team is getting set to take on the Opry All-Stars in the regular softball battles that got started last year, reports Ralph Emery, WSIX, Nashville. The All-Stars are headed by Jerry Byrd and George Morgan. Acuff-Rose team features Roy Acuff, Bill Carlisle, Marty Robbins, Ferlin Huskey, Wes Rose and deejays Joe Allison and Emery.

Vern Lotz's Saturday afternoon show, heard over KOTA, Rapid City, S. D., has been extended to two hours. Lotz, who also emcees "Country Store," which airs 4:15 p.m. daily over the station, is still in the promotion field. He has the Carlises, Ferlin Huskey and Martha Carson set for Huron, S. D., June 22, and at Rapid City, June 24, and has Hank Thompson booked for a dance at Rapid City, July 23.

Glen Brooks is working Cliff Rodgers' "Melody Round-Up" over WHKK, Akron, while Cliff and his wife vacation in Key West, Fla., and Havana. . . . Cactus Joe Wesley, performer-deejay at WIBV, Belleville, Ill., has signed a recording contract with the Silver Bell Recording Company, of Pontiac, Mich. . . . A Saturday afternoon (Continued on page 51)



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WE DELIVER WHAT WE ADVERTISE

Reviews of New C & W Records

Continued from page 47

- JOHNNY GITTAR**
You Only Hurt My Pride 73
HIGH TIME 172—Gittar croons attractively about a gal who let him down, but didn't hurt his heart, only his pride. (BMI)
- San Antonio Boogie 71
A fast-paced boogie with a good beat and amusing lyrics sung with zestful enthusiasm by Gittar. (BMI)
- WAYNE RANEY**
I Was There 72
KING 1469—He's an old reliable, chants Raney in this back-country novelty. Bright recording enhances this already effective disk. Rural jukes can use. (Lois, BMI)
- We Love to Live 71
Another good side by the chanter, who also blows a mean harmonica. Slinky boogie beat helps here. (Lois, BMI)
- BOYD BENNETT**
Seventeen 72
KING 1470—A lively paced ditty with lyrics aimed at the teen-ager. Bennett warbles with enthusiasm and backing has a swiny beat. (Lois, BMI)
- Little Ole You-All 70
Same comment. (Lois, BMI)
- CURLY ALLEN**
Pickin' Wild Flowers 72
STAR MAIDS 101—Interesting guitar pickin' on this side. Curly, with brief comment, picks it as it's done in Birmingham, West Virginia, Nashville, etc. Good novelty for deejays. (BMI)
- You Pulled the Wool Over My Eyes 69
She went out to play, but he sees it

- all now, Curly Allen tells the story adequately, but the lyrics are full of cliches. (BMI)
- BONNIE SLOAN**
Hogtied and Branded 71
COLUMBIA 21391—Miss Sloan's heart has been lassoed, and tho she squirms, she doesn't really seem to resist. A lively piece of material, with cute lyrics and a wild guitar backing. (Ridgeway, BMI)
- Nobody But You 70
The singer croons quietly in this pretty, lilting ballad. Miss Sloan's a talented thrush and this gives promise of better things to come. (Ridgeway, BMI)
- WADE RAY AND HIS COW TOWN FIVE**
Dipsey Doodle 68
VICTOR 6110—Ray's bucolic band, strong on guitar and fiddle, gives the Larry Clinton swing oldie a toe-tapping country styling. For dancers. (Lincoln, ASCAP)
- A Sentimental Journey 68
Another special from the swing era similarly treated. (E. H. Morris, ASCAP)
- ANDY WALSH**
A Lifetime of Lovin' 60
NORTH STAR 2011—Chanter moves thru the brisk, romantic item easily. (North Star, BMI)
- Play an Old-Time Waltz 55
Steady waltz beat paces this matter-of-fact rendition of a tuneful ditty. (Cole, BMI)

HOCUS-POCUS

By JAY MARSHALL and FRANCES IRELAND

This is the first in a series of articles by Jay Marshall, well-known American magician, emcee and comedian, and his wife, Frances Ireland, operator of the L. L. Ireland Magic Company, Chicago, who recently flew to London for the international magic conclave sponsored by the London Magic Circle. They are currently touring the Continent and are due back in the States in early June. In this and succeeding articles, Jay and Frances will relate their experiences with theatricals in England and on the Continent.

WHISKED over the Atlantic only seven hours late, we walked into the customs office at London airport like two greenhorns. We walked out of it feeling like visiting royalty, because wonderful Lew and Leslie Grade had sent a chauffeured limousine, and a charming Glyn Jones to meet us. He saw us installed in our apartment, then took us to the London Palladium to see the last pantomime of the season, Richard Hearne in "Mother Goose." This exciting show had a goose as big as a pony, Max Bygraves singing and acting a lovable country store-keeper role, Richard Hearne, as an ugly Mother Goose, most agile, flinging herself in and out of a most amazing trap set; lots of girls, boys, music, color and fun. We were lucky to catch the last performance of a show that had so much to it, weaned, tho we have been, to our rather thin American fare. We know now that almost all English shows are like that—plenty of everything, whether it be girls, music, sets or just plain theater-going satisfaction.

London has an even 50 theaters in the metropolitan area playing drama, revue, variety, ballet and opera, with eight new shows just opened. A familiar sight is the sold-out sign in front of the box office. Movie houses (almost all American films) have long queues in front of them. The Palladium (which we will tell about in detail in another issue) is now sold out for the Danny Kaye run weeks from now. Londoners are confirmed theater-goers, expecting the best and being given the best. There is substance to the London theater, with down-to-earth laughter or tears, entertainment for real human beings. None of this arty, experimental stuff, none of this impossible-to-understand vagary to which we have inadvertently bought tickets now and then at home. The London theater satisfies the audience. Could it be that that is why showbusiness is still making

stand here, last stand tho it may be?

Bedeveled by Agnes De Mille ballets for many a season now, our American eyes were delighted with the wonderful, superlative Tiller Girls, long lines of these precision dancers, whole stages full of them. We counted 80 to 100 people appearing on stage in the first 10 minutes of every revue we have attended. The costumes are brilliant and colorful, and lavishly used, with dozens of changes. We have not seen such elaborate sets since "Du Barry" traveled the States. They use ideas like one chocolate brown and pink set, hung with festoons of real satin, repeated in brown satin semi-tuxedos on the men, and pink lace and brown velvet costumes on the girls, all bathed in rosy pink light and presenting a scene you could almost eat.

They play a lot of American music here, but they play it with a spirit and a beat that make you keep tapping your foot. They are not afraid to play the old so-called corny tunes, and many popular American songs of our youthful dancing days are used daily around here, both in shows and on radio. Being a country of ceremony and parade, marching music is frequently heard. And almost any time we can find a two or three-man band, entertaining the queues at theaters or shoppers in the stores. Lesser street performers also dance, sing, act, do anything for pennies. Rain or cold does not interfere.

Many restaurants have orchestras playing, with the diners having a luncheon that includes anything on the menu for about a dollar, entertained by five or six musicians. Theater orchestras are all larger than our American ones, even for shows where they merely play a few minutes between acts. There are 30,000 members of the musician's union in Britain, mostly working.

(To Be Continued)

BURLESQUE BITS

By UNO

Blaze Starr, new featured strip on the Hirst Wheel, got her start two years ago in Baltimore's 2 o'Clock Club whose owner, Sol Goodman, is now her manager. Her exclusive booker is Eddie Kaplan. . . Acting on the theory that baseball fans are burly customers, the Folly, Kansas City, Mo., has increased its schedule to seven nights each week with a mid-nighter in addition on Saturdays. Performances are timed to conform to hours before and after home games of the Kansas City Athletics, new major league team in that city. First show featured Nannette Hall and Shiva. . . Al Mittelman and Al Ulitsky, co-owners of Steve Brodie's cafe in Philadelphia, which has been a showcase for burly headliners, have commissioned George Zafero, an interior decorator, to remodel the club to resemble an authentic corner saloon during the turn of the century. . . Lynn O'Neill is a victim of a fall on the stairs on April 25 while filling an engagement at Tony Pastor's nitery in New York. A badly sprained ankle will incapacitate her for several weeks and keep her home in Lynbrook, N. Y. . . Current stock cast at the El Rey, Oakland, Calif., includes Boob Brooks, Happy Raye, Tony LoCicero, La-Vern Dorn, Jean Prescott, Carla Knight, Viana, Bobby Lee, Celeste Patee, Linda Carroll, Randy Lane, Dixie Evans and Zee Zee Martine. Future bookings include Lotus Du-Bois and Gay Dawn, May 13; Shiva, May 27; Tempest Storm, June 10; Lily St. Cyr, July 1, and Syra and Artie Lloyd. . . Charlie Lavine is still another old-time comedian to make a reappearance

in burly after many years—14 to be exact—spent in niteries.

Mary Jane Parker, after the Gayety in Norfolk closed, left for the Town House in Toledo, O., now being managed by Ralph Clifford, former straight man on the Kane circuit and later house man at the Park, Youngstown, O. . . The Carman in Philadelphia, operated by Ben Zimmerman and managed by Mike Radami, has inaugurated a change of policy to include a doubling of the advertising budget and the engagement of publicist Joe Brooks who is to work with the press, radio and TV. Plans are to acquaint the public better and quicker with coming burly headliners. . . Justine Lewis, also known as Princess Kuanna and Lucille Charlotte, is still on the sick list and would like to hear from friends at the Hotel Victoria in Norfolk. . . Another Hirst unit folded April 30 at the Hudson, Union City, N. J., with comic Billy Hagan going to the Troc, Philadelphia, for an indefinite stay; Nancy Lewis to the Fox, Indianapolis, for two weeks then to the Roxy, Cleveland, and the Gayety, Detroit, and Donna Vea to the Empire, Newark, N. J. . . Julie Gibson, at the Wedge, Philadelphia, was storied in the local Daily News on April 20 as seeking \$725,000 in damages from a cosmetics firm for unauthorized use of her photos, claiming she now gets catcalls instead of respect from patrons. Buddy Ottenberg, co-owner of the club, is also Miss Gibson's manager. . . Starring at the Casino, Toronto, next week is Sabrina Renee and, for the week following, Lily Ayers, the Dancing Doll.

FOLK TALENT AND TUNES

Continued from page 50

jamboree recently organized in Church Hill, Tenn., is being broadcast over WMCH, Church Hill, reports Etsel Skelton, c.&w. deejay at the station. Show features T. J. Rogers and the Lonesome Mountain Boys, Wanda Seals, Carl Poff and the Tennessee Hillbillies, the Gillenwater Brothers, Ronald McGee and the Clinch Mountain Boys, and Etsel, who emsees and manages the show.

Lloyd Gantt, c.&w. spinner at WMVO, Mount Vernon, O., reports that staffer Lou Foster and His Mountaineers are currently broadcasting from a local hardware store, with Gantt doing some of the group's emsee work. Gantt sends out the distress signal for more country and western wax. . . Clay Eager, WIZE, Springfield, O., is now a regular Saturday night member of the "Midwestern Hayride" show on WLW, Cincinnati. . . J. R. Janot, who spins four deejay shows a day over KEUN, Eunice, La., had Rusty and Doug (Feature) and J. D. Miller (Feature) as guests recently. Janot has a new release coming out on Feature, "My Heart Skips a Beat" b/w "I've Lost Her Love But Not the Memory," both of which he penned himself.

Uncle Dudley Hackworth, KOSY, Texarkana, Tex., has launched his new 40-foot houseboat on Lake Narrows and is planning to do most of his summertime broadcasting from the boat via tape recorder. . . Ted Kirby, WZOB, Fort Payne, Ala., has begun a live TV show on WROM-TV, Rome, Ga., labeled the "Ted Kirby Show." Seg is heard every Monday from 7:30-8 p.m. and features Kirby's new band, which consists of Bobby Whitmire, steel guitar; Jack Bell, lead guitar; Nat Kirby, bass fiddle; Paul Justice, fiddle; Leonard McPherson, drums, and Kirby, who sings and emsees. Also on the show are Ray Broyles and the Sunny Mountain Boys. Kirby says he's in need of Columbia and RCA releases.

Shorty Chesser, WHAS, Louisville, has added a Monday night record show to his schedule. Randy Atcher's "Soft Shoulders and Dangerous Curves" (M-G-M) is going well in the Louisville area, Chesser informs. . . Bill Giddens types from WAGC, Chattanooga: "Have been reading about different jockeys playing 45's at 78 rpm. We tried 'Ballad of Davy Crockett,' recorded at 33 1/2, at 45 r.p.m., and the results were similar to the Cowboy Sunday School Choir."

Tom Perryman, KSIJ, Gladewater, Tex., says he's still packing 'em in with the Elvis Pressley unit in the Gladewater area. Tom notes that Jim Reeves and his troupe have returned from a Pacific Northwest tour. . . Troy Martin, Nashville song publisher, was interviewed by Henry Tuck on one of the latter's shows over WREV, Reidsville, N. C., recently. Martin gave Tuck several helpful programming tips while on the show. . . Bill Gregor, who spins 'em at WMLV, Millville, N. J., dropped over to Camden, N. J., recently to catch a Western jamboree that featured such well-knowns as Martha Carson, the Carlises and Ferlin Huskey. Also appearing on the bill were Pete Taylor, of WKDN, Camden, and Bob Foster.

Lonnie Barron (Sage & Sand), deejay-singer of WSDC, Marine City, Mich., did a "Mr. Deejay, U. S. A." stint recently over WSM, Nashville. Guesting on the show with him were Bennie Martin, Faron Young, Jimmie Work and Dan Winters. Eddie Hill and Grant Turner were the announcers. While in Nashville, Barron also appeared on Ernest Tubbs' show. . . Willie Jones, deejay staffer of KCFH, Cuero, Tex., infos that Dotti Jones' new one out on Sarg is "Master of Deception." Jones manages Dotti and also the O'Neal Brothers.

Guesting recently with deejay Thom Hall, who airs over WKYW, Louisville, were Jimmie Skinner, Mary and Joe and the Ceer Sisters.

THE FINAL CURTAIN

ADAMS—John Trevor Jr., 37, director of sales for WABC-TV, flagship station for the ABC Network, May 1 in Larchmont, N. Y. He joined the company in 1951 as general manager of WJZ-TV, now WABC-TV. From 1947 to 1949 he was director of radio and TV for the New York Yankee Baseball and Football clubs. He had also been with the Du Mont TV Network and assistant director of sales with Station WINS, New York, and the Texas State Network in Fort Worth. Survived by his widow, a son, his father, his mother, two sisters and a brother.

BOSSLE—Joseph Sr., 92, former musician, April 27 in Camden, N. J. He played the flute and cello and was a bandmaster for a time. For 15 years before his retirement he was treasurer of Local 77, Philadelphia Musicians' Union. Burial April 30 in Camden.

CAIN—Arthur F., 69, veteran musician and vaudeville performer, April 14 in Bath, Me. As a comedian with the Four Emperors of Music, he appeared in numerous theaters thruout the United States and in Europe. He also at one time played the Keith, Pantages and Orpheum vaude circuits. His last professional appearance was with King Bros.' Circus Band in 1946. Survived by his widow, Marion, and a son.

CHATTAWAY—Mrs. Irene C., 80, widow of Thurmond Chattaway, song composer, April 30 in New Haven, Conn. Among other songs, her husband composed "Red Wing" and "Mandy Lee." Survived by a daughter.

CLIPPARD—Harold C., 34, veteran concessionaire, April 27 in Bald Knob, Ark. of a heart attack. During his more than 16 years in show business, he had worked on Fuzzell's United Shows, Southern Valley Shows, Star Amusement Company and United Exposition Shows. He was the son of the late showman (Fox) Clippard, also an outdoor showman. Survived by his widow, Betsy; his mother and two brothers. Burial in Pinecrest Cemetery, Little Rock, Ark.

COOPER—Lew, 66, business counselor and manager for George Jessel, May 3 in Duarte, Calif. He had been associated with Jessel for more than 25 years and had acted as assistant producer to him for films made at 20th Century-Fox. Survived by a brother and two sisters.

DEMBLING—Gus, 59, actor's agent, April 30 in Los Angeles. He started out with Central Casting in 1919 and opened his own agency in 1933. His widow and a daughter survive.

ENESCO—Georges, 73, Rumanian composer and violinist, May 4 in Paris, France. His widow, Rumanian Princess Marie Rosetti-Tescano, survives. (Details in Music department.)

FINE—William Hoy, 59, half of Hollywood's "Dollar Bills," producing team of Pine and Thomas, April 29 in Hollywood. He had been a reporter for the New York American, a press agent for the New York Hippodrome and an advance man for Ringling Bros. and Barnum & Bailey Circus. He became head of publicity for Paramount studios assisted by William Thomas. The two later began producing films of their own, and of more than 100 films not one of them lost money. For this they earned the title "Dollar Bills." Survived by his widow and a son.

GALLOWAY—Charles, 44, noted St. Louis choral director, April 27 in St. Mary's Hospital, St. Louis, of a heart attack. Starting out as a singer, he studied voice in New York and in Russia. He later abandoned a promising career as a concert baritone to work with chorus groups. At one time he was simultaneous director of choruses at Missouri, St. Louis and Washington universities. Survived by his widow, Patricia; a son, Charles Jr.; five daughters, Laurie, Christy, Amy, Jean and Lisa; a brother, Edward M., and a sister, Mrs. Carl Blank. Services April 30 from St. Peter's Episcopal Church, St. Louis, with burial in Bellefontaine Cemetery, that city.

In Beloved Memory of **EDDIE GOLDMAN** A Beloved Husband and Father Passed Away May 9, 1952 Ray, Estelle, Harold and Beverly

GARDNER—Herbert Spencer Sr., 82, founder of the Gardner Advertising Company, St. Louis, May 4 in Ashville, N. C. He had begun his advertising career with the Cotton Belt Railroad at the turn of the century. Gardner was a charter member of the American Association of Advertising Agencies and served as president in 1924. Survived by his widow and three sons.

HARMON—Mrs. Edna (Ma), 78, mother of the late Little George Harmon, midget clown on the Cetin & Wilson Shows, April 18 in Indianapolis. Survived by a son and a daughter, both of California. Burial April 21 in Mount Lebanon Cemetery, French Lick, Ind.

HARRISON—John J., veteran outdoor showman known as Pie Car Johnny, April 29 in Veterans Hospital, Bay Pines, Fla. Survived by his widow, Pat, and a daughter, Patsy.

Group was in town for the opening of Jimmy Osborn's new record shop. Jim Wilson's recording, "Dear Mom," has begun to take hold in the Louisville area, according to Hall. Pee Wee King's "Plantation Boogie" is also stirring up action in the area, he says. . . KFRO's Sammy Lillibridge reports from Longview, Tex., that Louis and Larry Crabb, Longview, have four good sides going on Lin Records. Lillibridge notes that the fiddler on the sides is Johnny Gimble, a former Bob Wills man.

MIKAELSON—Mrs. Ivan (Rosemary), outdoor showwoman, April 29 in Kansas City, Mo. Burial was in Showmen's section of Memorial Park Cemetery, Kansas City. Survivors are her husband, Ivan; her father, two brothers and two sisters.

NOBLE—Clyde V., 72, retired circus aerialist and one of the original members of the Five Famous Flying Fishers, Tuesday (3) in Bloomington, Ill., of a heart attack. (Details in Circus section.)

IN MEMORY Of My Beloved Wife **MRS. NORA RADTKE** Who passed away May 12, 1951. "Gone but not forgotten." ART RADTKE

RAFFALO—Ben, former manager of the Cat & Fiddle Club, Cincinnati night spot, May 2 in Miami Beach. Services May 4 from the Well Funeral Home, Cincinnati, with burial in Hirschhoffert Cemetery, that city.

SHEERER—Dr. Walter W., 75, former outdoor showman and a veteran member of the S.F.A., May 2 in Christopher, Ill., of a heart ailment. Years ago he was interested in the Mighty Hoge Circus.

SIEVER—Otis Bradley (Pappy), veteran outdoor showman, April 12 in Tampa. Survived by his widow, Olga. Burial in Tampa.

SMITH—Robert Tyler, 62, who helped organize the Rockingham County and Henry County fairs, May 1 in the Masonic Home, Greensboro, N. C. He was a former Rockingham County deputy sheriff and tax collector. Survived by his widow, a son, and a daughter. Burial in Woodlawn Cemetery, Spray, N. C.

STONE—Helem M., 90, for many years manager of the old Stone Theater, Flint, Mich., recently in Ojai, Calif.

VOLLMER—Lula, playwright, short story and radio script writer, May 2 in New York. Of all of her plays, perhaps the best known was "Sun-Up," a drama about the South. Her other Broadway plays included "The Shame Woman," "The Dunce Boy," "Sentinels" and "Trigger," the last being made into the movie "Epitaph." Her radio serials included "Grits and Gravy," "Moonshine and Honey-suckle" and "The Widow's Son." She also did a series for the National Association of Manufacturers. Survived by two sisters.

MARRIAGES

BUCHANON-LATTERY—John L. Buchanan, musician and a member of the faculty of the Boston Conservatory of Music, and Caroline Lattery, musician, April 16 in Fairfield, Conn.

MARTIN-HINDS—R. D. Martin and Florence Hinds, daughter of Mr. and Mrs. Cecil Mosley, April 27 in Rosenberg, Tex.

VON DOHREN-BAKER—William von Dohren, concessionaire, and Judith Baker, non-pro, April 30 in Chicago.

BIRTHS

BARRON—A daughter, Pamela Dale, to Mr. and Mrs. Ruby Barron April 20 in Delaware Hospital, Wilmington, Del. Mother is operator of Wildlife Show with the James E. Strates Shows.

HANNA—A son, Dennis Edwin, to Mr. and Mrs. Don A. Hanna, March 26 in St. Joseph's Hospital, Phoenix, Ariz. Father, presently a projectionist for the Vista Theater, Phoenix, was formerly advance man and press agent on Sells-Floto, Cole Bros. and Al C. Barnes circuses. Mother is the daughter of Mr. and Mrs. P. W. Siebrand, co-owners of Siebrand Bros.' Shows.

IRWIN—A daughter, Jody Pam, to Mr. and Mrs. Stan Irwin in Las Vegas. Father is publicist for the Hotel Sahara.

KJAR—A daughter to Mr. and Mrs. Joseph A. Kjar April 11 in Salt Lake City. Father is sales manager of Station KSL, that city.

LANDON—A son, Jonathon Wilson, to Mr. and Mrs. Pat Landon April 3 in Lankenau Hospital, Philadelphia. Father is news commentator on WPTZ, that city.

LIEBOWITZ—A son, Paul, to Mr. and Mrs. Lee Liebowitz April 18 in Plainfield, N. J. Father is an artist for The Billboard.

McCREA—A son to Mr. and Mrs. Joel McCrea April 10 in Hollywood. Father is the veteran film actor, mother is Frances Dee.

McGREW—A son, David Glen, to Mr. and Mrs. Roy McGrew April 7 in Wichita, Kan.

SWEENEY—A son, George Skouras, to Mr. and Mrs. Martin Sweeney Jr. in New York, April 9. The mother is daughter of George P. Skouras, president of United Artists Theater Circuit, Incorporated.

VAN BUREN—A son, Christopher Marshall, to Mr. and Mrs. Robert Van Buren March 18 in Bronxville, N. Y. Father is an artist with Compton Advertising, Inc.

WILDER—A daughter, Mary Catherine, to Mr. and Mrs. P. E. (Rocky) Wilder April 13 in Mobile Infirmary, Mobile, Ala. Father is a concessionaire on the Gold Medal Shows.

Saperstein-Newberry Thrill Show, First In, Clicks in London

Pulls 30,000 in Harringay Stadium; Re-Pacts for Second Tour in 1956

LONDON, May 7.—The first thrill show ever to play England scored big here Sunday night (1) at Harringay Stadium. A crowd of 30,000 saw the Abe Saperstein-Earl Newberry Motor Rodeo and enthused over the performance.

All reserved seats were sold out three days before the show. The reception given the automobile and motorcycle stunt troupe far exceeded Newberry's expectations, he told the press.

Shortly after the stadium emptied, arrangements were closed for the show to return to Europe in 1956. On its current tour, the unit is scheduled to play in Germany, France, Italy and Switzerland besides additional dates in England.

Prominent showmen in attendance at the first date were Jack Matchman, German promoter; Charles Michaelis, Parisian representative of the show, and Phil Shepard, of the Globe Poster Company, Chicago.

Leo Overland, manager of the Tournament of Thrills, handled the commentary, and Bill Margolis, of the Saperstein Harlem Globetrotters organization, handled the press.

The show is operating with ties with the Ford Motor Company of Great Britain, the Goodyear Tire and Rubber Company and the BSA Motorcycle Company, which are plugging the show in newspaper advertisements and participating in the sale of advance tickets for performances in Great Britain.

Jack Lindsay, Dallas outdoor showman, and Mrs. Lindsay accompanied the stunt troupe on the Queen Elizabeth on its voyage from the States. The Lindsays plan to

spend a month on the Continent and return home by air from Lisbon.

Mike Barnes, of the Barnes-Carruthers Theatrical Enterprises, Chicago, which handles fair bookings for the Newberry thrill show in the States, sailed with Mrs. Barnes from New York this week and they are expected to catch the show during their planned two-month stay on the Continent.

WALLENDAS OK AS QUAKE HITS DURING ACT

MANAGUA, Nicaragua, May 7.—The Great Wallendas narrowly escaped injury here Saturday (30) when an earthquake struck while all seven members were aloft and in the first stages of their wire act with the Royal Dumbar Circus.

Karl, head man of the troupe, and Herman and Gunther Wallenda were out on the wire when the quake hit, shaking the rigging and pulling out stakes to which guy-cables were attached. The trio quickly grabbed wires and lowered themselves to safety. The other four members of the act, who were on the platforms, also descended to the ground unharmed.

200G Fire Closes St. Louis Funspot

Blaze Destroys Dance Hall, Concessions, Part of Coaster 5 Days Before Opening

ST. LOUIS, May 7.—Westlake Amusement Park was 75 per cent destroyed by a \$200,000 fire here Tuesday (3) and will not operate this season. The spot was to open its season Sunday (8).

Starting in an eating pavilion, the flames were spread by a stiff wind and quickly enveloped other

nearby buildings, including the dance hall, numerous concession stands and about half the Roller Coaster. Origin of the fire was not determined. The structures were not covered by insurance.

Most of the rides were owned by Philip D. Kramer, who also operated most of the concessions on lease from Mrs. Ella James, owner of the park.

Kramer and a crew of seven workmen were preparing the spot for its opening when they saw smoke coming out of the pavilion. They fought the flames with water buckets and a small hose, but were unable to control the blaze.

By the time the first fire company arrived, the swimming pool, a source of water, was cut off by the flames and they were forced to use a fire hydrant some 800 feet away.

The park was opened in 1926.

I. Q. Sales Listed; TV Break Scored

NEW YORK, May 7.—Steve Allen's nation-wide NBC-TV show included a big plug for I. Q. Baseball Machine Corporation Friday night (22). Charley Henderson, of I. Q., provided the show with a new pitching unit, bats, balls, and complete cage.

The format showed Willie Mays, of the New York Giants, plus Allen and members of the cast, all batting against the machine, which is well-plastered with I. Q. identification.

A three-unit batting cage was sold last week by I. Q. to Fred Golf-Mor in Leesburg, Ind. The location already has a full golf driving range, miniature golf, and refreshment stand. Another three-unit cage went to Albert Holmayer for a roadside location in Springfield, O., Henderson said.

New Pa. Park Firm Listed

HARRISBURG, Pa., May 7.—A Pennsylvania corporate charter has been issued to Fun City, Inc., 404 Swank Building, Johnstown, authorizing the new corporation to capitalize at \$20,000 for the purpose of operating an amusement park.

Incorporators were listed as Marie Eisenberg, Gustave S. Margolis and W. Louis Coppersmith, all of Johnstown.

PUSHES DISNEYLAND RIDES

Arrowhead Development Uses Extra Shifts, Second Plant

MOUNTAIN VIEW, Calif., May 7.—Special work on some of the more conventional rides for Disneyland in the contract for over \$100,000 held by the Arrow Development Company here is moving along on schedule. The rides will be completed in time for the television preview of the \$10,000,000 Anaheim amusement zone over ABC on June 29. The park will open to the public July 19.

Arrow Development, operated under the four-way partnership of William Hardiman, Carl Bacon, Angus Anderson and Edgar Morgan, has been operating at times on a 24-hour schedule and opened a second plant to take care of the work.

Among the devices being made in the shops are two Casey Jones Jr. trains, cars for dark rides, horses for King Arthur's Court, the Tea Cup ride, and refinishing and mod-

ernization of a William Dentzel Merry-Go-Round purchased from J. W. (Patty) Conklin. Generally the devices are made and sent to the Disney lot in Burbank for painting.

Practically all of the work is specialized, conforming to the theme Walt Disney has in mind. The dark ride cars are in two designs. One is of a 1902 model automobile and the other with frills to fit into the "Snow White and the Seven Dwarfs" motif.

The Dentzel Merry-Go-Round is the only truly conventional ride on the grounds. The job to be done here includes propulsion with modern power, installation of roller bearings and the expansion from a three to four-abreast device.

In the hand making of the Casey Jr. trains, new departures were used. A 45 per cent grade track (Continued on page 72)

Reade Firm Adds Two Food and Drink Pacts

NEW YORK, May 7.—The rapidly expanding Walter Reade Theaters firm has secured the food, drink and novelties contracts for long terms at two new children's amusement locations, as well as having obtained three-year control of the Convention Hall in Asbury Park, N. Y. (The Billboard, April 30).

Catering contracts for Fairytown, U. S. A. in Middle Island, N. Y., and Storyland Village in Neptune, N. J., were announced last week. The firm operates some 40 indoor and outdoor theaters and has extensive food operations, both in its eight drive-in houses and elsewhere.

Walter Reade Theaters handles the food and drink at Wall Sta-

R-B Tops \$2 Mil; Cow Palace Booked

Five Days Set in San Francisco; Big Advance Building for Boston Date

NEW YORK, May 7.—The Ringling-Barnum show will leave Madison Square Garden tomorrow with its lushest take in history, indications were tonight. Backed by a strong advance sale, the gross business promised to make the long-eyed \$2,000,000 gross a reality for the first time altho that figure has been approached on previous dates here.

Night attendance since the Easter period has fallen down noticeably, but all matinees and shows from Friday nights thru Sunday nights have been very good.

The show management was also fortified with the knowledge that its Boston engagement would get under way Tuesday (10) with the biggest advance sale ever done for that city by the Big One. These facts combined to assure the show of a large amount of money with which to cover pre-season obligations and leave a reserve to cushion possible reverses on the road. The road tour became partly clarified with indications that a key date, San Francisco, has been signed.

Opposition Expected

During the early part of the trek there is no opposition anticipated,

Greensboro's Track Stands Fall in Fire

GREENSBORO, N. C., May 7.—The Greensboro Fairgrounds grandstand track was swept by fire this week and collapsed. There was no immediate estimate of the damage.

Some 2,000 stock car racing spectators cleared the stands and there were only four minor injuries. About 20 cars parked adjacent to the stands were either destroyed or badly damaged.

but when the kick-off into Canada from Burlington, Vt., takes place after the June 22 date, the effects of light outdoor billing offset by increased radio-TV and newspaper advertising should become known. The Hamid-Morton Circus will have played Montreal the third weekend in May, a month prior to (Continued on page 68)

Show-Marking Bill Offered To Pa. Solons

HARRISBURG, Pa., May 7.—A bill requiring vehicles used by any circus, carnival or side show to be marked or placarded with words "Danger—Keep Off" and imposing duties on drivers and other show employees to keep children away from such vehicles, has been introduced in the Pennsylvania Legislature.

Sponsored by Reps. James L. Gaffney (D., Northampton) and Joseph Pacchioli (D., Northampton), the measure would require the warning sign to be in letters not less than three inches high.

And "for the purposing of safeguarding the health, welfare and lives of children, a duty is hereby imposed on the drivers of vehicles as well as on other employees of any circus, carnival or side show, to keep children away from these vehicles at all times. . . ."

A fine of \$25 or five days in jail is provided for violation of the proposed law. The bill (H. 896) was referred to the House Committee on Motor Vehicles.

Aud Managers Sked July 18 Denver Meet

MEMPHIS, May 7.—The inclusion of stadium managers in the International Association of Auditorium Managers will be one of the major points to be discussed at the organization's annual meeting in Denver July 18-20. Headquarters for the confab will be the Hotel Sherley-Savoy, Charles A. McElravy, association secretary-treasurer, announced.

A number of the members have okayed the inclusion of stadium managers in the organization and Erwin Weiner, manager of Soldier Field, Chicago, has joined.

Sign Ed Carroll to Operate Eastern States Race Track

SPRINGFIELD, Mass., May 7.—A contract conveying the operation of the half-mile, 7,000-seat auto race track at the Eastern States Exposition to Edward J. Carroll, owner-operator of Riverside Park, was signed this week by Carroll and Jack Reynolds, general manager of the exposition. Under the agreement Carroll will promote all types of auto racing at the West Springfield plant with the exception of those already booked for this year in connection with the annual fair.

The new arrangement will give Carroll two auto tracks in this area. Riverside Park Speedway, which has been in operation eight years,

has become one of the leading tracks in the East under Carroll's direction and moves will be made to build up the West Springfield track as part of several major circuits.

Carroll's introduction to auto racing started in June, 1948, when the old ballroom at Riverside was dismantled to make room for a fifth-mile asphalt track. During the first two seasons midgets were run at Riverside and the shift to stock cars was made in 1950.

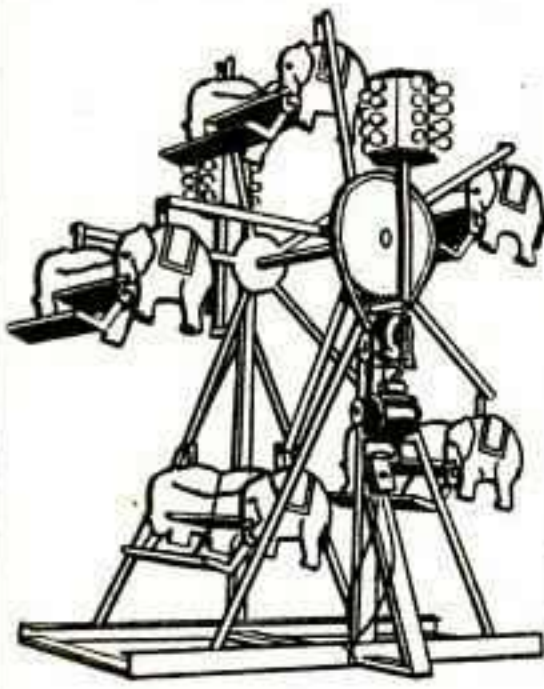
In addition to stock car racing, which Carroll introduced at Riverside for the first time anywhere in Massachusetts, programs have been (Continued on page 72)

Hershey Takes To Air Waves

HERSHEY, Pa., May 7.—Hershey Park Ballroom will again be on the radio coast to coast, this summer. George W. Bartels, manager, has made arrangements with the Mutual Broadcasting System to carry a half hour broadcast every Saturday night from 11:30 to midnight.

The broadcasts will originate over WCMB, Harrisburg, and will begin Saturday night, May 14. Charlie Spivak and His Orchestra will be heard on the opening 500-station broadcast.

KIDDIE FERRIS WHEEL



This beautiful new Ride has a capacity of 15 kiddies. Requires floor space of 7'x9', has over-all height of 10'.

FULL PRICE \$1,095.00

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READILY MOUNTED

Horses come equipped with a full depth hole in front of saddle for rod suspension mounting. Also equipped with a pocket in underside for underneath mounting.

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CHARITIES ONLY

NBC Limiting All Howdy Appearances

NEW YORK, May 7.—Howdy Doody and the various characters or his show will make no more appearances at fairs, parks and drive-ins, it was learned this week. In fact, it was reliably reported, the popular TV feature will be making nothing but charity showings from now on.

For years while under ownership of Kagan Corporation during the leadership of Martin Stone, there were gross bookings for the video favorites of hundreds of thousands of dollars at numerous outdoor events. Mention of the appearances customarily resulted in heavy attendance figures because of the strong popularity of the "Howdy Doody Show" over NBC-TV, and as a consequence the attraction price was high.

All this changed last winter when the network bought Kagan from Stone and his brother, assuming ownership of the firm in January. Kagan, which handles Howdy Doody merchandising, is now a wholly owned NBC subsidiary.

It was reported by the production department of NBC that several of the Stones' remaining bookings will be played until commitments run out. One of these was Grove Amusement Park in Philadelphia on Easter weekend.

Among reasons for NBC's pulling the Howdy Doody bunch off the road were, first, that "NBC is not in the parks and fairs business" and, second, a desire for "honest promotion."

In explanation of the latter term it was said that duplicity of characters had over-commercialized and somewhat cheapened the show. On given days Kagan had several men performing in various spots as Clarabell the clown, for from \$200 up. Bookers on occasion provided some of the Clarabells with a closely routed grouping of three spots a day. The "Howdy Doody Gang" usually consisted of characters "once-removed from those on the program" and were not the "No. 1 characters." The gang got \$1,000, \$1,500 and more, depending on the type of event,

ability to pay and potential audience. Kagan booked on both flat fees and percentage deals.

Eddie Justin stayed with Kagan thru its transition period and is managing the firm for NBC. Bob and Vic Smith and everyone else connected with the show are now NBC employees. It was brought out that Kagan exercised a tremendous amount of authority under Stone ownership including responsibility for providing the scripts. In addition to the personal appearances, a tremendous business was built up in franchises to manufacturers. The network never went for any plugging of p.a.'s during the show and will continue this policy.

There is a special 40-minute film being made, especially for showing to hospitalized children. Hospital appearances and those for national charities will be accepted under the new Kagan set-up. There will be no shows at any location which might add a "commercial stigma" to Howdy Doody, it was brought out.

Absence of Howdy Doody will be sorely felt by the many outdoor enterprises which cashed in on the show's popularity. For most, the promotion of an appearance by Clarabell or the gang was a sure stimulant of attendance. Altho no network kiddie TV favorite has achieved a similar popularity, it is felt that local attractions will feel their value enhanced and will gain additional bookings at locations which had successfully booked the Howdy Doody characters.

Atlas Pyro Contracts Two Calif. Events

LOS ANGELES, May 7.—Fireworks displays at Pasadena Firemen's Rose Bowl July 4 celebration and the 1955 Miss Universe Pageant in Long Beach will be put on again this year by B. W. Wells, well known English pyrotechnist and manager of Atlas Fireworks Company, Inc., here.

The Rose Bowl presentation will use a Civil Defense theme and conclude with a spec set piece "Target for Tonight." Wells said this is the first time this set has been used in America. The display will be over 250 feet long, with aircraft over the scene at great height. A special sound recording of an actual London air raid will be used to add reality.

The Long Beach display is scheduled for opening night of the beauty pageant, July 16. The pageant starts Thursday, July 14, with the arrival of the contestants and ends July 23 with the coronation ceremonies.

Atlas has also handled fireworks contracts at the Santa Clara County Fair in San Jose and other exhibitions.

Jersey Firm Builds New Kiddie Ride

LINDEN, N. J., May 7.—A new kiddie ride, Kentucky Derby, has been introduced by Deco, Inc. A pilot model is now on display in the firm's plant here. This is the first non-coin-operated device to be built by the company, according to Jim Cherry, general sales manager, who also said that other units may follow, depending upon the success of the current offering.

The unit consists of five ponies operating individually on separate continuous tracks. Powered electrically the ponies are given a forward, back, up and down motion that resembles galloping.

Designed for children up to age seven, the units travel 225 feet of track in one minute, or about four feet per second. The speed can be varied at the time of ride construction. The length of the ride and the number of units are flexible. The track is available in 10-foot lengths and can be added or subtracted easily.

Wirth Agency Moves Office

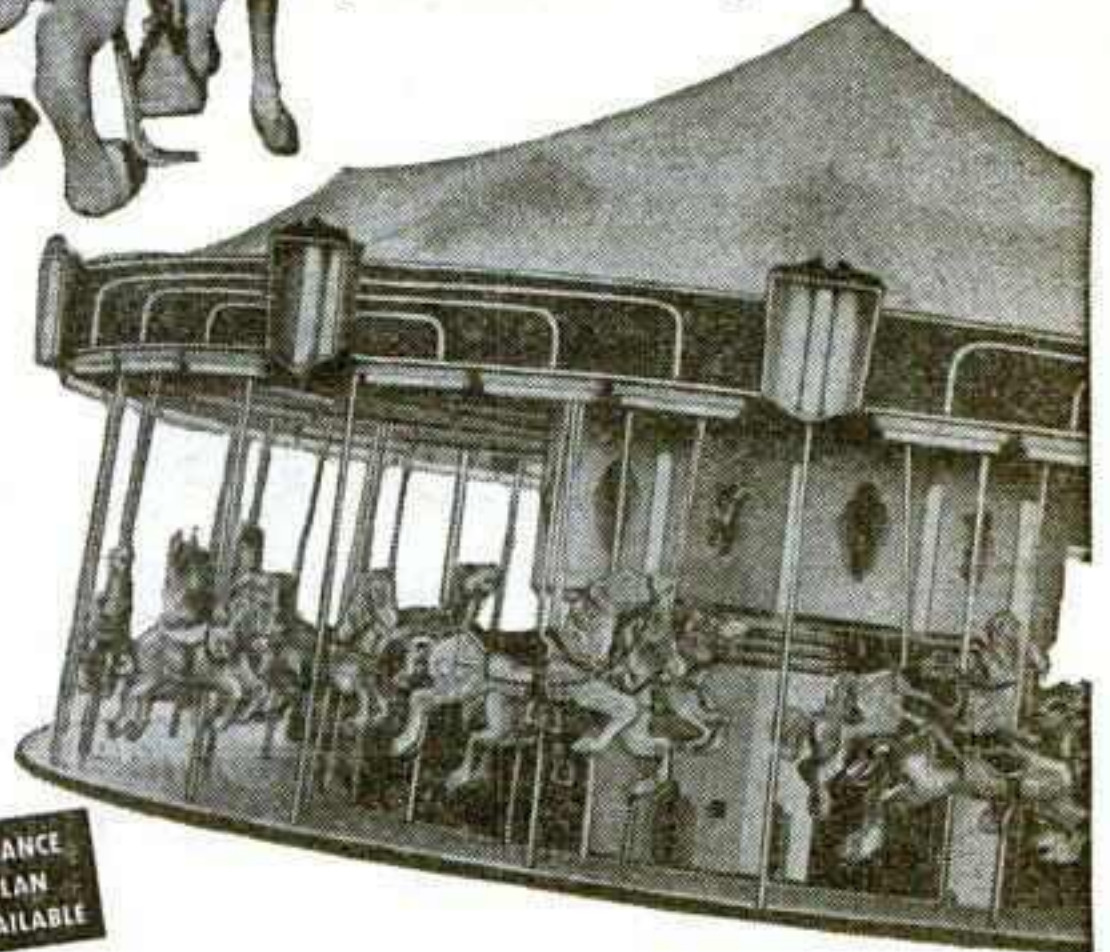
NEW YORK, May 7. — The Frank Wirth booking agency this week moved its offices from 10 Rockefeller Plaza to 1560 Broadway in the heart of the Times Square sector.

The agency specializes in the booking of attractions for fairs, circuses, celebrations and other outdoor show business activities.

Once Around is Never Enough



Since 1880, Allan Herschell Merry-Go-Rounds have been the choice of carnival men and park operators because no other amusement device has such enduring appeal and steady profits. Allan Herschell builds them better, to last longer, with less maintenance. Many have been in service for 40 years. Five different sizes, including a Kiddie Merry-Go-Round, all with fluid drive and timer. Gay, colorful decorations... sturdy, aluminum horses painted by Allan Herschell artisans... old-fashioned band music. An investment for your grandchildren!



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Write Today EXHIBIT SUPPLY CO.

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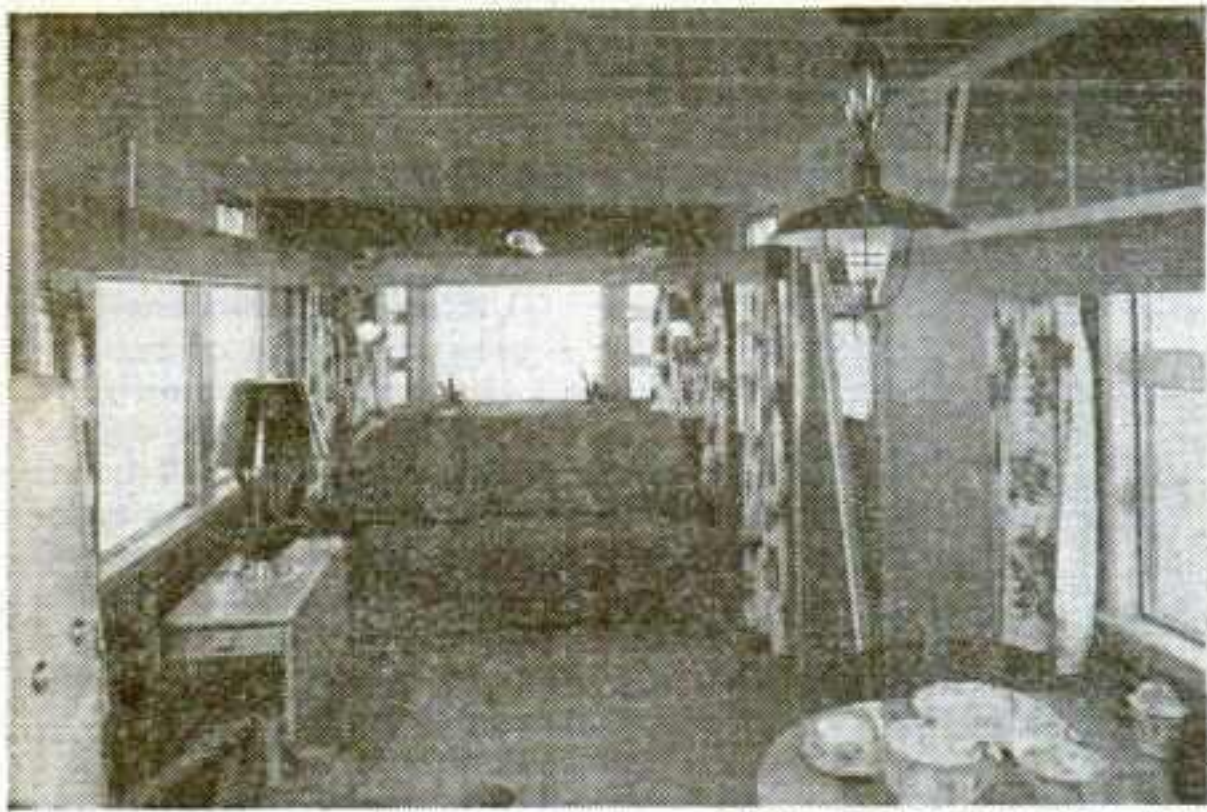
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TUBS-O-FUN RIDE

48 PASSENGER, KIDDIE-ADULT

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Smith & Smith Chairplane, used only a short time, nearly new condition, complete with gasoline engine and fence. Requires 70 ft. circle.
Allan Herschell Little Dipper Coaster, a real buy, requires space 55x105.
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PARKER AMUSEMENT CO. MONTICELLO, IOWA

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PICNIC DATES SOAR

Cooke Bookings Show Big Increase Over '54

NEW YORK, May 7. — Talent bookings at parks, celebrations and industrial picnics are well ahead of last year, according to Harry Cooke, of the Cooke & Rose agency, Lancaster, Pa. Also showing a considerable increase for the agency are the bookings of country and western talent, a field in which it specializes.

Cooke reported a wave of optimism in the outdoor field in the past month or so. This has resulted, he said, from the initial earning experiences of some buyers of talent, such as park operators. As a result they have increased their talent budgets after viewing an apparent relaxed attitude toward money on the part of their patrons.

Industrial picnics, a field that continues to grow each year, according to Cooke, are spending about twice as much as they did a year ago for shows. He cited one organization which increased its talent budget from \$2,000 to \$3,500 and another which jumped its expenditure from \$2,600 to \$4,200.

An even more important aspect in the picnic booking field, Cooke said, is the fact that many users of amateur talent in the past are switching to professional acts.

Cooke said that his fair business would wind up about the same as a year ago. Last year he had a good season and expects to equal his earnings in this field.

Magher Firm Rinks Listed

NEW YORK, May 7. — Pete Carver, formerly of the "Holiday On Ice" organization and general manager of the Casino Arena at Asbury Park, N. J., has left that rink to join the refrigeration consulting firm of Arthur E. Magher Company, Inc. The 75 by 165-foot Casino Arena rink is the firm's most recent major installation.

Other rink jobs on which Magher has worked are the Port Erie (Canada) Hockey Club, Nichols School in Buffalo, Cleveland Figure Skating Club, Illinois University, New York City Exhibit Building at the old World's Fair site, Syracuse Professional Hockey Club; Curlers Limited of Galt, Canada; Kingston (Canada) Curlers Limited; Royal Canadian Curling Club of Toronto, St. Andrews Curling Club in Montreal.

Also, Oakwood Club Limited of Toronto, Winterland Skating Rink of Cleveland, Rockefeller Plaza in New York City, Ottawa Curling Club, and Riverdale Club in Toronto.

Pittsburgh Spot Skeds Name Bands, Five Dance Nights

PITTSBURGH, May 7. — West View Park's Danceland will run five nights this season, with Thursday night being set aside for name bands, reports Jack Stoll, manager. Every band booked in here draws well. Local bands will be featured Tuesday and Saturday nights—Tommy Carlyn, Baron Elliott, Lee Kelton, Buddy Lee, Russ Romero—and Wednesday and Friday nights are for teen-aged dances.

On Thursday nights name band schedule includes Woody Herman, June 14; Billy May, June 23; Dorsey Brothers, July 1; Les Brown, July 14; Stan Kenton, August 3; Les Elgart, August 18.

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The demand for country talent is growing, he said, with more top artists actually needed to take care of the demand. Parks specializing in this kind of talent are paying as much as \$1,500 for top artists for one-day appearances with only two or three shows called for.

To keep up with the demand Cooke is importing some Western talent from Hollywood. Enough bookings are already set to insure the success of the undertaking, he said.

Chicago Firm Tapes Band Organ Music

MYRTLE BEACH, S. C., May 7. —The music of the old band organ operated at the Myrtle Beach Amusement Park by Harry Beach may be heard all over the United States soon. Musichron, Inc., of Chicago, recently recorded nine hours of the organ's music on tape and plans to merchandise it in the outdoor amusement business.

The organ here was made in Germany early in the century and is one of only three that exists in this country. Arthur J. Mans, Columbia Broadcasting System engineer, supervised the recording, assisted by Antonio Crescio, Little Rock, organ builder.

To record the music, two microphones were used, one inside the organ, and one in front of the instrument.

Name Caupert Rabbit Foot General Agt.

ERWIN, Tenn., May 7.—E. J. Caupert has been named general agent of the Rabbit Foot Minstrel Show, it was announced this week by Earle Hendren, president of Capitol Amusements, Inc., owner of the attraction.

Caupert, who has been with the Ringling Bros. and Barnum & Bailey Circus for a number of years in an official capacity, was formerly that show's advertising inspector and last year managed its No. 2 advertising car. He was signed by Capitol Amusements after the Big Show curtailed its 1955 billing and posting program. During the past winter he presented his magic and illusion show in the Midwest. His show is now being stored in Memphis, where he resides.

The Rabbit Foot show is now casting for its 1955, 43d annual tour thru the South. Rehearsals will start in Memphis in June, and the show will open soon thereafter.

Winkley Sets Press Plans for Six Fairs

MINNEAPOLIS, May 7.—Auto race promoter Frank Winkley has closed with Joe Hendrickson & Associates, local public relations-publicity firm, to have the latter handle press and promotion of race dates at six fairs on Winkley's schedule.

Fairs to be served by the Hendrickson organization are those at St. Paul, Oklahoma City; Hutchinson, Kan.; Huron, S. D.; Spencer, Ia., and Sioux Falls, S. D. Joe Hendrickson, former sports editor of The Minneapolis Tribune, heads up the public relations-publicity firm.

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100,000 \$33.00 10M \$12.30—20M \$14.60
50M \$21.50

Cash with order prices. Price change—\$3.00. Color change—\$1.00.
Stock Roll Tickets, 60¢ single—\$1.20 double.
DALY TICKET COMPANY Collinsville, Illinois

Promoter Skips Strands Acts; AGVA Steps In

DAYTON, O., May 7.—A 19-act vaude bill, which was set to play the Coliseum on the Montgomery County fairgrounds here, May 2-8, under auspices of a nearby Lions' Club, folded suddenly after the Wednesday night (4) performance when the promoter of the show, Ward (Flash) Williams, Miami, skipped town leaving the acts unpaid.

Bob Edwards, of the Cincinnati office of the AGVA, stepped into the gap at the fold-up and supplied the acts with sufficient funds to return to their homes. Edwards reports that the AGVA is taking action against Ernie Young, Chicago, who allegedly handled the booking. Edwards charges that Young failed to report the booking to the Chicago AGVA and booked the acts on his own contract rather than on AGVA contracts, as the AGVA ruling requires.

Edwards also claims that he has affidavits from several of the acts charging that Young held a second contract with some of the acts on the bill calling for a fee considerably above the usual 10 per cent.

Contacted in Chicago and told of Edwards' charges, Young said: "At no time did I sign any contracts for the show. Every contract was signed by Williams."

McKibben Retires From Bus Position

CLEVELAND, May 7. — E. Don McKibben, transportation executive and former general manager of major amusement parks, retired this spring from a position with the Greyhound general offices here. He may return to the amusement field, he said.

From 1920 to 1927 he managed the 45-ride Cascade Park at New Castle, Pa., where he originated a one-day excursion plan for conventions and picnics. Next he was business manager of Conneaut Lake Park Company, Meadville, Pa. In 1933 he moved to Meyers Lake Park, Canton, and in 1940 he returned to transportation activity.

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Shop Center Boom to Aid Ride, Rink Men

NEW YORK, May 7. — Two more sprawling shopping areas to contain amusement elements have been announced for the Long Island suburbs, each offering to cutdo the other in expense and dollar potential for its tenant stores. They hold promise for ice rink equipment and kiddie ride operators, as well as makers and operators of vending machines.

To follow recent reports of the seven regional shopping centers to be spearheaded by Allied Stores outlets (The Billboard, February 19), William Zeckendorf who heads the huge Webb & Knapp realty firm has told of a 130-acre development at Roosevelt Field, N. Y. Key unit will be a Macy's, largest branch department store anywhere. Allied will build on 110 acres in Hicksville, with a Gertz store being the chief outlet.

Allied has broken ground for its large Bergen Mall shopping development at Paramus, N. J., just over the George Washington Bridge. In its developments, Allied will have kiddie parks and skating rinks. The plan is to lease space for kiddie rides to experienced and reliable operators. Since each center will include a large plaza, it is intended to install refrigeration equipment beneath the plazas and spot the rides on them. During cold weather the rides would be removed for the winter and the plazas would be converted into outdoor ice rinks.

Allied's other centers will be at Peabody, Mass., near Boston; Cincinnati, Minneapolis; Levittown, Pa., and Houston.

Ground Broken
Roosevelt Field has already had its ground-breaking and it is expected it will be open for business a year from August. John Bell, Webb & Knapp vice-president and public relations spokesman, said the development will undoubtedly include a Kiddieland besides its announced supervised playground area. Also planned is a convertible skating rink-plaza arrangement.

Roosevelt Field is expected to have parking space for some 11,200 automobiles, free, with the parking fields taking up 75 per cent of the total acreage. There will be a large covered plaza, topped by a 150-foot dome of steel and glass, so that the area can be

ROCKWELL ART DECORATES ESE PROGRAM COVER

SPRINGFIELD, Mass., May 7.—A painting by Norman Rockwell, whose art work is known to millions of Americans, will decorate the 1955 program cover of the Eastern States Exposition. Four persons, an elderly man and woman, and a small boy and girl, are depicted seated in a grandstand and thoroly enjoying whatever it is that is taking place before them. The art work, which probably has a dollar value beyond the reach of virtually every fair, was made available to fair manager Jack Reynolds for ESE use by the Massachusetts Mutual Company, an insurance firm, which bought the painting and will use it shortly in a national advertising campaign.

used in all weather. It is intended to use the covered space for skating, dancing, and various promotions, making it a cultural, social and entertainment focal point.

Allied's development, to be known as Mid-Island Shopping Plaza, will be served by five bus lines and will have parking for 8,000 cars. With Gertz as the largest tenant, the owners and builders are Walter S. Stackler and Leonard L. Frank. Roosevelt Field is being developed by Roosevelt Field, Inc., of which Webb & Knapp is a majority stockholder.

The developers all point to Nassau County's booming population which has seen it double in size to more than 1,000,000 inhabitants since World War II. These residents are seen as the shopping center patrons, with Roosevelt Field, for example, predicting some 60,000 visitors per peak shopping day.

May 28 Preem Seen for New 'Fairytown'

NEW YORK, May 7.—Development of the first section at Fairytown, U. S. A., 28-acre kiddie amusement center, will probably be finished in time for an opening on Saturday, May 28, according to owner-manager Nicholas Tirlizese.

Work crews have been grading the area and fixing up animal pens in the zoo sector, it is understood. There will be six mechanical rides to begin with, Tirlizese stated, all booked in by an operator who will be named next week. The lineup calls for a Carrousel (three abreast), Kiddie Boat, Train and Pony Cart rides, and two others.

The park has already awarded the food concession contract to the Walter Reade Theaters organization, which operates eight drive-ins and some 30 conventional film houses, mostly in New Jersey. It is a five-year arrangement for operation of food, beverages and souvenirs.

Tirlizese said a large part of the acreage will be undeveloped this year and that he expects to do something novel with it for 1956. In his zoo section there are numerous fairy tale animal buildings with enclosures. He said he has decided on an admission price of 75 cents for adults and 50 cents for children. Tirlizese has no amusement background but has been active in several other fields including the used car business. He characterized Fairytown, U. S. A. as his "dream of a lifetime."

The development is in Middle Island, far out in Suffolk County, Long Island. It is in the center of a island, between Patcoque and Riverhead, on Jericho Turnpike, a relatively unpopulated stretch.

Ill. Attorney-General Nixes 'Lucky Dogs'

SPRINGFIELD, Ill., May 7.—Plans to hold a July 4 "Lucky Dogs" (greyhound races) at the Metropolis, Ill., fairgrounds were killed this week when the attorney general ruled the races would be a lottery and thus illegal. Admission tickets to the eight races were to have numbers of entrants in each race with the winners receiving merchandise prizes.

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AUDITORIUMS-ARENAS

**Ice Rink Equipment Doubles
As Air-Conditioning Unit**

By TOM PARKINSON

If an arena has its own ice rink, the chances are that it can have air conditioning for between 60 and 75 percent of the usual cost.

That is being demonstrated now at Des Moines, where Manager Horace S. Strong reports installation of the unusual combination rink and cooling outfit is nearly complete. C. D. Muench, who is in charge of putting in the York equipment, declares there is no reason why other buildings—old or new—can't use the same system. But so far as either knows, the combination idea has not been used in arenas before.

Actually, the result is a part-time air-conditioning system. But Muench relates that it should be effective for six hours at a time, and that is enough to benefit most types of arena shows.

Here is what happens. The ice rink plant is standard. In Des Moines that means two 10 by 10-inch double cylinder in ammonia compressors, 125-hp. synchronous motors, 150-ton capacity shell and brine cooler, 800-gallon-per-minute water cooling tower, two brine circulating pumps, and 54,000 feet of wrought iron pipe in a concrete floor, plus allied equipment.

To this usual rink layout are added two ice building tanks, which are roughly 10 by 20 by 10 feet each and contain coils over which water is moved. The towers are linked to the ice rink's two ammonia compressors, and their operation forms a layer of ice on the towers' coils.

Water circulated over the ice is chilled and pumped to coils within the air ducts of the arena. Air forced around the chilled coils goes out to cool the building. The rink and the cooling system share compressors and refrigerant.

Estimates that put costs at 60 to 75 per cent of the normal price for full air-conditioning systems take into account the fact that the biggest cost in an air-conditioning system is the duct layout. The compressors, which are the overlapping members of the rink and cooling systems at Des Moines, amount to roughly 25 per cent of an air-conditioning installation.

Presumably, a building which had a rink, and therefore the compressors, plus an adequate heating duct system could become an air-conditioned building for something less than the 60 per cent estimate. However, Strong, who formerly was on the staff of the Milwaukee Auditorium and Arena, said he suggested a similar plan there and learned it was more costly than anticipated in that case.

Muench points out that although no arenas use it, the idea is widely used in industries which have refrigeration equipment. Included are dairies and creamery plants. There, as in the case of arenas, the ice for air-conditioning is built up while the building is not in use and while the refrigeration plant is not being operated for its initial purpose.

In Des Moines, Strong says that they expect to get a 6 to 10 degree temperature difference for six hours.

**5 New Stores
Open in June
At Wildwood**

WILDWOOD, N. J., May 7.—The first five of a series of 10 boardwalk stores to be erected between Juniper and Poplar avenues will be completed and in operation June 1, according to Hunt Amusement Enterprises, owners and builders of a new boardwalk shopping center.

The concrete and steel building will have a front of white marble. Construction of the other five stores will extend the shopping center along the entire block of the boardwalk, and is expected to begin after the summer season ends.

Tenants for the five already in progress are Maxwell Widrow, Alex Widrow and Alvin Modell, double store for drugs and novelty items; Brown's Jewelers; and Louis Schwartz and Son, the remaining double store for amusement games. Harry Witte, Hunt's builder, is in charge of construction. William H. Lee, Philadelphia architect, was the designer.

**Conn. Stadium
Starts Final
Year of Races**

BRIDGEPORT, Conn., May 7.—Midget racing returned to this city for its first program at Candlelight Stadium last Sunday (1) under the auspices of the United Stock Car Racing Club and under the direction of Harvey Tattersall Jr., who runs both the stock car and midget racing for the club.

Program included three qualifying heats, two semi-finals, a consolation race and a 25-lap feature. This season will be the final one for Candlelight Stadium as the entire site has been sold and it will be demolished to make way for a large drive-in theater, the first one in Bridgeport.

**Auction Deal
Hypes Sundays
At Compounce**

HARTFORD, Conn., May 7.—Connecticut Valley's major outdoor parks—Lake Compounce, Bristol, Conn., and Riverside Park, Agawam, Mass.—will be resuming full operations effective Memorial Day.

In recent weeks, the locations have been open Saturday nights, Sunday afternoons and evenings. Riverside added Friday night schedule last evening (6).

Compounce has a new Sunday afternoon feature, a Hill-Billy Auction, operated in conjunction with park's regular free entertainment. Auction is functioning in humorous vein with Slim Cox as chief auctioneer and many items of merchandise given out at ridiculously low bids.

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Concessions at Ocean Beach For Co-Op Ads

NEW LONDON, Conn., May 7.—Concessionaires at city-owned and-operated Ocean Beach Park have agreed to a program by which they will finance part of the city's promotion for the resort. Some dozen concession operators talked with City Manager Edward R. Henkle, beach superintendent A. B. Menghi and activities director Anthony Pero about the city's \$10,800 budget for such promotion.

Cronin and Company, Hartford agency, has been retained to handle the advertising.

The Beach Board, at its last meeting, approved in principal a supplemental program by local businessmen, including financing of special attractions and boosting sales of season tickets thru agents and posters, in communities within 25 miles.

Zoo Group in Row; President Resigns

CALGARY, Alta., May 7.—President of the Calgary Zoological Society for nine years, A. M. Van Ostrand resigned at the annual meeting and refused to accept nominations as a director. He said he had been the subject in some cases of malicious attacks and in other cases of unfounded criticism, based on a lack of knowledge of the facts.

The meeting was a stormy one, climaxing a dispute of several weeks. Police were called to prevent non-members from forcing their way into the meeting.

