

The Billboard

JUNE 11, 1955



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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TV Polishes Guns For Big Talent Hunt

This May Be the Year; Several Fronts Launch Big Safaris Into the Hinterlands

By JACK SINGER

NEW YORK, June 4. — What may yet be recorded in the history books of television as the "Year of the Big Talent Hunt" is on. A search that will reach almost every nook and cranny of the land for untapped nuggets of talent, especially writers, has been launched on several fronts of the industry.

Worried by its insatiable appetite for talent and scripted material, the television industry has begun taking definite measures to insure that there will be a continuing flow of creative people entering its portals.

Ashley-Steiner

The latest move in this direction is being plotted by the Ashley-Steiner agency, which within the past year has catapulted itself into an important role as a supplier of TV programs and talent. Tho the firm already has a good number of top creative talent on its roster (Worthington Miner, Gertrude Berg, Goodman Ace, Reginald Rose, etc.), the agency is not a little concerned about the need for discovering and developing newcomers, especially comedy writers. A number of plans to accomplish this end are currently being concluded by the agency.

Added to the new talent development projects that NBC, CBS, Talent Associates and other firms already have in the works, the forthcoming Ashley-Steiner moves re-emphasize the growing "we need talent so let's go find it" attitude gripping the industry.

Contests NSG

Basic to Ashley-Steiner's thinking on the problem of developing new writers is the realization, which it shares with NBC and others, that merely holding contests where cash awards are given for the best material submitted is no final solution. It may be one of the initial methods of discovering new writers of ability. But if these writers are to be utilized by the industry to the fullest, ways and means must be found to bring them to New York or Hollywood, where they can be taught the inner workings of the medium. Only in this way, it is felt, can they be turned into professional craftsmen capable of turning out the highly specialized material needed for specific programs and performers.

But who is to pay for this relatively expensive task of educating these talented but untrained writ-

ers? Who will pay their expenses while they learn? NBC took the first step to solve this problem a few weeks ago with an announcement that it will comb colleges, drama schools and little theater groups for promising young comedy writers.

The best of those discovered will be brought to New York or Hollywood and given an NBC salary and a chance to learn the craft. As they gain professional proficiency, they will be hired as regular members of the various comedians' writing staffs.

Ashley-Steiner is now working on similar projects, but they're still in the hush-hush stage. One of the plans the firm is understood to have up its sleeve is a new TV program, to be aired on NBC, that would be written by fledgling writers working in conjunction with such established craftsmen as Goodman Ace and others of similar stature.

The current emphasis in the industry is on the development of

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BEN ATLAS, 47: LOYAL SERVICE, AND NOW REST

WASHINGTON, June 4.—Ben Atlas, chief of The Billboard's Washington News Bureau, died Thursday (2) after an illness of several months. He was 47. Known thruout show business and in governmental circles, Atlas had been with the paper for more than a decade.

Prior to his tenure with The Billboard, Atlas had been a special writer for The Herald-Journal in Syracuse, following which he became the newspaper's legislative correspondent in Albany, N. Y. While holding the latter post he served as president of the State Legislative Correspondents' Association.

About 12 years ago Atlas went to Washington, where he set up his own news bureau. In later years he serviced not only The Billboard, but also its sister publication, Tide.

Atlas' news and interpretive stories from the legislative aspect covered all phases of show business, in both the indoor and outdoor fields. In the broadcasting spheres he was an intimate of leading

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Big Business Climbs Onto Bandwagons To Beat Its Drums

Nat'l Advertisers Allot \$3,000,000 For Ballyhoo by Traveling Shows

By JIM McHUGH

NEW YORK, June 4.—National advertisers this year budgeted a minimum of \$3,000,000 to ballyhoo their products thru the medium of mobile outdoor show business enterprises, principally circuses, carnivals and thrill shows.

The association between big business and the traveling shows, which had its beginning more than 60 years ago, has grown steadily in recent years as the men in charge of ad and merchandising dollars gauged the value of getting their messages into the grass roots of America in a manner that sometimes approximates the personal touch.

Exhibits at permanent events, such as the nation's several thousand fairs, literally hundreds of sports and home shows and the rapidly expanding outdoor recreational centers would boost the total

ad dollars spent in the industry by several millions.

Banner Peddlers

Credit for the use of the industry as an ad medium belongs principally to show agents who had their beginning as banner men—selling signs painted on oilcloth and displayed in full view of show patrons. For the most part they were long on brass and short on knowledge of advertising principles. On sheer gumption, and playing percentages, they occasionally managed to land a national advertising contract or two.

A taste of the big money available when dealings were conducted on a national scale, plus a growing awareness of the value of the field as an ad and merchandising medium, whetted the appetites and spurred the efforts of a whole new group of space salesmen, the like of which Madison Avenue had never seen before. Often if the agent represented a carnival or circus his attire accentuated his role. The aim was to gain attention, and it often did, and does work.

Programs were developed from crude affairs printed on cheap paper, which quickly deteriorated, to the four-color, slick-stock presentations in use today. The fast talk used for a quick score for whatever the traffic would bear has been replaced by astute presentations built around audience, geographical coverage, merchandising tie-ins for aid on the distributor and retail levels and cost per thousand. Page rates will probably average out at around \$2,000, a nominal fee in view of the effort to obtain souvenir quality and the fact that distribution will cover at least a 30-week period.

Traveling Boards

Banners, altho still in use, have been largely replaced by neon and painted signs resembling traveling 24-sheet boards. Prominently located on midways, including those at fairs drawing 500,000 and more people, the aid messages are annually viewed by millions. Still popular, because of the novelty, is the use of ad banners on elephants.

(Continued on page 50)

Ads Take Air In Helicopter

PRINCETON, N. J., June 4.—Hunt Bros. Circus, which acquired a \$40,000 helicopter this spring and equipped it with an amplifying system to ballyhoo its showings, is now offering spot announcements over the airborne sound system.

Fifteen-word announcements, repeated several times, are sold to local merchants at \$30 for each announcement. As much as \$400 has been realized from such sales in one day.

Peddling of space on a local basis actually is a prelude to concentrated effort to corral one national advertiser and a billing large enough to make it possible to forego the day-by-day peddling of air time.

NEWS OF THE WEEK

Major National TV Sponsors Show More Interest in Feature Film . . .

Major national TV advertisers are showing an increasing interest in feature films. In New York Philip Morris, beginning an extensive national spot schedule, bought participation in WOR-TV's "Million-Dollar Movie." In Omaha, Neb., Procter & Gamble bought half sponsorship of a new feature film show on WOW-TV. . . . Page 7

RCA Victor Merchandising Plan To Ease Dealer Inventory Problem . . .

RCA Victor is readying a revolutionary merchandising approach to record sales aimed at easing dealer inventory problems. The plan makes use of mail-delivery technique, but includes in its framework the traditional retailer of records. . . . Page 15

ASCAP Revamps Distribution Plan to Correct Inequities . . .

ASCAP, aiming at the elimination of abuses and inequities under its old performance payment plan, has revamped its formulae for determining credits earned by publishers and writers. The most radical changes are those dealing with jingles, theme songs, background music and arrangements of P. D.'s. Classical works of long duration are also rated higher. . . . Page 16

Largest U. S. Carnival Signs Closed Shop Union Contract . . .

The Royal American Shows, largest U. S. carnival, signed a three-year closed-shop contract with the Carnival and Allied Workers Local Union 447, St. Louis, an affiliate of the International Brotherhood of Teamsters. Contract provides for annual reopening on money items. . . . Page 50

Sketch Future Coin Games In Search of New Market . . .

Leading manufacturers make concentrated efforts to develop entirely new types of coin-operated amusement games. While pinball games, shuffle bowling games and other location pieces are still in demand, new type games are seen as a coming dividend to the industry. Manufacturers sketch progress on new developments now on the drawing boards. . . . Page 75

Juke Box Mfrs. Join Ops In Dime Play Music Trend . . .

Manufacturers have joined forces with the nation's juke box operators in support of the trend to dime play. Two juke box factories have set production of phonographs and auxiliary equipment for straight dime play. Factories are sending distributors diagrams explaining steps to convert coin mechanisms and other aids to make the switch to dime play easier for ops. . . . Page 80

Labor-Management Harmony Is Crux Of Gen. Sarnoff Speech at AFM . . .

Brigadier General David Sarnoff, chairman of the board of Radio Corporation of America, addresses delegates to annual convention of American Federation of Musicians. Calls for harmony in labor-management relations; states it is a necessity today. Envisions technological advances as creating new job opportunities. . . . Page 16

Half-Hour TV Programs Have High Mortality Rate, NBC Study Shows . . .

An NBC-TV presentation made to automobile manufacturers reveals a striking rate of fatalities among new half-hour shows. More than half the new 30-minute shows programmed last season were canceled, according to the study. . . . Page 2

NBC Initiates All-Night Network Disk Jockey Show; to Program LP's . . .

NBC will launch what is believed to be the first all-night network deejay show this month as a special seg of its new weekend series "Monitor." Al (Jazzbo) Collins will emcee the all-nighter, which will showcase an extensive number of LP's. . . . Page 15

DEPARTMENT AND FEATURES

Amusement Games . . .	85	Magic . . .	49
Burlesque . . .	49	Merchandise . . .	69
Carnival . . .	59	Music . . .	15
Circus . . .	66	Music Charts . . .	34
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Coin Machines . . .	75	Parks & Pools . . .	56
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General Outdoor . . .	50	Routes . . .	77
Honor Roll of Hits . . .	34	Television . . .	2
Legitimate . . .	14	TV-Film . . .	7
Legit Routes . . .	14	TV Reviews . . .	6
Letter List . . .	71	Sending Machines . . .	76

Hunt Extends To Mexico

NEW YORK, June 4.—The long arm of the TV industry, searching for new writer talent, will be able to reach into Mexico City this summer thru an arrangement set up by an American instructor who will be teaching a 10-week TV writing course at Mexico City College.

Richard Posner, formerly with Talent Associates, NBC and The Billboard, has made a deal with an undisclosed package firm in New York to feed it scripts from promising writers who will be taking his course in Mexico City this summer.

MORE TIME, MORE IMPACT

NBC's Auto Presentation Puts Finger on 1/2-Hr. TV

NEW YORK, June 4. — The NBC-TV presentation to automobile manufacturers offers some striking evidence as to the fatalities in half-hour shows this season. Out of 28 new 30-minute programs, the study reveals, 16 were canceled. Only one rated over 40 and two others over 30, primarily due to strong adjacent programming support.

The presentation was a major factor in making one of the largest single sales in the network's history—over \$4,000,000 for 17 hours, time and talent to the Chevrolet division of General Motors. The same kind of potent sales ammunition, no doubt, has resulted in another recent major buy by another automobile maker—the Ford division of the Ford Motor Company—for eight Saturday night spectaculars on the CBS-TV web.

The shows cited in the study and their latest or last Nielsen ratings are: Sunday, "What's Going On," 7.2; "Honestly, Celeste," 23.7; "Father Knows Best," 22.3. Monday, "December Bride," 36.9; "Medic," 22.8; "TV Reader's Digest," 12.8. Tuesday, "Halls of Ivy," 13.2; "Life With Father," 14.3; "Stop the Music," 13.1; "It's a Great Life," 20.3. Wednesday, "Millionaire," 32.7. Thursday, Ray Milland, 18.2; "Star Tonight," 5.7; Sammy Kaye, 5.5. Friday, "The Vise," 10.9; "Line-Up," 26.9; "Stranger," 9.6; "Dear Phoebe," 24.8. Saturday, "Willy," 14.7; Mckey Rooney, 21.3; "Place the Face," 14.7; "So This Is Hollywood," 22; Imogene Coca, 19.2; Jimmy Durante-Donald O'Connor, 25.2; George Cobel, 41.9; "That's

My Boy," 16.1; "Professional Father," 19.9; Swift's Show Wagon, 17.1.

Specs' Ratings

The other side of the coin which the presentation stressed was that the spectaculars produced excep-

Am. Petroleum Buys NBC-TV Telementary

NEW YORK, June 4.—NBC-TV this week sold a special one-shot telementary to the American Petroleum Institute to be based on predictions of the future and to be tentatively titled "1976." The show will be done as a spectacular in October. Ben Park is expected to produce.

The program is another pet project of NBC President Sylvester (Pat) Weaver and once, in the early stages of its creation, was called "Tomorrow." Exactly what will be presented on the show in the way of predictions is not known, but the web will not go out too far on a limb for obvious reasons.

The American Petroleum Institute's sponsorship is in connection with an important anniversary of the oil business. It is not known whether the show will be done as an hour and a half presentation on

(Continued on page 4)

tional results for the motor car sponsors. Out of 11 new properties used by such clients, five have scored well over 20, according to their Nielsen's, and all five were hour or hour and a half programs. They were "Climax," 26.9, and "Shower of Stars," 30.4, the Thursday night CBS-TV hour combination for Chrysler Motors; "Disneyland's" 46.9 for American Motors; Ford's "Producer's Showcase" which hit a 42.9, and the Max Liebman spectaculars for Oldsmobile which rated 42.0.

Among the shorter shows considered and pointed at because of their low ratings were Plymouth's CBS-TV news, 17.7, and its "That's My Boy," 18.8; Packard-Studebaker's "TV Reader's Digest," with a 13.3; Chevrolet's "T-Men in Action," 12.3, and Pontiac's Red Buttons, 20.

There is no question that the automotive companies are in the forefront of the trend to big shows. The Chevrolet and Ford buys follow on the heels of another recently made by Pontiac, an alternate hour dramatic show which is expected to be the most expensive live presentation in the medium. The auto builders need impact. This type of show seems to help deliver the audiences and whip up dealer enthusiasm, a one-time punch needed to make sales.

CROSBY, MUSIC ON 'OUR TOWN'

NEW YORK, June 4.—One of the shows being blueprinted for its Saturday night spectaculars by CBS-TV is a musical version of "Our Town," the Thornton Wilder play, with Bing Crosby as the narrator, the part first created by Frank Craven. Crosby has given the project his blessing and will do another spectacular. Ford has already bought the entire Saturday night series.

Pitt Pitches for 2d VHF Outlet

PITTSBURGH, June 4. — Pittsburgh will get its second VHF television station this fall, barring unforeseen developments.

Two groups who have been fighting for the right to Channel 11 this week joined forces and petitioned the Federal Communications Commission to grant the combine a construction permit for a new station. FCC approval is expected to be forthcoming shortly, bringing to an end the era of one-station control of the market.

The two up-to-now competing forces are the Pittsburgh Post-Gazette, which owns radio station WWSW, and WJAS, headed by H. K. Brennan. CBS-TV will probably make a strong bid for affiliation.

NBC-TV Film Talk May Set New Deal

NEW YORK, June 4.—NBC-TV this week was talking a deal for one-shot spectacular showing of "Horatio Hornblower," a new British feature to star Michael Redgrave. The property would also be used as a pilot for NBC-TV to sell a half-hour vidfilm series based on the C. S. Forester property. These discussions are right on the heels of the web's acquisition for \$200,000 of "The Constant Husband," a color feature produced by Sir Alexander Korda's London Films, starring Rex Harrison.

The full-length film is to be shown on a Sunday spectacular this fall. The web can regain as much as \$50,000 from the theatrical release, depending on its gross. After the picture grosses \$500,000 and up to a \$1,000,000 ceiling, NBC's rebate is graduated up to the \$50,000 figure.

The "Constant Husband" buy makes possible similar deals with American film talent for properties shot abroad that can be produced for \$750,000 or under, the production cost of the Korda feature. They need only a property and a proven producer.

The kind of money paid by the network is estimated to be equal to an immediate \$500,000 gross here because the producers will not be paying sales commissions, promotion and print costs. And most English films gross considerably less than \$500,000 here.

But if the TV exposure should result in amplified theatrical grosses, as in the manner of "Disneyland's" and "Davy Crockett," the result could be revolutionary to the feature film business. It would throw any number of features on the TV market, American as well as British.

Saphier Sells 'Married' and 'The Soldier'

NEW YORK, June 4. — The James Saphier agency had itself a busy week. The packager sold "It Pays to Be Married," featuring Eill Goodwin, to the NBC-TV network for slotting 3:30-4 p.m. across the board shortly. It will replace two soap operas.

Another deal made with the same web was for "The Soldiers," the Hal March-Tom D'Andrea vehicle, which goes into Saturdays 8-8:30 this summer. The situation-comedy will be done live from Hollywood to shake it down.

March, who will also be doing "The \$64,000 Question" in New York for Revlon, will commute. Saphier last week made the Chevrolet deal for Bob Hope. James Schulke, of the Saphier agency, handled the two deals made this week with NBC.

Texaco Wants Show or Comic

NEW YORK, June 4.—The Kudner agency this week was still shopping for a show or a comedian for Texaco to use for nine half hours next fall on NBC-TV, Saturdays, 9:30-10 p.m. The advertiser bought 39 half hours, but Jimmy Durante has agreed to appear on only 30 shows. The agency consequently has to come up with something to fill the other nine spots.

Last season Durante was teamed with Donald O'Connor, but the dancer will not be available for 1955-56. The show obviously must be a top quality presentation. If no single show or talent presents itself, Texaco may use several entertainers.

EXPENSIVE HUMOR

Chevrolet to Pay Hope \$200,000 a Show

NEW YORK, June 4.—Chevrolet is paying the highest sum in the history of TV for one of the top personalities in show business, Bob Hope, who will receive about \$200,000 per show for his work next season on NBC-TV. Hope will own the entire package and will do six or eight shows, some of them on film.

Chevrolet is locked in a tight competitive struggle with Ford for the small car market, with Plymouth beginning to move into a challenging position, right behind Buick, the third leading car maker. The company needs a dynamic salesman to move its goods and to withstand the challenge of the days ahead.

Hope has been selected to carry the banner. He will, of course, do more than his TV work and will be available for special assignments such as the General Motors "Motorama" whenever it is possible. To acquire Hope, Chevrolet had to top the General Foods bid, assuredly a substantial one.

Costly Ticket

Tho the price for the comedian may be considered high, Hope is in a position to write his own ticket for movie work and other activity. Consequently, Chevrolet was forced to go high to keep him in TV. Hope has consistently rated among the top five shows on TV.

The Hope price will top Jackie Gleason's by a wide margin. Buick is paying Gleason about \$75,000 per half hour, and he retains ownership of the package. Gleason may, however, be able to make more on residuals of the "Honey-mooners," his vidfilm series.

In addition to the shows Hope will do for Chevrolet, two programs will be done by Dinah

Shore, and five others will use other big-name personalities. Four will be seen next summer.

The price being paid to the comedian will also insure that he will be able to pay the biggest stars in the medium to guest on his hour. And it is virtually a certainty that he will bolster his show in this manner. Hope will share the Tuesday night hour with Martha Raye and Milton Berle who will work for RCA, Whirlpool and Sunbeam.

NEWS IN BRIEF

ABC INHERITS DU MONT 'DOWN YOU GO' . . .

ABC-TV has inherited another Du Mont commercial show, the latest in a long skein. This one is "Down You Go," which is sponsored on alternate weeks by Western Union. The stanza will spend its summer on CBS-TV and will switch over to ABC in the Friday 10-10:30 p.m. spot come fall.

WHAT'S FOR KIDDIES? KRAFT NIXES 'CADET' . . .

Kraft this week pulled its stakes out of the kiddie programming field with the cancellation of "Space Cadet," which it's been bankrolling on NBC Saturdays 11:30 a.m. to 12 noon. The advertiser's future plans to reach the kiddie market is unknown.

EASTERN COLLEGE GRID ADDED TO NBC-TV . . .

NBC-TV strengthened its football programming line-up this week by pulling in five Eastern College Athletic Conference football games, which can be televised only in the Eastern region. The web previously signed to televise nationally eight National Collegiate Athletic Association games. This week's regional deal will enable the web to sell a 13-week football package to sponsors aiming at the Eastern markets. Eight of these games, of course, will be available for bankrolling nationally.

PONDS SEEKS NETWORK SHOW FOR THE FALL . . .

Ponds is in the market for network programming next fall. The firm this week decided not to renew its Thursday night hour drama on ABC-TV next season. It was considering buying half of ABC's "Ozzie and Harriet" show but that, too, was decided against this week.

CITRUS COMMISSION RETURNS TO B&B . . .

The \$3,500,000 Florida Citrus Commission account finally went back to Benton & Bowles, which had it five years ago. The bankroller just dropped J. Walter Thompson. Its television budget for next year will be in the neighborhood of \$1,875,000, much of it expected to be spent in spot buys. The firm this past season sponsored "Twenty Questions," which it dropped last month.

GAC SELLS LAINE SHOW AS GODFREY SUB . . .

The General Artists Corporation has sold a Frankie Laine variety show to CBS-TV and its clients to replace the Arthur Godfrey Wednesday night hour this summer for eight weeks. Lester Gottlieb, the network's radio programming veepee will produce.

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THE BILLBOARD SCOREBOARD

The Top New National Spot Commercial Campaigns on TV

Placed during the week of May 15-21, 1955

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser	Product and Advertiser
Blue Bonnet Margarine, Standard Brands	Pure Oil, Pure Oil Co.
Fluffo, Procter & Gamble	Rol Aids, American Chicle
Ford Cards & Accessories, Ford Dealers	Rug Cleaner, Rug Sheen
Post Raisin Brand, General Foods	Salad Mix, Ratner Promotions
	Turtle Wax, Plastone

REGIONAL SUMMARIES

Eastern

Product and Advertiser	Product and Advertiser
Art Talen Hunt, Art Instructions	Magic Milk Shake Mix, Nasco Foods
Davey Crockett Outfit, Stanley Merchant	Mobilgas, General Petroleum
Eclipse Syrups, Eclipse Food	Moth Proof & Cedar Kit, D-Con
Fluffo, Procter & Gamble	Oldsmobile, General Motors
Frozen Meat Pies, Morton Packing	Rol Aids, American Chicle
Grand Union Stores, Grand Union	Rub-r-ize, Rubber Magic
Hellmann's Mayonnaise, Best Foods	Salad Mix, Ratner Promotion
Lawn Mowers, Reo Mowers	Simonize Kleener, Simonize
	Sugar Jets, General Mills
	Super Coola, Cantrell-Cochrane
	Super Jet, Super Jet Co.
	Tri-Net Margarine, Tri Net Co.
	Turtle Wax, Plastone

Southern

Product and Advertiser	Product and Advertiser
Ford Cars & Accessories, Ford Dealers	Scalf's Indian River Medicine, Indian River Medicine
Meyerhoff Items, Ratner Promotions	Spruance Bread Mix, Spruance Bread Mix
Post Raisin Bran, General Foods	Texize, Texize Chemical
Pure Oil, Pure Oil Co.	Tip Top Bread, Ward Baking
	Topic, Carnation Milk

Midwestern

Product and Advertiser	Product and Advertiser
Ad, Colgate Palmolive	Phillips Milk of Magnesia, Sterling Drug
Arrid, Carter Products	Post Raisin Bran, General Foods
Blue Bonnet Margarine, Standard Brands	Pure Oil, Pure Oil Co.
Bolens Products, Food Machinery & Chemical Corp.	Raid Insecticide, S. C. Johnson
Bond Bread, General Baking	Rol Aids, American Chicle
Canned Goods, Stokeley Van Camp	Salada Tea, Salada Tea
Cutex & Odorono, Cutex & Odorono Co.	Super Jets Spray Guns, Power Products
Fairmont Ice Cream, Fairmont Foods	Sweetheart Tomatoes, Mauer Fruit & Vegetable
Fluffo, Procter & Gamble	Table Ready Meats, Swift
Kitchen Kapers, Ratner Promotions	Taystee Bread, American Bakeries
Kitchen Set, Worthmore Products	Ting, Pharma-Craft
Kools, Brown & Williamson	Vaseline, Chesebrough Manufacturing
Mrs. Tucker's Foods, Mrs. Tucker's Foods	Waterman Heating Units, Waterman
Nabisco, National Biscuit	Wheat & Rice Honies, National Biscuit
	Wildroot, Wildroot Co.

Southwestern

Product and Advertiser	Product and Advertiser
Big "B" Insecticide, Big "B" Co.	Mason Root Beer, Mason & Mason
Dromedary Cake Mix, The Hills Bros.	Pfaff Sewing Machines, A. C. Webber
Fluffo, Procter & Gamble	Rug Cleaners, Rug Sheen
Hormel Ham Sticks, George A. Hormel	Salad Mix, Ratner Promotions
"Love Me Or Leave Me" (movie), M-G-M	Turtle Wax, Plastone

Rocky Mountain & West Coast

Product and Advertiser	Product and Advertiser
Aerowax, Boyle-Midway	Post Raisin Bran, General Foods
Blue Bonnet Margarine, Standard Brands	Rail Service, Great Northern Railway
Bromo-Seltzer, Emerson Drug	Rol Aids, American Chicle
Cooking School, Swift	Rolliton Painter, Branscombe Co.
Corsair Work Clothes, Black Manufacturing	Rug Cleaner, Rug Sheen
Fluffo, Procter & Gamble	Ruskets Flakes, Loma Linda Foods
Ford Cars & Accessories, Ford Dealers	Signal Gasoline, Signal Oil Co.
Frozen Fish, So. Shell Fish	Speedy Ross Exercise, Branscombe Co.
Frozen Meats, Armour	Trix, General Mills
Ice Cream Novelties, Joe Low	Viv, Toni Co.
Instant Maxwell House Coffee, General Foods	Westroc Insulation, Western Installation
Kool Aid, General Foods	Wonder Bread, Continental Baking
Kraft Cottage Cheese, Kraft	
Lipton Tea, Thomas J. Lipton	
Liquid Trend, Purex	

Hotel Chain Booms Closed Circuit TV

NEW YORK, June 4. — The Sheraton Hotel chain, which was largely responsible for the loss by movie theaters of commercial closed circuit TV business to hotels, is expanding its operations in the closed circuit field in a big way.

The chain, thru a newly established subsidiary corporation headed by three former Box Office Television, Inc., executives, is launching a two-pronged expansion that will (1) inject hotels into the business of originating entertainment and/or education via inter-city closed-circuit telecasts to specialized groups, and (2) put it for the first time into sales competition with independent closed-circuit firms seeking to line up commercial users of the medium.

A secondary result of Sheraton's move is to leave Box Office Television, Inc., headed by Milton Mound, without a management staff at the present time.

William P. Rosensohn and Bob Rosencrans, BOTV president and vice-president respectively, have joined Sheraton Closed Circuit Television, Inc., as executive vice-president and vice-president respectively. Additionally, Walter Wanger, who joined BOTV recently as a member of the board of directors, has been named president of the Sheraton firm. Wanger, however, because of his motion picture commitments, probably will not take an active part in the Sheraton operation, at least for some time.

Complete Service

Sheraton's move enables it to provide a complete closed circuit service to industrial firms and other

organizations holding inter-city meetings via the medium. This would include lining up outlets in the various cities (where necessary, non-Sheraton hotels or movie theaters would be used), clearing AT&T lines and producing the telecast with the help of a TV network or station production crew.

In the area of entertainment, Sheraton envisions producing a regular series of lectures or other forms of shows, which would be telecast to the Sheraton hotels. Thru this device Sheraton plans to bring into its hotel women's clubs or other special groups which would hold their meetings in conjunction with the telecast.

According to Rosensohn, a series of eight special group telecasts are planned to start September 28.

SHOT-IN-ARM

CBS-TV Execs Set to Hype Programming

NEW YORK, June 4.—In a series of executive shifts, CBS-TV this week beefed up its programming operation. Alfred J. Scalpone, veepee in charge of radio and TV at McCann-Erickson, resigned from the agency to become veepee in charge of network programs, Hollywood, beginning July 1. He will be the Pacific Coast counterpart of Harry J. Ommerle, who has been made veepee in charge of network programs, New York. Both will report to Hubbell Robinson Jr., veepee in charge of network programs for CBS-TV.

Harry Ackerman, the network's former Western programming head will take charge of the web's new Special Projects Division and develop his own programming ideas. His immediate assignment is the blueprinting of a drive to acquire more properties for spectacular type programming.

The network has been extremely sensitive, of late, according to trade reports, to charges that its programming is not creative enough. It is hoped that the new setup will be productive of better results than its past seasons.

CBS-TV Eyes COMPO Awards Ceremonies

HOLLYWOOD, June 4.—CBS-TV this week reportedly expressed interest in telecasting the first annual COMPO Awards ceremony this fall. COMPO (Council of Motion Picture Organizations) will conduct its inaugural poll among moviegoers from November 17 to 27 to determine the public's choice of best picture, actor, actress, etc.

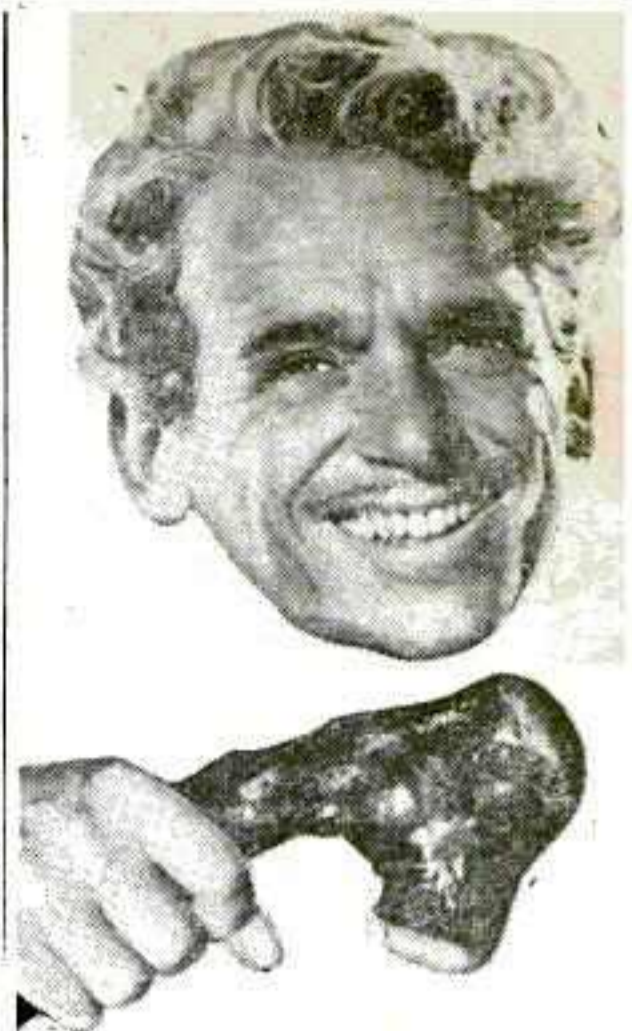
Elmer C. Rhoden, president of National Theaters and chairman of COMPO's Audience Award Committee, said that in his opinion the awards would not conflict with the AMPAS Oscars, and that he had received no complaint from the Academy. If CBS does land the telecast, however, it would somewhat counterbalance the NBC televising of the Oscar show.