Carnival Routes

Send to

2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- American Beauty: Columbia, Mo.; Fulton 16-21.
- American Eagle: Greenwood, Ark.
- Amusements of America: Perth Amboy, N. J.
- Badger State: Rochester, Minn.; Osseo 17-22.
- Baker United: Greencastle, Ind.; Martinsville 16-21.
- Beam's Attrs.: Pleasantville, Pa.
- Belle City: (South 1st & East Lincoln Ave.) Milwaukee 10-16.
- Blue Grass: Henderson, Ky.
- Blue Valley: Dearborn, Mo., 11-14.
- Bogie, F. C.: El Dorado, Kan.
- Brodbeck & Schrader: McPherson, Kan., 11-16.
- Buck, O. C.: Menands, N. Y.
- Burke, Harry: Baton Rouge, La.
- Burkhart: Carrollton, Ill.; Virden 16-21.
- Capital City: Winchester, Tenn.
- Caravella: Ellwood City, Pa.
- Carpenter Bros.: St. Marys, O.
- Carroll's Greater: Hutchinson, Minn., 12-15; Litchfield 16-21.
- Catlett Greater: Kansas City, Kan.
- Cavalcade of the West: Centralia, Wash.
- Central States: Hays, Kan., 9-11; Russell 12-14; Kearney, Neb., 16-21.
- Cetlin & Wilson: Petersburg, Va.
- Chanos, Jimmie: Winchester, Ind.
- Cherokee Am. Co.: Parsons, Kan., 9-11.
- Broken Arrow, Okla., 13-14.
- Coleman Bros.: Norwich, Conn.
- Continental: Hudson, N. Y.
- Crafts Expo.: Las Vegas, Nev., 12-15; (Patr) Yermo, Calif., 18-22.
- Crafts 20 Big: Orange, Calif.
- Cross Road Am. Co.: Grand Rapids, Mich., 11-15.
- Davis Am. Co.: Myrtle Creek, Ore.; Florence 18-22.
- Dickson United: Coalgate, Okla.
- Douglas Greater: Bremerton, Wash.; Hoquiam 16-21.
- Down River Am. Co.: Roseville, Mich.
- Drago Am.: Marion, Ind., 11-16.
- Drew, James H.: Gallipolis, O.
- Dumont: Lafayette, Ga.; Madisonville, Tenn., 16-21.
- Dyer's Greater: Herrin, Ill.; Mounds 16-24.
- Eddie's Expo.: Monessen, Pa.; Clairon 16-21.
- Evans United: Richmond, Mo.; Trenton 16-21.
- Fairtime: Manteca, Calif., 11-15; Angels Camp 18-26.

(Continued on page 65)

Circus Routes

Send to

2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Taft, Calif., 10; Lancaster 11; San Fernando 12; Glendale 13; Burbank 14; North Hollywood 15; Van Nuys 16; Ventura 17; Santa Barbara 18; Santa Maria 19; San Luis Obispo 20; Salinas 21; Monterey 22.
- Balley Bros. & Cristiani: Artesia, N. M., 10; Carlsbad 11; Alamogordo 12; Albuquerque 13-14; Gallup 15; Flagstaff, Ariz., 16; Prescott 17; Cedar City, Utah, 19.
- Clyde Bros.: Sudbury, Ont., 10-11; North Bay 12-13; Barrie 14.
- Cole, Geo. W.: Cameron, Mo., 10; Gallatin 11; Bethany 12; Albany 13; Maysville 14.
- Davenport, Orrin: Winnipeg, 10-13; Brandon, Man., 17-21.
- Hagen Bros.: Davenport, Ill., 10; Kewaunee 11; Canton 12; Macomb 13; Galesburg 14; Pekin 15; Lincoln 16; Kankakee 18; Homewood 19; Arlington Heights 21; Beloit, Wis., 22; Rockford, Ill., 23.
- Hamid-Morton: Montreal 14-21.
- Hollywood Productions: Las Cruces, N. M., 10; El Paso, Tex., 11-15; Sweetwater 17; Denton 21.
- Hunt Bros.: Springfield, Pa., 12; Wayne 13; Landsdale 14; Fallington 16; Newton 17; Mayfair 18; Flourtown 19; Plenside 20; Mount Airy 21.
- King-Cole: Covington, Ky., 10; Dayton, O., 11; Springfield 12; Columbus 13; Mount Vernon 14; Dover 15; Canton 16.
- Kelly-Miller: Fredricktown, Mo., 10; Farmington 11; Festus 12; Ste. Genevieve 13; Chester, Ill., 14 (mat.); Pickneyville 15; Greenville 16; Effingham 17; Robinson 18; Sullivan, Ind., 19; Bloomfield 20; Greencastle 21.
- Kelly-Morris: Columbus, Ind., 11.
- Lewis, Nat: Dundas, Ont., 10; East Toronto 11-12; Tillsonburg 14.
- Mack, Fred J.: Bellair, O., 10; Barnesville 11; Woodsfield 12; Marietta 13-14; Athens 16; Nelsonville 17; Logan 18; McConnellsville 19; Wellston 20; Pomeroy 21.
- Merchants Free Circus & Palace of Wonders: Sweetwater, Tex., 10; Post 11; Seminole 12; Levelland 13; Lubbock 14.
- Mills Bros.: Fort Wayne, Ind., 10; Huntington 11; Wabash 12; Peru 13; Logansport 14; Valparaiso 16; Gary 17; Harvey, Ill., 18; Chicago Heights 19; Batavia 20; Rockford 21.
- Polack Bros. Eastern: Phoenix, Ariz., 11-12.
- Polack Bros. Western: Marysville, Calif., 10; San Francisco 12-22.
- Ring Bros.: Sylva, N. C., 10; Waynesville 11; Canton 12; Burnsville 13; Spruce Pine 14; Boone 16.
- Ringling Bros. and Barnum & Bailey: Boston 10-15; Baltimore 17-18; Washington 19-22; Philadelphia 23-28.
- Von Bros.: Blue Ridge Summit, Pa., 10; Chambersburg 11; Shippensburg 12; New Oxford 13; Wormleysburg 14; York 16; Elizabethtown 17.
- Ward-Bell: Spokane 10; Bremerton, Wash., 13; Longview 14; Portland, Ore., 16-22.

Village Eyes Holiday Opener

NEPTUNE, N. J., May 7.—Recent rains have held up the completion of the initial section of Storyland Village, 50-acre children's amusement area fronting on Highway 66 near Asbury Park.

Ben Shankman, theatrical attorney who is involved in the operation as well as being its counsel, said the opening had been set for Decoration Day weekend and that it is hoped work can be finished in time to meet that date. Storyland Village, Inc., is the operating company.

Early plans had been to include riding devices as well as children's fable enclosures, but this concept has been set aside and a train ride may be the only one in the village. It will be patterned somewhat along Disneyland lines, with such structures as a Noah's Ark, King Arthur's Court, castle replica, gingerbread houses and others.

The food, drink and novelties sales will be handled on a long-term basis by Walter Reade Theaters, of Oakhurst, N. J. Shankman said there will also be sales of clothing and much other merchandise in keeping with the fable characteristics of the village. There will be animals in the Noah's Ark but not elsewhere in the village, at the outset.

Shankman said the enterprise has been designed by Russell Paterson. Admission prices have been pegged at 35 cents for children and 85 cents for adults. There will be every-day operation thru the summer season, Shankman said, with hours of 9:30 to 9:30.

Western Canadian Sportsmen's Show Scheduled for May

CALGARY, Alta., May 7.—Second annual edition of the Western Canadian Sportsmen's Boat and Vacation Show will be presented in the Stampede Corral, May 21-28, under auspices of the Calgary Fish and Game Association and the Calgary Exhibition and Stampede Company.

Show last year attracted nearly 60,000 persons. This year it has been extended two days and will run from Saturday to Saturday. Edmonton, Vancouver and Victoria organizations are sponsoring similar shows. With Calgary, they have amalgamated under the title Western Canadian Sportsmen's Shows Association. As a group they are able to book the biggest sportsmen's show acts and attract many major exhibitors.

Joie Chitwood Opens

JACKSONVILLE, Fla., May 7.—Joie Chitwood's Auto Daredevils opened their 1955 tour at Speedway Park here Saturday (30) to a good crowd. Local Chevrolet dealers cooperated on the date. Charlie Waters handled publicity, getting TV, radio and newspaper coverage. Drivers included Chitwood, Rocky Fisher, Buzz Bundy and Jim Reed. Pete Roberts and his sons, Dave and Johnny, took care of clowning. Bob McFarland, unit manager, did the announcing, and Nate Wagner handled concessions.

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Miscellaneous

Marie O'Day's Palace Car: Madisonville, Ky., 10; Earlington 11; Dawson Springs 12; Princeton 13-14; Eddyville 15; Kuttawa 16; Marion 17-18; Sturgis 19; Morganfield 20-21; Uniontown 22.

Ice Shows

Holiday on Ice, International, No. 1: Milano, Italy, 10-22; Torino 23-June 5. Holiday on Ice of 1955: Corpus Christi, Tex., 10; Mexico City 13-June 1. Ice Capades: Los Angeles 10-22. Ice Vogues of 1955: Hattiesburg, Miss., 10-11; Pensacola, Fla., 12-17; Jacksonville 19-24. Shipstads & Johnson's Ice Pollas: Vancouver, B. C., 10-11; Seattle 12-22.

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25% Gross Hike Seen by Rosenthal

NEW YORK, May 7.—Having had sufficient opportunity to sample attendance and spending trends at his Palisades (N. J.) Amusement Park, Irving Rosenthal this week predicted that earnings for the fun center this year would surpass those of last year by 25 to 30 per cent.

Altho favored with fair operating weather on not more than about half the time since it premed on Easter weekend, Rosenthal said spending at the park was definitely better than last year. To him this is a definite indication that there is

more money around and that patrons are in a mood to spend it.

Another factor in the apparent success of Palisades is a continuing improvement in the class of patronage, Rosenthal said. The well-managed and strictly supervised funspot is drawing people in higher income brackets and this has the direct result of higher per capita spending, he said.

Jr. Hot Rods Arrive

A new arrival this week from Germany was the new Junior Hot Rods ride imported by Mickey Hughes. It will be installed Monday or Tuesday (9-10) and has been bought outright by Rosenthal. As described by Hughes, the ride consists of heavy steel cars running over sections of track which are four and a half feet long by three feet wide. The Palisades unit will have 500 feet of track and the Kiddieland is being altered to give it a front location. All four pneumatic tires of each two-seater car ride on the ground, and the cars get their power from an activated rail which is beneath a slot in the track platforms. Featured is a carved wood traffic cop on a rostrum at the widest turn, and four sets of traffic lights. Rosenthal will charge two tickets (20 cents on the combination rates or 24 cents if bought singly).

The sparkling appearance of the
(Continued on page 70)

N. Y. Transit Sets Terminal For Rockaways

NEW YORK, May 7. — Plans are nearing completion for a Rockaway Park terminal of the city's transit system not far from Rockaways' Playland amusement park. The development has to do with the increased public transportation service which will benefit the resort area's various elements this year and in coming seasons as the system is improved.

The park went into Friday night openings this week (6) and will operate thru Sunday nights. Opening hours will be 7 p.m. Fridays, 1 p.m. Saturdays and 10 a.m. Sundays, with the last-named time applying to the Kiddieland until the afternoon, when the rest of the funspot opens up.

Dick Geist reported this week that concessionaire Richard Shepard will not renew for the 1956 season and will go south to follow his main occupation as a textile pattern designer. Shepard intends to sell his Greyhound, Geist said.

Good Turnouts Prompt Early Bow at Norfolk

NORFOLK, May 7. — Ocean View Amusement Park, prompted by warm weather and good turnouts, opened its bathhouse Saturday (30) on a daily schedule. The park is on 6 p.m. opening schedule, with noon openings on the week-ends.

First promotion of the year was scheduled for Mother's Day (8), with cash prizes for the oldest and youngest mother present, the one with the most children and the most attractive mother between 20 and 35, the latter to be judged by audience applause.

Pat and Tanya, high-pole performers, were scheduled as the free attraction for the big day. Cody and Cody, rope artists, appear each night during the week and twice on Saturday and Sunday Sunshine Sue, of Old Dominion Barn Dance note, has been booked for four Sundays during the summer season. First appearance is scheduled for May 22.

DuPont Will Move Out Its A. C. Display

ATLANTIC CITY, May 7.—The duPont exhibit on the Boardwalk will be closed down after Labor Day, the company announced this week. Plans are under way, officials said, to provide transfer or termination pay for each of the 17 employees of the exhibit.

Officials said the company's business has become so diversified along industrial lines that it has been decided to direct exhibit activities more in specific trade and industrial fields. Officials indicated that a lack of interest or popularity has played no part in the decision, pointing out the exhibit has been on the Boardwalk for 39 years and still attracts a large audience. About one and a half million persons visited it last year, they said.

The Boardwalk exhibit was established in 1916 to display duPont products and to illustrate the important part chemicals play in every-day living.

N. E. Spending Has Ops' Hopes Soaring

BOSTON, May 7.—New England parks and beaches, drenched from 19 straight days of rain, came out from under cover last week to welcome eager crowds which gave the cash registers a much-needed boost. The territory was blessed with a good Saturday and a better Sunday that saw temperatures soar past the 80 mark. Most operators have reported spending as encouraging whenever the weather has permitted any outdoor action, and the general hope is that a good season is shaping up.

Funspots all along the Coast reported particularly good business. Norumbega Park attracted its biggest Sunday throng yet, with lake paddle boats paying off well as the customers sought relief from the early season's warmth. Operator Leroy Gill had his newly extended Kiddieland going full tilt with all other rides also operating near capacity.

The good weather brought thousands out on the roads to pa-

tronize spots like Irving Shapiro's Saugus Kiddieland, located on one of the key Massachusetts highways. Ernest Wolbarst, of Newton, whose Kiddieland is located on another main highway in Arlington, reported his rides drawing a heavy play.

Milk Tie-In Pays Off

A gimmick that has paid off well at the Saugus spot is a tie-in
(Continued on page 70)

Quassapaug Showing New Kiddieland

WATERBURY, Conn., May 7.—Lake Quassapaug Park, located on Route 6 in Middlebury, opened last Sunday (1) and will be open on Sundays until the latter part of the month, when the regular schedule will take place.

Midway rides and concessions are in operation including the new Kiddieland, which was installed at a cost of about \$50,000. M. J. Leon is president of the operating company, with George Frantzis as manager. Admission to the park will be free. First big event of the season will be on May 22 when the Connecticut State Drum Corps will hold its annual Field Day.

\$ MILLION PIER

'Waters' Set For Season At Atlantic City

ATLANTIC CITY, N. J., May 7.—A "Dancing Waters" unit will be in operation this season at the Million Dollar Pier, probably beginning on Decoration Day weekend, according to Sam Shayon, Dancing Waters, Inc., general manager.

The attraction will be presented for a 25-and-50-cent price scale in the theater facing the boardwalk, which has been leased from pier operator Max Tubis and associates by Jam Lazarus and Hy Dorosin. Lazarus, former operator of a "Dancing Waters" unit and long-time friend of impresario Harold Steinman, and Dorosin, a Chicago businessman, will promote the venture.

The promoters are working with "Dancing Waters" on a percentage-against-guarantee basis.

Daphne (Dee) Poli, of the attraction's New York office, will handle the publicity.

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WILDWOOD, NEW JERSEY

Hoffmeister Illusion Delivered at Agawam

NEW YORK, May 7.—Two of the Hoffmeister mirror units have been bought outright by Eastern amusement parks, and assembly of one has begun at Riverside Park in Agawam, Mass.

Eric Wedemeyer, Inc., which is handling manufacturing and sales for the unique show attraction, said the unit delivered to Ed Carroll's park is the only one available at present. A second unit has been ordered by Palisades (N. J.) Amusement Park which will set it in one of the buildings near its restaurant if it arrives from Europe in time to be used this season.

It is reported by Wedemeyer that the mirrors, newly entitled "Laff-O-Rama" after having been called both "Flex-O-Rama" and "Varioscope" in the past, will sell for around \$16,000 for a complete unit. One man is required for the operation and the entire installation, he added, requires only a one-horsepower motor with hardly any maintenance.

First in New England

Riverside will be the first New England park to feature the new illusion, and Palisades will be first elsewhere in the East. There have

been no announcements as to the prices to be charged by the parks. Hoffmeister arrived in Agawam from Toronto, where he conducts business out of the Rotors Ltd. office in connection with his other amusement invention, the Rotor ride.

Laff-O-Rama consists of 24 optically ground-crystal mirrors, each 50 inches high and 34 inches wide. They are attached to each other in an upright position and mounted on a rotary track in an oblong, some 32 feet long and six feet wide. The mirrors move in an endless chain at about three miles per hour. Each mirror has three optical curves which blend into those of the adjacent mirrors.

The illusion created as the customer looks into the moving mirrors is one of shrinking, expansion and grotesque movement of the bodily features. Altho manufacture is currently a slow process and done in Europe, Wedemeyer said he hopes to have the surfaces made in America as well before long. He added that Laff-O-Rama will be a money-making asset to all parks using it, without detracting from existing funhouses.

24 Fairs Represented At N. C. Short Course

RALEIGH, N. C., May 7.—Representatives of 24 North Carolina fairs attended the first short course in agricultural fair management at the North Carolina State College here April 28-29. The course was conducted by the School of Agriculture, North Carolina State College, in co-operation with the North Carolina Association of Agricultural Fairs.

There was a total registration of 58, not including some 20 members of the Extension Service. Norman Y. Chambliss, of Rocky Mount, fair association president, termed the course even more successful than anticipated and said that he would strongly recommend that the school be conducted again next year.

Speakers and their topics included: "The present status of agricultural fairs in North Carolina," L. Y. Ballantine, commissioner of agriculture; "Fair Management," Curtis A. Leonard, manager, Davidson County Fair; "Building a premium list for your fair," Mrs. Martha Thompson, home demonstration agent, and Max Culp, county agent.

Panel on Exhibits

C. F. Parrish was chairman of a panel discussion of agricultural exhibits. Speakers were Dr. J. W. Pou, head, department of animal industry; Parrish, extension poultry

specialist; Miss Pauline E. Gordon, extension home management and house furnishings specialist; L. R. Harrill, State 4-H Club leader; A. L. Teachey, FFA, State supervisor vocational education; Henry A. Covington, extension horticulture specialist, and Dr. E. R. Collins, extension agronomy specialist.

The program on the second day included talks on "The relation of the agricultural extension service to agricultural fairs," by D. S. Weaver, director, agricultural extension service, and "The relation of county and community fairs to the State fair," by Dr. J. S. Dorton, State fair manager. R. W. Shoffner, assistant director of the agricultural extension service led a discussion on fair problems.

In charge of the program for the fair association were Curtis A. Leonard, Lexington, chairman; Ernest P. Batten, Wilson, and W. K. Lanier, Warrenton.

Saskatoon Ex Pushes Plant Improvements

SASKATOON, Sask., May 7.—Major construction work at the fairgrounds is on schedule, Manager S. N. MacEachern reports.

Steel work for the \$250,000 agriculture and industrial exhibits building has been completed and work is being done on the walls and roof. New livestock barns are ready for stuccoing.

Leveling and pipe-laying will start soon for the projected drainage system and the site of the old tourist camp will be prepared for a parking area. The school exhibits building will be converted into a dining hall and kitchen for farm boys and girl camp delegates.

Fergus Falls Builds 3,500-Seat 'Stand

FERGUS FALLS, Minn., May 7.—Work on a \$60,000 reinforced concrete grandstand at the Otter Tail County fairgrounds here has been started, with the structure planned for completion in time for the fair's opening August 24.

The stand will replace part of a wooden one built about 25 years ago. It will have a seating capacity of 3,500. Two sections, to be built at a later day, will up the capacity to 5,000, the same as the old stand.

The general contractor is the Noyes Construction Company of Fergus Falls. Design and plans are by Winston Larson and Associates of Detroit Lakes, Minn.

A bond issue, to be retired by a county levy over a 10-year period, provided the finances.

MADISONVILLE, Tenn., May 7.—Monroe County Fair Association has completed its organization. Officers include Bob Cowan, Sweetwater, president; Bob Carson, Vonore, vice-president; Ralph Duncan, Sweetwater, secretary-treasurer; Mrs. Myrtle Frith, executive secretary; Capt. J. F. Childress, advertising manager.

Regina Exhibit Launches 300G Construction Program

REGINA, Sask., May 7.—Work has started on two large buildings at the fairgrounds to cost more than \$300,000.

The site of the south and west wings of the Grain Show Building, destroyed in a \$2,000,000 fire January 28, has been cleared. A new building, to cost \$200,000, will be built where the west wing stood in time for this year's fair. The structure will have steel

Fair Dates

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The Billboard Pub. Co.

The complete list of Fair Dates was published in the issue dated April 9. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

Michigan

Allenville—Mackinac Co. Fair Assn. Sept. 9-10. A. R. Soblaskey.
Alma—Gratiot Co. Fair. Aug. 9-12. C. Dean Allen.
Alpena—Alpena Co. Agri. Soc. Sept. 5-9. Glen Nugent.
Belleville—Wayne Co. 4-H Fair Assn. Aug. 16-21. P. R. Biesheimer.
Berrien Springs—Berrien Co. Youth Fair Assn. Aug. 17-21. Mrs. Theo. S. Siekman.
Carson City—Dairyland Agri. Soc. Aug. 18. Clayton R. Preisel.
Cassopolis—Cass Co. Agri. Fair Assn. Aug. 8-13. Mrs. Oak Tumbleson.
Cass City—Cass City Fair. Aug. 4. D. A. MacLachlan.
Cedar Springs—Cedar Springs Farmers' Day. Aug. 11. Avery Garfield.
Delton—Delton-Kellogg FFA-FFA Agri. School Fair. Oct. 14. Harold Burpee.
Eben Junction—Alger Co. Agri. Development Soc. Aug. 6. Walter Maki.
Ewart—Oscola Co. 4-H & FFA Fair. Aug. 17-20. Marjorie Tiedt.
Flushing—Lower Thumb Agri. Dist. Assn. Nov. 1-3. Oscar Hall.
Goodells—St. Clair Co. Agri. Soc. Aug. 18-20. Willard Bosserman.
Grand Blanc—Genesee Co. 4-H Agri. Soc. Aug. 17-18. Donald Hillman.
Gaylord—Osage Co. Fair Assn. Aug. 25-27. Norman Lenzion.
Hale—Isosco Co. Agri. Soc. July 27-30. Thurman Scofield.
Hancock—Houghton Co. Agri. Soc. Oct. 20. L. L. Best.
Harrison—Clare Co. Agri. Soc. Sept. 16-20. Albert Hale.
Hart—Oceana Co. Agri. Soc. Sept. 7-10. Newell Gale.
Hartford—Van Buren Co. Agri. & Hort. Soc. Oct. 4-8. Paul F. Richter.
Hastings—Barry Co. Agri. H. E. Expo. Oct. 26-28. T. N. Knopf.
Ironwood—Gogebic Co. Fair. Aug. 11-14. W. B. Fauth.
Kinross—Chippewa Mackinaw 4-H Club Fair. Sept. 5. Mrs. Elizabeth Kennedy.
Lowell—Kent Co. 4-H Agri. Assn. Aug. 17-20. Gerald Brian.
Manchester—Manchester Com. Fair. Aug. 24-27. Herbert G. Jacob.
Marion—Marion Farm Exhibits Assn. Sept. 5. Paul S. Timkovich.
Merrill—Merrill Com. Fair. Nov. 2-3. Henry C. Mead.
Manton—Manton Harvest Festival. Sept. 3-5. Robert McBrien.
Monroe—Monroe Co. Fair Assn. Aug. 8-13. Gene Anderson.
Mt. Pleasant—Isabella County Youth & Farm Fair. Aug. 23-27. Maynard S. Gilmore.
Mt. Pleasant—Mt. Pleasant 4-H Fair. Aug. 23-24.
Newaygo—Garfield Com. Fair. Sept. 15-16. Mrs. John Long.
Newberry—Luce Co. Fall Harvest Show. Oct. 18. Walter Messer.
Norway—Dickinson Menominee Co. Agri. Soc. Sept. 2-5. Frank J. Molinare.
Owosso—Shiawassee Valley Mid-Winter Fair. Dec. 6-8. Lawrence Bannan.
Pontiac—Oakland Co. 4-H Agri. Assn. Aug. 9-13. Mrs. Thurman Bowers.
St. Johns—Clinton Co. 4-H Club Fair Assn. Aug. 15-17. Donald J. Walker.
Saline—Saline Com. Fair. Sept. 28-Oct. 1. Robert L. Hammond.
Spring—Spring High School Agri. Assn. Aug. 4. Fred Humeston.
Uniontown—Uniontown Agri. & Hort. Soc. Sept. 28-29. John Jacham.
Wayland—Wayland Com. Fair. Sept. 23-24. Harold Samuelson.

Oklahoma

Hugo—Choctaw Co. Free Fair Assn. Sept. 8-10. Robert Massengale.

Virginia

Dublin—Pulaski Co. Fair Assn. Sept. 22-24.

Edmonton Gives Paul Three-Month Leave

EDMONTON, Alta., May 7.—James Paul, manager of the Edmonton Exhibition, will be granted a three-month leave of absence for convalescence purposes, the exhibition board has decided. The leave will take effect when he leaves the hospital, where he has been for several weeks.

Livestock pens on the grounds will be replaced with portable pens, it was decided, making available exhibition week parking space for 300 more cars. The possibility of road improvements in the grounds will be investigated.

Old jockey quarters at the grounds have been demolished and work is expected to start on a two-story structure to cost between \$30,000 and \$35,000.

Calif. State Seeks 970G for New Plant

Amended Bill Requests Appropriation To Finance Initial Construction Work

SACRAMENTO, May 7.—An amendment to a bill has been adopted by the State Senate to provide \$970,000 for initial work on the new site of the California State Fair and Exposition here.

The bill was presented by Sen. Earl D. Desmond, of Sacramento County, with the amendment prepared by Fred W. Links, assistant State director of finance. A hearing on SB 1953 is not to be requested until after the passage of the budget bill. Action on that bill is expected this month. Money would be supplied from fair and exposition fund.

The amendment in the bill asks for the appropriation to be broken down as follows: Site, clearing and grading, \$195,000; storm drains, \$56,000; service roads, \$30,000; nursery area, \$130,000; plant propagation, \$40,000; site planting, \$65,000; water well pump, hydro pneumatic tank, \$35,000; water lines, irrigation, \$45,000; electrical

services, \$5,000; perimeter fencing, \$50,000; preliminary engineering, \$13,020; planning and design, \$26,040; State supervision of construction, \$13,020, and preliminary planning allowance, \$200,000.

Wis. Meetings Attract 239 Event Execs

MADISON, Wis., May 7.—A total of 239 Wisconsin fair executives, representing 64 of the State's fairs, attended four regional meetings of the Wisconsin Association of Fairs this spring, the Department of Agriculture announced.

Meetings were held March 29 at Chilton; March 30 at Baraboo; April 14 at Spooner, and April 15 at Merrill. Willard (Bill) Masterson, manager of the Wisconsin State Fair, Milwaukee, attended all four meetings, where he explained the operation of an all-pay gate at the big expo this year. Masterson said he'd be able to tell them better how it works after the fair.

Charles B. Drewry, supervisor of county and district fairs for Wisconsin, also was on hand for all four of the regional confabs.

Moose Jaw, Sask., Sets Rodeo, Pyro

MOOSE JAW, Sask., May 7.—A stampede will be an afternoon feature each day of the Moose Jaw Exhibition, July 4-6. Jerry Meyers will be in charge of the event.

Fireworks will be provided by the T. W. Hand Company on the first two nights, following the Sun-Crossman grandstand show. On the final night, two grandstand shows will be presented.

A livestock parade will be a feature on the second night.

Winston-Salem Plans Comic Book Use

NEW YORK, May 7.—The special comic books produced for promotional use by fairs will also be used by the Winston-Salem (N. C.) Fair, it was announced here this week by Mac Culver, of Custom Comics, the publisher. Manager Frank H. Kingman made the decision for the fair.

Culver said that managers of several other events had also expressed approval but delayed final decisions to allow for an examination of their promotional budgets.

Other fairs which will use the promotional comics are the New Jersey State Fair and the Brockton (Mass.) Fair.

WANTED

Carnival for Old Fair Week of
October 18 for Five Days.
Write or Phone 3102.

H. C. HOLMAN, Secy.
TIDEWATER FAIR ASSOCIATION, INC.
140 Pine St. Suffolk, Va.

BALLOON ASCENSIONS! and PARACHUTE LEAPS!

A real treat to young America by the country's most daring performers. Our balloonists and parachutists are licensed, and balloons registered.

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OF ALL THRILL SHOWS
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DISPLAY FIREWORKS OF DISTINCTION
Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone
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LOS ANGELES POLICE SHOW MAY 11 THRU 25

Completing 14 full and consecutive weeks since February 20. Thanks to all who made it possible—Sport Shows—T.V.—Theatres—Clubs—Indoor Circus—Fair—Parks, etc. Booked thru October 8.

BUSINESS PERKS

East Sector Finally Gets Weather Break

NEW YORK, May 7.—Operations in the Eastern sector finally got a long overdue break in the weather this week. Some had counted up to 19 days of inclement weather with resulting losses at the ticket boxes.

When the weather cleared there was a resumption of interest and spending such as had been apparent before the elements interfered. Consequently, the hope for a good

season continues and, if anything, is strengthened as a result of the experiences gained to date, altho the working hours have been extremely limited.

The switch in weather was somewhat abrupt with a long, cold, wet spell followed by record heat, around 90 degrees in some areas, on Thursday (5). That night the weather was balmy for the first time since some shows go under way a month ago north of Washington.

Most Shows Working

In another week virtually all of the Eastern shows will be in operation with the exception of the rail-roading World of Mirth and Cetlin & Wilson units which will delay their openings until the end of the month. In another couple of weeks, according to past patterns, the units will head north fast, aiming for industrial dollars in Jersey and other manufacturing centers.

Apart from the immediate pleasure that comes with good weather and good business, operators this week were hoping that the clear, warm spell would continue long enough for them to recoup some of their losses. Many have been able to squeeze in only one, two or three days out of each of the few weeks they have been in operation and bankrolls have been necessarily slimmed as a result.

Floyd Gooding Pays Tribute To Associates

Staffers Are Hosted At Dinner Marking Firm's 56th Year

COLUMBUS, O., May 7.—At a recent dinner party attended by more than 30 staff members and friends of the Gooding Amusement Company, President F. E. Gooding expressed his appreciation to all who helped make possible the opening of the firm's 56th consecutive year.

"We've built a wonderful organization in our family during the past 56 years—an organization of which we are all justly proud," Gooding said. "We've never missed a payday on time, we've always tried to secure and maintain employees and equipment to the greatest degree of efficiency, and believe me, it has paid off."

Following a cocktail party, the Gooding associates were guests at a dinner at the Grandview Inn here, with entertainment booked thru the John Moore attractions office of this city. Hal F. Eifort emceed, and called on Gooding, Mrs. Doris Relyea and Ora (Buck) Saunders for remarks.

Mrs. Gooding assisted in greet-
(Continued on page 66)

Strates First Philly Week Hurt by Rain

PHILADELPHIA, May 7.—Poor weather in the form of rain and cold stuck with the James E. Strates Shows thru much of last week. Friday (29) was fair and clear until 10 p.m. when good crowds were driven home by more rain.

The weather this week improved and prospects were good thruout. It appeared that the second week of the stand on the lot adjacent to the Municipal Stadium would be very good.

Last Saturday (30) business was reported good for everyone. Aiding a big turnout of youngsters for the matinee was tie-in for ticket distribution thru the Sun Ray Drug Store Company, a chain operation. The drug company also owns and operates WPEN and plugs for the show were generous. The name of the show was also included in the chain's radio and newspaper advertising.

Joe Pelaquin has rebuilt the front of this Thrill Arena, adding new neon lettering and fluorescent lighting to the motorcycle show. Performers include La Vonnice, trick rider; Russell, Sonny and Joe Pelaquin. Joe Pelaquin Sr. will join next week for the season. Four new motorcycles have been received and a stainless steel cage is being built to house three lions which will be added soon to the performance.

Rain Clobbers Royal Pine's Maine Opener

BANGOR, Me., May 7.—Mullins' Royal Pine Shows got off to a cold and wet New England opener on Thursday (28), but grosses and the weather picked up somewhat last weekend.

Frank (Shrimpie) Rappaport, manager, reports he is doing business with Ben Levine and that they will have some 10 concessions when everything is set, possibly by the time they open for next week in Lincoln, Me.

Owner-manager Clifford Mullins has eight rides on the lot, five of them major units and three for kiddies. There are 15 concessions, two girl shows, a 10-in-1 Side Show, and Snake Show. Also on the show staff is Al Thomas, electrician, and Sally again is in charge of the office.

Morris Brown has reportedly gotten off to a good start with the new bingo owned by John Weissman and himself, being aided by Miss Chick Kennedy, checker; Paul Cooke, assistant manager, and Gerald Ancheloo. Also on the midway are Mr. Merrill, duck pond and shooting gallery; Al Thomas, pitch-till-U-win and string game; Mr. and Mrs. Toby Kneeland, two girl shows; Capt. Blackie Bairbrother, Side Show; Mr. and Mrs. Chesly, cook house.

CORSAGE FOR MA

Clearing Weather a Boon For Vivona Date in Penn.

LEIPERVILLE, Pa., May 7.—Harry Wilson was all set to station himself at the front gate in a tuxedo for Thursday's (5) "mother's night" at Amusement of America. The stunt called for him to pin a corsage on each mother entering the midway between 6 and 8 p.m. The Vivona management and Wilson are experimenting with various gimmicks to stimulate still date business.

The show has had plenty of rain during its two-week stand here, but clearing weather in the East permitted business to increase somewhat beginning with last weekend.

Opening of the two-week Crum Lynne stand drew plenty of people in damp weather, but little money. Things picked up Thursday (28) when the gate topped 2,500, it is reported, and there were plenty of

sneak-ins besides. It started raining Friday at 9:30 p.m. but the attendance held up okay.

Saturday Turnout Good

The Saturday matinee was reportedly pretty good for a still date, and was followed by a big night crowd, for a very good day. John Dempsey kept the lot in good shape with plenty of shavings.

Bill Jones' bingo had a good weekend, and Joe and Aggie Ross also did okay with their popcorn and candy apples stand. The girl shows operated by Tony Masiello, Christine Ferrone and Jimmy Ferenzi were grossing better than usual for this location. The contract for next year was signed last weekend, after being usually awarded in February.

Many visitors here included Al Dorso, Bonnie Norman, Bertha McDaniels, Pat Gordon, Phil Cook, Mitch Mitchell, Jimmy Stabile, Shep Blumberg, Irving Sherman, Nate Finkelstein, Robert Wilson, and many others. Mike Roman had one of his best cookhouse weeks, with advance man James Rapple helping out at the cash register while waiting for paper for the next spot, Perth Amboy, N. J.

Severin Hilo Starts Strong At River Rouge

RIVER ROUGE, Mich., May 7.—Severin Hilo's Down River Amusement Company opened its season here Thursday (28) to one of its biggest bows on record and by the end of the weekend threatened to break a 30-year mark for this spot. Show was set up on a new lot across the street from winter quarters, playing for the 30-year-old American Legion Spring Festival.

Weather was ideal and after a big opening night crowd, attendance built thru Saturday and Sunday.

Victor Ferguson, lot manager, spent several days preparing the lot with a bulldozer and cinders and shavings. The lot's size curtailed the spread but permitted plenty of parking. Sheik Hennessey added a patio to his cookhouse. Een Abraham and Mike Ingelbrough are building several new concessions. Earl and Opal Frazer were visited by their son, his wife and their youngster.

United Bows In Providence

PROVIDENCE, R. I., May 7.—Arthur (Slim) April's United Amusement Company opened at Hopkins Park here Friday (22) under auspices of the Knights of Columbus. Weather was poor thru the first part of the run. An auto giveaway helped spark interest.

A new marquee was in use here for the first time. Equipment included 4 major rides, 8 kiddie rides, a Fun House and about 25 concessions. Considerable neon has been added since the show can handle it with its own power.

Ride units are operated by April, Kid Hope, Raymond Racine and A. R. Doyle. The free act set for the season is Capt. Eddy, high pole artist.

Concessionaires include A. R. Doyle, Mr. and Mrs. Al Palmer, Kid Hope, Ted Goloskie, Gerry Barkers, Johnny Mack, Raymond Racine, and the Ferra Brothers.

Calif. Bill Proposes Comm. on Contracts

SACRAMENTO, May 7.—A resolution calling for the creation of a Senate Investigation Committee on State and District Fair Contracts was read and referred to the Committee on Rules here. The move was proposed by Sen. George Miller, a member of the Governmental Administration Committee.

The resolution asks that committee also be authorized to study and analyze all facts pertaining to the letting of contracts for carnivals and other attractions by the various boards of directors and the participation of the Department of Finance in the approval of these pacts. The committee would also study any needed revision of the laws governing and handling of the contracts at fairs.

Members of the committee would be appointed by the Committee on Rules with vacancies filled by the appointing power. No specific number of members was fixed in Resolution 94.

Comm. Authority

Under the resolution the committee would also be authorized to act during this session of the Legislature, including any recess, but not after final adjournment. A report to be filed not later than the final day of the legislative session is asked. All powers given such committees are to be bestowed the group with additional authority to contact public and private agencies for information for study and the right to have sheriffs subpoena needed witnesses. The group would also select its chairman and vice-chairman, and co-operate with city and county law enforcement agencies in delving into any matter within its scope.

A report on the study would be submitted to both the Legislature and the public. An appropriation, as yet not set, from the Contingent Fund is asked for the work.

Cites Need

The resolution gives as the basis for the need for the committee that "There have been brought to the attention of the Senate seeming

inconsistencies in the awarding of contracts for carnival attractions at the California State Fair and at district agricultural fairs in that such contracts are not always awarded to the person making the best bid, considering both the rate of return and the quality of the performance asked." The proposal also points out that the contracts involve "very substantial amounts of money and it is essential that a consistent policy be followed in the awarding of such contracts."

Contracts for the State Fair midway was recently awarded to Crafts 20 Big Shows, which submitted a per capita bid of .1225 and a guarantee of \$80,000. This was done after the awarding of the contract to West Coast Shows, first for three years and then for 1955 only, on a bid of .1111 and a guarantee of \$86,000.

Bobby Cohn, general agent of the West Coast Shows, contested the move on the basis that, he said, he entered the highest bid for the Fresno District Fair, yet it was awarded to the Crafts organization.

Shan Wilcox Delays Bow Until May 30

PANAMA CITY, Fla., May 7.—Shan Wilcox, carnival owner who has a set of rides operating at Long Beach, near here, announced that Shan Bros.' Shows will definitely go on the road this season.

Wilcox, who has headquarters at Maryville, Tenn., has a total of nine rides and a candy floss concession in operation at the Gulf beach recreation spot.

Opening of Shan Bros.' Shows has been delayed until May 30, about six weeks later than usual, Wilcox said.

The ride unit on the beach moved here in early March and opened March 19, playing weekends only until the formal opening of the spot Sunday (May 1). The weekend of April 30-May 1 had brisk business, Wilcox said.

"I have another complete set of rides at winter quarters," Wilcox said. "These will be ready for the road soon. My staff and organization will be about the same as last season."

Wilcox said the beach operations would not interfere with any commitments and that he would divide his time between the roadshow and the beach.

The first fair on the route will be at Harrodsburg, Ky., in July. Wilcox has contracted a total of 12 fairs to run until late October, closing in Marianna, Fla.

After the close of the beach operations the day after Labor Day some of the beach rides will be taken to the traveling fair unit.

Casey Books Sask. Tour

WINNIPEG, May 7.—E. J. Casey Shows will return to Saskatchewan this year for the first time in four seasons, veteran Owner Casey announced. Show will spend two months in that province playing 50th anniversary celebrations.

Casey organization will open its season May 14 in the Norwood Flood Bowl. In addition to playing Saskatchewan, it will again play the North Country, including Flin Flon, the Pas and other far-flung towns.

Rendezvous Park, here, also owned and operated by Casey, will open May 14.

20th Century Opens Strong At Fort Smith

FORT SMITH, Ark., May 7.—The 20th Century Shows, opening four weeks later than usual, were given ideal weather and extremely good business here Saturday night (30) for its opening night.

Jess Wrigley, co-owner and manager, said the day's gross was the biggest the show has ever racked up in five openings here. Payday at Camp Chaffee and strong help from press, radio and TV were factors, Wrigley said.

Show line-up consists of Claude Bentley's Circus Side Show and Monkey Show, Jimmy Johnson's two girl shows, Sam and Joe Lowery's Motordrome, Doc Ward's Pinhead and Snake Shows, Jim Dunleavy's Mickey Mouse Circus and four show-owned grind attractions.

Major rides are Merry-Go-Round, Twin Ferris Wheels, Rolloplane, Tilt-a-Whirl, Dipper, Scooter, Octopus and Rock-o-Plane. Three additional major rides are to be added for fairs, according to Wrigley. The Kiddieland set-up currently has nine rides, including a new Jolly Caterpillar and Doc Ward's live pony ride.

Besides Wrigley, who is a co-owner, other staff members are Charles Travers, co-owner and business manager; Art Signor, secretary-treasurer; George J. Gallo, advertising director; Bill Hansen, chief electrician. Co-Owner E. D. McCreary plans to divide his time between the show and his business interests in San Antonio.

MIDWAY CONFAB

John E. (Gene) Padgett, after spending the winter at the Casino Theater, Boston, opened with the Girl Shows on Metropolitan Shows at Montgomery, Ala., April 29. Padgett reports good business. . . . Chicago Red Keeling took delivery on a 35-foot house trailer recently. Keeling, who is working with Jimmy Ackley, concession manager on the Lone Star Shows, will be joined soon by his wife, Mary. . . . Joseph Lehr, spot worker, infos that Spot Pinsonault and George Harris exited the James E. Strates Shows in Philadelphia recently to book with the King Reid Shows for the latter's Canadian tour.

A birthday party for one-year-old Darlene Kay Perey, daughter of Jo Jo and Filipino Jimmie, was held in the Side Show of the John H. Marks Shows May 4 at Richmond, Va. Personnel with the show includes Bobbie Moore, escapes; Flama, fire eater; Retta, sword ladder; Jimmie, knife thrower; Jo Jo Perey, sword box; Mattia, Miss Electro; Lady Zarena, mentalist; Phillip Bruno, blockhead; Helen Shamar, guillotine; Jean Hilton, sword swallower; Whitey Phil, pin cushion and torture; Jack Bodry, magic; Jackie Lynn, annex; Gypsy Leo, tattoos; Don Nefong and Frank Hutson, tickets; Chuck Stafford and James J. Perey, talkers, and Bill Foy, boss canvassman. Jimmie and his wife are managers of the show.

Robert K. Christenberry, former head of the Astor Hotel, New York, and personally known to many outdoor showmen, this week was named president of the Ambassador Hotel, East Side Hosiery.

Billposter Nelson Thomas and Mrs. Thomas gave a dinner Sunday (1) at their Philadelphia home in honor of James E. Strates. Attending were Mr. and Mrs. Allan ravers, Mr. and Mrs. Ernest Delbate, Mae S. Hong, Mrs. Dorothy Halbert, Mrs. Frances Fournier and Mrs. Thomas' father and sister.

A daughter, Pamela Dale, was born to Ruby Barron, operator of the Wild Life show with the James Strates Shows, April 20 at the Delaware Hospital, Wilmington. The same day a new house trailer with two bedrooms was delivered to Mrs. Barron. . . . La Vonnie, kick rider with Joe Pelquin's Thrill Arena on the Strates Shows, is a new Buick convertible on order.

Joe Prell, general agent, journeyed from New York to Greenwood, S. C., to be on hand for the opening of Prell's Broadway

Shows. . . . Gerald Snellens, World of Mirth general agent, corralled several national advertising prospects with Nate Eagle's midgets in tow last week. Snellens closed up his Astor Hotel suite Saturday (6) and took off for winter quarters at Richmond, Va., where he will supervise his exhibits before laying the groundwork for the opening May 27 at Plainfield, N. J.

John T. Hutchens, out with the Sunset Amusement Company, reports that his museum has been enjoying good business since the opening April 28 and that the jewelry concession operated by his wife and daughter also has been winning. Hutchens adds that his new museum manager, George McAllan, had 10 attractions for the opening.

Concessionaires on Alfier Amusements include Mr. and Mrs. Steve Poda, popcorn, floss, apples and mug joint; Mr. and Mrs. Charlie Dunn, cookhouse, and Benny Carter with games.

Joe Streibich, secretary of the Showmen's League of America, is out of the hospital and recuperating following an operation. . . . Hank Shelby was slated for discharge from a Chicago hospital last weekend (7-8).

F. E. Gooding, Columbus, O., operator, was a visitor in Detroit last week, calling on Milton and Cy Wagner, managers, at Edgewater Park, and Harry Stahl at Eastwood Park.

Eph Glosser and Rod Link, who have been in Detroit for several weeks, have left with their concessions to join the Lone Star Shows.

Robert K. (Bob) Parker was in Chicago for a few days last week, planning out Wednesday (3) for his Miami base. He was scheduled to drive to the Memphis Cotton Carnival from his Florida home.

Charles Raines, son of Mr. and Mrs. A. E. Raines, owners of Raines' Amusements, is seriously ill in Veterans' Hospital, Little Rock. He is expected to be there several months and would like to hear from friends.

James E. Murr, who at one time operated the Cavalcade of Fun Shows in the Southwest, now operates a glass pitch with Johnny Denton's Gold Medal Shows. . . . Frankie Shafer, West Coast concessionaire, was a recent visitor on the James E. Strates Shows in Philadelphia.

James Cassidy is reported to have put up a gigantic 100-foot-long china pitch at the Battle of (Continued on page 63)



CONCESSIONS: Want Hanky Panks of all kinds, Ball Games, Bottle Games, Fish Pond, String Game, High Striker, Age and Scales, Weight and Occupation, Novelties, Custard, Short Range Gallery, Six Cats and Buckets that work for stock (Flat Burr). Also want Penny Arcade.
Dee Wyrick wants Bingo Help—Two Countermen and first-class Caller. Attention, Jack Leach and Joe Curtis. Driver for new 30-ft. Semi. George Cloter, contact immediately; very good proposition for you.
SHOWS: Want Side Show with own equipment (five per cent over committee). Leonard Hall or Sandy, contact. Can place Fun House, Glass House, Big Dog and Little Horse, also Wildlife.
This show starts Fairs in Minnesota 1st of July—Hallock, Minn.; Ada, Minn.; Thief River Falls, Minn.; Carson, N. Dak.; International Falls, Minn.; Bemidji, Minn.; Wadena, Minn.; Fargo, N. Dak. (State Fair); Aberdeen, S. Dak.; Britt, Iowa; Northwest Missouri State Fair, Bethany, Mo.; Eastern New Mexico State Fair, Roswell, N. M. Followed by three big West Texas Fairs in the Cotton Country.
LESS AND BOOTS EVANS, CONTACT. WANT MANAGER AND RIDERS FOR 28-FT. SILO DROME. VIRGIN TERRITORY. (SAMMIE CALDWELL, CONTACT CHARLIE.
All wires to H. P. HILL, MGR., Oklahoma City, Okla., this week; Ponca City, Okla., next; Kansas City, Mo., week May 23-28; Manhattan, Kansas (Soldiers' Pay Day), May 30-June 4.



WANTED WANTED WANTED
INDIANAPOLIS—FOR LARGEST COLORED CELEBRATION—24TH & NORTHWESTERN, CITY PARK
5 DAYS MAY 26 THROUGH 31, INCLUSIVE. 5 DAYS
CAN PLACE clean, legitimate Concessions of all kinds that work for stock—Grab, Ice Cream, French Fries, Age & Scale, Photo, Hats, Punks, Bottles, Record, Plate, Basketball, Short Range, Balloon Dart, Cork Gallery, Add 'Em Up Dart, Cigarette Block, Pitch-Till-You-Win, Bottle-Up, String, Hoop-La, African Dip and Hi-Striker. CAN PLACE Colored Revue, Glass House and Fun House. CAN PLACE good, clean, reliable Ride Help—must have license and drive. All wires and replies to
ERNIE ALLEN
GREENCASTLE, IND., MAY 9-14; MARTINSVILLE, IND., 16-21.



WANT WANT WANT WANT
Shows: Any worth-while Grind Shows, Penny Arcade, Fun House, Glass House, Motordrome. Al Alfredo wants for Side Show—2 Small Girls, Ticket Sellers, Front Man, Magician, Tattooer, Half and Half to join on wire.
Rides: Will book one or two Flat Rides not conflicting with what we have. Have good proposition for live Pony Ride.
Ride Help: Foremen and Second Men on all Rides, prefer Semi Drivers.
Want Bingo Caller and Countermen for new Bingo to join on wire.
Concessions: All legitimate 10c Concessions open, Glass Pitches, Photos, Novelties, Jewelry, High Striker, Frozen Custard, Ice Cream Bars. Harry Smiley wants Agents for Six Cats, Buckets and Swinger. Tony Caudill wants Agent for Age and Weight.
Want Show Carpenter and Builder to join on wire.
Want Scenic Artist and Painter for season to join on wire.
Want Lot Man capable of handling a 12 Ride Show, put it on and take it off the lot and look after the Back End.
Want Billposter with Car or Truck who knows how and will put up and paste paper.
Ben Braunstein, important you get in touch with me at once.
Replies to: H. B. ROSEN, MGR., MIGHTY INTERSTATE SHOWS
General Delivery or care Western Union, Dickson, Tennessee



WANT DUE TO DISAPPOINTMENT WANT
Pop Corn, Candy Apples, Candy Floss, French Fries, Novelties, Jewelry, Custard.
HANKY PANKS—We book one of a kind. Operator for Long-Range Gallery.
Ride Help on all rides, semi drivers preferred.
Want Side Show Manager for complete office owned Side Show. Have some acts now.
Girls for Girl Show, wardrobe furnished. Experience not necessary.
Duffy, come on. George Chesley. All Replies:
G. W. MULLINS, LINCOLN, MAINE, week of May 9 to 14



WANT WANT WANT
FOR INWOOD, L. I., NEW YORK, MAY 16-21
String Game, Duck Pond, Pitch-Till-U-Win (no Clothes Pins), Cork Gallery, Long Range, Hi-Striker, also Scales, Age, Novelties or any game that does not conflict.
Beginning East Meadows, L. I., N. Y., May 23 through 28, Firemen's Celebration on Ringling Bros.' Circus lot, Hicksville, N. Y., Decoration Day to June 4. Havenstraw, N. Y., June 6 through 11; then the Big New York State Firemen's Convention in Kingston, N. Y., June 13 through 18, and all big ones to follow in New York State including all large Fairs.
Wanted: Fun House, Penny Arcade or Glass House, Wild Life (must be A-1).
For Inwood write to: 1916 Avenue K, Brooklyn, N. Y., or call Sheephead 3-2702. After Inwood contact me on Carnival grounds.
PHIL ISSER, Gen. Mgr.

ANNUAL SPRING FAIR
MAY 23-28
HEART OF ALBANY, N. Y.
For the first time in 18 years the Fuller Road Fire Dept. has opened its giant annual celebration to concessionaires. Ten thousand advance ride tickets sold already. Free giveaways every night—free gate—potential draw 200,000—television, radio and newspaper publicity.
Want Hankies of all kinds, some Grind Stores, direct sales; wonderful spot for eats of all kinds; Age, Scales, Photos, Novelties, Long and Short Range; everything open. We do not duplicate. Write, wire, phone
ROBERT D. KELLOGG, OUTDOOR AMUSEMENTS
STILLWATER, N. Y.

GEM CITY SHOWS
WANT FOR CHAMPAIGN, ILL., MAY 16-21; FOLLOWED BY ROCKFORD, ILL., BIG SPRING FESTIVAL, SPONSORED BY AFL LABOR.
Can place Hanky Panks of all types, Age and Scales, Novelties, Juice Outfits. Will book Grind Shows of merit, Walk-Ins and have good proposition for Side Show with own equipment.
Can always place useful Help that drive. Contact:
THOMAS D. HICKEY or DON GRECO
LELAND HOTEL, AURORA, ILL.
P.S.: Will book Rides that do not conflict, including #5 Ferris Wheel or will buy.

DISPLAY FIREWORKS

FOR ALL OCCASIONS... ANYWHERE

RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:

1. Latest creations in breathtaking aerial shells.
2. Brilliant animated ground displays.
3. Expert operators available to completely set up and fire any display.
4. Complete public and property liability insurance.
5. Rain-out clause.
6. High-powered advertising and promotional facilities.
7. Programs can be changed nightly for repeat performances.
8. Huge variety of skillfully planned shows that anyone can fire. Experienced operator not needed.
9. "Fire Them Yourself" displays are shipped fully assembled, ready to set up and fire. Simple instructions included.
10. Displays shipped everywhere in the United States.

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Finest Materials—60 Yrs. Experience
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4 DAYS' SHIPMENT MOST SIZES.
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VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Want Age and Scales, Custard, Novelties, Basketball, Pea Pool Dealer, Man and Wife for office owned Hunky Panks, sober Griddle Man, other Hunky Panks. Wild Life Show, Unborn, Acts for Side Show, Minstrel Show People, Cambridge, Maryland, this week; Easton, Maryland, next; followed by Salem, New Jersey. All mail and wires

WM C. "BILL" MURRAY
P.S.: Want Merry-Go-Round Man who can drive semi.

FREAKS—SIDE SHOW ACTS—TALKERS

WANTED FOR SIDE SHOW AT CONEY ISLAND, N. Y.

18 weeks in one spot. No jumps. Pleasant working conditions. Write, Wire or Phone:

DAVID ROSEN
4016 Atlantic Ave., Sea Gate, Brooklyn 24, N. Y. Phone: ESplanade 2-2178
32 YEARS OF CONTINUOUS OPERATION IN CONEY ISLAND, N. Y.

ROHR'S MODERN MIDWAY

Want Concessions: Novelties, Short Range, Dish Pitch, Fish Pond, Age & Scale, Hats; Hunky Panks only—no flats or gypsies.

Rides: Will book Octopus, Rock-o-Plane or any Major Ride that does not conflict. Agents for office-owned Concessions, Ride Help on all Rides.

THIS WEEK, LODA, ILL., MAY 10-15.

FRANK MYERS, Agent—D. J. ROHR
CHEBANSE, ILLINOIS PHONE: CHEBANSE 11

RILEY'S AMUSEMENT RIDES

Opening 1955 Season, May 31 to June 4, at Mt. Vernon, Ind., on Court House Square; Evansville, Ind., on the street to follow.

Can use all kinds of legitimate Concessions such as Photo, Age and Weight, High Striker, Jewelry, Dart, String Game, Glass Pitch, Coke Bottle, Fish Pond, Ball Games, Duck Pond, Pop Corn, Candy Floss, Sno Cone, Pitch-Till-Win, Block Pitch, Lead Gallery, Hoop-La and Bumper. Can use some good Ride Help if sober. I still have some heavy Ground Cable for sale—2 and 3 conductor 00 size.

LOUIS T. RILEY, Owner; W. T. "BILL" HOPKINS, Mgr. Con.
P. O. BOX #397, OWENSBORO, KY.

FIDLER SHOWS

OPENING MAY 21

Want Ride Help for Merry-Go-Round, Tilt, Wheel and Octopus, must drive. Also Man to handle Bingo Tent and Stock. Can place Hunky Panks of all kinds. For Annuals and Street Celebrations in Illinois. Winter Quarters now open.

Address: S. FIDLER, Malden Airport, Malden, Missouri

MOTOR STATE SHOWS

MICHIGAN, OHIO AND INDIANA

Want for Rochester, Michigan, May 9-15, and long season of 23 Fairs and Celebrations. Hunky Panks of all kinds. String Game, Basket Ball, Scales, Photos, Age, Novelties, Snow, etc. Second Men on Rides. Foreman for new Rocket Plane. All replies:

J. J. FREDERICK, Mgr., Rochester, Michigan, Now

ART B. THOMAS SHOWS UNIT #2

LENOX, SO. DAK.

10 mostly new Rides, Upper Midwest's oldest Carnival Family Ride Operators since 1896. A Sensational Route.

Agents for Hunky Panks, nearly all type Concessions open. Fast Popcorn and Candy Floss Operators. Also can use a few Outfits on clean midway. Write what you have. Show opens May 20. Hold your temper, positively no flatters or Mitt Camps. R. V. Tuttle (Bob Little) will not be on this show. Can use sober Octopus Foreman and Semi Driver. No collect calls or wires.

<p>STOCK TICKETS</p> <p>1 Roll \$ 1.50 5 Rolls 4.50 10 Rolls 8.25 25 Rolls 18.75 50 Rolls 34.00 100 Rolls 44.00</p> <p>ROLLS 2,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2</p>	<p>We Manufacture TICKETS of every description</p> <p>Wheel tickets carried in stock for immediate shipment.</p> <p>THE TOLEDO TICKET CO. Toledo 12, Ohio</p>	<p>SPECIAL PRINTED</p> <p>Cash With Order. Prices</p> <p>2,000 \$ 6.90 4,000 7.80 6,000 8.70 8,000 9.60 10,000 10.50 30,000 15.50 100,000 33.00 500,000 133.00 1,000,000 250.00</p> <p>Roll or Machine Double coupon, double price</p>
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Continental Nips Weather At Kingston

KINGSTON, N. Y., May 7.—Roland Champagne's Continental Shows overcame a spell of bad weather to earn a reported good stand here last week. The showing was the second of the season, the first having been in New London, Conn., a date also affected by cold and rain.

The show was rained out on opening Monday (25) and Tuesday. Crowds were satisfactory on Wednesday and Thursday but cold weather drove them away early. A fireworks display on Friday helped attendance. Saturday's matinee drew an estimated 2,500. Night attendance was figured at 3,500 and resulted in the best business so far this season.

Paul LaCross, general agent and publicist, promoted a half-hour radio show and a television program which featured Col. Lew Alter, Side Show operator, Serpentina and her snakes, and Bingo the chimp.

Winston Looks OK
At Winston, Conn., this week the show opened Monday (2) with a good crowd attracted, in part, by a fireman's parade which La Cross promoted.

Bill Gross is operating a new 20 by 20 cook house with royal blue canvas. He reports excellent business. John Kinsey is again handling the sound truck, mail and The Billboard. Mr. and Mrs. Burns have joined with their jewelry concession. Mr. and Mrs. Harry Owens have the scales and glass pitch. Emil Wahlstrom has joined with novelties. Mr. and Mrs. Duke Tofani have also joined.

Dallas Fair Park Concession Ops Elect Meek Pres.

DALLAS, May 7.—Ed Meek has been elected president of the Fair Park Amusement Owners' Association, made up of concessionaires on the midway at State Fair Park here.

Other new officers include Joe Murphy, vice-president; Sam Bert, second vice-president; Johnnie Obluck, secretary-treasurer; T. O. Lindsey, assistant secretary; Fred McFalls Jr., recording secretary, and Abe Hirsch, sergeant at arms.

Fair Park midway business has been stimulated this spring by hot, dry weather. Fred Tennant Jr., midway superintendent for the State Fair of Texas, estimated business was up 27 per cent over the same period of last year.

The Chance Vaught Aircraft Company's employee club bought out the midway for its annual party Saturday night (7) and an attendance of 25,000 was expected. Holsum Bread Company bought the fun zone and will give away buttons good for rides to estimated 40,000. On June 4 The Times Herald, Dallas daily newspaper, will sponsor a Kids' Day for the third year, with 50,000 expected. The Sun Oil Company has reserved the midway for its employees' party June 17.

Joe Murphy is adding a new ride, a Looper, which will be in operation for the rest of summer and thru the 1955 State Fair of Texas in October.

WANTED
Due to disappointment, Side Show and Girl Show Operator. Have everything except banners and amplifier, including transportation. Opening Bremerton, Wash., May 9; followed by Hoquiam and Longview. Have banners for Girl Show.

Contact
DOUGLAS GREATER SHOWS
as per route

RIDE HELP
Want Roll-o-Plane Foreman; no drinking, must have license to drive semi. Want Man who can take care of good equipment and get the Ride up and down. Good wages to right man, long season. If you drink, don't waste my time. Write or wire; no collect, please.

M. L. ANDERSON, Ann Arbor, Mich.
Fair Grounds, May 9 through 15, or 17106 Melrose, Detroit 35, Mich.

Belleville, Ill., Is Plenty Good For Gem City

BELLEVILLE, Ill., May 7.—Gem City Shows, playing this choice spot, registered excellent business this week with unusually warm weather providing a strong assist. All segments of the show enjoyed highly satisfactory business.

Fitzie Brown is assisting Don and Sam Greco with their many duties on the show. Bill Cowan joined with his bingo. Tony Stevens has several concessions.

Show faces a long move after its closing here tonight, moving to Aurora, Ill., for a week, after which it will jump downstate to play Champaign, Ill.

Owner Tom Hickey enthused about business here and voiced the opinion that strong route ahead would give the show the best season in its history.

Harris Tops '54 Preem Despite Rain, Winds

MADISON, Ind., May 7.—Royal Midwest Shows trucked here this week after a strong opening stand at Charlestown, Ind., which was reported substantially ahead of '54, according to General Manager Bill Harris.

Stand was under auspices of the VFW, and on the opening day free rides were made available for all Scouts. This brought out large crowds and the concessions grossed sizable takes. That night the show was hit by rain and high winds but continued to do good business, aided by a free fireworks display.

Show lost a Sunday matinee to rain and high winds destroyed the bingo top. Mighty Hoosier State Shows was at nearby Jeffersonville and much visiting took place. A searchlight has been added for extra flash.

Concessionaires with the show include Dave DeCorte, Mrs. B. Birchman, Earl Pease, Joe Storey, Sam Nein, Roy Nelson, Frank Lackie, Rosine Harris, Russell Rikl, Frankie Simms, Bob Sparkman, Dallas Duncan, Jack and Kate Adams, Bob Hagan, Ira Miller, J. E. Stoneking, Paul Long, Roy LeRoy and K. Y. Bentley.

Eagle Sets Midget Show Personnel

NEW YORK, May 7. — Eight midgets are set for the Nate Eagle production, Hollywood Midget Revue, which will again tour with the World of Mirth Shows this year.

Jimmy Mitchell, 23-year-old Alabaman, is new to the troupe. He is a singer and dancer. Other male members include Don Williams, Freddie Retta and Frank Cucksey.

Girl members are Dottie Williams, singing lead; Nita Krebs, ballerina and can-can; Anne Cucksey, exotic and emcee, and Patty Maloney, toe-tap.

The show was produced by Muriel Eagle with costumes by Mari-Kay.

Eagle and several members of his troupe will remain here for several weeks purchasing new costumes and scenic effects.

Conklins Ink Fair At Sudbury, Ont., For Five-Year Term

SUDBURY, Ont., May 7.—The Conklins, Frank and Patty, have closed a five-year midway contract with the Rotary Exhibition here. The announcement was made by Frank Conklin.

CARNIVAL BIRDS

PARAKEETS
CANARIES
FINCHES
CAGES

Write us for prices

CONRICK BIRD FARM

8900 South Western Ave.
Los Angeles 47, Calif.
Phone Pleasant 8-5294

Hannah's Amusements

OPENING MAY 14-21, CADOGAN, PA.

Want Jewelry, Glass Pitch, Pitch-Till-U-Win, Chicken Pitch, Ice Cream or Custard, Cork Gallery, Penny Pitch, French Fries, Scales, Novelties.

Will book Rides that do not conflict with what we have.

Wire WESTERN UNION
Kittanning, Pa.

IMPERIAL SHOWS #2

Can place a few more Hunky Panks. Also Long Range Gallery. Have opening for two good Ride Men. Want three Hunky Pank Agents for Trailer Concessions. Will book Pony Ride for season. WILL BUY late model Kiddie Ride. Address

E. L. WINROD, Mgr.
Pittsfield, Ill., this week;
Beardstown, Ill., next.

Dyer's Greater Shows

Herrin, Ill., this week; Mounds, Ill., May 16-25; Brookport Centennial, 27-31.

Want Shows and Hunky Panks. Concession Agents for Bingo, Fish Pond, Ball Game, capable of driving truck; Second Men who drive on all Rides. Can place Foremen. All must be sober, no drunks. Contact or come on.

CARNIVAL WANTED

To Play AMERICAN LEGION SIXTH ANNUAL VETERANS' HOMECOMING

June 28 through July 4, Kitchell Park, Pana, Ill. Contact

SYDNEY DE WEERD
Phone: 7110 Pana, Ill.

WANTED

FOR AMERICAN LEGION 35th ANNUAL FALL FESTIVAL

Ferris Wheel, three other Adult Rides and Concessions for Sept. 3, 4, 5.

MR. RAY ROMENS
American Legion, Pewaukee, Wisconsin

WANTED

Due to disappointment can use RIDES

for 70th Annual OLD SETTLERS MEETING, Aug. 17, 18, 19, 20, Odon, Ind. Can use Small Shows. Want Free Acts.

LEX SENEFF, Secy.
ODON, IND.

WILL BOOK

Legitimate Concessions, no Palmistry. Elkton, Md., May 18 to 30; Oxford, Pa., June 1 to 11, Red Men Celebration; Millington, Md., June 13 to 18. Ride Help wanted.

D. VAN BILLIARD
Oaks, Pa. Phone: Valley Forge 9-4561

WANTED

Two "First" and two "Second" Men for No. 5 Wheels; drivers preferred. Top wages and bonus.

R. H. MINER
161 Chamber St. Phillipsburg, N. J.

WANT WANT

Agents for only Count Store on Show. Wire Youngstown, Ohio, May 9-14; Sharpsville, Pa., 17-22.

ERWIN EULE
P.S.: Frank Benesch, contact.

GIVE TO DAMON RUNYON CANCER FUND

MIDWAY CONFAB

Continued from page 61

Flowers, San Antonio. He confides that it took about \$3,000 worth of china to flash the joint.

Mrs. Bill Stophel, who has jewelry on the Baker United Shows, recently left the show at Terre Haute, Ind., to spend a week in Cleveland with her daughter who is undergoing surgery. Her husband has the popcorn and Coke joints on the show.

Paul M. Conaway, show attorney of Macon, Ga., recently visited J. L. Keefe and V. L. Collier, of the Capital City Shows, in Farnesville, Ga., and Frank Peppers and Bob Sickels, with Pepper's All-State Shows at Springfield, suburb of Panama City, Fla. He also spent a day with Shan Wilcox, of Shan Bros.' Shows, at the Long Beach amusement park, near Panama City.

After attending Easter church services at Beam's Attractions winter quarters, Winber, Pa., the following members of the show gathered at a dinner prepared by the cookhouse staff of Johnny Richmond and Mrs. A. B. Edwards: Merle Beam, owner; R. S. Decker, manager; Mr. and Mrs. E. Everhore, concessions; Mr. and Mrs. J. E. Smith, show operators; A. B. Edwards, ride superintendent; Pittsburgh John, electrician, and Tiny

Gibson, James Callahan, James Harris and George Ford, ride foremen. . . Swazette (James Muldoon), annex attraction; his mother and aunt, Mrs. Arthur E. Waterman, visited friends on the James E. Strates Shows when they caught the show in Washington Easter Sunday. . . Gilda Lee cards that she has completed a string of club dates around Tampa and St. Petersburg, Fla.

Prince Andree (Rusty Rogers), fire-eater on Mitzi Rogers' Side Show, Virginia Greater Shows, was the subject of Suffolk (Va.) Daily News photographers when the show played Suffolk recently. . . Vernon and Mal Barnes caught Gem City Shows in Hannibal, Mo., April 24. . . Prof. Willie J. Bernard, Hancock, N. H., infos that Playtime Shows had a rainy week at Manchester, N. H., the show's opening spot. . . Harry Boswell, who has an Atomic Show and a walk-thru museum, Amazing Marvels, at Ocean View Park, Suffolk, Va., visited Dick Hilburn, of the 10-in-1 on the James E. Strates Shows, when in Philly recently. Boswell had made the trek to buy oddities for his museum.

J. L. (Whitey) Bedard, Flint, Mich., ride and concession operator, infos he'll again have his rides operating in that city in the same spot he used last year. He will also have popcorn and novelties but will send his games out on the road. . . William von Dohren, concessionaire, and Judith Baker, of Chicago, middle-aisled it Saturday (30) in the Windy City.

Phil Isser, of I. T. Shows, has purchased a Florida home on Bay Harbor Island from Sanford Schneider. He says he never bought a home from Scully De Luca on Belle Isle, as claimed by De Luca. . . Isser said Big Al Howard is no longer with the show.

Moe Vivona takes issue with recent reports that he is out of show business. For 13 years on the Vivona Bros.' Shows, as a concessionaire, he has a temporary agreement with another business but expects to return to the road shortly with concessions on another midway, he says.

Michael Derapes, son of Mr. and Mrs. Philippe Derapes, celebrated his third birthday recently, with many of the Playtime Shows folks giving gifts. Derape is the show electrician.

Shep and Frances Blumberg played host to a group of Amusement Company of America showmen and others at Shep's Tavern, Camden, N. J., Sunday (1). Included were dinner refreshments and music for dancing by Art Dubois and His Philadelphians. Shep, chairman of the ways and means committee of the Miami Showmen's Association, was assisted by John Vivona, co-chairman. Among those attending were John and Marie Vivona, Danny and Rosita Dell, Joe and Aggie Ross, Harold and Marie Sherman, Duke and Babs Geffen, Mr. and Mrs. Buster Westbrook, Jerry Cohen, Lenny, Lampell, Toby Turbin and Jackie Davis.

PREL'S BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for Salisbury, N. C., May 16-21; with Harrisonburg, Va., to follow.
CONCESSIONS—Novelties, Age, Scales, Short Range, Hanky Panks.
SHOWS—Want high class Girl Show Revue with or without equipment, Snake Show, Fat Show, Wild Life, Mechanical Show, Dope Show.
RIDES—Want Pony Ride, Dark Ride, Glass House, Fun House or any new ride.
HELP—Want Ride Men, Semi Drivers preferred. Want Painter and Carpenter for full season. Pay day every week. All answer
SAM E. PRELL, Prell's Broadway Shows, Fairgrounds, Greenwood, S. C. Fairgrounds, Greenwood, S. C. Telephone: Greenwood 9-9933

W. R. GEREN Presents
MIGHTY HOOSIER STATE SHOWS
 FREE GATE ON ALL STILL SPOTS
WANT—Hanky Panks, Custard, Long Range, Novelties or what have you?
SHOWS—Monkey, Snake, Fun House, Glass House, Motor-Drome, Crime or what have you?
NOW BOOKING for Soldiers & Sailors' Reunion at Salem, Ill., June 20 to 25, Illinois' oldest and largest celebration. Also Olney, Ill., 4th of July week.
WILL BOOK Rides for Salem only—Rock-O-Plane, Roll-O-Plane, Roundup, Fly-O-Plane and Live Ponies. All replies:
W. R. GEREN, this week Frankfort, Ky.; Paris, Ky., May 16 to 21

PENNANTS
4 COLORS to a Strand. 12x18" Flags.
 Buy one dozen at a time. **BIG SAVINGS**
 Sewn on wind-proof tape. 25-foot length each 75¢. 12 flags on each strand. 100-foot length each \$3.00. 48 flags on each strand.
 25% deposit, balance C.O.D., or send check in full and we will pay postage. E.B.514
U. S. STAGALITE CO.
 2253 S. Halsted St., Chicago 8, Ill.

STRANGE AND WEIRD ATTRACTIONS
 Shrunken Heads, Ape Boy, Wolf Boy, Devil Child and many others. Your ideas made up. Write for free folder.
TATE MANUFACTURING CO.
 2641 E. McDowell Rd., Phoenix, Arizona

HUBERT'S MUSEUM
 228 W. 42nd St. New York, N. Y.
 Open all year round
 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

OROSCOPE PITCH WORKERS
 HOROSCOPES—ASTROLOGICAL READINGS
 Complete line of astrological forecasts and readings. New different sizes and styles. Graphology, French, Palmistry Charts, Dream, Crystal Gazing, Psychological Books. Codes. 152 Pg. Illustrated Catalogue of Readings. P. P. 50¢
ELSON ENTERPRISES 336 S. HIGH ST. COLUMBUS, OHIO

LEE BOSTWICK WANTS
 Ride Help for Coaster and Kiddie Rides. Also want Stock Concessions.
 Contact: **MOUND CITY SHOWS #2** Belle, Mo.

WILSON FAMOUS SHOWS
 Opening Saturday, May 14, Canton, Illinois
 Want Ride Men who drive. Concessions: Coke, Milk Bottle Ball Games, Dish Pitch, Cork Gallery or any legitimate Concession. Shows with own equipment. No gypsies, or Girl Shows or Athletic Shows. For Sale: 18-Car Streamlined Caterpillar.
 Address: Astoria, Ill., until the 13th; then as per route.

BEAM'S ATTRACTIONS
 Help Wanted—Kiddie Ride Foreman, also Merry-Go-Round Help. Agents for Ball Games, Pitch-Till-You-Win, Coke Bottles, Hoop-La, Dart Balloons. Only sober, reliable help needed. Jimmie Smithers, Marshall Chambers, Dick Eddy and other former gents contact Eddie Everschor. Good opportunity for Novelties on show. Capable how people can be placed. Talker for Snake Show now at Pleasantville, Pa.
 Send Letters and Wires to **BEAM'S ATTRACTIONS, Windber, Penn.**

LEE UNITED SHOWS
 OPENING MAY 16, MT. MORRIS, MICH.
 Want Help on all Rides, Merry-Go-Round, Twin Ferris Wheels, Octopus and Tilt. All Concessions open except Popcorn and Floss. No flats or gypsies.
 Wire or Write:
CHARLES H. LEE, Mgr.
 P. O. BOX 68 BAY CITY, MICH.

EP. GLOSSER WANTS AGENTS
 for
 Blower, Pin and Count Stores. Following get in touch at once. Allentown, Jockey, McGrean, Karno, Saltus, Gerand, Erdell. Open Battle Creek, Mich., May 16 with W. G. Wade Shows. Wire
 c/o **J. CHANNAS SHOWS** Winchester, Ind., this week

ATTENTION, OUTDOOR SHOWMEN!!!
 HOME OR OFFICE ON WHEELS—Custom made, luxurious, Greyhound Pullman-type bus. Large luggage compartment for instruments, baggage, etc., completely air conditioned, modern bath and shower, bar and kitchenette. Mahogany paneling and white leather finish throughout, wall-to-wall carpeting, electric refrigerator, complete water supply and disposal tanks built in. Sleeps 8 people. Motor, air brakes and all furnishings in new condition. Good for 75,000 miles or more without major servicing. Painted Greyhound blue and white. Will cruise 60 to 75 MPH. Photos furnished on request. \$17,500 cash or will trade for heavy trucks, road equipment or bulldozer. Contact D. H. WOOLDRIDGE, Memphis-Ark Speedways, 715 Riverside Drive, Memphis, Tenn. Ph. 5-8622.

Parada Shows Want
 Foremen for 25 Wheel, Spitfire; bring you Second Men; Man and Wife to operate Fun House and Midget Horse Show. Want Hanky Panks, \$15.00 privilege. String, Bumper, Coke Bottle, Add Up Darts, Scale, Age. Art Hunt wants Semi Driver. Hanky Pank Agents Marty Michis, Leonard Shipley, call Art Hunt. Agents for Pea Pool, Cat Rack, office Hanky Panks, American Palmistry, Holdenville, Okla., May 9-14; Anadarko, Okla., 16-21.

WANT TO BUY
 Popcorn Trailer, Roll-o-Plane and Kid Airplane Ride. For sale or trade for above items. Loop-o-Plane, Eight-Car Kid Ride 12 Merry-Go-Round Horses, good condition.
RAINES AMUSEMENTS Mena, Arkansas Phone 544

AGENTS WANTED CELEBRATION AND FAIRS
 STARTING MAY 18
 Agents for Buckets, Six Cats, Cigarettes, Fish Pond, Hoop-La, Add-A-Ball, Man and Wife for Duck Pitch, Parakeet Pitch. Counter Help for Bingo.
 Will be at Oregon State Fairgrounds, Salem, Oregon, until May 18. Opening Granger, Wash., May 18.
 ADDRESS: **JOHN DELAPORTE** c/o Rainier Shows, per address above.

GEORGE McALLAN WANTS FOR HUTCHENS MODERN MUSEUM
 One Attraction to join at once for a long season—Impalement, Musical or Sword Swallower. Also one Woman for Bally and Inside. (Curly & Norma Louis, get in touch with Ted Viney.)
 ALL ADDRESS: **GEORGE McALLAN** c/o Sunset Amusement Co., Chillicothe, Mo., this week; then per route.

GENERAL AGENT WANTED
 With Car who knows Northern Indiana, Northern Illinois, Michigan, to join on wire. References required. Must be capable and will produce.
 Replies to: **Box D-114, c/o The Billboard,** Cincinnati, Ohio

MORRIS HANNUM SHOWS
 York, Pa., May 16-21, Annual Legion Event, first-in heart of town.
SHOWS—Side Show Manager, any Grind Show with own equipment. Wild Life, Mechanical City, Animal and Arcade.
CONCESSIONS—Photos, Novelties, Ball Games and Cigarette Block. No exclusives. Will book 1 Wheel and 1 Grind Store.
HELP—Ferris Wheel Foreman, Second Men on all rides, come on.
 We will place you.
 Show now playing Columbia, Pa. Next week, York, Pa., May 16-21.
 All replies for these 2 weeks to
MORRIS HANNUM Colonial Hotel, York, Pa.

GEORGE CLYDE SMITH SHOWS
 OPEN IN SCALP LEVEL, PA., MAY 16
WANTED—Ball Games, Pitch Till You Win, Fish Pond, Duck Pond, Age and Scales, Candy Floss, Six Cats, Balloon Dart, Basketball, Cork Gallery, Buckets, Hoop-La, Long Range, Short Range Gallery, High Striker, Glass Pitch, Photo. **WANTED**—Girl Shows, Side Show, Monkey Show, Snake Show, Wildlife. **GENERAL RIDE HELP**—Agents for office Hanky Panks, Truck and Tractor Drivers. All replies to
GEORGE CLYDE SMITH SHOWS
 P. O. BOX 521 CUMBERLAND, MARYLAND

C.S. PECK presents **KEY CITY SHOWS**
 OPENING MAY 16, VALPARAISO, IND.
 Concessions: Still have open—Scales, Novelties, Photo, Bear Pitch, Popcorn and Peanuts only; any others that do not conflict; only one of a kind booked.
 Ride Help: Second Men who have license and drive semi. All Agents hired report to Valparaiso on Sunday, May 15.
C. S. PECK
 PHONE: KANKAKEE, ILL., 2-8215—Do Not Wire or Write.

COLBERTS' AMUSEMENTS
 Want Ride Help in all Departments. Set Up Men for Booths.
 Lunch, Hoop-La and Duck Pond open.
COLBERTS' AMUSEMENTS
 218 Main Street Baylston, Massachusetts

CATLETT GREATER SHOWS
 WANT CONCESSIONS—Long and Short Range, Photo Gallery, High Striker, Age, not conflict.
 Address:

GOLD MEDAL Shows

WANT

CONCESSIONS—Hanky Panks of all kinds. Will sell EX to Age and Scales.

SHOWS—Can use Girl Show with own front, Wild Life and Monkey Show.

Ride Foremen for Ferris Wheel, Merry-Go-Round and Looper; must be A-1.

Wire or phone North 4-2100

DAVID FINEMAN
General Shelby Hotel, Bristol, Va., this week.

'OPERATION SCRATCH'

CIVIL DEFENSE BENEFIT CARNIVAL
Indianapolis, Indiana

Now showing 16th & Northwestern Avenues—heart of city. Followed by one more city park—then the "500-Mile Speedway" thru Decoration Day, May 30.

Can place Circus Side Show, Girl Show, Minstrel Show, Motordrome, Illusion Show or any other high-class Show with own equipment.

RIDES—Any Rides that do not conflict.

CONCESSIONS—Any Games that work for stock—catering Concessions—all types of Pitchmen.

Contact **PAUL MILLER** by phone

Ask information for "Operation Scratch" number care of Civil Defense Benefit Carnival, 16th & Northwestern Avenues, Indianapolis, Indiana.

Can place reliable Agents, also Six-Cat and Bucket Agents.

WANTED COOKHOUSE HELP

FOR SEASON STARTING FLAGSTAFF, ARIZ., JUNE 24-JULY 5

All former employees write at once. Lining up crew early.

R. C. MILLS

1400 Del Rosa Avenue San Bernardino, Calif.
No wires or telephone calls.

LONE STAR SHOWS

Mason, W. Va., May 9-14; Delray, W. Va., May 16-21; Ripley, W. Va., May 23-30; Big Italian Celebration, June 4-12, two Sundays, at Bellaire, Ohio; followed by Covington, Ohio, Home Coming, June 14-19; McGuffey, Ohio, Home Coming, June 21-26; Arcadia, Ohio, Centennial, June 28-July 2; then the Big Fourth Celebration.

All Hanky Panks, come on. Those joining now given preference. Can place Shows of merit. Will book one or two Major Rides not conflicting, also Kiddie Rides. Can always place good Ride Help. Address all mail and wires to

J. R. or MYRTLE McSPADEN, Owners

DICKEY McSPADEN, Concession Mgr.; JIMMY ACKLEY, Bus. Mgr.

P.S.: This show booked solidly until Labor Day. All Centennials, Street Fairs and Celebrations.

NEW ENGLAND AMUSEMENT CO.

FIREMEN'S CELEBRATION, CANTON, MASS., MAY 16-21

Want Concessions of all kinds, especially want Grab and Custard. Ride Help for Tilt, Octopus and Wheel. Bill Madden and Tex Mize, contact ride superintendent C. M. Mogins. All replies to

HARRY J. KAHN, Mgr.

East Pepperell, Mass., now; Canton follows.

NOLAN AMUSEMENT CO.

MT. VERNON, OHIO, MAY 16-21—FIRST IN; BARBERTON, OHIO, MAY 23-28—FIRST IN AT MAGIC CITY SHOPPING CENTER

Want Buckets, Six Cats—work 25c, 50c and stock. Want Photo, Age and Weight, Derby, Hanky Panks. Want Shows with own equipment.

FRED NOLAN

NELSONVILLE, OHIO, THIS WEEK.

CAPITAL CITY SHOWS

Want Concessions—Long Range, Age and Scales, Custard, Coke Bottles, Fish Pond, Photo Gallery, Ball Games, Glass Pitch, Balloon Darts, Jewelry and Hanky Panks of all kinds. No Flats or P.C.

V. L. Collier wants Swinger and Bucket Agents.

SHOWS—Monkey, Mechanical, Wildlife or any Shows not conflicting with what we have. All replies to

J. L. KEEF

c/o WESTERN UNION, WINCHESTER, TENN.

BARNEY TASSELL UNIT SHOWS

Want Roller Coaster or any Major Ride not conflicting with what we have. Concessions that work for stock and direct sales. Watch soon for that real money spot, New Hampshire Ave. and District Line, Tacoma Park, Maryland.

Don't Let Size of Town Fool You.

P.S.: Foreman for Ferris Wheel wanted by F. J. McLain. Can also use Help in all departments.

WIRE THIS WEEK: WOODBRIDGE, VA.

AGENTS AGENTS AGENTS

Can place Agents for Skillo, Razzle and Pin Store. Only three stores on show. Show opens Monday, May 16. Wire, no time for mail. Address:

KIRK DECKER, George Clyde Smith Shows

SCALP LEVEL, PA.

P.S.: Boys with me last year, contact.

STEPHENS SHOWS WANT

and Scale, Ball Games, Novelties, Long and Short Rides, Griddle Man and Counter Rides, Mechanical, Snake and Monkey Show. Rides—Round-Up or will lease Rides who drive.

CLUB ACTIVITIES

Miami Showmen's Association

1799 N. W. 28th St., Miami, Fla.

MIAMI, May 7. — Martin M. Weiss, the executive secretary, reported last week that Clif Wilson, secretary, said that the curtains for the stage would start in a couple of weeks, but the men were here on Tuesday (26) to begin putting the curtains up, giving the auditorium an entirely new appearance. Clif Wilson put a large effort into this project.

The Blood Bank blackboards have arrived and have been installed on the wall of the auditorium, thanks to William Tara and his committee.

President Samuel E. Prell has written that he is in good health and waiting to open in Greenwood, S. C., on May 7.

Ep Glosser is busy with World of Pleasure, getting the show in readiness for their opening date.

Fred Holtzman of the building management committee commutes from Miami to Tampa a few times during the week but comes to the club regularly, and with the help of William Tucker and Clif Wilson sees that everything is running smoothly.

Dick Burns has been released from Veterans Hospital in Coral Gables, and he appears to be in pretty good shape. Al Weinberg, who has also been a patient in the Coral Gables Veterans Hospital, was scheduled to be transferred to Memphis, on Friday (29). Duke Brownell is in Jackson Memorial Hospital. Lyman Truesdale and Bill Bryant, co-chairmen of the sick and relief committee, are still visiting all the sick brothers that are confined in hospitals or at home.

The executive secretary would like to announce that he will leave Miami the second week in August and be away thru September to visit as many shows as possible and with the co-operation of show owners, managers, concessionaires and operators will try to raise a lot of money for the Miami Showmen's Association. He feels sure all shows will help and support the Miami Showmen's Association once again this year as they have in the past.

There is mail at the office for the following: Frank Andreano, Joseph Axelrod, Sam Barrett, Irving Biscoe, Harry Byus, Joseph Badway, Morris Blumberg, L. P. Brady, Mike Bosco, Clarence E. Campbell, Michael Chillo, Frank Cacchiotti Jr., Frank Caravella, R. M. Crawford, David Endy, Al Edwards, Daniel Festa, James Ferrenzi, Bernard Feldman, James Foley, Mark Graham, Louis Kramer, John Joseph Kelly, R. C. McCarter, Chas Joyce, Herbie Pickard, Albert Palitz, Benny Rosenberg, Russell Rice, John Edward Reynolds, Eddie Strassburg, Luther Sinclair, Hymman Tobin, Charles Thomson, Alfred Trudeau, Harry Thompson, Joe Virgillio, Morris Winniman, Anthony Burke (c/o Tony Waddle).

Freddie Schwacha is keeping the club in shape and has started on the landscaping around the parking lot and in front of the building. It is beginning to show the results of his work already.

Among recent visitors to the club were Harry Matisoff, Willie Lish, Jack Rose, Hymie Rosenblum, William Hornfeld and Pete Wagner.

Shep Blumberg was to visit the Amusements of America in Leiper-ville, Pa., and with the help of John Vivona and Danny Dell, to put on a bingo and jamboree for that week.

Maxie Herman will stay in Miami for a few weeks and then leaves for Toronto. Lew Lange arrived in Miami after a brief trip up North, but he will be leaving again in a few more weeks. Joe Cenname picked up Duke Brownell from Jackson Memorial Hospital and brought him to the club. He is feeling much better and looking pretty good.

Al Weinberg left for the Veterans' Hospital in Memphis. Jimmy

Stabile left for parts north as did William B. Moore and Louis Rice.

Executive Secretary Martin M. Weiss took an afternoon off last week to visit a few of the boys in the Veterans' Hospital in Coral Gables, and will also visit a few of them in Jackson Memorial Hospital in the evenings.

Ladies' Auxiliary

A social was held in the club-rooms April 27 to raise funds for the auxiliary. Among those attending were Freda Wilson, first vice-president; Ann Tara, Bea Tarbus; Rose Lang, Clara Dunn, Shirley Lyons, Gay Markel, Ethel Weer, Mickey Hawkins, Ann Whitehead, Rose Bennett, Judith Soloman, Caesara Buzzella, Polly Basinger, Dora Pierson, Peggy Hirsch, Claire Sopenar, Marion Hamilton, Sara Pedrick, E. Bryant, Bea Truesdale, Edna Fester, Lillian Riley, Louise Seacord, Frances Barnett, Rhea Carson and Letha Arlt. Elsie Keeler and Alberta Mack were hostesses.

Door prizes were won by Rose Bennett, Rose Lang, Bea Tarbus, Letha Fleeman, Gay Markel, Lillian Riley and Frances Barnett. Eva Daniels, confined to her home, won the cash award.

National Showmen's Association

317 West 56th Street, New York

Ladies' Auxiliary

The April 13 meeting was blood bank night. A hospital unit was set up with a doctor and three nurses on hand. A large sum of money was allotted by the club to send underprivileged and physically handicapped children to camp this summer. The club is now considering supplying Bellevue Hospital, New York, with an awning for the children's playground terrace.

Mrs. Rinaudi, mother-in-law of Elinore Rinaudi, is home from the hospital after undergoing a leg amputation. Irene Moore's husband, Bill, underwent surgery recently. Virginia Gallagher suffered a heart attack and is in St. Joseph's Hospital, Tampa, and Elizabeth Bergana is confined to Holy Name Hospital, Teaneck, N. J.

Irene Weisman won the earring set brought back from Florida and donated by Cele Forman. Next meeting is the last of the season.

At the April 27 meeting, last of the season, President Margaret McKee and Mrs. Campfield donated the awning for the kiddie playground at Bellevue Hospital. The engagement of Ruth Gottlieb's daughter, Muriel, was announced. Rose Weiss is in the Joint Disease Hospital due to acute arthritis. Mack Goldberg, husband of Dorothy Pachtman, is in Jewish Hospital, Brooklyn, for surgery. Plans already formulated for next season include a theater party and bus trip to Atlantic City.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, May 7.—Past President Ted LeFors presided over the regular Monday (2) meeting, with Executive Secretary Al Flint taking the minutes.

Two new members were voted into the organization. The application of Peter C. Murphy was acted upon favorably and James A. Dick was inducted by LeFors and Past Presidents Harry Seber and J. Ed Brown.

Seber reported that the PCSA and Ladies' Auxiliary will attend the opening night performance of the Polack Bros.' Shrine Circus here Monday, May 30. He also declared that the Queen contest was moving along well.

Bob Matthews advised the group that both Jack Dykes and Jack Kenyon were recuperating in different hospitals and expected to be discharged soon. Gladys Mackey was also reported ill at her home in Vancouver, Wash.

Door prize was awarded to Ed Kennedy.

Showmen's League of America

1839 W. Monroe St., Chicago

CHICAGO, May 7. — Final meeting of the spring season was held Thursday (28) with President Ned E. Torti presiding and two past presidents, Bob Parker, and Jack Russell, in attendance.

Also on the rostrum were Maurice Ohren, first vice-president; Jack Duffield, third vice-president, and George Johnson and Henry Polk, the last two sharing the duties of hospitalized Secretary Joe Streibich.

A committee consisting of Ed Sopenar, Jimmie Campbell and Henry Polk was named to set up a blood bank. The committee is to meet with representatives of a Chicago hospital to work out the details. Plan is for the bank to be drawn on by show people only, with donations of blood or cash for the purchase of blood to be made.

Streibich and Hank Shelby are expected to be released from hospitals this week. Andre Dumont was named temporary clubroom custodian pending the return of Streibich. Henry Polk, who has been serving as secretary, is to leave June 1 to go on the road.

Members present after extended absences were Bill Stephens, Bob Sugar, Whitey Woods, Jim Campbell, Chuck Magid, Ernie Lawrence, Lou Dufour and Al Rossman.

WANTED WANTED

FOR

MULLINS ROYAL PINE SHOWS

Two Men to put up and tear down and take care of stock. Also P.C. Workers. Man and Wife to operate center P.C. Outfit. Man and Wife to operate Six Cat Rack. Can use few reliable Hanky Pank Agents, male or female. Frank Kuns, contact.

Frank Rappaport or Ben Levine
Lincoln Hotel Lincoln, Maine

AGENTS WANTED

For Pin or Count Store. Only two stores on the show. Ellis Jackson, contact me. Sammy Craden wants capable Bucket and Six Cat Agents. Drinks, stay where you are.

RUSSELL COOPER

Care J. A. Gentsch Shows
Natchez, Miss., May 9-14

WOULD LIKE PERMANENT LOCATION FOR FIVE RIDES

Merry-Go-Round, Ferris Wheel and Comet Major Rides; Bomber and Water Tug Boat Kiddie Rides. Prefer Florida location or will lease. For Sale: Fire Truck Hook and Ladder, Crosley Tractor, looks real, at a bargain.

ELSIE KELLER

3007 N.W. 36th St. Miami, Fla.

Wanted Ride Help

In permanent park. No ups or downs. Must be sober and reliable. All replies to

BOB ROBERTSON

Box 919, Rand, W. Va.

Midway of Mirth Shows WANT

Second Men on all rides who drive tractors, Agents for 6-Cats and Buckets. Wire or write Vandalia, Ill., this week; Barry, Ill., next; then Winchester.

WANT

Girls for Single-O Girl Show; also Couple. Good proposition also for Boxers and Wrestling. Contact

JACK BERNARD

c/o Norton's Rides, Garden City, Kan.

WANT AT ONCE

Fish Pond, Dart, Hoop-La, Heart Pitch, Cook House; Jewelry, direct sale and Spinwell. Will book Mechanical, Snake and Monkey Show. No mitt camps or flats. For the best Spring Route, Carrollton Spring Festival this week; Virden on the Main St.; then Joliet and Aurora, all Illinois.

BURKHART SHOWS

Greater Ohio Showmen's Association

30 Buttes Ave., Columbus 8, O.
COLUMBUS, May 7. — There was a sizable turnout of members at the club's fifth anniversary dinner held in the Knights of Pythias' hall.

M. L. (Whitey) Alberts, chairman of the dinner committee, was praised for his supervision of the event and thanks were extended to all the members of the various committees. Pledges, amounting to several thousand dollars, were made toward the construction of a clubhouse.

A club site is being studied but nothing definite has been done.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, May 7.—The regular meeting was called to order Monday 2 by President Charlotte Porter. Attending officers included Treasurer Oscar Mattley, Executive Secretary Billie Hodges, and Recording Secretary Bonnie Townsend.

Duke Navarro announced his coming marriage with Lorraine Hammil.

Present after a long absence was Jack Dalton and Frances Weidmann on her way to Florida to visit her mother. May Griffith is still critically ill in Parker's Rest Home, Novato, Calif.

Plans were discussed for an evening of entertainment for the personnel of the Polack Bros.' Circus who will be in this city May 12-22. A party is planned in the clubrooms Sunday (12).

MERRY-GO-ROUND FOREMAN WANTED

Top pay, long season. Man to handle three Kiddy Rides. Second Men, come on.

MERCHANTS FAIR CO.
HENRYETTA, OKLA.

WANTED

For Dayton, Tenn., Strawberry Festival this week.
Stock Concessions of all kinds and Percentage Dealers. Sam Housener wants Agents, Pen Store, Skillo and Razzle. Want Girl Show with own equipment with two or more Girls. The following People get in touch or come on—Art Snyder, Curley Billie Baldwin, Frankie Costello. All answers and wires to:
C. V. (BILL) COX, Legal Adjuster
Dayton, Tenn., this week.

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

JOHNNY'S SHOWS UNITED
"HONESTY IS OUR POLICY"
OPENING MAY 15, GUNTERSVILLE, ALA., WITH CULLMAN, ALA., FOLLOWING Leaving Winterquarters Thursday

CONCESSIONS WANTED—Ball Games, Basketball, Buckets, Six Cats, Short Range, Bumper, Cork Gallery, Fish Pond, Jewelry, Coke Bottle, Hi-Striker and African Dip. SHOWS—Snake, Monkey, Illusion, Freak, Fat and Girl Show. (Manager wanted for panel-front office-owned Girl Show.) (Sideshow John, call.) RIDE HELP WANTED—Foreman for Little Dipper Kiddle Ride; Second Men for Wheel, Tilt, Caterpillar and Merry-Go-Round—must drive. All replies:
JOHN PORTEMONT
Phone 473-S. Gantt, Ala., until Wednesday; Guntersville, Ala., follows.

HARRISON GREATER SHOWS

WANT FOR MAXTON, N. C., AIR BASE, MAY 16-21.

Stock Concessions of all kind. A few choice Concessions open. Will sell exclusive on Bingo, Photos, Frozen Custard, French Fries. Good opening for Popcorn, Candy Apples, Cookhouse or Sit-Down Grab. Will book any worth-while Show with or without outfit. Have complete outfit for Girl Show and organized Minstrel Show. Johnny Riddick or anyone with me before, get in touch. Want Foremen for Merry-Go-Round, Ferris Wheel and Chairplane. Join or wire. Jimmy Evans, Joe Hedgebeth or Tom Smith, answer at once. Have complete outfit for Sideshow or Snake Show. Buck Denny wants Agents for Skillo, Razzle and Line-Up Store. All mail and wires to:
FRANK HARRISON, Marshville, N. C., this week

ORGANIZED COLORED REVUE WANTED

I have the finest equipment in the business and have booked complete route, including several State Fairs. (Duke Pilgrim, Sherman Dudley and Red McCallester, contact immediately.) EXPERIENCED CANDY PITCH-MAN WANTED. WANT GIRLS for Girl and Posing Show.

All answer

Joe Sciortino, c/o Western Union, Memphis, Tenn.

ROYAL MIDWEST SHOWS

Annual American Legion Spring Festival, Wilmington, Ohio, May 16-21.

Can place Balloon Darts, Fun House, High Striker, Diggers, Photos, Stock Concessions of all kinds, Glass Pitch, Long and Short Range, Agents for Swinger and Buckets. Want to buy Used Tents, all sizes.

ROXIE HARRIS, Clevel, Ohio, this week

Yee Contracts Honolulu Fair

HONOLULU, T. H., May 7.—For the sixth consecutive year Wally Yee's Island Amusements has been awarded the contract to supply the entire midway and main show at the eighth annual 49th State Fair here, July 1-9. A name Western star is slated to headline the main show, Yee said.

Under the contract Yee will supply 30 concessions, 10 rides, 2 Side Shows and a Motordrome. Another attraction at the fair each year is the Miss Hawaii contest, winner of which competes in the Miss America contest.

Bowling Green, Ky., Gives Page Bros. Good Opening Biz

BOWLING GREEN, Ky., May 7.—The Page Bros.' Shows enjoyed a good opening here with a line-up of 5 major rides, 3 kiddie rides, 6 shows and about 35 concessions.

Tommy Humphrey has the bingo. Murray Broad is operating a pan game and over and under seven. Tony Pitcher has the cookhouse.

Tex Roberts, business manager, has 12 concessions. Joe Edwards is managing the six office-owned concessions.

Show will head into Ohio, but will return to Kentucky in August for fairs. In all, the show has 12 fairs booked, W. E. (Shotgun) Page, manager, said.

Harriman Celebration Shifts to Midland Site

HARRIMAN, Tenn., May 7.—The annual July 4th celebration here is being shifted to Roane County Fairgrounds, Midland, construction on the former lot having reduced its size to such extent that it will no longer accommodate the event. The new location, at the junction of U. S. Highways 27 and 70, is three miles from Harriman, three from Kingston and five from Rockwood.

Plans for the 1955 celebration call for fireworks; free acts, including Claude L. Shafer's balloon ascension and parachute jump; a midway, Charlie Campbell's Marie O'Day Palace Car, Dub Duggan's reptile exhibit, games and contests. Again handling the celebration will be W. B. Stout, Midland fair secretary and general agent of the Campbell attraction.

Winter Quarters

Carroll's Greater

MINNEAPOLIS, May 7.—Show is ready to make its bow at Hutchison, Minn., May 12. All equipment has been repainted and decorated, and rides now have fluorescent lighting. Owner Charles Carroll is waiting on delivery of a new tractor.

Mr. and Mrs. W. Spence have rebuilt their balloon dart, and Mrs. Sinderon purchased new canvas for her jewelry stand. Jean Jurdin completed painting the show pan game, and Roy Erickson is working on his popcorn trailer. Martha and Tex Brown have their photo stand ready.

Recent visitors included Mr. and Mrs. Jack Sheen, Mr. and Mrs. Babe Ehmann and Mr. and Mrs. Bill Baucher. Mrs. Carroll entertained her mother, sister and brother-in-law, Lloyd Matte.

Carnival Routes

Continued from page 57

- Franklin, Don, No. 1: Duncan, Okla.; Miami 16-21.
- Franklin, Don, No. 2: Kansas City, Kan., 10-21.
- G. & B.: Anmoore, W. Va.; Kingwood 16-21.
- Gem City: Aurora, Ill.; Champaign 16-21.
- Gentsch, J. A.: Natchez, Miss.
- Georgia Am. Co.: Alpharetta, Ga.; Blue Ridge 16-21.
- Glades Am. Co.: Lake City, S. C.
- Gladstone Expo.: Fulton, Ky.; Paris, Tenn., 16-21.
- Glass City: New Boston, Mich., 17-22.
- Gold Bond: Creve Coeur, Ill.; Oglesby 16-21.
- Gold Medal: Bristol, Va.; Bluefield, W. Va., 16-21.
- Gooding Am. Co., No. 1: Chillicothe, O.
- Gooding Am. Co., No. 2: Huntington, W. Va.
- Gooding Am. Co., No. 3: Uniontown, Pa.
- Gooding Am. Co., No. 4: Maple Heights, O.
- Gooding Am. Co., No. 5: Brownsville, Pa.
- Gooding Am. Co., No. 7: Columbus, O.
- Gooding Am. Co., No. 8: Columbus, O.
- Grand American: Ottumwa, Ia.; Muscatine 16-21.
- Hale's Shows of Tomorrow: Kansas City, Mo., 9-29.
- Hannah's Am.: Cadogan, Pa., 14-21.
- Hannum, Morris: Columbia, Pa.; York 16-21.
- Happy Attrs.: Salem, O.; Bellaire 16-21.
- Harrison Greater: Marshville, N. C.; Maxton 16-21.
- Hill's Greater: Oklahoma City, Okla.; Ponca City 16-21.
- Hottle, Buff, No. 1: New Orleans.
- Hugo's Novelty Expo.: Sunflower, Kan.; Lawrence 16-24.
- Idea Rides: Indianapolis.
- Imperial, No. 2: Pittsfield, Ill.; Fairbury 16-23.
- Interstate: Dickson, Tenn.
- Keystone Expo.: Williamston, S. C.
- King, Ltd.: Preston, Ont., 11-14; Niagara Falls 16-21.
- Lagasse Am. Co., No. 1: Haverhill, Mass.
- Lagasse Am. Co., No. 2: Woonsocket, R. I.
- Lagasse Am. Co., No. 3: Quincy, Mass., 12-14.
- Lone Star: Mason, W. Va.; Delray 16-21.
- Magic Empire: Moab, Utah.
- Manning, Ross: Burlington, N. J.
- Marks, John H.: Hyattsville, Md.
- Merriman's Midway: Perry, Ia.; Atlantic 16-21.
- Merry Midway: Trezevant, Tenn.
- Metropolitan: Columbus, Ga.
- Midway of Mirth: Vandalia, Ill.; Barry 16-21.
- Mighty Hoosier State: Frankfort, Ky.
- Mighty Page: Martinsburg, W. Va.
- Milliken Bros.: Chatham, Va.; Keysville 16-21.
- Moore's Modern: Seminole, Okla.
- Mullins Royal Pine: Lincoln, Me.
- New England Am. Co.: East Pepperell, Mass.; Canton 16-21.
- Nolan Am. Co.: Nelsonville, O.; Mount Vernon 16-21.
- Norton's Rides: Garden City, Kan.
- Page Bros.: Somerset, Ky.
- Page & Ferris Combined: Martinsburg, W. Va.; Altoona, Pa., 16-21.
- Pan American: Cleveland, Tenn.
- Parada: Holdenville, Okla.; Anadarka 16-21.
- Penn Premier: (8300 Frankfort Ave.) Philadelphia; Levittstown, Pa., 16-21.
- Playtime: Wakefield, Mass.; Quincy 16-21.
- Powelson Greater: (West Third St.) Dayton, O.; (North Dixie Dr.) Dayton 16-21.
- Prel's Broadway: Greenwood, S. C.; Salisbury, N. C., 16-21.
- Putzka, A. H.: Milford, Ill., 19-21.
- Red Ribbon: Williamsville, Mo.
- Reid, King: Herkimer, N. Y.
- Reithoffer: Plymouth, Pa.; Freeport 16-21.
- Rocky Mountain Empire: Price, Utah.
- Rohr's Modern: Loda, Ill.
- Royal American: Memphis.
- Royal Expo.: Bamberg, S. C.
- Royal Midwest: Cleves, O.
- Smith's Funland: Beverly, O.
- Snapp Greater: Springfield, Mo.; Jefferson City 16-21.
- Southern Valley: Benton, Ark.
- Southland: Many, La.
- Star Am. Co.: Batesville, Ark.
- Stephens, C. A.: Morristown, Tenn.
- Strates, James E.: Philadelphia.
- Stumbo's Tri-State: Tallhina, Okla.
- Sunset Am. Co.: Chillicothe, Mo.; Fort Dodge, Ia., 16-21.
- Tassell, Barney: Woodbridge, Va.
- Tatham Bros.: White Hall, Ill.; Virginia 16-21.
- Tennessee Valley Am.: Maysville, Ky.; Portsmouth, O., 16-21.
- Thomas Joyland: Gary, W. Va.
- Tivoli: Fort Scott, Kan.; Mission 16-21.
- 20th Century: Joplin, Mo.
- United States: St. Paul, Va.; (Pair) Richland 16-21.
- Valare Bros.: Rotor, No. 1: Memphis.
- Victor Expo.: Enid, Okla.
- Virginia Greater: Cambridge, Md.; Easton 16-21.
- Volunteer: Lebanon, Tenn.
- Wade, W. G.: Battle Creek, Mich., 16-21.
- Wallace Bros.: Memphis.
- Warwick: Ironton, Mo.
- West Coast: Alameda, Calif.; Chicago 16-22.
- West Coast Expo.: Lincoln, Calif.; Vallejo 17-22.
- Wilcox, Dick: Mechanic Falls, Me.
- Wolfe Am. Co.: Aashboro, N. C.

★ ★ ★ **W.G. WADE SHOWS** ★ ★ ★

LAST CALL FOR OPENING DATE
BATTLE CREEK, MICH., MONDAY, MAY 16
Emmett Street Show Grounds
Followed by KALAMAZOO, MICH., and JACKSON, MICH.

— CAN PLACE —
LEGITIMATE CONCESSIONS OF ALL KINDS
MILK BOTTLE BALL GAME, DUCK POND, COKE BOTTLE BALL GAME, BLOCK PITCH, FISH POND, BASKET BALL, STRING GAME, PUNK RACK, BOZO, BUMPER, BALLOON DARTS, ETC. WILL SELL "X" ON PHOTOS.

WANTED AT ONCE — RIDE FOREMEN
for MERRY-GO-ROUND, #5 WHEEL and LITTLE DIPPER. Prefer semi drivers.
Good salary and treatment to capable men.

CAN STILL PLACE
ONE OR TWO NON-CONFLICTING GRIND OR BALLY SHOWS.

W. G. WADE SHOWS
All replies: c/o WESTERN UNION, BATTLE CREEK, MICH.
P.S.: Now moving on lot. Come on in.

HELLER'S ACME SHOWS UNIT #1

Want Custard and Ride Foremen for Merry-Go-Round, Spitfire and Ferris Wheel. Also Ride Help for Unit #2. FOR SALE—Two 75 kw. Transformers; two brand new, never used Tops for Allan Herschell ten-car Kiddie Auto Ride; one Marquee, 20x20; one Bingo, 20x40, seats 140 people, with cards, blower, lights; ready to go, in fine shape. One 5 kw. Generator, one 10 kw. Generator, 3 Organs, Hurdy Gurdy—Wurlitzer double roll and one Seeburg. All address:
HARRY HELLER
FRANKLIN LAKES, N. J. PHONE: WYCOFF 4-0333-M.

HELLER & LEWIS COMBINED SHOWS UNIT #2

Opens June 2-12, Hoboken, N. J.—Two Saturdays and Two Sundays—Heart of Town. Twenty weeks in the East—then South and Florida all winter.

WANT Ball Games, Duck Pond, Pitch Games, Balloon Dart, Age and Scales, Grab, Coke Bottles, Bumper (Tony, answer), Novelty Jewelry, Set of Kiddie Rides, Ride Foremen on Wheel, Merry and Chairplane; semi drivers preferred. Grind Shows with own outfits. All address:
TED LEWIS
Hoboken, N. J., this week; then West Kinney & Broome Sts., Newark, N. J.

PAGE & FERRIS COMBINED SHOWS
PRESENTING THE BEST ROUTE IN THE EAST
8 CELEBRATIONS AND 16 BONA FIDE FAIRS

CONCESSIONS: Coke Bottle, Fish Bowl, Pitch-Tilt-U-Win, Balloon Dart, Break the Plate Ball Game, Basketball, Bear Pitch, Cigarette Pitch or Block, Short Range, Water Games, Jewelry Spindle, High Striker, African Dip, Add-Em-Up-Darts, Buckets and Swinger. Ex. on Custard, Novelties, Sno Cone, Pronto Pups, French Fries, Glass Pitch and Hats.

SHOWS: Motor or Monkey Drome, Big Snake, Wild Life, Illusion, Monkey Show, Mechanical, Crime, Dope and Fat Show, Want Side Show Help, also Annex Attraction, Leroy (Spider) Fenner, Amos Webb and Vern La Verne, contact.

RIDES: Coaster or Dipper, Tilt, Rock-o-Plane, Fly-o-Plane, Whip, Caterpillar, Looper and Live Pony. Also Dark Ride.

Willie Lewis wants Razzle and Pin Store Agents. Want Mechanic to join on wire. The following people contact Marty Smith:
Bea Alspoch, John Morrow, Harry Hoffman, Monte Cannon, Johnny from Punksutawney and Curley Russell.
Turk Jr., come on. Your proposition waiting. All replies to:
BILL PAGE, Martinsburg, W. Va., followed by Altoona, Pa.

WANT WANT WANT

Foreman for Little Dipper. Also will pay top salaries for experienced Help for Tilt, Jenny, Sky Fighter and Octopus. Must have chauffeur's license and be able to drive Semis. All replies—call, write or wire immediately.

THOMAS O. THORNER
BOX 583 OR PH. MO. 53960, KIRKSVILLE, MO.
P.S.: Vic Snyder, have good proposition for you.

WANTED—AGENTS—WANTED

Man to take charge of Six Cats, also Six Cat Agents. Swinger and Bucket Agents for heads. Also Hanky Pank Agents for well framed stores. Coca-Cola Agents. Wire:
GENE RHOADES
c/o Thomas Joyland Shows, Gary, W. Va.

MILLIKEN BROS.' SHOW
Chatham, Va., week May 9; Keysville week May 16; both uptown locations.
Can place Hanky Panks, any Major Ride not conflicting. We positively will in and around Washington, D. C., and Maryland. Can use good Ground Show.
All replies: **MILLIKEN BROS.' SHOWS**, as per route.

IMPERIAL SHOWS UNIT #2

Want neat Photo, Ball Games, Hanky Panks. Experienced Electrician who can light mechanical work. Slim Cochran, phone me at once. Ride Men with driver's license.
Open Fairbury, Ill., May 16-21; Alton, Ill., 23-26.
BILL GULLETTE — Fairbury, Ill.

VOLUNTEER SHOWS WANT

Concessions—Bingo, Jewelry, Novelties, Custard, Pitch-Tilt-You-Win, Ball Game, High Striker, Rat Game, Pan Game, P.C. open, Six Cats, Buckets, Swingers, Shows—Monkey, Snake, Ten-in-One, Girl Shows with own equipment. Ride Help on all Rides; all useful Show People come on. Al Cook, get in touch. Will book Octopus or Tilt.
ELMER REID, Manager; JIMMY DAVISON, Business Manager
LEBANON, TENN., THIS WEEK; LAFAYETTE, TENN., NEXT WEEK.

HUGO'S NOVELTY EXPOSITION SHOWS
WANTED WANTED
SMALL BINGO (WORK EVERY WEEK). ALSO OTHER HANKY PANKS.
CAN PLACE RIDE HELP ON ALL RIDES, MUST DRIVE SEMIS.
COME IN — PAY EVERY WEEK.
ADDRESS: Sunflower, Kansas, this week; Lawrence, Kansas, week May 15; Topeka, Kansas, next

CENTRAL STATES SHOWS

16 FAIRS AND CELEBRATIONS
FREE ACTS AND SEARCHLIGHTS
TOPNOTCH STILL ROUTE

Want Side Show (we have equipment if needed), Fun House, Drome, Arcade, Wildlife or any good Grind Shows. Will book Kiddie Planes and Train. Can place 10 more Hanky Panks. What have you? Want Agents for Age and Scales and Glass Pitch.

W. W. MOSER, Mgr.

Hays, Kansas, May 9 thru 11; Russell, Kansas, May 12 thru 14; Kearney, Nebraska, May 16 thru 21.

NEW!! CALLOPE RECORDS

Audio Fidelity Records Presents a High Fidelity Long-Playing Recording of

CIRCUS CALLOPE MUSIC

EXCITING!! ATTENTION CATCHING!! MELODIOUS!!

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WANT: Ride Help on all Rides, semi drivers preferred. Electrician and all other useful Show Help.

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Want Shows with own equipment for committee money only.

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General Help for Six Cats, Ball Boys on Coleman Bros.' Shows and World of Mirth Shows also for Philadelphia Circus date. Good salary and percentage. Apply to

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Concessions: Short Range, Hi-Striker, Ice Cream, Custard, Six Cats, Pitch-Win, Fish Pond, Bear Pitch, Milk Bottles and Punks. Also Hanky Panks of all kinds. McManus wants Bucket Agents. Can place Fun or Glass House, Motordrome, Mechanical and Unborn. Jack Karie wants Girls and A-1 Talker. Can place Second Ride Help who drive semis.

CHILICOTHE, MO., THIS WEEK; FORT DODGE, IOWA, NEXT

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CONCESSIONS: Hanky Panks of all types, Ball Games, Darts, Fish Pond, Pitch Outfits, Cork Gallery.

SHOWS: Want Wild Lite, Drome, Mechanical, Monkey. Want Operator for 5-in-1; we furnish Top, Front, Banners and Transportation.

REPLY BY WIRE OR PHONE: **MICKEY STARK, MGR.**
Creve Coeur, Ill., this week.

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For Rockford, Ill. Opening May 23 to 30, 51. Ambrose Society, 802 Montague St.; then Rock River Business Association, June 1-5, 2900 Kishwaukee, Rockford, Ill.; then Jefferson, Wis., on the city square, June 8 to 12.

Will book Hanky Panks, Long Range and Short Range. SHOWS—Fun House or Mechanical Show. Ride Help on all Rides, must drive semi. Drunks, stay away. Wilbur Girard, Earl Cooper, Billy and Ricky, come on in.

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FROM THE LOTS

Tennessee Valley

ERIN, Tenn., May 7. — Show opened at Corinth, Miss., March 19 and suffered thru four days of rain and freezing weather. Two rides have been added, making a total of nine.

Manager Theodore R. Meadows ordered a 43-foot trailer with a special arrangement in the lounge to enable Mrs. Meadows to handle office work. She is being assisted by her younger daughter, Sylvia Ann.

Concession line-up includes Dave Dicorti and Dallas Duncan, 9; Bob Colman, 5; Ted Dion and son-in-law, Pete Jones, 5 and Kiddie Autos; Shortie Baker, 5; Bob Sparkman, 3; William Myers, 1 and Tilt-a-Whirl, and Al Baltz, 2. Maurice Meadows is electrician, and Raymond (Curly) Austin, mechanic.

Ride men include Bill (Tex) Myers Jr., Ferris Wheel; Charles Devoy, Swings; Russell Emmons, Comet, and Lynn Holland, Merry-Go-Round. Billy Dean has the Girl Show; Blackie Crowell, Tropical Show, and Buddy Valier, Illusion Show. Jimmy Shaffer, sway pole, is the free act.

Bill Meadows, owner's brother, will join as soon as he is released from the Veterans' Hospital, Clinton, Ia. Ted Meadows Jr., with KVOO-TV, Tulsa, Okla., is on the mend after sustaining a broken arm. Mr. and Mrs. Johnny Hansen visited. Charlie Griggs is skedded to join.—MRS. UNA MEADOWS.

Belle City

MILWAUKEE, May 7. — Belle City opened here April 28 for a 10-day stand. First three days saw good weather and good spending. New Bisch-Rocco Flying Scooter is getting top money, followed by the Tilt-a-Whirl. Only eight rides are being used because of the small lot.

Concessionaires are Wenzels, 2 and pony ride; Dahlmans, 5; Karins, 2; Panacek, 3; Kohn 1; Freyer, 3; Swepe, 2; Voss, 2; McBride, 2, and George Jurkowski, cookhouse. Owners are Charles and Dottie Panacek; treasurer, Dorothy Klatt; advance, E. Joe Henke; lotman, Charles McBride; electrician, Ray Jersun, and head mechanic, Chuck Panacek.—E. JOE HENKE.

Rohr's Modern Midway

HANNA CITY, Ill., May 7.—The show opened in Chillicothe, Ill., April 9 to good business and good weather. All equipment has a new coat of paint. A transformer wagon has been added.

Personnel includes Raymond Koch, cookhouse; Sammy Martino, rolldown; Earl Parido, short range; Pat and Tony Cavaleno, diggers; Ken Rohr, coke bottles, balloon darts and ball game; Joe Exler, country stores; Frank Myers, bumper; Ruth Koch, cork gallery; Shirley Rohr, lemonade; Walter Anno, jewelry; Margaret Myers, photos; Mr. and Mrs. C. H. Sneed, 36 cat and milk bottles; Hub Luhrs, bingo, and Bob Luher, shuffle pin and block pitch.

The Cavalenos purchased a house trailer. Emmett Conly purchased a trap shooting gallery.—FRANK MYERS.

RIDE FOREMEN

For Tilt, Wheel, Merry-Go-Round, Screw Ball. Top wages to sober, reliable Help. Boozers, don't bother to call. Want Second Men for all Rides.

This week 55th & Scovill and 77th & Union, Cleveland, Ohio.

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See **BUCK NELSON**

A. C. of A. Shows, Hot Springs, Ark.

Drago Amusements

KOKOMO, Ind., May 7.—Show opened here to a big crowd. Line-up included 10 rides, 6 shows and 40 concessions. Mr. and Mrs. Houston Wilburn arrived with a 35-foot Star house trailer. Mr. and Mrs. Wayne Martin also joined.

Wilbur Williams and Cliff Patton opened with Girl Shows, and Frankenhurt is back again with the "Thing." Neil McCaffin has the Motordrome, Glass House and Baby Show. Ride foremen are: Merry-Go-Round, Bill Ross and Don Wilburn; Tilt-a-Whirl, Ernest Mofield and Chuck Holley; Ferris Wheel, Edwin Lee; Coaster, Joe Mofield, Tubs of Fun, Bart Layback; Kiddie Auto, Dusty Rhodes; Spitfire, Donald Cluster; Octopus, Houston Wilburn and Ed Swinigan; pony ride, Fred Greysback, and Rolloplane, Fred Stockton and Tom Marshall.

Concessionaires: Pat Harville, 3; Bing Randolph, 6; Joe Taylor, 5; Pappy Reese, 3; Mr. and Mrs. Martin, 3; Mr. and Mrs. Wayne Eades, 1; Marge Root, 1; Elmer Martin, 2; Mrs. Esther Trent, 2; Bill Benard, 6; Ted Hamilton, 1; J. W. Amocost, 3; Dave Phillipson, 2, and Houston Wilburn, 2.

Staff includes Paul Drago, manager-owner; Pat Harville, secretary; Wayne Martin, electrician, and H. Wilburn, mailman and The Billboard agent.

Hale's Shows

KANSAS CITY, Kan., May 7.—Show opened here to an excellent turnout. A line-up of eight rides, including two new kiddie rides, was used. A searchlight has been added, making a total of three being carried.

Concessionaires include Gene Ellsworth, long and short range, popcorn; Ginger Sickler, coke pitch, cork guns, balloon darts, slum spindle, ball games and grab; Al Campbell, roll-a-ball and bumper store; Alex Santoro, candy apples, cane rack, add-up blocks; L. K. Carter, pea pool, color game, pan game, add-em-up darts, clown mouth; Raymond Clayton, coke bottle, fish pond, rolldown, scales; Hazel Garret, clothes pin; Johnny Daniels, nickel bear pitch; Tubby Hale, free act; Ted Cory, grocery wheel, count store; Jay Stanley, diggers; George Leiter, break the record, airplane game.

Also Jewel Gordon, penny pitch, cotton candy; Bob Chaney, snow cone, watchla; Dave Reese, bingo, glass pitch; and Joe Shirkey, photos. Fern Hale is the owner; W. T. Hale, manager and Diesels; Glen Hale, secretary, and Jimmie Gordon, ride superintendent and searchlights.

Floyd Gooding

Continued from page 60

ing guests. The Goodings' daughter, Joyce Ann, entertained with dances from Bach to Bop and tape-recorded the entire affair.

Guests included Mr. and Mrs. Stuart Relyea, Mr. and Mrs. Buck Saunders, Joel Kempner, Charles O'Brien, Angelo Bloutseas, James Wolfe, John Gallagan, Mr. and Mrs. Bill Leisure, Mr. and Mrs. Ray Riffle, Mr. and Mrs. George Bouic, Charles Clymer, Mr. and Mrs. Walter Smith, Mrs. Marie Anderson, Anna Reid.

Mr. and Mrs. William (Jake) Goutermout, Mr. and Mrs. Bert Miner, Mr. and Mrs. Gerald Frantz, Mr. S. B. (Hap) Berkshire, Mr. and Mrs. R. K. Gooding.

Others invited but unable to attend because of illness and business commitments were Mr. and Mrs. John Enright, Joe Gaskell, Mrs. Charles Clymer, Mr. and Mrs. Delmar Groves, George Leonard, Frank Enright, Miss Sophie Mengalia, Mr. and Mrs. George Pence, Mr. and Mrs. Charles Pottorff and Bill Jack.

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Must be in first-class condition, complete in every way. Prefer Evans or Nelson, would consider extra good home-made Hi-Striker. Describe fully; pictures if possible. Quote lowest price. crated. F.O.B. your city. Can also use 14x14 Tops and Chair Seals.

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OPEN MAY 26 AT MENA, ARKANSAS,

FOR ANNUAL FIREMEN'S CARNIVAL

All Celebrations and Fairs to follow through November. We need Ride Help who drive for Wheel, Octopus, Merry-Go-Round and others. Need Agents for office-owned Stock Concessions. Can book Novelties, Hoop-La, Hi-Striker, Bumper, Long Range Shooting Gallery, Pitch-Till-You-Win, Scales and Age. Need Shows.

Mena, Ark. Phone 544 (not collect)

John Galluppo Wants

Cookhouse Help on account of opening two more units. Need Dishwashers, Fast Waiters, Semi Drivers, Griddle and Back End. All answer

c/o METROPOLITAN SHOWS
Rome, Ga., this week; Anniston, Ala., May 16-21.

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Alive Midget Hereford Cattle, exceptionally small 3-year-old bull and cow with horns. Iron Lung, new, in white enamel exhibit trailer. Will sell separately. Anatomy Exhibit—Wax medical life-size subjects in glass cases with fronts; no junk, money-getting show property.

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Kiddie Ride Foreman, Second Man on #5 Wheel and Kiddie Rides. Semi-drivers preferred. Contact

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c/o Van Billiard Shows

Elkton, Md., May 16-30; Oxford, Pa., June 1-11.

WANT AGENTS

For Add Up Color Darts. Season's work in Northwest. Also Agents for Glass Pitch, Hanky Panks. Come on.

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Merry-Go-Round and one Kid Ride in string of Firemen's 3-Day Celebrations and Fairs. 25% starting June 2 to Labor Day.

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CHEROKEE AMUSEMENT CO.

Concessions: Can use Cook House, Novelties, Photos, Scales, Bumper, Balloon Darts, Coke Bottles, Ball Games, Roman Targets or any non-conflicting Concession. Ride Help: Need a Second Man on Tilt and Wheel; must drive semi. Contact

J. W. MAHAFFEY

Parsons, Kansas, 1111 May 12; Broken Arrow, Okla., May 13-14.

B. C. Stands Okay For Ward-Bell Show

TRAILS, B. C., May 7.—The Ward-Bell Circus, playing some British Columbia towns that haven't seen a circus for some time, has been chalking up good attendance marks.

Bertram Mills Circus Notes Profits Drop

LONDON, May 7.—It was bad news recently for stockholders in the Bertram Mills Circus. Cyril Mills told them a decline in profits compelled the firm to "defer" any interim dividend.

In 1954 the half-year dividend was 25 per cent. Shareholders must wait until August to get a further report on the show's financial progress.

Bertram Mill shares were quoted last month at 5 shillings. During a reissue period of eight years ago the shares went at 42 shillings. Since that time the Mills company has declined more than 1,000,000 pounds from its market value.

Mild Weather Helps Hagen

CHILLICOTHE, Mo., May 7.—Hagen Bros. Circus has had a good run of weather in Kansas and Missouri and as a result is doing good business in most stops. A big turnout of adults and children showed up here for the Saturday (30) matinee and the night show topped that with a capacity attendance.

The Friday (29) matinee at St. Joseph, Mo., was hurt by regular school sessions, but the stands were half filled. Night show drew a three-quarter house. Atchison, Kan., played under Jaycee auspices; produced two capacity crowds on Thursday (28), and two strong turnouts were enjoyed at Topeka on Tuesday (26).

George Cole Biz Spotty In Missouri

CALIFORNIA, Mo., May 7.—Business for the George W. Cole Circus has been spotty in Missouri. Typical was the stand here Wednesday (4) with the seats about one-fourth filled in the afternoon and nearly filled that evening.

Light turnout for the matinee was attributed to the fact that schools were in full session and temperatures rose above 90 degrees. Weather cooled off for the evening show.

Windsor, Mo., played Sunday (1) under auspices of the fair association, delivered almost a full house at the one afternoon performance. Lamar, Mo., played Thursday (28) produced about a 25 per cent matinee and a 75 per cent evening crowd. Show was late in arriving at the latter town when several trucks took the wrong road.

Kelly-Morris Hits in Ala.

JASPER, Ala., May 7.—Kelly-Morris Circus scored good turnouts here Saturday (30), aided by ideal weather. Nearly all the seats were occupied for the matinee and the turnout at night was upward of 75 per cent.

Date here Friday (29) was typical. Good weather produced a three-quarter matinee and almost a full house in the evening. Due to a shortage of laborers, the acts filled in here to put up much of the equipment.

Kamloops, B. C., played Tuesday (26), produced a 75 per cent matinee despite overcast weather. Night house was half filled.

Mills Sustains Big Opening Turnout Pace

MANSFIELD, O., May 7.—Mills Bros. Circus, which last week scored one of its strongest openings on record, continued to rack up good crowds this week. Weather here Monday (2) was ideal with temperatures in the 70's.

Matinee turnout hit near the full mark and people overflowed the big top that evening.

At Marysville, O., Publicity Director Victoria Cox took a number of the personnel to entertain at the County Home for the Aged and Infirm. Included in the show were Rita Segraves, Pickles, Juggling Bakers, Dewsbury; Johnny Mears, who recently joined; Johann Schmitz and his 10-year-old son, Karl.

Recent visitors included Cade Schulenberg, fan, who is also chairman of the Auglaize County (Ohio) Republican Executive and Central Committee; Bob King, J. M. Coe Printing Company, Richmond, O.; C. W. Benjamin, Amos & Andy Restaurant, Sidney, O.; Sheriff and Mrs. Art Johns, of Peru, Ind., and their friend, Mrs. Polly McLeod, formerly with the Hagenbeck-Wallace and Sells-Floto shows.

Clyde V. Noble, Retired Circus Aerialist, Dies

BLOOMINGTON, Ill., May 7.—Clyde V. Noble, 72, former owner of the original Five Famous Flying Fishers aerial act, died Tuesday (3) of a heart attack in Mennonite Hospital here.

When 17 years old Noble joined the act which his brother, Charles, had organized, and for many years the turn received top billing with such circuses as Ringling Bros., Hagenbeck-Wallace and Barnum & Bailey. In New York in 1908 Noble married Emilie Vecchi, of London, a cyclist whose professional name was La Petite Emilie. They stayed in show business until 1918, in which year Noble, who early in life had learned the watchmaking and engraving trades, entered the jewelry business in Bloomington, and for many years thereafter operated various stores here. He was born in Bloomington August 30, 1882.

Noble was a past president of the Young Men's Club, Eastern Star, Order of Amaranth, Mount Olive Shrine, Bloomington Consistory, Peoria Shrine and AF&AM.

Surviving are Mrs. Noble and a sister, Mrs. Hattie Masters, Yonkers, N. Y. He was preceded in death by seven brothers and three sisters. Services at the Beck Memorial Home Friday (6) and burial in Bloomington Cemetery.

Earl Shipley, back from Orrin Davenport dates, joined Bill Reed's unit, the Jimmy Lynch Death Dodgers, to handle radio-TV and promotion.

REVIEW

New Calliope Disk Good for Outdoor Bally

NEW YORK, May 7.—A new long-playing, high fidelity record, Circus Calliope Music, has been released under the Audio Fidelity label. The disk was produced by Kinor Records, New York.

James A. Sexton is soloist, playing an air calliope restored by Ellsworth (Slim) W. Somers. The instrument dates from about 1904.

Apart from the technical achievement in accurately capturing the unique tones of the air calliope, the nine-tune, two-sided record is an ideal ballyhoo adjunct for almost any outdoor amusement operation equipped with a player that will handle a long-playing disk.

Creates Atmosphere

From the first notes of "Thunder and Blazes" thru the final notes of "Quality Plus" the listener is obliged to conjure up images of circuses, carnivals, parks and fairs. The excitement and color of the outdoor show world is conveyed by music.

Other tunes are "Spring, Beautiful Spring"; "Spurs and Saddles."

(Continued on page 76)

Carson Starts Strong; Lists Staff, Acts

ANTON, Tex., May 7.—The Tex Carson Circus has been racking up good early season business and with one exception, when a tornado hit close to the show, has been getting ideal weather. Show lost a day's business to the storm but suffered no damage, despite a heavy fall of king-sized hailstones.

Staff includes Jack Moore, owner; Doc Sherwin, manager; Lee Bradley, Side Show; Emmett Hickman, boss canvasman; Shorty Lynne, superintendent; George Bell, concessions and cookhouse, assisted by Doris Smith and Mel

(Continued on page 76)

Kelly-Miller Wins Money In Ark. Town

ROGERS, Ark., May 7.—Al C. Kelly & Miller Bros. Circus chalked up a winning date here Saturday (30) with two crowds that bordered on full houses.

Weather hurt at Checotah, Okla., Tuesday (26) when high winds and rain hit before the matinee. All trucks were moved close to the big top and additional stakes were driven for protection. To add to the difficulties, show was forced to break in a new lot that was remotely located. About 25 per cent of the seats were occupied at the matinee.