A number of theater chains have been conducting similar type polls among customers in the past, and Rhoden begins an organizational trip around the country next week. The awards will be made on the West Coast, probably sometime in December.

P&G Steps Up Daytime Sked

NEW YORK, June 4.—Procter & Gamble this week ordered more daytime TV from NBC. The sponsor has bought a quarter-hour strip of Tennessee Ernie, who is programmed 12-12:30 a.m. across the board.

It is also replacing its afternoon soap opera, "Concerning Miss Marlowe," with a strip buy in the Ted Mack show. The buy is an important one for the network.



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"

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

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

STEINMAN STATION
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WGAL-TV Lancaster, Pa.
NBC • CBS • DuMont

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

316,000 WATTS

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

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

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"
... with Audited Paid Circulation to match



TOLL-TV GETS BLASTED

Brig. Gen. Sarnoff Hits Fee Idea Hard

NEW YORK, June 4.—The networks this week firmly closed ranks against pay TV when Brig. Gen. David Sarnoff, chairman of the board of the National Broadcasting Company, warned in a statement, filed with the Federal Communications Commission, that pay-TV would degrade and ultimately destroy free TV. Frank Stanton, CBS Inc., head, and Robert Kintner, ABC-TV president, have also strongly taken a stand against toll TV.

Major points made by Gen. Sarnoff against subscription TV were: 1) free TV programming quality would suffer; 2) top shows and stars would move from free to fee TV as would sports events; 3) public service programming would suffer; 4) motion picture producers might gain control of TV programs; 5) pay TV would black out free TV for millions in areas served by one or two stations. The industry figure conjectured that, if the FCC authorized a system of pay TV, it might ultimately lead to government regulation of TV on a common carrier basis.

As concrete evidence of what the TV viewers would lose, Gen. Sarnoff pointed to "Peter Pan," which his network programmed re-

cently for sensational ratings. He also cited the recent alliance between motion picture interests and the pay TV group as evidence of a move being made to attach "cash boxes" to 35,000,000 TV receivers in American homes.

All reports from Washington this week were that more support is being given from the public for free TV in the way of mail response. The Dramatists' Guild this week, however, put itself on record as favoring subscription TV in a letter to the FCC.

Meanwhile, in England, Sir Alexander Korda signed contracts with Zenith to establish pay TV in the United Kingdom, Ireland and the Channel Islands.

George Heller Is Dead at 49

NEW YORK, June 4.—George Heller, a major figure in entertainment labor circles, died here this week at the age of 49. As executive secretary of the American Federation of Radio Artists, and its greatly amplified offshoot, the American Federation of Television Artists, Heller's contribution to the welfare of performers in the broadcast media was inestimable over a period of 16 years.

Perhaps Heller's major contribution was negotiation of the first pension and welfare fund for actors last fall, the first such fund to come into being in radio and TV. He ably represented AFTRA in its long and difficult period of conflict of live and screen performers, a quarrel which has long been terminated happily. Heller also masterfully succeeded in uniting for the benefit of the union as a whole the more conservative and more liberal elements of AFTRA. They have had a running quarrel with each other over a period of more than 20 years.

'CITIZEN' OUT

Am. Tobacco Grabs L&M ABC Slot

NEW YORK, June 4.—American Tobacco swiftly gobbled up the half-hour time slot directly following "Disneyland" on ABC-TV this week following the sudden bow out from the spot by Liggett & Myers, which currently is programming "Mr. Citizen" in the period. American Tobacco is understood looking the field over for a property to put into the Wednesday 8:30-9 p.m. slot for the summer. The bankroller initially will program a low budgeted summer show there and in the fall will come up with a bigger property.

L&M's withdrawal from the spot was reportedly motivated by its belief that the audience carry over from "Disneyland" was largely a juvenile audience. If the report is correct, then American Tobacco obviously disagrees with the opinion. Both firms, of course, are after the same type of audience.

Am. Petroleum

• Continued from page 2

a Sunday, or an hour on Monday evening in October.

The significance for NBC is that it has been able to find an important sponsor for one of its telementaries. This is certain to give the network a strong positive selling point when it starts offering other shows of this type around for fall sponsorship. There are at least eight other such shows in various stages of blueprinting at the web, and they may be one of the most important new programming ideas of the up-coming season.



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

TOLL TV

Sponsors Not Worried; Will Study New Medium, Make Best Buy

Sponsors and ad agencies tend to view the possibilities of subscription TV with neither hope nor fear. Come what may, the advertising fraternity will study the situation carefully and then make the best possible media buy.

But among stations it's a different story. Stations tend to regard toll TV as either a threat or a promise. The fondest hope of successfully operating stations seems to be that pay TV will either prove economically unfeasible or it will fail to get the legal sanction it needs even to get started. On the other hand, struggling UHF's and educational stations look to toll TV as a possible salvation.

This at least is the gist of the reactions of members of The Billboard's TV Editorial Advisory Board to the question, "How would the adoption of subscription TV affect the future of your company's part in the TV industry?" Fifty-five ad agencies, 30 sponsors and 90 stations, large and small, all members of the Board, registered responses to this question, on and off the record.

Underlying all the answers was a widespread and often frank ignorance as to what kind of shape subscription TV would actually take. Will it or will it not carry advertising? How much programming will it provide per day and per week? How much will it charge per program?

These are some of the questions stated or implied in the answers.

This lack of precise information is most striking in the answers of another section of the Board that stands between the station and the advertiser, namely the producers and distributors of TV film. Their answers were clearly colored by their understanding of just what kind of a medium toll TV would ultimately be.

Those who thought it would provide a frequent and unsponsored service of high level entertainment were frankly worried. On the other hand, those who thought it would be only an occasional service, or that it would carry advertising and operate similarly to the present free system were most relaxed.

In the former category was the producer of a couple of network shows of years past. "As an independent TV film producer," said he, "I believe that films for subscription TV will be purchased from the major film producing companies and consequently affect my business

seriously, just as the entrance of 20th, Warners and Disney has already done."

In the advertiser category of the Board, the unsureness about the shape of the thing to come was as widespread as in the others. "Cannot predict at this stage," was a typical answer.

But, being customers of the medium and thus not having a direct stake in it, the advertisers and agencies as a group were by far the least worried. If toll TV carries advertising, they will buy it, expecting a good rate since the viewers will pay a good part of the freight. If it doesn't take ads, and meanwhile cuts the audience of free TV, then they will expect a rate cut. If, however, the networks and commercial operators meet the challenge with even more potent programming, then they'll do business as usual. Finally, if toll TV makes a shambles of TV as an advertising medium, well then, too bad, they'll go back to print.

Don't quote me, but . . .

A CBS-TV affiliate in the West: "It would probably make life miserable for us." . . . A Midwest station: "I believe it would wreck our present system of sponsored programming." . . . A station manager in the South: "Subscription TV in our area would undoubtedly cause two of the three services to fail." . . . A station in the West: "As we are not affiliated with one of the so-called 'top two' networks, it possibly would aid us." . . . A Northwest station: "It would provide a much needed source of income." . . . A big city station: "Our company would use a part of subscription TV service, which naturally would reduce the time available for non-subscription TV." . . .

FOR QUOTATION

AD AGENCIES SAY . . .

BOB HAYWARD, TV director, Brisacher, Wheeler & Staff, San Francisco: "We are disinclined to cry wolf at every vague gray shape that shows on the horizon, but we are not unaware of the acceptance of subscription TV. It is our hope, however, to meet this challenge with commercially sponsored programs of a competitive caliber."

GARY LEE, TV production manager, Stockton, West, Burkhart, Cincinnati: "With the viewing public paying some part of the expense of this medium, commercial costs would conceivably be less for a program sponsor. However, with that decrease in cost, I feel the influence and control in the client's behalf, which has played an important role in the advancement of the industry as a whole."

W. E. WENDT, manager, Wendt Advertising, Great Falls, Mont.: "We most certainly would continue to use commercial TV for our clients."

EMIL MOGUL, president, Emil Mogul Agency, New York: "My guess at the moment would be that the available audience would be a substantial split-up between toll TV and the present system, thereby affecting commercial value of the present system. This might then necessitate a downward revision of rates, such as happened with network radio when TV became a competitive medium."

SPONSORS SAY . . .

GEORGE ABRAMS, advertising manager, Block Drug Company: "A re-examination of audience on a cost-per-thousand basis as well as on a qualitative (audience composition) basis would be indicated."

WALTER SALA, Advertising Manager, Dad's Root Beer, Chicago: "I do not believe it would affect our use of commercial TV in any way. Subscription TV will allow people to be a little more 'choosy' in their programs. Hence, sponsors will become more conscious of what the public demands."

JAMES DUFFY, advertising manager, Genesee Brewing, Rochester, N. Y.: "It would obviously cut down the commercial value of the medium. If toll TV

cuts down the commercial audience, there should be a revision of the rate structure, which the stations won't like."

STATIONS SAY . . .

ROBERT SMATHERS, chief engineer, WLBT, Jackson, Miss.: "Our inability to broadcast toll TV shows and widely accepted commercial programs at the same time would harm our relationship with the businessman and make it more difficult to provide free commercial programs to the public. We believe it would destroy the faith and good will of many viewers who have purchased TV receivers based on a system of free reception."

GORDON GRAY, vice-president in charge, WOR-TV, New York: "It would mean additional competition. We certainly would have to consider it."

ROSS BAKER, general manager, KSWO-TV, Lawton, Okla.: "It would put us in a better financial position."

EDWARD BREEN, general manager, KQTV, Fort Dodge, Iowa: "My guess is it would have very little effect, altho, since we are UHF, it might help greatly in bringing about additional conversions."

PRODUCERS AND DISTRIBUTORS SAY . . .

BOB BERGER, president, Standard Television, Beverly Hills: "If a toll type of TV system were approved for commercial use, there would be outright discrimination by the FCC against small and medium sized film syndicators as well as small and medium advertisers. The only type of entertainment that TV viewers would even think of paying for thru a 'box office' right in their own homes would be of such magnitude that only the major motion picture producers (Warners, Loews, etc.) could fulfill the specifications. No government agency has the right to sanction a large corporation without protecting the small company, which, in effect, the FCC's approval of toll TV would constitute."

J. DON ALEXANDER, president, Alexander Film Company, Colorado Springs, Colo.: "Toll TV would cut us and other producers out of much TV spot production business."



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

THE BILLBOARD SCOREBOARD

• 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 to 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	Avg. April Rating
1	Foreign Intrigue (Official)	93	10.3
1	Liberace (Guild)	93	13.0
3	Janet Dean, R.N. (UM&M)	92	14.4
4	Favorite Story (Ziv)	91	11.4
4	Police Call (NTA)	91	6.8
6	Mr. District Attorney (Ziv)	89	14.1
7	Dangerous Assignment (NBC)	88	6.2
7	Mr. and Mrs. North (ATPS)	88	7.0
9	Eddie Cantor Show (Ziv)	87	12.0
9	Mayor of the Town (MCA-TV)	87	13.1
11	Doug, Fairbanks Presents (ABC)	86	8.2
11	I Am the Law (MCA-TV)	86	7.1
11	Life With Elizabeth (Guild)	86	7.5
11	Star and the Story (Official)	86	13.3
15	Beulah (Flamingo)	85	6.0
15	The Falcon (NBC)	85	12.4
15	Florian ZaBach (Guild)	85	4.7
15	Inner Sanctum (NBC)	85	6.8
19	Follow That Man (MCA-TV)	84	6.6
19	The Whistler (CBS)	84	16.4
21	Famous Playhouse (Ziv)	83	4.7
21	Frankie Layne (Guild)	83	7.1
21	Lone Wolf (MCA-TV)	83	12.0
24	Ellery Queen (TPA)	82	11.0
24	I Led Three Lives (Ziv)	82	16.0

NBC-TV Crosses NBC Film, Pair Buys on CBS-TV

NEW YORK, June 4. — The Sheaffer Pen and Maytag buy of "Navy Log" this week, for the Tuesday 8-8:30 slot on CBS-TV, came as a blow to the NBC Film Division. The sponsors had an option on "The Great Gildersleeve," which is owned by the NBC Film Division, but the network refused to clear time for the property. NBC-TV could not find an acceptable half hour for the sponsors.

CBS-TV, according to reports, felt the show wasn't strong enough. It also owns "Navy Log," a show which has received excellent trade comment on its sneak previews. The network acquired "Navy Log" from CBS-TV Film Sales, its vid-film distribution subsidiary, which also has given it "Wanted," a documentary on "Crime," and "Brave Eagle," which goes into its Wednesday 7:30-8 p.m. time period if a sponsor is found.

JUNGLE-HAPPY NET KICKS 'JIM'

NEW YORK, June 4. — Looks like ABC-TV has its heart set on a jungle show, come what may.

Last week, the web put Screen Gems' "Jungle Jim" under option for sale in the Monday 7:30-8 p.m. slot. This week, it dropped its option on "Jungle Jim" and optioned another show, instead. Which show? You guessed it—"Sheena, Queen of the Jungle," a property of ABC Film Syndication.

Cummings TV To Move to CBS Thursday

NEW YORK, June 4.—CBS-TV this week lured R. J. Reynolds' Robert Cummings show over to its network. The vidfilm series will be slotted Thursday 8-8:30 p.m. next fall.

It is now on NBC-TV Sunday night, 10:30-11, where it has started to dent the ratings of "What's My Line?" William Esty is the agency.

National Spot Firms Turn To Top Feature Film Mart

NEW YORK, June 4. — Major national sponsors are awakening to the charms of the current crop of top quality feature films. Time was when national spot advertisers would buy a ride on a station's feature show and leave it to the station to program the strip. Except for a few key regional and local advertisers, mostly breweries and auto dealers, the feature film distributors' entire market was the stations.

But indications now are that spot advertisers, including a couple of top sponsors, are taking a hard look at the pictures themselves. They are beginning to evaluate the programming values of the top feature packages as they would a half-hour series. At least one of the top feature distributors, Associated Artists Productions, is known to have been pitching its package at the major ad agencies here, with

the aim of bringing in business for the stations it has under contract. This week, two top advertisers bought participations on two big feature film shows. This is the first known such buy for each of them. But, more significantly, both deals appear to be tests for far more extensive buys of feature film programming.

It so happens that both buys were on shows using Associated Artists' package.

Ciggies, Soap
Philip Morris, thru Biow-Beirn-Toigo, bought one-eighth participation on the "Million Dollar Movie" of WOR-TV. WOR-TV began this series (16 runs per title per week) in the fall with the 30 pictures of the General Teleradio Film Division. A month ago it began running the Associated group. Procter & Gamble bought half sponsorship of a feature show to

MIL \$ MOVIE APTLY NAMED

Stations Running Flicks Find Big Ratings Pay-Off

NEW YORK, June 4.—The Million Dollar Movies are taking on all comers at all hours and turning out better, or at least competitive, ratings. This was brought out in a study completed recently by one of the top ad agencies contemplating buying spots on the feature films for one of its major clients.

The core of this study is reproduced on this page. It shows that, in 15 major markets in which competitive average ratings were figured, the movies had the top rating in the time period in 10 markets.

In most of the other cities it was edged out on the average figure by network and syndicated shows. In Memphis it ran eight rating points behind a combination of "Your Hit Parade," "City Detective" and "The Vise." In Omaha it was three and a half points behind the "Elgin Hour." In Phoenix it was beaten by "Godfrey's Talent

Scouts." And in St. Louis it was edged out two points by a combination including "The Star and the Story" and wrestling.

The pictures covered in the study are the 55 that have been peddled by Associated Artists Productions for the past six months, and the 30 peddled by General Teleradio's Film Division for the past year. Both firms are using the "Million Dollar Movie" handle, since both packages are being run by WOR-TV here under that title. WOR-TV was the first to sign for both packages and the first to use the title.

Among the 85 pictures in the two groups are "Algiers," "The Winslow Boy," "The Scarf," "Body and Soul" and "Arch of Triumph."

The two distributors have been selling against each other, but in market after market a single station has been picking up both packages.

Each has in effect been paving the way for the other. Once one of the competitors gets a station started on a top-grade feature program, the other moves in with the product to keep the series running.

The study reveals a number of instances in which the movies hiked the station's ratings above what it got from the network show in the previous half-hour. For instance, in Baltimore, WMAR-TV's "Premium Playhouse" inherited a 14.5 from CBS-TV's "Professional Father," and then went up to 17.4. In Columbus, WTVN's "9 o'Clock Theater" inherited a 16.5 from "Make Room for Daddy," went up to an average 27.5 in its hour and a half, and then dropped to 11.5 on "Studio 57" in the succeeding half hour.

In Memphis, WHBQ-TV got 11.3 with "Masquerade Party" and then shot up to an average 20.2 with its "Million Dollar Movie."

In most cases, the stations running the "Million Dollar Movie" packages are pitting them against the best that competing network affiliates can offer. In 12 of the 15 cities covered, the movies opened in Class A time, meaning 10:30 p.m. or earlier. But they're also hitting the competition in the soft underbelly. KCMO-TV, Kansas City, runs its big pictures Saturday at 9:30 p.m., when it bucks such network shows as "Your Hit Parade" and "Willy." But then it runs them again Sunday afternoon, when it runs against such network shows as "Adventure," "American Week" and "American Forum." In catching the two competing network stations in their public service time, KCMO-TV got a 50 per cent share of the audience.

All these ratings were from city reports of the American Research Bureau.

Associated's ABC Talks Still Warm

NEW YORK, June 4.—The negotiations between ABC-TV and Associated Artists Productions on running a series of feature films on Sundays 7:30-9 p.m. were going on thru this week, according to reliable sources. This was contrary to some rumors around the trade that the whole deal had fizzled out.

Associated is understood to be offering ABC-TV 30 Pine-Thomas pictures, plus nine bigger attractions. It is also understood to have the nod from potential participating sponsors. A key element on which the deal hinges, it is reported, is finding a third sponsor.

Another point in discussion is said to be Associated's request for time on the 90-minute show to plug the theatrical releases of Eliot Hyman, president of the distribution company. This would follow the pattern of the big shows being produced by the Hollywood majors, such as "Warner Brothers Presents."

Because of his numerous investments in motion pictures, Hyman is said to be one of the largest single independent producing interests in the field. The ABC-TV deal, it is reported, would involve an allocation of time to promote the box office for such pictures as "Moby Dick," which is now being completed by Moulin Productions, of which Hyman is a minority stockholder.

The 39 pictures Hyman is offering ABC-TV is apparently less than the total amount of new feature product he has under wraps. There has been no confirmation that his deal for the Pine-Thomas pictures has yet been signed, that deal is understood to involve 35 or 37 titles. In addition he is reported to have another 12 pictures, three from each of four different major theatrical companies. Thus, even with the ABC-TV deal, Associated may yet have another 13 or so pictures for sales to stations.

MILLION \$\$ AVERAGES VS. ALL COMPETITION

Following are the average ratings of the feature films in the two "Million Dollar Movie" packages compared with the average ratings of all their competition. In each city the Million \$\$ ratings are given first.

AMES, IA.	
Saturday, February 5, 11-12 p.m.	
WOR-TV	RUTHLESS 18.0
KGTV	Starlight Theater .6
WHO	Theater 13 12.1
BALTIMORE	
Saturday, February 5, 10:30-12 p.m.	
WMAR-TV	PREMIUM PLAYHOUSE 17.4
WAAM-TV	Wrestling Showcase 7.2
WBAL-TV	Mr. District Attorney
	Finals, Sports, Weather
	Hit Parade
	Picture Playhouse 9.9
BOSTON	
Sunday, February 6, 11-12 p.m.	
WNAC-TV	CINEMA SHOWCASE 15.7
WBZ-TV	Meet the Press
	Stop the Music 9.1
WJAR-TV	News
	People Are Funny
	Feature Theater .6
BUFFALO	
Saturday, February 5, 11:25-12 p.m.	
WBEN-TV	SATURDAY PLAYHOUSE 12.0
WBUF-TV	Chronoscope 3.3
WGR-TV	Sports Reel
	Lone Wolf 15.0
CHICAGO	
Sunday, February 6, 10-12 p.m.	
WGN-TV	COURTESY TV THEATER 22.6
WBBN-TV	Sunday News Special
	Biff Baker, USA
	Here's How, News
	Late Show 5.0
WBKB-TV	Life With Elizabeth
	Counterpoint
	Terkel's Briefcase
	Exercisor
	Nite Owl Movie 2.6
WNBQ	Weather, Connors,
	News, Call the Play
	Sports Star Time
	11th Hour Theater 5.5

(Continued on page 12)

(Continued on page 10)

BANNER YEAR

Many Fronts Launch Tele Talent Hunts

Continued from page 1

new writing talent, NBC, for one, is not ignoring the problem of discovering and training the new crop of performers without which no entertainment medium can live.

In addition to the NBC and Ashley-Steiner projects outlined above, Talent Associates is currently running a TV script contest among college students.

Scholarships

Other current TV industry projects aimed at helping the development of new talent include a number of scholarships and fellowships

that NBC has set up at Yale, Carnegie Tech and Iowa State to give financial aid to promising students studying drama, and a CBS financial grant to the Shakespeare Festival starting this summer at Stratford, Conn.

Never before in the history of either the TV or radio industries has there been such an organized search for new gold mines of talent as is currently under way in TV.

It is not too far-fetched to predict that some time in the future the networks may go so far as to establish their own schools to train talent.

ALLEN EMSEES

Premiere of 'Stranger' Via NBC 'Tonight'

HOLLYWOOD, June 4.—The largest audience exposure any motion picture premiere has ever had will be accorded "Not As a Stranger" June 29 when NBC-TV will carry the opening from the Stanley Warner Theater in Beverly Hills as part of the regular Steve Allen "Tonight" show.

The NBC segment will be seen from 8:50 to 9 p.m. (PDT) over 76 stations. Allen, who will emcee the premiere, is originating his program from the West Coast during the summer months while he works in a feature pic.

An earlier portion of the show, from 8:30 to 8:50 p.m., will be seen only locally in Southern California over Station KTLA. All proceeds from the premiere are going to the new Mt. Sinai Hospital. "Tonight" will have its regular sponsors.

Commando Cody Bought by G-F

HOLLYWOOD, June 4.—General Foods this week bought "Commando Cody." Hollywood TV Service science-fiction series slanted at kids, for a three-month run during the summer, with the probability that the program will continue on into the fall if it proves an audience-getter.

Hollywood TV presently has 13 of the "Cody" pix on hand, having released them theatrically last year. General Foods will slot the program afternoons on NBC, with apparently a good chance that if it continues on into the fall it will be combined with "Pinky Lee" in the 5-6 p.m. period in an effort by the web to combat ABC-TV's "Mickey Mouse Club."

G-T to Pilot 'Hemp Brown'

HOLLYWOOD, June 4.—"The Legend of Hemp Brown," Western created by Barney Girard, currently directing "You Are There" and formerly director of "Medic," will be piloted by Goodson-Todman, with preparatory production plans getting under way next week.

It's understood that an ad agency already has an option on the show for a client, and that whether or not the series gets under way this fall depends to a large extent on available air time.

TPA Sales to Give 'Science' The Full Push

NEW YORK, June 4.—The Television Programs of America staff, meeting here all this week, launched the firm's sales drive on only "Science in Action." As far as could be learned, no mention was made to the salesmen of "The Count of Monte Cristo," the Spade Cooley show or any other property TPA is known to be planning.

In addition to preparing their presentations on "Science in Action," the sales force heard reports on the firm's progress to date.

Mickey Sillerman, executive vice-president, told them that TPA's renewal rate climbed from 82 per cent in the last six months of 1954 to 89 per cent in the first five months of this year.

Milton Gordon, president, told them that "Your Star Showcase" is now sold to 100 sponsors in 125 markets, and "Ellery Queen" is now sold to 97 sponsors in 115 markets. He also said that the package of Edward Small features has just been sold to WRCA-TV here for their 24th thru 28th runs in this market.

Small Markets

Gordon further said that the every distribution must have a certain number of national sales—TPA currently has four—its margin of profit in syndication often depends on the very small markets, where distribution costs are relatively high. He said that TPA is now developing a new plan to sell those markets on an economic basis.

Gordon also told the sales force that TPA is now grossing as much as any other TV film outfit.

Five more salesmen joined TPA this week: Jack Brumbach, formerly MCA-TV, in the Northwest; Jim Gates, formerly Ziv Radio, in New England; Murray King, producer of "Adventures of Blinkey," in Cleveland; Don Menard, formerly sales manager of WENS-TV, Pittsburgh, in Detroit, and Barry Winton, formerly Official Films, in Richmond, Va.

Tangent Signs Wilson, Hauser For 3 Scripts

HOLLYWOOD, June 4.—Tangent Films, telepic subsidiary of Steve Cochran-Harrison Reader's theatrical, Robert Alexander Productions, has inked veteran writers J. Donald Wilson and Dwight Hauser to prepare scripts for three proposed vidseries.

Tangent, which headquarters in New York, to date has concentrated on commercial TV production. It's understood that the telepix will be made at Republic Studios, where Cochran is currently filming "Come Next Spring."

First to get under way will probably be "Doctor on Horseback," story of an itinerant medic, which will have Cochran in the title role. Others planned are "Retribution" and "River Man."

MCA Adds 26 Pix to 'Curtain'

NEW YORK, June 4.—MCA-TV this week added 26 more anthology dramas to its "Curtain Call" series, the top prestige package it has available for syndication. The show previously had only 13, and with the new production, 39 are now available.

Four half-hour vidfilms were taken from the "Lux Video Theater," three from Gross-Krasne adapted from John Steinbeck stories, six from the General Electric Theater and 11 from the "Crown Theater" series produced by Bing Crosby Productions. The rest are from other sources. A few of these films cost as much as \$40,000.

THE BILLBOARD SCOREBOARD

TV Film Commercials In Production Since April 1

This is a monthly feature of The Billboard's TV Film department and offers the most complete directory available of production of film commercials. Producers or others who desire to have their products included should send their listings to reach The Billboard's New York office no later than the 25th of each month. Listings should be for the last full preceding month.

The following symbols are used to designate types of commercials listed: LA—live action; FA—full animation; SA—semi-animation; J—jingles; S—slides.

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length in Sec., Type (C denotes in Color). Lists various commercial producers and their products.



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%.

"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

50 MINUTES FOR \$7,500

Electronicam Shaves Costs on Big Skeds

NEW YORK, June 4.—After a month's production experience with its Electronicam (simultaneous live and film shooting), Du Mont has found that the savings in cost are only realized on large orders. For one or two commercials or other small jobs, the system doesn't really pay. But, on the other hand, in continuous production of a half-hour program series, Electronicam can mean a saving of 50 per cent compared with the cost for conventional filming.

The advantage of the system, as far as cost is concerned, is its speed, compared with the cost for conventional filming.

The advantage of the system, the same overhead and man-hours can be written off to a far greater amount of footage than is possible in direct filming.

Du Mont is not publishing a production and facilities rate card for the system. But it has estimated the below-the-line cost in a variety of production requirements.

For an expensive half-hour show, the estimated Electronicam cost was \$7,500. It was a show requiring 31 different takes. Shooting was completed in one 12-hour day. By conventional Hollywood technique, the producer, a Hollywood man, estimated it would have taken eight days to shoot.

Week's Programming

For a quarter-hour soap opera strip, the estimated Electronicam cost was \$6,000 to \$7,500 for 50 minutes of film to be shot in one 10-hour day. The 50 minutes constituted sufficient footage for five different episodes, or one week's programming.

The producer of this soap opera also obtained estimates from three different film studios. Their estimates for 50 minutes' worth of production ranged from a low of \$15,000 to a high of \$18,500. Further, the film studios estimated that the 50 minutes would take more than one day's shooting.

Du Mont gave essentially the same estimate (\$6,000 to \$7,500 for 50 minutes in one day's shooting) to a group interested in producing a five-minute series. Under the recommended shooting schedule, they would produce 10 episodes a day, meaning that would complete a full year's production in four days.

For 60-second commercials, Du Mont has come up with the following graduated scale of estimates: Three spots—\$3,600 or \$1,200 per spot; six spots—\$4,200 or \$700 per spot; 12 spots—\$4,800 or \$400 per spot.

The conventional cost yardstick for filming live-action commercials is \$60 per second, or \$3,600 for a one-minute spot.

All of these estimates include setting and striking, one camera rehearsal and processing as far as the answer print. They do not include any above-the-line costs, which cover the creative work, including talent.

21-Man Crew

Du Mont uses a crew of 21 men in its Electronicam production. This is a somewhat larger crew than usually used in conventional film production. But, since they are actually live TV men, their rates tend to be lower. However, this week Du Mont named a top film cameraman to the post of director of photography on the Electronicam crew. He is Douglas Downs, for 11 years with "March of Time," and Frank Capra's cameraman on the filming of Army training shows during the war.