Beatty Has Ups and Downs Playing California Spots

PORTERVILLE, Calif., May 7.—Clyde Beatty Circus hit a live one here Tuesday (3) drawing a full big top at the matinee and a straw house that night. The sponsors, the Junior Livestock Show and Community Fair, reported the show grossed over \$9,000 at its two performances.

Barstow, Calif., stand was hurt by cold weather and a late arrival

BIZ TURNS UP FOR KING-COLE

Turnaways Mount in Illinois; Bloomington Yields Two Straws

DANVILLE, Ill., May 7.—The King-Cole Circus, plagued by weather and resulting poor business, has turned the corner. Starting at Springfield, Ill., Thursday (28), the show has played to strong crowds, many of them turnaways.

Matinee here Monday (2) pulled better than a full tent and the night show had a big advance sale. Champaign, played on Sunday (1) had patrons on the straw in the afternoon while half-filled seats greeted the night performance.

Two strong overflow crowds came out on Saturday (30) at Bloomington. Peoria was almost the same with a three-quarter house in the afternoon and an overflow that evening. Several thousand towners turned out for the parade in Peoria which was reported to be the biggest they had seen in 20 years.

Wirth Shrine Circus Clicks In Hartford

HARTFORD, Conn., May 7.—Excellent business was reported for the Shrine Circus, produced by Frank Wirth, and presented here last week. Matinee business was capacity thruout the run and night crowds reached almost these proportions, according to Louis Thomas, potentate of the sponsoring Sphinx Temple.

A special morning show presented on Saturday was sold out. The show was the 23d annual presentation, all of which have been produced by Wirth.

Talent included Prince El Kigordo's lions; the Donwallys and the Aurelios, pot pourri; Janet Chuckel, dogs and ponies; the Virginias, trampoline and casting; Pickard's Seals; the Whiz Kids, cyclists; the Six Boginos, Risley; Mollie, prop horse; Freddy Valentine's flying act; Simru Duo, high pole; Seven Maschinos, acro; Tom Pack's Five Elephants; Orantos, revolving ladder; Bostock-Bogino troupe, riding act; Sensational Tokayers, teeterboard, and the Kimris, aerialists.

There were nine clowns: Jerry Banks, Charlie Frank, Charlie Young, Elmer Linquist, Ray Bickford, Roy Barrett, Andy McLoughlin, Bill Wilson and Al Florenz.

B-C Overcomes Texas Trials

ORANGE, Tex., May 7.—Despite a lot that was remote from the center of town, Bailey Bros. & Cristiani Circus did fair business here Thursday (28).

Matinee, which was 90 minutes late in starting, was viewed by a half house. The three-quarter house that turned out that evening was plagued by mosquitos, but remained thruout the show.

The Springfield stand, played Thursday (28), produced two overflows and many of the customers saw the show from straw.

Turnouts Slim For Nat Lewis At Brantford

BRANTFORD, Ont., May 7.—The Nat Lewis Circus drew small crowds to its four performances here in Arctic Arena, Monday and Tuesday (2-3). Show was under auspices of the Brantford Police Association.

Light turnout was credited in part to the upcoming appearance of J. P. (Jimmy) Sullivan's World Finest Shows, scheduled to come in Saturday (7) and the King-Cole Circus which will be here early in June.

Performance included Antonette Troupe, Six Navarres, Don Phillips, Courtney's Olympic Girls, Leo Gasca, Four Whirlwinds, Landon Troupe, Michael Duo, Leons, Christy's Lions, Widaman's Elephants, Artie's Dogs, Donald's Dogs and Daniel's Canines, Clark McDermott's bear, boxing kangaroo, Anton Trapeze, Stanley Book, Great Stanislaw, with Neal (Whitey) Boyd on the drums and Edythe Boyd at the organ.

Morton Tops '54 by 12G At Pittsburgh

ALTOONA, Pa., May 7.—The Hamid-Morton Circus opened its seven-day stand here Monday (2) to a turnout crowd, after substantially topping '54 grosses at Pittsburgh.

Turnouts the first three days at Pittsburgh ran below those of a year ago, Robert H. Morton, director, reported. From then on, however, attendance built with a full house Thursday (28), turnaways the following day and a turnout matinee and full night crowd on Saturday (30).

Total income was some \$12,000 ahead of last year, Morton disclosed.

Here in Altoona, hundreds of youngsters are coming into town on special trains to see the show.

Prov. Shrine Slates 32d Circus Date

PROVIDENCE, May 7.—The 32d annual Palestine Temple Shrine Circus will be held at Narragansett Pier here July 25-30. Headquarters for the promotion of the show have already been opened.

Earle C. Whelden, past potentate, is again chairman. He said that 70 civic and fraternal organizations are aiding the Shrine in its plans. Proceeds are slated for the Palestine Convalescent Hospital for children at Springfield, Mass.

ST. LOUIS, May 7.—The Cisco Kid (Duncan Renaldo) will be the feature of Tom Packs' Police Circus in Cleveland, Jack Leontini, of the Packs' organization, announced. The event is set for August 6-7.

DON FRANKLIN CIRCUS WANTS PHONEMEN—WOMEN
 All large Towns with same solid Sponsors for past 10 years.
 This is the first year that Phone Crews are operating. Sponsored Towns. Fairs booked solid for thirty weeks. Week Stands. U.P.C. — Banners — Merchant Tickets—Parade. Contact
ARTHUR STURMAK
 Dale Hotel, Coffeyville, Kans.
 (Bob Beck, John Golden, call me collect.)

PHONEMEN
 Air conditioned offices and the best police deal in the country for men who can ask for money only. Continuous work in several key Southern cities. Also need complete crews. Collect and pay daily. Phone 2-0522
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MEN OR WOMEN PHONES READY—2 CITIES
 Repeat Deals, Tops with Cutoffs, AAU Track Meet, Newspaper Sponsor.
 Dayton, O., 206 Rauh Bldg., Hemlock 7391.
 Columbus, O., Blue Star Mothers, Room 404, 164 N. High St., CA 1-3635.
 Year round work for Producers.
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J. W. COLLINS PROMOTIONS

PHONEMEN
 BOOK — TICKETS, YEAR ROUND DEALS.
BOB FEENEY
 935 Gist Ave. Silver Spring, Md.
 JU 8-3228

PHONEMEN
 Golden Anniversary—Catholic Deal. Just started this week. Year round Deals to follow. Call LUDlow 4973. No collect calls.
 Columbus, Ohio.

PHONEMEN—CREW MANAGERS
 Want Power Phonemen for C. A. P. Deal, Shreveport, La. Need Crew Managers for strong Deals in Pensacola, Biloxi and Waco; also Phonemen. Barney Spears, Ted Wells, George Shaw, call collect or come on. Phones in, Offices ready. Call: JIM HAMELIN, Crew Manager, Civil Air Patrol Office, Gardner Hotel, Shreveport, La.

PHONEMEN FOR CIRCUS
 Start now. Also Contracting Agent to set upspices. Auskins, answer, Banerman Joe Sullivan, Pat MacFarland, contact. Acts doing two or more. Roy Howze, Jack Wright, Ed Mason, contact.
BUCK LUCAS or HARRY SWANK
 ROUTE 3 PATASKALA, OHIO

Riding Turns Paces Strong King Show

Dressage Act, Specs, Arab Tumblers Stand Out in Improved Performance

By TOM PARKINSON

DANVILLE, Ill., May 7.—King Bros.' Circus as operated by Arnold Maley and Floyd King hits its stride this season and shows what it can do in combination with Cole Bros.' equipment.
 It is a big and heavy truck show and its progress from last year's edition is best shown by the performance itself. Now it is a co-ordinated production with a strong set of acts that includes importations about which more will be heard in this country.

Attracting attention all along the line from trouper and towners are the Riding Dorchesters. Made up of youthful performers with old British show connections, it is about the fastest thing on bareback these days. While the basic riding routine is about the same as with other acts, this one adds some different trimmings as well as the speed. A separate carrying act is up to par. In the act's main presentation there is some pyramid work on three horses, but stronger is the fast two-horse Roman riding section in which the first rider lifts two girls by their hair. A fourth rider also joins.

Western Touch
 The leading rider is alone for fine bounding jockey riding that includes dancing and leaping while on a racing horse and, best of all, standing on the horse while it jumps hurdles at top speed. Wind-up has the troupe in a crack-the-whip routine as they run behind a horse. The entire act is punctuated by Western-style yelling and shouting. Wardrobe could be more colorful and assistants should be dressed more like the riders.

Showing up as highly accomplished performers are Toni and Inga Smaha. Their single horse dressage act is easily one of the show's highest points. She dances alongside as he rides the superbly trained palomino. Their dress, manner, style and ring presence reflect the best in European circus tradition. The horse works gaits, turns and bows with no hesitations. It is a well-co-ordinated act, and one that should be in demand in this country for some time to come.

Opening Spec
 King-Cole's opening spec has an array of performers and horses plus elephants, camels and other lead stock on the track, and it is followed by a production dance by the English Rockettes. Calvin Miller makes a strong appearance as equestrian director and handles announcing well. Geoffrey Taylor is

in charge of productions and imported the new acts. Lee Hinckley leads a good traditional circus band. June Rose does the vocals.

The Escalantes (2) work comedy horizontal bars in the center ring and draw laughs, with the Dub-skys (3) and Sons of Morocco (3) do comedy acrobatics at the sides.

The Riding Conleys and the Dorchesters are paired for a display of bareback carrying acts that helps give the show a strong start. Kareff balances in a chair on a trapeze while Betty Grant does a cloud swing and Ulla Valenciano draws attention for her single trapeze work. Inga Smaha and Harry Rooks work pony drills while the Conleys have the center spot with their dog, pony and monkey act. A clown fire house gag has the joeys riding out in a pony-drawn fire wagon.

Arabs, Please
 The Tunisian Troupe (7), a Slayman Ali importation, revives Arabian tumbling successfully. The members first go thru a series of pyramids; the understander demonstrates he can carry the rest of the troupe in various formations, and then they all perform flipflops, cartwheels and somersaults at top speed.

Both the Riding Conleys and the Dorchesters work end rings for the show's big bareback riding display. It is a major presentation and this adds to the show's heavyweight class.

The Hungaria Troupe (6), Risley, opens with the understander footing each of the others and somersaulting one. There is a foot-to-foot balance for two and this becomes a three-high. Two pairs do single foot-to-head stands, and there is juggling during a one-hand-to-cane stand. A trio on the foot perch pole tableaux nicely. The act closes with a human Merry-Go-Round. The performance is good and the troupe's first-class appearance and wardrobe add greatly.

Sylvia Gregory is featured in iron-jaw work while five webs, five ladders, a cloud swing and a single trapeze complete the scene.
 In a juggling display the Conley Family fills the center ring with flying hoops and the Escalantes twirl torches at the side. At the same time Manus performs a one-finger stand and more hand-balancing for another flashy display.

The dressage number has the Smahas in the center, Calvin Miller at one side and Gail Miller at the other. Each shows a good horse

R-B CLOWN GETS MEDAL

PITTSBURGH, Pa., May 7.—Alvin Schwartz, Ringling clown, this week was awarded a Carnegie bronze medal for heroism in catching a falling aerialist last December 9 in Sarasota, winter quarters. Schwartz was cited for bravery in breaking the possible fatal fall of Gladys Rimmer, 23, aerial performer, who fell while working 25 feet above the ground.

and good riding. Clown boxing follows.

Wire Walker Hurt
 Phil Escalante usually centers the wire-walking display but he was out with an ankle injury when the show was caught. Alforo works at one side. At the other are Sylvia Gregory and Jerry Pressly with their strong, traditional wire act with foot baskets, parasols and paper hoops.

More King-Cole power is revealed when 26 Liberty horses are brought forth to work in groups of 10, 8 and 8. They are presented well by Toni Smaha, Inga Smaha and Capt. John Smith.

Eleven of the show's 17 elephants appear in the performance. Jerry Pressly and Marie Pettus work threes at the sides and Bert Pettus has five in the center. Little Sandra Pettus fronts and wins a good hand. These are the former Cole Bros.' elephants, and the present workers have managed to get good speed from them.

A departure in motorized circus performances is King-Cole's second spec. This is "Toytown Parade," spotted to double as a rigging break and featuring dwarfs, youngsters, small animals and clowns as well as more of the show's unusual set of lead stock and several carts and riders. It is a fine idea with a good start for this year and plans for expansion in the future. There is need to climax the walkaround, however, and perhaps the pit show's baby elephant could bring up the rear.

Flyers Close
 Trampoline acts by the Escalantes and the Valencianos are well done, with Ulla Valenciano coming up with especially strong work. Finale now is the Flying Hartzells in their well-styled, well-executed flying return act. There are neat pirouettes and somersaults to a stick as well as their own brand of passing leap.

Altho injuries temporarily hampered the Conleys, Dorchesters, Arabians and Escalantes and canceled the chariot races, the show packs a lot of power. The clowning is neither better nor worse than most. Wild West concert was suspended but was to be replaced.

R-B \$2 Million

Continued from page 52

the arrival of the Big One. On four one-day Canadian stands to follow as the show works down to the States, it is expected that it will cross tracks with the King Bros.' Circus. In addition, the Nat Lewis Circus will have hopped around that area for weeks.

These factors may have some effect on gate receipts for Ringling-Barnum and will offer the first strong test of its new advertising policy. Additional opposition is expected to appear during the fall when West Coast dates will bring the show into Beatty territory.

Following the nine-day stand in the Chicago Stadium, July 23-31, R-B will head westward roughly along the same pattern as in 1953, the last year it played the Coast. In that season the route covered Illinois, Wisconsin, Minnesota, the Dakotas, Iowa, Nebraska, Wyoming, Colorado, Utah, Idaho, Montana, Washington, Oregon, California, and back East thru the Southwestern and Southern States.

At that time the show wound up in the South in late fall during the fair season, but did not suffer despite patrons being attracted by conflicting amusement elements.

5 Days in Frisco
 Five days have again been booked in San Francisco's Cow

SCOREBOARD

Video, Radio Shows Galore For Ringling

NEW YORK, May 7.—A host of arrival shots got the radio-TV coverage of the Ringling circus started last month, and scores of appearances have been achieved since then. One of the biggest was the "Strike It Rich" TV show on which 13 clowns headed by Otto Griebling raised some \$1,500 for blind clown Ed Raymond.

Other programs were as follows: Doc Henderson on the NBC-TV "Home Show"; Felix Adler on the CBS-TV "Morning Show"; the Emmett Kelly biography played by Henry Fonda on the G. E. Theater, CBS-TV; Kelly's appearance on the CBS-TV "Toast of the Town"; Adler on the WRCA-TV "Children's Hour"; Trevor Bale on the NBC and Mutual radio "Break the Bank."

Also, plugs and posters on the WPIX Shari Lewis show; posters and DeJonghe's chimps on the CBS-TV Garry Moore show; Adler on the CBS-TV "Beat the Clock"; Ernie Burch on the ABC-TV Hal Burdick show; Emmett Kelly, Bev Kelley, Griebling, the Whirlwinds, Josephine (Senorita Carmen), Charlie Bell and Paul Jung on the CBS-TV "I've Got a Secret"; Johan Petturson and Harry Doll on the CBS-TV "Two for the Money"; Jimmy Armstrong on the NBC-TV Paul Winchell show; Charley Schuler on the CBS-TV "Carrousel."

Also, Amelia Adler on the CBS-TV "What's My Line?"; plugs and records on the WOR-TV Ted Steele show and the WOR radio Bobby Benson Show. "Take a Number," "True or False" and "Wonderful City" shows; one-hour sequence on ABC radio "Dream Circus," John Ringling North and Paul Jung on the RCA-TV Igor Cassini show; Emmett Kelly on the ABC-TV "Masquerade Party"; plugs and film sequence on the NBC-TV "Today" show; opening coverage on the NBC-TV Sheila Graham show; catcher Dick Anderson on the ABC radio Bill Stern show; plugs on the CBS-TV Jackie Gleason show.

Also, opening coverage on the CBS-TV "American Week" show; Adler on the ABC radio Frank Farrell show; Edith and Richard Barstow on the Wendy Barrie show; John Ringling North on the CBS radio Rudy Vallee show; 45-minute coverage on the CBS radio Lanny Ross show; plugs on the NBC-TV Red Buttons show; plugs on the ABC-TV Joe Franklin show; Paul Jung on the CBS-TV "Big Payoff"; Adler on the WRCA-TV "Jinx's Diary"; full opening night coverage on WINS radio; Kelly on ABC-TV "The Name's the Same"; Felix and Amelia Adler on the WOR "Lunch at Sardi's" show; plugs on the CBS radio Bill Leonard show, and Doc Henderson on Phil Alampi's NBC radio farm show.

The list of shows was still growing this week, and numerous TV and radio mentions could not be logged since many turned up on the airwaves unannounced. All networks, for instance, covered the arrival in New York and the premiere performance. The same coverage attended the Bellevue Hospital charity show and the wedding of Emmett Kelly last week.

A major publicity break, if it materializes as planned, will be the interview of John Ringling North in the Jomar on Edward R. Murrow's "Person to Person" CBS-TV show out of Philadelphia.

Palace, probably in late September, and agents are busy lining up a route leading up to and away from that date.

The Ringling show will head toward Vermont next month after two weeks in Pennsylvania including Philadelphia. It will head up thru New Jersey for five dates including a two-day stand June 9-11 in Newark, then play its only New York State engagement, Poughkeepsie, followed by New England

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UNDER THE MARQUEE

By TOM PARKINSON

T. Dwight Pepple, Polack Western's general agent, is back in Chicago. . . . John J. Ruff together with his wife and some friends, caught the Orrin Davenport show at Hibbing, Minn., and visited with Bill Woodcock, Harry Haag and others. He had not seen Haag since he was on the Mighty Haag Show in 1917. . . . Nate Lewis was in Chicago recently on business for his new Canadian indoor show.

The Robert Noells, of Noell's Ark and Monkey Ranch, caught the Bailey-Cristiani Circus in St. Petersburg, Fla. . . . Ringling-Barnum's date in Wilmington, Del., has been changed from May 30 to June 6. . . . F. Beverly Kelley, Ringling radio-television agent, has a new presentation for use with radio and TV people, disk jockeys, sports and news shows, and other programs. It includes feature material and a copy of the Columbia recording of "On Honolulu Bay" and "Impossible," both from this year's Ringling show.

Visitors to the King Show at Nashville included William Page, of Page Bros. Shows; Dr. A. V.

Roberts, former show physician; Captain Walling of Springfield, Tenn., and Morgan Eslick, Fayetteville, Tenn. . . . Mell Henry has returned from Puerto Rico and reports Jerome Wilson also returned to New Orleans Sunday (17) after completing his Puerto Rican circus dates.

Joe Arcaris, animal trainer for Benson's Wild Animal Farm, Nashua, N. H., visited the Edmund J. Nolans, Rhode Island circus fans, who also hosted Paul Horsman, Middleboro, Mass.; Richard Hunkiar, Providence, and Anthony Olbri and James McKenna, Pawtucket. McKenna reports he and Ernest Brunett displayed their model circuses recently for theaters showing circus films.

Red Dangler writes that Tommie Pearl has signed on with the Red Dangler Troupe and they completed a new upright aerial bars rigging for parks and fairs.

Smokey Rea, Tahlequah, Okla., says he was the first man to call himself a rodeo announcer, back when frontier sports first put the fancy pronunciation on the word "rodeo," and announcer of the first wild cow milking contest. He's wondering where contestants of 1918-1926 are located now.

Art Cooksey has resumed his South Bend, Ind., TV show following major surgery. He was with Ringling and Beatty and now airs the "Tip Top Fun House" over WSBT-TV.

Clowns at Rink Wright's Shrine show in Omaha (11-16) included Joe Coyle, Kenneth Waite, Tracy Andrews, Jim Snell, Stephen Mustafa, Charles Baker, Mamie Baker, Popo DeBathe, Bozo Harrell, Lew Christie, and Arden Beecher. . . . George Brinton Beal, Newburyport, Mass., reports he's making the Call of the Calliope into a monthly with a subscription fee.

Joe Beach, of Springfield, Mass., visited with Johnny Woods, Harriet and Ralph Fielder, Dietrich and Dianne, and the Whirlwinds when they played the Auditorium there with the Policemen's Ball show. He also visited with the show's booker, Abe Feinberg.

Nat Green, former manager of Ringling's Chicago office, now is Chicago rep for Radio-TV Daily, an outfit he was with before joining Ringling eight years ago. He returned recently from Sarasota and New York, where he completed his work with Ringling.

Richard Arcand's Circus Clown Club is pushing June 1-7 as National Circus Week. . . . Percy (Percell) Buchnam, of Percell's Dog and Monkey act, had a heart attack and was forced to leave Rogers, Bros.' Circus at Greenville, Miss., but planned to rejoin at Memphis. Pat Douglas, of the Flying Romas, was hospitalized at Greenville, Miss., following a fall from a trapeze. She was treated for bruises.

Billie Barton, aerialist, will make the Springfield, Mass., Shrine show for Frank Wirth. Barton now lives in Miami and has a new trailer. . . . W. H. Woodcock recently visited Albert M. Cauble, San Antonio, for whom Woodcock worked the elephant Black Diamond on Atterbury Bros.' Circus in 1924 and Monroe Bros. in 1925. . . . Don Marcks caught Polack Western at Oakland, Calif.

Vin (Magician) Carey and Mrs. Carey, Baltimore, visited the Dr. Frank Wheeler family in Winnsboro, Tex., a visit they planned for 20 years, and they saw the Bailey-Cristiani show in two stands. At one spot they visited with Portis Sims, Poodles and Gracy Hanneford, Steven Fanning, and Tommy Comstock. At the second stand a member of the Parris Duo injured a knee and Doc Wheeler treated it. Returning to the East, the Careys caught the indoor show at Harrisonburg, Va.

Karl Wallenda, of the Great Wallenda high wire act, now touring Central America with Circus Royal Dumber, cards from Managua, Nicaragua, that they will

be there three weeks and that all is well. Newspapers front-paged stories of the Wallendas. . . . Mary Lola Patterson, of Lester's, Ltd., Chicago costume house, planed to Europe April 30 on a seven-week buying trip covering nine countries.

Paul Kaye writes from Polack Eastern: Kitty Ronstrum celebrated a birthday. . . . Larry Benner made another TV show. . . . Joyce Briedenbach is working in the "Golden Whirl" display. . . . Carrie and Arnold Costine have added a routine to their chimp act. . . . June Madison keeps busy teaching the hula. . . . George Cutshall is on a Western necktie kick. . . . Franklin & Astrid keep flashing more new wardrobe. . . . Most of the personnel left their trailers in Canton, O., for the Madison, Wis., junket. . . . Visitors included Jim Keenan, Hosmer Krop, Don McIver, Jack Lantham and Bob Zimmerman.

Eddie Woeckner, Peru, Ind., former circus bandmaster, writes that the elephant chase there recently reminded him of the Tusko episodes on the Barnes show. He will see Mills Bros. in Peru May 13. . . . Fan Jack Lyon, Guelph, Ont., notes that both King and Ringling will be there in June this year, that neither made it last year, and that they both came at the same period in 1953.

James Waldo Fawcett and Arthur Fawcett visited the Ringling show in New York. . . . Visitors to Byron Gosh's All-American Indoor Circus have included Drummer Bill Robinson, of the old Main and Gentry shows; Lee Morgan, Fox Films; Jeffery Hammond, New York Times; Alfred Morrow, Martin Theaters Company; Ann Rockford, of Atlanta TV circles; I. E. Clevenger, road show film agent; Gil and Lillian Wilson, dog act; Arthur Rollins, carnival agent; Marion Upton, magician, and Paul Knox, school assembly agent.

Fred Bailey Thompson reports King-Cole had rain and mud in Decatur, Ga. . . . George Johnson, of U. S. Tent, Chicago, says they referred to an old John Robinson design to make the new padroom top for King-Cole. A cookhouse top is to be delivered.

Polack Western's Harold Barnes reports that the long jump from Texas to California allowed vacation stop-overs for many. . . . Louis Stern and Jimmy Carey toured the night spots in Las Vegas. . . . George Keller, Ginny Lowery, and the Wally Newburys made Cook's tours. . . . Melitta and Wicons went skiing with Rudy Ducky and Karl Chaludi Jr. . . . The Fedi-Fedis went direct to the Pacific ocean to swim. . . . The Dagenham Girl Pipers, Vander Barbette, Ronnie Lewis, Albert Ostermaier and Elaine Miller went to Hollywood. . . . The Chaludis bought a new trailer in Los Angeles for Lucia and Dita. . . . The Bee Carseys, Sam Steffan, Rolando and the Heinz Seeburgs went to Mexico. . . . Peggy and Mac McDonald went to Thousand Oaks, Calif. . . . Charley Cheer stopped off in Sacramento, and Sharon McFarland visited her family in Long Beach, along with Carol Brent.

More from Harold Barnes: Polack people visiting the Beatty show included Chester and Joe Sherman, the MacDonaldis, Freya Josse, Eugene Snyder, Harold Barnes and his mother, Irene Barnes, Justus Edwards, Barbette, Ronnie Lewis, Mitzie Isetts, the Bill Clarksons, Dollye Green, Sharon McFarland, Carol Brent, Beverly Duke, Berl Smith, Elaine Miller, Phyllis Caruso and son, the Harold Walstroms, Lio Lien Karjanis and daughter, and the Pallamedes. . . . The two Roland Tiebors, Francis Hogan, Vern Henry and Lou Jacobs returned from New York State trips. . . . The Merks made the Santa Rosa run in 35 hours. . . . Guy (Tiny) Hamilton and Al Lapchak painted Keller's props. . . . Lisa Seeburg was admitted to a hospital for a minor operation. . . . Walter

Klauser received a beautiful black eye while playing with one of his bears. . . . The new California edition of the program booklet is in use and was worked up by Justus Edwards.

Word from Siebrand Bros., sent by Mary Henry: In Tucson, Hope and Don McClellon and son visited the Henrys while en route from Mexico to Los Angeles. . . . Poncho Roche also has an illusion show, Atomic Fantasy, with Rosemary Rojas as Superba, the girl with the atomic brain. Americo, the clown, doubles as magician in the illusion show. Rosemary Rojas was assisted in making an "atomic antenna" headdress by Mary (Toni Madison) Henry. . . . Harry Ross staged an Easter egg hunt for the show children in Douglas, Ariz. and Danita Roche took pictures of the youngsters in their Easter clothes. . . . Toni Madison is training a chimp to stand upright while riding a pony bareback. . . . Cliff and Ivan Henry completed a new prop for the rolling globe act. . . . Ivan also works novelties. . . . Rosemary and Mario Rojas have a new trailer. . . . Raymond and Donna Henry Annette are expecting a baby, thus setting up Todd Henry as the first of the Henry brothers to be a grandfather.

The Trainman News, publication of the Brotherhood of Railroad Trainmen, for March 28 carried a story and picture about the 1893 wreck of the Walter L. Main Circus in Pennsylvania, reports Larry Sodler. . . . Bob Printy, former circus wrestler, hosted Terrell Jacobs, wild animal trainer, when the latter passed thru Lagro, Ind., recently.

The Allen Bears close with Hollywood Circus Corporation at Ardmore, Okla., May 23 and will join the Jay Gould Circus.

Jon Friday, aerialist with the Kelly-Morris Circus in '54, was the subject of a feature article in the Sunday (1) issue of The Detroit News, describing his combination of show business with studies at University of Michigan. A two-column picture showed Friday

busily studying a textbook while suspended by a heel-hold from a trapeze.

Jack Klippel and Larry Benner, clowns with the Polack Bros.' Eastern Unit, were in Detroit, while the show was en route to Lansing, Mich. They visited with Bill Green, former press agent for the show. . . . Al Butler, for many years with the Ringling Show, is in Detroit in advance of "The King and I," which will play the Fox Theater.

Bozo Ward has written a new pantomime act and is currently playing night spots in the East. . . . According to Mabel Stark, veteran wild animal trainer who is currently appearing with the Nippon Traveling Zoo Company at (Continued on page 72)

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Capitol Arena Snares First AOW Championship

ELIZABETH, N. J., May 7.—In racking up 17.40 points after a 60 per cent handicap adjustment, the Capitol Arena Skating Club, Trenton, N. J., won its first America on Wheels skating championship in the 15th annual competitions held recently at Twin City Arena here.

In winning this year's contests Capitol skaters took home a new sterling silver trophy, the fourth donated by AOW since the contests started. Once a trophy is won three times by a club, it is retired and becomes the permanent property of that club. The first two trophies were won by Twin City Skating Club. The third one was retired by the Boulevard Arena Skating Club, Bayonne, N. J., which won the championships in 1951, 1953 and 1954.

Climax of the 1955 championships was a dinner-dance held at nearby Military Park Hotel at which all competitors were guests of AOW.

In the past the Capitol organization has been a club of few contenders and fewer winners. This year it had to fight an uphill battle because it earned no points in speed competitions, a division in which most clubs normally garner many points. In addition, points won by one Capitol contestant

were not counted in the final tally because of late entry.

A complete breakdown of points earned, handicap percentage and adjusted points for all clubs participating follows: Capitol, 29, 60 per cent, 17.40; Hackensack (N. J.) Arena, 61, 28; 17.08; Boulevard, 76, 21, 15.96; Twin City, 39, 35, 13.65; Peekskill (N. Y.) Arena, 16, 84, 13.4; Paterson (N. J.) Arena, 14, 91, 12.74; Alexandria (Va.) Arena, 12, 84, 10.08; National Arena, Washington, 26, 35, 9.10; Bladensburg (Md.) Arena, 15, 64, 9.6; Mount Vernon (N. Y.) Arena, 5, 91, 4.5, and Levittown (L. I.) Arena, 3, 100, 3.

The handicap system is used by AOW so as to equalize each club's chances of winning. It is based upon the number of entries from each club, taking into consideration the potential number of points each entrant may win.

Every phase of roller skating and every division of skating is covered in the championships. This year two divisions were added, the Tiny Tot division in free style skating for any youngster under seven years of age, and the Veterans' division in dance skating for women 25 years of age or older and men of 35 or over.

Levittown Arena, a newcomer to the chain, was represented by two dance teams. One of them, Linda Emery and Richard Walworth, won silver medals in the novice dance division.

5 Operators Join RSROA

DETROIT, May 7.—Five operators, the owners of three rinks, have been added to the membership roll of the Roller Skating Rink Operators' Association, it was announced this week at RSROA headquarters here by Robert D. Martin, secretary-treasurer.

The operators and their rinks are Gustaf J. Heber, Heber's Roller Rink, South Magna, Utah; J. C. Todd, H. F. Gardner and S. S. Scott, Arena Roller Skating Club, Lincoln, Neb., and William A. Bauer, Lorain (O.) Arena.

Nickelson at Midtown Drome

SAN ANTONIO, May 7.—Thomas W. Nickelson has taken over as manager of the Midtown Drome here. At one time he was publicity director for the Lytle Theaters.

Marathon, Skating Show at Kingston

KINGSTON, Tenn., May 7.—"Cavalcade on Wheels," a complete roller skating show, plus a marathon contest in which contestants will try to better the record of 315 miles in 24 hours, non-stop, established by Jessie Carey in Paris in 1910, will be held in Al Parker's Roller Rink here, May 30-June 1.

The marathon entry fee is \$1 and it will be a winner-take-all affair open to anyone. Four judges will be on the floor at all times. To date 150 entries have signed for the contest, including two New Yorkers, Don Decker and Fred Spencer, who lasted 14 hours in last year's marathon at Kingston.

The marathon will start at midnight June 1. The two-hour skating show will be offered on the preceding three days.

Huberts' 100G Spot Opens in Pasadena, Tex.

PASADENA, Tex., May 7.—Huberts' Roller Rink, a new \$100,000 job, opened April 21 at 1107 Broadway. Two brothers, Ray and Reese Hubert, are owners-operators. They also operate portables at Baytown and Galena Park, Tex. Pasadena, an industrial city of 40,000, joins Houston on the East.

The ultra-modern steel frame and masonry constructed building has air conditioning, remote lighting control and ceiling speakers that beam music equally to all parts of the arena. Two hundred permanent spectator seats are provided, with space left for 500 temporary seats. Ladies' lounge and powder room, dressing rooms and plenty of steel lockers are included in the layout. The structure is half surrounded by a spacious hard surfaced, floor lighted parking area.

The rink proper, built of maple on a concrete slab, will accommodate 1,400 skaters. A floor master will be constantly on duty to insure order and give technical advice to skaters.

Elaborate opening ceremonies included shows by skaters from Bridgeport, Conn.; Tulsa, Okla., and Temple, Tex. Door and skill prizes were awarded.

Tex. Contests In San Antonio

SAN ANTONIO, May 7.—Texas' only national roller skating champion is trying for new honors here at a State-wide roller skating meet which opened Thursday (5) and is scheduled to close Sunday (8) at the Midtown Roller Drome.

The contests are being held to decide the 1955 Texas champions.

Top skater is Miss Jeanne Varekas, the 1954 national girl's speed champion. The only Texan ever to take a national title, she was also Texas speed champion, won at the State slow held last year at Fort Worth. She is entered in this year's junior girl speed event and in novice fours, novice pairs, novice dance and relay racing.

Contests are being sponsored by the Roller Skating Rinks of America. Costs will be covered by the \$3 general admission and the \$5 reserved seat charge. One ticket is to be good for all four days.

25% Gross Hike

Continued from page 58

fun center, the addition annually of several new major attractions and a high-powered publicity-promotion campaign carried out each year are believable reasons for an increase in business, as advanced by Rosenthal.

Conceivably few inhabitants of the metropolitan New York area get thru a day without being exposed to some spoken or written word heralding the funspot on the Jersey side of the Hudson River. The emphasis is often on free features and bargain rates.

The promotion of 50-cent combination tickets, claimed by Rosenthal to be 10 times more popular this year than last, has been extended to include even the usual bargain days when rides are priced at 5 and 10 cents. The 50-centers provide admission plus seven rides. Deducting the price of admission, the holders get the rides for 3½ cents each.

An indication of good or increased business will not lead to any slackening of promotional activity. If anything, Rosenthal says, it is a signal for increased effort to build more patronage when it is known the potential exists.

ROADSHOW REP

ADDITIONAL personnel signed for the Neil E. Schaffner Players, currently in rehearsal at Wapello, Ia., are Sandra Williams, ingenue; Bill Gray, juvenile; Jay Bee Flesner, back again as heavy; Ed Ward, back for his 28th season as character actor, and the Musical Grays and Bert Dexter, comedy dancer, for the vaude department. Operator Schaffner had previously announced the signing of Crampton and LaVoe, dance stylists; Evelyn Justice, late of the Barter Players of Virginia, leads; Scott Edmonds, who had been with the Palm Tree Playhouse, Sarasota, Fla., leads; George Allen and Jimmy Davis, juveniles. Schaffner's 30th annual tour kicks off May 22 in Burlington, Ia. As in past seasons, the show will be sponsored in many towns by Chamber of Commerce and service organizations. New this year will be a wagon stage which will permit change of setting in a matter of seconds. The wagon stage permits the preparation of one set while

another is before the audience. Schaffner said it will be particularly useful in connection with a new play he has written, as yet unnamed, which calls for eight settings. Jay Bee Flesner, who also is scenic designer and builder, is constructing the stage. Schaffner said that it is the first time, to his knowledge, that anything that elaborate has been attempted on a traveling tent show. Of particular satisfaction to Schaffner was a recent announcement in the Wapello Republication that the local Chamber of Commerce is sponsoring a three-day celebration during May, prior to the show's Burlington opening, at which the entire Louisa County area will pay tribute to Schaffner and his wife, Carolyn. It has already been suggested that the celebration program include a parade, free lunch, a performance of the Toby and Susie show which appeared on the "Omnibus" TV program last winter and introduction of former Schaffner players who have made good in big-time show business.

Drivin' 'Round the Drive-Ins

New CinemaScope equipment has been installed at the Freer Drive-In at Freer, Tex., operated by Jack Telford. . . A new 80 by 50 screen has been installed at the Sunset Drive-In Theater at Lubbock, Tex., one of the largest outdoors in West Texas. Drive-In is operated by Preston Smith. . . An "Operation Drive-In" was held at the San Marco Drive-In, San Marcos, Tex., by the San Marcos Junior Chamber of Commerce for two nights. Proceeds of the special showing were to finance the trip of the Jaycees to the State convention in San Antonio. . . CinemaScope equipment has been installed at the Montopolis Drive-In Theater, Austin, Tex., operated by Eddie Joseph. . . Bob Euler, manager of the Bonham Drive-In at Bonham, Tex., has announced that a new wide screen will be

installed. The screen was ordered but failed to arrive on the date scheduled. It will be 78 feet wide compared to present screen, 52 feet wide. A charcoal broiling equipment set-up has been installed at the concession stand.

The Lawrence (N. J.) Drive-In of the Walter Reade chain has added CinemaScope. Its opener had corsages for the ladies, balloons, free popcorn, and boutonnières for the men. . . The chain's new 1,000-car Absecon Drive-In near Atlantic City is expected to be opened for the Decoration Day weekend, and its St. James Drive-In in Asbury Park, as well as the Lawrence Drive-In, will carry the Lawrence Marciano - Cockell heavyweight title bout.

The Keystone Drive-In, Lebanon, Pa., has reopened for the season.

N.E. Op's Hopes Soaring

Continued from page 58

with a milk company for free rides. The moppets hang on to the carton and present it at the booth for a free ticket.

Wolbarst reports business up over last year even with the poor break in weather, and says if the season keeps up a few weeks he will invest in new rides.

Revere Beach was in full swing. Larry Stone reported grosses up at Paragon Park at Nantasket, and Hampton and Salisbury beaches reported the good weather drawing customers from as far away as the Boston area.

Even Boston's Swan Boats took to the water on Public Garden Lake for the first good day's business. They had been laid up since Easter Sunday had rolled up a fair gross for the season's opener. John Paget and his son Paul had the boats shining in new red and white paint.

No Price Hike Protests

The boats have been operated by the Paget family since 1884. Last year Paget senior upped the price from a nickel for children and a dime for adults, to 10 and 15 cents. Paget reports business better than ever with the increase.

North Dartmouth's Lincoln Park also had a good weekend with its huge Kiddieland. It is understood other amusement centers in New England are in negotiations to

bring big name entertainers this season. Al Martin's agency hopes to have Gabby Hayes at Riverside Park in Agawam and it is likely that the cowboy comic will go to Lincoln Park and others.

The Roller Coaster at Salisbury, recently rebuilt after being smashed down by last season's hurricane, is operating at the same ride cost as before. The Coaster has been restored to the same height as previous, 82 feet, with local labor under the direction of Ed Doucette, chief engineer of the Philadelphia Toboggan Company.

At Revere, Abe Shore, of Freeman & Shore, reports two new adult rides on the way. One is a new Twister built by Alan Herchell Company, and the other, a Round-Up, from the Hrubetz Company.

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MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

A new red scotch plaid steel case, the Scotty Picnic-Aire, has been placed on the market for the prize, premium and concession trade by Ever-Wear Trunk Works, Inc., Chicago. The 23-piece outfit has packed in its lid dinnerware in four pastel shades—dishes, cups, knives, forks, spoons, spill-proof salt and pepper shakers and table cloth. With a quick pull of the maple legs, the outfit is turned into a 20 by 27-inch table in three seconds. It is ideal for hunting, fishing and picnic trips, the firm states. Weighing less than 10 pounds, it is adaptable for any type family outing. It is priced to retail at \$13.95.

A revolutionary new fish-landing net, the Weigh-O-Matic, has been introduced by Voedisch Bros., Inc., Chicago, at a list price of \$6.75. An innovation is a weighing scale built into the handle. Of first-class construction, the product consists of a net ring of aluminum tubing three-eighths inch in diameter, handle of tempered aluminum aircraft tubing seven-eighths inch in diameter and 24 inches long; scale parts that are easily replaceable, sturdily built to resist abuse and corrosion resistant, and net of imported, hand-tied 10/12 cotton twine one-inch mesh, 18-inch top diameter and 36-inch depth. Total weight is 17 ounces. The nets come packaged six to a carton.

A steadily increasing number of executives and mailing departments are finding the answers to their questions about postal regulations and the economical use of the mails

in a new publication, the Postal Review, Battle Creek, Mich. The only publication of its kind, the Review provides subscribers with a manual of postal rates and services, plus a biweekly bulletin of new postal developments and a special department on mailing tips to cut unnecessary postage. A one-year subscription at \$20 covers the basic manual, the checklist of money saving tips, bulletins on postal developments of the past year, current biweekly bulletins and a complete index to the bulletins. Additional subscriptions are available at a reduction of \$5 each per year.

Your life takes a new turn as you stand on Turn Style made by Relax It Vibrators, Inc., North Hollywood, Calif. The sturdy rubber platform rotates while you yourself pivot on it, bending, twisting, stretching and turning. Turn Style is a small platform covered with non-slip synthetic rubber and has a two-pound concealed counterweight concealed in it to provide resistance at the end of each swing. Retail for \$9.95 plus postage.

A & A Novelty Company, Cincinnati, reports strong returns from its ad offering all-weather plastic pennants. Durable, tough and brilliant in appearance, they can be had at \$4 each or in lots of one dozen at \$3 each. Write for larger quantity prices. So confident is Roger Hilbert, owner, that you'll be satisfied, that he will refund your money if you are not satisfied. All orders are promptly filled and shipped at once.

PIPES FOR PITCHMEN

By BILL BAKER

JACK (BOTTLES) STOVER . . . scribbles that he's back on the hustle making the hills and valleys of Virginia, West Virginia and Maryland. He further reports that his good friends Chief Lone Wolf and his squaw are doing a bit of okay with their med layout.

R. L. KELLY . . . lettering from Atlanta reports that the telephone and railroad strikes have put a big fat damper on business down around that area. Kelly says that there are very few demonstrators and pitchmen working at the time.

COL. H. G. COFFEE . . . of 13 Moss Street, Martinsville, Va., says that he'd like to have a word from those two noted pen pitchers, Tex and Bertha Dabney. The Colony says that he's off the road now and is only working in a few of the towns which he played several years ago. He further adds that he recently ran across Freddie and Roy in Winston-Salem.

FRANK L. SULLIVAN . . . would like to hear from Harry Goezinger or anyone else he knows who has a car. Object—to work the fairs with him. His last address was the Milner Hotel, Oklahoma City. However, if he has since pulled up stakes from there, we feel sure that the hotel will forward his mail to his present address.

D. J. COLLINS . . . one of the real old-time whitestone workers, recalls the good old days when he used to work around drugstores with his Mexican diamond rings and tie pins. They sold for 50 cents a dip and you could take your pick. He remembers that the take was plenty good in New York, New Jersey, Pennsylvania and at the seashore spots in the summer time. Brother Collins is now of the opinion that the drugstore window deal is a thing of the past. (Editor's note: We're sorry to report that Collins is having a little peeper trouble and is now in Ward 4, Veteran's Hospital, East Orange, N. J. He would like to hear from all of

his friends in the fraternity including his old sidekick Tommy Glynn.)

FIVE YEARS AGO . . . in the realm of pitchdom: The Hosbergs, Glenn and Marcia were reported to be knocking 'em dead with their gadget and shampoo stand at the Home Show, Dallas. Mike Gunn, after a successful run at the sports show, Oklahoma City, had returned to Dallas and was working a downtown parking lot. Speedy Haskal was picking up a lot of loose lettuce working Svangali decks and mice at the Farmer's Market, Miami. Many of the boys, including Andy Day, John Gauer, Razoo Williams, Graveyard Collins, Count Kenner, John Palmer, Ben Turpin and Jim Wicker, were all hanging around the Mohawk Hotel, Chicago, cutting up jackpots and making plans for the coming season. Jim Brown was anchored in a big Trenton, N. J., department store pitching toys for the Easter trade. Max (Gillie) Cohen was doing a knock-down-drag-'em-out act with the doctors in St. Louis City Hospital. Buddy Krause and his wife were purveying their eyeglass cleaner at the Home Show, Dallas. Bill Posy reported that a flock of the boys and gals were working at the home show which was being put on at Daytona Beach, Fla., by Al Stern. Arthur House had just left Miami for Fort Worth, where he was planning to work a drugstore. Kitty Roan had her shampoo layout working to good long-green counts at the Home Show, Dallas. Chief Lone Wolf was packing up his wigwam in Doyle, Tenn., preparatory to taking to the road for another season. Julius Lazarus had completed arrangements to take his screen layout on a tour of California and Arizona. Doc Howard was still putting the snatch on a few nickels pitching horoscopes in the basement of the Woolworth store in downtown Los Angeles, and the Ragan twins, Madaline and Mary, were pushing figurines in McLellan's store, Little Rock.

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Birmingham—Better Homes Expo., May 12-22. Pat O'Toole, Town House.

California
Los Angeles—Home Show, June 9-19.
San Diego—El Cajon Community Fair & Home Show, May 25-30.
San Diego—Portugese Fiesta, May 29.

Colorado
Denver—Home Show, May 8-15.
Estes Park—Colorado Festival, June 17-19. James Johnson.
Denver—Antique Show, July 5-8.
Estes Park—Appaloosa Horse Show, July 16. Dr. A. G. Fiske.
Estes Park—Koshare Indian Show, July 21-22.
Glenwood Springs—Strawberry Days, June 25-26. L. E. Meredith.
Greeley—Horse Show, June 25-26. Chamber of Commerce.

Connecticut
New Britain—American Legion Carnival, May 23-30.
New Britain—VFW Carnival, June 13-18.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, July 17-20. Foster B. Steward, 1401 Peachtree St., N.E.

Illinois
Champaign—Homecoming and Street Fair, July 6-9. Homer Wolfe.
Chicago—Celebration, July 4. (Soldier Field.)
Iroquois—Celebration, July 2-4.
Lexington—Centennial, July 10-17. T. M. Patton.
Marks—Homecoming, July 1-4. Bruno Biagi.
Onaga—Celebration, July 4.
Onarga—Celebration, June 30-July 4.
Palmyra—Terry Park Industrial Fair & Centennial, July 23-28. Oral H. Cooper.
Salem—Sailors & Soldiers' Reunion, June 20-25.
Sawyerville—Firemen's Homecoming, June 17-18. Al Ondo.
Stockton—Street Celebration, July 14-16. F. C. Niemeyer, Lions Club.
Vandalia—National Crow Shoot, June 17-19.

Indiana
Montezuma—VFW Community Fair, June 21-25. Frank Willhete.
North Webster—Mermaid Festival, June 28-July 4. Lions Club.

Iowa
Carson—Pow-Wow, July 26-27.
Correctionville—Centennial, July 22-23.
Lewis—Homecoming, June 27-29.
Osceola—Celebration, July 4.
Riceville—Centennial, May 28-30.
Iola—Allen Co. Centennial, June 3-7. Edward B. Porter.
La Porte City—Centennial, June 6-8.
Woodbine—Celebration, July 18-19.

Kansas
Kansas City—Antique & Home Decorator Show, June 28-July 1. H. K. Larsen, N. Webster, Ind.

Kentucky
Eminence—IOOF Celebration, June 27-July 4.
Lexington—Jr. League Horse Show, July 11-16.

Louisiana
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 13-14. Carroll Trahan.
New Roads—Baton Rouge-Pointe. Coupee Boat Festival, May 28-29. Dr. George Thomas, 1112 N. Blvd., Baton Rouge.
New Orleans—Home Show, May 21-29.
New Orleans—La. Boat Festival-Fan American Regatta, June 18-19. I. J. G. Janssen Jr., Box 52, Arabi.

Maine
Houlton—Celebration, July 4.

Maryland
Baltimore—Pimlico Yearling Show, May 18.

Massachusetts
Charlestown—Celebration, June 13-18.
Gloucester—St. Peter's Fiesta, June 30-July 3.
Charlestown—Celebration, June 13-18.
Gloucester—St. Peter's Fiesta, June 30-July 3.
Lowell—Celebration, July 2-4.
Westfield—Elks Mardi Gras, June 6-11. James T. O'Brien.

Michigan
Petoskey—Mich. Water Wonderland Festival, July 2-4. Chamber of Commerce.

Minnesota
Menominee—Menominee Dairy Show, July 30. Gail E. Bowers, Court House.
Mount Clemens—Amvet Fiesta, June 30-July 4. Hugh Lennox, 21337 Cass Ave.
Port Huron—Blue Water Festival, July 18-24. Floyd B. Walters.

Missouri
Bolivar—Kiwanis Club Jr. Livestock Show, June 16. A. T. Johnson.
Carthage—Jersey Parish No. 1 Jersey Show, June 1-2. Melvin West.
Carthage—County 4-H Show, July 26-30. Jerry Nutt Jr., WCAZ.
Eminence—Celebration, July 2-4. Carl E. Chilton, Lions Club.
Galatin—Jr. Lamb Show, June 9. Geo. H. Schmitt.
Gerald—4-H Livestock & Home Economics Show, July 3-4. Hugo Schmidt.
Jefferson City—Lions Club Festival, June 30. David R. Newsam.
Maryville—County Fat Lamb Show, June 10. Kenneth Walkup.
Maryville—Northwest Mo. Horse Show, July 21-23. Mrs. Lester Swaney.
Moberly—Kiwanis Club Jr. Lamb Show, June 15. A. T. Johnson.
Warrensburg—Centennial, July 3-9. C. L. Park, Station KOKO.
Springfield—Ozark FFA Lamb Show, June 3. John L. Kirby.
St. Joseph—Apple Blossom Celebration, May 9-14.

Montana
Plentywood—Celebration, July 2-4.

Nebraska
Broken Bow—75th Anniversary Celebration, July 1-5. Dr. L. R. Wallace, Box 219.

Nevada
Las Vegas—Heldorado Days, May 13-16.

New Hampshire
Canopic Lake—Sports Show, May 26-30. Maurice Holland.

New Jersey
Dover—VFW Celebration, July 4-9.

New York
Haverstraw—Old Home Week, June 6-11.
Kingston—Hudson Valley Firemen's Convention, June 13-18.
Lackawanna—Marine Corps Celebration, June 5-11. Fred V. Catuzza, 54 Jackson St.

Ohio
Bellairre—Italian Celebration, June 4-12.
Port Recovery—Harvest Jubilee, July 4-9. B. B. Burke.
Madison—Booster Club Harvest Picnic, July 22-24. Mrs. Norah Austen.
North Industry—Homecoming, July 19-23. Geo. Marlow.
Portsmouth—Charity Horse Show, May 28-30.
Waco—Homecoming, June 21-25. Geo. Marlow.
Woodville—Celebration, June 30-July 4. Henry Herkel.

Oklahoma
Broken—Arrow—Celebration, May 13-14.
Coalgate—'89'er Celebration & Homecoming, May 11-14. H. B. Dickson.
Oklahoma City—Do-It-Yourself Show, May 18-19. James C. Burge, Okla. Pub. Co.
Oklahoma City—Charity Horse Show, May 18-21. Walter Duncan, First National Bldg.
Pawhuska—Ben Johnson Memorial Steer Roping, June 26.
Pawhuska—Osage Co. Cattlemen's Assn. Convention & Ranch Tour, June 24-25.
Pawhuska—International Round-Up Club Cavalcade, July 29-31.
Tarentum—Boat and Sports Show, May 9-14. James W. Grinder, 139 7th Ave.
Tulsa—Do-It-Yourself Show, May 8-17. Jack Wright, Tuloma Building.

Pennsylvania
Arnold—Old Home Week, July 11-17. David V. Santore.
Brookville—Sesquicentennial, June 20-25.
Ebensburg—Cambria Co. A. L. Celebration, July 11-16. Roland E. Fisher, 3 S. Market St.
Mercer—American Legion Homecoming, June 27-July 2. H. H. MacMillan.
Phoenixville—Firemen's Fair, July 27-July 2. Ben Stevens.
Pittsburgh—Sports Show, June 24-July 1. Don Stone, Pitt Post Gazette.
Southwest Greensburg—Westmoreland Co. Firemen's Convention, June 6-11. H. W. Churns, 524 Alexander, Greensburg.

South Carolina
Bamberg—Centennial, May 9-14. Robert W. Powers.
Beaufort—Celebration, May 30-June 4.

South Dakota
Aberdeen—Knights of Columbus Carnival, June 8-12.
Bison—Gaia Day, June 23.
Bridgewater—Diamond Jubilee, June 7-8.
Brookings—Shorthorn Show & Sale, May 23-24.
Canistota—Sports Day, July 14.
Chamberlain—75th Anniversary Jubilee & Water Carnival, June 3-5.
Conde—Celebration, July 4.
Custer—Gold Discovery Days Pageant, July 24-26.
Dell Rapids—Diamond Jubilee, June 9-11.
De Smet—Old Settlers' Day, June 10.
Fort Pierce—Annual Celebration, July 4.
Gregory—Celebration, July 3-4.
Hot Springs—Miss. S. D. Talent & Beauty Pageant, July 16-17.
Lennox—Celebration, June 7-9.
Madison—75th Jubilee Celebration, July 3-6.
Pierre—Historical Pageant, Rodeo and Carnival, June 18-19.
Plankinton—Tulip Festival, May 24-26.
Redfield—75th Anniversary Celebration, June 14-15.
Sioux Falls—Shrine Ceremonial, May 19.
Spencer—Diamond Jubilee, June 27-28.
Vermillion—Horse Show, May 30.

Tennessee
Dayton—E. Tenn. Strawberry Festival, May 9-14.
Livingston—Strawberry Festival, May 16-21.
Memphis—Memphis Cotton Carnival, May 10-14.

Texas
Belton—Independence Celebration, July 1-4.
Brady—Jubilee, July 2-4. Joe T. Ogden.
Corpus Christi—Buccaneer Days, May 12-15. Buster C. Sheley.
Fredericksburg—Horse Races, July 2-4. Wm. M. Petmecky, Box 486.
McAllen—Celebration, July 3-5.
Navato—Grimes Co. Watermelon Festival, July 3-4. Marshall S. Croft, Box 350.
Rockdale—Celebration, July 4.
Stockdale—Stockdale Watermelon Jubilee, June 24-26. Joe Meyers.
Uvalde—Uvalde Company Jr. Show & Sale, May 12. Bob Wellborn.

Utah
Delta—Millard Co. Jr. Livestock Show, May 20-21. Ward Nielsen.
Ephraim—Sanpete Rambouillet & Jr. Fat Stock Show, May 21-22. Geo. Beal.
North Salt Lake City—Intermountain Jr. Fat Stock Show, June 2-3. Merrill Parkin.
Ogden—Pioneer Days, July 24-30.
Perron—Jr. Livestock Show, May 12-15. Willis Hill.

Richmond—Black and White Days, May 21-22. Quentin Peart.
Salt Lake City—Home Show, May 11-16. E. I. Greenband, 39 Exchange Place.
Salt Lake City—Pioneer Celebration, July 20-24. Jos. Chandler, 326 S. State St.
Vernal—Unitan Basin Jr. Livestock Show, May 27-28. Marvin Smith.

Vermont
Hartland—Green Mountain Expo., May 27-30.

Virginia
Ettrick—Jamboree, May 16-21. R. E. Nugent.
Richmond—Rose Show, May 10-15.

Washington
Enumclaw—Enumclaw Jr. Dairy Show, May 21. Martin J. Teeter.
Spokane—Inland Empire Home Show, May 21-29.

Wisconsin
Milwaukee—Horse Show, June 3-5.
Merrill—Legion Celebration, July 1-5. Edward Priebe.

Wyoming
Casper—Rocky Mountain Oil Show, June 23-26. Darrell Booth.
Lander—Pioneer Days, June 28-July 4.

CANADA

Alberta
Banff—Indian Days, July 14-17.
Calgary—Sportsmen's Show, May 21-28. Roy Lisogar, 7 McDougall Court, Edmonton, Alta.
Edmonton—Sportsmen's Show, May 7-14. Roy Lisogar, 7 McDougall Court.

British Columbia
Vancouver—Sportsmen's Show, June 3-11. Roy Lisogar, 7 McDougall Court, Edmonton, Alta.
Victoria—Sportsmen's Show, June 14-18. Roy Lisogar, 7 McDougall Court, Edmonton, Alta.

Nova Scotia
Annapolis Royal—350th Anniversary Celebration, July 30-Aug. 2.

Ontario
London—Miss Canada Pageant, June 26-July 2.
London—Centennial, June 30-July 9. Tom Ringler, City Hall.
Ottawa—Ottawa Tulip Festival, May 15-19.
Toronto—International Trade Fair, May 30-June 10.
Toronto—Intl. Air Show, June 4-5.

Disneyland Rides

was set up on the grounds adjoining the original plant to test out the pulling power. A six-cylinder automobile engine will propel the engine and pull the cars. To take the ride over the rises, chains inside the tracks and sprockets on the engine will be used. However, unlike the Roller Coaster, the sprockets will turn with the chains remaining stationary.

A Disney-designed ride—Dumbo, the flying elephant—is in the works, too. Hydraulically controlled flapping ears will distinguish this device.

The Tea Cup ride for the "Alice in Wonderland" sequence will use a platform 50 feet in diameter with three "saucers" 18 feet in diameter turning on it. The "saucers" are of spun-glass construction.

Arrow entered the field several years ago with the construction of Merry-Go-Rounds and later added a kiddie auto ride and boat ride. The partners, all engineers, point out that they employ steel wherever possible. In converting to steel, Hardiman, Bacon, Morgan and Anderson have designed new parts that add to the durability of their devices.

Sign Ed Carroll

augmented to include types of racing for pleasure cars, sportsmen type, jalopies, midgets, demolition and combined thrill show and auto race programs.

Modern Plant

The Eastern States track was completely rebuilt under Reynolds' direction for the 1953 exposition. A 10-inch carpet of asphalt, gravel and chipped rock track was installed with double banked curves. Race programs have been staged at the last two Expositions plus a few special dates during the spring and summer of last year. Reynolds' plan has been to bring the auto racing at the exposition under local control, and the contract with Carroll will provide for that kind of supervision. The combination of modern track, large parking areas and local operators should be a winning one, according to Reynolds.

Carroll is already negotiating with several auto race organizations for special programs at West Springfield. At the moment he has plans started for three holiday race cards, the first to be staged Memorial Day with July 4 and Labor Day dates to follow.

There will be no change in racing plans at Riverside.

UNDER THE MARQUEE

Continued from page 69

Osaka, Japan, business has been good for the show. In a letter to Frank S. Metzger, who is confined to U. S. Naval Hospital, San Francisco, Miss Stark reported that the show recently added a sea elephant.

Doris and Vern Orton arrived in Copenhagen April 22 on the S. S. Stockholm, with their auto and a truckload of sway pole equipment. They play the open-air stage in Tivoli Summer Garden starting Sunday (1) for full month, after which they play two weeks of June in the Zoo-Tivoli, Odense, then to England.

Whitey Boyd has returned from Dayton and Columbus, O., where he played Shrine dates for **Izzy Cervone**. Prior to the May 2 opening of the Nat Lewis circus in Brantford, Ont., he had devoted most of his time to assembling the musical score for the show.

Visitors on Mills Bros.' Circus when it played Columbus, O., recently were Mr. and Mrs. Buck Lucas, Mr. and Mrs. Clyde Ferguson, Marilyn and Faith King and Mr. and Mrs. Harry Swank and family. ... Robert D. Good, Allentown, Pa., fan, his wife, father, son and daughter recently took in the Big Show in New York, the fourth R-B performance seen by Good this year. He reported having particularly enjoyed the performance of the **Four Juggling Colleanos**, natives of Allentown and the children of Mr. and Mrs. James O'Donnell (nee Colleano).

Charles Formann Jr., advance promotion man for Mills Bros.' Circus, and his wife, Ann, recently spent a weekend in New York and then returned to Wilkes-Barre, Pa., to work on upcoming Mills date there under sponsorship of the Order of the Alhambra. Mrs. Formann plans to return to their home in Newport, R. I., after a 10-day stay in Wilkes-Barre.

Kenneth Ikirt advises from Ring Bros.' Circus that long runs averaging about 70 miles a day have been the rule since show left Pensacola, Fla. After opening under police auspices there April 14, show laid off a day for the 126-mile jump to Andalusia, Ala. "Good thing the show had a day off," Ikirt said, "because the highway had just opened that day after a severe storm."

When Ringling Bros. and Barnum & Bailey goes into the newly developed lot across the street from Pittsburgh's Kennywood Park on July 6-8, it will mark the first time a circus of that size and a major amusement park have worked together. The circus will be playing on one of Kennywood's parking lots.

Bill Wilcox, advertising car manager of the George W. Cole Circus, caught the night performance of Hagen Bros.' Circus recently in Chillicothe, Mo. Wilcox reports that the show played to a full house. He also visited with Concession Manager Bob Stevens.

District Two members of the CFA held a dinner meeting at St. George's Inn, Wallingford, Conn., Saturday (30). Joe Lederer, ringmaster of the Barnum Festival; Joseph P. Carberry, district director, and Carl Pratt were among those attending. Circus movies were shown.

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MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Adams, Pete; Allen, Ray; Allen, Tom M.; Alvarado, Betty; Ames, Geo. L.; Anderson, Bob; Archer, H. L.; Armstrong, Matthew; Arnold, Little Head; Austin, Arthur; Ayers, Bill (Troy); Ayer, Jos. C.; Ayers, Maurice C.; Babbs, "Speedy"; Bain, Debbie; Baker, James M.; Ballard, Horacia; Bandy, Odette; Barlow, Mrs. Tom; Barnes, Roger; (Beers-Barnes Circus); Bates, Mrs. Albert; Beasley, Howard E.; Bellows, Allen (Girl Show Operator); Benesch, Frank; Bernard, Victor J.; Big State Carnival; Blackford, Norman; Blankenship, Beatrice; Blanton, Jess & Mrs.; Bloom, J., Jimmie L.; Bona, Raymond S.; Brady, L. P.; Brenneman, Eugene L.; Brooks, Buddy; (Rebel); Brooks, Norman; Brown, Harold F.; Brown, W. S.; Brownell, Patti; Brownfield, Chas.; Brunning, Wm. M.; Bryer, Mr. Ollie; Burd, Charlie; Burke, Billie (Clown); Burlingame, Dennis; Burns, John Grace; Burrell, Mrs. Jerome; Burrell, Mrs. Viola; Burridge, Ed; Burridge, Frank; Burto, Leon H.; Burton, Howard (Red); Canipe, Jackie & Mrs. Alma Lee; Carr, Jeannie; Casdorp, Calvin; Case, J. B. (Victory Show); Chaikias, Bill; Chapman, "Hoppy" (Agent); Chapman, Mary; Chastain, Wm. & Mrs.; Chapman, Harry; Charney, Elmer; Clark, Robt.; Clay, John; Clayton, Mrs. Charlot; Clemens, Donnie J.; Cole, Wm. & O.; Collier, Les; Conklin, Lola; Conley, W. T. (Terry); Conti, Alfred; Cooper, Jerry; Corry, Harry; Courtney, Mrs. Myrtle; Cox, Miss A.; Cox, Mrs. Esther; Craig, Mrs. Margo; Crawford, Jack; Crawl, Donald; Critzer, Walter B.; Crow, Bill; Cunningham, Mrs. B. C.; Crowell, H. W. (The Congo); Curtis, Mrs. Edna; Cushman, V. L.; Cutler, Nathan; Dalley, James; Dalley, James R.; Danovich Jr., Dan; Davis, Fred; Davis, V. A.; Davidson, Fred C.; DeWald, Frieda; DeWald, Bonnie; DeWinter, Leon; Del Grosso, Daniel (Dell Enterprises); Delph, Tommy; Demetro, Archie; DelRio, Carman; Devine, Harley; Dixie Exposition; Dod, Calvin Milton; Doughland, Mrs. Loretta; Driggers, Woodrow W.; Dunkirk, Wayne; Dunn, Mrs. Kathryn; Edelman, Bob; Edwards, Jack; Edwards, J. D.; Elliott, Mrs. Alice; Ellis, Buster; Evans, Sam; Everidge, Wylf F.; Fairbanks, Wm.; Faith, Laddy; Farnum, Nat; Fawcush, Glen; Fern, Thomas; Ferrin, Jimmy; Fink, Harry; Fisher & Graham; Flynn, Mrs. Vincent; Foster, Gerald L.; Fouse, Miss Ordra; Fowler, Miss Billie; Franklin, Harry; (Deaf); Freeland, Ray & Mrs.; Frenzel, Mrs. Thelma; Fitzpatrick, Freddie; Froman Bros. & Ann; Frost, Mrs. Joe; Fyvie, Mrs. Hattie; Gamble, Henry S.; Garrison, Ray; Gattis, Gladion; Gentry, Wm.; Gentry, Mrs. Dorothy; Gentry, Rye; Gilchrist, Allan; Gillespie, Danny; Goodman, Sidney; Gordon, Miss Pat; Gore, Thelma L.; Grant, C. C.; Griffin, Pee Wee (Cook House); Griffin, Ray; Guardabeni, Murray; Gutherman, Eddie; Habler, Geo.; Haddad, Benny; Haddad, Benny; Hall, Ed & Mrs.; Hall, Jim Osborn; Hall, Ward (Hall & Leonard); Halstead, Glen; Harris, M. S. Sonny; Harris, Walter; Havins, Mrs. Richard; Heerdink, Betty; Holly; Hendley, A. F.; Henneman, Christian; Hennis, Harry (Houston, Tex.); Henry, Clifford; Hensley, Jimmie; Hester, Irene; Hileman, Alfred G.; Hill, Mrs. F. R.; Hilton Sisters; Hobbie, Alvie R.

Todd, Dr. Ronald (Don); Treier, J. C.; Uncle Joes Amuse. Co.; Underwood, Charles; Van Ness, Kenneth; Van Pelz, Homer; Varn, James G.; Victor, Blackie; Walker, Mrs. Viola; Walters, Dallas; Wanz, Mrs. Ruby; Ward, Mrs. Marion; Wardlaw, Eddie Red; Washington, Jim (Bad Eye, Poler); Wasso, Frank; Watkins, Ira & Buddy; Watkins, Wm.; Watton, Miss M.; Weatherman, Jack B.; Webb, John Etown; Webb, Mary; West, Curtis E.; Weinstien, Zelma; Whitney, Joe; Wicker, Milton Jones; Wilkinson, Terest; Margaret; Williams, Earl; Williams, Janet; Williams, John M.; Williams, Mrs. L. B.; Williams, Lawrence R.; Willis, James Elwood; Wilson, Ted C. & Alice; Witychyer Jr., Alex; Woazsek, Bronislaw; Woodrume, Thos.; Woolsey, Mrs. Yzeta; Wright, Donald M.; Yerkes, Irving; Yogie & Argie; York, C. W. (Tattooer); York, George & Mrs.; Zarlington, Mary; Zitowki, Stanley; Zomp, Paul P.; Zuckerman, Louis; Zima, G. M.

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Anderson, Paul; Brotzky, Z.; Carter, Frank; Clarkson, Robert; Debriato, D.; Friedenheim, Elsie; Getgood, George; Hammond, Dea. William; Harris, H. B.; Herdle, Bill; Hopkins, Russell; Kelly, Edyth; Kelly, Jack; Larsen, George; Madison, John; Murphy, David; O'Connor, William T.; Say, Edward; Smith, Edward; Takowitz, Sam; Wenzel, Fred; Zima, G. M.

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Ackley, James W. & Elva; Alter, Helen; Backer, H. W.; Barlow, Penny; Bennett, Elbert M.; Bennett, James T.; Bennett, Leon; Best, Wayne; Boswell, William A.; Bouillon, Frenchie; Boyd, Kathy; Breeden, Claude M.; Bullock, Kenneth; Burton, Marie E.; Burton, Bobby; Bybee, James H.; Cantrell, Fred; Carey, Thomas P.; Carl, Robert E.; Carlyle, Malcolm A.; Carr, Kenneth; Chapman, Mary A.; Clark, Robert; Crowell, Mr. & Mrs. Harold W.; Cruz, Ed; Darlington, Cy; Dearing, R. E.; DeBusk, C. Y.; DeGrosso, Danny; Dibosque, Joe; Dibsodie, David; Ehmman, Albert G.; Elsonman, Lillian S.; Evans, Thelma; Foss, John D.; Freeland, Raymond F.; Fry, Mrs. Marion; Ganote, Webster D.; Gaskin, Clifford; Good, Bury T.; Gray, Lewis C.; Greene, Mr. & Mrs. Mae; Grover, Barnie; Grutel, Jack; Hall, Ed L.; Hamilton, Jack R.; Harris, Buddy; Hayes, William H.; Herman, Mrs. Eva; Hill, Edward J.; Johnson, Rose; Jacob, Carl M.; Jennings, Harold; Johnson, Whitey; Joy, Mrs. Alma; Kelly, Mrs. Edyth; Krager, Walter; LaMont, Robert E.; Lane, Charles; Lee, Mrs. Clara; Lee, Robert J.; Leewright, Robert; Legon, Mr. & Mrs. Eldon; Lindeman, Clarence; Lindie, Bernie C. E.; London, Tommie; Loy, Verna; Lundgreen, Mr. & Mrs. Edd; Lynch, Douglas D.; McGinley, Horace; McKasky, Fingers; McLean, R. J.; McSparren, Wm. P.; March, Red; Marsh, Jesse B.; Marchand, Mr. & Mrs. Franchie; Zimmer, Florence

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IT'S NEW! MAGIC SPONGE Cleans, Beautifies. Just dampen in water and rub over Fabric to be CLEANED. Cost less than the price of a hot cleaning job. MAGIC SPONGE Prices—Get (2) of these dollar sellers—a \$2.00 value for only \$1.00 postpaid; one to five dozen, \$6.60 per dozen; twelve dozen only \$4.80 dozen. Big market in Homes, Auto Owners and Garages. Order today. Manufactured by PLASTIC & CHEMICAL SPECIALTY CO. P. O. Box 478 Dept. 5-4 Dublin, Georgia

FREE FRISCO SPINDLE WHEEL & BUMPER GAME Write today for complete details. Hand Polished ALUMINUM IDENT \$7.50 or \$8.00. GRAB BAG IDENT \$5.00 GR. HEART & DISC PENDANTS \$39.00 Hand Polished, Nickel Plated Per Gr. MEXICAN EARRINGS \$5.40 Dr. SEND FOR NEW CATALOG TODAY We pay postage on all prepaid orders except Air Mail. FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-2567

ALL-WEATHER Plastic Pennants Durable—Tough—Brilliant 48 assorted color—18-inch Plastic Pennants sewed on a tough heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied. A & A NOVELTY CO. Cincinnati 36, Ohio

THE ORIGINAL "HIT" MINIATURE CANDID CAMERA

FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES

Sensational camera sells like wild! Precision made lens and shutter. Comes complete with genuine pigskin carrying case and carrying strap. Eye-level view finder, polished nickel plated parts.

FREE wholesale CATALOG

Write for our big new 1955 catalog illustrated in dazzling color. Jewelry, leather goods, house wares, toys, novelties, watches and hundreds of other items.

Gold Finish Model "Hit" Camera \$15.50 Per Doz. Sample \$2.00

\$13.50 PER DOZ

SAMPLE \$1.75

Film for "Hit" Camera. Package of 6 rolls. 60¢

GEM Sales Co. 533 Woodward Detroit 26, Mich.

Two For The Money

Write for Catalog of other Bargains!

Handsomely Boxed Smartly Styled

6-Piece WATCH SET

Swiss Watch with sweep second-hand and expansion band. Smart cuff links... matching Tie Clip... Money Clip and Key Holder! Send \$7.90 for sample set. Same as above with rebuilt Elgin or Waltham Watch, \$8.90.

\$6.90 SET

Gold Plated Beautifully Boxed

Costume Jewelry Sets

12 Gorgeous styles with hand-set sapphire and stones. Assorted colors and black cameo. Send \$1.00 for sample.

\$9.60 DOZ.

Cel-Max, Inc. 20% with order, balance C.O.D. 382 So. Main St., Memphis, Tenn.

BETTER BUYS AT LEVINS

8 1/2 in. Fur Monkey	Gross \$ 9.00
9 in. Fur Monkey on Trapeze	Gross 8.50
16 in. Gorgeous Feather Doll	Dozen 16.00
14 in. Ass'd Inflatable Animals	Dozen 4.00
Inside Whistle Flying Birds	Gross 6.00
18 Rib Jap Paper Parasol	Gross 9.50

VERY SPECIAL—Fine Deluxe Quality Black Derby Hats, Heavy Felt, Bound Brim, Adult Sizes Dozen 5.00

Send 25% Deposit With C.O.D. Orders

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

CONCESSIONAIRES—PITCHMEN! NEW AND ATTRACTIVE PACKAGED STYLES

IN Bedspreads • Towels • Blankets • Tablecloths • Towel Sets • Rugs, etc. Fast Moving Items—Appealing to Everyone. Stock on Hand for Immediate Delivery. Your Inquiries Invited.

ROSENBLUTH BROTHERS & CO. 519 BROADWAY, NEW YORK 12, N. Y.

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personal
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.

DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

CASH WITH ORDER

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER (unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

FREE "COMEDY GUIDE" WITH YOUR order. Stag lines, the night club performer's best pal. Clever laugh lines for sure-fire yokes. Issues one and two, "each" \$1. Nos. 3 thru six, "each" \$3. All six, \$10. Showbiz Comedy Service, Dept. V7, 1613 E. 29th St., Brooklyn 29, N. Y. my14

20,000 PROFESSIONAL GAGS, ROUTINES, doublets! 1500 pages! For free comedy catalog write Robert Orben, 73-11 61st Boulevard, Flushing, N. Y. my14

AGENTS & DISTRIBUTORS

A BEST SELLER—AMAZING NEW NOVELTY T-Shirts. Nothing else like them. Not sold in stores. 5 color silk screening. You will not be an agent or distributor, but an independent dealer, buying at manufacturer's wholesale, selling at retail, 100% profits. Begin earning big cash first day. Details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. my28

AMAZING CLOSEOUTS

Tailored earrings, asst. gr. \$15.00
Stone earrings, asst. gr. 18.00
Rhinstone neck and earrings, boxed, asst. dz. 9.00
Bracelets, round and link, asst. gr. 30.00
Tailored tieside sets, boxed asst. dz. 5.00
Ropes, chain & bead, asst. dz. 2.00
Try a sample dozen of any items listed above at reg. prices; 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY BUYERS

ATTENTION—HOSIERY: LOW PRICES FOR jobbers, pitchmen and salesmen; complete line. Ladies' and Men's, Children's Hosiery. No sample order. Sample up to 1 dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. my28

ATTRACTIVE SIGNS FOR ALL RETAIL stores, taverns, diners, real estate, tourist, etc. Large variety for each; sample and list free. No business. Agents wanted. Tuclaw Art, Stanhope, N. J.

BARGAINS—JOB LOTS, CLOSE-OUTS, 2000 items. Save to 50% clothing, hosiery, toys, toiletries, gifts, jewelry, Television, etc. Get acquainted, 25¢ brings wholesale catalog plus free \$1 merchandise certificate. Reliable Jobbing, 311-H North Desplaines, Chicago. ch-mp

AMERICAN FLAGS

Beautiful large 3x17 ft. U. S. Flags. New, 75¢. Best quality with rope and hook. \$70.00 value. Only \$12.50 postpaid.

B & L SURPLUS

Box 150 Ogden, Utah

BASKET EARRINGS — WOVEN STRAW, Bamboo, Filiigree, Cutchell Baskets with miniature fruit or flowers. Sombreros, Guitars, Cups and Saucers, Carving, jewelry, etc. Trial 3 dozen pairs, \$15. Discontinued hand-decorated earrings, 6 dozen, \$18. Lastufka Products, Box 10248, Tampa, Fla.

BIG PROFITS IN YOUR OWN WHOLESALE merchandising business. No investment, no inventory! America's greatest wholesaler. Complete catalog, 25¢. Advertising Sporting Goods catalog. Save yourself 66-2/3%. Space for your own name. We drop ship! Free sales plan. General Wholesale. Box 3058CC, San Francisco. my21

BIG PROFITS SELLING SOCIAL SECURITY Plates, Key Chains with Initial, Car emblem, Samples, \$1. F. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. je1

CLOSEOUTS—\$1 SOUVENIRS; SALT AND Peppers, Shoppers, Pitchers, Vases, Ashtrays, all hand decorated. Minimum, 6 dozen, \$18. Lastufka Products, Box 10248, Tampa, Fla.

ELECTRIC BINGO BLOWERS — \$49.50, complete with ping pong balls. It's the famous Tri-Velette Bingo Blower that you carry around like a suitcase. Fullman Suitcase Brand new; weighs 27 pounds; AC-110 volts. Fully guaranteed! Money back immediately! Free circular. Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. my2

FAMOUS MFR. CLOSEOUTS

Beautiful Summer Assortment \$3.50 dz.
White Necklaces, Pitchers, Vases, Ashtrays, all hand decorated. Minimum, 6 dozen, \$18. Lastufka Products, Box 10248, Tampa, Fla.

SAMUEL SILVERMAN & CO.

1820 Westminster St. Providence, R. I.

HUGE PROFITS SELLING 8 1/4"x11" STOCK store signs. Send \$1 for 30 signs and low price list. Hudak Signs, 511 S. Blakely St., Dunmore, Pa. my28

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. my28

LIGHT REFLECTING SIGNS—RED HOT and sensible 7x11" illustrated color blended; 2000 varieties; \$6 per 100. 15 for \$1 or 10¢ for sample. Koehler, 335 Goetz St., St. Louis 23, Mo. my28

MAGIC SIGN LETTERS — SELL LIKE crazy to merchants everywhere. Colorful plastic. Magically self-sticking, changeable. Free samples. Gary Enterprises, 19625 Venessa, W. Garzana, Calif. my28

MEN'S NYLON STRETCH SOX IN BEAUTIFUL patterns. Good quality, only \$2.50 dozen pair. Ten dozen lots or more \$2.25 doz. pair. Gaala Sales, 4114 Meritas, Columbus, Ga. my14

NEW 7x11" ULTRA-BLUE SIGNS, 7¢ retail 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 868, New York 3, ch-my28

NEW PLASTIC MENDING TAPE—JUST press on! Repairs clothing instantly. Lightning seller! Samples sent on trial. Kristee 71, Akron, O.

PAINT SIGNS WITH MASTER PATTERNS. Set 1 1/2" to 12" with supplies, sent prepaid, \$2. Sample 2¢. Eyerly, BB-583, Newton, Iowa. my28

SEND \$2—GET 1 DOZEN GORGEOUS earrings postpaid; 12 different newest styles to each dozen. Heirloom, 100 Summit Ave., Brookline, Mass.

PITCHMEN, CANVAASERS, SALESMEN! First time advertised! Fabulous, new "Pala" Home Haircutter sells housewives, men in one-minute demonstration. Costs little more than single haircut and you make up to 300% profit. Similar product nationally advertised at \$2.95. Rush \$1.50 for personal demonstrator including 100 self-liquidating 3-way advertising postcards. "Oakwood" BB, Philadelphia 26.

PROFITS UNLIMITED IN YOUR OWN Wholesale Buying Service. Buy 66-2/3% less than retail, famous Appliances, Home-ware, Jewelry, Sporting Goods, Furniture. Big profits selling friends at discount. Free details. National Buyers Service, Box 426CA, Oakland, Calif. my21

ROLL CAPS FOR REPEATING CAP GUNS. \$12 per case; 720 boxes, 5 rolls to box; 25% deposit, balance c.o.d. Guaranteed quality or money back. Gelatin Enterprises, 14 Revere St., Bridgeport 7, Conn. my21

SELL BEAUTIFUL IMPORTED DUTCH deift blue articles and decorated Wooden Shoes. Information free. G. F. Boyd International, 201 West Jackson Boulevard, Chicago 6, Ill.

SPECIAL INTRODUCTORY OFFER—SEND \$2, get one dozen one strand pearl necklaces postpaid. Heirloom, 100 Summit Ave., Brookline 46, Mass.

WAGON JOBBERS, SALESMEN, DISTRIBUTORS. New plastic Key Purse for car keys, parking meter coins; assorted three colors; dozen on beautiful display card. Retail 29¢. Sells to gasoline stations, garages, bars, restaurants, drug, variety, grocery, hardware stores, etc. Large profits. Sample 25¢. Dozen card \$2. H&H Mfg. Co., Tipp City, Ohio.

WESTERN FORTY-NINER SERIES EARRINGS, Boots, Saddles, etc. from manufacturer. \$21 gross. 36 assorted samples, \$6 postpaid. Satisfaction guaranteed. S&E Sales Co., 2007 S. K. St., Tacoma 5, Wash. je4

ANIMALS, BIRDS, PETS

ALLEN — SNAKES, ALLIGATORS, LIZARDS, Turtles, Reptile Curios, Skins, Dens, Western Rattlesnakes, f.o.b. Laredo, \$1.25 per lb. Bulletin issued monthly. Ross Allen Wildlife Division, 112 No. Miami Ave., Miami, Fla. Phone 3-4806. my21

ALLIGATORS, CROCODILES, RATTLE-snake, Pacas, Horned Toads, Tegu, Chinese Dragons, Iguanas, Prairie Dogs, Mice, Chameleons, Python, Boa Constrictors, Guinea Pigs, Congo Eels, baby Turtles, Whales, etc. All the above on hand now. More arriving each week. Snake Farm, or C. C. McClung, Laplace, La. Telephone 5411.

AAA FOURTEEN FOOT BRAZILIAN ANACONDA, extra heavy bodied and in perfect condition, good feeder, \$150. Boa Constrictors of all sizes; large Chinese Dragons and Tegu Lizards. We have in stock for immediate shipment two-toed Sloths, Tayras, Grisons, Tamandua Anteaters, Giant Anteaters, Frenchie Porcepkins, Capybara (world's largest rodent), Grey Fox, Skunks, Monkeys and Birds of all kinds. This week's special: Young Spider or Ringtail Monkeys, very active, 4 for \$100. Tarpon Zoo, Tarpon Springs, Fla.

BABY ELEPHANTS, \$3000; ORANG-utans, \$2000; Royal Pythons, \$200 up. Lion Tail Monkeys, \$150; Langurs, \$75; Berry, 8615 Meridian, Seattle, Wash.

DOG ACT—3 BEAUTIFUL, PURE BRED, white German Shepherd males doing complete fast routine. Only act of its kind in show business. Dogs, props, boxes, \$1500. R. Leonard, 325 South Jefferson, Junction City, Kan.

FOR SALE — PAMAHASIKA'S FAMOUS bird act: Cockatoos, Macaws, Small Dog Act, White Fantail Pigeons, 2504 N. Eighth St., Philadelphia 40, Pa. my21

GREATER INDIAN HILL MYNAHS, \$30; Kingbirds, \$32; Spiders, \$28; Woollys, \$75. Mynas, \$2000; Royal Pythons, \$200 up. 2224 Amsterdam Ave., New York 33, my21

HARMLESS SNAKE DENS — ASSORTED kinds and colors, \$10, \$15, \$50. Large Coyotes, \$35; Babies, \$10; large scinties Skunks, \$20; Honey Bear, \$40; Pacas, \$35; Red Fox Pup, \$15; Owls, \$15; Raccoons, \$15. Complete stock North and South American animals for your show. Large Blue or Yellow Bull Snakes, \$12. Alligators, Monkeys, cubs, etc. all fully acclimated and on hand. We are located center United States; give you faster and cheaper deliveries. Bill Allen, Fredericktown, Mo.

JUST ARRIVED! IGUANAS, ALL SIZES, \$10 to \$25. King Cobras, 10 to 14 feet, \$250 to \$350 each. Anaconda Reptile Farm, 2214 N. San Gabriel Blvd. South Gabriel, Calif. Phone Atlantic 05763. je11

LIBERTY TRICK HORSE — BEAUTIFUL paint; 6 yrs. old. Does 27 tricks including going thru fire. Harry White, 1805 E. Campbell, Phoenix, Ariz.

OFFERING ANIMALS, BIRDS, WATER-fowl, Reptiles, baby Raccoons, Skunks, Fox, Prairie Dogs, Chinchillas, Bears. The Zoo Farm, New Milford, N. Y.

PLENTY HEALTHY SNAKES—ALL KINDS; also Horned Toads, Black Iguanas, Green Iguanas, Alligators, Armadillos, Coati-mundis, Armadillo, mother and babies; young Puma, Peafowl, White Doves, Kangaroo Hais, Geodons, Skunks, Phone 141. Otto Martin Locke, New Braunfels, Tex. my28

TAME CINNAMON-WHITEFACE RING-tails, \$32; Spiders, \$30; Squirrel Monkeys, \$22; Owls, \$22; Marmosettes, \$25, Agoutis, \$25. Tropical Birds, 145 E. Forest George, New York 40, N. Y. Lorraine 9-0940. my14

WANTED—MALE LION—WANTED, 3 TO 9 months old. Your best price, please. James Cole Jr., Penn Yan, N. Y.

WILD MICE FOR MOUSE GAME—RARIN' to go, \$7 dozen. Return crates from last season, please. Howard Combs, Piedmont, W. Va. Phone 23291.

BUSINESS OPPORTUNITIES

ALL FLAVORS POPULAR FOR SNOW-balls, drinks, etc. Air Mail service; quality best. Prices lowest. Ice Shavers and supplies. Outfits, \$8.50 up. Free illustrated catalog. Snowball Company, 9534-B Lemturner, Jacksonville 8, Fla. my21

CONCESSIONS FOR RENT AT JERSEY'S finest amusement park. Venice Amusement Corp., Grant Ave. & Boardwalk, Seaside Heights, N. J. Seaside Park 9-0833. Mr. Eugene Thomas, Mgr.

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

"MAIL GAZETTE" CONTAINS HUNDREDS money-making opportunities, profitable occupations, business services, supplies, wholesale sources, bargains. Copy, 10¢. Hamilton, 288-MC, Marietta, Ohio.

MAIL-ORDER MAN'S DREAM—FIRST TIME advertised. Fabulous, new "Pala" Home Haircutter pays for itself first time used. Every home a prospect. Similar product nationally advertised at \$2.95. You sell for little more than a single haircut cost and make up to 300% profit. Rush \$1.50 for sample, including 100 self-liquidating, illustrated, 3-way commission mailers. No other investment, we dropship. "Oakwood" BBD, Philadelphia 26.

NAME-ON-HAT CONCESSION—COMPLETE, including 2 Irons, Crew and Novelty Hats. Stock worth about \$200. Mrs. Elizabeth Bingham, 390 Sheridan Ave., Albany, N. Y.

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipe. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

SUMMER THEATER—SALE OR LEASE; well established Grove Theater, Poconos, Pa.; resort area. Complete equipment; beautiful location. Contact Paul Storm, Lyndalia, Wilmington, Del.

COSTUMES, UNIFORMS, WARDROBES

BALLY CAPES, \$5; DROWN SUITS, \$10; Costumes, Wigs, Goggles, Top Hats, Orchestra Coats, Tuxedos, Tails, Rhinestones, Ostrich Feathers. Cheap. Free List. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

BALLY COATS, CAPES, VELVET, \$10; Orchestra Coats, Costumes. Beautiful. Cuts. \$4.36; flashy colorful diamond dust gold colors, designs, \$50. Crown Suits, Wigs. Wallace, 2453 N. Halsted, Chicago.

CHORUS OR STRIP PANTS, \$1; BRAS, 60¢; Rhinestones, Jewels, Fringes, Spankle Braid, Plumes, Net, Elastic Hose and Tights. Free folder. C. Guyette, 346 West 45 St., N. Y. 36, N. Y. my14

500 SETS OF CHORUS WARDROBE, 10, 12, 14 in. set. Some novelty numbers with props. Also Black Light for sale. Williams and Lee, 464 Holly Ave., St. Paul, Minn. np

FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN "READY TO EAT." New Poppers Vending machines, Warmers, popcorn one bag to carload. National popcorn Supply Co., 107 Commonwealth, Balaio 16, N. Y. my14

SNO-BALL FLAVORS PREPAID, \$3.50 GAL. 16 oz. Sample, 40¢. Send for complete price list. Stuchberg Mfg. Co., 1417 Market St., Chattanooga 2, Tenn. my21

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krinsky Korn, 120 S. Halsted, Chicago, Ill. my14

FOR SALE—SECOND-HAND SHOW PROPERTY

ANDERSON FIBERGLASS BOAT RIDE—30 capacity; electric and gasoline factory built Trailer, complete cost, \$3,000, no tank, \$500 cash. Greyhound racer group same, 12 units; cost \$3,000, price \$500 cash. Frozen Custard Machines, cheap. Curtis DeWolfe, Carlin Park, Baltimore, Md. Phone MOhawK 4-2858.

BUILD MAJOR RIDES FROM TESTED plans: Chairplane, \$10; Whirl-a-Round (Octopus), \$15; Ferris Wheel, \$25. Free 47 plan circular. Brill, Box 875, Peoria, Ill.

EVERLY SUPER ROLLO-PLANE WITH vac. trailer designed for same. Sacrifice \$2500 cash. Charles Cooker, 346 Patterson Plank Rd., Jersey City, N. J. JO 5-2332. my21

FERRIS WHEEL, ELI #5; CHILDREN'S Roto Whip. Excellent condition. Equipment located in Florida. Contact L. A. Sadtler, M. D., 4460 Archer Ave., Chicago, Ill. LA 3-1044. my14

FOR SALE — 3 ABREAST MERRY-GO-Round, large park machine in good condition. 42 hand-carved jumpers, 8 stationary and 2 chariots. James P. McEwee, 1529 Robinson Rd. S.E., Grand Rapids 6, Mich. GL 40064. my14

FOR SALE—KIDDIE AIRPLANE RIDE, eight planes, excellent condition; newly painted. Can be seen set up. Harold Thorpe, Hillsboro, Ohio.

FOR SALE—SKATING RINK TENT. Approximately 50x150 ft. 4 sections without side walls and poles. \$240. Clarence Armstrong, R. 2, Lincoln, Ill.

FOR SALE — CHICAGO CLAMP ON Skates, assorted sizes; Chicago men and ladies Shoe Skates. Also complete 25-30 watt Amplifier, two Speakers, Turn Table and Records. Box C-216, c/o Billboard, Cincinnati 22, O.

KIDDIE FERRIS WHEEL—USED ONE SEASON; chain driven, \$1750. Can be seen in operation now. Merrill Pony Farm, R. 1, Elmira, N. Y.

LIST YOUR RIDES—BUYERS WAITING. We want parks, thrill rides. Have 80 ft. round top tent, arcade, train, shows. Young's Carnival Sales, Duluth, Minn.

MANUFACTURER, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want. Smith Tent Auburn, N. Y. je11

MECHANICAL SHOW — ELI FERRIS Wheel, kiddie rides, carnival equipment, banners, transformers, tops, high striker, arcade machines. Collins Show, Kearney, Neb.

MUG JOINT, NEW, EXTRAS, \$200; 4 Remington 241 Rifles, \$175; arcade equipment, kid handcar ride, Shafers Rides, Mesker Park, Evansville, Ind.

PONY RIDE — 6 SHETLAND PONIES, works on sweep under 30 ft. top; 6 practically new saddles. School bus, freshly painted, new motor, good tires, equipped for hauling ponies. Sleeping quarters in front. All for \$1250. This is a give away price. No time for letter writing. Phone day, 7742; night, 2061. P. L. Cobb Hotel Ponder, Amite, La.

MAGNIFICENT WATCH BRACELET



Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3. 25% with order -balance C.O.D.

Only \$12.50 each

In lots of three. \$13.95 for sample.

NATIONAL DIST. CO.

222 Columet Bldg. Miami, Fla.

"COME-ON" SLUM PRIZES

To get More Folks to Ride Your Rides, Play Your Games, Dig in Your Diggers, Eat Your Eats and Drink Your Drinks, get them listening, interested and active-by

OFFERING THEM FREE "COME-ON" GIVEAWAYS

The cost of "COME-ON" GIVEAWAYS is peanuts, but the RESULTS in Tickets Sold and Sales Made is tremendous.

We have the biggest variety assortment of Low-Priced

"COME-ON" SLUM GIVEAWAY PRIZES to choose from. We'd like to send you our Catalogue and Free Samples. Write to:

CARNIVAL DEPARTMENT

SAMUEL EPPY & CO., INC.

World's FIRST and LARGEST GIMMICK, KEYCHAIN & CHARM MANUFACTURER.

WE UNDERSELL ALL

- HIT CAMERA. Original, miniature, candid type. It's a bargain. Retail \$2.95. Sample 90¢. Gross \$ 9.60
FILM for Hit Cameras. 12 .95
EARRINGS. Best values. 3 price ranges. Big assortment. 4.80
DOZEN PAIRS \$2.40, \$3.60, \$4.80
SCATTER PINS. The better kind. Really beautiful, boxed. 3.00
NECKLACE AND EARRING SETS. Costume jewelry sets, boxed. Our values are tops. At least fifty styles, 4 price ranges. DOZ. SETS \$7.50, \$9.00, \$15.00, \$24.00
RELIGIOUS BRACELETS. With book shape case holding Rosary. How beautiful they look. The greatest seller in years. Retail to \$5.00. Sample 70¢. Gross \$72.00. DOZEN COMPLETE 6.60
WRIST WATCHES. Swiss. 7 Jewels. Doz. \$54.00. EACH 4.95

SEND DEPOSIT OR FULL PAYMENT F.O.B. NEW YORK. FREE CATALOGS.

MILLS SALES CO

Call Rate WHOLESALERS Since 1914 26 West 23rd St., New York 10, N. Y.

PDQ-World's Greatest PHOTO BOOTH CAMERAS



Dependable - efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details. P D Q CAMERA CO. 1165 N. Cleveland Ave. Chicago 10, Ill.

STUFFED TOYS

Unbeatable Values. Comparison Will Convince You. Can you get a beautiful 42" Clown for \$18.00 anywhere? Or a 36" Clown for \$13.00 (in poly bags)? You can get them at DORAN DOLLS, 583 Jackson Ave., Bronx 55, N. Y. Terms: 25% deposit - balance C.O.D.

FLAMINGOS

Cast Aluminum, 30 inches high, \$40.00 doz. pair. Samples postpaid, \$4.95. Giant size, 50 inches high, \$90.00 doz. pair. Samples postpaid, \$10.50. Negro Hitching Post in authentic colors, \$22.50. BLOYD MFG. CO. Valley Station, Ky.

GIVE TO DAMON RUNYON CANCER FUND

RELIGIOUS FILM AND SHORTS-BLEACHERS, Folding Chairs, Theater Chairs, Tables, Tents, Sidewalk, Lone Star Seating Company, Box 1734, Dallas 1, Tex.

TRAINS-ALL SIZES, GAUGES, TYPES: new, used, trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains, 338 Wintthrop, Rehoboth, Mass. my2

3 FT. AND OVER GATORS, ONE 8 FT. heavy bodied Gator, 16x8 ft. tandem trailer and 64 ft. side wall, banner and ticket stand. Sell all or separate. 5385 Allison, Arvada, Colo.

20x50 TOP COMPLETE WITH SIDEWALL and Foot. Top good. \$100 cash or will trade. E. H. Overman, 903 N. 7th, Springfield, Ill.

40x80 TOP-WITH 8 FOOT SIDEWALLS, Poles and Stakes; used two weeks; stage and Seat Jacks, 225 Folding Chairs, also Marquee. Bargain at \$1,200. Box 582, West Helena, Ark.

250 PAIR USED CHICAGO CLAMP SKATES, \$1.75 pair. Masco Amplifier, Automatic Record Player, Speakers, and Microphone, \$250. Paul McGannon, Rt. 1, Tyler, Tex. Ph. 4-4921.

60-INCH SEARCHLIGHTS - SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts new, in original crates; 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered. my21

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT-EASY LESSONS, books, tarot, psychic aids, curious charts, spiritual products. Free booklet. Dasaro, 2300 South Michigan, Chicago 16, Ill. je4

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Chalk Talks and Rag Pictures. Catalog, 10¢. Balda Art Service, Oshkosh, Wis. je4

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG-MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale, Nelson Enterprises, 336 S. High, Columbus, O. my14

BIG CATALOG OF MAGICAL APPARATUS, illusions, sensational escapes. Large catalog free. Heaney Magical Co., Oshkosh, Wis. We buy, sell, exchange magic. Send list. my14

SUB-MINIATURE RADIOPHONE FOR mentalists. Easily concealed. Free literature. South High St., Columbus, O. my14

MISCELLANEOUS

CARNIVAL RECORDS - BAND ORGAN, calliope; Hammond organ records, 8, \$9; tape recordings, \$9. Catalog, Record Co., 901 N. Seventh, Springfield, Ill. my14

FOR SALE-SWEET POTATO PLANTS; Nancy Halls, Porto Rican. Big, strong plants; 200, \$1; 500, \$1.75; 1000, \$3.50; 5000, \$15. J. C. Dellinger, Gleason, Tenn. my14

GENUINE CALLIOPE RECORDS ON 78 & 45 rpm, \$1.10 each postpaid. 5 record album on 78 rpm, \$5.85 ppd. Taggart, 1602 National Ave., Rockford, Ill. je4

MUSIC STORES - ZANCA'S COMPANY sells 100 sheets of "High and Low Waltz" \$27 wholesale. Mr. Zanca, 1620 Mermaid Ave., Coney Island 24, New York.

REAL FOUR LEAF CLOVERS IN CELLOPHANE. Unusual prize or sale item. Thirteen cents each. Lower quantity prices. S. Harper, 315 Avondale Ave., Haddonfield, N. J. je4

TWILLIA DAUNN, INC., P. O. BOX 597, Okla. City, Entertainers hq. for Western Costume, Leather or cotton. my28

YOUR NAME IN HEADLINES ON STANDARD newspaper pages for your own headline; 3 different, \$1; not over 36 letters each, headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. my28

M. P. FILMS & ACCESSORIES

16MM. SOUND FILMS-LOWEST RENTAL rates in history; get our prices now! Rogers Films, Lombard, Ill. my21

16MM 5000 SOUND REELS. NEW LIST Features, Westerns, Serials, War films. Excellent condition. Sell. rent. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa. my21

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS-RODELL AND MELO-tone; very best make. \$20 Switches. Save up to 80%. Seven mile guarantee. Massimino, 7445 E. Seven Mile Rd., Detroit 36, Mich. my21

CALLIOPE TANGLEY-AUTOMATIC OR hand played with music, motor and blower. Box C-219, c/o Billboard, Cincinnati 22, Ohio. my21

CALLIOPE - TWO TANGLEY; AUTOMATIC or hand played; 43 whistle with blower. Music rolls. Used and stored roller rink. Will need checking over. Not junkers. Harold Dingleider, Sleepy Eye-Minn.

PERSONAL

DOWNTOWN CHICAGO MAILING ADDRESS. Letters forwarded, \$1 per month. 192 North Clark St., Room 616, Chicago 1, Ill.

LETTERS REMAILED FROM NOVA Scotia, 25¢ each. Will mail you two local newspapers for 25¢. Nick Cornish, Box 174, Trenton, Nova Scotia.

PHOTO SUPPLIES DEVELOPING-PRINTING

CARNIVAL PHOTOGRAPHERS-WE HAVE Piedmont Direct Positive Cameras and Eastman Paper and Chemicals in stock. Catalog mailed. Memphis Photo Supply Co., P. O. Box 1350, Memphis, Tenn. my28

AUTO FLAG-HOLDER FOR HOLIDAYS For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2x8". Sensational seller. Sell for 59¢ each. Samples 30¢. Doz. \$2.20. Gr. \$24.00. Send for free new circular. COIN & TOKEN HOLDER KEY. CHAIN. Gross \$6.85. Suction Cups for VENDING MACHINES, 1 1/2" Dia. Per 100 \$4.00. Such holders for Restaurant Window Display. Gross \$6.50. 25% deposit with order, balance C.O.D. Gordon Mfg. Co. 110 E. 23 St., Dept. F-2 N.Y. 10, N.Y.

CLOSING OUT OUR ENTIRE STOCK OF Direct Positive Cameras, Glosnick Mfg. Co., 544 Monson St., East Peoria, Ill.

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. je18

DIRECT POSITIVE PHOTOGRAPHERS-We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, mounts, glass frames, photo novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. je18

FOR DIRECT POSITIVE OPERATORS #1000 attractive chipped edge Glass Frames, extra heavy triple thickness, mirrored base, easel back. For 2 1/2x3 1/4 Photos Doz. \$1.80 For 3x5 Photos Doz. 1.80 For 3x5 Photos Doz. 3.00 For 5x7 Photos Doz. 5.61 For 8x10 Photos Doz. 9.00

#2000 attractive Glass Frames, easel back, assorted colors. For 2 1/2x3 1/4 Photos Doz. \$1.78; Hundred \$13.20 For 3x5 Photos Doz. \$2.80; Hundred \$18.80 For 5x7 Photos Doz. \$5.10; Hundred \$32.50

Low Priced Photo Mounts. Also extensively used for night club mounts. Vertical or horizontal Hundred Thousand 3 1/4x4 1/4, or 3 1/2x5 sizes \$2.85 \$21.50 Polaroid size 2.55 21.50 5x7 size 4.50 41.00 8x10 size 7.00 65.00

For all your requirements in mounts, frames, envelopes, mailers, albums, write us and save money.

INTERNATIONAL SALES COMPANY 414-B East Baltimore St., Baltimore 2, Md. FILM PROC. EQUIP. 16MM. TWO CUSTOM neg. pos. dev. mach. and one K-3 Houston neg. pos. reversal. Custom mach. Cap. 4500FPH, pos. and 1200 FPH neg. Video, 1523 N. Western Ave., Hollywood, Calif. my28

PHOTO BOOTH OUTFITS CHEAP - ALL frames, top and bottom; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-1f

TEXAS STEER, EXTRA GOOD FOR D.P.; 6 ft. horn spread, \$75. Camera box with cutter fine lens, 1 1/2x2 1/2, \$35. Standard metal typer, \$150. Small pony and saddle, \$40. Want Panorams and Peeks. Playmart, 1111 Main St., Fort Worth, Tex.

PRINTING

ALWAYS FASTEST SERVICE-QUALITY Points. Three-color 14x22 Window Cards, \$8 hundred; 17x26 size, \$12.50 hundred. Designs for all purposes; auto and motorcycle races, fairs, carnivals, dances, Fourth of July, etc. Bumper cards, Tribune Press, Dept. SP35, Earl Park, Ind. je28

BEST BUY IN BUMPER SIGNS-4x15 INCH Sticker Bumper signs. Copy printed on brilliant day-glow background colors, \$13 hundred, postpaid, Tribune Press, Earl Park, Ind. je4

GREATER PRINTING VALUES YOU should know about! Stationery, folders, booklets, circulars, Free samples. Estimates. Mercury Press, Box 69B, Marengo, Iowa. my14

RUBBER STAMPS MADE TO ORDER-Up to 3 lines, cushion or pocket, \$1. Free catalog. Hansen, 4908-B Ohio St., Chicago 44.

\$1 EACH SPECIALS - 1,000 GUMMED name-address Labels, 200 Noteheads, 3 line pocket or regular Rubber Stamp. B. Allen, 216 W. Jackson, Chicago 6. my14

200 8 1/2x11 LETTERHEADS, 200 6 1/2 ENVELOPES both for \$3.50. Black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. my14

200 BOND LETTERHEADS, 8 1/2x11 and 200 #10 envelopes, \$3.50; 100 of each, \$2; sent postpaid. Palmer Press, Du Quoin, Ill.

1,000 BLACK AND WHITE POSTCARDS ON Kromekote stock of your photograph with one line of copy underneath photo. \$10.85 postpaid. Leon W. Otteson, Box 852, Alliance, Ohio. Samples on request.

SALESMEN WANTED

A-1 TATTOOING MACHINES - OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. je18

ANYONE CAN SELL FAMOUS HOOVER Uniforms for heavy shops, waitresses, nurses, doctors, others. All popular miracle fabrics; nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. P-109, New York 11, N. Y. je25

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REAL TATTOO MACHINES - NEW designs; outfits \$19 and up; ready mixed colors; #12 needles. Mit Zeis, 728 Leasley, Rockford, Ill. je25

WANTED TO BUY

A.B.T. GUN RANGE-USED, WITH CHAIN drive targets. Do not need tent or compressor. Joyland Arcade, Brighton, Mich.

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"TI" PLANT LOG Place the Log in Water and Watch the Green Leaves Grow.



YOU CAN ALMOST SEE THEM GROW \$70.00 per 1,000. Flash, 15 Plants, \$17.50. Grows in water or soil-Grows by itself -We ship fresh, perfect logs-no spoilage-free sales aids. (Canadian stocked in Vancouver) Write for prices.)

ALSO • Dumb Cane • Bird of Paradise Seedlings • Anthurium Suckers

TERMS: 1/3 Deposit, Balance C.O.D. SHERFY'S LTD. 2126 BOYER SEATTLE, WASH.

HEART DISC CLOVER NECKLACES

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\$16.50 Gross and up Miller Creations

Originators of the All-Aluminum Idents. 7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS Phone Waterfall 8-8855 DAY AND NIGHT SERVICE



Pittsburg MASTER PAINTERS PRODUCTS formula with titanium, inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only; \$1.35 per gallon in ten-carton lots or more. Less than 40-gallon quantity, \$1.50 per gallon.

Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton. Sold in carton lots only; \$1.40 per gallon in five-carton lots or more. Less than 30-gallon quantity, \$1.55 per gallon.

Pittsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Battiship gray only. This is not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only; \$1.20 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$2.40 per gallon.

Special-3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/4" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton-\$1.15 per set.

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HARDWARE SPECIALS 6-Piece Screw Driver Set with rack, individually boxed, 50 to master carton-\$5¢ each in lots of 50 or more, in dozen lots, 40¢ each. 6-Piece Power Auger Wood Bit Set. Sizes 3/8 to 1 inch. Usable in any make electric drill, sharp spur and cutting edges. Individual self-display kit. Packed 1 dozen to box. \$15.00 per dozen. No less sold. 6-Piece Warding File Set-All differently shaped with individual uniform handles used for wood or metal. Individual self-display kit. Packed 1 dozen to box. \$9.00 per dozen. No less sold. 4-Piece Cold Chisel Sets, drop forged. Used for wood, stone or metal. Octagonal shaped. Individual self-display kit. Packed 1 dozen to box. \$6.

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YES! We can prove it!

EVERYBODY WANTS IT—SELLS ON SIGHT \$1.00
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Combination Key Case and Flashlights.
GENUINE Alligator Grain LEATHER.

- Smartly styled flashlight in jewelers gold finish, complete with battery and G.E. light bulb.
- Attractive ALLIGATOR GRAIN LEATHER case with compartment for cards, or license.
- Each case attractively boxed with \$2.00 price tag.

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What item does every man and woman always have in their possession? ANSWER: "KEYS." That's simple enough. Well, then, how can anyone resist buying the sensational KEY CADDY, an attractive ALLIGATOR GRAIN LEATHER pocket case with CADDY Flashlight that fits right in a special compartment attached to the very same case? It's ready at all time to find the keyhole and to locate dropped or lost items. Ideal for car trouble at night.

GET YOUR SHARE OF PROFITS WITH THIS FAST SELLING ITEM
Here is the perfect house-to-house item that can be handled profitably alone or in conjunction with your present line. The KEY CADDY can be sold as low as \$1.00 and you can make of profit up to 40%. Every home is a prospect for 1, 2 or 3 pieces. Car owners, truck drivers, gas station and business men are all live prospects.

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Men's, Boys', Ladies' and Girls' Photo-Idents, \$5.50 Doz.
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The New Retractable BALL PEN
Gross \$21.60
up to \$3.00 Sample Dozen

Instant DRY INK
Guaranteed Not to Leak
Not to Smudge

PRESS BUTTON—IT WRITES
PRESS CLIP—POINT DISAPPEARS
Immediate Delivery—Any Quantity
25% Dep., Bal. C.O.D.—2 Samples, \$1.00.

LINDEN PEN
28 East 22nd St. New York 10, N. Y.

New profits!
White Hot pitch item!
FINGER RAT

LIFELIKE ACTIONS! Insert index finger in rat... he WIGGLES and MOVES as if ALIVE! Stuff him and place him on shoulder, glass, etc. GENUINE WHITE FUR, flesh colored head, ears, nose, tail of molded rubber.

SAMPLES: each \$1.00, dozen \$4.50 prepaid.
Dealers and jobbers write for quantity prices.

GOLDEN'S
1180 So. FAIR OAKS AVE. PASADENA 2, CALIF.

STERLING WILL NOT BE UNDERSOLD on this or any other item

THE NEW LUCKY HORSESHOE RING

With 11 faceted Diamondlike Brilliants. Genuine rhodium finish. Compare this Horse Shoe Ring with other cheap imitations.

\$2.95 Doz. \$33.00 Gross plus postage
Minimum 3 Doz.

Sterling Jewelers, Inc.
1975-77 E. Main St. Columbus 5, Ohio
Send for Catalog.

JUST IN!
PUFFING PAPER CIGARETTES
Hot Novelty Sensation!
Realistic looking cigarette with "Fire Tip" and Smoke—Gross \$1.00, 10 Gross Lots \$9.00.

Minimum Order \$5.00—Include Postage with Order. 25% Deposit Required on C.O.D. Orders

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Wholesale Distributors Since 1880
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COMBINATION CRUCIFIX and SICK-CALL SETS
14 inch—all plastic.
An indispensable need for every Catholic home. A genuine \$5 retail value.

Our price \$1 each
Sample postpaid \$1.50.
Satisfaction guaranteed.

MACKLEY, 104 Worth St., N. Y. 13, N. Y.

"GAS SHAVERS"
Greatest gag gimmick yet!
\$1.00 Retailers—Dealer's Cost \$6.75 Doz.
Send \$1.00 for sample postpaid.
Jobbers, distributors, write, wire or phone for quantity prices.

G. & S. MFG. CO., Dept. "B"
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FREE Wholesale CATALOG
Containing Ladies' and Men's National Advertisers Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Gruen and Benrus Watches.

YORKMARK SALES CO., Dept. B
131 W. 46 St. N. Y. C. 36, N. Y.

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REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

ACCORDION — GOOD READER; PERMANENT for polka band. Present man on nine years. Write or wire Viking Accordion Band, Albert Lea, Minn. my21

A-1 MUSICIANS, BASE MAN, TENOR SAX, violin; vocalists preferred. Society combo; locations only. Wire or call Orchestra Leader, Apt. 303, Chimes Apartments, 511 W. 11th St., Kansas City, Mo. my21

COLORED MEDICINE SHOW NOW OPEN—Wants experienced man who understands office. Medicine Show, 322 Hood St., Waco, Tex. my21

FORMING ALL-GIRL DANCE UNIT—NEED trumpet and piano. Working co-op basis. Traveling. Enclose photo. Box C-218, c/o Billboard, Cincinnati 22, O. my21

GIRL MUSICIANS WANTED—ALL INSTRUMENTS. Steady job. Six nights weekly. Send photo and dimensions. Beasley Music, 816 10th St., Port Huron, Mich. my21

HARRY EVANS WANTS REP PEOPLE with specialties; also hillbilly musicians for long season. Radio Station KGOX, Williston, N. D. my21

IMMEDIATELY—STRING BASS DOUBLING brass bass; piano doubling accordion; lead alto; clarinet; trumpet doubling trombone. Year-round job. Must own instruments. Box 113, Mandan, N. D. Phone 2434. my14

MUSICIANS FOR COMMERCIAL COMBO. Need piano doubling accordion preferred; lead tenor; must read, fake, cut shows; steady work; minimum \$80; vocalists preferred. Write full details to Leader, 223 Wyoming Ave., Billings, Mont. my21

PIANIST—GIRL OR BOY FOR ESTABLISHED 5 pt. combo. Must play modern, read, fake. Contact Pat Sheridan, 4331 Lafayette Ave., St. Louis, Mo. my21

PIANO MAN—BASS, HOTEL BAND. CUT or no notice. Others write. Box C-212, c/o Billboard, Cincinnati 22, Ohio. my14

PROMOTER OR AGENT FOR BALL PARK stage circus to open June 1. Write Albright's Attractions, Belle Plaine, Minn. my14

WANTED—ATTRACTIVE GIRLS, EXOTIC or comedy; singer, dancers, \$60 to \$75 weekly; dress, mountain, lake, or ocean resort location. Extensive experience, theater, night club, television, cocktail lounge entertainment. Exceptionally large repertoire, popular and classical. Professional personality; union; sober, not a floater. John Oberly, 613 N. Muhlenberg St., Allentown, Pa. my21

WANTED—ANIMAL ACT OR MONKEY Act or act suitable for children's attraction. June to September. No moves. Write giving information to Storytown, U.S.A., Lake George, N.Y. my21

WHEEL FOREMAN, \$60 PER WEEK. Chairplane foreman, \$50; Alano Herschell auto and airplane kiddie rides foreman, \$50; handy man for stands, \$40 to \$50; semi truck driver preferred. Agent custard and popcorn, Elkton, Md., May 18 to 20; Oxford, Pa. June 11; Millington, Md., 13 to 18. D. Van Billiard, Oaks, Pa. my21

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Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

DYNAMITE CRUMLEY AND HIS DEATH Daring Dynamite Casket. Open for booking. Will book reasonably for season. Show owners, contact immediately. Write or wire. Boyd Crumley, 1483 Highland, Benton Harbor, Mich. my21

HALF AND HALF—OWN OPENINGS. Flashy appearance; no drinker. Desires placement with reliable manager. Lavern Martin, c/o Lasso Club, Phenix City, Ala. my21

WHITE FACE CIRCUS CLOWN—GOOD entertainer; does magic, juggling, dancing, Punch and Judy, Parks, fairs, circuses, groves. Pee Wee, 131 Oley, Reading, Pa. my21

MISCELLANEOUS

ARRANGER — PROFESSIONAL; WILL score your act, dance routine, etc., for any combo. Write Bob Allen, 279 West 12th St., N. Y. C. 14. my14

AVAILABLE — ACTRESS; SONG AND dance act for summer bookings. Like to contact TV agents. Contact Maurine Jennings, 337 So. 5th, Quincy, Ill. my21

CIRCUS CALLOPE — MOUNTED ON truck, and musician available for parades, celebrations and advertising dates in middle west. Taggart, 1602 National Ave., Rockford, Ill. my28

HYPNOTISM — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neize E. Diehl, Post Office Box 2002, Seattle, Wash. my17

ROLLIN IS THE MAGICIAN NOW TAKING bookings for any and all occasions. Single, neat, reliable; sober and will travel. Act runs thirty minutes; have fine equipment for pictures. Write to 2110 7th Ave., Altoona, Pa. my14

VARIETY STAGE SHOW OF 4 OR 5 PERSONS in magical illusions, dance and vaudeville. Talented, beautiful costumes, fine equipment and priced to fit your occasion. Wright the Magician, Casey, Ill. my14

YOUNG, CREATIVE JUGGLER WISHING summer work with established group or with single act as partner. Any field of show business. Excellent amateur background in juggling. Coached by Paul Gorden and many I.J.A. members over the past four years. Also experience in comedy and dramatics. Willing to learn any field. Write Ted Terry, 1507 41st St., S.E., Washington 20, D.C. my14

MUSICIANS

A-1 ORGANIST—NON-UNION; FOR COCKTAIL lounge or rink. Address Organist, 37-30 83rd St., Apt. 4-C, Jackson Heights 32, Long Island, N. Y. my14

AVAILABLE AFTER MAY 8—TRUMPET, vocal, steel guitar, man, read; union; have car; prefer cocktail lounge or night club with pop or western swing combo. Write Vernon Edwards, c/o Ollie Stout, Ellington, Mo. my21

COUNTRY VOCALIST — MANY YEARS radio, stage, doubling several string instruments. Country disc Jockey, western wardrobe. Tumbleweed, Box 836, Clawson, Mich. my14

DRUMMER — SEMI-NAME EXPERIENCE, commercial bands. Do not drink; married. Member Local 510. Semi-name or name bands only. Nickie Romano, Flame Restaurant, Phoenix, Ariz., up to May 10. After May 14, 3507 South Bralwood Blvd., Houston, Tex. Phone Monroe 56085. Will travel. Have car. my21

DRUMMER, VOCALIST—AGE 27; NEAT, dependable; location spots desired. Photos, information available. John Bonino, 934 Drake St., Madison, Wisc. Phone 54044. my28

DRUMMER — EXPERIENCED, UNION; DESIRES club or summer resort location. New York State preferred. Musician, 102 Rauber St., Rochester, N. my21

EXPERIENCED TENOR-CLAR. BOX C-215, c/o Billboard, Cincinnati 22, O. my21

FOUR PIECES, STUDENTS, NON-UNION. Available for summer months. Dance, modern, commercial. J. DePriest, 762-84 S. Martin St., Philadelphia, Pa. my21

HAMMOND ORGANIST WITH OWN INSTRUMENT; union; married; sober; 36 yrs. old; nice wardrobe and appearance. Play dance and listening; last engagement 7 yrs. in cocktail lounge, restaurant. Will travel anywhere. Have pictures, cuts, etc. Call 7-6701 or write Jack Step, 843 40th Place, Des Moines, Iowa. my21

HAMMOND ORGANIST AND PIANIST—Will move own organ and celeste. Kim Smilo, Milligan Hotel, or Alta Club, Miles City, Mont. my21

PIANIST—COMMERCIAL STYLE, READ, fake, arrange. Locations only, good references. Write Pianist, 2001 N. 40th St., Phoenix, Ariz. my21

PARKS & FAIRS

AVAILABLE FOR PARKS, CELEBRATIONS, Fairs, two separate acts. Doris and Her Pals, two girls, six dogs, and Al and his juggling act. Phone Cedar 8-5639, Harrisburg, or P. O. Box 907, Harrisburg, Penna. my21

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my21

BEARS, PONIES, MONKEYS, DOGS, ACROBATS, Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind. my21

DASHINGTON'S ANIMAL ACT—DOGS AND cat for any show; indoor or outdoor. July to Sep. open. Address 1413 Euclid St., Philadelphia 21, Pa. my21

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, Eastbrook 3312. my21

HIGH DIVE FEATURED BY FOX MOVIE-tone, smallest tank in the world; back take-off, no body protection; sharp spears, blazing gasoline, etc. To date this attraction has not been duplicated; just one make and the penalty is death. Capt. Earl McDonald, 456 Lamphier Pl., N.E. Warren, Ohio. Tel. 45337. my14

PALMIST DESIRES WORK — VERY catchy, enchanting, exotic, gypsy-like. Dance in girl show; also do half and half. Free to travel. Rose Davis, Avella, Pa. Phone 8225. my21

Carson Starts

Continued from page 67

Heagen; John Foss, agent, and J. Stanfield, schools and phones.

Performance includes: Tex Carson Liberty horses, Blonda Ward's monkeys; Hazel Cappy, Fredia Jacobson and Wanda Moore, ladders; Hazel Cappy and Fredia Jacobson, menage; Happy Hanks, Kelly, Hiko and Knowles, cldwns; Jack Moore, ponies; Blonda Ward, dogs; Wanda DeWayne, traps; Jack Moore and Fredia Jacobson, elephant.

Recent birthdays include those for Mrs. Ann Moore, Marie Loter, Happy Hanks and Henry Eastman. Ronny Hollingsworth is prop boss and Lee Bradley has the pony ride as well as the snakes, operated by Pete Shook. Kelly operates the midget cow and Happy Hanks the devil child show. Bob Williams is in charge of transportation.

Concert line-up includes Happy Hanks and Hillbilly Revue, Stanfield and Family, Senor Carlos and Company, Jack Moore and his wrestling bear, and Henry, drum juggling.

Calliope Disk

Continued from page 67

"Ragging the Scales," "Circus Echoes," "Callant Zuaves," "March Ponderosa" and a Southland melody with "Dixie," "Robert E. Lee," "Swanee" and "Are You From Dixie." It is noted that while the Dixie tunes don't properly belong, their rhythmic design and melodic ornamentation are adapted to the mechanical and stylistic needs of the calliope.

Persons in the outdoor industry, particularly those with any past or present affiliation with the circus, as well as the multiple fans, are sure to find the record both enjoyable and a valuable keepsake, particularly in view of the fact that this year marks the 100th anniversary of the invention of the calliope and it is believed that not more than a dozen now remain.

Jim McHugh.

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KANE WATCH CO. Dept. B-5, 104 Canal St. N. Y. 2, N. Y.

OLD-TIME BALLOON ASCENSIONS, ALSO the latest in ballooning. A. J. Hartman, 2127 Summer St., Burlington, Iowa. my21

PAMAHASIKA PRESENTS AMERICA'S greatest birds: Cockatoos, Macaws, Pamahasika's Studio, 3504 N. Eighth St., Philadelphia 40, Pa. Telephone SAgrave 5536. my21

SENSATIONAL HIGH ACTS FOR YOUR fairs, parks, celebrations, carnivals, drive-in theaters. Contact Lee Slade, 2646 Park Ave., Detroit, Mich. my21

THE GREAT KELLY—"RIDE OF DEATH" Bicycle Chute Act, the world's only thrill show act, crashing fire and solid glass walls. Mike Kelly, Goshen, Ind. Jc4

THREE STANDARD CIRCUS ACTS FOR fairs, parks; will join circus comedy acrobatic act, foot juggling act. Nice troupe dogs, three men. Address Miller Brothers, 1895 North Kansas Ave., Springfield, Mo. my21

JEM SUES 70 COIN FIRMS FOR \$42 MILLION DAMAGES

LOS ANGELES, May 7.—Damages which could amount to \$42 million are being asked by Jem Shuffleboard Corporation of California in a suit filed Thursday (5) in Federal Court here against nearly 70 manufacturers, distributors and operators and 1,000 individuals and John Does.

The suit charges fraudulent use of patents and seeks patent royalties and damages. The petition alleges that the plaintiff (Jem) took title to patent number 2673637 on shuffleboard-type machines in September, 1949, and at later dates the defendants assertedly copied them without authorization.

Jem seeks to enjoin the defendants from further manufacture and distribution of the machines and asks additional damages during the period in which the machines were used.

Name Defendants

Named as defendants are:

Bally Manufacturing Company, United Manufacturing Company, Chicago Coin Machine Company, Genco Manufacturing Company, J. H. Keeney & Company, Rock-Ola Manufacturing Company, Lions Manufacturing Company, Lynn Durant; C. A. Robinson, C. A. Robinson Company; Jean Minthorne, Minthorne Music; Paul Laymon, Paul Laymon, Inc.

Nickabob Company; Jack Simon, Simon Distributing Company; William Leuenhagen, Lew Walscher, John Doe Ginsburg, Advance Automatic, R. S. Jones, Keeney; Jose Arias, Ernest Bryant, Sam Brown, Paul Bershin, C. Ballard, Mrs. P. A. Barnes, Carol Bonnas, William Bolton, Albert Berton, Ralph Batchelor, G. L. Catlin.

James Crock, Al Cohn, Imary Conner, Earl Care, Al Cordell, Robert Dunne, William Disson, Ray Down, Jim Diacos, T. S. Dischirico, Dale Freeman, Ken Farrier, James Forbis, Milt Fisher, Homer Raxor, Henry Gerwin, Gordon Bros., Al Hanlin, Lindsey Hill, Albert Hoffman, S. D. Harman.

Perry Irwin, Cliff Jones, James Jackson, Roy B. Jones, Orville Kendig, John Knowles, E. Kendall, Carl Hykke, Hugh McEllenny, Irving Marley and John Does 1 to 1,000 inclusive.

NCMDA Major Objectives Outlined; Headquarters Set Up in Chicago

Schlesinger Tees Off Membership Drive; Expects to Double 38-Total in 60 Days

CHICAGO, May 7.—Permanent headquarters for the newly re-organized National Coin Machine Distributors Association were set up here this week at 30 N. La Salle Street, as Al Schlesinger, managing director, outlined major objectives of the group.

Schlesinger said that NCMDA "will handle all problems that arise in the industry which affect distributors for the mutual benefit of its membership."

Specifically, he said that the organization's objectives were:

1. To seek new finance firms to cover the expanding coin machine markets.
2. To establish a credit bureau which will act as a clearing house for those in the coin machine industry seeking credit.
3. To enhance the already solid relationships with manufacturers

and operators for the benefits of the entire industry.

4. To provide its members with price discounts on quantity purchases of unit accessories and gift premiums which the association would be able to obtain.

Membership Drive

Schlesinger pointed out that NCMDA is now launching a membership drive and that he expects to double the present membership of 38 game and music distributors within the next 60 days. He said that all distributors of recognized lines would be asked to join.

Schlesinger resigned his post as special representative of the Music Operators of America April 12 in order to be able to devote all his time to NCMDA.

The 38 game and juke box distributors currently belonging to NCMDA are:

Officers: Harold Lieberman, Lieberman Music Company, Minneapolis, president; Gilbert Kitt, Empire Coin Machine Exchange, Chicago, vice-president; Irvin Blumenthal, General Vending Sales Corporation, Baltimore, secretary, and J. D. Lazar, B. D. Lazar Company, Pittsburgh, treasurer.

Board of directors: David Bond, Trimount Coin Machine Company, Boston; Leo Weinberger, Southern Automatic Music Company, Louisville; Louis Wolcher, Advance Automatic Sales Company, San Francisco; W. S. Redd, Redd Distributing Company, Boston; Louis Morris Novelty Company, St. Louis; Ron Rood, Rood Distributing Company, Orlando, Fla.; Harry Hurwich, Hurwich Bros., Birmingham; John Bilotta, Bilotta Distributing Company, Newark, N. J.; Barney Sugarman, Runyon Sales, New York.

Other members are: Active Amusement Company, Philadelphia, headed by Joseph Ash; All Coin Amusements, Miami, Joseph Mangone; Bush Distributing Company, Miami, Ted Bush; Central Distributors, Inc., St. Louis, Norwood Veatch; Central Ohio Coin Machine Exchange, Columbus, O.; Woolf Solomon; Commercial Mu-

sic Compay, Dallas, Raymond B. Williams; Consolidated Distributing Company, Kansas City, Mo., Irwin W. Weiler.

General Distributing Company, Dallas, George Prock; H. Z. Vending Company, Omaha, Hyman Zorinsky; King Pin Equipment Company, Kalamazoo, Mich., J. R. Pieters; S. L. London Music Company, (Continued on page 93)

Fred Turner Dies; 38 Years With Nik-O-Lok

DETROIT, May 7.—Frederick E. Turner, 71, pioneer in the coin machine industry, died Tuesday (3) at his home here. He had been ill three years.

Turner, one of the oldest active men in the industry in years of service, for 38 years had been divisional manager of the Nik-O-Lok Company, Detroit manufacturer of coin-operated toilet door lock units. At one time he was also a partner with the Wessels brothers in the the Detroit Vending Company, a firm operating aspirin and nut vendors.

During the '30's Turner served several terms both as national secretary of Automatic Merchandisers' Association and as president of the Automatic Merchandisers' Association of Michigan.

He was recognized as a pioneer in helping set up standards now accepted in the vending machine business.

He is survived by his widow, Corinne; a son, Alan F. Turner, who was associated with him in Nik-O-Lok, and three daughters, Mrs. Lorraine Wallace, Mrs. Lewis Heimer Jr., and Mrs. Margaret Player.

Interment was in Roseland Park Cemetery, Detroit.

Terrytoons Makes Bid In Coin Viewer Field

NEW YORK, May 7.—Terrytoons, Inc., producer of animated cartoons for motion pictures, has gone into the coin machine business. The firm is now making and operating 3-D viewers, with color and sound, for 5-cent operation in amusement parks, transportation terminals and supermarkets. About 30 are on location.

The units, made for Terrytoons in Tarrytown, N. Y., is 73 inches high, 18 inches wide and 16 inches deep, with a 6.5-inch step for the youngsters.

The machines are called Mighty-mouse Playhouses and feature such Terry characters as Mighty Mouse, Heckle and Jeckle and Dinky. Paul Terry, Terrytoons president, does not plan to sell the units to oper-

ators. The viewers are placed on location on a commission arrangement.

Penn Station

One unit has been placed in the game room at Pennsylvania Station, obviously on a Union News sub-contract. Another is in Frank Solento's Bronx Kiddieland.

Storyland Village, an amusement park in the process of construction in Asbury Park, N. J., is scheduled to have a Mighty Mouse Playhouse building, with a battery of viewers. The building is being designed by Russell Paterson.

Many of the characters have appeared in motion pictures for 40 years, and others are on the "Barker Bill Show" on CBS-TV. The sound commentary, synchronized (Continued on page 93)



LEW JONES

New Wurlitzer Distrib Named In Indianapolis

NORTH TONAWANDA, N. Y., May 7.—The Rudolph Wurlitzer Company this week appointed the newly formed Lew Jones Distributing Company, Indianapolis, as its phonograph distributor, covering most of Indiana and a portion of Illinois.

Robert H. Bear, Wurlitzer phonograph sales manager, said that the new firm would take over the building and showrooms previously occupied by Coven Music Corporation's branch office. Bear added that the decision to change distributors was reached by mutual agreement of Ben Coven, Lew Jones and the Wurlitzer Company.

Lew Jones, who was formerly branch manager of the Coven Indianapolis branch office, heads the new firm. Bear said, "Jones' experience with Coven gives him an excellent background for the Indianapolis territory."

Jones will cover 46 counties in Indiana and seven counties in Illinois. George Wagner has been named service manager of the new firm, and John Fuller heads the parts department.

Rake Readies New Catalog for June

PHILADELPHIA, May 7.—Manny Rake, co-owner of the Rake Coin Machine Exchange, announced that the firm's 1955 catalog will be ready in June. He said the equipment featured will be refinished bulk and cigarette vendors, as well as games.

All equipment, said Rake, will be overhauled, with worn and defective parts replaced, and cabinets buffed and painted.

11 AMI Distribs Represented At Factory Service School

GRAND RAPIDS, Mich., May 7.—Eleven representatives of AMI distributors in various parts of the country and one AMI official received service expert certificates this week when they completed the first AMI factory service school.