Du Mont now has six 16-mm. Electronicam cameras working at its Tele-Center here. It will install its first 35-mm. Electronicam in the middle of July. It has available studios 1, 2 and the big 5 for Electronicam work.

It has so far made a series of commercials for four advertisers, including Ronson thru the William Weintraub agency. It has shot one episode of its own "Life Begins at 80," and will begin working the show by this system when it has accumulated a backlog of filmed stanzas.

For outside producers it has made two pilots, each shot in one day. One of them involved 50 minutes of production, which was subsequently edited down to a half hour. It also made a pilot for an educational group planning a complete series for TV. This series will be shot on a schedule of two half-hour stanzas a day.

NTA Scores 9 Cities With 'Fabulous 40'

NEW YORK, June 4.—Sales of National Telefilm Associates' new "Fabulous 40" feature package hit the nine-city mark with three more station deals made this week. The firm reports it has grossed close to \$736,000 on the package thus far.

The stations picking up the bundle this week were WPTZ, Philadelphia; WJAR-TV, Providence, and KGGM-TV, Albuquerque, N. M.

NTA is reportedly negotiating with Schlitz Beer for sale of the features in Milwaukee.

The firm also this week sold four of its half-hour shows to WTOP-TV, Washington. They are "Orient Express," "China Smith," "Police Call" and "New Adventures of China Smith."

NTA Adds 2 Film Shows

NEW YORK, June 4.—National Telefilm Associates added two more properties to its roster this week, one of them a new, first run, half-hour dramatic anthology series being produced in England by Harry Alan Towers, who is also turning out "Scarlet Pimpernel" for Official Films.

The new Towers of London production, titled "Theater," will consist of dramatizations of short stories or portions of novels famous as literary classics. It will feature top British and American acting talent. The show reportedly is budgeted for \$20,000 per episode. There are already 13 episodes in the can.

NTA, it's understood, would not be averse to a national deal on the property. If it doesn't close one, however, the series will be syndicated.

The second property the firm acquired is "Etiquette," a series of 39 five-minute episodes starring Amy Vanderbilt. The show has already been aired in some markets. It was produced by United Features Television.

'Playhouse' Exec Post to Sterling

HOLLYWOOD, June 4.—Hal Roach Jr., has appointed William Sterling as production co-ordinator of the "Screen Director's Playhouse" series which goes on the air for Eastman Kodak this fall. Sterling, formerly with CBS, officially begins his duties Monday (6).

Movies Not to Blame for Tight Coin, Rough for Them, Too, Says Gordon

NEW YORK, June 4. — First money for TV film production is harder to raise than ever. But don't blame this on the Hollywood motion picture majors. Over the long haul the competition of the majors will very likely force some of the inefficient operatives out of TV film production. But the majors themselves are not going to have it all easy plowing in the TV film field.

This is the thinking of Milton Gordon, president of Television Programs of America. Gordon is probably in a good position to evaluate the majors against the established TV film outfits, since before getting into TV film himself with the formation of TPA 20 months ago he was one of the big financial brains in motion pictures as vice-president of the Walter Heller banking firm.

The first difficulty the majors will have in TV film production will be in budgeting as it applies to overhead costs, Gordon believes.

Two Types

In TV there are two types of film producers. There is the complete independent who has no real overhead until he actually goes

into production. Only then does he hire studio, crew and talent. Then there are those that operate on a continuing basis, such as TPA, Ziv-TV and Hal Roach Jr. These firms are experts at spreading their operating overhead thin so that the cost of each individual production is kept within sponsorable limits.

The motion picture majors, as Gordon knows them, are not accustomed to controlling their overhead as rigidly as TV requires.

However, Gordon is aware that the majors motives in getting into TV are probably not primarily to get direct revenue. This is evident from the fact that they have sold and are offering shows at a considerable differential.

As Gordon sees it there are two possible motives in their getting into TV. The first is to get that potent TV promotion for their theatrical releases. The second possibly is to pave the way, quietly, for putting their features into TV distribution.

In both these aims, Gordon sees stumbling blocks.

Sponsor Limits

Gordon believes that the number of prospective clients that will tol-

erate having the producer of their show act, in effect, as a participating sponsor is limited. The fact that leads him to this thought is that however large a financial differential these major producers take—in return for a healthy share of time to plug themselves—it never approaches the time and program cost being shelled out by each of the real sponsors.

Further, as a distributor Gordon has many times discussed with clients packages that would involve tie-ins with other media such as magazines, which would thus get free TV promotion. He found a great deal of resistance to such deals.

On the second possible motive, Gordon feels that however much their TV production encourages the majors to put their features into TV, a sell-out of the TV rights to their huge catalogs is virtually impossible financially. With the huge down payment required and the limited short term return that can be expected from TV, such a deal is for all intents and purposes unbankable.

Gordon further believes that the

(Continued on page 12)

BILLBOARD

May 28, 1955

Tense Drama Marks "Cavalcade" Preview

Cavalcade of America (TV Film)

"Cavalcade of America," which next season is switching its emphasis (and perhaps its title) from the historical to the contemporary, unveiled a show this week that can be considered a preview of what it plans to offer under its new format.

If the writers and production boys who create the series can maintain the high level of work exemplified in "Six Hours to Deadline," then Du Pont will have a show next season that will rank with the best half-hour drama series on the air. For the episode reviewed was more human and, in its own way, more suspenseful a piece of dramatic creation than usually graces the TV screen in half-hour form.

Shying away from the glamorized picture of working newspapermen usually presented on TV, "Cavalcade" told a story in realistic and human terms of a dilemma that a managing editor of a medium-sized city newspaper faces and finally resolves. It's the dilemma of whether to print a news story that may hurt an innocent and respected citizen of the community or to kill the story. He finally decides to print the story, but not until the TV audience is made to share with him the conflict that sways him from one decision to the other.

Of more importance than the plot is the fact that scriptwriter Larry Marcus created characters who are alive and not merely mouthpieces of a script. This is the basic difference between writing a good drama and writing plot.

"Six Hours to Deadline" was an excellent drama. And it was sensitively acted by John McIntire as the managing editor, King Donovan, Will Wright, Sara Haden, Forrest Taylor and others. Producer-director Jack Denove deserves a large share of credit for a job well done.—Jack Singer.

TO:

John McIntire, King Donovan, Will Wright and the others in the cast; Joe Ernst Fegte, Kenny Walters, Fred Gately, Kenny Walton, Ja To Emmitt, George Wittling, Ted Coadley, Johnny Link, Josef Zimanich, Del Nodine, Orlan French, Daris Miller, Ed Chandler, Harold Hume, Ann Fairleigh, Eddie Rhine, my brother Dick, the girls in the office, the boys in the backlot, to these and to many others, and especially to Larry Marcus . . . thanks for the pooling of talent and effort that makes review after review like the one above possible.

Jack Denove
PRODUCTIONS, INC.
7142 SUNSET BLVD. • HOLLYWOOD 46, CALIFORNIA

America's Most Popular Telephone Quiz Show



"tello-test"
Write—Wire—Phone
RADIO FEATURES, Inc.
75 E. Wacker Drive Chicago 1, Ill.
Franklin 2-4392

THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

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

This chart shows the latest ratings of TV programs in all markets covered by American Research Bureau's monthly reports. The complete study is published over a four-week span with all cities covered as the ARB reports become available.

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

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

in which case they are nationally spot-booked. Stations are VHF except where the symbol "u" is used, indicating UHF. The symbol "&" preceding the rating indicates the show was received from a station in another market, and that this audience supplements the viewers attracted in the originating market.

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

Table with 5 columns: Rank Among Films, Title (Type) and Distributor, May ARB Rating, Station, Day, Time, Top Opposition & Rating

CHICAGO 4 STATIONS

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

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

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Chicago in rank order.

NEW YORK 7 STATIONS

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

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

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in New York in rank order.

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

DETROIT 4 STATIONS

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

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

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Detroit in rank order.

Movie Ratings

Continued from page 7

Table of movie ratings for Columbus, O., Denver, Detroit, and Houston.

Table of movie ratings for KTRK, Kansas City, MO., Memphis, Minneapolis-St. Paul, and Nashville.

Table of movie ratings for New York, Omaha, Phoenix, Ariz., and St. Louis.

IT TAKES



TO TELL HOW

The LITTLE RASCALS

RAISE HAVOC WITH RATINGS IN ALL MARKETS!



"Shown six times weekly in half-hour shows over WPIX, they have become the most popular afternoon features for kids in the New York City area . . . 1,500,000 viewers."



"In Hollywood, on one occasion, not even a spectacular could come close to them."



"In St. Louis the Rascals outrate all three competing shows combined."



"In Detroit they have an ARB rating of 35.8 against the 2.2 of their closest rivals."



"Surveys show that almost as many adults as children follow the Little Rascals in New York."



"The reason why they fascinate a new generation of small fry is to be found in the quality of the Rascals themselves and the brand of mischievous nonsense they generate."

The LITTLE RASCALS

Interstate TELEVISION CORPORATION

NEW YORK: 1560 Broadway Plaza 7-3070

CHICAGO: 1250 S. Wabash WAbash 2-7937

HOLLYWOOD: 4376 Sunset Drive NOrmandy 2-9181

BIRMINGHAM: 1719 Stalling Bldg. 3-7027

DES MOINES: 1115 High St. Phone 3-4117

CINCINNATI: 1635 Central Pkwy. Parkway 0179

TV FILM SALES

CBS-TV FILM SALES
THE WHISTLER
 Signal Oil: KJEO, Fresno, Calif.
 Sustaining: KLFY, Lafayette, La.
AMOS 'N' ANDY
 McDuff Hardware and Baltimore Paint and Color Works: WJHB, Jacksonville, Fla.
 Lafayette Buick: KLFY, Lafayette, La.
GENE AURY
 Lafayette Buick: WLFY, Lafayette, La.
 Consumer Sales: WGTH, Hartford, Conn.
 Sustaining: WPIX, New York; KOVR, Stockton, Calif.
FILES OF JEFFREY JONES
 Sustaining: KLFY, Lafayette, La.; KOVR, Stockton, Calif.
LIFE WITH FATHER
 Sustaining: WPIX, New York; KLFY, Lafayette, La.
ANNIE OAKLEY
 Sustaining: KLFY, Lafayette, La.
RANGE RIDER
 Sustaining: WBZ, Boston; KMJ, Fresno; KLFY, Lafayette, La.
SAN FRANCISCO BEAT
 Sustaining: WPIX, New York
CONSOLIDATED TELEVISION SALES
CRUSADER RABBIT
 Mead Fine Bread: KSSS, Boswell, N. M.

FLAMINGO FILMS
COWBOY G-MEN
 Borden's (Local): WHIZ, Zanesville, O.
GUILD FILMS
LOONEY TUNES
 Sustaining: WCSH, Portland, Me.
LIBERACE
 David Davies Meat: WHIZ, Zanesville, O.
INTERNATIONAL NEWS SERVICE
TELENEWS DAILY NEWS FILM
 Sustaining: WNAC, Boston; WCSH, Portland, Me.; WGTH, Hartford, Conn.; WHBO, Memphis.
THIS WEEK IN SPORTS
 General Tire & Rubber Dealers: KOTA, Rapid City, S. D.
 Sustaining: KSWB, Roswell, N. M.; WXEL, Cleveland; WGN, Chicago.
INTERSTATE TELEVISION CORP.
LITTLE RASCALS
 Participating: KONA, Honolulu.
 Sustaining: KBOT, Boise, Idaho; WSAU, Wausau, Wis.; WKOW, Madison, Wis.; WCBD, Lubbock, Tex.
ETHEL BARRYMORE THEATER
 Sustaining: WBRE, Wilkes-Barre, Pa.; WNDU, South Bend, Ind.; KTTS, Springfield, Mo.; WKBT, La Crosse, Wis.
AMAZING TALES
HANS CHRISTIAN ANDERSEN
 Sustaining: WSJV, Elkhart, Ind.; KTTS, Springfield, Mo.; WTVR, Richmond, Va.; WTRF, Wheeling, W. Va.

MCA-TV
WATERFRONT
 White King: KCSI, Pueblo, Colo.
CURTAIN CALL
 1st Thrift & Loan Association: KOB, Albuquerque, N. M.
NBC FILM DIVISION
BADGE 714-A
 Sustaining: WMBR, Jacksonville, Fla.
BADGE 714-B
 Spearman, Bern & Radcliff Gravel: WALA, Mobile, Ala.
 Sustaining: WBRC, Birmingham; KTBS, Shreveport, La.
BADGE 714-C
 Sustaining: KTBS, Shreveport, La.
VICTORY AT SEA
 Sustaining: KTBS, Shreveport, La.; KBAR, Phoenix, Ariz.
HOPALONG CASSIDY—1 Hour
 Sustaining: WSM, Nashville: KTBS, Shreveport, La.
HOPALONG CASSIDY—A-B
 Sustaining: KTBS, Shreveport, La.

OFFICIAL FILMS
DATLINE EUROPE
 Sustaining: WTVD, Durham, N. C.
OVERSEAS ADVENTURE
 Sustaining: WTVD, Durham, N. C.
TELEVISION PROGRAMS OF AMERICA
ELLERY QUEEN
 Preston Drug: WJHB, Jacksonville Fla.
CAPTAIN GALLANT
 Gum's Dairy: WSLI, Jackson, Miss.
ZIV TELEVISION PROGRAMS
I LED THREE LIVES
 Phillips 66: WRBL, Columbus, Ga.

'B&A' Renewed By Sponsors

HOLLYWOOD, June 4.—"Burns and Allen" is being renewed by both its sponsors, Carnation Milk and B. F. Goodrich. Tho it had been more or less accepted fact that the show would continue, it wasn't until late this week that CBS-TV gave the go-ahead signal for next year's production.
 A total of 45 half hours will be filmed of the program which was the first situation comedy to make the switch from radio to TV.

REVOLVING DOOR

By CHARLOTTE SUMMERS
Herman Rush, vice-president of Official Films, this week became the father of a boy. The new production is named **Andrew Rush**. . . **Diane Young**, formerly with Art Franklin, Inc., has joined the advertising and promotion department of Screen Gems as a promotion writer. . . **Newt Mitzman**, film producer-director for CBS-TV's "American Week," and **Fred Lawrence**, cameraman with United Television Service, were in San Antonio last week to shoot scenes of shorts-wearing San Antonians.
Paul Kwartin was upped from account exec to promotion director for Associated Artists Productions. . . The Senate Juvenile Delinquency Subcommittee will hold hearings in Los Angeles from June 14 to 16. The subject covered will be a study of the movies in connection with the Subcommittee's investigation of mass media and juvenile delinquency. . . **Bob Lewine**, ABC-TV's national program director, left for Hollywood Sunday (5) for conferences on "Dateline Disneyland," the hour and one-half program to be telecast over ABC-TV, Sunday, July 17. Lewine will return to New York on June 14.
Milton Gordon, Television Programs of America prexy, will fly to London next month and then on to the Continent for a two-month motor trip with his frau.

Storyboard, Klein Snag 8 NYAD Awards

HOLLYWOOD, June 4.—In an unprecedented near sweep Earl Klein and Storyboard, Inc., were selected for eight of the 10 awards being presented by the New York Art Directors' Club for the best television advertising during the past year. The awards are being announced Monday (6).
 A total of 170 cartoon films were submitted for the competition, with 10 being selected for prizes. The award-winning commercials produced by Klein are Heinz Worcestershire sauce, the Ford Motorcar Bird, E-Z-Pop popcorn, Hills Bros.' coffee, Bank of America home repair, Speedway gasoline Dry Bones, Fago root beer and Fago black cherry.
 Klein has since left Storyboard to form his own company, Animation, Inc.

Ben Atlas

• Continued from page 1
 figures in governmental circles. In the music field he was regarded throughout the trade as an authority on copyright legislation, both on the domestic and international levels.
 He attended Syracuse University and later acquired his B.A. degree at Harvard. He also took extensive post-graduate courses at Syracuse University's Maxwell School of Public Administration.
 Surviving him are his wife, Mona; two children, David, nine, and Miriam, three; five brothers, and two sisters.
 Funeral services will be held Monday afternoon at Garfield Chapel in Syracuse, and burial at Woodlawn Cemetery.

Tight Coin

• Continued from page 9
 subsequent syndication potential of the major produced TV shows is sharply limited. After their multiple exposure on the networks, they will probably be salable in the smaller markets. And that's not where the big syndication money lies.
 The reason TV film production investments are tighter than ever is not because of the entry of the majors. It's because of the inevitable evolution of the TV film business, Gordon says. The money men and speculators have learned from experience that not just anybody can anytime make a profit in TV film sales.

PRODUCTION NOTES

By BOB SPIELMAN

Ivan Tors, producer of Ziv's "Science Fiction Theater," already is at work on a new series to be developed from "Time Is Just a Place," which was one of the "Fiction" segments. Show would be patterned along scientific detection lines. "Fiction" has the most unusual and expensive special effects department in all TV. For one-half hour a sonic broom had to be developed. Government experts who've had some experience in these things provided several dozen mice who continually ran in circles for another show. A Malayan giant lizard, which is one of the last remnants of the dinosaur age, had to be imported for another program. Probably the most difficult task was the creation of a typewriter that could be manipulated by a chimpanzee. All in all, original allocation of \$75,000 for research and development now seems small.

One of the most remarkable jobs of making people aware of a deplorable situation is being done by Hal Roach Jr.'s "Public Defender." Ed Bliss, chief investigator for the Los Angeles PD office, reports that when the program went on the air there were 32 offices in the United States and that now there are 74, nearly all attributable to the TV series.

Academy of Television Arts and Science's Don DeFore is helping his own feature film company this summer to produce "Doctor in Buckskin," story of Marcus Whitman, early frontier medic.

Tony Miner is apparently intent on making "Challenge" as controversial a series as "Medic." Pilot of the Ford Foundation-backed series deals with the loyalty oath, lets the viewer draw his own conclusions.

"Lassie" will have a supporting dog in her cast next year, a basset hound named Pokey. It and its owner, Donald Keeler, who'll be known as Porky, will provide comic relief.

TCF-TV Productions, going all out for its GE series next fall, has set "The Late George Apley" as another one of the first pix in the show, according to Executive Producer Michael Kraike.

Bill Rousseau has run into script trouble with his "Point of Crisis" vidseries, but still hopes to be able to roll his pilot this month.

TPA Executive Producer Leon Fromkess, who says he doesn't believe in trends but that a good show, no matter what, will always be a success, has a situation comedy about two girls called "Leave It to Eve," among new properties he's readying.

Ramona Dietemeyer, the 1955 Mrs. America, is being offered her first acting part in "This Is the Life" by Producer Sam Hersh.

"My Little Margie" star Gale Storm has had three different feelers for new series since "Margie" went off the air, but will probably concentrate on night club appearances and features for a while.

Annual Crops Of Kids Cue Ramar Success

HOLLYWOOD, June 4.—"Ramar of the Jungle," TPA-produced vidseries aimed at kids, is on the verge of becoming a sort of classic in its field. The production costs are not particularly high, the program draws steady ratings and seems to be able to continue on indefinitely with a limited number of films.

On one station, KTTV, for instance, the series has been stripped five days a week for the past 32 months. With 42 half hours having been filmed, this means that the entire set has been run thru some 12 times, yet the audience has remained constant thruout.

Six of these same half hours have been combined into two separate theatrical features. Two more features are already sitting on the shelf waiting for an opportune time for release. All four of the pix were shot with theatrical release in mind, then chopped up for TV showing.

The versatility of the series is further amplified by the fact that it's already been screened on TV in 15-minute form, with some thought also being given to exhibiting it as a serial in theaters when it has run out its TV value.

Executive producer Leon Fromkess, who says that 26 more half hours of the Jon Hall starrer will be filmed beginning in November, attributes its remarkable staying powers to the fact that a show such as it can gain an entirely new audience every year because as it loses kids one age group another set comes along to fill the gap.

Guild Films Loses 2 Key Executives

NEW YORK, June 4.—Two key executives at Guild Films this week resigned. Joseph Smith, veepee in charge of syndicated sales, and Karl Gericke, sales administrator, both handed in their resignations.

Smith, a veteran TV film distributor, has no immediate plans, but it is believed he will go into the syndication of feature films, his primary specialization. Gericke has considerable network experience, his previous post being with ABC-TV. His future connection is not known.

Stewart Megs 'King's Row'

HOLLYWOOD, June 4.—Warner Bros. this week signed Paul Stewart as producer-director of its "King's Row" portion of "Warner Bros. Presents," thus rounding out the production assignments for all 39 of the ABC shows. Jerome Robinson helms "Casablanca" and Harve Foster "Cheyenne."

At the same time Hugh Benson was appointed to the studio publicity department in the radio-TV promotion and publicity section.


Nat'l Spot Firms

• Continued from page 7
 flexibility they need in their multi-brand sales problem. They expect that heavy year-round spot buying will give them flexibility. Judging from this week's deal with WOR-TV, feature films will figure largely in Philip Morris's future.

P&G is also apparently aiming for greater flexibility in its feature buying. It is understood that a number of its brands will get exposure on its WOW-TV features, and the show will be serviced by more than one of its agencies. In the past, P&G has bought syndicated film shows to test new products. It used some MCA-TV properties in a few markets to test Gleam, and it lately has been using "Sherlock Holmes" in one or two markets.

THE Acknowledged LEADER

- 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



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Film Directors Push Toward National Set-Up

WASHINGTON, June 4.—At its meeting here last weekend, the Eastern members of the National Association of TV Film Directors took several steps toward a national convention and toward establishing itself as a working organization. The meeting elected officers and operating committees for the Eastern Seaboard Conference. It also laid plans to get the same action from the Western branch.

Dick Dreyfuss (KDKA-TV, Pittsburgh) is heading a committee working on film procurement research. And Bill Cooper (WJAR-TV, Providence, R. I.) heads a committee on operational procedures for station film rooms. Membership of these committees will consist of a representative of each of the seven Eastern districts.

Dave Manning (WHAM-TV, Rochester, N. Y.) was elected Eastern chairman of NATFD. Ernie Olivieri (WNHC-TV, New Haven, Conn.), acting chairman of the over-all organization, is due to pick a film buyer West of the Mississippi to serve as Manning's counterpart.

Bob Brown (WNOK-TV, Columbia, S. C.) was elected Eastern secretary. And Nat Tucker (WBT-TV, Charlotte, N. C.) was elected Eastern treasurer. Art Cook (WVET-TV, Rochester, N. Y.) was named publicity director.

The group also picked a committee to work at setting up the first national convention, which they hope to hold in Chicago in February, 1956. This committee is being co-chaired by Elizabeth Bain (WGN-TV, Chicago) and Dick McKinney (WTVN-TV, Columbus, O.). They hope the Western group will meet, possibly in San Francisco, in September.

The NATFD now has a committee at work framing its by-laws to be presented to the national convention.

Humphrey Will Rove as WABD Pic Reporter

NEW YORK, June 4. — Hank Humphrey, film director of WABD here, is relinquishing that post to become the station's roving reporter. An experienced photographer and cameraman, Humphrey will do picture stories on local events. In the fall, WABD is going into the most extensive news schedule ever tried by any station here. It will run a five-minute news show every hour on the half hour. It will use many feature stories made up of lots of stills and some film shot by Humphrey.

Humphrey is also bowing out as producer of the late evening "Featurama." In this job, he is being replaced by Shirley Bernstein, sister of composer-conductor Leonard Bernstein.

Henceforth, WABD's film will be bought by Ted Cott, manager of Du Mont's o&co's, and David Lowe, WABD's program director.

'AGENT'

Optioned for Esty Pitch at General Mills

HOLLYWOOD, June 4.—William Esty Company reportedly took out an option on "Indian Agent" this week, pitching the show for General Mills sponsorship. The Mercury-International produced pilot stars Tim McCoy.

If General Mills should decide to sponsor the program it would mean the company will have three Westerns on the air next fall, having previously picked up "Wyatt Earp" in addition to its long association with "Lone Ranger." The firm also has a participation in "Mickey Mouse Club."

The meeting here heard a welcoming speech by Harold Fellows, president of the National Association of Radio & TV Broadcasters. Fellows said that, with co-operation among the NARTB's film committee (headed by Harold See of KRON-TV, San Francisco), the prospective distributors' association, and NATFD, "I anticipate an early reduction in the number and degree of the problems that confront us all."

The members also heard brief statements from the operating film heads of the four networks, commending their organization.

The total membership now includes over 150 stations in 38 States, Alaska, Hawaii and Puerto Rico.

"Melodrome," "Wrestling" to Cheryl Distrib

NEW YORK, June 4. — John Ettlinger, sales manager of Cheryl TV, has put two new film shows owned by his Medallion Productions into distribution thru Cheryl. One, titled "Melodrome," consists of 52 one-hour versions of old Thomas Ince movies. Medallion has the TV rights to all of Ince's silent classics, over 100 titles in all.

It is removing the captions and dubbing in music and narration. Those whose nitrate negatives are no longer in condition to get the full hour treatment will be turned over to Sterling Television for use in its quarter-hour "Movie Museum" series.

Cheryl's other new show is "Wrestling from Canada," an hour long weekly release.

Telemat Intros TV Station Spot Kits

HOLLYWOOD, June 4. — A unique station kit that provides TV stations with a library of spots that can be used for almost any sponsor is being placed on the market by Telemat, producer of animated open end commercials (The Billboard, November 13).

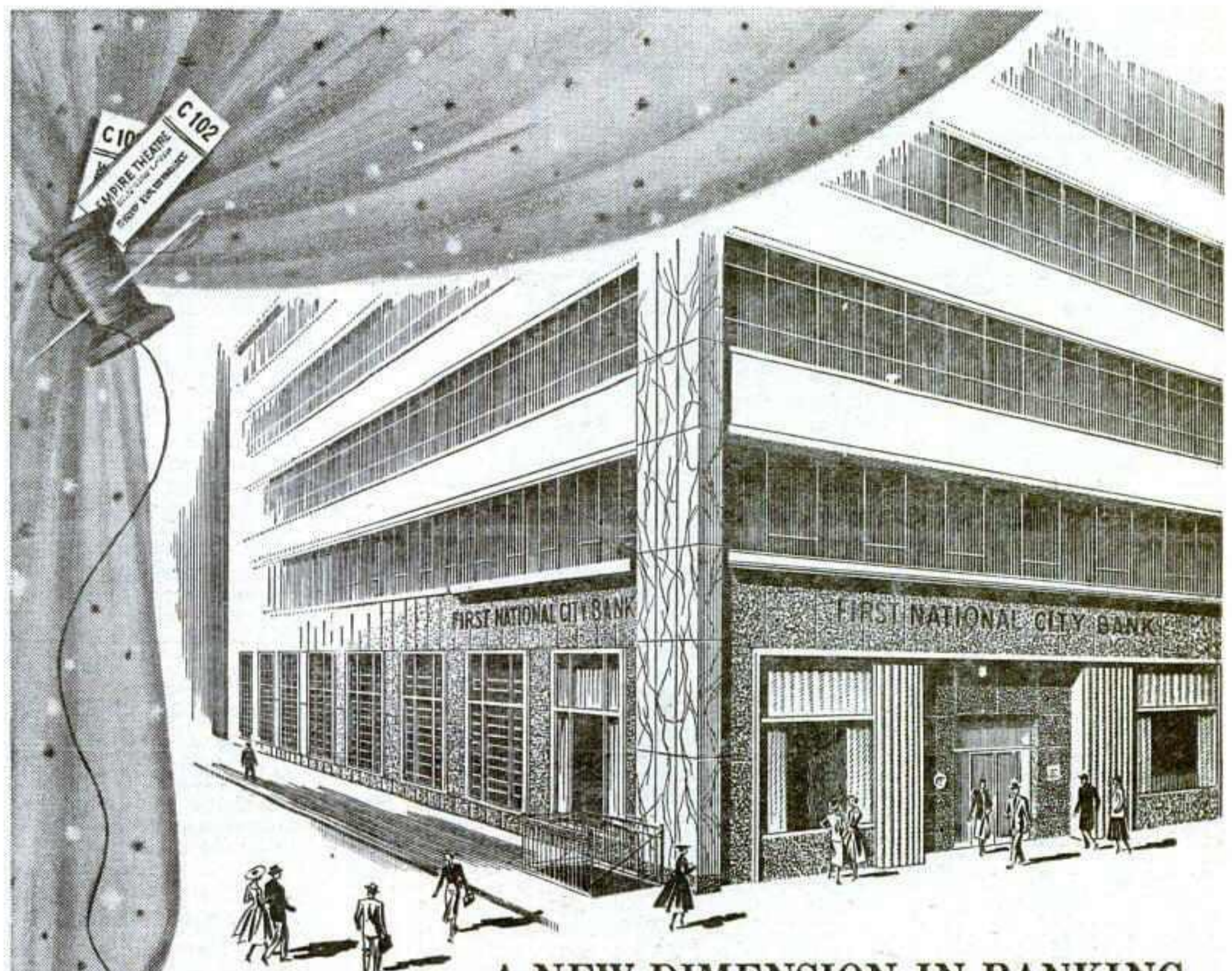
Sales to date have been made to individual advertisers. Under the new plan they will be made to stations instead, providing them with a powerful lure for sponsors, since for any one buyer the cost of the prepared spot is negligible.

Telemat will provide a station with a package of 25 spots, augmenting this with five new ones every two months so that by the end of a year an outlet will have a total of 55 spots on hand. Charges

are to be computed on the average Class B time rate in the market in which the sale is made. In other words, if there are two stations in a city, one with a rate of \$30 and the other with a rate of \$50 for a one-minute Class B spot, cost to the station of the complete spot library would be \$40 per week. Sales will be made on a yearly basis.