The instruction consisted of a full week of intensive studies for men already familiar with the maintenance and service of a phonograph. The course covered 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 AMI factory school has already scheduled classes for the weeks of May 16 and June 6. Albert Mason, assisted by Clifford Biting, conducts the school sessions.

Instruction is open, without charge, not only to AMI distributors but to all operators and their servicemen as well. Operators desiring further details have been advised to write to Albert Mason, Factory Service School, AMI Incorporated, 1500 Union Avenue, S. E., Grand Rapids.

Those completing the first service school were P. Watt Thomas, R. Warncke Company, San Antonio; Jimmy Widener, Southern Automatic Music Company, Cincinnati; Thomas N. Scheller, Banner Specialty Company, Pittsburgh; G. E. Vossburg and Bud Wegner, Paster Distributing Company, Milwaukee; Bill Browning, Roanoke Vending Machine Exchange, Inc., Richmond, Va.; Don McGar, Southern Automatic Music Company, Louisville; George Brown, Huber Distributing Company, San Francisco.

Ray Grier, Automatic Phonograph Distributing Company, Chicago; John Gallagher, Southern Automatic Music Company, Indianapolis; Bud Veatch, Central Distributors, St. Louis, and Carlos Salazar, AMI export department representative.

Freer Joins Sierra Staff

LOS ANGELES, May 7.—Howard Freer, formerly with the Empire Coin Machine Exchange, Chicago, and most recently a partner with Jack Simon in the Simon Sales Company here, has joined the staff of Sierra Distributing Company, Wurlitzer distributors in Southern California.

Freer's duties will be in a sales capacity. The company is planning expansion in the game business. At present, Sierra handles only the Wurlitzer phonograph

N. Y. Coin Fund for UJA Slightly Ahead of '54

NEW YORK, May 7.—With five weeks to go before the United Jewish Appeal coin machine division dinner honoring Joe Young is held at the Sheraton-Astor, the fund-raising effort is running slightly ahead of last year, according to George Nemzoff, UJA official.

At a meeting held Friday (6) at the Music Operators of New York headquarters, it was disclosed that 134 reservations for the affair are in; attendance is expected to top 400.

The fund-raising goal is \$25,000. Virtually all of the manufacturers and distributors have contributed, but UJA officials say the bulk of the money will come from the rank and file of operators.

Mfr. Donations

Equipment has been donated by AMI, Wurlitzer, Seeburg, Bally and ABT, to be sold thru distributors, with the proceeds going to the UJA fund.

Meanwhile, Al Denver, MONY head, told UJA committee members that a feature film, "None Shall Make Them Afraid," with narration by Frederic March, will be shown to members at the general meeting.

with new and selected items.

Wurlitzer distributor has not been set, it was learned that the invocation will be delivered by Father Andrews, chaplain at St. Claire's Hospital and a Franciscan monk.

The rabbi, emcee and the balance of the program will be announced in two weeks. Guest at the meeting was John McElhenny, Wurlitzer executive.

Rosen, Savar Ash Head Phil. AJA Effort

PHILADELPHIA, May 7.—Joe Ash, Dave Rosen and Morton Savar have been named joint heads of the 1955 Philadelphia Allied Jewish Appeal, coin machine division.

Ash, head of Active Amusement is on the board of directors of the Green Valley Country Club, which belongs to Temple House, Golden Slipper Square, the Masonic O.

Rosen is a member of the

Shuffle Game Conversions Climb; Reaction Divided

New Equipment Mfrs. Report Output Up Despite Trend in Nation-Wide Survey

By KEN KNAUF

CHICAGO, May 7.— Shuffle game conversions are increasing across the country.

Conversions of used shuffle games is expanding in the Chicago and New York areas—where most of the conversion units are presently manufactured—and is growing rapidly in Los Angeles, Detroit, Milwaukee, New Orleans and other cities, according to a nation-wide survey conducted by The Billboard.

Most conversion kit manufacturers report that sales are increasing, altho game manufacturers surveyed report that new game production is up also.

Industry reaction to the shuffle game conversion trend is sharply divided.

Light Features

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 backlasses.

Prices of the units range from \$5 to \$200, depending on the type of unit and whether installation costs are included.

Some distributors and operators surveyed see conversions as only a temporary means of boosting takes in certain dwindling-profit locations. Others believe they will result in increased new game sales by allowing operators to buy more new equipment and expand with increased revenues from used game locations.

Mfrs. Reaction

Said Gil Kitt, head of Empire Coin Machine Exchange, "I don't think conversions are good for the industry. For a little more money the operator can buy a new game. While business may be slow in some areas, conversion units on shuffle games is not the answer."

Sol Wolberg, co-owner of Chicago Coin Machine Company, said: "New ideas in shuffle games come out of the factories so fast that the conversion units cannot supply up-to-date play features."

Chester Biezad, J. H. Keeney & Company chief engineer, sees the conversion idea as a temporary solution for operators. "The conversion units are making no difference in our volume of new shuffle game production," he said. "Old games cannot stay in a market where there is new equipment."

Edelman Units

Isadore Edelman, who manufactures the units in Chicago, with

offices in Detroit, has been in the conversion business eight years, and was one of the first to follow thru with the idea.

Edelman now makes conversions for most used shuffle game models, appointing distributors thruout the country, and showing them how to install the units.

The Edelman conversion, called the Edelco, consists of adding flash features and any of five different new backlasses, depending on the model converted.

Edelman said he expects a good demand for conversions for the next 10 months. "Conversions allow operators to make more money on used equipment," said Edelman, thus enabling them to make bigger investments in new games. In this way, conversions are an aid to the whole industry."

Marvel Production

Marvel Manufacturing Company, Chicago, under direction of Ted Rubenstein, has 12 employees working on conversion unit production. Rubenstein estimated he has made 500 sales to distributors in the past three and a half weeks. The firm works with distributors, P. J. Green of Marvel, schooling them in installation of the units.

Marvel workers drill holes in the playfield of a used model, installing lights that flash below the holes. The player tries to deliver the puck when these lights are in the highest score position. A plexi-glass panel covers the holes on the playfield, with score values on the panel

(Continued on page 93)



NEW EXHIBIT HEADS. Sam Lewis (left) has been appointed executive vice-president of Exhibit Supply Company. Frank Mencuri (right), vice-president, has been appointed director of sales. (The Billboard, May 7.)

Used Game Market Up 25% Over 1954

Distributors Report Big Demand, Scarcity Of Good Used Units; Resorts Buying

CHICAGO, May 7.— Market value of used games have increased 25 per cent over last year, game distributors reported this week.

Advertised used machine prices in The Billboard price index reflect the 25 per cent increase. Prices of many used games rose above the prices they sold for last year; many others remained the same or dropped only slightly in price. The accompanying table shows comparative prices of 12 of these games for the month of April, 1954, and 1955.

Game distributors report that good used equipment is scarce and that in some cases they are buying equipment this year at prices they sold it for last year.

Reason for the upturn is the bigger demand for good location pieces, increased buying of later model games for location in resort areas this season and the stepped-up exporting of games.

Operator Demands

Operators who cannot afford to invest in many new games have contributed to the demand for good used models by replacing old games on their locations with later model units.

Empire Coin Machine Exchange here reports difficulty in finding enough used games to fill export orders. According to Jerry Bremner,

of the Empire Sales staff, the firm is paying as much for good used games today as it sold them last year.

Chicago's Purveyor Distributing Company finds much equipment going into summer resort areas. While game sales were slow the

(Continued on page 91)

Trimount New Distrib Named By Mutoscope

BOSTON, May 7.—Dave Bond, president of Trimount Automatic Sales Corporation here, announced this week his firm had been appointed distributor of International Mutoscope, New York.

Trimount will handle distributorship of Mutoscope products in Maine, New Hampshire, Vermont, Massachusetts and Rhode Island.

Irwin Margold, Trimount sales manager, is showing the first shipment of Arcade equipment. The Mutoscope line is in addition to the company's line of Seeburg phonographs, Gottlieb, Williams and Chicago Coin pinballs, shuffle games and gun games. Margold reports good activity in replacing equipment at New England Arcades.

Bonus Score New Chi Coin Bowling Game

CHICAGO, May 7.— Chicago Coin Machine Company shipped to distributors this week Bonus Score Bowler, a new six-player shuffle bowling game designed for faster play.

To increase speed of play, players take turns shooting pucks for three frames at a time, rather than switching places after each frame. Thus each player plays four times in each game and is more likely to get into the proper "rhythm" of puck delivery to make higher scores.

The player gets bonus scores for racking up one, two or three-strikes each time up, and these scores are added to his regular tallies at the end of his turn. Strike scores are flashed on the backglass.

New Features

In addition to these new features, the game has the Flash-o-Matic scoring system, which gives the player scores in each frame according to his timing in delivering the puck. Flashing lights travel across the playboard before each shot is made, stopping at one of five different score values when the puck "hits the pins."

Bonus Score Bowler is a regular play game without match features, and is adjustable to advance-type scoring, if preferred to Flash-o-Matic.

It is equipped with a National slug rejector and a playfield "power lift" which is an aid to servicing the machine.

BUILDS GAME ROUTE

New to Trade Op Makes Fast Start

CHICAGO, May 7.— To break into the amusement game field an operator needs determination to "get ahead" and build his route up to the most profitable level.

Few operators have expanded as fast as Hy Polo, of Hy Polo Amusements, who has doubled the size of his shuffle and gun game route in the five months he has been in the business.

Polo began by buying out a small route of 21 used shuffle games and has since expanded this into a 50-game operation, replacing most of the older games and adding about 25 new and used model shuffle bowling and gun games. Reinvestment of 50 per cent of the profits has helped.

Convinced that it takes a good-sized route to make a good net, Polo expects to have 75 games on location by the end of this year, and hopes to spot a full 100 by the end of 1956. A fair profit can be made, says Polo, if an operator can net \$4.50 per machine weekly.

The work on the route is done by Polo, who does his own collecting, buying and location contacting. Servicing of machines is given out to a company that handles repair work on a weekly fee per machine. Moving of games to and from location is also contracted.

Polo spends four full days a week at work on the route. Mondays are spent looking up new locations, developing good will and buying premium awards used on some locations. Tuesdays and Wednesdays are scheduled for making collections and checking to see that games are in good operating condition. The final work day is spent checking with game distributors on what they have to sell or trade, and figuring out which games to switch to new locations to increase takes.

Polo has found that it pays to spread out his route thruout the city, and has some locations outside of the city as well. He tries to place on each location the type of game that will have the best appeal in the particular area. Switching machines freely, he leaves no game on any one location longer than four months.

Without knowing much about the business prior to buying a route, Polo ran into a lot of problems that had to be solved the hard way. He says his initial investment was a bad one because he did not buy the right type of machines. He corrected this by getting newer models and landing new locations.

Another problem was learning how and what to buy from distributors. He found it was a good idea to check game prices in trade papers, which he believes are accurate and a help in purchasing route equipment.

License Fees

License fees were another head-

(Continued on page 94)

NEGATIVE STORY

Vender for Developing Photo Prints to Debut

NEW YORK, May 7.—A vending machine into which customers can deposit negatives, insert coins, and get back finished prints will soon be in production. The manufacturer is the Service Products Corporation here, organized early this year.

The machine does not develop the pictures. Film is picked up by the operator, processed, and placed back in the vender. By means of an ingenious electronic coding system, the customer is assured getting back the pictures he deposited.

Capacity of the vender, which is 2.5 feet deep, 4 feet wide and 6 feet high, is 210 rolls of film. The delivery section has seven trays, each with 30 compartments.

6 Settings

The procedure involved for the customer to make a purchase is somewhat involved. On a dial with six settings, the customer turns to the setting which indicates the film type and number of exposures. The price of each setting is indicated in the panel.

The he deposits the required amount—in any combination of nickels, dimes and quarters, in the coin chute. As soon as the money

is deposited, the vender releases an envelope and plastic tab, both punch coded.

The purchaser then places the film roll in the envelope and retains the plastic tab. Instructions on the machine tell when to return—in 12, 24, or 48 hours, depending on what service the operator can offer.

Tab Is Receipt

The customer can, if he wants, write special instructions on the

(Continued on page 83)

Wis. Assembly Gets Bill To OK Free-Play Pins

MADISON, Wis., May 7.—A bill introduced in the State Legislature would amend laws by

ment and limit the number of pieces larger firms can operate.

A bill proposed six weeks earlier in the State Assembly by a rival group, the Milwaukee Phonograph Operators' Association, also proposed exemption of free play

but made no mention of a

behind both

DISTRIBS GET 'WIRED IN' ON GAME FANFARE

CHICAGO, May 7.—Chicago Coin Machine Company distributors received "the biggest telegram they ever got" this week.

Each was sent a 1½ by 2-foot sales circular done up in the form of a Western Union wire, announcing the firm's new coin-operated baseball game, Big League Baseball.

N. Y. Ops Plan Boost In Cig Price Rates

Regulars 25c; Kings 28c, Filters 30c Sought; Uneda Sets 3-Price Conversion

NEW YORK, May 7.—Vending operators in the metropolitan New York area plan to take advantage of the recent wholesale increases in the prices of king-size brands (The Billboard, April 23) by pegging vending prices at 25 cents for regulars, 28 cents for kings and 30 cents for filters.

However, Harold Roth, president of the National Vending Company, operator of 14,000 machines thruout the nation, felt that these increases would whip up unfavorable public reaction and that the following formula would be better: 25 cents for regulars, 27 cents for kings and 28 for filters, or 28 cents for both kings and filters.

N. J. Schedule

It was also learned that New Jersey operators will now charge 25 cents for regulars, 27 cents for kings and 28, 29 or 30, depending on the location, for filters.

Connecticut, which has one of the highest operator spreads—6 cents—will vend at 25 cents, kings at 27 cents and filters at 28 cents, only if a pending bill to increase the cigarette tax by a cent a pack is passed.

The Nutmeggers are in the peculiar position of rooting for more taxes. The reason is that the extra cent will force them to convert manual machines to multiple pricing and get the extra 2 and 3 cents for premium brands. The increased tax would provide the justification for the move—without the tax, the

(Continued on page 83)

Record 249 Attend Region VI NAMA Meet

MILWAUKEE, May 7.—National Automatic Merchandising Association's sixth regional meeting this year, held April 30-May 1, here, topped all previous 1955 meets in attendance and reached an all-time high compared with any of the association's regional gatherings. Total attendance was 249 operators, distributors, manufacturers and suppliers.

The meeting was opened by Region VI chairman Bernard J. Kiley, Airport Vending Service, Chicago, followed by a report of current trends, future outlook in automatic merchandising by C. R. Schreiber, editor and publisher of Vend. Frank Matheson, Chicago Concessions, Inc., spoke on "How to Teach a New Man to Do His Job."

(See separate stories for reports on "Automatic Catering" and "Direct Sales to Locations.")

Profit Clinic

William Fishman, Automatic Merchandising Company, Chicago, and Herb Geiger, Geiger Automatic (Continued on page 83)

Walter Reade Gets 28-Acre Kidpark Stop

NEW YORK, May 7.—The Walter Reade Theatres organization, known thruout the Northeast primarily as a motion picture theater operator, is quietly making its bid in the vending field.

The catering department, which operates food concessions in drivins and theaters, has branched out into stock car and racing tracks, beach clubs, resorts and restaurants, and lately has been moving into industrials. The expansion move (Continued on page 83)

Charts Operator Role In In-Plant Feeding

MILWAUKEE, May 7.—"Until full menu food vending is possible, the operator's place in in-plant feeding is a secondary—not a prime—position," Carl M. Millman, Automatic Merchandising Corporation, Milwaukee, told a record audience at NAMA's Region VI meeting here.

Titled "Automatic Catering—Prime Contractor vs. Subcontractor," Millman's speech summed up the pro and con aspects of an operator's direct participation in industrial feeding services.

Favorable factors for the operator, as listed by Millman, were:

1. Prime contracts give the vending firm the advantage of dealing directly with plant management.
2. Provide control of (product) price structure.
3. The operator will not be accountable for his operation to an intermediary company (caterer).

4. The sum total—greater security.

Unfavorable factors for the operator holding a prime food contract:

1. He does not have the means of providing all food varieties.
2. He is not able to choose from a variety of hot sandwich machines (as he does with candy, beverage, etc., equipment).
3. He does not (yet) have a hot plate vender.

Op Advantages

There are some advantages for an operator dealing with an established caterer, Millman pointed out. He said such an arrangement meant the operator could benefit by working with a food expert, thus learn the many problems connected with industrial food service.

Too, working on a subcontract with a caterer means the operator (Continued on page 83)

LUNCH VIA AUTOMATIC CAFETERIAS

Full-Line Feeding Increases In Plants, Offices, Schools

• Continued from page 1

an eight-selection pastry vender, a five-column ice cream machine and a four-selection juice machine, two semi-automatic milk venders.

Feeding starts at 11:15, with three shifts of 50 minutes each and 10 minutes between shifts. The sandwich selection would do credit to a full-line restaurant. Each day eight selections are offered, including ham, ham and cheese, roast beef, roast pork, pork tenderloin, turkey, chicken, corned beef, tuna fish salad, crab salad, lobster salad, ham salad, swiss cheese, cream cheese and jelly.

Wins PTA

Public relations played a part in the instant success of the school's automatic cafeteria. Shortly after the venders were installed at school, one of the three owners of the firm which operates the machines for the school addressed the local Parent-Teachers' Association and explained how the service would affect their children. Then he invited the parents and teachers

to be his guests at the automatic cafeteria.

If the parents had any reservations at that time, they were dispelled immediately. Many of the parents commented that the lunches were every bit as good as those their children had at home.

Biggest booster for the automatic cafeteria is Dr. Joseph Mooney, principal of the school. Here's what he thinks of it: "The most important feature of this automatic feeding system is the knowledge that the students at the Goodrich School have an ample selection of wholesome foods at prices their parents can afford to pay."

Another automatic cafeteria—made up of machines vending milk, pastries, coffee, hot chocolate, sandwiches, candies, soft drinks and cigarettes—was set up in the Medical Building of Marquette University in Milwaukee by Geiger Automatic Sales Company to serve 400 medical students. Students can buy lunch or snacks from early

morning until 8:30 p.m. when the building closes.

The Marquette automatic feeding installation was an answer to a big problem. The pattern of the medical student's class schedules made it virtually impossible to maintain a satisfactory food service for them. Counter service was provided by undergraduates, who because of their own school work could not provide the around-the-clock service required.

Office buildings are a third big market for the automatic cafeteria. An eight-machine battery, the Canteen Servinette, was installed by Automatic Canteen Company of America in the Lytton Building in Chicago to provide lunches—sandwiches, coffee, pastries, milk, hot chocolate, etc.—for 75 business firms on the 10 top floors of the 18-story building and for customers and employees of Henry C. Lytton & Company, clothing retailer. The Servinette operates 24 hours a day, 365 days a week. It solves the problem of providing food at all hours which did not prove practicable for a lunch counter.

The Vendime Corporation, New York, operates automatic cafeterias in mid-Manhattan office buildings. The firm recently installed a 10-machine cafeteria in a lunchroom designed specifically for automatic feeding in the new M. Lowenstein Building at 1430 Broadway, New York. It serves lunches for 1,500 employees. Everything from pies and French crullers to tangerines and triple-decker sandwiches are offered by the machines. The 71-foot-long cafeteria on the sixth floor of the building contains 50 tables, with a seating capacity of 200. Lunch is served in three shifts: 11:30, 12:30 and 1:30.

Also the automatic cafeteria is a notable step forward in automatic selling, it does present new problems to the men who own and maintain them—the vending operator—in cost, service and maintenance. It also presents some special problems depending on the location.

For example at one industrial plant men working on locomotives get their hands covered by grease and oil. This is transferred to coins in their pockets and when the sticky coins are placed in the vending machines they often jam the mechanism. To solve this problem at a specific location a man remains on hand an hour for each two peak eating periods to change bills and to clear the machines of dirty coins. In an office building which has an automatic cafeteria, employees preferred a type of sandwich too bulky for any existing sandwich machine. Solution: a converted machine able to handle the sandwich.

But despite these and many other problems, the automatic lunchbox is coming into its own because it supplies food quickly and conveniently for the plant worker, the office employee and the student.

Split of Lily Stock Okayed

NEW YORK, May 7.—A two-for-one split in the common stock of the Lily-Tulip Cup Corporation, and a change from no par to \$10 par value for the stock, was voted this week at the company's annual meeting.

President Walter J. Bergman said the company's first-quarter net sales were \$14,585,957, compared with \$14,232,213 for the first quarter in 1954.

Earnings were \$1,024,674, or \$1.32 a common share, on an average of 775,130 shares, against \$1,061,447, or \$1.57 a common share, on 674,555 shares in 1954.

Wall St. Syndicate Plans Vending Bid

\$450,000 in Kitty; \$600,000 Stock Issue Set; Merger Series Contemplated

NEW YORK, May 7.—The rumor that a Wall Street syndicate planned a major excursion into the vending field (The Billboard, April 30) was confirmed this week when a top vending executive told The Billboard that he had been approached by the syndicate to serve on the board of directors of the yet unborn company.

Several investors, none of whom are primarily identified with automatic merchandising, are reported to have put up \$450,000, with plans to float a \$600,000 stock issue.

Syndicate members have made a thoro study of various vending operations and have come up with the following conclusion: Operators of small routes are just getting by because the rent, vehicle and personnel overhead is out of proportion with revenues.

They feel that mergers of operations covering the same area could

pare overhead to the point where the profit potential would encourage large-scale investment.

For example, two drink and candy operators with overlapping routes. Each operator may pay \$200 a month for rent, may have two vehicles and two servicemen. Yet, economically, each operation may justify only 1.5 vehicles and servicemen.

By consolidation, one rent might be eliminated, as may be a truck and serviceman, with the same productivity. A survey showed that annual savings of \$100,000 a year could be effected by the consolidation of four routes.

The syndicate will concentrate primarily on small and medium-sized operations, where the greatest economies can be put into effect. The stock issued is expected to be floated within 60 days.

N. J. Milk Op Appeals Nix On Venders

NEWARK, N. J., May 7.—The Sentinel Sales Corporation, Cranford, N. J., operators of milk venders in Essex County, has refused to take laying down a Newark Board of Health order banning 10 Ideal milk machines in the Ivy Hill Apartments, near the Irvington and Orange Line.

Whether or not the Board was justified in issuing such an order will be ruled upon Monday (9) by Judge G. Dixon Speakman in Essex County Superior Court.

The controversy began March 18 when Sentinel installed the 10 semi-automatic venders in the modern apartment project. Within four days the machines were seized by the Board of Health on two grounds—that they were "unsatisfactory" and that the presence of the venders was a violation of zoning regulations.

The operator was also told he needed a milk dealer's license. When the license was applied for, it was turned down by Dr. Aaron (Continued on page 83)

Canteen Sells Operations in Texas and Ohio

NEW YORK, May 7.—The Dobson Vending Company has purchased branches of the Automatic Canteen Company of America at Dallas and Fort Worth, while William Cooper has bought the ACCA operation in Lancaster, O., it was disclosed this week by Nathaniel Leverone, Canteen board chairman. The new owners will operate the branches as Canteen distributorships.

The Dobson brothers, Joseph and James, will combine the Canteen branches with their own operations, with the new firm to be known as Canteen Service of Dallas. Estimated sales of the combined operations are expected to top \$1,000,000 annually.

Cooper, formerly a Canteen distributor in Kankakee, Ill., will also service the Ohio communities of Newark and Zanesville from his Lancaster headquarters.

The Dobsons, vending operators for eight years, are former Air Force pilots and graduates of Southern Methodist University.

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Better Buys From "Better Buy Biforman" NEW BALL O'FIRE 100 Count Chewing Gum INTRODUCTORY OFFER



ALL FOR ONLY \$79.99 The Above Deal Will Gross You Approximately \$100.00 Write for Catalog on All Vending Machines and Supplies

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TO OPERATORS VENDING 100 COUNT BALL GUM— WE HAVE CENTURY SIZE JUMBO CHARMS TO VEND WITH YOUR CENTURY-SIZE BALL GUM

CENTURY and CAP-SIZE JUMBO CHARMS, Series #6

Consisting of 66 different and beautiful VACUUM-PLATED CHARMS, just right for 100-Count Ball Gum and CHARM VENDING.

\$15.25 per 1,000 f.o.b. Jamaica, N. Y. Or: At Your Distributor. Immediate Delivery.

Teamwork among Machine, Gum and CHARM MANUFACTURER introduces New Operating Opportunities for Profits. Look into it—and take advantage of this newest trend in vending.

SAMUEL EPPY & CO., INC. 91-15 144th Place, Jamaica 35, L. I., N. Y. World's First and Largest Charm Manufacturer



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GIVE TO DAMON RUNYON CANCER FUND

Shell Stations to Test Lighter Fluid Vending

NEW YORK, May 7.—A deal is cooking between Nat Hochman's Uneeda Vending Service and the Shell Oil Company whereby Uneeda vending equipment may eventually wind up in thousands of Shell stations thruout the nation. Hochman has designed a unit to vend Shell lighter fluid, with two pilot models of the machine to be placed in Shell service stations in Forest Hills, N. Y., and Newark, N. Y.

Capacity is 50 four-ounce fluid cans, 25 to a column. The machine itself is a converted cigarette vender. The fluid will vend for 20 cents.

On Shelf Tho the test only involves two locations, the effects of this test may be far-reaching. Shell feels that the average service station attendant can not take the time to push home products, such as lighter fluid, made by the parent company. These items are usually kept on a shelf, for sale if the customer asks for them. Customers seldom ask. The theory is that even the sales don't hit a level high enough to warrant an operator placing and servicing the machine, whatever sales do result are plus sales, giving the station operator more revenue, and, at the same time, boosting the sale of Shell products. While daily sales on any individual station may not amount to much, there are about 30,000 Shell stations in the nation, and any number higher than zero, multiplied by 30,000, is a fairly substantial figure. Shell also makes a spot remover, which has only enjoyed limited sales in service stations. Other items, such as combs, handkerchiefs and sanitary products for women, could be handled by the Uneeda machine. One fact seems fairly certain; Shell isn't running the tests merely to find out how much lighter fluid it can sell. If the tests are successful, there's a good chance that other products will be tried.

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Cole to Hold 2-Cup Vender Service Schools

CHICAGO, May 7.—Cole Products Corporation announced that two cup machine service clinics will start Monday (16) and run on successive Mondays thru September. The clinics, held in Chicago and New York, will deal with a different aspect of machine operation, structure, operating procedure and with location solicitation each week.

Richard Cole, vice-president, said the Chicago clinics will be held at Cole Equipment & Supply, Inc., 564 W. Lake Street, in charge of Cole division manager Jerry Miller. The New York clinics, at Drink Dispenser Service Company, 464 W. 18th Street, will be conducted by Howard Branden, head of Drink Dispenser. (Branden is Cole's service and parts outlet for the Eastern area.) Clinics will start at 7:30 and run to approximately 9:30 p.m. Cole field and factory engineer will participate in the Chicago clinics, field engineers at the New York clinics.

Summer Clinics Starting later this summer, similar clinics will be held in Atlanta, St. Louis and Boston, Cole stated. He said the present series was started because of the success of the first New York clinics held some 18 months ago.

At the conclusion of each clinic there will be a question and answer period, followed by refreshments. Cole also announced the appointment of Kenneth T. Progin as divisional sales manager for the New England area. Progin, headquartered in Cambridge, Mass., has been an operator and distributor of drink equipment since 1947. Charles Suesens will continue in the New England area as district sales manager.

Leaf Brands Bows New Bulk Gum Products

CHICAGO, May 7.—Two new bulk gum products to be sold thru vending machines were introduced this week by Leaf Brands, Inc. Ball-of-Fire, a cinnamon-flavored gum ball product, and Tabby-Lets, a rainbow colored gum tablet, will be incorporated into the advertising campaign recently launched by the firm.

According to Rolfe Lobell, Leaf executive, the gum ball product was originally developed for regular penny store trade, but is being expanded to the bulk vending line as well. The gum ball is a solid red color and 7/8-inch in diameter, the first of its kind to be introduced, according to the firm. The bubble gum tablet is 3/8 by 3/8-inch, 520 to a pound. They will be vended 4 or 5 for 1 cent, or 20 for a nickel.

Lobell said the new products were designed as novelty items on the market.

Dr. Pepper Declares Quarterly Dividend

DALLAS, May 7.—Dr. Pepper Company here declared a regular 15-cent quarterly dividend on its common stock.

First quarter earnings in 1955 decreased slightly, according to Leonard Green, president, who said this was brought about by heavy investment in testing and research of new packaging.

Direct Sales Threat Up in 5 Midwest States

MILWAUKEE, May 7.—Direct sales of cigarette venders is on the increase thru a five-State area in the Midwest, operators and manufacturers attending the NAMA Region VI meeting here were advised by Robert J. Matheson, Automatic F-les Company, Racine, Wis.

Matheson said the rise in direct selling was discovered after a survey of cigarette operators thru the region (Illinois, Wisconsin, Minnesota, North and South Dakota). The increase, however, did not apply to one State—Illinois.

Matheson cited his own operation to point up the trend. He noted: Where only a 2 to 3 per cent hike in direct sale activity over the last three combined years was made (resulting in that percentage loss of locations to "own your own" selling on his route),

from 2 1/2 to 3 per cent more locations were lost so far this year alone.

Combat Trend The operator should step out strongly to combat the trend. Matheson advised: "Tell your locations you are ready to sell—or lease—a machine to show the truth of self-operation. Agree to service the machine for a reasonable period mechanically—tie up the spot by remaining supplier of cigarettes. "Eventually, under this system, the operator will find he is back in business on a commission basis in such locations." By keeping in touch with the location supply-wise, the operator is able to keep tab of the spot and be on tap to move back in immediately if there is a change of thinking again, Matheson pointed out.

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 on our 30-day trial basis.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS THE NORTHWESTERN CORPORATION 245B EAST ARMSTRONG STREET MORRIS, ILLINOIS

AT BIG SAVINGS BALL and VENDING GUMS LOW Factory Prices BUBBLE • CHICLE CHLOROPHYLL and TAB Bubble Ball Gum, 140-170 G 210 ct. ... 25¢ lb. Chicle Ball Gum, 130 ct. ... 34¢ lb. Clor-o-Vend Ball Gum ... 40¢ lb. Clor-o-Vend Chicks, 320 ct. ... 40¢ lb. Chicle Chicks, 320 & 520 ct. ... 36¢ lb. Bubble Chicks, 320 & 520 ct. ... 30¢ lb. Tab (short stick), 100 ct. ... 38¢ box 5-Stick Gum 100 packs ... \$1.90 F.O.B. Factory, 150 Lb. Lots AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant • Newark 4, N. J.

MANDELL GUARANTEED USED MACHINES N.W. DeLuxe 1c & 5c Comb. ... \$12.00 N.W. #39 1c Porc. ... 7.95 N.W. #33 1c Porc. B.G. ... 6.50 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 ... 7.45 Exhibit Post Card (Metal) ... 15.00 Advance #D 1c B.G. ... 6.45 Advance #11 Mdse. ... 5.95 MERCHANDISE & SUPPLIES Pistachio Nuts, Jumbo Queen ... \$.56 Pistachio Nuts, Vendor's Mix51 Pistachio Nuts, Shell44 Cashew Whole52 Cashew Butts50 Peanuts, Jumbo42 Spanish35 Mixed Nuts45 Almonds, 480 ct., 5 lbs., vac. pk.55 Baby Chicks33 Rainbow Peanuts32 Boston Baked Beans32 Jelly Beans28 Licorice Lozenges28 Leaflets (similar to M & M), 550 ct.40 Assorted Fruit Charms, 100 ct.42 Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound ... \$.28 100 ct.30 Adams Gum, all flavors, 100 ct.45 Wrigley's Gum, all flavors, 100 ct.48 Beech-Nut, 100 ct.48 Hershey's Chocolate, 200 ct. ... 1.40 Minimum Order, 25 Boxes Assorted. Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D. NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOngacre 4-6467

EMPTIES MACHINES FASTER! LEAF Rain-Blo BALL GUM BIRMINGHAM VENDING CO. 540 Second Ave., N. Birmingham, Ala.

GET ACQUAINTED WITH VICTOR'S new and original charms for bulk and capsule vending. Send \$1.00 for 20 samples, in capsules, prepaid, plus operators confidential wholesale price list. VICTOR VENDING CORPORATION 5701-13 Grand Avenue, Chicago 39, Illinois

ATTENTION, OPERATORS VICTOR'S SUPER CAPSULE MIX Consisting of 20 to 25 quality items, capsuled and mixed in a carton of 2500, for only \$48.75-per carton, F.O.B. Chicago. Order now. VICTOR VENDING CORP. 5711 Grand Ave. Chicago 39, Ill.

VEND—PUBLISHED BY THE BILLBOARD MONTHLY FEATURES Candy Gum Nuts Beverages HUNDREDS OF MONEY-MAKING VENDING IDEAS Cost you a fraction of a cent piece—when you subscribe to magazine of autom... Fill in—

DISTRIBUTORS WANTED

Designed to have strong appeal in any and every location. A sleek styled, highly polished vender to dispense almonds, pistachios, bulk candy, etc., for 5¢. An attractive and unique polished floor stand for two venders stimulates impulse buying. Close FACTORY SUPPORT and a strong factual SELLING KIT, plus a FINE MACHINE, offer a rare opportunity to distributors who are experienced in selling vending machines.

Write fully, giving experience, references to
AMERICAN PRODUCTS CORP.
P. O. BOX 2749 CLEVELAND 11, OHIO



THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 7	Issue of April 30	Issue of April 23	Issue of April 16
Acorn Cabinet.....	\$9.00	\$9.00	\$9.00	\$9.00
Advance D 1c BG.....	6.45	6.45	6.45	6.45
Advance No. 11 Mds.....	5.95	5.95	5.95	5.95
Andico Coffee.....	450.00	450.00		
Columbus Ball Gum.....	4.95	4.95	4.95	4.95
Columbus 5c.....	6.95	6.95	6.95	6.95
Cadillac Jr., 5c.....	6.95	6.95	6.95	6.95
Columbus 1c Bulk.....	6.50	6.50	6.50	6.50
Bert Mills.....	450.00			
DuGrenier Tab Gum (4 col.)..	17.50	17.50	17.50	17.50
DuGrenier Tab Gum (6 col.)..	17.50	17.50	17.50	17.50
DuGrenier Champion (9 col.)..	100.00	100.00	100.00	100.00
DuGrenier Champion (11 col.)..	100.00	100.00	100.00	100.00
DuGrenier Model W (9 col.)..	95.00		90.00	90.00
Eastern Electric Cig. Vendor.....		90.00		
Electro (8 col.).....			125.00	
Exhibit Post Card.....	15.00	15.00	15.00	15.00
Heide Tab Gum (6 col.)....	12.50	12.00		
Hershey.....			5.00	5.00
Hot Nut (2 col.).....	12.50	12.50	22.50	12.50
Hot Nut (3 col.).....	25.00	25.00	25.00	25.00
Jewel Vendors, 5c.....	7.50	7.50	7.50	7.50
Keeney Electric (9 col.)....			135.00	
Mason Mint Machine.....			5.00	
Master 1c & 5c Bulk.....	6.95	6.95	6.95	6.95
Master 1c Bulk.....	6.50	6.50	6.50	6.50
Master 5c Bulk.....	6.50	6.50	6.50	6.50
Mills Single Drink.....	150.00	150.00		
Mills Tab Gum (6 col.)....	17.50	17.50	17.50	17.50
National 918.....			115.00	115.00
National 930.....			95.00	
National 950.....			110.00	
Northwestern 39, 1c.....	7.50	7.95	7.50	7.95
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe 1 and 5c.....	12.00	12.00	12.00	12.00
Northwestern 49, 5c.....	12.50	12.50	12.50	12.50
Northwestern Standard....	6.95	6.95	6.95	6.95
Px (10 col.).....			110.00	
Regal 5c.....	6.95	6.95	6.95	6.95
Rowe Candy Merchant (7 col.).....	165.00	165.00	165.00	165.00
Rowe Crusader (8 col.)....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric (8 col.).....	145.00	145.00	175.00	175.00
Rowe Imperial (8 col.)....	90.00	90.00	90.00	90.00
Rowe Imperial (6 col.)....	85.00	85.00	85.00	85.00
Rowe President (8 col.)....	130.00	130.00	130.00	130.00
Silver King, 1c.....	8.50	8.50		8.50
Silver King, 1c Ball Gum...	7.45	7.45	7.45	7.45
Silver King, 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	8.50	8.50	7.45	8.50
Silver King Hunter.....	10.00	10.00	10.00	10.00
Stoner Candy (6 col.)....	135.00	135.00	135.00	135.00
Super-Vends (3-vel.).....	225.00	225.00		
Uneda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneda Model E (8 col.)....	92.50	92.50	92.50	92.50
Uneda Model 500 (9 col.)..	100.00	100.00	100.00	100.00
U-Select-It.....	52.50		52.50	52.50
Victor Model V 1c Cabinet..	9.50	9.50	9.50	9.50
Victor Model V B/G Wheel..	8.50	8.50	8.50	8.50

**FACTORY DESIGNED—
FACTORY BUILT CONVERSIONS
TO MEET NEW CIGARETTE PRICES!**

We have perfected conversions for all Du Grenier models starting with the "S" to permit 25c or 30c operation. All these models can be converted to vend at two prices simultaneously.

WRITE FOR COMPLETE DETAILS AND PRICES. ADVISE MODELS YOU WISH TO CONVERT.



Arthur H. Du Grenier INC.
HAVERHILL, MASS.

America's Foremost Manufacturer of Dependable Merchandise Vendors Since 1928

**ELECTRIC MONEY MAKER!
Famous ACME
ELECTRIC
MACHINE**

Sample.....\$24.35
2 to 11.... 19.50
12 to 49... 18.25
Bracket 1.00
Floor Stand.. 5.00
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C.O.D. F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will... indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

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J. SCHOENBACH**

Distributors of Advance Vending Machines
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**In Philadelphia
or Anywhere
FILLED
CAPSULES**

Immediate Delivery
Write for Lowest Prices

**VICTOR'S
5c Baby Grand Deluxe
CAPSULE
VENDOR**

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and time by automatically sealing capsules. Also gives you better mds for your dollar. Your Victor dist is at your command. World's largest manufacturer of capsules, charms and bulk vendors.

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VENDING
PROFITS**



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More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

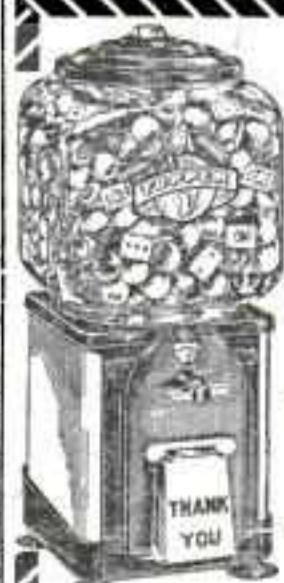
Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

**Coca-Cola Gross,
Net Up Slightly**

NEW YORK, May 7. — Gross sales of the Coca-Cola Company for the first quarter of 1955 were up slightly from a like period a year ago, while net profit increased to \$4,114,554, equal to 96 cents a share, from \$3,744,429, or 88 cents a share.

The 1955 quarter sales were \$26,635,749, compared with \$25,981,690 a year earlier. The stockholders approved an employees' stock option plan recommended by the directors.



**VICTOR'S
TOPPER**

1c BALL GUM MACHINE,
\$12.50 each.
\$12.00 100 or more.

**VICTOR'S FIVE STAR
BABY GRAND
\$12.50 each**

FILLED CAPSULES
Assorted Mixture
\$5.00 per bag of 250.

Write for prices in gum and charms for 1c machines.

H. B. HUTCHINSON JR.
850 North Ave., N.E. Atlanta 6, Ga.
Tel.: Emerson 4300

**More Machines,
Less Operators,
N. J. Report Says**

TRENTON, N. J., May 7.—The trend toward consolidation and expansion in the cigarette vending industry was pointed up in the January-February collection figures released recently by the New Jersey Tax Commission.

Altho the number of cigarette vending machines increased from 20,238 to 21,152, compared with the same period in 1954, the number of operators dropped from 157 to 147.

Taxes were collected on more packs of cigarettes—81,320,366—for the two-month period than for a like period in 1954—79,422,420. The number of wholesalers dropped from 267 to 260.

ATTENTION, OPERATORS

VICTOR'S SUPER CAPSULE MIX

Consisting of 20 to 25 quality items, capsuled and mixed in a carton of 2500, for only \$48.75 per carton, F.O.B. Chicago.

ORDER NOW

LOGAN DISTRIBUTING CO.
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SQUARE CUT
RING**



A finely designed ring with unusual bevel shaped stones in assorted colors.

**ORDER TODAY
IMMEDIATE DELIVERY!**

Copper\$15.00 M
Nickel 15.00 M
Simulated Gold..... 15.50 M
For bulk or capsule vending

PAUL A. PRICE CO.

55 Leonard St., New York 13

Sensational!

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INITIAL MEDALLION

\$9.50

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N. Y. C. 3, N. Y. • AL 5-8393



SPECIAL

4—Victor's Baby Grand Capsule Machines Plus 700 Filled Capsules—\$60.00

4—Victor's Topper Ball Gum Machines Plus 1 M Professional Charm Mix—\$55.00

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**NEW BEAUTIFUL
VACUUM-PLATED CHARMS**

Large Vacuum Plated Mix. \$ 4.50 M
Vacuum Plated 3/4" Baseballs 10.00 M
Vacuum Plated Cameras .. 10.00 M
Vacuum Plated Badges, Asst. 8.50 M
Vacuum Plated Hot Water Bottles 8.50 M

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EMPTIES MACHINES FASTER!



GRAFF VENDING COMPANY
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Dallas, Texas

Ad No. 2 of a series
YOU'RE GOING TO SHOP, LOOK & LISTEN
at the N.A.B.V. CONVENTION
Hotel Hilton, Chicago, Ill.
Fri. to Sun.—July 15 to 17, 1955
Our EXHIBIT will feature CHARMS GIMMICKS, CAPSULES GALORE.
SAMUEL EPPY & CO., INC. Jamaica, N. Y.
FIRST & LARGEST CHARM MANUFACTURER

HUM-A-TUNE



Location tested—results indicate this item will be the greatest sales booster since Playing Cards and False Teeth.

Hum-A-Tune is a miniature Kazoo . . . a small precision made instrument on which you can actually play a tune by humming on the larger end.

Send \$2.50

and receive 100 high quality filled capsules. Contains our complete assortment . . . we send 35¢ for regular sample kit of charms.



Penny King Company

2538 Mission St., Pittsburgh 3, Pa.

ATTENTION, OPERATORS! CHECK THESE SPECIAL OFFERS

- 5 lb. can Almonds with every 5 nut machines.
- 10 lbs. Ball Gum with every 4 Ball Gum machines.
- 6 Boxes Adams Gum with every Tab Gum machine.

MACHINES

Northwestern Model #49, 1¢	\$12.50
Silver King, 5¢ or 1¢	8.50
Northwestern Standard	6.95
Sadillac Jr.	6.95
Victor V, B/G Wheel	8.50
Victor V, Cabinet, B/G Wheel	9.50
Northwestern #39, 1¢	7.50
Columbus B/G	4.95
Columbus	6.95
Legal, 5¢	6.95
Acorn Cabinet	9.00
Col. Hot Nut	12.50
Col. Hot Nut	25.00
Col. Tab Gum, DuGrenier	17.50
Col. Tab Gum, DuGrenier	17.50
Col. Tab Gum, Mills	17.50
Col. Tab Gum, Heide	12.50
Comp. 1¢ Nut Mach. (New)	5.00
Level 2 Compartment, 5¢	7.50
Inters or Penny Back Machs.	10.00

SEND IMMEDIATELY FOR OUR SPRING SPECIAL ON MACHINES!

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TAKE COIN MACHINE EXCHANGE
 609-A Spring Garden Street
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 Lombard 3-2676

WELCOME TO K. C. N. A. M. A. MEMBERS



See **Bitterman** for **NORTHWESTERN NEW 5c PACKAGE GUM VENDOR** Only \$29.95

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EMPTY MACHINES FASTER!



STANDARD SPECIALTY CO.
 5115 E. 14th St.
 Oakland 1, Calif.

PM Sales Drop; Earnings Decline

NEW YORK, May 7.—Net consolidated earnings of Philip Morris, Inc., for the quarter ended March 31 dipped more than \$500,000 from a comparable period in 1954. The figures: \$1,849,992, or 55 cents a share, and \$2,405,952, or 73 cents a share.

Sales were down more than \$10,000,000—from \$67,882,282 to \$57,424,203. There are 2,887,233 shares outstanding.

N. Y. Ops Plan

Continued from page 79

increases would be difficult to put in effect.

Increases Small

Here are the wholesale price increases upon which the operators are basing the new price schedules: For Pall Malls, Herbert Tareytons and Chesterfields, the wholesale cost is up .8 per pack on kings. For Old Golds and Philip Morris kings, it's .3 cents a pack.

In New York, most brands either currently vend for 25 cents straight or 24 cents with a pennied pack for regulars and 25 cents for kings. Retail outlets generally sell regulars for 25 cents and kings for 26 cents. Kings account for about 30 per cent of sales.

Meanwhile, the conversion business will boom, as more than 50 per cent of the machines on location are of pre-World War II vintage, and the overwhelming majority of all machines here are manual models. Multiple pricing is now a necessity here.

Uneeda Steps In

Nat Hochman, head of Uneeda Vending, is making a large-scale move in the conversion field, with a three-price unit for National and Uneeda Pack to hit the market in June. These units will sell for \$22.50 each.

Uneeda will also sell a Rowe conversion kit for \$3 and an ejector mechanism for \$17.50.

According to Hochman, he already has orders for 2,200 conversions from Lou Rissman, Mystic Sales, Medford, Mass., and another 1,300 from Self-Service Sales, New Haven, Conn.

The conversion for National and Uneeda machines consists of new housing, coin slide, National Rejector ejector and a price differential bar. It will allow a single-price manual to vend at 25, 30 and 25 cents, with pennied packs allowing the operator to set prices anywhere in between.

Jersey Milk Op

Continued from page 79

H. Haskin, Newark health officer, on the ground that the milk in the vender is subject to "contamination and adulteration."

The rule was appealed, and, at a Board of Health hearing on April 15, Dr. Louis Blan, acting director, ruled that the ban stand.

The Board of Health ruling was appealed in Superior Court, with the hearing set for Thursday (5). However, the hearing was postponed until Monday (9).

Arnold R. Kent, attorney repre-

Operator Role

Continued from page 79

has the opportunity to get his foot in the door with plant management. However, a disadvantage is that if the caterer loses his contract with the plant, the operator also loses out.

Another disadvantage: Should the prime contract holder (caterer) find dollar revenue of automatic feeding good, he may move to take over the operator's position.

While the mechanical means are not yet available to supply a full food line via vender, Millman maintained that where possible, the operator should strive for the prime contract.

"Why not the operator acquiring the prime contract and farming out the necessary full-food services to the caterer?" Millman asked. "When the operator eventually has the means to supply full-line foods, he can then be in the best position to take over 100 per cent operation of plant feeding."

Walter Reade

Continued from page 79

has been marked by the placement of automatic merchandising equipment, particularly cup drink venders.

Latest location contract to be signed by the organization is for the food, beverage and souvenir concessions at the 28-acre Fairyland, U.S.A., to open May 28 in Middle Island, in Central Long Island.

28 Acres

The giant kiddieland will be spotted with cup drink venders, with cigarette machines available for adults. A WR spokesman said that while the number of machines to be placed on the location has not yet been determined, "we'll need an awful lot of venders to cover 28 acres."

Coin-operated kiddie rides will play a major role in the kiddieland, according to Nicholas Trilizese, owner of the park. He said that a contract with a major kiddie operator will be signed today.

NAMA Meeting

Continued from page 79

Sales Company, Milwaukee, moderated a "Profit Clinic" session, pinpointed facts and figures on vending profit percentages.

Movies—"At the Drop of a Coin" and candid movies of the 1954 NAMA convention in Washington, D. C.—were shown following the Saturday evening (30) banquet.

Benjamin Werne, NAMA employer-employee relations counsel, spoke at the Sunday session (1) on "A Formula for Successful Employee Relations." The Sunday meeting was confined to vending route owners, managers and executive personnel.

D. C. Moore, head of Moore Automatic Merchandising, Rockford, Ill., was elected Region VI chairman, succeeding Kiley, at conclusion of the Sunday meeting.

senting Sentinel, said that the operator will maintain that a dealer's license is not necessary and that the reason for banning the machines "is so vague as to be meaningless."

Negative Story

Continued from page 78

envelope. The plastic tab is his receipt.

When the prints are to be picked up, the customer inserts the tab into a section of the vender marked for such insertion. Then the electronic devices go to work. The punch holes are translated into price of film, time to be delivered, tray and compartment.

When the electric brain has finished its calculations, a light goes on over the proper delivery window, and the customer opens the door and removes his film. The door snaps shut automatically.

According to W. J. Nugent, SPC vice-president in charge of operations, about a billion rolls of film were sold in the United States last year.

He feels that while photo stores should be the best operator prospects, there is enough spread in the customer price and the developing cost to allow vending operators to work with photo shops.

Big Spread

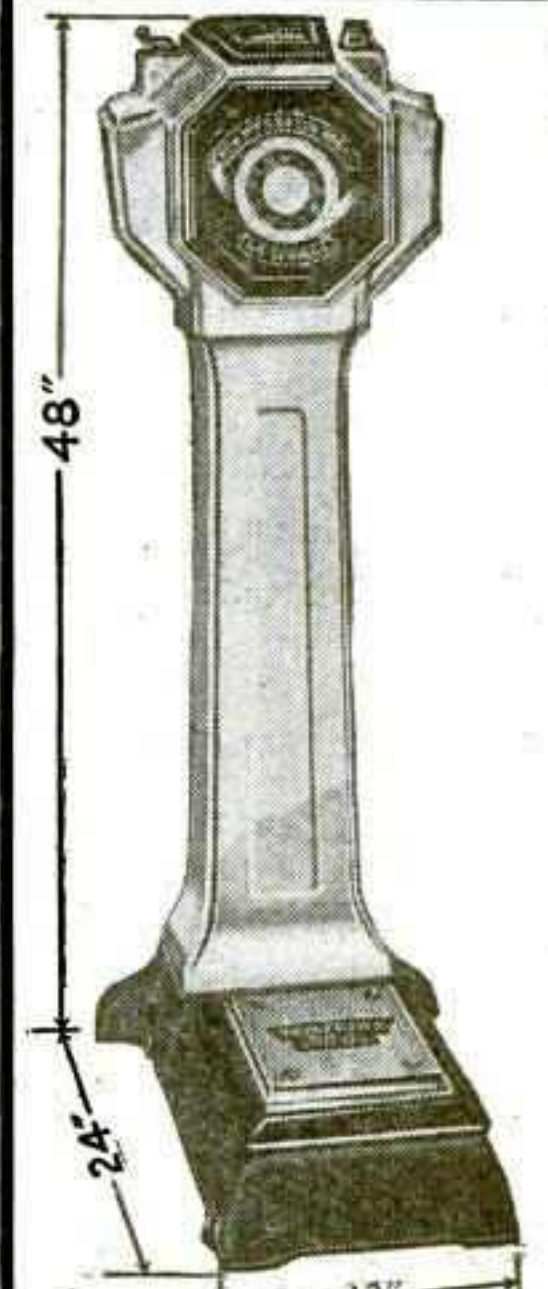
Price for a roll of eight films is usually \$1. The 20 per cent location commission leaves 80 cents. Actual cost of developing, Nugent said, is about 1 cent a print, leaving a spread large enough to allow for the processors and operator's profit.

The machines will cost from \$800 to \$1,000 to manufacture, SPC does not plan to sell any machines. The units will be leased to operators, with the manufacturer taking a percentage of gross sales.

Nugent said a basic patent and 14 associated patents have been applied for. Cabinets are made for SPC by P. Finer & Sons, New York, while All-Tool, Hillside, N. J., makes the die and recording units.

A pilot model will be displayed in a local hotel this month, with production scheduled in June.

Nugent figures that high-traffic locations will be required for the vender, with transportation depots getting first call. Hotel and busy office lobbies, too, he feels will be good locations.



\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.
 Invented and Made Only by
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 Manufacturing Company
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CIGARETTE, CANDY and DRINK MACHINES!

<p>ROWE CIGARETTE VENDORS</p> <p>Imperial, 6 Cols., 180 Cap. \$ 85.00 Imperial, 8 Cols., 240 Cap. 90.00 President, 8 Cols., 340 Cap. 130.00 Crusader, 8 Cols., 380 Cap. 145.00 DUGRENIER MODEL W, 9 COLS., 270 CAP. 95.00</p> <p>UNEEDA CIGARETTE VENDORS</p> <p>Model E, 6 Cols., 180 Cap. \$ 75.00 Model E, 8 Cols., 240 Cap. 92.50 Model 500, 9 Cols., 350 Cap. 100.00</p>	<p>CANDY MACHINES</p> <p>U-Select-It, 74 Cap., Wall Model. . . \$ 52.50 Stoner Candy, Pre-war, 160 Cap. 135.00 National Model 918, 162 Cap. 115.00</p>	<p>SUPER SPECIAL!! ROWE DIPLOMAT CIGARETTE VENDOR 8 Cols., 340 Cap. VENDS AT 25¢ & 30¢ \$145.00</p>	
			<p>ROWE CANDY MERCHANT with changemaker 7 Cols., 158 Cap. \$165.00</p>
			<p>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.</p> <p>Uneeda VENDING SERVICE, INC. "The Nation's Leading Distributor of Vending Machines" 250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295</p>

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City..... Zone..... State..... 997

Occupation

RMSA-WAAF Set 'Juke Box Matinee'

Eddie Fontaine's 'Rollin' Stone' Named First 'Hunch Tune' of Month

CHICAGO, May 7.—Thru a promotional tie-in between the Recorded Music Service Association, Chicago juke box operators' organization, and radio station WAAF, a new disk jockey program—"Juke Box Matinee"—was launched here last Monday.

Aired daily, Monday thru Friday from 3 to 4 p.m., the show is headed by deejay Hal Fredricks.

In addition to regular recorded music, "Juke Box Matinee" also features a monthly "Hunch Tune" selection.

The first "Hunch Tune" selected for the program was "Rollin' Stone" by Eddie Fontaine, Label X. A "Hunch Tune" award—a scroll—was presented to Fontaine by Fredericks Friday night (6) at the Chicago Theater.

Program Two-Fold

The purpose of the program is two-fold: To build better public relations for the juke box operators and to keep the name of WAAF before the public via some 7,000 juke boxes throuthout the city.

Carl Greene, head of Tower Music Company and chairman of (Continued on page 86)

South Bend Ops Discuss Move To Dime Play

SOUTH BEND, Ind., May 7.—Approximately 20 music operators and their servicemen at the Paul Padden Restaurant here Wednesday evening (4) to discuss the progress of dime play in the area and to hear various methods being used by other operators to reduce opposition to the plan.

Altho the first dime play conversion in this area was made over nine months ago, the turnout Wednesday was surprisingly large since operators here do not have any form of association.

The move to dime play in South Bend has been slow. At present it is estimated that only about 50 per cent of the city's music machines have been converted. However, operators left the meeting last Wednesday determined to speed up their conversions.

Among the operators attending were Al Evans, Art and Joe MacQuiues, Floyd Boxwell, Lee Ladov, Paul Padden, Sol Lilver and Ray Diltz.

Music Ops Air Dime Play Plan In New Orleans

NEW ORLEANS, May 7.—Music operators here are considering 10-cent play, even tho it means bucking a general shortage of dimes in circulation throuthout the city.

At a meeting of approximately two-thirds of the city's operators this week, the pros and cons of going to dime play were aired with the former getting the best of the battle.

A second meeting has been scheduled next week, when it is hoped that every operator will be on hand.

One factor that played an important role in the discussion of dime play was the coin mechanism which allows two-nickel play.

But regardless whether all operators agree to convert to dime play, many are expected to go ahead with conversions before the month ends.

'CHANGE NOW'

Letter to Ops Stresses Need For Dime Play

MINNEAPOLIS, May 7.—The need and importance of dime play was stressed here this week in a letter to all music operators by the Lieberman Music Company, AMI distributor.

The letter follows:

"The successful operator today is one who realizes that he must show a profit on each and every piece of equipment he operates.

"Look around you—the tavern owner sells his beer at 10 cents a glass instead of the prewar price of 5 cents per glass, and he must do so because of the increased costs. Yet the music operator, who today has his phonographs set for 5-cent play, is merchandising (Continued on page 86)

Urge Op Support Of 2d NJBM Disk

OAKLAND, Calif., May 7.—Approximately 11,000 letters over the signature of George A. Miller, president and general business manager of Music Operators of America, were mailed to operators throuthout the country this week urging their support of the second tune licensed by National Juke Box Music.

The tune, "A Stairway to the Moon," was recorded by Sonny Graham, chosen "Miss Juke Box of 1955" during the recent MOA convention. Unlike the first NJBM release, which carried an NJB label and was distributed by mail, the new tune is featured on an RCA Victor label and distribution will be thru regular RCA channels.

Enlist Radio Stations

In addition to urging operator support of the new record, steps were taken to enlist the aid of radio stations as well. Last week NJBM sent out gratuitous performance licenses to more than 2,000 broadcasters.

JUKE OPERATION TO BE SUBJECT OF VIDEO SHOW

BOSTON, May 7.—David J. Baker, treasurer of the Eastern Massachusetts Music Operators' Association, will take part in an education television program over Station WBZ-TV as part of a program the station is planning on trade groups in Boston. Plans call for interviews with association officials. The program will be a general discussion on the operation of music machines, and will go into the business from the days of the nickel-odeon to the present streamlined box. Baker said that details would be worked out later and asked members to be ready to speak on the business.

Steps taken by NJBM are in line with its original proposal to waive performance rights to broadcasters as well as juke box operators, should the latter ever become subject to performance royalties as a result of passage of Copyright act amendments now before Congress.

Miller said that another mailing to operators was scheduled sometime next week. He added that he was sure that the 35,000 sale mark set on the first NJBM release would be far surpassed.

The first release was recorded by Bob Chester, popular swing-band leader in the 1940's, and featured "Daddy From Georgia Way" and "Early, Early in the Morning."

Martin Britz Elected New MOA Treasurer

OAKLAND, Calif., May 7.—Martin Britz, head of Britz Music Company, Great Falls, Mont., was elected treasurer of Music Operators of America this week. He succeeds Ray Cunliffe, who died April 10.

George A. Miller, president and general business manager of MOA, said that because of the widely scattered membership of MOA, the election was by mail ballots. He said that the last of these were received at the MOA headquarters Monday and that Britz was elected unanimously.

He was formerly a vice-president of MOA.

Sentinel Readies New Combination TV-Juke Box Unit

EVANSTON, Ill., May 7.—Art Welch, sales and promotional manager of Sentinel Radio Corporation here, announced this week that a newly styled Sentinel combination television set and juke box cabinet would be bowed next month.

The unit, called Selectivision, was first introduced to operators at the Music Operators of America convention. Welch said that the new model would be coming off the production line next week, and that it was restyled after suggestions and ideas offered by operators.

The new model will incorporate additional chrome trim on the lower portion of the unit, as well as (Continued on page 88)

U. S. OPENS JURY PROBE OF ANTI-TRUST CHARGES

CHICAGO, May 7.—The federal grand jury investigation of alleged anti-trust activities in the juke box industry opened here Wednesday when five juke box manufacturers and one distributor submitted records dating back to 1946.

On Friday, three other distributors and five Chicago operators also appeared before the grand jury with records. Nine other out-of-town firms are sending in their records, Earl Jinkinson, local anti-trust division chief said.

Jinkinson added that operators and distributors in seven other cities—Milwaukee, Kansas City, Mo.; Cleveland, St. Louis, Youngstown, O.; Minneapolis and Rockford, Ill.—had been subpoenaed to produce their records.

The government has subpoenaed over 50 firms. Jinkinson said that the jury probe was an outgrowth of an investigation into alleged charges of monopolistic practices, restraint of trade, and price fixing in the industry.

Appearing before the grand jury on Wednesday were representatives of AMI, Inc., H. C. Evans & Company, Rock-Ola Manufacturing Company, J. P. Seeburg Corporation and the Rudolph Wurlitzer Company. One distributing company, the Coven Music Company, was also represented.

Witnesses from two Chicago distributors and one from a Milwaukee distributor were called Friday. The firms were World Wide Distributors, Inc., and Automatic Phonograph Distributing Company, both of Chicago, and the Paster Distributing Company of Milwaukee.

Operating companies submitting records Friday were Apex Cigaret Service, Inc., ABC Music Service Corporation, Caryl Music Company, Marquette Automatic Music Company, and the Metropolitan Amusement Company, all of Chicago.

Hearing-of evidence will be resumed Monday (9) when officials of three unions will appear. They are Local 134, AFL, International Brotherhood of Electrical Workers; Local 3, Automatic Equipment Coin Machine Operators, Service and Repairmen's Union, and a Cary, Ind., union, Local 1, National Union of Automatic Equipment and Coin Machine Operators, Servicemen and Repairmen. Both of the latter are independent unions.

Geracos Scores Ops Who Try and Quit on Dime Play

BOSTON, May 7.—James Geracos, president of the Eastern Massachusetts Music Operators' Association, this week scored local operators who have converted to dime play and switched back to 5-cent play. He termed them "collectors, not music merchants."

He added that five restaurant operators whose locations were successfully converted to dime play would attend the next EMOA meeting.

When Geracos stressed the importance of convincing location personnel of the value of dime play, Dave Baker, EMOA treasurer, said the problem is not only to convince the location, but to make sure the operator is not afraid of the conversion.

New Machines

Jerry Columbo, president of the Music & Television Corporation, added that all new or comparatively new machines should be on dime play, while Saul Robinson, EMOA vice-president, said: "People go into juke box locations to eat and drink; playing juke boxes is only incidental."

The organization formerly known as the Eastern Massachusetts Music Operators' Association decided to change the name to the Massachusetts Music Operators' Association. By-laws are being formulated by a committee headed by Leon Shertzer, of Newton, chairman, and will be presented at the next meeting.

Others in attendance were: Ben Ross, Gra-Ben, Boston; Harry Deshowitz, K & D Vending, Medford; Ralph Lackey, Karel Music, Roxbury; Leonard Appel, Commonwealth Music, Boston; Bob

Rome, Automatic Music, Boston; Jerry Flatto, Boston Record Distributors; Perry Lipson, Newton Amusement, Newton; Pete Pompeo, Dorchester; Charles Floyd Squantum, and Theodore Rabino-witz, Teddy's Music, Chelsea.

Also Phil Swartz, Winrox Vending, Brookline; John Fiore, Boston Bert Howell, Norwood; Arthur Sturgis, Jamaica Plain; Guy P. Digiiovani, Commonwealth Distributors, Boston; Luke Lavine, Advance Coin, and Dave Gropian, Mattapan.

SOFT MUSIC OK

Hi-Fi Phonos Land New Spots For Colo. Ops

DENVER, May 7.—High-fidelity phonographs are landing new locations for operators throuthout Colorado.

The hi-fi trend has not only created new interest in existing routes, but has opened up location that previously turned "thumb down" on juke box music.

Pete Geritz, head of Mountain Distributing Company, AMI distributor in Denver, checked with operators throuthout the State as the appeared at his "one stop" show (Continued on page 86)

W. Minton, Dayton Op, Dies at 57

DAYTON, O., May 7.—Wallace Edward Minton, head of the Minton Music Company, died here Friday (22) in St. Elizabeth Hospital. He was 57 years old.

Minton started his music route in 1949, entering the field on which he then considered an experiment basis. Prior to that he owned and operated an Arcade at Russett Point. In 1951 he sold his Arcade and concentrated on music.

Survivors include his widow, Helen; a son, Wallace Jr., and brother, Robert.

New L. A. Assn. Hdqrs. Skedded

LOS ANGELES—May 7.—The Los Angeles Division of the California Music Merchants' Association will soon open new offices at 2822 West Pico Boulevard, Ben Chemers, local representative, announced.

Chemers said that the new offices were being decorated. An open house will be held as soon as the work is completed, he announced.

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:

LARRY KANAGA MOVES INTO a vice-president slot at RCA Victor. His former post as sales manager goes to Bill Bullock. Label topper Manie Sacks is soon expected to move higher in the RCA hierarchy.

COLUMBIA DISTRIBUTORS get word that the manufacturer has eliminated returns on EP's and is extending 100 per cent exchange rights to them on the bonus-play 45's.

DISTRIBUTOR BIND IS EXPECTED to tighten when Mercury starts its new Wing label, and American Broadcasting-Paramount Theaters, Inc., moves into the record business.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

COLOR SELLS

... and AMI's 8 exciting new cabinet colors sell music!