Telemat spots, all of which have sound effects as well as animation, are 10 seconds in length but can be hooked together for as much as one-minute commercials. The company provides mats of the final frame in each of the spots—for instance, a ball coming to the fore on the screen—so that a sponsor

(Continued on page 49)



A NEW DIMENSION IN BANKING

Now open... the new

Broadway-40th Street Branch

First National City's branch in the Times Square area has moved one block along Broadway from 41st Street to 40th Street on the site formerly occupied by the Empire Theatre. In modern surroundings it looks on both the theatrical and textile worlds with old-time knowledge, familiarity, and a fresh point of view. Come in and visit our distinctive new home. We believe you will find the blending of tradition and progress—and the seasoned experience of our people—to your liking.



Walter J. Brotherton, Vice President. A native New Yorker with thirty-five years of commercial banking experience. He has served this area for twenty-three years at the former Times Square branch now renamed Broadway-40th Street Branch.

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Collins to Spin Disks All Night Over NBC Net

Sat. Job Believed a First; May Pave Way For Full Week Sked

NEW YORK, June 4.—Al (Jazz-bo) Collins will emcee what is believed to be the first regularly scheduled all-night network deejay show from 11 p.m. Saturday to 7 a.m. Sunday over NBC, starting June 18.

Altho the eight-hour seg (part of the web's new 24-hour weekend operation "Monitor") is only booked for one night a week, traders opine that if the show clicks it might very well pave the way for NBC to set up an all-night network deejay operation on an across-the-board basis. This would be in keeping with the increasing trend for the webs to move in on radio programming formats heretofore strictly dominated by local broadcasters.

Produced by Al Capstaff, the new all-night Collins show will feature from 35 to 40 records a night, along with such regular "Monitor" features as movie sound tracks, overseas broadcasts, special news and sports segs, and dance band remote pick-ups from key music spots across the country.

LP Showcasing

The show will also provide a new outlet for the showcasing of LP material, since Collins intends to program many album selections on the new program.

In line with this he plans to invite important music business personalities to guest on the shows and spin their favorite LP.

Collins' LP selections will cover all types of music, ranging from the light classical package "Ports of Call" and "Archie and Mehitabel" to the sound track score from the Alec Guinness movie "The Man in the White Suit."

In addition to the live remotes (which among other locales will emanate here from Nick's in the [\(Continued on page 32\)](#))

Saul Bourne Gets M. Kane

NEW YORK, June 4.—Marvin Kane, general manager of the George Paxton music firms for the past year and a half, has resigned from that firm to become assistant to Saul Bourne, head of Bourne, Inc. He'll be in charge of "song production" at the latter pubbery, starting Monday (6).

Kane, before taking charge of Paxton's Winneton and George Paxton Music firms, was personal manager to Vic Damone. Reportedly, his Bourne deal is for \$600 per week, plus a bonus.

Bob Sadoff continues as professional manager at Bourne. Kane's successor has yet to be named by Paxton.

Free Angel Disk Offer Features Dealer Pitch

NEW YORK, June 4.—Angel Records next week will move out to dealers with a summer-fall stocking plan offering specified numbers of free records for quantity orders, plus dating privileges.

The deal offers dealers one free standard-pack LP for every 10 LP's purchased under the plan. To earn the benefits, however, retailers must place a minimum one-shot order of 200 or more LP's before July 15. Of the minimum, 125 must be factory-sealed disks. Dealers will be given their choice of

TV, B'WAY, PIC TUNES 6 OF 10 ON HONOR ROLL

HOLLYWOOD, June 4.—The pendulum in musical trends has swung once again, with motion pictures, the Broadway stage and television currently contributing the majority of the current crop of popular tunes.

Six of the top 10 songs listed on The Billboard's Honor Roll of Hits (June 4) have come from pics, legit musicals and TV.

Even more revealing is the fact that the first three songs all came from the aforementioned sources. Latter are "Unchained Melody," from the film "Unchained"; "Cherry Pink and Apple Blossom White," from the RKO pic, "Underwater," and "Ballad of Davy Crockett," from the Walt Disney ABC-TV tele-show.

Other tunes in the top 10 are "Lola" and "Heart," both from the Broadway production of "Damn Yankees," and "Honey Babe," from the film, "Battle Cry."

Trial Due Soon For Giesecking Versus Urania

NEW YORK, June 4.—An early trial was promised the litigants this week in the long-pending dispute between Walter Giesecking and Urania Records. The German pianist launched his suit more than a year ago to seek to prevent the diskery from releasing allegedly unauthorized recordings.

In holding out the offer of an early trial, Justice McNally of New [\(Continued on page 22\)](#)

New Diskery Plans Before AB-PT Board

By JUNE BUNDY

NEW YORK, June 4.—The board of directors of American Broadcasting-Paramount Theaters, Inc., will meet here Tuesday (7) to pass on AB-PT's long-standing plan to enter the record business. If the expected okay comes thru (and it's considered a mere formality in the trade) the new disk operation will officially be in business, with Cadence's sales chief Sam Clark moving in as head man.

Clark and AB-PT officials reportedly have been holding unofficial huddles with artist and repertoire men at other labels for the past month. However, altho there may be some tentative deals set up for one or more of the a.&c.r. execs to move over to the AB-PT label, Clark insists no definite offers have been or will be made

New Merchandising Pattern Seen on RCA Victor Agenda

Technique Uses Mails to Close Sales Made by Local Dealers

By IS HOROWITZ

NEW YORK, June 4.—A revolutionary step in the merchandising of records is expected to be taken within the next few weeks by RCA Victor, with the move designed to provide a new approach to the perennial dealer problem of maintaining proper album inventory.

The plan is certain to undergo the closest scrutiny by other manufacturers and could, it is believed, provide a pattern for general industry use.

In one sense, it is seen as furnishing for the established record manufacturer a possible tool for building a larger total record market,

using the mails to speed delivery to consumers, but unlike the traditional mail-order operation, making the record dealer an integral part of the distribution process.

Altho Victor has drawn a tight veil of secrecy around the project, and refused to confirm or deny any reports, the following facts have been established:

Victor will provide its distributors with sets of coupons, each valued at \$3.98 (the list price of the firm's 12-inch LP), which will be sold to dealers, just as records are sold. These coupons will be redeemable for any 12-inch LP's among hundreds to come under

the scope of the plan. Whenever a customer requests an album which the dealer does not have on his shelves, the dealer can accept payment for the disk and promise delivery direct to the consumer within a few days.

The dealer will forward the coupon (essentially an order blank) to Victor headquarters, and the order will promptly be filled from pre-packaged stock and mailed to the dealer's customer.

Ten-Inchers Too

It is also considered likely that similar coupons will be made available for Victor 10-inch LP's at \$2.98 each.

Tho the plan is obviously designed to prevent dealers from losing sales because of short stock supply on certain items, the diskery is believed certain not to relax its efforts to "sell" dealers on maintaining proper disk inventories. But obviously it is pegged on the [\(Continued on page 28\)](#)

JUST LIKE IN FILMS

Bethlehem Diskery Suspends Its Star

NEW YORK, June 4.—In an action unprecedented in the recording field, the common in the motion picture world, Bethlehem Records yesterday "suspended" its contract vocalist, Chris Connor. Whether or not the suspension sticks is now a matter for arbitration by the American Federation of Television and Radio Artists.

If it does stick, the suspension practice could, in the future, provide artist and repertoire men with an effective club to wield on recalcitrant talent.

According to Bethlehem's attorney, Louis Randell, Miss Connor has refused to record more than

the minimum number of sides guaranteed in her contract and already recorded. Her contract with the diskery is binding until the end of this year. The suspension practice, as employed by the film companies, allows the contract-holding company to extend the existing contract for a length of time equal to the suspension period. For example, if Miss Connor remains suspended until the expiration of her regular pact, she would remain Bethlehem's property until August, 1956.

According to Randell, the thrush would be unable to sign with another label until that time, and all other companies will be put on notice to that effect.

Miss Connor's manager, Monte Kay, denied that Miss Connor had refused to record. The registered letter mailed by the diskery to Miss Connor reportedly had not been received at press time.

The jazz singer's Bethlehem contract called for a minimum of 24 sides in two years. Her two LP's have been the diskery's sales leaders for some months.

Spier Severs Tie With Ed Kassner

NEW YORK, June 4.—Larry Spier will sever his connection with Eddie Kassner in the British music publishing firm of Larry Spier, Ltd., effective July 1. The British outlet represents the five Spier firms here in that country, Canada, Continental Europe and Australia.

In addition to Larry Spier, Inc., the publisher operates Carlyle in association with Johnnie Ray, Beaver with the Four Lads, Maple Leaf with the DeJohn Sisters, and Montauk with writer Ulpio Minucci. Spier expects to set a new deal with a British rep to handle his overseas outlet.

Von Tilzer, CBS Tiff About Title

NEW YORK, June 4.—A suit to enjoin the use of the title, "On a Sunday Afternoon," was filed this week in New York Supreme Court by Harry Von Tilzer Music Publishing Company vs. Columbia Broadcasting System. The suit asks damages sustained and an accounting. Complaint charges that, in 1952 and thereafter, CBS used the title without obtaining a license from the publishing firm.

The action seeks to enjoin the use of the title except in connection with the music and lyrics, under license. CBS entered a general denial, asking dismissal of the suit.

Retailer Meet On NAMM's Confab Agenda

CHICAGO, June 4.—A special panel meeting on the operation of a retail record department has been scheduled as a feature of the upcoming convention of the National Association of Music Merchants. Time of the disk confab has been set for the evening of July 19, during the run of the four-day convention which closes at the Palmer House here July 21.

Other product merchandising panels will be held on organs, television and radio, band instruments and pianos. All will permit full discussion of problems from the floor.

Directors for the coming year will be elected by the NAMM membership July 19, and will meet later to name officers. Eight among 16 nominees will be elected to the board.

Five floors at the Palmer House have been allotted to exhibitors.

Wing Lines Up 19 Distributors

NEW YORK, June 4.—Mercury Records' new subsidiary label, Wing, has lined up 19 distributors, altho the company has yet to put a record out on the market.

The distributors set to kick off Mercury's first releases next week (five pop platters and two rhythm and blues disks) are A-1, New Orleans; Alpha, New York; Arc, Detroit; Diamond, Los Angeles; Elmar, Philadelphia; Eric, San Francisco; Faysan, Buffalo; Gimbel Brothers, Baltimore; Huffine, Seattle; Jather, Minneapolis; Laredy, Newark, N. J.; Music Suppliers, Boston; Music Distributors, Chicago; Mercury Record Distributing, Inc., Hartford, Conn.; Mercury Record Distributors, Miami; Music Sales, Memphis; Lone Star, Houston; State, Cincinnati, and Southland, Atlanta.

With the exception of Mercury's Hartford branch and the independently owned Miami firm, none of the Wing distributors handle the Mercury line.

until after Tuesday's board meeting.

In line with this, it is expected that the hiring of an a.&c.r. staff will be the number one project on the new label's agenda, since AB-PT previously indicated that its initial move would be to build a substantial catalog, either thru the purchase of small catalogs from other labels, or on its own. In either case, an a.&c.r. staff would be an essential. The second project will be the acquisition of a national sales manager.

Offices for the new AB-PT label are being set up now in Paramount's headquarters here on Broadway's Main Stem, and Clark is in the process of selling his home in Boston and moving his family here permanently.

Clark has already indicated that he will effect an amicable parting from his co-ownership deal (with Archie Bleyer) of Cadence Records, and divest himself of his distribution firms in Boston.

Bleyer Silent

Meanwhile Bleyer is keeping mum about his plans to fill Clark's national sales manager post at Cadence, and says he still leaves for Europe next month where he will discuss the label's new distribution agreement with British Decca. However, Label "X" 's Al Delaney is one of the names mentioned in the trade as a possibility for the post.

As previously reported in The Billboard, the AB-PT label will initially put the emphasis on pop, altho it will ultimately cover all categories of music—classical, country and western, rhythm and blues [\(Continued on page 22\)](#)

VOX JOX

By JUNE BUNDY

SURFACE CHATTER: "What's the story on these crazy restrictions—especially ASCAP?" writes Sherm Brodley, WKAL, Rome, N. Y. "One day you get a notice a disk is cleared, and then the following day its been restricted for 10 days. Can't the publishers and ASCAP get together?" . . . Sherm Olson, KFEO, St. Joseph, Mo., who recently transferred from WMAY, Springfield, Ill., gripes, "For the last four months I haven't played a Mercury record and won't until I get some service from them. I get none whatsoever." . . . Ray Ramsey, WHIR, Danville, Ky., registers the same complaint about Coral, adding, "We are missing out on all the goodies." . . . Burt Steere, WARE, Ware, Mass., has started a "Flip-Side Top Ten" seg on his show, and notes, "It's really surprising to see the number of good tunes that no one ever hears because they happen to be backing a hit tune." . . . Everette Lindgren, WMNE, Menomonee, Wis., just wants records, regardless of the label.

In the same vein, Dick Barrett, WTVB, Coldwater, Mich., writes, "We at WTVB are seriously thinking of banning plays on Capitol Records." Dick also opines—re recent Vox Jox notes about deejays receiving phone calls from listeners—"I wouldn't brag about phone calls no matter how many I got. Let's see those guys move into a program that featured phone requests for four years and draw 30 to 40 letters a week. I'll take one letter for every 300 calls anybody gets. Most calls are repeats and young kids anyway. I'm proud of my mail, and 50 per cent of it is from adults, too."

Jack Schaffer, WOKW, Sturgeon Bay, Wis., who has some nice things to say about our recent jazz issue, "needs records badly" for his three-hour Saturday afternoon jazz show. . . . John Taylor, KFGO, Fargo, N. D., thinks "it would help us jocks a lot if The Billboard's deejay questionnaires were dated. In other words, instead of asking 'what records did you play most the past seven days?' make it 'what did you play the week of May 14?'" . . . "Finding new and lively response to western and country disks" reports Richard Cruse, KWTC, Calif. "Maybe r.&b. brought this about."

JOX TRIX: Keith Silver, WGAW, Gardner, Mass., devotes a daily 15-minute seg during his morning show to new babies.

(Continued on page 44)

DEALER DOINGS

By GARY KRAMER

A promotion gimmick inaugurated by the Chicago Hudson-Ross chain has resulted in an upswing in sales, according to store officials. The stores have long promoted what they called "Hit Tune of the Week." Now, along with this promotion, each week some sort of gimmick is added as giveaway. So far the customers have received Hawaiian leis, dolls and roses. The sales personnel in each store tie in by wearing crew-cut hats, roses in their hair or Hawaiian leis around their necks. The store has also inaugurated a policy of giving a balloon away with each kiddie record sold.

WINNER: Mrs. Teresa Buist, Grand Rapids, Mich., dealer, came out on top in the Hollywood Visit contest sponsored by Buhl Sons, Columbia distributor, in the Michigan-Northern Ohio district. Owner of the Palmer Record Shop, Mrs. Buist will make an expense-free trip to Hollywood, where she will meet many of Columbia's top recording artists. At the meeting where results of the contest were announced, Mitch Miller, artist and repertoire chief of Columbia, was present. He was piqued at finding dealer Jack Winton of Big Rapids, Mich., sporting a more luxuriant beard than his own.

M-G-M Records distributors are offering dealers a useful gimmick for their clerks and salesmen—a yellow plastic pocket advertiser with the M-G-M imprint, publicizing LeRoy Holmes' disk "Just for the Bride and Groom." The gimmick is ideal for holding pencils and the ball-point pen that M-G-M includes as part of the promotion offer.

At the Radio Advertising Session of the National Association of Radio and Television Broadcasters convention in Washington last week, Irving Feld, of Super Music Enterprises in that city, told of the efficacy of advertising records on the radio. His weekly advertising schedule calls for eight hours of disk jockey programming and 72 spot announcements. Super Music recently presented the contents of "I Can Hear It Now" in three one-hour programs and moved 5,000 copies of the \$7.95 album as a result.

Nat Fischer, owner of the Record Mart, Philadelphia, was the winner of a new Hudson sedan in the Columbia Records sales contest sponsored by Stuart Loucheim, the local distributor. . . . The space formerly occupied by McGown's, Inc., on Sixth Street, St. Paul, has been taken over by Schuneman's, Inc., as an expansion of its main store. The record department will be under the management of M. Schroeder. The new shop is air-conditioned and will be repainted and redecorated.

JUKE BOX WRAP-UP

Juke box manufacturers support nationwide trend to dime play being adopted by music operators. Two factories set all production of juke boxes and auxiliary equipment for straight dime play. All urge distributors to recommend dime play to operators. Factories send out diagrams explaining steps to convert coin mechanisms, lists of extended play records, banners, decals and streamers.

Comax, Inc., enters background music field, introduces unit priced at \$375. Record mechanism uses restacking principle introduced by Ristaurat, Inc., now defunct. Sales pitch to be aimed at music operators who will solicit factories, restaurants, offices and other spots wanting music but not a juke box. Unit can play for six continuous hours without repetition.

What goes into a written contract between a music operator and his location? Explain various types of contracts being used, how operators go about protecting their investments which run as high as \$3,000. Outline the advantages of a written contract from the location owner's side and from the operator's. Sample contracts point out various arrangements.

For full details on these stories see Music Machines department on Page 80.

Drastic Pay-Off Changes Put Into Effect by ASCAP

By BILL SIMON

NEW YORK, June 4. — The American Society of Composers, Authors and Publishers this week effected several drastic changes in its writer and publisher distribution systems.

These alterations in the payoff formulae are aimed at bringing the performing rights society more closely in line with changing aspects of the radio and TV media, and to correct inequities and abuses possible and actual under the old plan.

In recent years, the sore spots have been theme songs, jingles, background music (including cues and bridges), arrangements of public domain music, and pieces of long duration (mainly classical).

The new formula for payment on thematic use was disclosed by The Billboard, in the May 14 issue. At that time, it was pointed out that, prior to the new formula, a single theme song, such as Arthur

Godfrey's "Seems Like Old Times," which is used many times every day, could have tapped the ASCAP till for approximately \$75,000 annually.

This week, in notices to all writer and publisher members, ASCAP outlined its entire performance distribution plan, embodying the theme song formula as well as restrictive formulae applying to jingles, background music and P. D. adaptations. The writers of classical music may benefit mildly from an increase in points credited for segments of performance time exceeding three minutes.

Regarding jingles: Credits will be tabulated on a weekly basis, with each week commencing on Sunday at 4 a.m. The initial credit for each week will be equal to that which is allocated for the highest accredited performance during that week, based on such standard factors as "commercial" or "sustaining" program, and the time of day. Not

more than an additional 10 per cent will be credited for additional use within any five-hour period during that week. Otherwise, a jingle which has amassed a total of 20,000 previous credits would receive the same credits as any other song.

A jingle with less than 20,000 credits, but with 12,500 or more, will receive three-quarters of a credit. One with less than 12,500, but with 5,000 or more, will receive one-half a credit.

All other jingles, subject to the five-hour restriction, which have been used on network shows for less than a year, will earn 5 per cent of a credit; after one full year's use, 10 per cent.

The formula for theme songs is identical down to the 5,000 credits level. Below that, however, the plan specifies that a theme performed by less than three instruments gets one-tenth of 1 per cent of a point. Performances by three or more instruments earn 1 per cent of a point.

Background music, specially written or from the ASCAP catalog, if played by less than three instruments, earns one-tenth of 1 per cent of a point; three or more instruments—1 per cent of a point.

The pay-off on works of more than three minutes' duration, except those performed on dance programs, will be credited as follows: 4 to 5 minutes, 2 points; 6 to 10, 5 points; 11 to 15, 9 points; 16 to 20, 14 points; 21 to 25, 20 points; 26 to 30, 28 points; 31 to 35, 36 points; 36 to 40, 44 points, etc.

It now remains to be seen whether this increased consideration will stem the exodus of so-called "serious" composers to the rival performing rights society, Broadcast Music, Inc.

In reconsidering copyrighted arrangements of works otherwise in the Public Domain, works which contain sufficient new material to justify their classification as new works will receive the normal performance credit to which any other new work is entitled. On other arrangements, for performances by less than three instruments, 2 per cent; by more than three instruments, 20 per cent. Copyrighted arrangement of P.D.'s totalling more than three minutes' duration will receive 15 per cent of the respective number of points outlined for long-length works above.

Since, in most cases, only songs of standard stature have accumulated 20,000 credits, a number of smaller publishers already have set up a howl over what they regard as short shrift for some highly important uses of their "Johnny-come-lately" copyrights.

The above formulae apply to all performances logged for the six-month period commencing as of January 1, 1955.

AFM Study to Show 20% Tax Hurts U. S.

NEW YORK, June 4.—The Research Company of America has been retained by the American Federation of Musicians to make a nation-wide study of the effects of the 20 per cent amusement tax. A pilot study, encompassing the cities of Boston, Detroit, Memphis, Minneapolis and Denver, has already been completed, and the results are understood to bear out the contention of James C. Petrillo, AFM chief, that the tax is "a tax of no return," and that the U. S. Treasury, in the final analysis, is losing income as a result of the levy.

When completed, the study will be presented to congressmen and the proper congressional committees. The pilot study already completed is merely a forerunner. It already offers evidence that the federal government is losing more than the \$38,000,000 it collected in 1954 from the 20 per cent tax. The loss in federal income comes as a result of loss of industrial and corporate income returns—specifically in jobs and hotel rooms closed down.

The completed study will encompass information from some 40 or 50 cities and will, it is understood, represent a very complete sampling of the economic effects of the tax.

The AFM is working closely with the American Hotel Association in compiling evidence that the tax is illogical. The Hotel Association claims that in the last six years hotels have shuttered or diverted 500 of their 750 rooms devoted to entertainment—all as a result of the levy.

From the standpoint of AFM

'BIRD' RACE

3 Diskeries Buzz DJ's On Hot Tune

NEW YORK, June 4. — Three different disk versions of "Humming Bird"—all, of course, "exclusives"—took off this week in a race to grab off deejay and juke plays in the most markets first.

Columbia chalked up the first air plays on the song here Thursday (2), with Frankie Laine's waxing. Subsequently, Cadence rushed out its version by the Chordettes the same day, and Capitol did likewise with a Les Paul-Mary Ford recording. The rather elusively exclusive "bird" belongs to Hill & Range's Ross-Jungnickel.

Meanwhile, Cadence's promotion chief, Bob Kornheiser, has temporarily split up the Chordettes, so the girls can cover four times as many deejays by each visiting a different city over the next few weeks.

employment, the union claims that the tax has been the biggest job deterrent since sound on film wiped out over 22,000 jobs in a period of several months.

AFM, of course, will not draw final conclusions until termination of the complete study, but it states that the pilot figures already indicate that in 10 years the AFM lost 50,000 music jobs. Total jobs affected—including waiters, bartenders, etc.—would be approximately five times that amount, according to the estimates of the AFM.

CBS Inks Cole To 1-Year Pact

HOLLYWOOD, June 4.—CBS this week inked Capitol recording artist Nat (King) Cole to an exclusive one-year contract, wherein Cole will make a minimum of 10 guest shots on major shows over that web beginning this fall.

Contract does not preclude Cole from appearing in a regularly scheduled show over another network, tho no such plans are in the works, it was learned.

The Capitol roster includes other artists who are either currently under contract to CBS or those who have shows on the network. Among them are Jackie Gleason, Stan Kenton and Margaret Whiting via the upcoming "Those Whiting Girls" telefilm show.

TWO SUMMER WEAPONS

Capitol Keeps Release Sked Pace, Expands Artist List

NEW YORK, June 4.—Capitol Records is aiming to combat the traditional summer slump this year with a sustained release schedule and an expanded artists roster. The label has signed more than 19 new artists since the first of the year, at least twice as many performers as pacted by Capitol during an entire year in the past.

The label will continue to release from five to eight new pop records a week thruout the summer. In addition to the new pop artists, Capitol has augmented its regular roster of at least 50 artists this year with new names in its jazz, country and western, and polka departments.

Capitol's new sign-em-in-quantity policy, according to artist and repertoire exec Dave Dexter, is part of the label's over-all plan to accommodate the buying habits of the teen-age market.

Capitol has decided to keep feeding the market new voices and sounds on a quantity as well as

quality basis, in the hope that one or two will click, rather than concentrating on a small group of artists as they have in the past. The decision, says Dexter, was arrived at last year, when the label suddenly found itself without one record on the best-selling charts.

Since then, adds Dexter, Capitol's a.&r. men make regular trips to various key record markets across the country in an effort to keep on top of the trends.

Canary Marjorie Raeburn, signed last week, is the newest addition to Cap's artist list. Other new talent signed since the first of the year includes Patti Andrews, Line Renaud, Bunny Paul, Lee Kane, Bette Ann Steele, the Taylor Maids, Billy Valentine, the Paulette Sisters, Dakota Staton, the Harris Sisters, flutist Julie Kinsler, Danny Capri, Bobby Milano, Les Brown, Red Nichols, the Calahads, Johnny Dankworth, the Banjo Boys, Annisteen Allen and others.

The NEW release you've been waiting for —

DECCA Announces:

A MAN AND HIS DREAM

Coupled with

THAT OLD BLACK MAGIC

The great ballad from the new Broadway musical, "SEVENTH HEAVEN"

Sung by

The most fabulous performance of a history-making standard

Sammy Davis Jr.

DECCA 29514
9-29514



America's Fastest Selling Records



DECCA
RECORDS

FOLK TALENT & TUNES

By BILL SACHS

WLW's "Midwestern Hayride," highlighting Pee Wee King's aggregation, with Redd Stewart, ushered in its first weekly stand at Milt Magel's Castle Farm, Cincinnati, last Friday night (3) in sensational fashion. More than 2,800 c.&w. fans tossed a buck on the barrelhead to jam the mammoth ballroom to capacity, with more than 400 being turned away at the door. Ticket sales via radio and TV were halted the previous Tuesday (31), when the Farm's normal capacity of 2,500 was sold out. The WLW "Hayriders" will play Castle Farm every Friday night from now on in, with a special guest artist appearing each week. With Hugh Cherry emceeing, the "Hayride" talent for the opener included Rudy Hansen, Bonnie Lou, Skeeter Bonn, Clay Eager, the Geer Sisters, Phyllis and Billy Holmes, the Pine Mountain Boys (4), the Trailhands (4), the Hayriders (7), Mimi Roman, Zeke Turner and Slim King, Slim Nelson and the 16 Midwesterners, square dancers.

Carl Stuart, formerly a feature on WCOP, Boston, until that station disbanded its "Hayloft Jamboree" several months ago, returned to the New England airwaves Monday (6) via WVOM in the Hub, 5000-watt station which in the past has programmed pop music only. In a deal made by his personal manager, Herbert L. Shucher, Stuart will be on the air six days a week with WVOM's "New England Hometown Jamboree." Tentative plans call for him to do a record show during the summer, combining with a live seg in the fall. Shucher will handle direction and production on "Hometown Jamboree." "Our major problem at the moment is records," he says. WVOM has always operated pop and thus does not have a country music library.

Martha Carson has inked a 15-day contract with Hank Snow to play the Southwest, beginning July 3. From June 21-25, Miss Carson plays South Dakota for Vern Lotz, who spins the country wax over KOTA, Rapid City S. D. From June 26 thru July 1, Martha, together with Ferlin Huskey and Bill Carlisle and their respective units, will go on tour for Hap Peebles. On June 11, Miss Carson will appear with "Grand Ole Opry" on its first network telecast from Ryman Auditorium, Nashville, and June 18 will be a guest on Lowell Blanchard's WNOX-CBS show from Knoxville.

Bill Carlisle has been set by Harry Cooke for a pair of Pennsylvania park dates, July 3-4, and on August 1 begins a 45-day fair trek for Hap Peebles. Last week Bill and his crew began a swing thru Texas for Bob Neal, headlining a unit which also includes Martha Carson, Ferlin Huskey and Elvis Presley. Carlisle is also set for the "Grand Ole Opry" NBC net telecast June 11, and June 18 will be featured on the Prince Albert portion of the "Opry" over the NBC radio net. . . . Johnny Dolan, tub-thumper for "Big D Jamboree," Dallas, was a St. Louis visitor last week.

Good business greeted the double-headed "Western Jamboree" staged Sunday (5) at the Coliseum, El Paso, Tex., under sponsorship of Bill Scott, of the Big Corral, that city. Talent array included the Sons of the Pioneers, Carolina Cotton, Spade Cooley, Tex Williams, Wade Ray, Speedy West and Jimmy Bryant, Hank Locklin, Charline Arthur, Ted Rains, Jamie Hilliard, the Three Rays, Miller Bros.' band, and the Jimmy Fletcher band. Cottonseed Clark handled the emcee chores. Matinee ducats went for \$1.25, with night show prices scaled from \$1 to \$2.10. A dance followed the latter performance. Five-hundred dollars of the proceeds was donated to Reverend Walis' Rescue Mission, El Paso. Nearly 100 patients of William Beaumont Hospital were guests of Scott at the show.

Doc Williams, head man of the Border Riders; the group's featured thrush, Chickie, and their agent, Bud Lewis, represented the "WVVA Jamboree" at the Jimmie Rodgers Memorial Celebration in Meridian, Miss., May 25-26. Williams is reported laying plans for another six-week jaunt into Newfoundland and other Northern points. . . . Crazy Elmer, featured comic with the "WVVA Jamboree" the last

(Continued on page 46)

RHYTHM-BLUES NOTES

By BILL SIMON

Mercury's new subsidiary label, Wing, is off winging with its first r.&b. releases this week. Bob Shad, who handles the artist and repertoire duties for Mercury's r.&b. and jazz departments, is doubling in the same capacity for Wing. He has a flock of new artists lined up and also is shifting some of the Mercury talent over to the new operation. The first Wing releases feature Jay Hawkins, formerly on Mercury, and Titus Turner, who was released recently from the Armed Forces. Turner had recorded for Okeh.

Lavern Baker concludes her tour with Roy Hamilton on June 26 and goes right into the Showboat, Philadelphia, the following night (27). . . . The Nutmegs and the Buddy Johnson ork team up for a week at the Apollo Theater, New York, June 10, and follow it with a stanza at the Howard, Washington, starting June 17. The July 1 bill at the Apollo headlines the Drifters with Illinois Jacquet's leapin' combo.

Weekes' Tavern in Atlantic City gets the Rusty Bryant ork the week of June 10 and Eddie (Lockjaw) Davis' Trio the week after. Bryant records for Dot, and Davis for King. . . . Sam (the Man) Taylor, the tenor sax man heard on many of the rock and roll sides made in New York, and an M-G-M artist with his own combo, has his first major booking at the Apollo the week of June 17, following which he has booked a solid week of one-nighters in Eastern cities. Taylor has signed a booking pact with Dick Boone, of Universal Attractions.

Herald's Al Silvers just returned from a three-week trip thru the South, in which he ranged as far as Texas. The diskery this week will release its first Faye Adams dishing in several months. And Silvers, like many other r.&b. diskers we have talked to, has noted the long length of time that it now takes an r.&b. hit to break these days. A top record by a top artist—even a Dinah Washington or Ruth Brown—may take as long as two months on the market before it begins to show up on the national charts. It seems they have to make it the hard way, city by city. And it's not unusual for one city to cool off completely on a number before it catches fire elsewhere.

Charlie Hughes, the new warbler on Groove, is actually the same lad who sang lead on the DuDropper's latest record. Another mystery solved. . . . The Brown Derby in Toronto, which now books about 90 per cent r.&b. acts, has Glenn Covington booked in this week.

AT AFM MEET

RCA Head Sees Labor-Biz Aim Now Is Unity

CLEVELAND, June 6.—Stressing harmony as the keynote of present day labor-management relations, Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America, is scheduled to address the 58th annual convention of the American Federation of Musicians tomorrow (7). The day of the "warrior leader," either on the side of capital or labor, is past history, according to General Sarnoff, who feels that labor-management unity has become an actual necessity.

General Sarnoff, the first representative of business management ever to address an AFM Convention, will note that "together we have made America a nation of music lovers." He will point out that more people attend concerts than baseball games; that 15 million Americans attend ball games annually and spend \$40 million—whereas 35 million attend classical concerts for a total box office take of \$50 million.

Pointing up the necessity for economic statesmanship on the part of labor and management leaders, General Sarnoff will add that, fortunately, both sides have mapped out large areas of agreement and common interest. In a period of great technological change and adjustment, such understanding is imperative, he feels, declaring:

"Let us not be stampeded. . . . The march of science cannot be stopped; nor . . . would any of us stop it if we could. . . . Of course, it brings problems at the same time that it opens up opportunities. It cancels out some jobs while stimulating others and creating myriad new ones. It imposes upon us periods of necessary physical and psychological adjustment."

Heroic Fight Won

The history of American technology has shown that, in the future, more jobs will be created than abolished, General Sarnoff believes. Labor, he adds, has won its heroic fight, but capital shares in the victory—both having contributed to enduring peace and a better living standard.

General Sarnoff's talk will take cognizance of the fact that American labor has never been trapped by Communist blandishments; and that Americans cannot afford to dissipate their strength by bickering among themselves.

"American labor has recognized that we dare not lose the Cold War," General Sarnoff will say, calling attention to his proposal for the creation of a Strategy Board for Political Defense—the Cold War equivalent of the Joint Chiefs of Staff on the military side. He will point out that:

"Our policy must be based on a clear and fixed decision to defeat World Communism. . . . likewise, we have an important job to do of presenting the truth and the facts about World Communism to those in other lands whom the Communists seek to subvert."

A decisive factor, General Sarnoff believes, will be America's economic vitality, and in the framework of the world today labor-management unity becomes an "irreducible necessity."

Elgarts Sued in Alleged Big Loan

NEW YORK, June 4.—The orchestra-leading brothers, Les and Larry Elgart, were served with papers this week on behalf of Mrs. Rose Wollman, who claims to have financed the Elgarts to the extent of \$10,000, and is suing for an accounting of earnings.

According to Mrs. Wollman's attorney, Louis Randell, the plaintiff loaned this money to the Elgarts in 1953, at no interest, to be paid back in 1957. Meanwhile, she was to receive bi-weekly statements and 5 per cent of the bands' net profits. Allegedly, she has received neither statements nor payments since September, 1954.

THEY SAW RED IN WINDY CITY

CHICAGO, June 4.—Hal Fredericks, WAAF disk jockey, caused Somethin' Smith and His Redheads to see red this week. Hal had invited the Epic Records group to be guests on his show and promised to meet them at the airport when they arrived. However, he announced over the air that all the female redheads in his audience were invited to meet the group at the airport also.

Soooop, Hal and 60 redheads turned out by charter bus to greet the other redheads at the airport. By the way, the bus driver turned out to be a redhead, too.

V-M Signs for 'Your Big 10' Over WGN, Chi

CHICAGO, June 4.—The V-M Corporation of Benton Harbor, Mich., and Station WGN have signed a deal involving 55 minutes of nighttime radio, one of the biggest metropolitan radio sales to a single sponsor of nighttime radio in years.

The firm, also known as "Voice of Music," bought the "Your Big Ten on WGN" program which airs Fridays from 9:05 till 10 p.m., and which stars disk jockey Saxie Dowell. The program features the results of a weekly poll of WGN listeners and plays the 10 top selections.

This purchase represents V-M's first radio buy and as such will be watched closely by other manufacturers to ascertain the value of the radio medium. The campaign, which is primarily local in scope, should give V-M even more than it bargained for because listener votes have been coming in regularly from 22 States. The Chicagoland area was chosen by V-M as the axis of the new campaign because it was this Midwestern territory which showed up as the No. 1 sales winner for the past year.

The purchase was kicked off this week with a meeting of over 80 persons representing V-M, its distributors and their salesmen. The meeting took place in the studios of WGN and guest speakers included Saxie Dowell, and members of V-M's representatives and advertising agency. The theme for the new campaign will be to spotlight all of V-M's music reproducing equipment.

Polka Dance Draws 3,200

CHICAGO, June 4.—A one-nighter polka dance staged by local Station WOPA turned out more than 3,200 paying customers recently at the Aragon Ballroom and presented the biggest polka crowd at the terperly in over nine years.

The event proved a surprise draw to all concerned and resulted in some powerful thinking among station people as well as the ballroom operators. The event was publicized thru the station's spot announcements which averaged a frequency of 200 spots per month. The station, which features polka music primarily, used the talents of L'il Wally and His Lucky Harmony Boys and Eddie Zima and his orchestra. Wally records for independent Jay Jay records.

The ballroom operators, surprised at the midweek turnout, checked the audience response and found that patrons for the event came from as far as Gary, East Chicago, and Hammond, Ind. The group also showed a fair representation of all age groups as well as nationality. The terperly has indicated it will attempt to make use of this new found interest in the near future.

Four Records In Marquee's First Release

HOLLYWOOD, June 4.—The long delayed bow of the recording arm of Mills Music, Marquee Records, officially takes root this week with the firm's release of four records.

Sales policy of the company, outlined by General Manager Jay Faggen, revealed an unorthodox plan which calls for stimulating demand thru disk jockey channels and then following thru with distributors. To date Marquee Records has appointed no distributors, the sample copies of the company's first release will be shipped to those independent distributors within the area covered by disk jockey samples.

Faggen indicated the firm's first release will be sent to approximately 1,000 disk jockeys, with plans currently in the process of negotiation for a promotional tie-up with juke box operators thru George Miller, president of Music Operators of America. Latter tie-in will specifically deal with the Kay Malone release of "I Married for Money" and "A Golden Song." Miss Malone was one of the three finalists in the recent Miss Juke Box competition at the MOA convention.

Explaining the firm's sales Irving Faggen echoed President Milton Mills original stand that the "objective is not to become a major recording company, but to use the recording subsidiary as another part of Mills Music's professional department."

Distributors will be appointed, Faggen added, coincident with the demand created by the release of disk jockey records. Should a song show any promise in a given area, it is conceivable that the Mills firm would use members of its professional staff to lend additional promotional assistance.

Other wax included in Marquee's first release are songs by pianist Murray Arnold, the Lee Gordon Singers with the Monte Kelly orchestra, and the Buddy Bregman orchestra.

Name Talent Signed for Wilson Craft

BOSTON, June 4.—A huge array of talent has been signed up for the cruises of the Wilson Line's "Boston Belle," which will begin its run from Rowe's Wharf today. It will feature Meyer Davis and his orchestra as well as musical comedy star Ella Logan.

In succession will come Joan Weber, Georgia Gibbs, Guy Mitchell, Sonny Gale, The Four Lads and Betty Madigan. All bookings have been signed thru the Meyer Davis office with more to follow. Some are booked for single nights, while others will perform four or more evenings. Negotiations are in the works for Patti Page, Julius La Rosa, Tony Martin and Guy Lombardo's band.

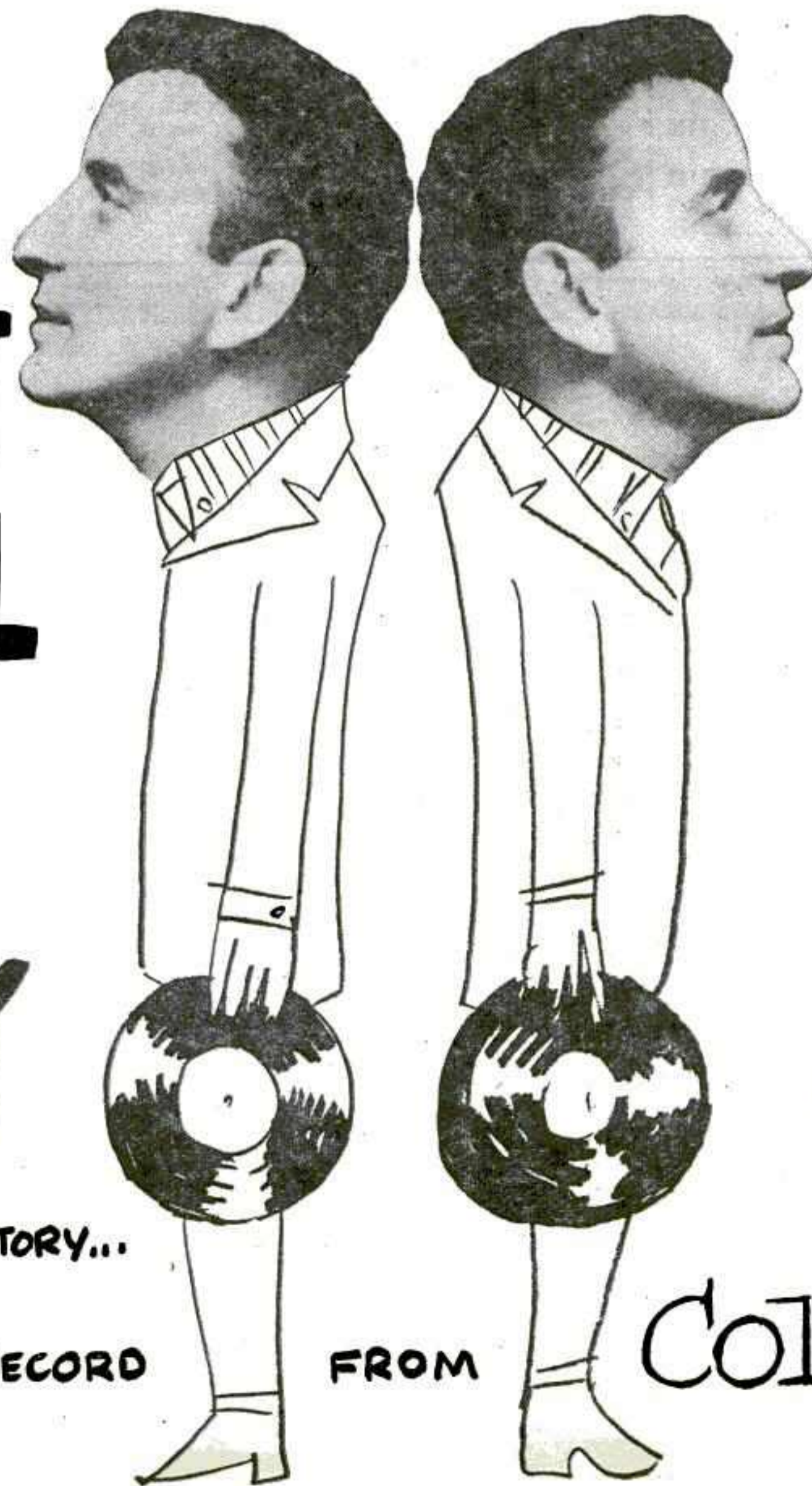
The newly refurbished and re-decorated pleasure ship will do double duty, sailing to Provincetown in the daytime and cruising the harbor on moonlight sails. The season opened last night with a special invitation cruise for newsmen and local VIPs.

Window Label Bows in Milw'kee; 1st Disk Due

MILWAUKEE, June 4.—Window Records, a new disk label, was organized here this week. Bill Schwartz, entertainment booker and husband of one of the original ex-Godfrey Chordettes, is owner. Agreement has been set with Frumkin Sales of Chicago to act as distributor for the Midwest territory. First release is expected in a few weeks.

BENNETT'S BACK BACK-TO-BACK!

**DON'T
TELL
ME
WHY**



**MAY I
NEVER
LOVE
AGAIN**

40523 (4-40523)

TWO SIDES, ONE STORY...

ANOTHER HIT RECORD

FROM

Columbia 

© "Columbia." © T. M.



Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS— POPULAR Listed Alphabetically

BALLAD OF DAVY CROCKETT	
FAREWELL	(Tennessee) Ernie Ford . 3058
THE BLUES FROM KISS ME DEADLY	
MY ONE SIN	Nat (King) Cole 3136
HIS HANDS	
I AM A PILGRIM	(Tennessee) Ernie Ford . 3135
IF I MAY	Nat (King) Cole,
A BLOSSOM FELL	Four Knights 3095
LEARNIN' THE BLUES	
IF I HAD THREE WISHES	Frank Sinatra 3102
NOT AS A STRANGER	
HOW COULD YOU DO A THING LIKE THAT TO ME	Frank Sinatra 3130
THE POPCORN SONG	
BARRACUDA	Cliffie Stone 3131
THE SAND AND THE SEA	
DARLING JE VOUS AIME BEAUCOUP	Nat (King) Cole 3027
UNCHAINED MELODY	
MEDIC	Les Baxter 3055
THE VERDICT	
ME MAKE UM POW WOW	The Five Keys 3127

COMING UP FAST Listed Alphabetically

BELLA NOTTE	
FOLLOW YOUR HEART	Gordon MacRae 3122
CHEE CHEE OO CHEE	
RIDIN' INTO LOVE	Dean Martin 3133
DO IT NOW!	
I'M BEGINNING TO SEE THE LIGHT	Vicki Young 3143
FREDDY	
THE HANDWRITING'S ON THE WALL	Stan Kenton 3151
GENUINE LOVE	
NO LETTER TODAY	Les Paul & Mary Ford . 3108
GOBELUES	
CELESTE	Red Nichols 3126
HEY MR. BANJO	
KVI-VI-VI-VI-VITT	The Banjo Boys 3103
I'LL NEVER STOP LOVING YOU	
WAKE THE TOWN AND TELL THE PEOPLE	Les Baxter 3120

LATEST RELEASES

Numbers
475 & 476

CHEE CHEE OO CHEE	
RIDIN' INTO LOVE	Dean Martin 3133
23° N - 82° W	
FALLING	Stan Kenton 3134
HIS HANDS	
I AM A PILGRIM	(Tennessee) Ernie Ford . 3135
THE BLUES FROM KISS ME DEADLY	
MY ONE SIN	Nat (King) Cole 3136
FAREWELL, FAREWELL	
THE MAGNIFICENT MATADOR	Connie Russell 3137
THE LONE PSYCHIATRIST	
THE HONEY-EARTHERS	Stan Freberg, Daws Butler . 3138
WHAT A WONDERFUL WAY TO DIE	
THIS IS ALL VERY NEW TO ME	Bob Manning 3139
YES, INDEED	
ONE WAY DOOR	Merrill Moore 3140
A MEMORY OF YOU	
TOO MANY TEARS	Jim & Jesse & The Virginia Boys . 3141
GLORYLAND BOOGIE	
SING, BROTHER, SING	The Rangers Quartet 3142
DO IT NOW!	
I'M BEGINNING TO SEE THE LIGHT	Vicki Young 3143
DUYID CROCKETT	
TWEEDLE DEE	Mickey Katz 3144
IT'S A SIN	
YOUR LOVE HAS GOT ME	Billy Valentine 3145
I MUST BE DREAMING	
FANCY MEETING YOU HERE	The Cheers 3146
LEARNIN' THE BLUES	Mmm MAMIE 3147
DREAM BOY	
I'VE GOT RHYTHM IN MY NURSERY RHYMES	Micki Marlo 3148
PLEASE, BIG MAMA	
MY SPIRIT IS WILLING	Rudy Gray 3149
COTTON PICKIN'	
SLEEP WALKER'S LULLABY	Jimmy Bryant and Speedy West . . 3150

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

B.G. IN HI FI—Benny Goodman	
45 rpm "EP" No. EAP-1-2-3-4-565 & EBF-1-2-565	
33 1/2 rpm No. H-1-2-565 & W-565	
BLUE MIRAGE—Les Baxter	
45 rpm "EP" No. EAP-1-599	
GOLDEN HORN—Ray Anthony	
45 rpm "EP" No. EAP-1-2-3-563 & ECF-563	
33 1/2 rpm No. T-563	
IN THE WEE SMALL HOURS—Frank Sinatra	
45 rpm "EP" No. EAP-1-2-3-4-581 & EBF-1-2-581	
33 1/2 rpm No. H-1-2-581 & W-581	
LES & MARY—Les Paul and Mary Ford	
45 rpm "EP" No. EAP-1-2-3-4-577 & EBF-1-2-577	
33 1/2 rpm No. H-1-2-577 & W-577	
LES BAXTER	
45 rpm "EP" No. EAP-1-9125	
LONESOME ECHO—Jackie Gleason	
45 rpm "EP" No. EAP-1-2-3-4-627 & EBF-1-2-627	
33 1/2 rpm No. H-1-2-627 & W-627	
MIL-COMBO TRIO	
45 rpm "EP" No. EAP-1-2-3-579	
33 1/2 rpm No. T-579	
MOODS IN SONG—Nat (King)-Cole	
45 rpm "EP" No. EAP-1-633	
MUSIC FOR LOVERS ONLY—Jackie Gleason	
45 rpm "EP" No. EBF-352	
33 1/2 rpm No. H-352	
MUSIC, MARTINIS AND MEMORIES—Jackie Gleason	
45 rpm "EP" No. EAP-1-2-3-4-509 & EBF-1-2-509	
33 1/2 rpm No. H-1-2-509 & W-509	
MUSIC TO REMEMBER HER—Jackie Gleason	
45 rpm "EP" No. EAP-1-2-3-4-570 & EBF-1-2-570	
33 1/2 rpm No. H-1-2-570 & W-570	
SOMETHING COOL—June Christy	
45 rpm "EP" No. EBF-516	
33 1/2 rpm No. H-516	

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

ANNIE OVER	
IF LOVIN' YOU IS WRONG	Hank Thompson 3030
DID YOU TELL HER ABOUT ME	
YOU SENT HER AN ORCHID	Jean Shepard 3051
GOD BLESS GOD	
WHERE COULD I GO!	Faron Young 3107
I'LL BABY SIT WITH YOU	
SHE'S ALWAYS THERE	Ferlin Huskey 3097
IT TICKLES	
LET DOWN	Tommy Collins 3082
LIVE FAST, LOVE HARD, DIE YOUNG	
FORGIVE ME, DEAR	Faron Young 3056
MY GALLINA	
CUZZ YORE SO SWEET	Simon Crum 3063
A SATISFIED MIND	
TAKE POSSESSION	Jean Shepard 3118
SAY YOU DO	
JIM, JOHNNY AND JONAS	Wesley and Marilyn Tuffie 3098
WILDWOOD FLOWER	
BREAKIN' IN ANOTHER HEART	Hank Thompson 3106
YOU'RE TOO LATE	
A LOSING HAND	Skeets McDonald 3117
YOU'RE A HUMDINGER	
I'M JUST TOO LAZY	The Farmer Boys 3077

It's another
STAN DAW'S
FREBERG-BUTLER
Novelty Hit!



THE LONE PSYCHIATRIST
and
THE HONEY-EARTHERS

CAPITOL RECORD NO. 3138



RAY ANTHONY
Learnin' the Blues

M-m-m MAMIE

RECORD NO. 3147

HIS FINEST RECORD



"Tennessee" Ernie Ford

**HIS
HANDS**

**I AM
A PILGRIM**



RECORD No. 3135

RCA 'Hi-Fi for Every Purse' Pitch for Cut of \$300 Mil

NEW YORK, June 4.—RCA Victor's new pitch to the high fidelity instrument market is pegged on "a machine for every pocketbook," in its move to grab its share of an estimated \$300,000,000 worth of hi-fi equipment to be sold this year.

This estimate was given by Robert A. Seidel, executive vice-president, RCA Consumer Products, who said that 1954 hi-fi consumer sales totaled \$241,000,000.

The company's line of five hi-fi sets, completely packaged, and ranging in price from \$129.95 to \$1,600. (The Billboard, June 4) was given a preview showing Wednesday (1). A complete run-down of the line follows:

Firm's Line

Mark I (Model 6HF1): A de luxe twin console with four speakers in a separate cabinet. It includes a tape recorder, three-speed changer and AM-FM radio. A 20-watt amplifier is used. List price is \$1,600.

Mark II (Model 6HF2): Single cabinet console with three speakers, record changer and AM-FM radio. It uses a 20-watt amplifier. List price in mahogany is \$595, in oak \$625.

Mark III (Model 6HF3): Single cabinet console with three speakers, record changer and 10-watt amplifier. List price in mahogany is \$325, in oak \$345.

Mark IV (Model 6HF4): Console with three speakers, record changer and 5-watt amplifier. List price in mahogany is \$169.95, in oak \$179.95.

Mark VI (Model 6HF5): Table model with three speakers, record changer and 3-watt amplifier. List price is \$129.95.

Deliveries on the Mark I and Mark VI have already begun. The others will move out into the market in July.

The two top-price models use transistors in the pre-amplifier circuit, said to reduce hum and provide quieter performance.

Smalls Segs 'Jive' Unit Into Apollo

NEW YORK, June 4.—Tommy (Dr. Jive) Smalls, WWRL, New York, deejay, is scheduled to take a "1955 Rhythm and Blues Revue" into Harlem's Apollo Theater for one week, starting Friday (10). Smalls' first r.&b. jamboree dance at the Rockland Palace here, April 10, drew a capacity crowd of 4,200, and grossed \$6,600.

However, this is the deejay's first appearance in a theater. The date is set up on a percentage basis, with part of the deal being that WWRL plug the show extensively before and during the week's run.

Smalls' talent line-up for the Apollo includes Buddy Johnson and his band, the Moonglows, Gene and Eunice, Bo Diddley, the Natmegs, Charlie and Ray, Ella Johnson, Etta Jones, the Four Fellows, Nolan Lewis and Dolores Ward.

Hayes Reads Crockett Bio On Folkways

NEW YORK, June 4.—Bill Hayes is still on a Davy Crockett recording kick, but this time he's playing it in a non-musical mood, with Folkways bringing out a 10-inch LP this month featuring readings by Hayes from the backwoodsman's autobiography.

The album, tagged "The Real Davy Crockett," is being released in conjunction with the publication of Citadel Press' new book, "Davy Crockett's Own Story," a 388-page collection of the original three volumes of Crockett's autobiography and several of his letters. Extensive tie-up promotion is planned for the marketing of the latest Crockett products.

Winternitz Vs. Vox In Bach Notes Suit

NEW YORK, June 4.—Emanuel Winternitz filed suit in Federal Court here against Vox Records, asking an injunction to restrain Vox from publishing and selling a booklet titled "J. S. Bach—Brandenburg Concertos—Program Notes by E. Winternitz."

The suit, which asks for damages sustained and an accounting, charges unfair trade practices and unfair competition. It alleges that prior to 1947 Winternitz compiled the book and licensed its use to Vox. After July, 1954, and since July 1, 1955, plaintiff alleges Vox has been marketing the book in connection with a record album and is producing the tome itself instead of paying Winternitz.

Rowland Heads Cap Press Relations

HOLLYWOOD, June 4.—Lloyd Dunn, vice-president in charge of advertising and merchandising at Capitol Records, this week announced the appointment of Vic Rowland as director of press relations for the company.

Rowland joins Capitol after an active career in television. He recently was associated with the NBC outlet in Hawaii as publicity director, and before that in a similar capacity with ABC-TV here.

Bill Olofson, who formerly headed the department, has resigned to devote more time to his free-lance writing activities.

JUKE FARE'S MUSIC MENU

TORONTO, June 4.—Several restaurants here are featuring an attractively made up Music Menu—one side giving information about disks available on the juke box, and the other side containing the regular bill of fare. The idea, set by Tedd Barr, lists the Top Ten, the Record of the Month, Standard of the Month, Western of the Month, and Vocalist of the Month. The Music Menu also carries a capsule biography of a best selling artist.

Barr is planning to promote the idea in restaurants in the United States.

SPORTS PAGE

Soft, Soft Ball Games Won & Lost

NEW YORK, June 4.—Music league softball hit its lowest ebb this week when two out of the four scheduled games were won by forfeit, and another became subject to arbitration.

For the second straight week, Label "X" failed to field its full team, and lost this time to ASCAP 9-0. Variety forfeited, and goes on record with a 9-0 loss to London. The Dec-Rods lost to Decca-Coral, 7-4, but are claiming a forfeit victory on the grounds that Decca-Coral failed to field a legit team and substituted a ringer, against league rules. In the only clear-cut decision, Raleigh slaughtered Columbia 14-4 to continue its high-scoring binge.

Present league standings have Raleigh, London and Decca-Coral tied for first with 4 and 0 records. Columbia and ASCAP are both 2 and 2, while the Dec-Rods, Variety and Label "X" have sustained four straight losses.

Trial Due Soon

Continued from page 15

York Supreme Court also denied a temporary injunction pending a trial decision of the entire case. The justice's ruling similarly affected pending cases by the late Wilhelm Furtwangler and the Vienna Philharmonic against Urania.

In the case of Gieseking and Furtwangler, the disputed records were made from German radio tapes. The Vienna Philharmonic has complained of the release of records by orchestras said to carry names likely to lead consumers to believe it was the ensemble featured.

Court Statement

Referring to the Gieseking and Furtwangler actions, Justice McNally's decision stated, "The issues are sharply disputed and in such cases, the right to it being doubtful, injunctive relief pending the trial of issues will not lie."

Concerning the orchestra's complaint, the Justice declared, "The right of the plaintiff Wiener Philharmoniker to restrain the defendants from the use of certain alleged imitations of its name in the sale or distribution of phonograph records is similarly beclouded by disputed issues as to similarity and the tendency or likelihood of deception. Accordingly, the motions are denied. An early trial will be ordered at the instance of any of the parties."

New Diskery

Continued from page 15

and kiddie. The kiddie line is apt to be an early item on the agenda, since Walt Disney's forthcoming "Mickey Mouse Club" afternoon show is rumored to figure prominently in the new diskery plans, the most likely way being in connection with Disney's "comeback" blueprint for Mickey as a merchandising character.

HIP GAL

WIND Disk Librarian Has System

CHICAGO, June 4.—Instrumental disks rather than vocals are preferred programming over WIND here, according to that station's librarian, Lorene Younglove, who schedules more than 100 hours of record shows a week.

Miss Younglove schedules plenty of instrumental disks because it's "easier to fade them down so deejays can cut in with the commercials." In line with this, Miss Younglove points out, it is necessary for a station librarian to keep the type and placing of commercials in mind when lining up a record schedule.

For instance, she notes that a "candlelight mood" platter should never directly precede a commercial, since it might provoke an unfavorable reaction toward the sponsor by jolting the listener back into this world in too abrupt a fashion.

Miss Younglove, who programs every WIND show but Howard Miller's time period and Bob Porter's all-night seg, breaks her record schedule down into three main sections—a third are from the current best selling top 40 disks, a third new releases and a third standards. More than 90 per cent of the disks are in the pop category, and the policy generally is not to repeat a record within a two-hour period.

Peck 'Moby' Album by RCA

HOLLYWOOD, June 4.—RCA Victor will release an album of readings by Gregory Peck from the John Huston film production of "Moby Dick." Deal was made here recently by RCA Vice-President Manie Sachs, with both Huston and Allied Artists execs taking part in the negotiations.

The bidding for sound-track rights to film properties is expected to become even more competitive in the near future, with the major studios continuing to increase their musical budgets. Among films currently being prepared, albums can be expected on "Picnic," "Kismet," "The Benny Goodman Story," "The Eddie Duchin Story," "The Red Nichols Story," "Anything Goes," "Guys and Dolls," "Sincerely Yours" and "The Ten Commandments." Latter is the highly touted Cecil B. DeMille production for Paramount, with bidding for the album rights already reported to be fierce.

KENTON TIE-IN

Educational Musical Disk Set Mapped

HOLLYWOOD, June 4.—Maestro Stan Kenton, the Westlake College of Music and Associated Music Publishers, the Broadcast Music, Inc., subsidiary, have joined forces to produce a series of musical arrangements and records specifically aimed at the high school and college music student.