Color, the "must" of modern merchandising, sells because people love it. They want color in cars, clothes and homes; color in furniture, appliances and decoration. AMI takes the lid off the color jar to help oper-

ators profit from the public's enthusiastic reaction to color. The AMI Model "F" is the first juke box to offer operators, locations and the PUBLIC a wide choice of 8 striking new colors:

HAPPY BLUE ★ ATOLL CORAL
 PADDY'S GREEN ★ BRIGHT SAND
 FIRECRACKER RED ★ EMBERRED CHARCOAL
 TAHITIAN BROWN ★ SUNBURST YELLOW

Every color has its place and there's a place for all of them. The living realism of "F"'s Multi-Horn High Fidelity and Sonoramic Sound seems to increase under the spur of the gorgeous cabinet in its smart, tasteful new decorator colors that spread happiness, put all in a spending mood. The high style colors of the Model "F" can convince even the hardest-to-sell location owner that this new AMI juke box is the stimulant needed to brighten up his business.

You'll Cheer The New "Miracle Finish," Too

You'll not only rave about these new colors, but every practical operator will doubly applaud the new "Miracle Finish" of the "F" cabinets. This special AMI development assures a surface that is perpetually stain and wear resistant, impervious to alcohol and acetone, even discouraging to cigarette burns. It's hard, durable, "rolls with the punch," protects itself skillfully against nicks, scratches and bumps. And, a swish of a damp cloth removes dust and dirt instantly.

PUT COLOR TO WORK SELLING FOR YOU

**AMI Model "F" Full Range Multi-Horn
 High Fidelity with Sonoramic Sound**

120, 80 AND 40 SELECTIONS

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

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES
MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of May 7	Issue of April 30	Issue of April 23	Issue of April 16
Model C 40.....	\$99.50	115.00	\$125.00	165.00
Model A.....	125.00	165.00	\$195.00	49.50
Model B.....	149.50	150.00	185.00	150.00
Model C.....	150.00	165.00	210.00	150.00
Model D-40.....	225.00	245.00	245.00	275.00
E-40.....	279.00	295.00	350.00	300.00
Model D-80.....	375.00(2)	395.00	425.00	375.00
E-80.....	395.00	450.00	450.00	395.00
Model E 120.....	575.00	650.00	595.00	645.00
EVANS				
Constellation (Evans).....	175.00	175.00		
ROCK-OLA				
Comet.....		675.00	675.00	
Comet 1438.....	625.00	650.00	650.00	675.00
46.....		39.50	60.00	60.00
1422.....		59.50	79.50	79.50
1426.....		119.50	125.00	125.00
1428.....		225.00		
1432.....		275.00	295.00	299.50
1434.....		325.00	325.00	325.00
1436.....		350.00(2)	375.00	375.00
1436-A, 45 RPM.....		375.00(2)		325.00
1436-A, 75 RPM.....				275.00
1446 Hi-Fi.....		725.00		
SEEBURG				
46.....	65.00	44.50	65.00	65.00
47.....	75.00	54.50	75.00	75.00
146M.....	79.50			
H-146-Hideaway.....	50.00		50.00	50.00
147.....		75.00		
H-147-Hideaway.....	65.00		65.00	65.00
H-148-Hideaway.....	75.00		75.00	75.00
HM 100-A Hideaway.....	249.50	275.00	275.00	275.00
M 100-A (78 RPM).....	295.00(2)	325.00(2)	325.00	349.50
M 100 B.....	349.50	395.00	375.00	395.00
M-100-BL.....	575.00	575.00	575.00	575.00
M-100-C.....	685.00	625.00	645.00	685.00
146.....		95.00		
147-M.....			89.50	89.50
148.....		125.00	125.00	125.00
148 ML.....	139.00		109.50	139.50
WURLITZER				
1015.....	45.00	65.00	59.50	75.00(2)
1100.....	69.50	75.00	99.50	95.00
1017.....	99.50	100.00	100.00(2)	100.00
1217 Hideaway.....	110.00	150.00(2)	150.00	150.00
1250.....	150.00(2)	175.00(2)	195.00	175.00
1400.....	175.00	89.50		
1450.....	139.50	139.50	139.50	149.50
1500.....	169.50	169.50	225.00	189.50
1500-A.....	325.00	385.00	385.00	325.00(2)
1550A.....	325.00	365.00	389.50	375.00
1550.....	295.00	385.00	395.00(2)	395.00
1650.....	395.00	445.00	445.00	495.00

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar week for new events scheduled in your area.

- May 9-13—National Restaurant Association, annual convention, Navy Pier, Chicago.
- May 10.—Westchester Operators' Guild, fourth annual banquet, New Parkway Casino, Tuckahoe, N. Y.
- May 10.—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- May 11—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.
- May 14-15—National Automatic Merchandising Association, regional meeting, Region VIII, President Hotel, Kansas City, Mo.
- May 16—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- June 4-5—National Automatic Merchandising Association, regional meeting, Region I, Sheraton-Plaza Hotel, Boston.
- June 5-9—National Confectioners' Association, annual convention, Conrad Hilton Hotel, Chicago.
- June 6—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- June 9—New York State Operators' Guild, Inc., annual banquet, Concord Hotel, Kiamasha Lake, N. Y.
- June 15—United Jewish Appeal, annual banquet, Sheraton-Astor Hotel, New York.
- June 18-19—National Automatic Merchandising Association, regional meeting, Regions X, XI, XII, Ambassador Hotel, Los Angeles.
- June 19-20—South Dakota Phonograph Operators' Association, quarterly meeting, Pierre.
- July 15-17—National Association of Bulk Vendors, annual convention, Conrad Hilton Hotel, Chicago.

ARCADE-EQUIPMENT

	Issue of May 7	Issue of April 30	Issue of April 23	Issue of April 16
ABT Challenger.....	\$20.00(2)	25.00	\$20.00(2)	\$20.00
Air Raider (Keeney).....	75.00	75.00	75.00	75.00
Astro Scope.....	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope).....	100.00	100.00	100.00	100.00
Barrel Roll (Jennings).....	125.00	125.00	125.00	125.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	165.00	175.00	165.00	175.00
Bat-A-Score (Senior).....	65.00	65.00	65.00	65.00
Best Hand.....	19.00	19.00	19.00	19.00
Big Broncho.....	400.00	400.00	400.00	400.00
Big Inning (Bally).....	125.00(2)	125.00(2)	125.00(2)	150.00
Big League (Williams).....	150.00	150.00	150.00	150.00
Big Top.....	395.00	395.00	395.00	395.00
Big Top.....	410.00	450.00	325.00	395.00
Carnival Rifle Gallery (United).....	295.00	350.00	350.00	355.00
Carnival Gun (United).....	350.00	379.00	350.00	375.00
Chicken Sam (Seeburg).....	95.00	95.00	95.00	95.00
Coon Hunt (Seeburg).....	179.50	195.00	179.50	225.00
County Fair.....	215.00	250.00	250.00	295.00
Dale Gun (Exhibit).....	50.00	55.00(2)	50.00	55.00
Deluxe Post Card (Exhibit).....	65.00	89.50	65.00	89.50
Derby, 4 Player (Chi. Coin).....	145.00	195.00	145.00	195.00
Drive Mobile (Mutoscope).....	145.00	165.00	145.00	165.00
Duck Hunter.....	20.00(2)	20.00(2)	20.00(2)	20.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope).....	149.50	149.50	149.50	149.50
Football (Scientific).....	145.00	145.00	145.00	145.00
Footcase (Exhibit).....	95.00	95.00	95.00	95.00
Goatee (Chicago Coin).....	95.00(2)	99.50	95.00(2)	99.50
Grandma Fortune Telling.....	100.00	100.00	100.00	100.00
Gun Patrol (Exhibit).....	125.00	125.00	125.00	125.00
Heavy Hitter (Bally).....	40.00	40.00	40.00	40.00
Hi-Ball (Exhibit).....	75.00	75.00	75.00	75.00
Hockey (Chicago Coin).....	75.00	75.00	75.00	75.00
Home Run, 6 player (Chicago Coin).....				250.00
Jes Gun (Exhibit).....	110.00	125.00	110.00	125.00
Jungle Gun (United).....	325.00	360.00	265.00	325.00
Jumbo Super.....	365.00	360.00	360.00	365.00
Kicker & Catcher.....	35.00	49.50	35.00	49.50
Lite League.....	75.00	75.00	75.00	75.00
Mercury Counter Gripper.....	20.00	20.00	20.00	20.00
Metal Typer (Harvard).....	250.00	250.00	250.00	250.00
Metal Typer (Standard).....	250.00	250.00	250.00	250.00
Midget Movies.....	95.00	125.00	125.00	185.00
Mighty Mike.....	185.00	185.00	185.00	185.00
Musical Merry-Go-Round.....	575.00	575.00	575.00	575.00
Night Fighter (Genco).....	395.00	395.00	395.00	395.00
Panoram.....	199.50	199.50	199.50	199.50
Pee Wee (Genco).....	325.00(2)	325.00(2)	325.00	350.00
Photomatic Deluxe.....	20.00	20.00	20.00	20.00
Photomatic (Mutoscope).....	365.00	375.00	365.00	375.00
Pitch'm & Bat'm (Scientific).....	545.00(late)	545.00(late)	545.00(late)	595.00(late)
Pistol Pete (Chicago Coin).....	595.00	185.00	185.00	185.00
Quizzer.....	85.00	90.00	85.00	90.00
Rapid Fire (Bally).....	99.50	99.50	99.50	99.50
Ray Gun (Seeburg).....	90.00	95.00	90.00	95.00
Rifle Gallery (Genco).....	90.00	95.00	90.00	95.00
Sea Jockey (Williams).....	125.00	125.00	125.00	125.00
Set Shot Basketball.....	345.00	345.00	345.00	345.00
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg).....	129.50	145.00	100.00	125.00
Shipman Art Show.....	150.00(4)	145.00(2)	150.00(3)	145.00(2)
Shooting Gallery (Exhibit).....	165.00	150.00(3)	165.00	150.00(3)
Silver Bullets.....	35.00	39.50	35.00	39.50
Silver Gloves (Mutoscope).....	35.00	49.50	35.00	49.50
Silver Skates.....	175.00(2)	175.00(2)	175.00(2)	175.00
Six Gun Ranger (ABT).....	175.00(2)	175.00(2)	175.00(2)	175.00
Six Shooter (Exhibit).....	145.00	145.00	145.00	145.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	150.00(2)	125.00	150.00(2)	150.00
Sky Fighter (Mutoscope).....	175.00	150.00(2)	175.00	145.00
Sky Gunner (Genco).....	150.00	95.00	125.00	150.00
Space Gun (Exhibit).....	99.50	99.50	99.50	99.50
Space Invaders.....	95.00	95.00	95.00	95.00
Sportland (Exhibit).....	275.00	300.00	275.00	325.00
Sportsman (Keeney).....	335.00	395.00	335.00	385.00(2)
Star Series (Williams).....	385.00	385.00	385.00	375.00
Star Shooting Gallery (Exhibit).....	89.50	89.50	89.50	89.50
Super Bomber (Evans).....	250.00	315.00	245.00	325.00
Super Jet (Chicago Coin).....	325.00	315.00	325.00	325.00
Super Jet Fighter (Williams).....	150.00	150.00	150.00	150.00
Super Pennant Baseball (Williams).....	390.00	395.00	295.00(2)	395.00
Telequiz.....	295.00(2)	295.00(2)	295.00(2)	295.00(2)
Ten Strike (Evans).....	100.00	100.00	115.00	115.00
3-D Theater.....	115.00(2)	150.00	115.00	150.00
Three Way Gripper (Gottlieb).....	150.00	85.00	85.00	85.00
Twin Shoe Shine.....	199.50	199.50	199.50	199.50
Undersea Raider.....	20.00	20.00	20.00	20.00
Voice-o-Graph (Mutoscope).....	125.00	125.00	125.00	125.00
Wizzard, Sc.....	375.00	395.00	375.00	395.00
You Shoot.....	495.00(2)	495.00	495.00	495.00
Zipper (Blinks).....	69.00	69.00	69.00	69.00
	20.00	20.00	20.00	20.00
	345.00	345.00	345.00	345.00
	39.50	39.50	39.50	39.50

'Juke Matinee'

Continued from page 84

RMSA's radio tie-in, said that decals announcing "Recorded Music Service Association presents 'Juke Box Matinee' daily on Radio Station WAAF, between 3 and 4 p.m." were being mailed to every operator member of the association.

Special title strips are also being prepared, Greene said, which will call attention to WAAF's "Hunch Tune" feature. He added that the Chicago operators were behind the program 100 per cent, and would buy the tune and program in the No. 1 spot on their phonographs during the entire month.

Public Response

Fred Randazzo, WAAF, said that the program was pulling excellent public response.

The program will cost operators nothing, Greene said. The decals and the title strips are furnished without charge by WAAF. The only expense involved, he said, was the cost of the "Hunch Tune" disk. But operators would buy the tune in any event, he added, since it would always be by a top recording star.

Phil Levin, president of RMSA said that "Hunch Tune" selections were decided upon by juke box play meters and on an advisory panel at WAAF.

Both Levin and Greene emphasized the public relations possibilities for operators. They said that even non-member operators indicated that they would go along with promotion.

'Change Now'

Continued from page 84

his music at a prewar price with postwar costs.

"You will find that by changing over to 10-cent play that you will actually increase the take in your phonograph and that your phonograph will be operating once for each dime and, in effect, doing less work, thereby increasing operating efficiency and also bringing about decreased costs with increased revenue.

"If you are a progressive operator, you won't look to your neighbor. Instead, you will be the leader and you will find the others following you.

"You will find the changing over easier than you had thought and the end result more rewarding. Somebody might say, 'What about the location owner?' It won't take much of a selling job to sell him since with prospects of increased revenue, he will go right along with you.

"The question is not should you go to Dime Play—but WHEN are you going to Dime Play? And the TIME to CHANGE is NOW."

Soft Music

Continued from page 84

room and found hi-fi solidly accepted.

In Denver, Colorado Springs and Pueblo, the State's three largest cities, there have been instances where location owners have accepted juke box music for the first time, primarily because they developed an appreciation for hi-fi according to Geritz.

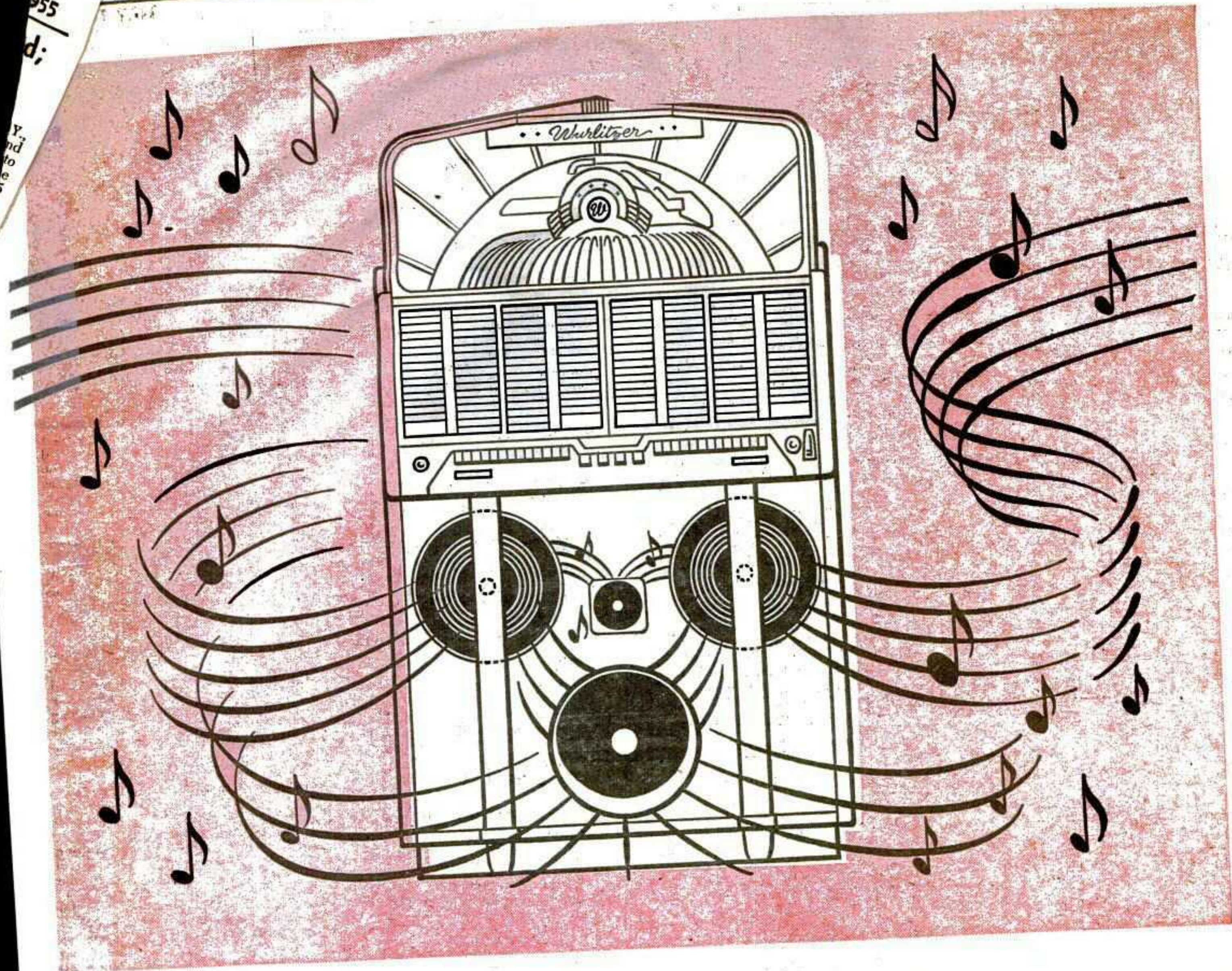
A factor which has counted heavily in the rapid growth of hi-fi locations here was the equipping of 23 supermarkets of Denver's largest food store chain with central music systems. The installation includes individually baffled speakers, providing soft music during all operating hours.

MOA Readies U. S. Bond For Convention Winners

OAKLAND, Calif., May 7. Winners of the U. S. Savings Bond at the Music Operators of America convention last March will receive their prizes next week, George J. Miller, president and general business manager of MOA, announced.

The winners were Rodney Pantages, Kenneth Shivers, D. Fortner, A. W. Wietalis, J. R. Bus, Gerald Davis, Dick Mitchell, Pellegrino and Jerry Sanzari.

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TRUE HIGH FIDELITY

THE WURLITZER 1800 offers the truest high fidelity ever achieved in the automatic phonograph field.

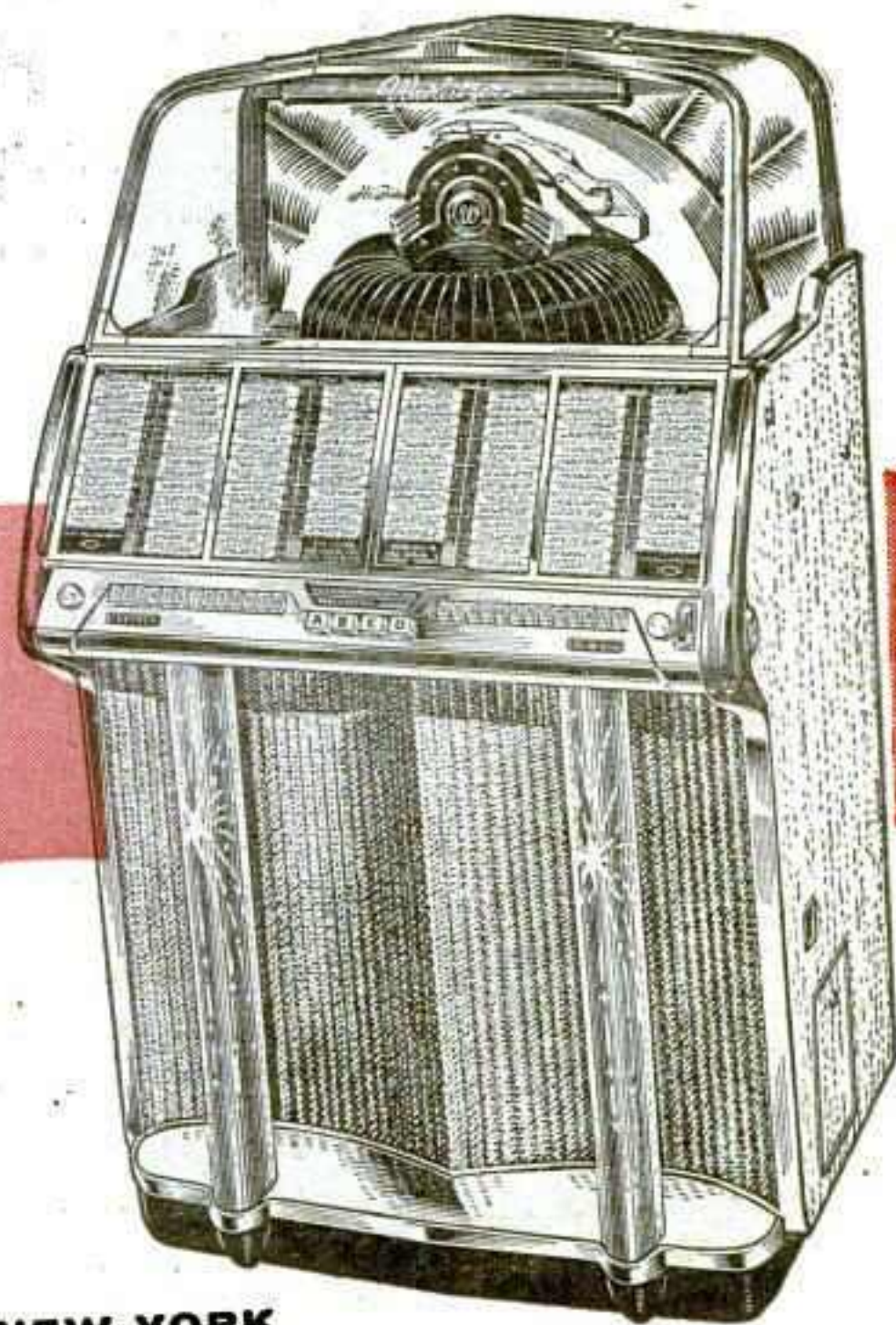
With more speaker cone area than any other juke box, it produces the finest music and assures the highest earnings.

Wurlitzer 1800

**THE YEAR'S TOP PHONOGRAPH
IN BEAUTY - IN TONE - IN EARNINGS**

See it - Hear it - Buy it
at your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856



New Rock-Ola Phono Lures Record Crowds

CHICAGO, May 7.—Distributors moved into their second week of operator showings of the new Rock-Ola phonograph, Model 1448, with attendance and enthusiasm continuing to surpass records.

The first showings were launched April 24-25, designated as "International Rock-Ola Days" (The Billboard, May 7).

Following are on-the-spot reports from distributor offices which held showings this week:

Pull Record Crowd At H. Z. Vending

OMAHA—Hymie and Ed Zorinsky, of H. Z. Vending & Sales Company, hosted an enthusiastic crowd of operators and their guests for the unveiling of the new Rock-Ola phonograph model at their showrooms here this week.

Among the operators who attended were D. L. Clem, Eldon Howell, Bill Gisher, Sol Freed, A. Larkin, Ray Mortenson, Mr. and

Mrs. Ed Unger, Bill Gottchow, Mr. and Mrs. Frank Marasco, Mr. and Mrs. Howard Ellis, Joe Emery, Mr. and Mrs. Mike Stangl, Cole Sanford, Dick Stivers, Leonard Weiland, Louis Prell, Gene Kyes, Ted Nichols, Mr. and Mrs. Clarence Bachman, Ed Kort, and Mr. and Mrs. C. B. Casey.

Ind. Ops Converge On Calderon

INDIANAPOLIS—Calderon Distributing Company played host to operators from all over Indiana during its showing of the new Rock-Ola phonograph.

Al Calderon, head of the firm, reported that the event was the most successful unveiling ever held by the firm. On hand to assist the Calderon staff was Herman Redick, in charge of the Rock-Ola woodworking department.

Operators and guests from out of town included Mr. and Mrs. Calvin Peratt, Mr. and Mrs. Jim

Hiser and Mr. and Mrs. Max Seiss, of Fort Wayne; Mr. and Mrs. Dee Reece, of Garret; Mr. and Mrs. Clarence Evans and Mr. and Mrs. Francis M. Swingley, of Muncie; B. H. Hallerdy and George Falbert, both of Lafayette; Harry Caylor and Mr. and Mrs. John Hall, of Noblesville; Mr. and Mrs. Murry Templon, Middletown; Mr. and Mrs. Chester Baxter, Elwood, and Mr. and Mrs. Don Ewen, of South Bend.

Local operators and guests included Mr. and Mrs. Stanley Zeigler, Mr. and Mrs. J. W. Patterson, Mr. and Mrs. Jerry Reynolds, Mr. and Mrs. Jim Peachery, Mr. and Mrs. Thomas O'Nall, Smiley Phelps, Mr. and Mrs. Harold Muker, Mr. and Mrs. Milton Fox, Mr. and Mrs. Richard Gunn, and Mr. and Mrs. A. C. Norman.

John A. Moss, of Kalamazoo, Mich., also attended the showing here.

Enthusiasm Soars At S & M Showing

MEMPHIS—Operator enthusiasm and attendance hit a new high at S & M Sales Company's showing of the new Rock-Ola.

On hand to greet operators in addition to the sales staff were the Cochran Brothers and C. G. Mathews, Ekko label recording stars.

Cleveland Distrib Gets Heavy Turnout

CLEVELAND—Despite heavy rains, Joe Abraham, head of Lake City Amusement Company, hosted the largest operator open house ever held at his showrooms when he unveiled the new Rock-Ola phonograph last week.

Ed Francis, Rock-Ola representative, was on hand to assist Abraham greet operators and guests. He reported that enthusiasm and sales ran high during the showing.

200 AMI Employees Receive 5-Year Awards

GRAND RAPIDS, Mich., May 7.—AMI, Inc., held its second annual banquet honoring employees with five or more years of service last Tuesday evening at the Rowe Hotel.

Over 200 received five-year awards and nine employees received awards for 20 to 30 years of service. Special guests present for the occasion were retired employees and directors of the firm.

Active Amusement Stages Wurlitzer Op Service School

PHILADELPHIA, May 7.—The largest operator service school ever conducted by the Active Amusement Machines Company, Wurlitzer distributor, ended here last week with 82 operators and servicemen completing a series of classes which began February 22.

Joe Ash, president of Active Amusement, said that the operators attending came from all over Pennsylvania and parts of New Jersey and Delaware. Active Amusement covers 15 counties in Pennsylvania, eight in New Jersey and two in Delaware.

The service school consisted of five classes—one in February, two in March and two in April. Ash said that those attending four out of the five classes received clock radios at the last get-together.

Hank Petet, Wurlitzer field service engineer, conducted all five of the sessions. At the last meeting, Robert H. Bear and John A. McIlhenny, sales manager and district sales manager respectively, assisted Petet.

The service classes covered the Wurlitzer 1800 and the complete line of remote equipment.

Sentinel

Continued from page 84

glass pilasters to give the impression of a juke box; a smaller cabinet, slanted slightly forward at the top, and a new center panel, which will accommodate any modern multi-selection wall box.

Production on the new model will be in full swing at the Evanston plant by June 1, Welch said.

Welch also announced the appointment of three distributors to handle the new line. They are the Alfa Distributing Company, Los Angeles, covering 11 Western States; General Distributing Company, Dallas, covering the Southwest, and the Merle Runyon Company, Chicago covering the Central region. A fourth distributor will be appointed in the near future to cover the Eastern Seaboard, Welch said.

Field tests of the new model have been completed, Welch said.

'55 Outlook Good Robert Hamilton Wurlitzer Exec

NORTH TONAWANDA, N. Y. May 7.—Juke box operators and distributors are looking forward to an increase in business during the remainder of the year, with 1955 totals surpassing last year's figures according to Robert G. Hamilton, assistant to phonograph sales manager Robert H. Bear, of Wurlitzer.

Hamilton just returned from a two-week tour during which he contracted operators and distributors in five States—North Dakota, Minnesota, Indiana, Illinois and Kentucky.

While in the field, Hamilton traveled with Irving R. Sandler, head of Sandler Distributing Company, headquartering in Minneapolis, and with Barney Jacobs and Lloyd Cruze, of the Co-Operative Distributing Company of Louisville. Bert Davidson, Wurlitzer district sales manager, accompanied Hamilton thru Indiana, Illinois and Kentucky.

200 Attend Lazar Rock-Ola Showing

PITTSBURGH, May 7.—Between 150 and 200 operators and guests jammed the showrooms of the B. D. Lazar Company here last week for the unveiling of the new Rock-Ola phonograph.

According to J. D. Lazar, the showing exceeded all expectations. Enthusiasm for the new model ran higher than at any previous showing in the firm's history, he added.

Rock-Ola factory manager K. S. Miller was on hand to greet operators along with the entire Lazar staff. Eddie Goldvarg, who covers the West Virginia territory, and Paul Cohen, who travels outside Pittsburgh, both of the Lazar Company, were also on hand.

Mass. Ops Launch 20G Palsy Drive

BOSTON, May 7.—South Station Monday (2) was the scene of the Massachusetts Music Operators Association kick-off for the big drive to raise at least \$20,000 for the cerebral palsy campaign which will run thru May 31.

Music operators, legislators and heads of the CP fund attended at Lt. Gov. Summer Whittier placed the first quarter in a 100-selection juke box in a booth set up in the concourse. This action started the MMOA's "Music Helps Johnny" campaign in which 10,000 music machines are being used. The juke box used by Whittier was running on 10 cent, three-for-a quarter play.

Steinberg Lists Finance Points

NEWARK, N. J., May 7.—Dick Steinberg, executive director of the Music Guild of New Jersey, reminds operators of their obligations and rights in regard to the financing of equipment. He made these points:

1. On conditional sales contracts the distributor can repossess equipment on default of payments.
2. The repossession, however, cannot affect the location unless the good will location factor has been transferred to the distributor for a consideration.
3. If monies due on conditional sales contracts exceed the current market value of equipment—all the distributor can do is get a deficiency judgment, after repossession.

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the case of bulk vendors, only the single machine price is advertised, as in depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 7	Issue of April 30	Issue of April 23	Issue of April 16
Ace Bowler (United).....	\$345.00(3)	\$345.00(2)	\$345.00(2)	\$345.00(3)
Advance Bowler (Chicago Coin).....	200.00	200.00	225.00	200.00
Banner Shuffle Alley (United)	385.00	365.00	385.00	385.00
Big League Bowler, 4 player (Keeney).....	395.00(2)	395.00	395.00	395.00(2)
Bikini Shuffle Alley.....	55.00	55.00	55.00	55.00
Bonus Bowler (Keeney).....	285.00	285.00	285.00	285.00
Bowl-a-Matic (Universal)....	325.00		325.00	245.00
Carnival Bowler (Keeney)...	135.00	135.00(2)	135.00	159.00
Carnival Deluxe (United)...	345.00	350.00	345.00	365.00
Cascade Shuffle Alley, 6 player (United).....	110.00	110.00	110.00	110.00
Century Bowler (Keeney)....	120.00(2)	120.00(3)	120.00(2)	120.00(3)
Champion Bowler (Bally)....	395.00	325.00	325.00	325.00
Chief Shuffle Alley (United).....	265.00(2)	265.00(2)	265.00	265.00
Classic Shuffle Alley, 6 player (United).....	275.00(2)	275.00(2)	275.00(4)	275.00(3)
Clover Shuffle Alley, 6 player (United).....	145.00(3)	125.00	145.00(2)	145.00
Cross-Cross Bowler (Chicago Coin).....	150.00(2)	145.00(3)	150.00(2)	150.00(4)
Crown Bowler (Chicago Coin)	125.00	130.00	100.00	125.00
Deluxe Bowler (Chicago Coin)	135.00	125.00(3)	130.00	169.50
Deluxe Bowler (United).....	325.00(2)	325.00(2)	325.00(2)	315.00
Domino Bowler (Keeney)....	130.00(2)	114.50	130.00(2)	125.00(2)
Double Score Bowler (Chicago Coin).....	155.00	130.00(2)	150.00	155.00
Eastern League (United)....	125.00(2)	125.00(4)	125.00(2)	125.00(4)
Feature Bowler (Chicago Coin).....			250.00	250.00
Five Player Shuffle Alley (United).....				315.00
Flash Bowler (Chi. Coin)....	385.00	385.00	385.00	385.00
Four Player Shuffle Alley (Keeney).....		109.50		109.50
Gold Cup Bowler (Chicago Coin).....	175.00	145.00	164.50	175.00
Hi-Speed Triple (Chicago Coin).....		175.00	175.00	175.00
Holiday Match Bowler (Chicago Coin).....	125.00	295.00	295.00	295.00
Imperial Shuffle Alley (United).....	510.00	525.00	510.00	525.00
King Bowler (Chi. Coin)....	220.00	220.00	235.00	220.00
League Bowler (United)....	235.00(2)	240.00	245.00	235.00
Leader Shuffle Alley (United)	240.00	245.00	240.00	245.00
Mars (United).....			350.00	
Match Pool (Genco).....	175.00	175.00(2)	175.00	179.50
Mercury Deluxe Shuffle Alley 11th Frame (United).....	185.00	179.50	185.00	195.00
Mercury Shuffle Alley.....	425.00(2)	425.00	425.00	425.00
Name Bowler (Chi. Coin)....	110.00	94.50	110.00	110.00
Official Shuffle Alley, 4 player (United).....	60.00	95.00	49.50	60.00
Olympics Shuffle Alley (United).....	60.00	95.00	60.00	95.00
	145.00(3)	135.00	145.00(3)	135.00
	150.00	145.00(3)	150.00	145.00(4)
		150.00	169.50	150.00
		195.00		195.00
Pacemaker Bowler (Keeney)...	200.00	200.00	200.00	200.00
Rainbow Shuffle Alley (United).....	340.00	350.00	340.00	350.00
Royal Shuffle Alley (United).....	195.00(2)	195.00(2)	195.00(2)	195.00(2)
Shuffle Alley, 4 player (Keeney).....	225.00(2)	210.00	225.00(2)	210.00
Shuffle Alley Deluxe, 6 player (United).....	235.00	225.00(2)	235.00	250.00
Shuffle Alley, 6 player (Keeney).....		235.00	269.50	269.50
Shuffle Alley, 6 player (United).....	75.00	89.50	34.50	75.00
Shuffle Alley, 6 player (Keeney).....	75.00w/p	75.00w/p	75.00w/p	75.00w/p
Shuffle Alley, 6 player (United).....			29.50	
Shuffle Alley, 6 player (Chicago Coin).....			39.50	
Shuffle Alley, 10 player (Keeney).....		125.00	129.50	129.50
Shuffle Alley Deluxe, 11th Frame (United)....		415.00		395.00
Shuffle Alley Deluxe (Keeney).....			395.00	395.00
Shuffle Pool (Genco).....	135.00	139.50	110.00	135.00
Six Player 10th Frame (United).....		145.00	139.50	145.00
Speedie (United).....	75.00(2)	75.00(2)	115.00	75.00(2)
Special Bowler, 10th Frame (Chicago Coin).....	375.00	375.00	375.00	375.00(2)
Star 6 Player (United)....	110.00	110.00	110.00	110.00
Star 10 Frame, 6 player (United).....	65.00	65.00(2)	65.00	65.00
Starlite Bowler (Chi. Coin)...	95.00	125.00	95.00	95.00
Super Bowler (Keeney)....	325.00	315.00	320.00	325.00
Super Frame Bowler (Chicago Coin).....		325.00		325.00
Super Match Bowler (Chicago Coin).....	325.00	325.00	325.00	300.00
Super Six Shuffle Alley (United).....	100.00	100.00	100.00	100.00
Targette Deluxe (United)...	60.00	95.00	44.50	60.00
Targette (United).....	99.50	95.00	99.50	95.00
Team Bowler (Keeney)....	375.00	395.00	375.00	395.00
Team Bowler (United).....	265.00	100.00	275.00(3)	275.00(3)
Tenth Frame Bowler (Chicago Coin).....	275.00(3)	325.00		325.00
Triple Score Bowler, 10th Frame (Chi. Coin).....	75.00	75.00(2)	75.00	75.00(2)
Triple Score Bowler (Chicago Coin).....	155.00	150.00	155.00	150.00
Victory Bowler (Bally)....	150.00	189.50	189.50	150.00
Yankee Shuffle Alley (United).....	345.00	300.00	345.00	345.00
			345.00	345.00
			350.00	375.00
			350.00	

INSURANCE
COIN OPERATED RIDES
BROADWAY
BROKERS CORP.
 10 South 18th Street
 Philadelphia 3, Pa.
 LOcust 8-0670

Chicago

Ken Knauf
Central 6-8761
Communications to:

**NCMDA Hdqrs. Set Up;
To Aid Distributions . . .**

Al Schlesinger, managing director of the recently reorganized National Coin Machine Distributors' Association, announced this week permanent headquarters for the group established here at 30 N. La Salle Street. (See separate story in Coin Machine section.)

Sam Gensburg, Chicago Coin Machine Company, is vacationing with the family in Florida this week. **Sam Wolberg** has returned from his vacation and is back at Chi Coin headquarters.

Lou Urban, Jennings & Company, reports added distributors for the firm's new milk-vending machines to be named in the near future. The unit is distributed in the East by Milk Vendors, Inc.

Irv Ovitz, Acme International Distributors, says pinballs, shuffle games and Arcade equipment is moving well this spring. The upturn in business, Ovitz says, is due largely to the demand from resort areas.

Jack Burns, Empire Coin Machine Exchange traveling representative, is on the road in Michigan contacting operators this week. **Joe Robbins** and **Jerry Bremner** report good used games hard to find for export.

Les Rieck, sales manager, phonograph division of Rock-Ola, is on a two-week trip to the West Coast, contacting distributors and operators.

Herb Perkins, Purveyor Distributing Company, turned up in Florida during the week. **Marie Hopp**, Purveyor secretary, is going to the National bowling tournament in Omaha, May 20.

Joe Kline, First Coin Machine Exchange, reports **Wally Finke** on a week's vacation for a well-deserved rest. **Joe**, **Sam Kolber** and **Fred Kleinman** are handling game sales in the meantime.

Isadore Edelman, who has offices in Detroit, dropped into town during the week. From Chicago Edelman headed for New York to visit distributors of his Edelco products.

Howard Freer, in the Chicago coin machine business until recently, has joined Sierra Distributing, Los Angeles. Freer left Simon Sales, Los Angeles, to join the Sierra firm.

Busy with shuffle game converting. **Clayt Nemeroff** reports he takes off the pressure by working nights in his garden. **Charley Pieri** takes to the golf links after work.

Installation of Marvel conversion units at All State Coin Machine Exchange is in full swing, with **Stanley Levin**, **Vince Shay** and **Mickey Schaffer** all busy lining up operators' used machines.

Boston

Communications to:
Cameron Dewar
Hancock 6-3000

**National Music Company
Moving to New Spot . . .**

James Geracos, operator of the National Music Company, happy to be moving into new and more spacious quarters. He will move from Huntington Avenue in the heart of the city to a location on Dorchester Avenue, a couple of miles out. This will allow him room for a sizable parking area, and Geracos is all set to go to work boosting his route of music machines, which now number 90.

Louis Blatt, of Atlas Distributors (AMI), was spending a few days with Mr. and Mrs. Charles Baroody, of Manchester, N. H. Mrs. Baroody is owner of a large Howard Johnson restaurant at The Weirs, N. H. Combining business with pleasure, Blatt interested them in buying the large-size new model of AMI for the resort spot.

Bob Jones, Redd Distributor (Wurlitzer) sales manager, was holding court with a bunch of the

COINMEN YOU KNOW

boys from out of town and chalking up some sales. **Bud Sequin**, of Newport, Vt.; **Marion Oliver**, of Portland, Me.; **Jack Martoro** and **Bill Cavomos**, both up from Norwich, Conn.; **Jim O'Connor**, of Danielson, Conn.; **Joe Tolisano**, Hartford, Conn.; **Pete Slepchuk**, of Springfield, and **Jim Pechillis**, from Ipswich, were among the buyers. Bob has just completed two more service schools on the Wurlitzer 1800.

Dave Bond, president of Tri-mount Automatic Sales Corporation, announces that his firm had just been appointed distributor of International Mutoscope of New York. (See separate story in Amusement Game section.)

Jerry J. Columbo, Music & Television Corporation (Rock-Ola), was playing host this week at a dinner in the Crown Hotel, Providence, to a group of operators of the Music Association of Rhode Island.

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

**G. B. Macke Installs
Coin Cafeterias . . .**

The G. B. Macke Corporation is going in for automatic snack bars and cafeterias in a big way, says **Sid Lotenberg**. Macke recently opened an Auto-Snack bar in the Potomac Electric Power Company building to serve 900 employees. PEPCO was losing money with its old cafeteria, and Lotenberg believes the Auto-Snack will operate at a profit, both for Macke and PEPCO.

Evan Griffith, co-owner of Pioneer Novelty, was recently elected president of the Washington Music Guild. Evan made movies of the MOA convention events and used the film as his "report" to the guild. Business at his firm is good.

The local Dr. Pepper-Tru Ade Distributing Company has enjoyed good collections so far this year, according to Manager **Norman Hayter**.

Dick Zigler, of the Canteen Company, attended the 25th anniversary celebration of the company in Chicago. Business at the local branch is good, Dick says . . . particularly the automatic cafeteria installation in the Chamber of Commerce Building.

Hirsh de la Viez, owner of Hirsh Machines, is back on the job after a recent illness. Business is fine, he says.

Sales at Kwik Kafe are off a little due to the warm weather, says Manager **James Bowen**. Kwik Kafe now has chocolate milk-orange juice vending machines on locations and results have been good. Bowen says he will expand this line if collections continue to mount. The new machines give every indication of being as well received as combination coffee-hot chocolate venders.

The local branch of Canteen Company recently bought the vending segment of the Myers Candy & Tobacco Company, it was announced by **Dick Zigler**, spokesman for Canteen. Approximately 300 machines were involved in the purchase. The vending machines will operate under the Canteen name, but Myers will continue its distribution of candy and tobacco.

Los Angeles

Communications to:
Joel Friedman
HOLLYWOOD 9-5831

**Rieck Visits Coast
On Rock-Ola Sales . . .**

Lester Rieck, phonograph sales manager for Rock-Ola, was here last week on the first leg of a sales tour that will include San Francisco; Portland and other cities in Oregon. Trip is Rieck's first western jaunt since moving over to Rock-Ola from Evans.

Ed Levin, Chicago Coin Ma-

chine Company, is due for a combination business and pleasure trip this way shortly, with local Chi Coin representative **Phil Robinson** planning a schedule of visits with Southern California coinmen. Robinson reports a surge of business as a result of the popularity of the firm's Hollywood Bowler. The new Chi Coin baseball game is expected to be in the hands of distributors this week, according to Robinson.

Jack Simon, Simon Sales Company, is off on another of his quick trips to Las Vegas, Nev. Jack reports business in the desert spa continues to increase.

Gene DeVilbiss, Big Bear Lake operator, snowed in last weekend when the area was hit by a freak storm. **Jack Neal**, Riverside, was in town looking at new equipment this week.

Hank Tronick, general manager at Minthorne Music Company, passed out cigars last week on the arrival of a daughter, **Nancy Elizabeth**. Hank's two boys are wearing him out, he says.

Hymie Rosenberg, H. Rosenberg & Company, just about ready to announce his line of conversion units for the game business.

A documentary film of the 1954 Pan American Road Race will be shown at the Western Vending Machine Operators' Association regular monthly meeting here May 30. **Leo Weiner**, treasurer and promotion chairman of the operators' organization, announced.

The filming of the 1,908-mile race in Mexico was done by **Frank Biro Jr.**, of the Biro Vending Service in Alhambra. A similar color film with sound of the 1953 event was shown last year.

Hartford, Conn.

Communications to:
Allen Widem
CHapel 9-8211

**Hartford Territory
90% Converted . . .**

Conversion of metropolitan Hartford juke boxes from 5 to 10-cent play is about 90 per cent completed, according to **Abe Fish**, of the Music Operators of Connecticut. "We're just about completed," says Abe, "with the exception of a few stragglers, and in the latter situations it's more or less a matter of location remodeling and the like. Generally, the attitude of coin operators in making the switch has been good, and there's been a unified industry feeling about the whole matter."

Abe Fish, of General Amusement Games, and Mrs. Fish have their eyes on the Connecticut shoreline. They will vacation in the area in June.

Twin Cities

Communications to:
Jack Weinberg
HYland 2896

**Dime Play, P-R
Get Ops Attention . . .**

Dime play and improvement of public relations as well as relations between operators and locations was the subject of discussion at a meeting in Dyckman Hotel, Minneapolis, last week. Present were **Gordon Stout**, of Pierre, S. D., chairman of the public relations committee of the South Dakota Operators' Association; **Irving Sandler**, of Minneapolis and Des Moines, Sandler Distributing Company, a committee member; **Archie LaBeau**, of LaBeau Novelty Sales Company, St. Paul; **Sid Levin**, of the Lieberman Music Company,

Minneapolis, and **Al Meirovitz**, of the London Music Company.

Harold Lieberman, of Lieberman Music Company, and his wife return to Minneapolis Monday after a two-week vacation in California. **Harold Harter**, of Sandler Distributing Company, Minneapolis office, where he is service manager, is home following an operation. He recuperated sufficiently to go fishing with **Bill Percy**, Sandler serviceman. They reported that crappies really were biting in Detroit Lake, Minn.

Word from the Middle River Sanatorium is that **Frank Davidson**, coinman of Spooner, Wis., is making progress and expects to be released by July. Meanwhile, he'd like to hear from fellow operators. **Glenn Bischel**, of Chippewa Falls, Wis., and his wife stopped in the Twin Cities to pick up some parts en route home from the Mayo Clinic, where Bischel underwent surgery.

Solly Rose, of Sandler Distributing Company, reports operators still are buying heavily of the new Wurlitzer phonos, with a steady stream of music men coming into the Minneapolis office. Rose, incidentally, wants it known that his name is Rose and not Ross, as incorrectly published in The Billboard. And this reporter also bows his head to admit that there is no "Arnold Sandler." Several times he has identified **Arnold Golden**, formerly of Sandler Distributing Company, as "Arnold Sandler." Our apologies, please.

Irv Gorsen, of the Acme Music Company one-stop station, says operators are putting his song "Tap the Barrel Schottische" on the North Star label, into their machines at such a pace that he has been asked to make another recording soon. **Sid Levin**, of Lieberman Music Company, reports that Arcade operators are showing great interest in Williams' new Sidewalk

(Continued on page 91)

COIN MACHINE NEWS QUIZ

Did you read these
exclusive industry news
items published in
The Billboard—
and only in The Billboard
—last week?

- **DIME JUKE PLAY BOOMS.** In New York, Boston and Rhode Island, dime play activity increased this week. Operators in all three areas are rapidly converting. Up-to-the-minute reports from these areas. (Page 75, The Billboard, May 7.)
- **MULL TV COPYRIGHT DEBATE** return match. Complete report of interest touched off by appearance of spokesmen for both Music Operators of America and American Society of Composers, Authors and Publishers on juke box copyright exemption controversy. (Page 80, The Billboard, May 7.)
- **UNIONS URGE OKAY OF PINBALLS** in Portland, Ore. AFL unions urge city council to enact an ordinance that would enable pinball games to continue to operate in the city. (Page 86, The Billboard, May 7.)
- **NJBM GIVES BROADCASTERS FREE LICENSES.** National Juke Box Music, Inc., a new music licensing organization sponsored by Music Operators of America, sends out free performance licenses to 2,000 broadcasters. (Page 26, The Billboard, May 7.)

IF YOU MISSED READING THE MAY 7 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.
Only The Billboard Gives You News While It's New

ABC
A B B
A B B P

The Billboard
COIN MACHINES

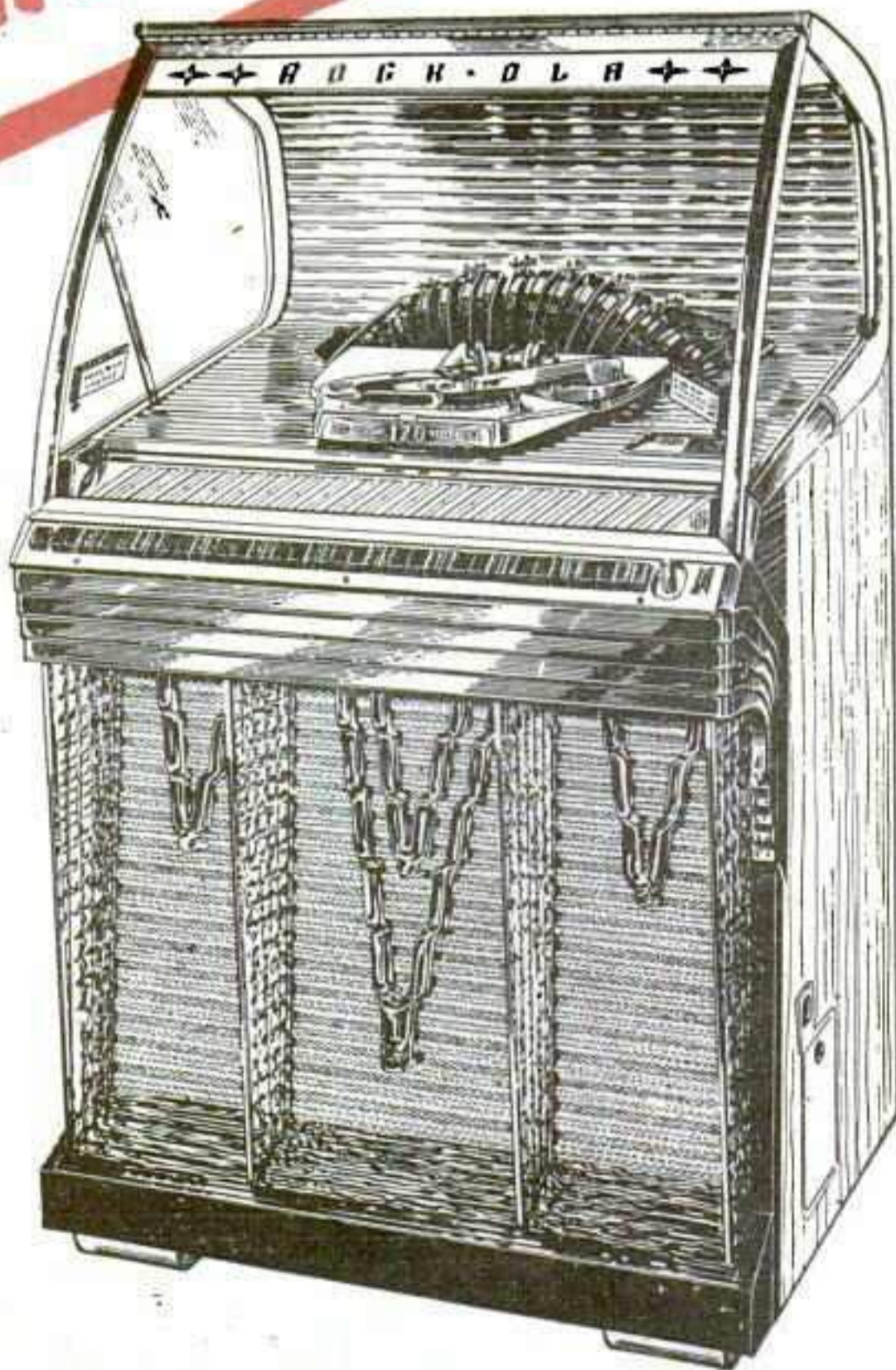
A Continuing Story of
Leadership
in **Action**

ROCK-OLA

Model 1448
 ...is your phonograph!
 you Designed it!
 you Engineered it!
**THE PACEMAKER OF
 THE INDUSTRY!**

MODEL 1448

is a composite
 of your ideas
 and suggestions
 as expressed to
 our distributors
 and developed
 by our design
 and engineering
 departments



*Thank
 You...*

**Music Operators
 and Routemen,
 for myself, for the
 ROCK-OLA staff
 and the ROCK-OLA
 Distributor
 Organization**

Never in all my years in the industry has reaction been so enthusiastic—acceptance so spontaneous! In spite of the crowds who saw and approved Model 1448 and the publicity that resulted from the surprise Preview at the MOA Exhibit in March, Operators turned out for Distributor Showings during International ROCK-OLA Days, April 24-25 in greater numbers than ever before AND

**YOU PLACED MORE
 ORDERS THAN EVER
 BEFORE!**

Dave Rockols
 President
 ROCK-OLA MFG. CORP.

COINMEN YOU KNOW

Continued from page 89

Engineer unit which went on display only a few days ago here.

Irv Sandler, of Sandler Distributing Company, did some fancy hopping this week. He left Minneapolis Thursday noon by airplane, made several stops en route, then on to Rochester, Minn., where Jim Hunter, manager of Sandler's Des Moines office, was waiting for him with an automobile. The two made their way back to the Iowa headquarters, seeing operators on the way and, from telephone reports to Minneapolis, did good business as they went.

Red Wilbur, of Duluth, who bought music, said the summer season up his way is getting an early start and should go big this year. Jack Tomar, of Two Harbors, Minn., who was in the Twin Cities with his wife to pick up several pieces of music, had similar reports to make about the North Shore season along Lake Superior where he operates. Mike Illies, of Park Rapids, Minn., here to buy music machines, was extremely optimistic about the forthcoming summer tourist season. The same sentiment was expressed by Elgin McDaniel, of Wadena, stopping by for music.

Carl Pierson, of Pierson Music Company, Anaconda, Mont., in this market shopping for equipment, said: Jobbers' business out his way is "good." Ted Engen, of Fargo, N. D., who came to the Twin Cities for music, told a similar story about business in his section of the country.

Charles Serson, of St. Cloud, Minn., bought music on his trip to the cities, as did Frank Coubal, of Bloomer, Wis. Frank Ponterio, of Worthington, Minn., came to town for a shuffle bowler.

Milwaukee

Communications to:
Benn Ollman
Uptown 3-6018

Games Bill Draws Trade Interest . . .

Coinmen throughout the State are watching closely the action of the State Legislature. A bill was introduced which would exempt from the laws against gambling devices any pinball games permitting free games for high scoring players. (See separate story in Amusement Game Section.)

Frank Bartnik, head man of the Banaco Music Company, is making plans for his first flight this spring to his hunting lodge in Canada. Bartnik usually spends some time there at this time of the year getting the cabins in shape.

Banaco Music Company disk buyer, Alice Antezak, lists her top juke box items as "Cherry Pink" by Perez Prado; Les Baxter's "Unchained Melody," and "Dance With Me, Henry," by Georgia Gibbs. Big South Side favorite she adds, is "Czarnina Kid," cut independently by local deejay John Michaels.

Bill Farr, Columbia Records sales manager, predicts that the present trend toward "sweet" music in retail shops and on the air will shortly be reflected in music operator disk buying.

George Schroeder reports coin takes showing definite improvement during past several weeks. Bright spot in the games department, he says, is the action noted on the baseball games out on location.

Math Schaefer's key West Side location, according to reports, is a tavern catering to devotees of Western music. All the records of the 100-play machine there are Western items.

According to Red Jacomet, business is tending to be spotty, with the firm's music machines holding up better than games. Good response noted by several operators, who recently introduced dime play via use of EP records, is encouraging news, says Jacomet, who adds that he is also mulling over plans to try it in a few spots.

Back from a weekend in the Windy City, Phyllis Kappenman, office manager of Major Distributors, says she had a wonderful time. Stopping in early this week for their supply of new Mercury hits, says Phyllis, were Elmer Schmidt, of Hilbert; Joe Roberts, West Bend, and Mike Young, of Soldiers Grove, Wis.

Harry Jacobs Sr. sporting a healthy tan from his winter vacation in Florida, reports that most of the backlog of work that awaited him is now out of the way. "Orders for Wurlitzers continue to come in at a nice rate," he says. "The business is there if you go after it." Currently going after more Wurlitzer business are United's top executive Harry Jacobs Jr. and Woody Johnson. Both are calling on operators up north prior to the opening of the summer vacation rush.

New trainee in the United, Inc., service department is Leo Krenz, who just completed his stint in the Army.

Visitors in the new headquarters of the RCA-Victor distributors on Port Washington Road included Harry Renholm, district sales boss from Chicago; Harry Jenkins, regional representative, also from Chicago, and Bill Costello, merchandise manager from the New York RCA-Victor office.

Harold Reitz, the local RCA-Victor sales manager, terms the current action in behalf of EP disks on juke boxes, "a bit more than dabbling." Only a relative handful of operators appear to be latching on to the successful use of EP's as money makers for them," says Reitz.

Milk Consumption

Consumption of fluid milk has increased sharply in the last six months while the quantity of milk used in manufacturing has declined, the Department of Agriculture reports. Agriculture attributes the rise to expanding consumer incomes, changes in merchandising methods, slightly lower retail dairy prices, special school milk and other domestic distribution programs. Consumption of milk and dairy products will be high in 1955, while the total milk production will probably be about that of 1954, Agriculture estimates.

Savage Sues McCann Engr. On Contract

LOS ANGELES, May 7.—Douglas M. Savage, charging breach of contract, is seeking damages of \$251,088.38 and an injunction against Gerald P. McCann and McCann's Engineering, described as manufacturers of the Red Hot frank vender. Suit was filed in Superior Court here.

Savage claims breach of exclusive agency contract and names as defendants, in addition to Gerald P. McCann and the company, McCann's Engineering & Manufacturing Company, a corporation, and three Does.

The plaintiff is also asking a preliminary injunction to restrain defendants from declaring a contract made in October 10, 1953, is not in force and to rescind notice of termination given last March 26. Savage also seeks further continuance of the pact until terminated by either party "for sufficient legal cause."

In the complaint, Savage claims that from August 1, 1953, to July 1, 1954, approximately, McCann and the three Does were engaged in manufacturing and selling the Red Hot machine. The Does, Savage says, were undisclosed partners.

According to the petition, Savage signed a contract, granting him exclusive right to sell, license sales and to license and give franchises for sale in the United States. Length of the contract is designated as running to the expiration of the patent issued June 28, 1949, along with its renewal. Other clauses call for Savage to devote full time to selling with the price to be agreed upon from time to time. A contract is filed with the complaint as an exhibit.

Savage's complaint charges that in June, 1954, the defendants organized the McCann's Engineering & Manufacturing Company, and transferred the plaintiff's contract to the corporation with it assuming benefits and liabilities that might arise from the pact. Savage's deal was terminated in writing on March 26, 1955, the petition reports.

The former sales manager for Red Hot is purported to have spent \$3,718.36 for advertising and promotion from August 1, 1953, and March 26. His receipts from commissions, it is pointed out, amounted to \$2,630.

In February, 1954, Savage, the petition asserts, with knowledge of the defendants, signed a franchise agreement with Robert E. Hines Jr., giving him exclusive right to sell the hot sandwich machine in California with the exception of San Diego County, Washington, Oregon, Idaho, Montana, Nevada, Utah, Arizona, Wyoming and Colorado. On these sales, Savage was to receive \$70 commission each on the first 100 machines; \$65 on the second 100, and \$60 on the third 100. Hines quota was to be 150 machines for the first 12 months commencing April 1, 1954; 225 the second 12-month period, and 350 the third 12-month period.

Last June, Savage further claims he entered into another written franchise with the defendants' knowledge with Nu-Matic Machines, Inc., in New York, for exclusive representation in New York, New Jersey, Pennsylvania, Massachusetts, Connecticut, and Rhode Island. Term of the contract is given as that covered by the Savage pact. Savage's commission was to be \$35 each with a quota of 340 units within 12 months, and 800 machines the third. Nu-Matic's price was to be \$810.00 each, f.o.b. the Glendale factory.

Further damages are asked by Savage for another franchise deal he made with Storie Schultze to sell exclusively in Illinois, Indiana, Wisconsin, except north of Wisconsin Highway 16 and west on a straight line from junction of Highway 16 and Highway 12 north to Lake Superior for the term of the patent from October 22, 1954. Savage's commission was to be \$75 per machine on first hundred and graduate down to \$60 for all over 300 units.

Advertised Used Game Prices

1954-1955 Comparison

(Numbers after prices show times advertised)

	April, 1954	April, 1955
Basketball Champ (Chicago Coin)	\$175.00 (8) 200.00 (1) 275.00 (3)	\$195.00 (9) 175.00 (1)
Bowling Champ (Gottlieb)	69.50 (4)	59.50 (4)
Bright Light (Bally)	75.00 (1) 70.00 (1) 79.00 (2) 85.00 (3) 95.00 (1)	75.00 (3) 85.00 (9)
Four Horsemen (Gottlieb)	109.50 (4)	99.50 (3)
Frolic (Bally)	165.00 (6) 185.00 (3)	155.00 (1) 150.00 (2) 175.00 (3)
Golden Nugget (Genco)	50.00 (1) 100.00 (3) 125.00 (4)	95.00 (1) 99.50 (3)
Hayburners (Williams)	75.00 (4)	75.00 (9) 70.00 (1)
Jalopy (Williams)	75.00 (4) 120.00 (1)	99.50 (4) 75.00 (2)
Oklahoma (United)	65.50 (4)	69.50 (3)
Quarterback (Williams)	65.00 (6) 75.00 (1)	75.00 (3)
Spot Lite (Bally)	65.00 (5) 85.00 (1) 89.00 (2) 99.50 (2) 110.00 (1) 115.00 (4)	42.50 (1) 59.50 (1) 60.00 (3) 70.00 (1) 75.00 (12) 85.00 (3)
Tampico (United)	75.50 (4)	69.50 (4)

Used Game Market Up 25%

Continued from page 78

first three months of the year, says Monte West, there was a big demand for games in April, and this demand has continued with the shortage of good used units. Pinball games are in demand, he says, and operators are looking for more shuffle bowling games with giant pins, which were first introduced late in 1953.

Don Moloney, Donan Distributing here, says the firm is managing to get more games in to fill orders, but would like to have 10 times as many on hand as are available. He said favorable legislation has increased demand for pinball games in many areas of the nation, and shipments to world markets have taken a lot of machines off the domestic market.

Resort Business

At All-State Coin Machine Exchange, Chicago, Vince Shay reports more equipment than ever before moving into resort areas in the Northern States. Operators are dumping much of their old equipment and looking for later model games, he says. "Good used shuffle games in the \$250-\$350 price range are a scarce item," Shay pointed out. He estimated average prices on used games up 25 per cent.

First Coin Machine Exchange here also finds prices up about 25 per cent on used games. Sam Kolber, of the First sales staff, said that pinball games are scarce due, in part, to the exporting of these units. Since shuffle games are not exported to the extent of pinballs, Kolber said, the shortage of these units was hard to explain. The good quality of shuffle games manufactured in the past few years has

Schultze's quota was 360 machines in each 12-month period.

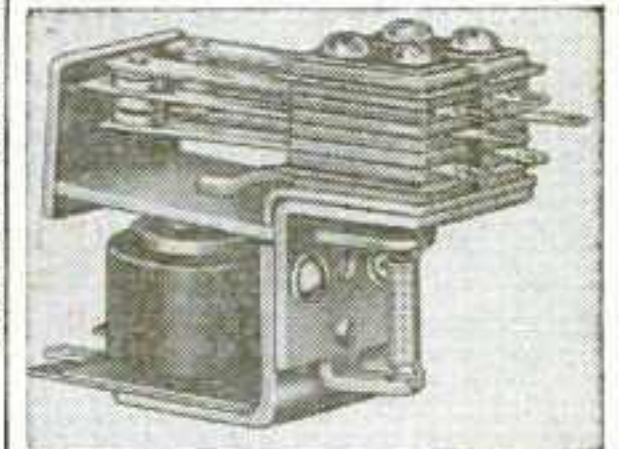
All firms, Savage purports, fulfilled their contracts which were in effect on March 26, 1955. He claims that his earnings on existing pacts would have earned him a net of \$250,000. This amount is asked plus \$1,088.38. Interest at 7 per cent is also sought.

The injunction is asked to deny Savage's power as exclusive selling agent. He adds that about August 25, 1953, he entered into an oral partnership with the defendants to buy from Albert E. Aff the exclusive right and license for \$2,000 to manufacture and sell the hot sandwich machine upon which patent had been obtained in 1949. Savage, the petition reports, to supply half the money needed. In October, 1953, Savage is said to have made the agreement by which McCann held exclusive on the manufacture and Savage a similar deal on the sales.

Savage also claims an additional \$180 is due him in commissions. Attorney for the plaintiff is E. L. Fraser, of the firm of Wadsworth & Fraser.

helped to boost demand for these units, he added. Success with conversion units on used shuffle games has also upped demand, Kolber said.