Officially tagged the "Stan Kenton—Westlake College American Dance Band Album," the series will include band arrangements written especially for the school student by Billy May, Pete Rugolo, Stan Kenton and Frank Comstock. Music is to be recorded by an all-star group of modern jazz musicians, with sale limited to the music departments of high schools and colleges.

Associated Music Publishers is expected to take an active part in the promotion owing to its background in the educational field. Westlake College, well-known Los Angeles music school, will also merchandise the package.

Other arrangers expected to participate in the series include Shorty Rogers, Bill Holman, Eddie Sauter and Will Stuart.

DOCTORS FORM CYMBAL WAXERY

HOLLYWOOD, June 4.—The charm the disk business has apparently knows no bounds. Men from all stations in life drift into it, and curiously enough, out of it, too.

The industry took on a new group this week, when six doctors at Burbank Hospital, Burbank, Calif., all with a penchant for music, formed an independent company called Cymbal Records.

'Ozark Jubilee' Hits ARB Top For May TV

NEW YORK, June 4.—Hillbilly music TV shows have more friends than anybody, according to the American Research Bureau's national report for May, which indicates ABC-TV's "Ozark Jubilee" is TV's top program in large family audience composition.

"Ozark Jubilee" (aired Saturday nights from 9 to 10:30 p.m.) pulled an average of 3.32 viewers per set, as compared to "Disneyland's" 3.11 and "Toast of the Town's" 3.09. Only five programs in all TV average more than three viewers per set, with the ABC-TV hillbilly show No. 1.

"Ozark Jubilee" also boasts the best-balanced audience composition in TV, being the only program to attract almost a completely equal division of men, women and children—33 per cent men, 33 per cent kids and 34 per cent fems.

ANOTHER BMI "PIN-UP" HIT

CHEE CHEE-OO CHEE

Recorded by PERRY COMO & JOHNSTON BROTHERS

THE GAYLORDS Mercury

THE MARINERS Columbia

DEAN MARTIN London

DEAN MARTIN Capitol

Published by HILL and RANGE SONGS, INC.



EVERYBODY LIKES... HEY MR. BANJO

MILLS MUSIC, INC.



Here They Come! Two Hound Dogs! Their Names???? Ask BILL HALEY



(We're Gonna) "ROCK AROUND THE CLOCK"

Theme of MGM's "BLACKBOARD JUNGLE"

Recorded by BILL HALEY and his Comets, DECCA

Still Going Strong! "MAMBO ROCK"

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

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

"CHEE CHEE-OO CHEE"

Recorded by:

DEAN MARTINCapitol

THE MARINERSColumbia

THE JOHNSON BROS.London

DENNIS HALELondon

THE GAYLORDSMercury

PERRY COMO and JAYE P. MORGANRCA Victor

*records listed alphabetically by companies.

HILL & RANGE SONGS

WATCH: JUSTICE Repeat Performance "HARD TO GET" GISELE MAC KENZIE

JUNE 9th

Kitty Kallen's Greatest "FORGIVE ME"

Just Released Decca Record No. 29548

BOURNE, INC. 136 W. 52d Street New York 19

A "HIGHLIGHT" For Every Program

JUNE NIGHT

LEO FEIST, INC.

Anybody can make "A" sides—but it took
THE THREE HAIRCUTS
TO MAKE TWO "B" SIDES



**YOU ARE
 SO RARE
 TO ME**

**GOIN'
 CRAZY**

20/47-6149

Carl Reiner

Sid Caesar

Howie Morris

"New Orthophonic" High Fidelity Recording



Coming Up-

HEAVY TRAFFIC ON BOTH LANES



**HUMMING
BIRD**



**MY
LITTLE ONE**

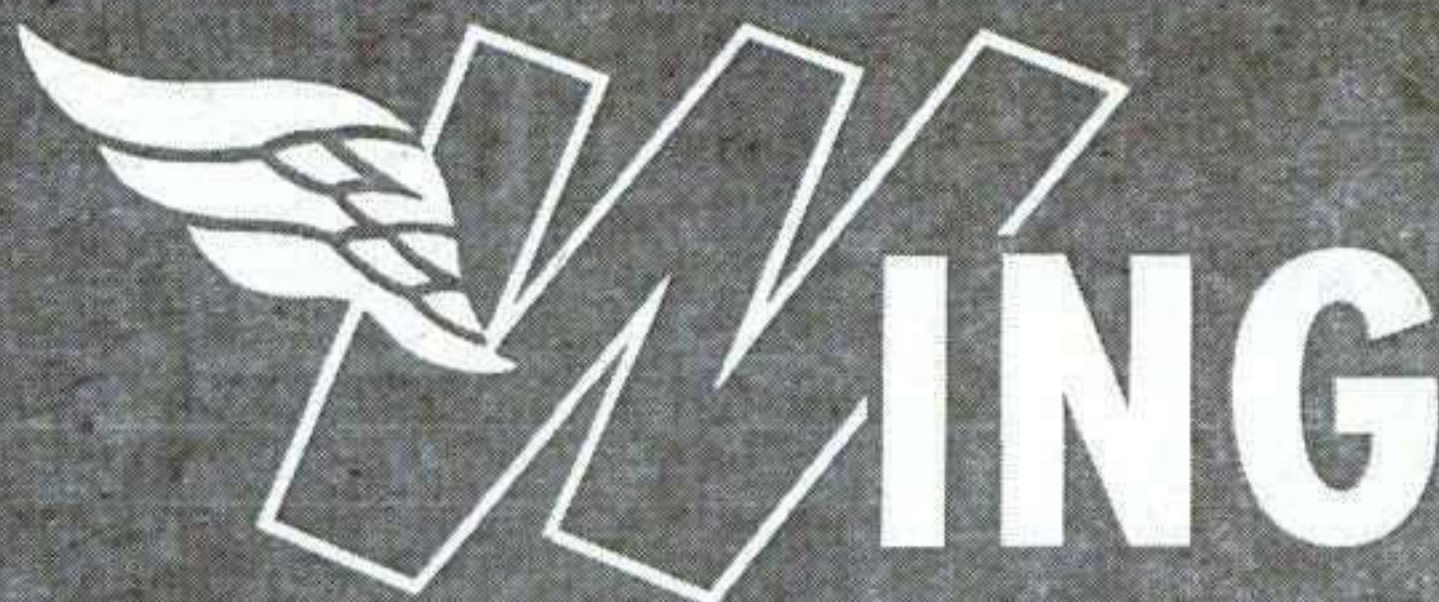


40526 (4-40526)

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Columbia  Records

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FIRST RELEASES ON AMERICA'S NEWEST RECORD LABEL!



TOP FLIGHT MUSIC FOR EVERY MOOD

RONNIE GAYLORD

"AIN'T THAT A SHAME"

AND

"CHE SERA', SERA'"

WING 90000



LOLA DEE

"I LOVE YOU STOP"

AND

"CHA, CHA, CHA"

WING 90004



NICK NOBLE

"ARMY OF THE LORD"

AND

"THE BIBLE TELLS ME SO"

WING 90003



EDDIE BALLANTINE

"BYE, BYE BLUES"

AND

"BANJO BLUES"

WING 90001

MALCOLM LOCKYER

"BEAT ME DADDY EIGHT TO THE BAR"

AND

"CARELESS LIPS"

WING 90002



35 E. WACKER DRIVE • CHICAGO 1, ILLINOIS

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WING DISTRIBUTORS

- A-1 Distributors: 640 Baronne St. New Orleans, La.
- Alpha Distributors: 457 W. 45th St. New York, New York
- Arc Record Distributors: 3747 Woodward Detroit, Michigan
- Diamond Record Dist. Co.: 2990 W. Pico Blvd. Los Angeles, California
- Elmar Distributing Co.: 17 S. 21st St. Philadelphia, Pa.
- Eric Distributors: 369 6th St. San Francisco, California
- Fayson Distributors, Inc.: Jersey & 7th St. Buffalo 1, N.Y.
- Gimbel Brothers: 3531 Belair Baltimore, Maryland
- Huffine Distributors: 3131 Western Ave. Seattle, Washington
- Jether Distributing Co.: 23 E. Hennepin Ave. Minneapolis, Minn.
- Laredo Record Dist. Corp.: 46 Green St. Newark, N.J.
- Music Suppliers: 263 Huntington Boston, Mass.
- Music Distributors: 1303 S. Michigan Ave. Chicago, Illinois
- Mercury Record Dist., Inc.: 140 State St. Hartford, Conn.
- Mercury Record Distributors: 436 S.W. 8th Ave. Miami, Florida
- Music Sales: 1117 Union Ave. Memphis, Tenn.
- Lone Star Records: 2009 Ebony St. Houston, Texas
- State Record Distributors: 920 Race St. Cincinnati, Ohio
- Southland Distributors: 441 Edgewood Ave., N.E. Atlanta, Ga.

DELTA RHYTHM BOYS DRAW IN SWEDEN . . .

The Delta Rhythm Boys opened a three-month tour of the Swedish Folk Parks on Saturday night (28) in Orebro's Folk Park, Stockholm, where they drew a big turnout and wowed the crowd. Swedish music critics are a carping lot, but they lauded new offerings, including "Shake, Rattle and Roll." The quintet took time out from the Folk Park tour to make four guest appearances as top of the bill at Stockholm's China Theater on Tuesday (31) and Wednesday (1) nights.

AL SHULMAN TO HEAD COLUMBIA'S ET'S . . .

Al Shulman has been promoted director of transcriptions for Columbia Records. He succeeds Gil McKean, who last week was upped to director of consumer relations for the diskery. Shulman formerly was sales manager for the transcription branch. His successor has yet to be selected.

DJ GROSS IN REVERSE, NETWORK TO LOCAL . . .

In a reversal of the current trend for indie deejays to move into network radio, ABC's semi-classical spinner, Sidney Gross, doubles over to indie WICC, Bridgeport, Conn., starting today (4). Gross will pilot a three-hour "Jazz Jamboree" over WICC on Saturday nights from 8 to 11 p.m. In addition to his "Beyond the Stars" network show, Gross also appears regularly on WNYC, New York, and conducts a course in jazz at Columbia University.

SUCCESS CUES 2D CHI PROMOTION BY EVANS . . .

Sam Evans, Chicago disk jockey for the Negro market, will present his second venture into the local promotion field. His show will star Roy Hamilton, Lavern Baker, the Drifters, the Spaniels, Willie Mabon, Little Walkin' Willie, Jimmy Reid, the Hearts, Erskine Hawkins, and Della Reese. The show will be staged at the Trianon Ballroom June 17, with tickets scaled from \$2. Evans' last promotion was held at the Madison Roller Rink and proved a record-breaking bonanza

for his promotion firm, turning out over 2,000 payees at the door.

HER NIBS TO CHARM WAVES FOR WILSON . . .

The Wilson Lines has booked Georgia Gibbs for three new appearances on its excursion boat circuit. The Mercury canary will play the S. S. State of Pennsylvania out of Philadelphia June 8, 9, 10 and 11; a Wilson boat out of New York, June 13, 14, and the S. S. Boston Belle out of Boston, June 15, 16, 17 and 18. Then Miss Gibbs treks out to Denver for a one-nighter June 25 at the outdoor Red Rocks Theater, returning to New York for a guest shot on Julius LaRosa's first CBS-TV show June 27.

LUDLOW MUSIC GETS 'SONG OF DREAMER' . . .

"Song of the Dreamer," ditty which has created a stir in the Texas area on the Duke label, has been acquired by publisher Howard S. Richmond. Latter purchased it from the writer, Ed (Tex) Curtis, and has placed it in Ludlow Music, Inc., BMI-affiliated. The Duke disk was recorded by Billy Brooks and Red Saunders.

MULTIPLE TIE-IN TO AID 'LADY-TRAMP' . . .

Decca Records, Walt Disney Productions and the Barton Candy Company are engaged in a joint New York promotion of the Decca album, "Lady and the Tramp," and the Disney picture. The annual Barton's Children's Week runs from June 20-26. Over 100,000 entry blanks for the Children's Week prize drawing contest will be distributed in 58 Barton stores, New York City schools, and at the Roxy Theater.

First prize is a trip to Hollywood for a family of four. Drawing for prizes will be held June 27 at the Roxy, where the film will be playing. Additionally, candy boxes will contain enclosures. Decca album displays and counter cards will be

featured at Barton stores, and there will be display pieces for record dealers.

New York

George Liberace was here early this week on a good-will tour on behalf of his sponsors and to promote his new Columbia record, "Pizzicato Waltz," backed by "Skiddles." He returns to Los Angeles to resume work on the Warner film "Sincerely Yours" and to start a new TV series for the fall with his brother.

Arthur Shimkin, manager of the Bell and Little Golden record companies, flew to the Coast Sunday (5) for one week. . . . The 11-year-old disk mogul and harmonica virtuoso, Gene Jimae, flies to Chicago Friday (10) to appear on the Howard Miller show. . . . Bob Rosen and Red Latham are in charge of operations for Charles H. Hansen's new Hansen disk label. . . . London Records, via its Decca Records, Ltd., parent in England, has signed the Beverly Sisters, a pop group with a previous string of hits on British Columbia.

Georges Meyerstein, a top exec with Philips, and previously with Polydor in France before Philips acquired that diskery, is in town for confabs with Columbia and Epic execs.

Decca Records and Universal Pictures are planning a joint promotion on "Foxfire," which opens the end of this month and stars Jeff Chandler and Jane Russell. Title tune was written by Henry Mancini and Chandler, and the latter has waxed it for Decca. Dealer display material will be part of the promotion.

Decca's Paul Cohen, c.&w. recording head, left for Nashville for several disk dates. . . . Pianist Erroll Garner and Woody Herman and ork open at Basin Street June 16—their third repeat together at the jazz spot. Following Garner's engagement June 10 at the Philadelphia Inquirer's annual music festival, he appears June 12 on the Woolworth Hour over CBS and on the Steve Allen show June 15.

Capitol's artist and repertoire exec Dave Dexter winds up his "rotation run" here this week and returns to Hollywood June 10. . . . Ex-Godfrey "friend" Haleloke has joined the staff of Orchids of Hawaii, Inc., here as special counsel for the firm's Hawaiian Party Service Division. The company is the largest distributor of Hawaiian vanda orchids and other island posies in the U. S. . . . WCBS publicity chief Milton Rich celebrated his birthday Friday (3) by taking his daughter to Coney Island's Steeplechase Park. . . . Capitol and RCA Victor are joining promotional forces to help Paramount Pictures push a special showing of the new Jerry Lewis-Dean Martin movie "You're Never Too Young," which will be previewed at Brown's Hotel, Loch

Sheldrake, N. Y., during a special weekend press party June 10, 11 and 12. Guests will vie for prizes including an AMI juke box and Sonic-Capri radio-phonos.

Peer International has inked a deal with Don Pierce whereby the former acquires the world rights to all copyrights in Pierce's Starrite Music catalog, most of which have been recorded on Pierce's Starday label. Included in the deal is the current country hit, "Satisfied Mind." . . . Columbia kidisk topper Hecky Krasno is back at his desk following a major operation.

Tommy Mercer, the former Ray Anthony vocalist, is fronting his own orchestra at Nino's, Jefferson Valley, N. Y. Orkster Sammy Herman has located in the same Westchester district, holding forth at the White Swan Hotel, Lake Mohansic. . . . Violinist-maestro Emory Deutsch will open at Billy Reed's Little Club Monday (6) for an indefinite stay. Kurt Maier continues there at the piano.

Atlantic Records' President Herb Abramson is back at his desk following a Florida honeymoon. . . . Myrna Granat, of the Dreyer and Raleigh music firms, left Friday (5) for a two-week trip to Cuba.

Karen Chandler has been booked for three weeks at the New Frontier Hotel, Las Vegas, Nev., starting June 20. . . . A new diskery, Trio Records, has been formed here by the Norman Paris Trio, songwriter Michael Brown and businessman Ted Donahue.

"The Long Way," a new two-act opera by Alec Wilder and William Engvick, received its premiere performance Friday (3) in Nyack, N. Y., with Emanuel Balaban conducting. . . . Artie Shaw apparently has forsaken the bucolic existence. Last week he sold his 270-acre Picardy Farm in Pine Plains, N. Y. . . . London Records staged several of its rare Stateside recording sessions last week when pianist Ralph Sharon taped material for a 12-inch LP featuring several modern jazz names. Sharon, a Britisher who now resides in this country, was under contract to the label in England before moving here about two years ago.

Chicago

Newspaper columnist Al Di Bitetto takes to the air lanes in the role of disk jockey and interviewer via his own show, which will emanate from the dining room of Honolulu Harry's. The show will air over local CBS Station WBBM, from 11:15 to midnight beginning June 14. Di Bitetto has established a reputation here as travel-entertainment-critic editor on several of the town's leading neighborhood newspapers.

Bernie Skiddell, proprietor of ABC Recordteria, has now gone into the one-stop operation on a full scale. He advises that he will also purchase used records from juke box operators. . . . Henry Oakes, former record promoter for the James H. Martin Distributors, has left the employ of the firm and gone back to his old love of playing the piano. He is now booking for night clubs and club dates both in and out of Chicago.

Bill Carey, whose latest record-

ing is "Heavenly Lover" on the Coral Label, spent a week in town visiting the local deejays on a promotion tour. . . . Also in town on a plugging tour were Jayne and Audrey Meadows pushing their "Together" side on RCA. . . . Jim Lowe, former Chicago disk jockey, and writer of "Gambler's Guitar," was back in town last week on a deejay tour of his own to plug his own new waxing. . . . Meteor Records, a new Chicago record firm, is seeking a singer to do a number which was selected a while ago as the winner from among the group submitted by unknown writers.

Cincinnati

Harry Carlson, Fraternity Records chief, left here Friday (3) for New York to wax thrush Jerri Winters on an eight-sided jazz album. Miss Winters opens Wednesday (8) at the Cloisters, Chicago, for three weeks, and in July hops to Honolulu for an extended engagement at the South Seas. . . . Mae Mack, singing pianist, formerly for six years at the old Look-out House, Covington, Ky., is visiting in Indianapolis after winding up a month's engagement at the High Hat, downtown spot, for Barney Rapp, of the local Frank Sennes Agency. She returns to her summer job at the Town & Country Lodge, Ben Lomond, Calif., in two weeks.

Hollywood

Frank Sinatra salutes Stan Kenton this week via the NBC radio network with a rebroadcast of the "Kenton Album." . . . Ann Sothern signed for an 11-day engagement at the Cal-Neva Lodge, beginning June 24. . . . Murray Baker, of the Big Three firm, in town last week for the Belle Baker stanza on "This Is Your Life." . . . The Alberghetti family, with Anna Maria headlining, booked into the Royal Nevada Hotel, Las Vegas. . . . Jean Bennett leaves on a promotion tour that will take in Kansas City, St. Louis, Cleveland, Detroit and Chicago. . . . The Hi-Lo's inked for a nine-day stand at the Colony Club, Dallas, starting July 29. . . . Sonny Brooks, Groove Records, held over at the Sho-Bar, Pocatello, Ida. . . . Sammy Cahn and Nicholas Brodsky have completed five of eight songs for "Weekend at Las Vegas," color musical at M-G-M. . . . Les Brown ork drew 13,957 dancers in his first week at the Hollywood Palladium, marking the year's biggest attendance to date. . . . Rex Koury, ABC music director, signed to do a series of original instrumentals for Chesterfield Records. . . . Paul Francis Webster has been signed to write the lyrics for Warner Bros. "Sincerely Yours." . . . Peggy Lee signed a contract calling for three additional films for Jack Webb's Mark VII Productions. . . . Alan Livingston, Capitol Records repertoire topper, returned from a three-week hiatus to Australia last week. . . . Lloyd Dunn, Capitol ad and merchandising vice-president, left for a two-week stay in New York. . . . Nat Cole sliced a series of 16 tunes in Chicago, with Nelson Riddle conducting and Lee Gillette directing the sessions. . . . Norman Rosemont, music promotion rep for Stanley Kramer's "Not as a Stranger," due here to confer with United Artists execs and field men on the film's music campaign.

OPERATORS... Use Star's eye-catching PIC-STRIPS



- No more precious time wasted typing your own title strips
- No more costly guesswork in purchasing your records

When you use this handy Juke Box Programming Service, based on a special tabulation of the famous

BILLBOARD MUSIC POP CHARTS

To program all the record hits at the peak of their coin-pulling power, use Star Pic-Strips.

Star Title Strip Co., P. O. Box 6125, Pittsburgh 21, Pa.

- Please send 1 month service—2 cards (10 strips each) for each of 12 new records (6 pop, 3 c&w, 3 r&b) weekly for 4-week period. \$4 payment enclosed.
- Send illustrated folder and price list.

995

SEND
FOR
TRIAL
ORDER
TODAY

Name of Co. _____
Your Name _____
Address _____
City and State _____

'Honey Babe' Gets Movie Lobby Plugs With 'Battle Cry'

NEW YORK, June 4.—M-G-M Records is working closely with movie exhibitors across the country this month. The label's promotion chief, Sol Handwerger, has arranged with the RKO and Skouras theater chains to play Art Mooney's "Honey Babe" disk in their theater lobbies and during intermissions in conjunction with all showings of the Warner movie "Battle Cry," which features the tune.

In some areas, says Handwerger, dealers have also arranged to sell the Mooney disks right from the lobby of theaters featuring the film. At the same time, Handwerger is working on advance promotion tie-ups with theaters planning to show the old movie musical "The Wizard of Oz," which M-G-M Studios is re-issuing this month. M-G-M is releasing a one-pocket EP of songs from the picture, recorded by Joel Herron and his orchestra. Altho the album (formerly released as a 78 package) is not sound-track, its cover art features various Oz characters from the movie.

Johnson's Back With Own Pub

NEW YORK, June 4. — Jerry Johnson, well-known music man of many years standing, has returned to the publishing business after a hiatus of several years. Johnson has formed his own firm, Jerry Johnson, Inc., in partnership with Jimmy Foster. Outfit will affiliate with the American Society of Composers, Authors and Publishers. Another firm will be formed later which will affiliate with Broadcast Music, Inc.

Johnson most recently was professional manager of Bourne, Inc., for three years. Previously he served a long stint in that capacity for the Peer-Southern combine. Foster has been a pop vocalist and recorded for Mercury as Jimmy Darro last year.

Cut-Rate LP's Now Hit Swank Store

NEW YORK, June 4.—For the first time in its long history, Franklin Simon, class Fifth Avenue department store, has a phonograph record department. And, perhaps most unexpectedly, it's a cut-rate operation.


Actually, the department is a concession operated by I. Stock and son, Harold Stock, who are among the leading local cut-rate promoters, with another record shop located on East 34th Street. Their business is mainly in classical LP's.

Local newspaper ads, under the Franklin Simon banner, this week offered "opening specials" including RCA Victor, Columbia, London, M-G-M, Epic, Decca, Vanguard and Bach Guild at \$2.98.

ON THE WAY TO ANOTHER
"MILLION RECORD HIT"

SOMETHING'S GOTTA GIVE

from the 20th Century-Fox CinemaScope Musical "DADDY LONG LEGS"



THE
McGUIRE
SISTERS

CORAL RECORD 61423





DOMANI

(TOMORROW)

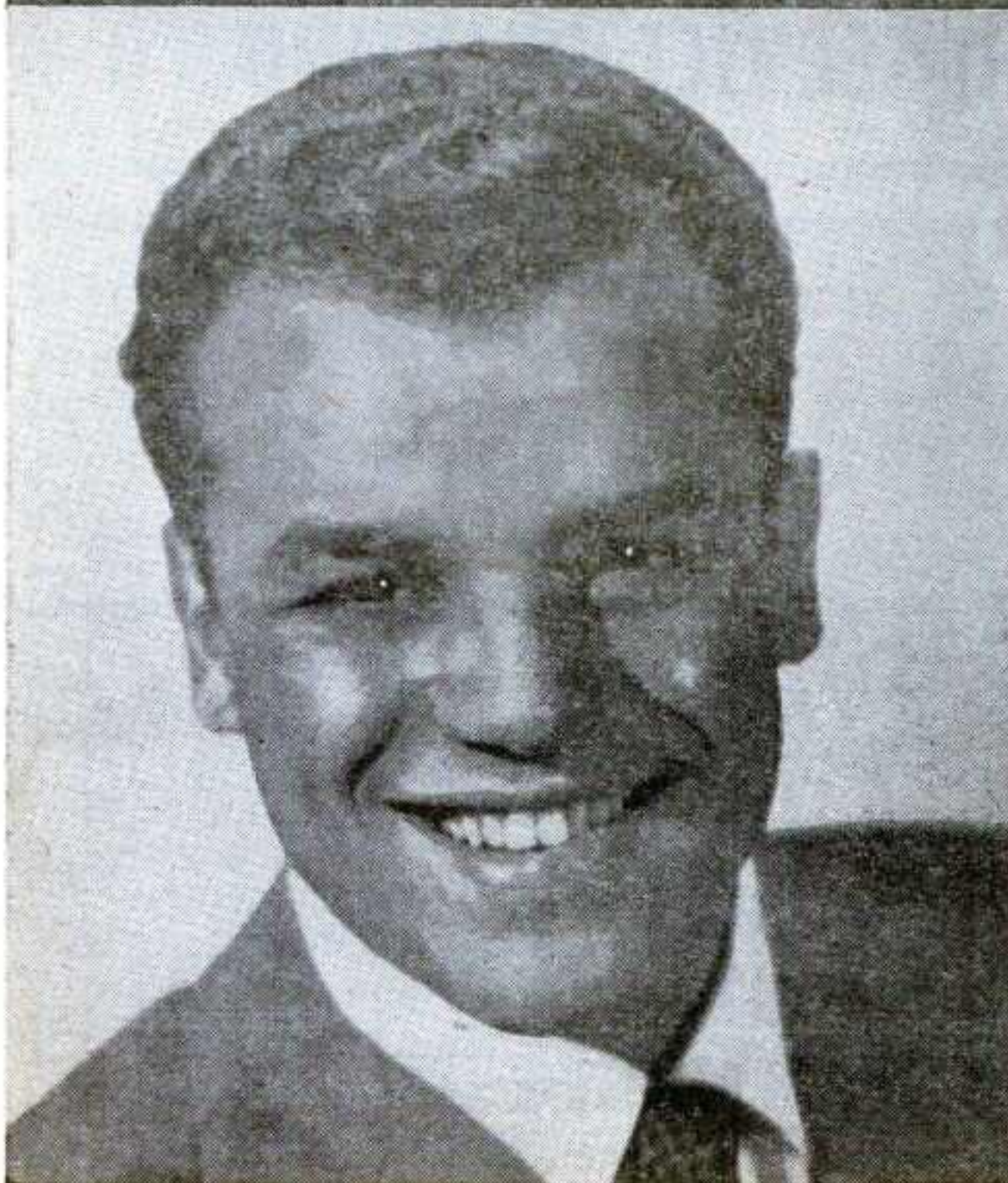
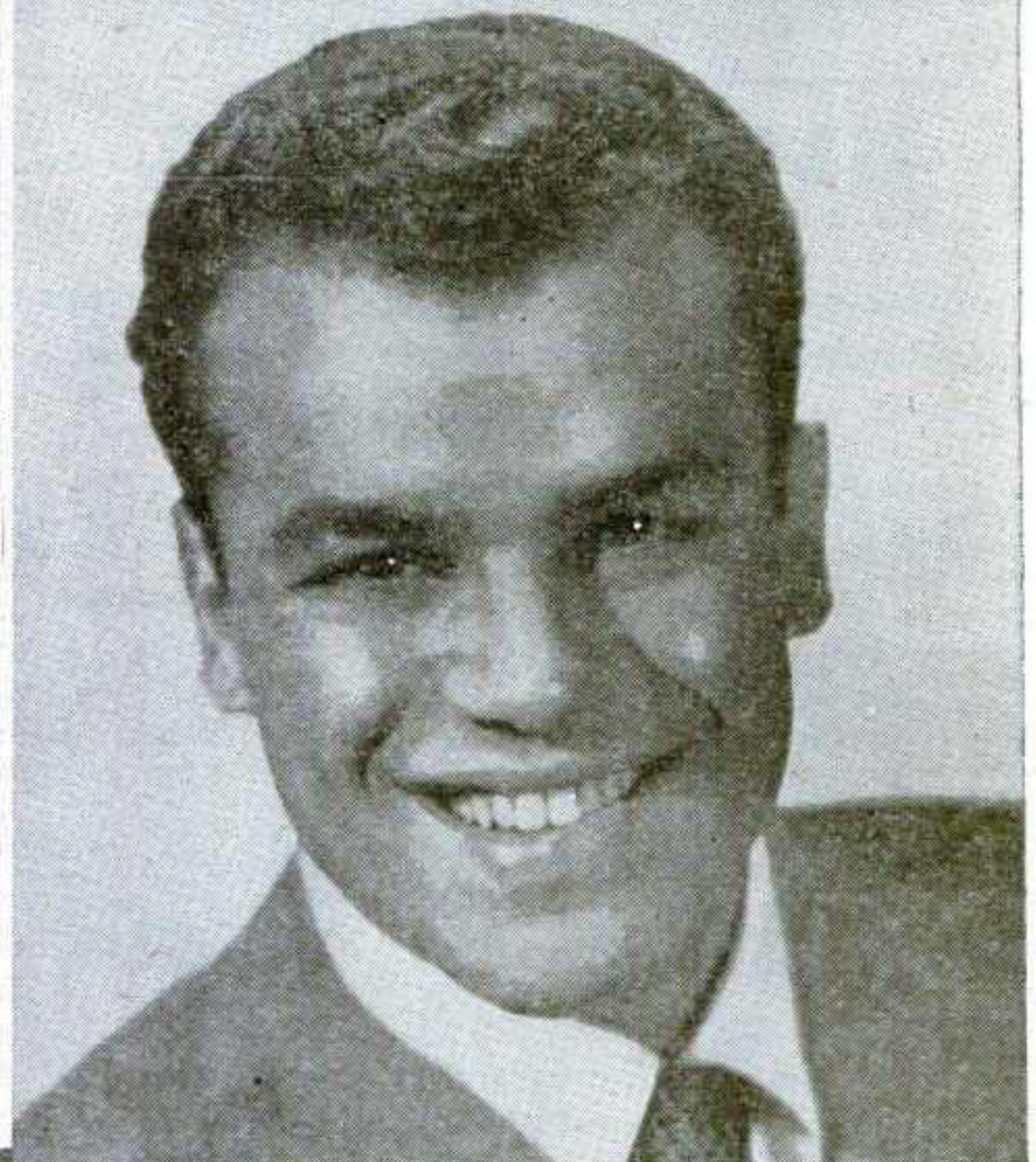
WORDS BY TONY VELONA
MUSIC BY ULPIO MINUCCI

PUBLISHED BY MONTAUK MUSIC INC. 1650 BROADWAY, N. Y. C.

JULIUS

La ROSA

Singing his heart out in this tender, plaintive Neapolitan flavored love song which will be one of the biggest hits of this season.



From the Label that gave you

ANYWHERE I WANDER

EH CUMPARI

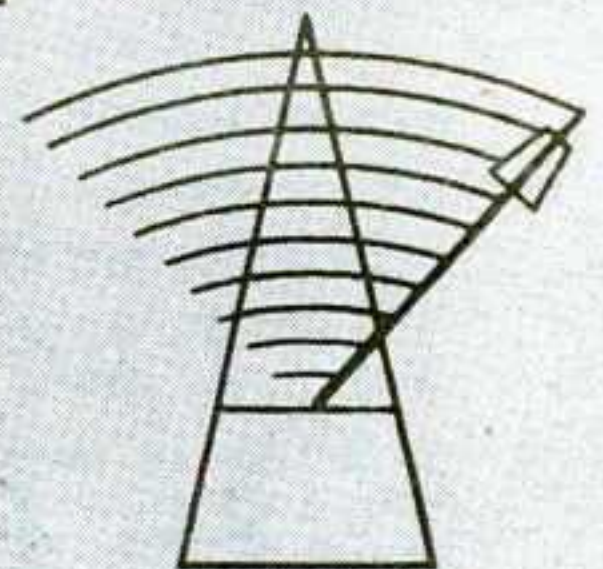
HERNANDO'S HIDEAWAY

MR. SANDMAN

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DAVY CROCKETT**

and now

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RECORDS

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A Special Marketing Guide for Buyers of
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JACKETS IS A SPECIALIZED FIELD . . .
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FOR OTHER
COMBINATIONS OF
Self-Service
DISPLAY UNITS



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**FOR A COMPLETE FREE STORE LAYOUT
ask your Distributor—or write to**

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ARTCRAFT ENGINEERING CORP. Dept. B
CHARLEVOIX, MICHIGAN

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OFFER EVER MADE**

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- Any quantity!

Guaranteed count and quality.

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78 rpm	—	\$1.95	per thousand
45 rpm	—	\$2.95	per thousand
Extended Play	—	\$3.25	per thousand
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AMERICA'S OLDEST "ONE STOP" HDQTS. FOR RECORDS
HUGE E. P. STOCK. LONG PLAYING AT COMPETITIVE PRICES

WE CARRY A COMPLETE LINE OF NEEDLES, STORAGE ALBUMS, RECORD
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OPERATORS, FREE TITLE STRIPS, PRE-PACKAGED E.P.'s AND A GREAT
VARIETY OF BACK NUMBERS.

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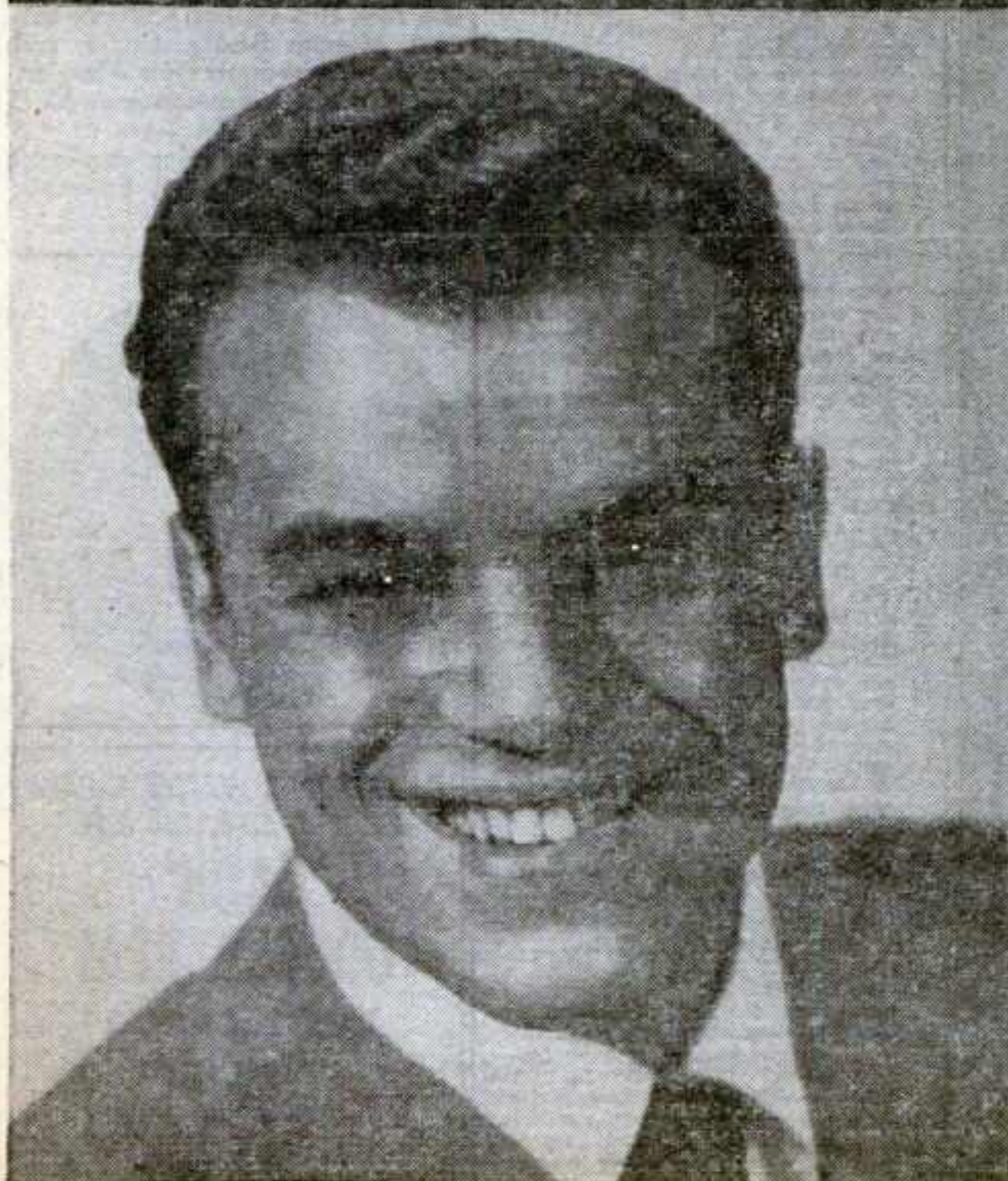
WORDS AND MUSIC BY NICK PAONE

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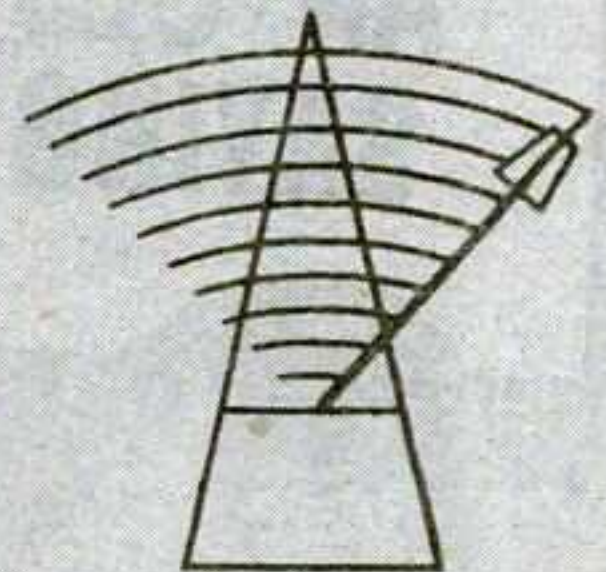
JULIUS

La ROSA

In his greatest performance to date.
A sparkling tune with Italian styled lyrics that spell out HIT



CADENCE IS PROUD
TO PRESENT
THIS SMASH STYLING
WHICH COULD BE
ONE OF OUR
BIGGEST YET.



cadence

RECORDS

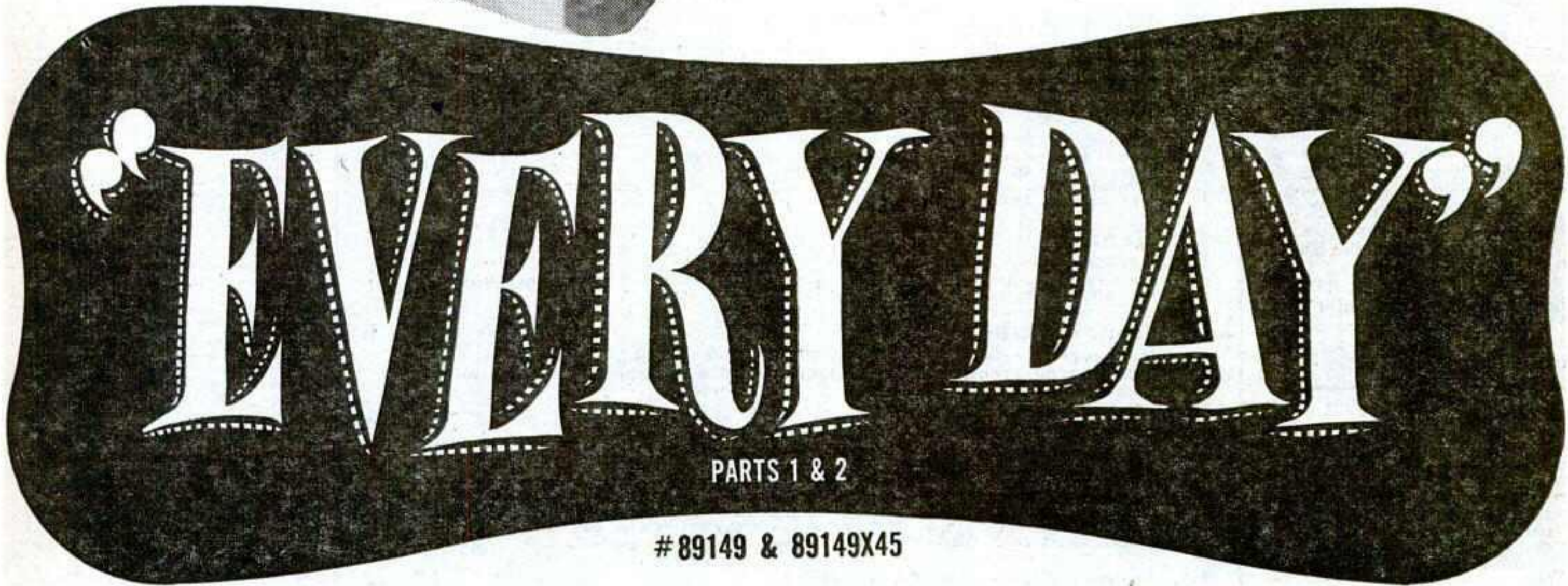


*The Swingin'est Band
in the Land!*

PLAY THE BLUES

COUNT BASIE

AND HIS ORCHESTRA



WITH VOCAL BY

JOE WILLIAMS



CLEF RECORDS

451 NO. CANON DRIVE
BEVERLY HILLS, CALIF.

78 RPM RECORD:

"EVERYDAY" B/W "EVERYDAY" \$.98

Part 1 Part 2

ATTENTION DEALERS!
EXTENDED PLAY VALUE AT \$.89

45 RPM RECORD:

"EVERYDAY" PARTS 1 & 2 TIME: 5:28
B/W

"THE COMEBACK" TIME: 5:30

ATTENTION OPERATORS:
THIS EXTENDED PLAY RECORD AT SPECIAL PRICE!

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

The Billboard Music Popularity Charts

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

Chart Comments

The Billboard's new Toronto territorial chart—an outgrowth of the growing strength of the Canadian record market—appears here for the second week. The list, which marks the first step toward an eventual Billboard survey of the entire Canadian disk market, was launched in this space last week. However, hereafter the Toronto listings will appear alongside our regular weekly chart features.

- TORONTO -

1. Cherry Pink and Apple Blossom White - Perez Prado - RCA Victor
2. Unchained Melody—Al Hibbler—Decca
3. Rock Around the Clock - Bill Haley—Decca
4. Dance With Me Henry - Georgia Gibbs—Mercury
5. Whatever Lola Wants - Sarah Vaughan—Mercury
6. Ballad of Davy Crockett—Bill Hayes—Cadence
7. Ballad of Davy Crockett—Fess Parker—Columbia
8. Something's Gotta Give - Sammy Davis Jr.—Decca
9. A Blossom Fell - Nat (King) Cole—Capitol
10. Darling Je Vous Aime Beaucoup—Capitol

- COMMENTS -

The Prado disk moved up into the number one spot this week, while last week's top platter—Bill Hayes' "Crockett"—waxed-dipped down to number six. The appearance of Bill Haley's "Rock Around the Clock" (revived in the new M-G-M movie "The Blackboard Jungle") indicates that movie themes are as strong in Canada as they are in the U.S. Interestingly enough Sammy Davis Jr.'s version of "Something's Gotta Give" (another movie tune) scored on the top 10, altho the McGuire Sister's waxing of the song tops the Davis platter on the U. S. lists. The flip side of the Davis record ("Love Me or Leave Me," also a picture ditty) rates higher on the U.S. chart.

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	14
2. Unchained Melody	2	9
3. Cherry Pink and Apple Blossom White	3	10
4. Melody of Love	4	22
5. Whatever Lola Wants	7	7
6. Open Up Your Heart	6	20
7. Blossom Fell	8	4
8. Something's Gotta Give	11	2
9. Heart	9	4
10. Hey, Mr. Banjo	10	2
11. Dance With Me Henry	5	8
12. Honey Babe	-	1
13. Play Me Hearts and Flowers	15	8
14. Tweedle Dee	13	17
15. How Important Can It Be?	12	17

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending June 1

This Week	Last Week	Weeks on Chart
1. Unchained Melody	1	10
2. Cherry Pink and Apple Blossom White	2	12
3. Ballad of Davy Crockett	3	16
4. Dance With Me, Henry	4	11
5. Blossom Fell	7	5
6. Whatever Lola Wants	5	7
7. Heart	8	5
8. Honey Babe	9	6
9. Melody of Love	6	23
10. Something's Gotta Give	12	2

Second Ten

11. LEARNIN' THE BLUES	9	4
12. ROCK AROUND THE CLOCK	14	3
13. HEY, MR. BANJO	11	3
14. BREEZE AND I	13	8
15. IT'S A SIN TO TELL A LIE	-	1
16. TWO HEARTS	-	9
17. OPEN UP YOUR HEART	17	21
18. DON'T BE ANGRY	17	6
18. MOST OF ALL	19	6
20. PLAY ME HEARTS AND FLOWERS	16	11

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	
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	
Blue Star (R)—Chappell—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	
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	
I'll Never Stop Loving You (R)—Feist—ASCAP	
Is This the End of the Line? (R)—Broadcast—BMI	
Keep Me in Mind (R)—Famous—ASCAP	
Land of the Pharoahs (R)—Remick—ASCAP	
Learnin' the Blues (R)—Barton—ASCAP	
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP	
Melody of Love (R)—Shapiro-Bernstein—ASCAP	
No Letter Today (R)—Peer—BMI	
Play Me Hearts and Flowers (R)—Advanced ASCAP	
Something's Gotta Give (R)—Robbins—ASCAP	
Spring Never Came Around This Year (R)—Famous—ASCAP	
Strange Lady in Town (R) (F)—Witmark—ASCAP	
Sweet and Gentle (R)—Peer—BMI	
Tweedle Dee (R)—Progressive—BMI	
Two Hearts, Two Kisses (R)—Hill & Range—BMI	
Two Lost Souls (R)—Frank—ASCAP	
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

A Blossom Fell (R)—Shapiro-Bernstein—ASCAP	
A Straw Hat and a Cane (R)—Weiss & Barry—BMI	
All of You (R)—Chappell—ASCAP	
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	
Berry Tree (R)—Miller—ASCAP	
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP	
Crazy Otto Rag (R)—Pincus—ASCAP	
Dance With Me, Henry (R)—Modern—BMI	
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP	
Fanny (R) (M)—Chappell—ASCAP	
Heart (R)—Frank—ASCAP	
Hey, Mr. Banjo (R)—Mills—ASCAP	
Honey Babe (R)—Witmark—ASCAP	
I Have to Tell You (R) (M)—Chappell—ASCAP	
Keep Me in Mind (R)—Famous—ASCAP	
Learnin' the Blues (R)—Barton—ASCAP	
Make Yourself Comfortable (R)—Rylan—ASCAP	
Melody of Love (R)—Shapiro-Bernstein—ASCAP	
Playmates (R)—Joy—ASCAP	
Rock and Roll (R)—Signature—BMI	
Rock Around the Clock (R)—Myers—ASCAP	
Siamese Cat Song (R)—Disney—ASCAP	
Something's Gotta Give (R)—Robbins—ASCAP	
Tweedle Dee (R)—Progressive—BMI	
Two Hearts, Two Kisses (R)—Hill & Range—BMI	
Unchained Melody (R) (F)—Frank—ASCAP	
Walk Like a Sailor (R)—Chappell—ASCAP	
Welcome to the Happy Island (R)—E. H. Morris—ASCAP	
Whatever Lola Wants (R) (F)—Frank—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)	
Unchained Melody—Frank (Frank)	
Cherry Pink and Apple Blossom White—Maddox (Chappell)	
Softly, Softly—Cavendish (Sherwin)	
Where Will the Dimple Be—Cinephonic (Rogers)	
Under the Bridges of Paris—Southern (Hill & Range)	
Tomorrow—Cavendish (Reis)	
Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)	
I Wonder—Macmelodies (Leeds)	
Prize of Gold—Victoria (Shapiro-Bernstein)	
Unsuspecting Heart—Berry (Teepce)	
Ready, Willing and Able—Berry (Daywin)	
Open Up Your Heart—Duchess (Hamblen)	
If Anyone Finds This I Love You—Michael Reine (Ardmore)	
Dreamboat—Leeds (Winston)	
Earth Angel—Chappell (Williams)	
Let Me Go, Lover—Aberbach (Hill & Range)	
You My Love—Dash (*)	
Mobile—Leeds (Ardmore)	
Tweedle Dee—Robbins (Progressive)	
Chee Chee-oo Chee—Peter Maurice (Hill & Range)	

A natural hit for

Les Paul · Mary Ford

HUMMINGBIRD



**GOODBYE,
MY LOVE**

CAPITOL RECORD NO. 3165



A GREAT PARADE of BEST SELLERS on AMERICA'S HOTTEST LABEL



POP

The Fontane Sisters

ROLLIN' STONE

PLAYMATES

Dot 15370

Johnny Maddox

JOHNNY'S MEDLEY

THE WHISTLING PIANO MAN

Dot 15365

Billy Vaughn

THE WALTZ YOU SAVED FOR ME

BILLY VAUGHN'S BOOGIE

Dot 15374

Pat Boone

TWO HEARTS

TRA-LA-LA

Dot 15338

Johnny Maddox

THE CRAZY OTTO MEDLEY

HUMORESQUE

Dot 15325

The Fontane Sisters

MOST OF ALL

PUT ME IN THE MOOD

Dot 15352

The Hilltoppers

THE DOOR IS STILL OPEN

TEARDROPS FROM MY HEART

Dot 15351

Ray McKinley

HOODLE ADDLE

DOWN THE ROAD A-PIECE

Dot 15350

The Commodores

URANIUM

RIDIN' ON A TRAIN

Dot 15372

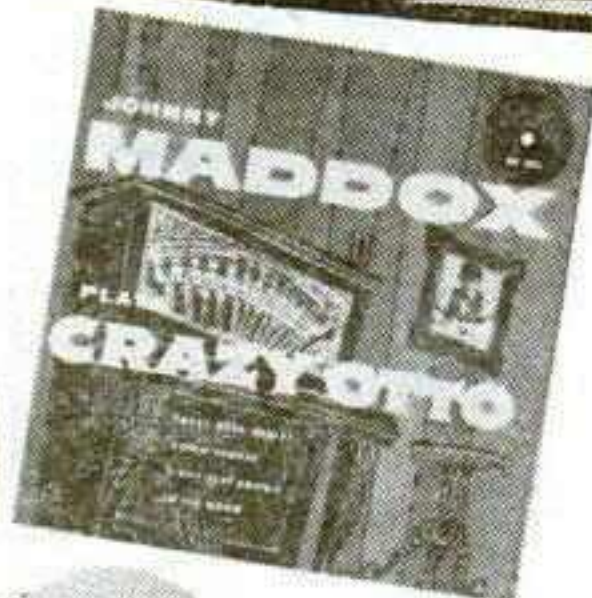
Jay Brinkley

FORCES OF EVIL

CRAZY, CRAZY HEART

Dot 15371

ALBUMS



JOHNNY MADDUX PLAYS CRAZY OTTO

- In the Mood
- Crazy Otto Medley
- 8 Beat Boogie
- Down Yonder

Dep 1026

MELODIES OF LOVE BY BILLY VAUGHN

LP 109

DEP 1021-1022



C+W

Jimmy Work

THAT'S WHAT MAKES THE JUKE BOX PLAY

DON'T GIVE ME A REASON TO WONDER WHY

Dot 1245

Mac Wiseman

THE BALLAD OF DAVY CROCKETT

DANGER, HEARTBREAK AHEAD

Dot 1240

Jimmy Newman

BLUE DARLIN'

LET ME STAY IN YOUR ARMS

Dot 1260

Kenny Roberts

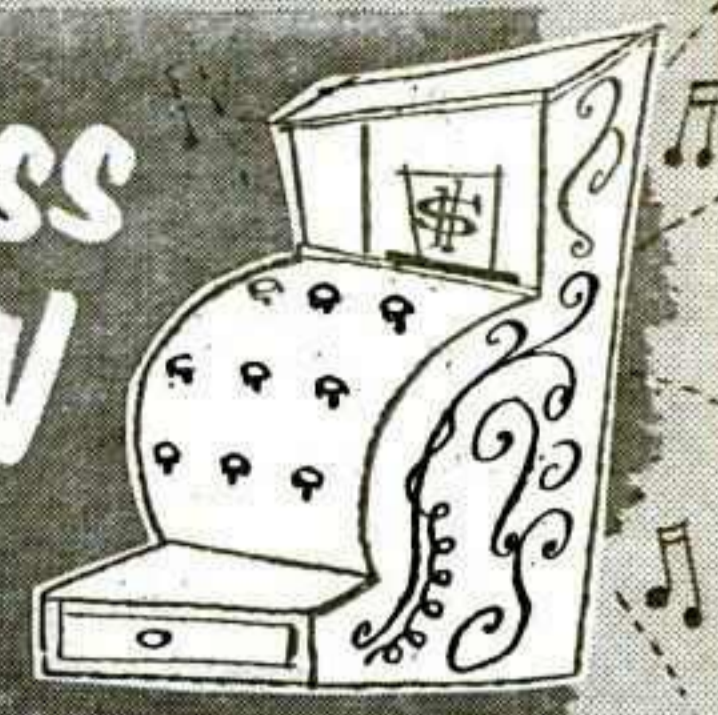
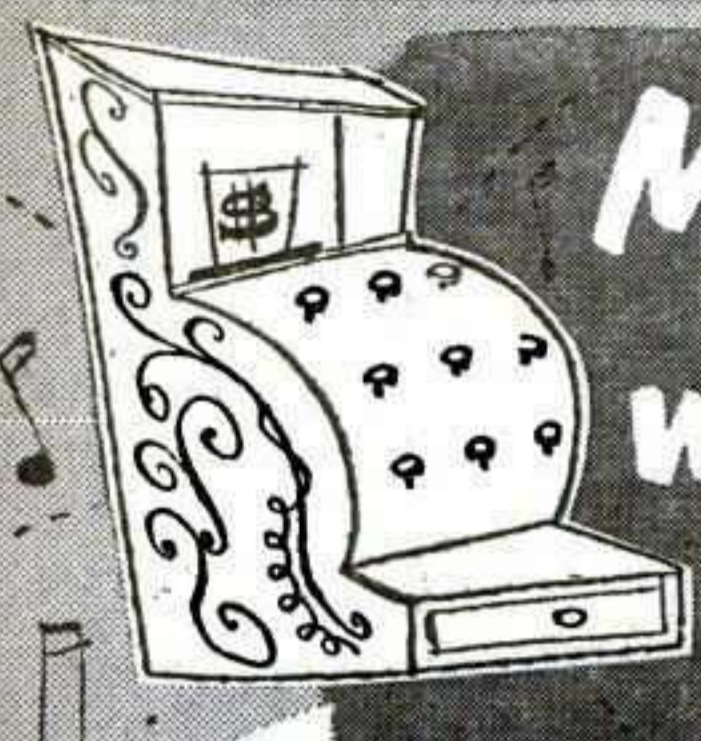
I'M UNWANTED

Dot 1246

TENNESSEE SPELLING BEE

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

More and More Business
with these GREAT NEW
DOT Records



the
HILLTOPPERS

**THE KENTUCKIAN
SONG**
and
**I MUST BE
DREAMING**

Dot 15375

PAT BOONE

AIN'T THAT A SHAME
and
**TENNESSEE SATURDAY
NIGHT**

Dot 15377



MAC WISEMAN
THE KENTUCKIAN SONG
and
WABASH CANNON BALL
Dot 1262

RUSTY BRYANT
HOT FUDGE
and
RIDIN' WITH RUSTY
Dot 15376



THE ESQUIRE BOYS
DARK EYES
and
GUITAR MAMBO
Dot 15380

JIM LOWE
CLOSE THE DOOR
and
NUEVO LORADO
Dot 15381



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

TWO GREAT SIDES THAT WILL BRING

DIVINE SALES

SARAH VAUGHAN



**"Experience
Unnecessary"**

AND

**"Slowly With
Feeling"**

MERCURY 70646



THE LAURIE SISTERS

SWINGIN' SINGIN' A BIG HIT!

"Olly Olly Atsen, Free"

AND

"Truly"

MERCURY 70643



CHICAGO 1, ILLINOIS

You'll Applaud These M-G-M Hits!



JONI JAMES
IS THIS THE
END OF THE
LINE?
and
WHEN YOU WISH
UPON A STAR
MGM 11960 78 rpm
K 11960 45 rpm

LEROY HOLMES
JUST FOR
THE BRIDE
AND GROOM
and
SAMARRA
MGM 11992 78 rpm
K 11992 45 rpm

BILL HAYES
WANDERIN'
and
YOU'RE
NEARER
MGM 12004 78 rpm
K 12004 45 rpm

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

BILLY ECKSTINE
**CARELESS
LIPS**
and
A MAN DOESN'T KNOW
MGM 11998 78 rpm
K 11998 45 rpm

ACQUAVIVA
and his Orchestra
**A MAN WITH
A DREAM**
and
A "MISS YOU" KISS
MGM 30881 78 rpm
K 30881 45 rpm

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

**CASHBOX
VARIETY
PIC**

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

**DICK HYMAN
TRIO**
THE VERY THOUGHT
OF YOU
and
WHEN DAY IS DONE
MGM 12005 78 rpm
K 12005 45 rpm

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

NEW DISC DARLING

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

ARTHUR SMITH
**FEUDIN'
BANJOS**
and
'BYE 'BYE BLACK SMOKE
CHOO CHOO
MGM 12006 78 rpm
K 12006 45 rpm

FLOYD CRAMER
**SWEET
ADELINE**
and
HOWDY, MA'M
MGM 11990 78 rpm
K 11990 45 rpm

**NEW
Original Cast Album**

Recorded Directly
From the Sound Track
of the
MGM Film...

**Interrupted
Melody**
E 3185 33 1/3 rpm
X 304 45 rpm
extended
play

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending June 1
Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Dance With Me Henry, G. Gibbs, Mer.
3. Unchained Melody, A. Hibbler, Dec.
4. Blossom Fell, Nat King Cole, Cap.
5. Whatever Lola Wants, S. Vaughan, Mer.
6. Ballad of Davy Crockett, F. Parker, Col.

Balti.-Wash.

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, L. Baxter, Cap.
3. Honey Babe, A. Mooney, MGM.
4. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
5. Blossom Fell, Nat King Cole, Cap.
6. Ballad of Davy Crockett, F. Parker, Col.
7. Learnin' the Blues, F. Sinatra, Cap.
8. Unchained Melody, A. Hibbler, Dec.
9. Dance With Me Henry, G. Gibbs, Mer.
10. Ballad of Davy Crockett, B. Hayes, Cdc.