New Products

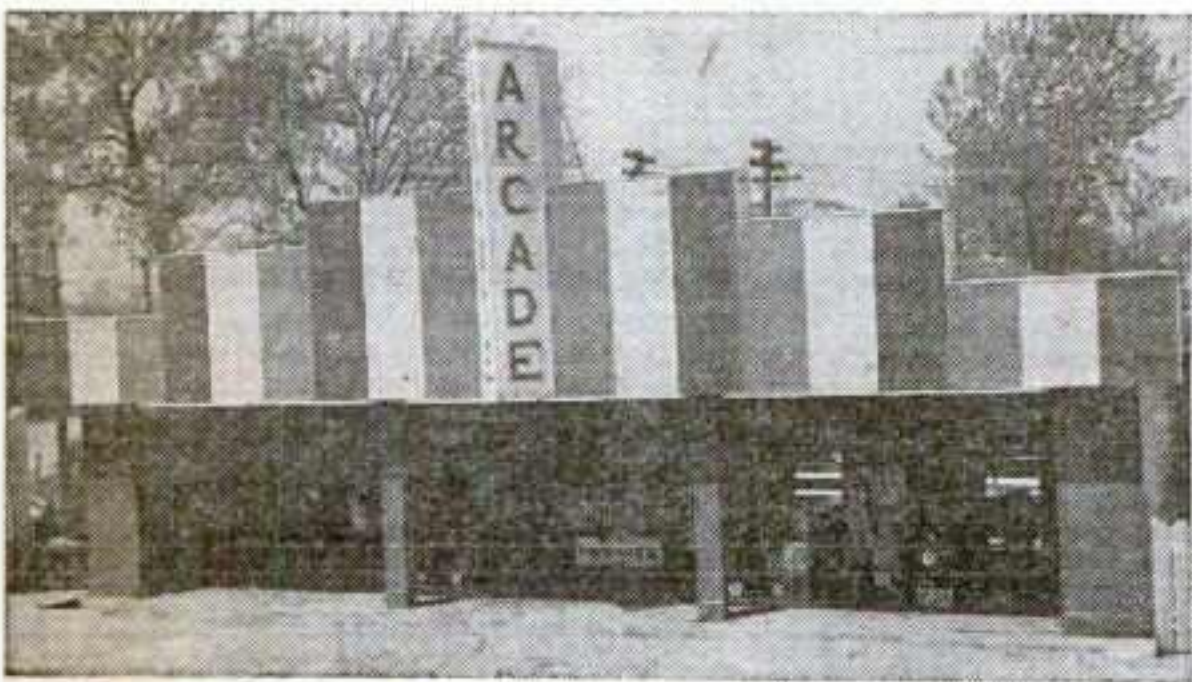


Editor's note: This is the first of a series describing new products in the coin machine field. Address glossy photos and brief descriptions of products of interest to amusement game, juke box and vending machine operators, distributors and manufacturers to "New Products," The Billboard, 188 W. Randolph St., Chicago.

U/L Motor Control Relay, Guardian Electric Manufacturing Company, Chicago. Magnetic motor controller A.C. relay Series 210-UM, carries Underwriters' Laboratories approval. Available in any standard arrangement of contact combinations from single pole, single throw, normally open, to double pole, double throw. Coil voltage 115 volts, 60 cycles. Contacts rated 115 V., A.C., 60 cycles, single phase, 1/4 hp. Standard coil and contact terminals are lug type, tinned for soldering. Bakelite insulation of contacts is tested at 1500 volts, 60 cycles. Standard double pole, double throw unit weighs 4.3 ounces.

Burley Tobacco Quota

The Department of Agriculture has set a 334-million-pound quota for the 1955 burley tobacco crop under new legislation effective this month to relieve the burley surplus. A growers' referendum required by the law will be held (28) on the announced quota, with a two-thirds vote required to sustain or no quota will be in effect and no price support will be made available on the 1955 crop. Current burley supplies total 1,863 million pounds, the highest on record. Agriculture reports, enough to fill demands for about 3.5 years compared with the normal supply of about 2.8 years. The new quota would reduce burley acreage allotment 37 per cent below the preliminary 1955 allotments.



NEW ARCADE AT RIVERVIEW PARK, Chicago, has transparent front of colored plastics. Some 20,000 watts of fluorescent lighting sprays the 60 by 50-foot Arcade and surrounding area with colored light. The Arcade is one of three to begin operation when Riverview opens May 18. Managing Riverview Arcades is Herb Tekip.

K. C. NAMA Regional Set

KANSAS CITY, Mo., May 7.—The region VIII meeting of National Automatic Merchandising Association will be held here Saturday and Sunday (14-15) at the Hotel President.

The meet will bring together members from Iowa, Missouri, Kansas, Nebraska, and Colorado, and will be chaired by Dwight Hanna, Hanna Candy Company, Atchison, Kan.

Speakers on the Saturday program will include J. Renz Edwards Jr., Cigarette Service Company, Inc., Kansas City, Kan., "How to Teach a New Man to Do His Job"; Bernard J. Kilery, Airport Vending Service, Chicago, "Automatic Catering—Prime Contractor Vs. Subcontractor"; Ralph A. Dahl, Ralph A. Dahl Company, Omaha, "A Regional Report on Direct Sales to Locations."

William Fishman, Automatic Merchandising Company, Chicago,

and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, will moderate a "Profit Clinic" on reasons for success or failure in automatic selling. G. R. Schreiber, editor and publisher of Vend, will discuss the current outlook in vending.

A reception Saturday evening will be sponsored by the Vendo Company, Kansas City, with dinner following for registrants and their wives.

Movies will be shown Saturday evening, including "The 1954 N.A.M.A. Convention-Exhibit," and "At the Drop of a Coin," regional premiere of the organization's color motion picture story of automatic merchandising.

Both NAMA members and non-members are welcome to attend the all-day sessions Saturday. The Sunday session is for members only.

The Sunday morning sessions will be headed by Benjamin Werne, NAMA employer-employee relations counsel, who will speak on "A Formula for Successful Employee Relations." Election of a

N. Y. Coke Elects Lewis Exec. V.-P.

NEW YORK, May 7.—Edward P. Lewis this week was elected executive vice-president and general manager of the Coca-Cola Bottling Company of New York, Inc.

Other promotions, announced by President James T. Murray, were David E. Lee as vice-president in charge of plant operation and Vincent A. Gannon as secretary.

Lewis joined the firm in 1935 as an office checker in the Brooklyn branch, served as branch manager and later was named vice-president.

The company operates 15 bottling plants and seven distribution warehouses in New York, New Jersey and Connecticut.

Region VIII chairman will follow, with adjournment at noon.

Host for the two-day meet is J. B. Hodge, Commercial Vending Service Company, Kansas City, Mo.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 7	Issue of April 30	Issue of April 23	Issue of April 16
ABC (United).....	\$45.00	49.50	45.00	49.50
All Star (Gottlieb).....			45.00	50.00
All Star Baseball (Williams).....	795.00	725.00	225.00	325.00
Army & Navy.....		60.00	95.00	
Arabic Knights.....			160.00	
Atlantic City (Bally).....	90.00	95.00	85.00	95.00
		100.00	100.00	95.00
		115.00(3)	115.00(3)	100.00
		125.00		110.00
Atom Jets.....			25.00	
Coin Box (Chicago Coin)....		155.00		
Basketball Champ (Chicago Coin).....	195.00(2)	195.00(2)	175.00	195.00(3)
			195.00(2)	
Basketball, Two player (Genco).....	250.00	295.00	225.00	250.00
		295.00	250.00	225.00
Beach Club (Bally).....	225.00(2)	200.00	225.00	200.00(2)
	245.00	225.00(2)	250.00(2)	215.00
	250.00(3)	249.50	265.00	270.00
	270.00	250.00(4)	255.00(2)	265.00
		265.00	270.00	275.00(3)
Beauty (Bally).....	175.00	175.00(2)	175.00	160.00
	195.00(2)	200.00(2)	200.00(2)	200.00
	200.00(2)	205.00	205.00	210.00(2)
	205.00	210.00(2)	210.00(2)	215.00
	210.00(2)	225.00	225.00	225.00(2)
	225.00			305.00
Big Ben.....	165.00	200.00	175.00	
Big Time.....	550.00		59.50	79.50
Bowling Champ (Gottlieb)....	59.50	59.50	59.50	79.50
Bright Lights (Bally).....	50.00	75.00	75.00	85.00(3)
	85.00(3)	85.00	85.00(3)	85.00(2)
	85.00(2)	85.00	95.00(2)	85.00(2)
	95.00(2)		95.00(2)	95.00(2)
	125.00			
Button & Bows.....		49.00		
Cabana (United).....	150.00	165.00	125.00	135.00
		165.00	135.00	165.00
		59.50	59.50	165.00(2)
Caravan.....			125.00	75.00
Chinatown.....				150.00
Circus (United).....			25.00	
Citation (Bally).....	60.00	75.00	60.00	70.00
Coney Island (Bally).....	80.00	85.00	75.00	80.00
		95.00	85.00	90.00
			65.00	85.00
Coronation.....			240.00	
Control Towers.....			225.00	295.00
Daffy Derby (Williams).....	215.00	175.00	175.00	
Daisy Mae.....	165.00	95.00	165.00	
Dealer (Williams).....	325.00	325.00	325.00	325.00
Deluxe Baseball (Williams)....	265.00	235.00	235.00	350.00
Diamond Lull.....	59.50	59.50	59.50	59.50
Dragonette.....	195.00	175.00	185.00	
Dreamy.....	25.00	15.00		
Dude Ranch (Bally).....	250.00	255.00	225.00(2)	255.00
	265.00(2)	260.00	270.00(4)	235.00
	270.00	270.00	295.00	270.00
	275.00(2)	275.00(4)		275.00(4)
	295.00			
400 (Genco).....	55.00	60.00	39.50	55.00
		60.00	59.50	60.00
		95.00		99.50
Flying High.....			235.00	
Four Bells.....				99.50
Four Horsemen (Gottlieb)....			25.00	99.50
Freshie (Williams).....	140.00	150.00	150.00	175.00
Frolic (Bally).....	175.00	195.00	175.00	175.00
Gold Star.....	210.00	225.00		195.00
Golden Nugget.....	95.00	95.00	99.50	99.50
Gondola (Exhibit).....		49.50	49.50	49.50
Grand Siam.....		65.00	85.00	
Green Pastures.....			175.00	
Grand Champion.....	135.00	125.00	125.00	109.50
Gun Club.....	85.00	85.00	95.00	109.50
		109.50		
Guys & Dolls.....			135.00	
Handicap.....			99.50	99.50
Havana.....	275.00(2)	175.00	275.00	175.00(2)
			275.00	190.00
				245.00
				275.00
Hawaii (United).....	300.00	310.00	310.00	350.00
	325.00	350.00	275.00	310.00
			325.00(2)	265.00
			350.00	275.00
			160.00	310.00
Hawaiian Beauty.....	175.00	185.00		
	75.00(3)	75.00(2)	75.00(2)	70.00
Hayburner.....	295.00(4)	286.00	275.00	275.00
Hi-Fi (Bally).....	300.00	315.00	295.00(2)	295.00
	325.00	300.00	310.00	315.00
		315.00(2)	315.00(2)	325.00
			325.00	350.00
Hit 'n' Run (Gottlieb).....				109.50
Ice Frolics.....	275.00	285.00	275.00(2)	295.00
		295.00	286.50	300.00(2)
		300.00(2)	300.00(2)	300.00(2)
		310.00(2)	310.00(2)	310.00(2)
		315.00	315.00	315.00
Invader Gun (Genco).....		200.00		
Jalopy.....	99.50	99.50	99.50	75.00
Jockey Club.....	175.00	160.00	150.00	99.50
King Pin (Chicago Coin)....			89.50	89.50
Knock Out (Gottlieb).....				49.50
Lady Luck.....	235.00		220.00	
Lazy Q.....				110.00
Leader (United).....	42.50	50.00	42.50	75.00
	75.00		75.00	
Lovely Lucy.....			175.00	175.00
Lucky Inning (Williams)....	59.50	59.50	59.50	59.50
Lulu.....		235.00	250.00	235.00

THE MARKET PLACE for the **COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15¢ a word—Minimum \$3.00.
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER unless Credit has been established.

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.
When using a Box Number in Care of The Billboard allow for 6 additional words.
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

ADVANCE 25¢ MACHINES—\$23.55 EA. LOT of 50. Merchandise lowest prices. McDonald Distr. Co., 2416 W. Davis St., Dallas, Tex. je11

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. my21

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-je4

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. ch-my28

Routes for Sale

JUKE BOX AND GAME ROUTE IN MID-west; all machines in good condition; priced to sell. Box M-127, c/o Billboard, Cincinnati 22, Ohio. my28

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 up. Other vending machines, \$5 up. What have you to sell?
MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

CIGARETTE MACHINES—DU GRENIER 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 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 6-4244. ch-1fn

FOR SALE, ZIPPER SKILL GAME, \$15; A. M. I. 40 selection Wall Boxes, \$5; United 10 Frame, \$75; United Stars, \$50; Keeney Team Bowler, \$40; Keeney Domino, \$275. All games in good working order. Frank Guerrini, Burnham, Pa. my14

FOR SALE—75 1¢ MASTER GUM AND Merchandise Machines, \$4.50 each, or will trade for Hart Chrome Gum Machines. Paul Thomas, P. O. Box 1771, Jackson, Miss. my21

LIKE NEW—SHOOT THE BEAR, \$175; 3D Movie, \$195; Chik Sam, \$95. Regulation balls for Universal's Bowl-O-Matic, \$7.50 doz. 1/3 cash or see anytime on floor. Funcede Amuse., Beach Haven, N. J.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders, Advance 23C's, National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES
Dept. B-5, 4307 W. Lawrence Av., Chicago 30

TEN KLEENEX VENDING MACHINES—5¢ slot, in perfect condition. Make offer. J. H. H., 1327 "G" Ave., West Columbia, S. C.

2 AUTO-PHOTO MACHINES, 1 HOROSCOPE, all 2 yrs. old, excellent condition. Many extra parts, motors, thermostats, tanks, \$3500. Write, phone, Joseph Raide, 431 S. Wilbur Ave., Syracuse, N. Y. 76-7328. my28

19 SCIENTIFIC POKERINOS AND STOOLS in excellent condition. Will sacrifice, make offer. Mitchell Pinke, 335 Barnard Ave., Woodmere, N. Y.

25 SELECT-O-VEND 8 COLUMN TAB GUM Machines; top condition, \$9.40 Advance D ball gum; extra clean, \$4.95, 1/3 deposit. Balance c.o.d. Hawkins, Route 6, Palestine, Tex. my28

60 NORTHWESTERN DELUXES, 1 AND 5 cent, \$7.50 each. Or will exchange even for Victor Topper Deluxe's one cent. Arthur Bianco, 2491 Campbell Ave., Bronx 58, N. Y.

Wanted to Buy

ACORN MACHINES AND SERVICE HEADS. Give full details, including lowest cash price. Young Vending, 2401 Fairway Dr., S.W., Roanoke, Va. my28

CIGARETTE, CANDY AND OTHER VENDING machines. Give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. tf

HIGHEST PRICES PAID FOR 1¢ SILVER Kings, 1¢ Victors and Northwestern 4bers. Uptown Vending Dist., 1471 Westchester Ave., New York 72, N. Y. my28

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake 609-C Spring Garden St., Philadelphia 23 Pa. ch-1fn

WANTED—COIN OPERATED RADIOS, new or used. Box M-126, c/o Billboard, Cincinnati 22, O.

WANTED TO BUY ALL TYPES OF FREE play consoles like Draw Bells, Deluxe Draw Bells, Wild Lemons, Double Up, all types of Keeney and Universal consoles. Quote your cheapest price; will pick up. Write Box 463, Burnham, Pa. my21

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines Routes, Parts, Supplies or Services.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

 - Next 6 issues
 - Next 4 issues
 - Next 3 issues
 - Next issue only

\$ _____ Payment enclosed

Name _____
Address _____
City _____ Zone _____ State _____

**SAVE MORE MONEY
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

SHUFFLE CONVERSIONS UP 32 NAMA Chm. Named for '55

Continued from page 78

corresponding to score values that light up on the backglass.

A wired scoring motor disc is installed in place of the old ones. Subassembly work on cable boards, drill press and light bulbs is done at the Marvel plant. A new backglass is put on each game.

Boosting Takes

Rubenstein says games which are close to being obsolete can in this way be placed on location at "second or third-class spots" and bring in good takes. The units sell for "a little over \$100," he said. Distributing and installing the Marvel units in Chicago are All State Coin Machine Exchange, Monarch Coin Machines, and Leader Sales.

In New York, four firms—Harry Berger's West Side Distributors, Milton Green's King Amusement, Al Gilbert and Dave Lowy—are making an average of 70 conversions a week. Prices range between \$100 and \$125 installed. The basic conversion begins with a 10-frame, three-reel shuffle alley and ends with a flashing light game resembling a late model.

Like the Chicago models, the converted game gives the score in thousands and has flashing lights on both playing board and backglass.

Good Conversions

A good conversion job takes about eight hours in the shop, New York installers find. Working conditions are better in the shop than on location, as caulking, scraping of wood and a thoro cleaning is usually included.

Binks Industris, Chicago, began production last January of a shuffle bowling game attachment unit, has added another since then, and is readying production on a shuffle game conversion unit.

The attachable units are mounted on the front end of the pin cover of shuffle bowling games. On the glass of the unit, which is enclosed in wood, is a traveling light indicating different scoring values. The units are sold throughout the country, and Mel Binks, head of the firm, reports the demand steadily increasing.

Milwaukee Picture

A year ago, Milwaukee was a bustling game conversion town, with one local firm, the Hastings Distributing Company, keeping several men busy installing units and making plans to enlarge facilities to handle the rush. Today the picture does not show the same degree of strong activity, due mainly to the uncertainty among coinmen as to the legality of much of the equipment hereabouts.

Sam Hastings, head of the Hastings firm, claims that one of the main reasons his firm's conversion installations have slumped is the declining number of old pieces of equipment now in the field. Fewer machines need conversions now, he pointed out. Lack of match score features on the conversion units now available is another handicap, he said.

Hasting's work in the conversion field has been limited largely to the Edelco unit with installations being made on his own route

equipment and that of numerous State operators.

Most Active Firm

Most active coin firm converting old machines with new play features at present is the Mitchell Novelty Company. According to one of the firm's executives, Erb Beck, they are installing units on a number of their own machines and also selling and installing a fair quantity among local and State operators. Unit handled here is the product of Binks Industries, Inc. Unit sales are averaging about \$150, not including installation costs, Beck said.

Over-all reaction is fairly strong, says Beck, with an increasing number of operators reporting increased takes when the units are put out on location. Spotting their own converted equipment around town has resulted in numerous inquiries, he points out. The climbing price of new equipment for route replacement is causing more and more coinmen to check into conversion possibilities.

"Since route receipts haven't been holding up as well as they should, cutting equipment costs by buying conversion units is beginning to look like a necessity to more and more operators around here," he declared.

Conversion Speed-Up

P. & P. Novelty Company, headed by Joe Pelligrino and Bob Puccio, report an accelerated use of conversions on their own route equipment. An expert coin machine repairman and a skilled cabinet maker, Pelligrino asserts that their P. & P. conversion units are all "custom made," performed primarily to change their games from plunger-type pin games to roll-downs.

"All it amounts to," says Pelligrino, "is removal of the plungers that come with the original equipment and are largely illegal hereabouts, and taking off the glass covers to permit the players to roll the balls or the pucks."

A large share of the games converted by this method, adds Pelligrino, are actually newly purchased equipment. "We prefer to convert some new machines rather than outdated pieces because of the superior game action available on the late models," he says.

NCMDA Objectives

Continued from page 77

Inc., Milwaukee, Samuel London; Marmer Distributing Company, Cincinnati, Bill Marmer; Morris Novelty Company, Inc., St. Louis, Louis D. Morris; National Coin Machine Exchange, Chicago, Joseph Schwartz.

Roanoke Vending Machine Exchange, Inc., Richmond, Jack G. Bess; A. P. Sauve & Son, Detroit, A. and D. Sauve; Seacoast Distributors, Inc., Elizabeth, N. J., Dave Stern; Sheldon Sales, Inc., Buffalo; Southern Amusement Company, Memphis, C. H. Camp.

Taran Distributing Company, Miami, Sam Taran; Western Distributors, Inc., Portland, Ore., Budge Wright; Western Distributors, Inc., Seattle; David Rosen, Inc., Philadelphia, David Rosen; First Coin Machine Exchange, Chicago, Wally Fink; H. M. Branson Distributing Company, Louisville, Hy Branson.

Schlesinger said that meeting plans for the group would be announced shortly.

Terrytoons Bid

Continued from page 77

with the picture, is provided by Ken Schoon, Metropolitan Opera star.

Ad Tie-Ups

Terry plans to utilize the viewer to plug amusement attractions, with advertising pictures worked into the program. Other possibilities, he said, are tie-ups with location motion picture houses showing Terrytoon shorts and plugging products in supermarkets.

The viewer, with still pictures, offers a four-selection program.

	Issue of May 7	Issue of April 30	Issue of April 23	Issue of April 16
Madison Square Garden		49.50	49.50	69.50
Maryland (Williams)		69.50	69.50	295.00
Mexico (United)	255.00	255.00	295.00	295.00
Minstrel Man		25.00		295.00
Miss America Boat			450.00	450.00
Moon Ride (Bally)				
Nevada (United)	295.00 350.00	295.00 15.00	295.00 350.00	295.00 325.00
Nifty		95.00		
Nine Sisters (Williams)				
Oklahoma (United)	69.50	69.50	69.50	69.50
Olympic		69.50	69.50	
Palisades				89.50
Palm Beach (Bally)	90.00 115.00	75.00 115.00	75.00 115.00	115.00
	125.00(3)	125.00(3)	125.00(3)	125.00(4)
Palm Springs (Bally)	275.00	275.00(3)	275.00 295.00	260.00 275.00
	295.00(3)	286.50 295.00	300.00(2)	310.00(4)
	300.00	300.00	310.00(2)	325.00(2)
	310.00(3)	310.00(3)		
	315.00			
Paratrooper (Williams)		25.00		
Pinch Hitter (United)	59.50	59.50	59.50	59.50
Pinky		20.00		
Pinwheel		130.00		
Queen of Hearts		85.00		
Quintette		79.50		99.50
Quarterback (Williams)	75.00	75.00	75.00	75.00
Rag Mop		15.00		29.50
Rio (United)	195.00 215.00	160.00 195.00	168.00 195.00	160.00 180.00
	245.00	245.00	245.00	210.00 245.00
Rose Bowl		35.00		49.50
Saddle & Turf, Club Model (Evans)	325.00	295.00 325.00	295.00 325.00	325.00
Saddle & Turf	250.00	250.00		
Samba (Exhibit)	49.50	49.50	49.50	49.50
Screamo	165.00	150.00		
Shoo Shoo		19.50		
Shoot the Moon	50.00	49.50	49.50	49.50
Singapore	425.00 450.00	359.50 450.00	395.00 450.00	395.00 450.00
Skill Pool		50.00 75.00		
South Pacific (Genco)	54.50	54.50	54.50	54.50
Spot-Lite (Bally)	42.50 55.00	42.50 59.50	60.00 75.00(3)	45.00 50.00
	60.00 69.50	70.00 75.00(3)	85.00(2)	60.00 69.50
	75.00(3) 85.00	85.00(2)		795.00(3)
	90.00 95.00			75.00(3)
	225.00	210.00 230.00	210.00	
Starpool		39.50		
Stars (United)		95.00		
Struggle Buggy		95.00		
Summertime (United)	49.50	49.50	49.50	49.50
Super World Series (Williams)	95.00 195.00	95.00 195.00	195.00	195.00
Surf Club (Bally)	315.00	310.00	325.00 340.00	300.00 325.00
	325.00(2)	325.00(2)	345.00(2)	340.00 345.00
	340.00 345.00	340.00	350.00(2)	350.00(2)
	350.00(2)	345.00(2)		375.00(2)
	365.00	350.00(2)		
Tahiti	165.00	165.00 195.00	165.00	195.00(2)
	175.00(2)		195.00(2)	
	195.00			
Tampico (United)	69.50	69.50	69.50	69.50
Three-of-a-Kind	18.50	18.50		18.50
Thunderbird	185.00			
Times Square				85.00
Tropicana	495.00	495.00	450.00 495.00	
			510.00	
Tropics	175.00(2)	165.00	165.00 175.00	175.00(3)
	195.00	175.00(2)	195.00	195.00(2)
		195.00		
Turf King		35.00		
Twenty Grand (Williams)		49.50		
Twin Bill	265.00			
Varieties	450.00	450.00	475.00(2)	410.00 475.00
	475.00(2)	475.00(2)	495.00(2)	485.00 525.00
	495.00	495.00(2)		
Watch My Line				49.50
Yacht Club (Bally)	125.00(2)	110.00 125.00	130.00 135.00	120.00 125.00
	130.00 135.00	130.00 135.00	150.00(2)	130.00 135.00
	140.00	150.00(2)		150.00 155.00
	150.00(2)			
Zingo				65.00

CHICAGO, May 7.—Chairmen of 32 committees of the National Automatic Merchandising Association for the current year were announced by I. H. Houston, NAMA president.

They are: George Weissman, Philip Morris & Company, Ltd., Inc., New York, automatic merchandising directory; Paul Little, Pepsi-Cola Company, New York, directory advertising sales; George M. Seedman, Rowe Service Company, Inc., Los Angeles, constitution and bylaws; Bernard J. Kiley, Airport Vending Service, Inc., Chicago, convention and exhibit.

Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, exhibit sales; Mrs. Frank J. Bradley, Kenmore, N. Y., women's activities; Meyer Gelfand, The G. B. Macke Corporation, Washington, D. C., program; William C. McConnell Jr., Automatic Merchandising Corporation, Medford, Mass., program vice-chairman.

R. B. Kyle, American Chicle Company, Long Island City, N. Y., trade show advisory; Louis Risman, Mystic Automatic Sales Company, Medford, Mass., employer-employee relations; John J. Mahoney III, Carolina Vending, Inc., Charleston, S. C., employee standards; Eric W. Dunn, New York, European liaison.

I. H. Houston, Rowe Spacarb, Inc., Stamford, Conn., executive; Thomas B. Donahue, National Vendors, Inc., St. Louis, finance; Lee Moffett, Pace Corporation, San Antonio, Tex., government liaison; Frank J. Newman, Automatic Canteen Company of America, Chicago, legislative.

John T. Pierson, The Vendo Company, Kansas City, Mo., manufacturers' division; I. H. Houston, Rowe Spacarb, Inc., Stamford, Conn., market research; Aaron Goldman, The G. B. Macke Corporation, Washington, D. C., membership building and maintenance; M. L. Heffer, Johnson Tobacco Company, Chicago, vice-chairman; Harold A. Gallarneau, Gallarneau Brothers, Amarillo, Tex., military liaison.

Mel Rapp, APCO, Inc., New York, John Mill Memorial; Thomas B. Donahue, National Vendors, Inc., St. Louis, motion picture distribution; W. T. Collett, W. W. Tibbals Company, Cincinnati, operator problems; Gerald McClosky, Vendime Corporation, New York, operator efficiency.

Frank Chinelli, Capital Vending, Inc., Lansing, Mich., operator accounting; Marcus Kaplan, Virginia Cigarette Service, Roanoke, Va., operator financing; William W. Dennin, Pacific Nik-O-Lok Company, Inc., Los Angeles, operator insurance; Alex Izzard, The Vendo Company, Kansas City, Mo., public relations.

Thomas B. Hungerford, National Vendors, Inc., St. Louis, regional meetings; Arthur Nolan, Dixie Cup Company, Easton, Pa., sanitation.

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BIG BEN	165
DEALER	165
SCREAMO	165
THUNDERBIRD	185
GRAND CHAMPION	135
STRUGGLE BUGGY	115
GUN CLUB	85
DISK JOCKEY	85
SLUGFEST	85
SHOOT-THE-MOON	55

GOTTLIEB

GYPSY QUEEN	WRITE
TWIN BILL	\$265
DIAMOND LILL	245
LADY LUCK	235
FOUR BELLS	235
DAISY MAE	215
GOLD STAR	210
HAWAIIAN BEAUTY	175
DRAGONETTE	195
STAGECOACH	225
GREEN PASTURES	150
LOVELY LUCY	185
CORONATION	85
ROSE BOWL	65

NEW GAMES

Bally GOLD MEDAL
Wms. KING OF SWAT
Wms. RACE-THE-CLOCK
Wms. SIDEWALK ENGINEER
Wms. POLAR HUNT GUN
Wms. POLAR GAYETY
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Gottlieb SLUGGIN' CHAMP

ARCADE

Un. DeL. CARNIVAL GUN... \$395
Genco RIFLE GALLERY... 275
EX. SHOOTING GALLERY... 225
EX. GUN PATROL... 150

UNITED SHUFFLE GAMES

DeL. MERCURY	\$425
11TH FRAME	415
DeL. COMET	475
DeL. TARGETTE	375
BANNER	395
ACE	345
TEAM	265
LEADER	275
IMPERIAL	235
CLASSIC	145
CLOVER	135
10TH FRAME STAR	125
SIX-PLAYER DeLUXE	75

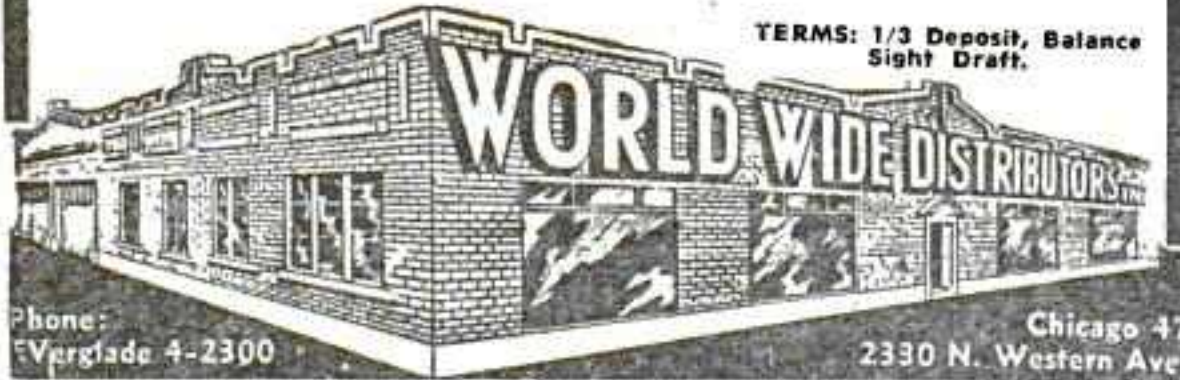
BINGO GAMES

BALLY

SURF CLUB	\$325
HI-FI	295
PALM SPRINGS	295
ICE FROLICS	275
DUDE RANCH	265
YACHT CLUB	125
BEACH CLUB	245
BEAUTY	195
FROLICS	195
CONEY ISLAND	95
SPOTLITE	95
BRIGHT SPOT	125

UNITED

NEVADA	\$295
HAWAII	325
MEXICO	245
RIO	185
TROPICS	165
CABANA	150
TAHITI	175
LEADER	75
TROPICANA	WRITE
HAVANA	275
STARS	95
Univ. 5-STAR	75



TERMS: 1/3 Deposit, Balance Sight Draft.

Phone: Verglade 4-2300

Chicago 47 2330 N. Western Ave

New Operator in Fast Start

Continued from page 78

ache for Polo, with federal, State and city fees required on each game on location amounting to \$60 a year per game. This breaks down to \$10 federal, \$25 State, and \$25 city.

Polo has found that good personal relations with the people he deals with on his route is the best key to success. He has set up a code which he follows and which has produced dividends:

1. Quick service when machines break down.
2. Honesty in business.
3. Satisfying location owners and managers, giving them their way as much as possible.
4. Friendly greetings. Continue to build good will.

An investment of \$10,000, Polo estimates, is necessary to get started in the game operating business. He pays an average of about \$300 for a game purchased from distributors, and expects such a game to hold up for two and a half years on location.

New Locations

New locations were found thru leads gained from business contacts and from personal friends. Polo enjoys a lively competition for locations, but tries not to "bump" other operators out of spots if possible. He splits takes 50-50 with location owners.

He believes an amusement game operators' association would be a good thing in Chicago, but does not think such a group should interfere with regular location competition. Such a move, he believes, would tend to break down the prestige of the amusement field, rather than boost it. An association, he feels, could, however, work for better laws pertaining to game operations.

In financing his operations, Polo uses his own funds and family borrowing. In the Chicago area, according to Polo, funds are hard to find for expansion in the game field. Thus he would advise newcomers to be sure of good financial backing before starting operation.

"This business is for young men," says Polo. "Plenty of energy and good personality are needed."

Public relations are backed wholeheartedly by Polo in his own community as well as on the route. He is a worker for the B'nai Brith, and other community projects. His home and business headquarters are in West Rogers Park.

Bayuk Cigars Buys Stock Of Grabowski

PHILADELPHIA, May 7.—Bayuk Cigars, Inc., has purchased the outstanding stock of Grabowski Bros., Inc., local cigar manufacturer. According to Harry Wurman, Bayuk president, Grabowski did a volume of about \$3,000,000 last year. It makes Royalist and Amerada brand cigars. He added that the transaction involved about \$2,500,000.

This is the second major acquisition for Bayuk—maker of Phillies and Websters—since February. At that time, the firm bought the I. Lewis Cigar Manufacturing Company, which does an annual volume of about \$10,000,000.

Meanwhile, Wurman predicted that Bayuk has passed the low point in its earnings. He said the first quarter report for 1955 was ahead of the comparable 1954 figure, and that second quarter earnings should show additional improvement.

In 1954, Bayuk's sales were \$35,500,000, compared with \$35,200,000 the previous year. The firm previously reported net profit of \$144,674, or 18 cents a share, compared with \$109,896, or 15 cents a share, for the first quarter of 1954. First-quarter sales were \$7,158,000, compared with \$6,895,000 a year earlier.

Pepsi Case Sales Hit Record High

NEW YORK, May 7.—Alfred N. Steele, president of the Pepsi-Cola Company, reported that the firm's April case sales were the highest of any April in Pepsi-Cola history.

He added that sales for the first quarter of 1955 hit a new high, and that for 56 consecutive months, case sales have increased each month over the corresponding month of each preceding year. He added that the annual domestic rate of Pepsi sales growth continues to exceed that of the soft drink industry as a whole.

Plans call for the construction of 34 new bottling plants this year. Sales for 1954 were 16 per cent over the previous record high in 1953.

Charter California Coin Game Firm

SACRAMENTO, May 7.—F. & S. Sales Company, Incorporated, has been granted a charter by the State to deal in coin-operated amusement games in Orange County. Authorized capital is \$25,000. Incorporation papers were filed by R. M. Crookshank, 512 First National Bank Building, Santa Ana. Directors are Henry F. Foust, 13081 S. Hewes Avenue; M. J. Callahan, 911 W. 4th Street; June E. Pritchett, 2102 Vallencia Street, Santa Ana.

REAL BUYS

BINGOS

Bally Hi-Fis	\$285
Surf Clubs	340
Ice Frolics	285
Dude Ranches	265
Beach Clubs	245
Beautys	190
Atlantic City	110
Palm Beaches	110
Coney Islands	60
Spot Lites	65

BOWLERS

Criss Cross Target	\$275
Holiday	425
Gold Cups with FP	165
Starlight	335
Criss Cross	255
Name Bowler	84
Ten Frame Double Score	84
Olympic	139
Crowns	99

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LADY LUCK	\$225
GOLD STAR	200
DAISY MAE	190
DRAGONETTE	185
HAWAIIAN BEAUTY	175
JOCKEY CLUB	170
LOVELY LUCY	150
GREEN PASTURES	150
SHINDIG	145
POKER FACE	125
GUYS 'N' DOLLS	100
FLYING HIGH	95
QUEEN OF HEARTS	95
CORONATION	90
CHINATOWN	90
SKILL POOL	85
HIT 'N' RUN	85
NIAGARA	80

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148ML	\$139	1400-1450	\$325
M100A	350	1500	325
M100B	525	1550	325
M100BL	550	1550A	395
HM100A HIDEAWAY	275	1650	395
H146 HIDEAWAY	50		
H147 HIDEAWAY	65	ROCK-OLA	
H148 HIDEAWAY	75	1428	\$125
		1436 Fireball, 120 Selections	375
		AMI	
		A	\$115
		B	150
		C	150
		D-40	275
		D-80	375

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, 5c, 10c	19.95
AMI 40 Selections Steppers	22.95

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Genco SKY GUNNER	119
Exhibit SHOOTING GALLERY	219
Keeney SPORTSMAN	329
Bally BEACH CLUB	259
Bally PALM BEACH	119
Bally SPOT LIGHT	79
Genco SHUFFLE POOL	129
United CLASSIC	149
Chicago Coin DOUBLE SCORE	109
Chicago Coin CROWN BOWLER	119
Chicago Coin STARLITE	309

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Sidewalk Engineer, Williams	Write
Vacuumatic Card Vendor, Exhibit	\$195.00
Jet Fighter, Williams	295.00
Basketball, 2 Players, Genco	300.00
Coon Hunt, Seeburg	395.00
Midget Movies	295.00
Kiddie Rides, new and rebuilt	Write

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Midget Movies \$195.00
Movies (Mutoscope) with reel and sign 65.00
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M-100-B (45 r.p.m.) \$569.50	1500 (104 Sel.) \$395.00
M-100-A (78 r.p.m.) 349.50	1250 (48 Sel.) 179.50
AMI	WURLITZER
Model "A" (40 Sel.) \$99.50	1217 Hideaway (48 Sel.) \$139.50
SMOKESHOP	AMI
Cigarette Machine \$139.50 <i>Like New</i>	5/10 Wall Boxes \$ 9.95 Stepper (40 Sel.) 12.50

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Vendo Engineer Author of Book

KANSAS CITY, Mo., May 7.—A "how-to-do-it" book on plant layout and factory planning was recently completed by Richard Muther, Vendo Company management engineer. This is the second book for Muther, who two years ago wrote "Production Line Technique," published by McGraw Hill. Muther, who has written numerous management and industrial engineering articles, is a national director of the Society for Advancement of Management. A former assistant professor at Massachusetts Institute of Technology, he has taught at Robert College at Istanbul, Turkey; at the Navy's School of Management and Industrial Engineering, and at various university classes.

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Gen. RIFLE GALLERY	275
Seeburg SHOOT THE BEAR	145
Ex. SIX SHOOTER	125
Ex. JET GUN	110
TELEQUIZ, with film	100
Wurlitzer 1015	100
Wurlitzer 1100	175
AMI E-120	650
SHUFFLEBOARD SUPPLIES	
SHUFFLEBD. GAME WAX, Case (12)	3.50
PLUCKS (Set of 8)	12.00
FAST WAX, Case (12)	4.50
SCORE SHEETS, 10 Pads	7.50
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ADJUSTERS	18.50

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Tahiti 165.00	Cascade 110.00	Freiner 495.00
Ice Frolics 300.00	Royal 195.00	Mut. Driveyourself
Palm Springs 295.00	League Bowler 275.00	Drivemobile 595.00
Beauty 225.00	Olympic 140.00	Wilcox Gay Recordio 125.00
Coney Island 75.00	10th Frame 75.00	Bat-A-Score, Sr. 65.00
Cabana 165.00	Manhattan Write 95.00	C.C. Basketball 195.00
Palm Beach 115.00	Top Hat 95.00	C.C. Pistol 85.00
Brite Lite 85.00	Super 65.00	DeLuxe Photo 365.00
Tropics 175.00	Official 50.00	County Fair 75.00
Spot Lite 75.00	Stars 65.00	Ex. Gun Patrol 145.00
Singapore 450.00	10th Frame Stars 95.00	Ex. Shooting Gallery 250.00
Saddle & Turf 250.00	CHICAGO COIN	Ex. Star 12 325.00
Brite Spot 45.00	Gold Cups \$160.00	Ex. Six Shooter 110.00
Rio 225.00	19th Fr. Dbl. Score 110.00	Evans Bat-A-Score 165.00
DRINK VENDORS	10th Frame 75.00	Evans Ski-Roll 95.00
Andico Hot Coffee \$450.00	Crown Bowler 110.00	Ex. Dale Gun 55.00
Bert Mills 450.00	Advance Bowler 195.00	Genco Basketball 250.00
Mills, single drink 150.00	Super Match Bowler 100.00	Heavy Hitter 40.00
SuperVend, 3 drink 225.00	Bally Champion 400.00	Jennings Barrel Roll 125.00
COUNTER MACHINES	Bally Rockets 350.00	Lite League 75.00
ABT Challengers \$20.00	Genco 8 Player 50.00	Mut. Voice Recorder 375.00
Duck Hunters 20.00	Gen. Shuffle Pool 125.00	Midget Movies, latest 185.00
Got. 3-Way Grippers 20.00	Ky. League Bowler 40.00	Panoram, with Peek 325.00
Genco Pee-Wees 20.00	Ky. w/Bottle Pins 40.00	Quizzer with Film 95.00
Mer. Counter Grips 20.00	MUSIC	Rock-Ola 12 Scales 50.00
Shockers, new 24.50	AMI—Model A \$125.00	Space Invaders 95.00
Ship. Art Show 35.00	AMI—Model B 185.00	Seeburg Bear Gun 150.00
Three-of-a-Kind 18.50	AMI—Model C 210.00	Standard Metal Typer 250.00
Wizards, 5¢ 20.00	Seeburg 100A 325.00	Sci. Pitch 'm & Bat 'm 185.00
	Evans Constellation 175.00	Super World Series 195.00
	Packard Wallboxes 10.00	Twin Shoe-Shine 150.00
	Buckley Wallboxes 10.00	Un. Carnival Gun 395.00
		Wurlitzer Skes Ball 150.00
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		NEW
		Mut. K. O. Filter \$495.00
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MODERNIZE Your Cascades—Clovers—Olympics—Classics into Up-to-Date 4-DRUM SYNCHRO-FLASH SCORING!
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Williams BIG LEAGUE BASEBALL . . .	225	
ATLANTIC CITY . . .	90	
BOLERO . . .	45	
ZINGO . . .	45	
SPOTLITE . . .	45	
HI FI . . .	295	

FOR SALE—CROWN ALWAYS HAS THE BARGAINS

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Yacht Club 125.00	Beauty 160.00	Frolics 135.00
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One-third deposit required with each order. Fast delivery.
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MUSIC	KIDDIE RIDES
WURLITZER 1700 CALL COLLECT	Largest Stock in the World
WURLITZER 1500 \$295	BALLY CHAMPION HORSES
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WE WILL SHIP ANYWHERE

Keeney's "TWO-IN-ONE" SPEED-LANE Bowler

10¢ PLAY
OR
3 for a QUARTER

BOWLER NO. 1

ANOTHER KEENEY ORIGINAL



JUST OPEN THE DOOR AT TOP AND SLIDE IN NEW BACK-GLASS!

Keeney's Original Brilliant Multi-Color Cork Finish Cabinet

Order KEENEY'S 2-IN-ONE BOWLER!

NORMAL—SLOW—or FAST lites up on Backglass to determine the speed with which player must slide puck to chalk up score. Speeds vary from frame to frame.

FLASHER lites up back of pins to indicate when player has made a **SUPER STRIKE** or **SPECIAL STRIKE**. Imagine! Possible scores from 30 up to 800 on a single shot as player shoots puck to stop lite in highest scoring value.

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.

WEBBING ALONG INSIDE RAILS

KEENEY'S

PALISADES

SYNCHROMATIC SCORING

Lights on playfield step across from left to right until puck is thrown. Game will score whatever value shows when lite is stopped.

truly different!

BOWLER NO. 2

KEENEY IS *First* TO GIVE YOU THIS

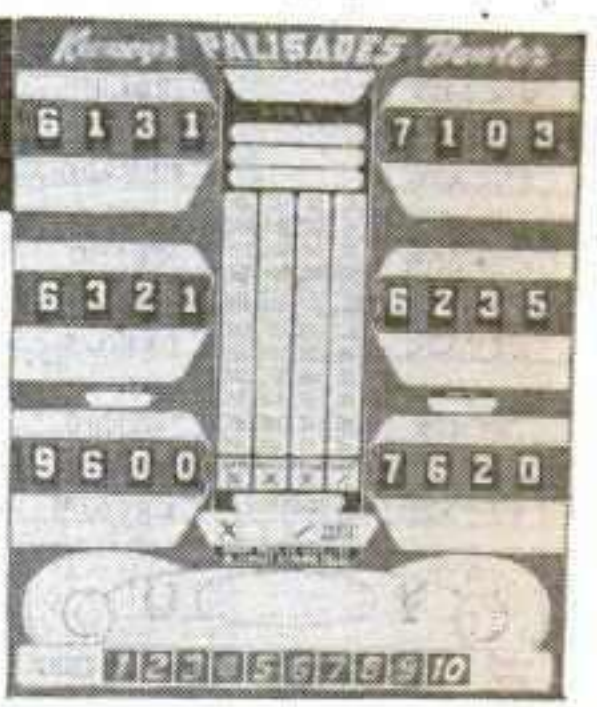
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"FOR ONE" Double Value

6 PLAYER BOWLER

Easy

TO SWITCH FROM ONE SCORING COMBINATION TO THE OTHER



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2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS



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CROWN... 155
DOUBLE SCORE... 125
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SLUGGIN' CHAMP
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PITCH A HIGH PROFIT STRAIGHT TO YOUR POCKET!



- ❶ 2 Super Powered Flippers
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- ❶ Hitting Rollovers And Contacts To Complete Either League Lights One Hole For Special.
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AVAILABLE WITH TWIN CHUTES
 10c—3 FOR 25c

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 CHICAGO 51, ILLINOIS

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BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

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CHICAGO COIN BOWLERS	DELUXE PHOTOMATIC
10TH FRAME \$ 75.00	DALE GUN 50.00
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ARCADE	
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1/3 DEPOSIT WITH ORDER.

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BALLY FIVE BALL CARNIVAL PIN TABLE
 WILL PAY TOP PRICE—WIRE OR CALL COLLECT
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Name
 Address
 City Zone State.....
 Occupation

"OUT OF THIS WORLD"

★ New-as-Tomorrow

GENCO'S

2-PLAYER

SKY ROCKET

RIFLE GALLERY

for 1 or 2
players



EACH PLAYER UP 3 TIMES... 10 SHOTS EACH TIME!

Three rounds — players shoot alternately at Space Ships, Flying Soucers, Rockets, and Comets. In 1st round, targets move at slow speed. In 2nd round, targets move at medium speed. In 3rd round, targets move at fast speed. Target values correspondingly increase round by round.

**TARGETS
INDIVIDUALLY LIGHTED
WITH STARTLING
NEW MOVEMENTS**

**UNIQUE 3-D
"OUTER SPACE"
BACKGROUND—
Twinkling stars create a new visual exper-
ience never before seen on a rifle gallery.**

SEPARATE TIME
BONUS FOR EACH
PLAYER. PLUS SPECIAL
BONUS FOR
HITS AT
END OF EACH
ROUND.

Plus ALL THESE
EXCITING FEATURES:

- ADJUSTABLE for 2 or 3 "Rounds"
- 30 SHOTS — Adjustable to 20 Shots!
- SCORES in the Thousands!
- MATCH FEATURE with optional free game!
- CABINET ONLY 29½" WIDE—Goes Thru Any Door!
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- SEEBURG M-100A ... \$325.00
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120 sel. 45 rpm ... \$700.00
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120 sel. 45 rpm ... \$375.00
(5 or more, ea. \$350.00)

Latest Bally Bingos, or anything
in Music—Write.
1/3 Deposit, Balance C.O.D.

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1200 North Ave., Elizabeth, N. J.

Announcing New
SLIM JIM model

ELECTRIC SCOREBOARDS

Maple Cabinet, Natural Finish

- ✓ Two-Faced
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15-21 pts.
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- ✓ Coin-operated—10¢
1 Player or 10¢ 2
Player by simple
plug switchover
- ✓ Aluminum Button
Blocks
- ✓ Chrome Tube Sup-
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- ROCK-OLA 1438 COMET (120), 45 RPM.....\$645
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Salesman to cover country for leading
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Must be experienced. Must also have
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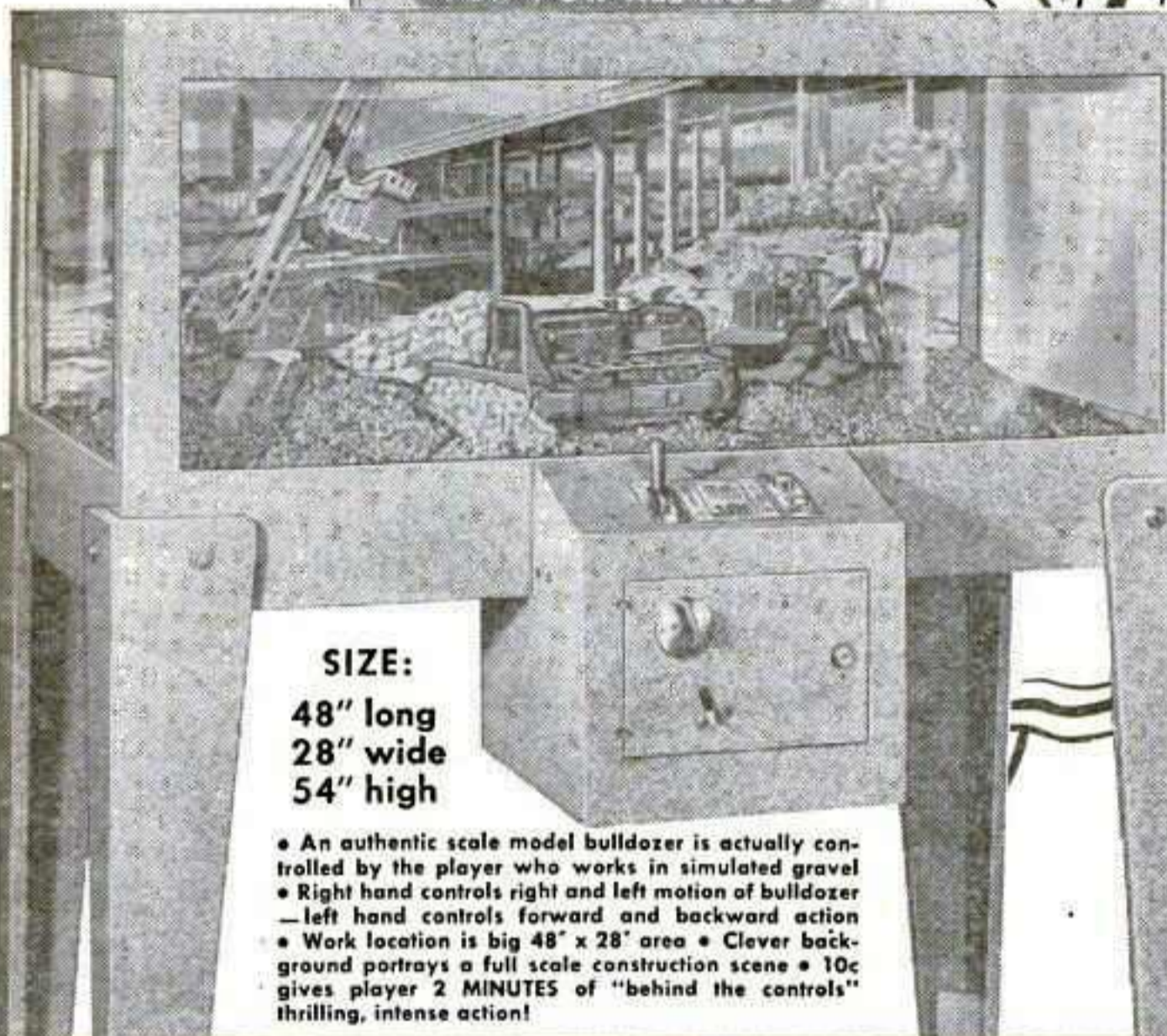
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Williams SIDEWALK ENGINEER

THE TALK OF THE TOWN!

BE A SIDEWALK ENGINEER!
FUN FOR ALL AGES



SIZE:
48" long
28" wide
54" high

- An authentic scale model bulldozer is actually controlled by the player who works in simulated gravel
- Right hand controls right and left motion of bulldozer — left hand controls forward and backward action
- Work location is big 48" x 28" area • Clever background portrays a full scale construction scene • 10c gives player 2 MINUTES of "behind the controls" thrilling, intense action!



PERFECT
for every kind
of location:

- Drug Stores
- Arcades
- Bowling Alleys
- Dime Stores
- Supermarkets
- Kiddieland's

Everywhere!

NEW

GO PLACES WITH...

Williams RACE THE CLOCK



- **NEW MULTI-TILT**
- **NEW DESIGN SCORING UNITS**
- **NUMBER-MATCH feature**
Sensational Ball Action

10¢ PLAY-
or 3 FOR 25¢...
Also Available
with 10c
coin chute

COMING SOON! "KING OF SWAT" Champion

OF ALL BASEBALL GAMES!

- A completely new and different Baseball Game by Williams
- Completely new Cabinet Design
- Completely new Animation
- Completely new Features (never seen before)
- Completely new Player Appeal

Designed to hold players' interest and stay in locations indefinitely! Available soon at all Williams Distributors.

Williams "KING OF SWAT" is certainly worth waiting for!

Write — Wire — Phone

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE ST.
CHICAGO 24, ILL.



This is It!...



BASEBALL!

chicago coin's

BIG LEAGUE

2 PLAYER GAME



NEW Exciting Scoring Features!

NEW "BULL'S-EYE" Feature
Scores
One Home Run
Plus
50 Extra Runs

Plus Added Scoring Features Galore!

Lower...
Center...or
Upper Decks
Score
One Home Run
Plus
10 Extra Runs!

...Plus...
Player By Landing
in All 3 Decks
Scores
50 Extra Runs!

LIFETIME
FORMICA
PLAYFIELD

NEW
STYLE
CABINET

NEW Panoramic 3 Dimension Glass!

NEW Pitching and Batting Unit!

NEW Bat Button!

NEW
All Steel
Front Doors
Protect
Cash Box!

Also
Available in
**MATCH
PLAY!**

3 OUTS
PER PLAYER

ACTION... SUSPENSE... THRILLS...

chicago coin's

HOLLYWOOD

BOWLER

NEW Flashing "HOLLYWOOD BEAUTIES"
Animate Back Glass To Indicate
Additional Scoring Points!



NEW
Larger
Than Ever
GIANT SIZE
Scoring
Features!

PLUS
Original
Flash-O-Matic
Scoring!

PLUS
4 Drum
Scoring!

NEW Playboard (Feather Touch)
"Power Lift"

NEW Additional Multiple Score
Adjustment Features!

NEW Individual Player
Point Scoring System!

National
"Slug Rejector"
Coin Chute!

**chicago
coin**
MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14

Another **FIRST!**

Fastest Playing Bowler Ever Developed!

chicago coin's

Bonus Score

BOWLER

NEW TOURNAMENT STYLE PLAYING METHOD!

That's Right! Now Each Player up Shoots 3 Consecutive Frames Before The Next Player Gets His Turn. (Only The 10th Frame Plays as a Single Frame.)

PLAYER UP → 1 2 3 4 5 6 ← **SHOOT 3 FRAMES**

1ST THREE FRAMES

2ND THREE FRAMES

3RD THREE FRAMES

LAST FRAME

NEW EXCITING BONUS SCORING SYSTEM

Look! At the End of Each 3 Frames Played, for Each Lit-up Strike Recorded on Back Glass Player Gets an Additional 300 Points! (600 Points for 2 Strikes in a Row—900 Points for 3 Strikes in a Row!)

1ST STRIKE
300
EXTRA SCORE
AFTER EACH 3 FRAMES ARE PLAYED

2ND STRIKE
600
EXTRA SCORE
AFTER EACH 3 FRAMES ARE PLAYED

3RD STRIKE
900
EXTRA SCORE
AFTER EACH 3 FRAMES ARE PLAYED

PLUS.....

In Addition to Bonus Scoring Player Gets Added Points With **Flash-O-Matic Scoring!**

4 Drum Scoring!

Game Adjustable to Advance Scoring!

Feather Touch "Power Lift"

chicago coin's 'ROUND THE WORLD TRAINER

A must for Amusement Parks . . . Arcades . . . Carnivals . . . Miniature Golf Courses . . . Kiddy Parks!

chicago coin MACHINE COMPANY

National "Slug Rejector" Coin Chute!

1725 W. DIVERSEY CHICAGO 14

chicago coin's CRISS-CROSS TARGET

The 100% SKILL SKEE - TYPE GAME! Also available as "De-Luxe" Criss Cross (Match and Free play)



Bally GAYETY

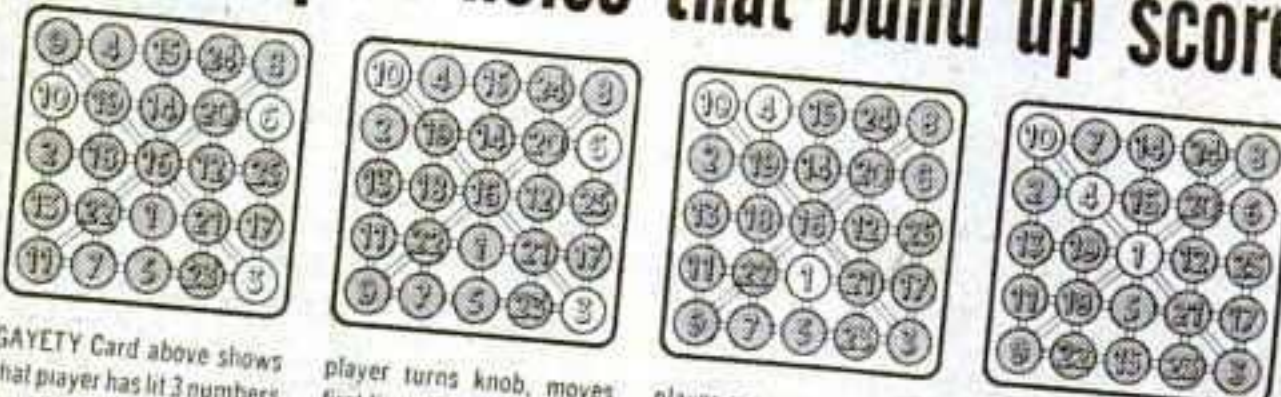


**FAMOUS BEACH CLUB
BIG-TIME PLAY-APPEAL**

Popular In-Line Scoring with guaranteed Advancing Scores ... 200 and 300 Corner-Scores ... Spot-Numbers ... Extra Balls ... plus MAGIC-LINES and MAGIC-POCKETS insure strongest play-appeal and biggest earning-power.



**Balls JUMP OUT of holes
and jump to holes that build up score**



GAYETY Card above shows that player has lit 3 numbers by skill-shots into 3-hole, 6-hole, 10-hole.
With MAGIC-LINES lit

player turns knob, moves first line of Card UP, placing lit 10 in corner, as illustrated by second Card above.
With MAGIC-POCKETS lit

player may press button to kick ball out of 6-hole into 5-hole, then into 4-hole, while ball in 3-hole jumps to 2-hole, then to 1-hole.

Returning to MAGIC-LINES knobs, player moves second line DOWN and third line UP, scoring 10-4-1 as a diagonal 3-in-line.

Record Earnings Reported

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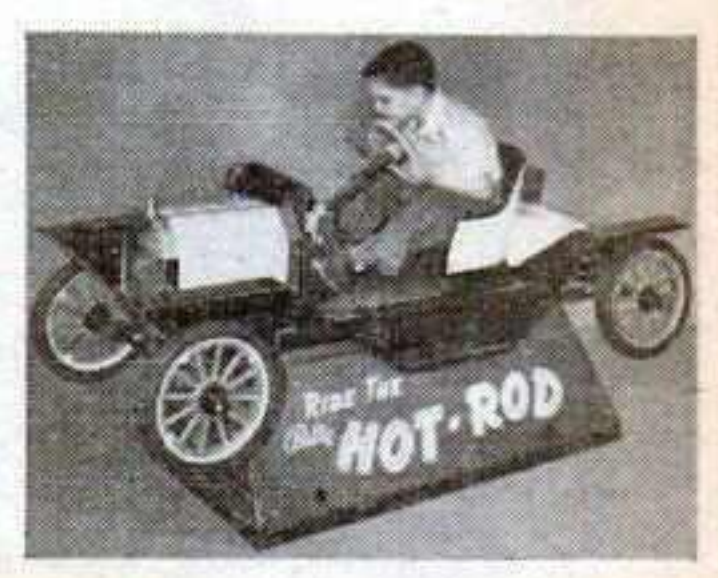


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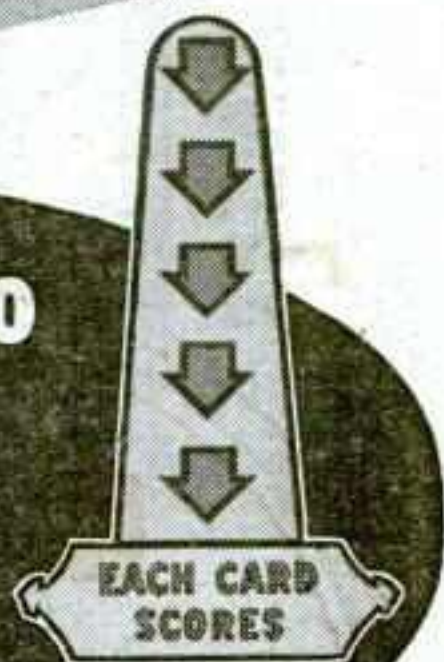
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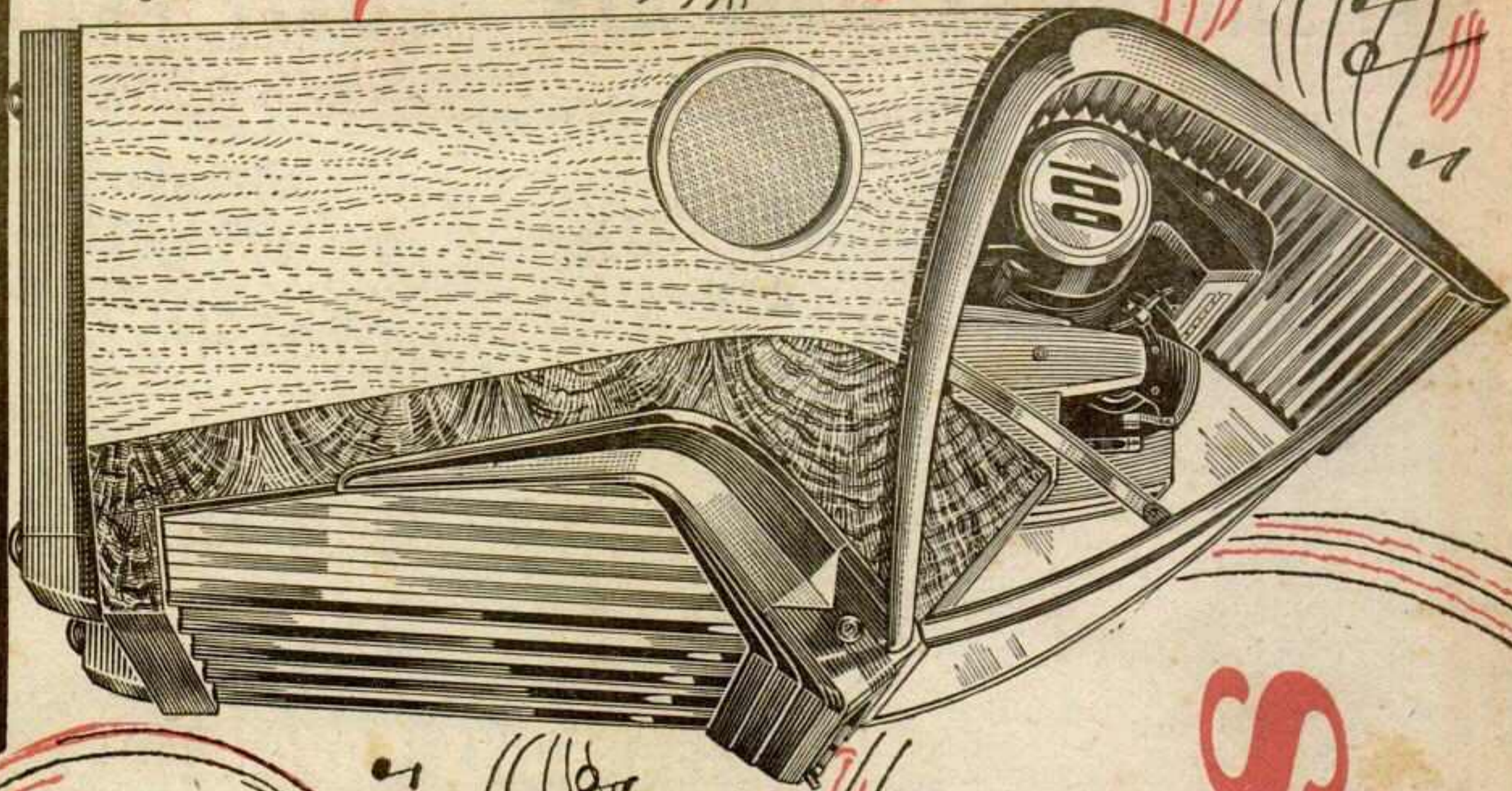
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