Boston

1. Unchained Melody, L. Baxter, Cap.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Ballad of Davy Crockett, B. Hayes, Cdc.
5. Hard to Get, G. MacKenzie, X.
6. Rock Around the Clock, B. Haley, Dec.
7. Something's Gotta Give McGuire Sisters, Cor.
8. Love Me or Leave Me, S. Davis Jr., Dec.
9. Heart, E. Fisher, Vic.
10. Something's Gotta Give S. Davis Jr., 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. Love Me or Leave Me S. Davis Jr., Dec.
5. Something's Gotta Give S. Davis Jr., Dec.
6. Learnin' the Blues F. Sinatra, Cap.
7. Something's Gotta Give, McGuire Sisters, Cor.
8. Whatever Lola Wants, D. Shore, Vic.
9. Whatever Lola Wants, S. Vaughan, Mer.
10. Hard to Get, G. MacKenzie, X.

Chicago

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Honey Babe, A. Mooney, MGM.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Unchained Melody, L. Baxter, Cap.
5. Unchained Melody, J. Valli, Vic.
6. Ballad of Davy Crockett, B. Hayes, Cdc.
7. Hey, Mr. Banjo, Sunnysiders, Kap.
8. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
9. Blossom Fell, Nat King Cole, Cap.
10. Unchained Melody, A. Hibbler, Dec.

Cincinnati

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Dance With Me Henry, G. Gibbs, Mer.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Unchained Melody, L. Baxter, Cap.
5. Unchained Melody, A. Hibbler, Dec.
6. Blossom Fell, Nat King Cole, Cap.
7. Ballad of Davy Crockett, B. Hayes, Cdc.
8. Honey Babe, A. Mooney, MGM.
9. Breeze and I, C. Valente, Dec.
10. Plantation Boogie, L. Dec, Dec.

Cleveland

1. If I May, Nat King Cole, Cap.
2. Rock Around the Clock, B. Haley, Dec.
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Unchained Melody, L. Baxter, Cap.
6. Honey Babe, A. Mooney, MGM.
7. Cherry Pink and Apple Blossom White P. Prado, Vic.
8. Something's Gotta Give McGuire Sisters, Cor.
9. O Mio Babbino Caro, R. Marteric, Mer.
10. Whatever Lola Wants, S. Vaughan, Mer.

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, F. Parker, Col.
5. Ballad of Davy Crockett, B. Hayes, Cdc.
6. Rock Around the Clock, B. Haley, Dec.
7. Blossom Fell, Nat King Cole, Cap.
8. Unchained Melody, A. Hibbler, Dec.
9. Whatever Lola Wants, S. Vaughan, Mer.

Denver

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Rock Around the Clock, B. Haley, Dec.
3. Dance With Me Henry, G. Gibbs, Mer.
4. Unchained Melody, L. Baxter, Cap.
5. Ballad of Davy Crockett, T. Ernie, Cap.
6. Blue Star, F. Sanders, Col.
7. Ballad of Davy Crockett, F. Parker, Col.
8. If I May, Nat King Cole, Cap.
9. Sand and the Sea, Nat King Cole, Cap.
10. Whatever Lola Wants, S. Vaughan, Mer.

Detroit

1. Love Me or Leave Me S. Davis Jr., Dec.
2. Unchained Melody, A. Hibbler, Dec.
3. House of Blue Lights, C. Miller, Mer.
4. Most of All, D. Cornell, Cor.
5. Blossom Fell, Nat King Cole, Cap.
6. Smack Dab in the Middle Mills Brothers, Dec.
7. Opus One, Mills Brothers, Dec.
8. Cherry Pink and Apple Blossom White P. Prado, Vic.
9. Alabama Jubilee Ferko Siring Band, Mda.
10. Learnin' the Blues, F. Sinatra, Cap.

Kansas City

1. Hard to Get, G. MacKenzie, X.
2. Honey Babe, A. Mooney, M-G-M.
3. Blossom Fell, Nat King Cole, Cap.
4. Blue Star, F. Sanders, Col.
5. Ballad of Davy Crockett, T. Ernie, Cap.
6. Dance With Me Henry, G. Gibbs, Mer.
7. Learnin' the Blues, F. Sinatra, Cap.
8. Unchained Melody, L. Baxter, Cap.
9. Cherry Pink and Apple Blossom White P. Prado, Vic.
10. Love Me or Leave Me S. Davis Jr., Dec.

Los Angeles

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, L. Baxter, Cap.
3. Dance With Me Henry, G. Gibbs, Mer.
4. Ballad of Davy Crockett, F. Parker, Col.
5. Unchained Melody, R. Hamilton, Epi.
6. Ballad of Davy Crockett, T. Ernie, Cap.
7. Crazy Otto Medley, J. Maddox, Dot.
8. Rock Around the Clock, B. Haley, Dec.
9. Learnin' the Blues, F. Sinatra, Cap.
10. Blossom Fell, Nat (King) Cole, Cap.

Milwaukee

1. Unchained Melody, L. Baxter, Cap.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Honey Babe, A. Mooney, M-G-M.
6. Ballad of Davy Crockett, F. Parker, Col.
7. If I May, Nat King Cole, Cap.
8. Rock Around the Clock, B. Haley, Dec.
9. Hey, Mr. Banjo, Banjo Boys, Cap.
10. No Letter Today L. Paul & M. Ford, Cap.

Mpls.-St. Paul

1. Unchained Melody, L. Baxter, Cap.
2. Rock Around the Clock, B. Haley, Dec.
3. Honey Babe, A. Mooney, M-G-M.
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Unchained Melody, R. Hamilton, Epi.
6. Man in the Raincoat, P. Wright.
7. Breeze and I, C. Valente, Dec.
8. Ballad of Davy Crockett, F. Parker, Col.
9. Don't Be Angry, Crew Cuts, Mer.
10. Dance With Me Henry, G. Gibbs, Mer.

New Orleans

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Rock Around the Clock, B. Haley, Dec.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Unchained Melody, L. Baxter, Cap.
6. Unchained Melody, A. Hibbler, Dec.
7. Ballad of Davy Crockett, F. Parker, Col.
8. Guilty Shadows, C. Johnson, Col.
9. I Belong to You, R. Flanagan, Vic.
10. Blossom Fell, Nat King Cole, Cap.

New York

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Unchained Melody, A. Hibbler, Dec.
4. Whatever Lola Wants, S. Vaughan, Mer.
5. Honey Babe, A. Mooney, M-G-M.
6. Learnin' the Blues, F. Sinatra, Cap.
7. Dance With Me Henry, G. Gibbs, Mer.
8. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
9. Unchained Melody, R. Hamilton, Epi.
10. Blossom Fell, Nat King Cole, Cap.

Philadelphia

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, A. Hibbler, Dec.
3. Dance With Me Henry, G. Gibbs, Mer.
4. Honey Babe, A. Mooney, M-G-M.
5. Ballad of Davy Crockett, F. Parker, Col.
6. Blossom Fell, Nat King Cole, Cap.
7. Something's Gotta Give McGuire Sisters, Cor.
8. Ballad of Davy Crockett, B. Hayes, Cdc.
9. Bandit, E. Barclay.
10. Learnin' the Blues, F. Sinatra, Cap.

Pittsburgh

1. Unchained Melody, L. Baxter, Cap.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Blossom Fell, Nat King Cole, Cap.
5. Rock Around the Clock, B. Haley, Dec.
6. Love Me or Leave Me, L. Horne, Vic.
7. Hey, Mr. Banjo, Sunnysiders, Kap.
8. Dance With Me Henry, G. Gibbs, Mer.
9. Whatever Lola Wants, S. Vaughan, Mer.

St. Louis

1. Blossom Fell, Nat King Cole, Cap.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Learnin' the Blues, F. Sinatra, Cap.
4. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
5. Is This the End of the Line? J. James, M-G-M.
6. Hey, Mr. Banjo, Sunnysiders, Kap.
7. Honey Babe, A. Mooney, M-G-M.
8. Unchained Melody, L. Baxter, Cap.
9. Breeze and I, C. Valente, Dec.
10. Rock Around the Clock, B. Haley, Dec.

San Francisco

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, L. Baxter, Cap.
3. Ballad of Davy Crockett, F. Parker, Col.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Unchained Melody, A. Hibbler, Dec.
6. Whatever Lola Wants, S. Vaughan, Mer.
7. Ballad of Davy Crockett, B. Hayes, Cdc.
8. Blossom Fell, Nat King Cole, Cap.
9. Whatever Lola Wants, D. Shore, Vic.
10. Crazy Otto Medley, J. Maddox, Dot.

Seattle

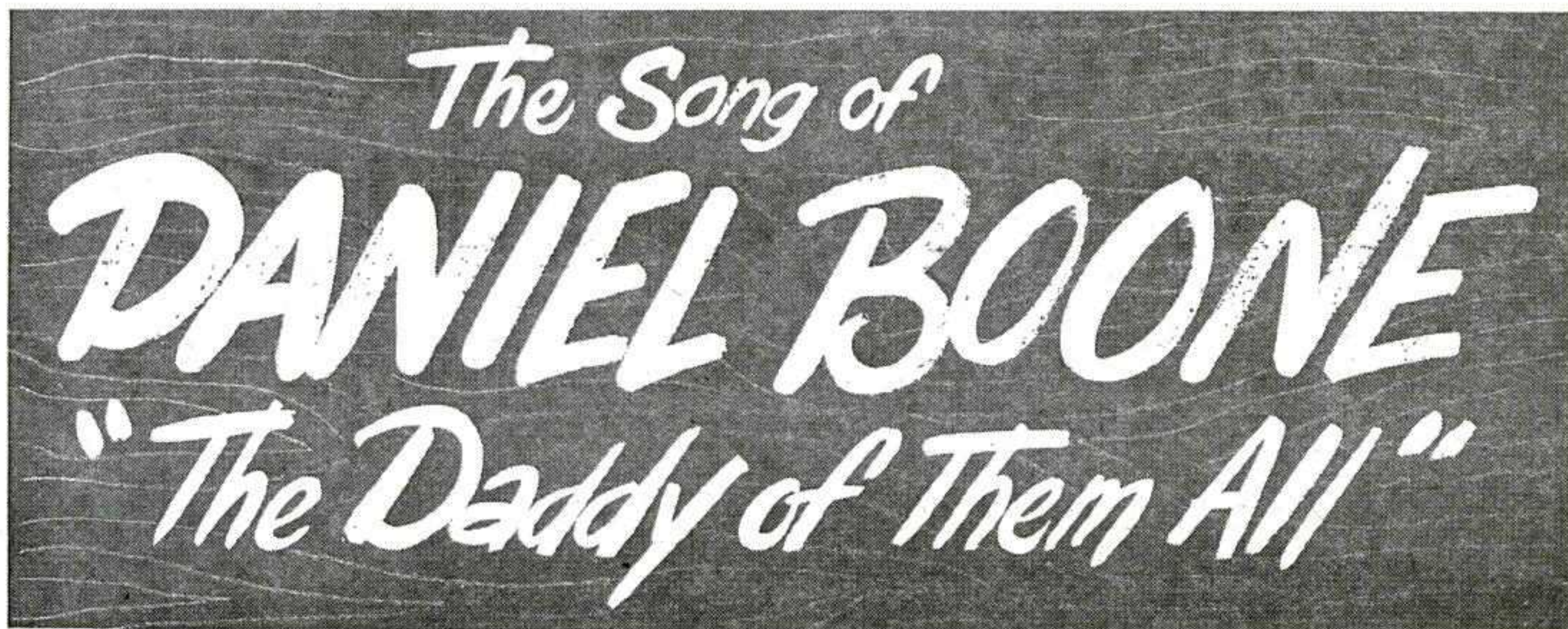
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, A. Hibbler, Dec.
3. Dance With Me Henry, G. Gibbs, Mer.
4. Truly, Dinning Sisters, Ess.
5. Ballad of Davy Crockett, F. Parker, Col.
6. Unchained Melody, L. Baxter, Cap.
7. Breeze and I, C. Valente, Dec.
8. Ballad of Davy Crockett, T. Ernie, Cap.
9. Blossom Fell, Nat King Cole, Cap.
10. If I May, Nat King Cole, Cap.

Toronto

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, A. Hibbler, Dec.
3. Rock Around the Clock, B. Haley, Dec.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Whatever Lola Wants, S. Vaughan, Mer.
6. Ballad of Davy Crockett, B. Hayes, Cdc.
7. Ballad of Davy Crockett, F. Parker, Col.
8. Something's Gotta Give S. Davis Jr., Dec.
9. Blossom Fell, Nat King Cole, Cap.
10. Darling Je Vous Aime Beaucoup Nat King Cole, Cap.

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 36, N. Y.

Davy Crockett made you Lots of Money!!
Now! Here's your Next BIG Money Maker
America's Fastest Breaking HIT



The **ORIGINAL HIT RECORD**

*Sung by Loren Becker and The Brigadiers
 with Enoch Light's Orchestra*

On Sale just 9 DAYS and getting heavy re-orders
 from Boston, Cleveland, Detroit and New York

Kids are already
 switching to
DANIEL BOONE
 "The Daddy of Them All"

Martin Block, ABC

"It is a very fine musical performance and following the present trend it should get a lot of plays from D.J.'s and a lot of spins in juke boxes."

Bill Randle, WERE

"It could be very big."

Lonny Starr, WNEW

"I chose it as one of my picks of the week. I like it better than Davy Crockett."

Rosemarie Coleman, WJBK

"I like it very much. Could be very big."

Tom Armstrong, WGAR

"I like it and it will be very big."

BILLBOARD

"This figures to get plenty of air play"

SENSATIONAL REACTION!

International News
 Service
 coast to coast
 headlines

Dan'l Stalks Davy

Boone Record Makes Gain on Crockett

NEW YORK (INS). Ghosts of Davy Crockett and Daniel Boone are fighting it out today for the favor of millions of American children. So far Davy is ahead . . . but Daniel, "The Daddy of Them All," is coming up fast . . . has started to challenge Davy for the ear drums of the young public.

Waldorf Music Hall Record
No. 78-217
 b/w "KNUCKLES" O'TOOLE
 playing "Honky Tonk Piano"
 Available in Canada on
 Spartan Records

Robin Seymour, WKMH

"I think it is a great record . . . in the same exciting vein as Davy Crockett."

Marty Fox, WAAF

"It will probably go up to No. 1 or No. 2 after all the play it will get."

Paul Brenner, WAAT

"The time is right. The tune is right; I'm sure Loren and Enoch have a winner."

**National Promotion
 BUDDY BASCH OFFICE**
 17 East 45th St.
 New York 17, N. Y.
 MUrray Hill 7-8351

Your Local Distributor or
**WALDORF MUSIC HALL
 RECORDS**
 Harrison, New Jersey
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 565 Fifth Avenue
 Call Enoch Light
 MUrray Hill 8-0420



His greatest since "Here" and "Over a Bottle of Wine"!

TONY MARTIN SINGS

(TOMORROW)

DOMANI

Lyrics by Tony Velona; Music by Ulpio Minucci

20/47-6167

WHAT'S THE TIME IN NICARAGUA?

with Henry René and his Orchestra

RCA VICTOR
FIRST IN RECORDED MUSIC



A "NEW ORTHOPHONIC" HIGH-FIDELITY RECORDING

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

All the fuss started...when

• Best Sellers in Stores

For survey week ending June 1

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	19
<i>I'm Gonna Fall Out of Love With You</i> (BMI)—Dec 29391		
2. MAKING BELIEVE (BMI)—K. Wells.....	2	14
<i>WHOSE SHOULDER WILL YOU CRY ON?</i> (BMI)—Dec 29419		
3. YELLOW ROSES (BMI)—H. Snow.....	3	10
<i>WOULD YOU MIND?</i> (ASCAP)—Vic 6057		
4. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young.....	5	11
<i>Forgive Me, Dear</i> (BMI)—Cap 3056		
5. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie.....	4	12
<i>Farewell</i> (BMI)—Cap 3058		
6. THERE SHE GOES (BMI)—C. Smith.....	8	5
<i>OLD LONESOME TIMES</i> (BMI)—Col 21382		
7. I'VE BEEN THINKING (BMI)—E. Arnold.....	6	19
<i>Don't Forget</i> (BMI)—Vic 20-6000		
8. WILDWOOD FLOWER (ASCAP)—H. Thompson... 13	2	
<i>BREAKIN' IN ANOTHER HEART</i> (ASCAP)—Cap 3106		
9. IN THE JAILHOUSE NOW #2 (BMI)—J. Rodgers... 9	3	
<i>Peach Pickin' Time Down in Georgia</i> (BMI)—Vic 20-6092		
10. MAKE BELIEVE (BMI)—R. Foley & K. Wells..... 11	15	
<i>AS LONG AS I LIVE</i> (BMI)—Dec 29390 BMI		
11. ARE YOU MINE? (BMI)—G. Wright & T. Tall..... 15	19	
<i>I've Got Somebody New</i> (BMI)—Fabor 117		
12. IN TIME (BMI)—E. Arnold.....	7	8
<i>TWO KINDS OF LOVE</i> (ASCAP)—Vic 20-6069		
13. SATISFIED MIND (BMI)—P. Wagoner.....	14	3
<i>Itchin' for My Baby</i> —Vic 20-6105		
14. IT TICKLES (BMI)—T. Collins.....	12	7
<i>Let Down</i> (BMI)—Cap 3082		
15. LOOSE TALK (BMI)—C. Smith.....	10	32
<i>More Than Anything Else</i> (BMI)—Col 21317		

• Most Played in Juke Boxes

For survey week ending June 1

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	18
<i>I'm Gonna Fall Out of Love With You</i> (BMI)—Dec 29391		
2. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young.....	2	10
<i>FORGIVE ME DEAR</i> (BMI)—Cap 3056		
3. YELLOW ROSES (BMI)—H. Snow.....	3	5
<i>WOULD YOU MIND?</i> (BMI)—Vic 20-6057		
4. MAKING BELIEVE (BMI)—K. Wells.....	4	11
<i>WHOSE SHOULDER WILL YOU CRY ON?</i> (BMI)—Dec 29419		
5. I'VE BEEN THINKING (BMI)—E. Arnold.....	5	16
<i>DON'T FORGET</i> (BMI)—Vic 20-6000		
6. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie.....	9	8
<i>Farewell</i> (BMI)—Cap 3058		
7. DAYDREAMING (BMI)—J. Newman.....	7	2
<i>Crying for a Past Time</i> (BMI)—Dot 1327		
8. ARE YOU MINE? (BMI)—M. Lorrie & B. DeVal... 8	10	
<i>You Bet I Kissed Him</i> (BMI)—Abbott 172		
9. MAKE BELIEVE (BMI)—K. Wells & R. Foley.....	-	7
<i>AS LONG AS I LIVE</i> (BMI)—Dec 29390		
10. TWO KINDS OF LOVE (ASCAP)—E. Arnold.....	-	1
<i>IN TIME</i> (BMI)—Vic 20-6069		

• Most Played by Jockeys

For survey week ending June 1

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	19
<i>Dec 29391—BMI</i>		
2. LIVE FAST, LOVE HARD, AND DIE YOUNG —F. Young.....	2	11
<i>Cap 3056—BMI</i>		
3. MAKING BELIEVE —K. Wells.....	4	14
<i>Dec 29419—BMI</i>		
4. WOULD YOU MIND? —H. Snow.....	5	9
<i>Vic 20-6057—ASCAP</i>		
5. YELLOW ROSES —H. Snow.....	3	7
<i>Vic 20-6057—BMI</i>		
6. IN TIME —E. Arnold.....	9	2
<i>Vic 20-6069—BMI</i>		
7. ARE YOU MINE? —G. Wright & T. Tall.....	14	22
<i>Fabor 117—BMI</i>		
8. THERE SHE GOES —C. Smith.....	8	2
<i>Col 21382—BMI</i>		
9. CUZZ YORE SO SWEET —S. Crum.....	6	8
<i>Cap 3063—BMI</i>		
10. BALLAD OF DAVY CROCKETT —Tennessee Ernie. 11	8	
<i>Cap 3058—BMI</i>		
11. WHOSE SHOULDER WILL YOU CRY ON? —K. Wells.....	12	10
<i>Dec 29419—BMI</i>		
12. BALLAD OF DAVY CROCKETT —M. Wiseman....	-	3
<i>Dot 1240—BMI</i>		
13. I WANNA, WANNA, WANNA —Wilburn Brothers... -	1	
<i>Dec 29459—BMI</i>		
13. I'VE BEEN THINKING —E. Arnold.....	7	20
<i>Vic 20-6000—BMI</i>		
15. IN THE JAILHOUSE NOW #2 —J. Rodgers.....	13	4
<i>Vic 20-6092—BMI</i>		
15. AS LONG AS I LIVE —K. Wells & R. Foley.....	-	15
<i>Dec 29390—BMI</i>		
15. SATISFIED MIND —P. Wagoner.....	-	1
<i>Vic 20-6105—BMI</i>		



JEAN SHEPARD

introduced it on Radio Ozark Jubilee.
Now it's the biggest new song in the country market!

A SATISFIED MIND

STARRITE PUBLISHING CO.

Be sure you have the original—this is the one DJ's are spinning and customers are buying!

SALES AND SPINS PROVE THE FLIP IS A HIT TOO:

TAKE POSSESSION

SHAPIRO, BERNSTEIN & CO., INC.



CAPITOL RECORD NO. 3118

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

This Week's Best Buys

SATISFIED MIND (Peer, BMI)—Red and Betty Foley—Decca 29526 This tune is turning out to be another "Are You Mine," with three and more versions looming as chart threats...

Review Spotlight on...

SACRED

RAY PRICE

Call the Lord and He'll Be There (Apache, BMI) A Man Called Peter (Ross Jungnickel, ASCAP)—Columbia 21404—Here's a fine two-sided record...

FOLK TALENT AND TUNES

Continued from page 18

18 years, has framed his own unit for an invasion of New England and Canada... Promoter John Kelley, of Boise, Idaho, has set Lonzo and Oscar, Ray Price, Judy Lynn, Justin Tubbs and Goldie Hill for a 17-day tour beginning at Cheyenne, Wyo., June 7.

Grandpa Jones is touring Novia Scotia June 8-15... We caught the "Grand Ole Opry Tent" Show recently at Fremont, O., and found the unit doing a fair measure of business...

Texas Bill Strength, following the Jimmie Rodgers Celebration in Meridian, Miss., headed back home to Memphis to reload another suitcase...

R. E. (Bob) Tanner, prexy of TNT Records, had to jump into New York to discover his latest talent find, Chuck Lee, who lives only a block from him in San Antonio...

After a five-day stand in Canton, O., June 1-5, the Blackwood Brothers Quartet embarked on an extended tour that will take them into Kentucky, Tennessee, Georgia, Alabama, Mississippi, Texas, Oklahoma and Missouri...

Jim Small, manager for Eddie Zack and His Dude Ranchers, writes from his home in Foxboro, Mass., under date of May 30: "We just had Ferlin Huskey and his gang, who really wowed 'em in New England..."

Columbia record, 'Lover, Lover,' as sung by Cousin Richie, also is going well nationwide.

Wesley H. Rose, of Acuff-Rose Publications, Nashville, made a special trip to the Jimmie Rodgers Celebration in Meridian, Miss., May 25-26, to receive The Billboard's "Country & Western Man-of-the-Year" Award for his late father, Fred Rose...

With the Jockeys

Jockey Sonny Houston, who handles the mike at WORC, Worcester, Mass., infos that he has been promoting a Davy Crockett sale a local J. J. Newberry 5 and 10 in Worcester...

Reviews of New C & W Records

HANK SNOW Cryin', Prayin', Waitin', Hopin'... 87 VICTOR 6154—A Billboard "Spotlight" 6-4-55. (Cedarwood, BMI) I'm Glad I Got to See You Once Again... 87 A Billboard "Spotlight" 6-4-55. (Valley, BMI) JIMMY BRYANT-SPEEY WEST Cotton Pickin'... 75 CAPITOL 3150 — This team has developed country guitar strumming to a high point...

C & W Territorial Best Sellers

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. Ballad of Davy Crockett, T. Ernie, Cap. 3. Would You Mind? H. Snow, Vic. Dallas-Fort Worth 1. Making Believe, K. Wells, Dec. 2. Make Believe K. Wells & R. Foley, Dec. Houston 1. In the Jailhouse Now, W. Pierce, Dec. 2. In the Jailhouse Now No. 2 J. Rodgers, Vic. Nashville 1. In the Jailhouse Now, W. Pierce, Dec. 2. Whose Shoulder Will You Cry On? K. Wells, Dec. Richmond, Va. 1. Ballad of Davy Crockett M. Wiseman, Dot

RECORD DEALERS! Make Extra Dollars in Record Sales at less than 25c a Week

1,052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service... USE THE COUPON TODAY YERMIE STERN 545 FIFTH AVENUE NEW YORK, N. Y.

Bursting Into Bloom! Skeets Yaney's "THE FLOWER OF MY HEART" Acuff-Rose Publications The Most Successful Recorded and Transcribed Library of Western Songs was produced by GLENN SPENCER 745 So. Oxford Los Angeles 5 Duinkirk 2-5595

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending June 1

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records.

Table with 5 columns: Rank, Record Title, Weeks on Chart, Last Week, Chart. Lists 15 top-selling records including 'Ain't It a Shame' and 'Unchained Melody'.

Most Played in Juke Boxes

For survey week ending June 1

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records.

Table with 5 columns: Rank, Record Title, Weeks on Chart, Last Week, Chart. Lists 10 top-played records in juke boxes, starting with 'My Babe'.

Most Played by Jockeys

For survey week ending June 1

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.

Table with 5 columns: Rank, Record Title, Weeks on Chart, Last Week, Chart. Lists 15 top-played records by jockeys, including 'Ain't It a Shame' and 'Unchained Melody'.

Reviews of New R & B Records

RAY CHARLES A Fool for You... ATLANTIC 1063. CORA WOODS I Don't Want to Cry... FEDERAL 12223. BO DIDDLEY Diddle Daddy... CHECKER 819.

OTIS WILLIAMS AND HIS CHARMS Gum Drop... DELUXE 6090. THE HEARTS All My Love Belongs to You... BATON 211.

THE ROBINS I Must Be Dreamin'... SPARK 116. THE MEDALLIONS Speedin'... DOOTONE 364.

BARBARA BLACK Anxious Heart... GUYDEN 200. THE MEDALLIONS Speedin'... DOOTONE 364.

EDDIE VINSON Tomorrow May Never Come... MERCURY 70621. CHARLIE HUGHES That's All I'm Asking For... GROOVE 109.

LIGHTNIN' HOPKINS Grieving Blues... LIGHTNING 104. BULL MOOSE JACKSON I'm Glad for Your Sake... KING 4802.

BULL MOOSE JACKSON I'm Glad for Your Sake... KING 4802. CAROLYN HAYES Really... CHATEAU 2001.

lovely oldie with feeling and nice phrasing. Good jockey wax. (DeSylva, Brown & Henderson, ASCAP)

lovely oldie with feeling and nice phrasing. Good jockey wax. (DeSylva, Brown & Henderson, ASCAP)

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lovely oldie with feeling and nice phrasing. Good jockey wax. (DeSylva, Brown & Henderson, ASCAP)

Large advertisement for Dootone records featuring 'HEAVEN & PARADISE', 'KISS A FOOL GOODBYE', 'FOOLS ARE SCARCER', and 'HERE I'M IS'. Includes 'NEW RELEASES ON ATLANTIC!' and 'HOT This Week!' sections.

The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

For survey week ending June 1
Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta
1. Ain't It a Shame, F. Domino, Imp.
2. As Long as I'm Moving, R. Brown, Atl.
3. Rollin' Stone, Marigolds, Exc.
4. Bop Ting a Ling, L. Baker, Atl.
5. I Can See Everybody's Baby, R. Brown, Atl.
6. I'm a Man, B. Diddley, Che.
7. What'cha Gonna Do? Drifters, Atl.
8. Door Is Still Open, Cardinals, Atl.
9. Henry's Got Flat Feet, Midnighters, Fed.
10. Dearest One, Charlie & Ray, Her.

- Chicago
1. Bo Diddley, B. Diddley, Che.
2. I've Got a Woman, R. Charles, Atl.
3. That's All I Need, L. Baker, Atl.
4. Chop Chop Boom, Danderliers, Sta.
5. Earth Angel, Penguins, Dtn.

- Cincinnati
1. Unchained Melody, A. Hibbler, Dec.
2. Door Is Still Open, Cardinals, Atl.
3. What'cha Gonna Do? Drifters, Atl.
4. Henry's Got Flat Feet, Midnighters, Fed.
5. I Can See Everybody's Baby, R. Brown, Atl.
6. Unchained Melody, A. Hibbler, Dec.

- Detroit
1. My Babe, Little Walter, Che.
2. What'cha Gonna Do? Drifters, Atl.
3. Henry's Got Flat Feet, Midnighters, Fed.
4. I Did It, D. Washington, Mer.
5. Switchie, Wichie, Titchie, Midnighters, Fed.
6. Story Untold, Nutmegs, Her.
7. Chop Chop Boom, Danderliers, Sta.

- Los Angeles
1. Bo Diddley, B. Diddley, Che.
2. Unchained Melody, R. Hamilton, Epi.
3. Ain't It a Shame, F. Domino, Imp.
4. Story Untold, Nutmegs, Her.
5. Don't Be Angry, N. Brown, Sav.
6. My Babe, Little Walter, Che.
7. Wallflower, E. James, Mod.
8. Angel in My Life, Jewels, Imp.

- New Orleans
1. Ain't It a Shame, F. Domino, Imp.
2. Don't Take It So Hard, E. King, Kng.
3. Bo Diddley, B. Diddley, Che.
4. Wallflower, E. James, Mod.
5. Bop Ting a Ling, L. Baker, Atl.
6. Flip, Flop and Fly, J. Turner, Atl.
7. Rock Around the Clock, B. Haley, Dec.
8. I Can See Everybody's Baby, R. Brown, Atl.
9. When It Rains It Pours, B. Emerson, Sun.
10. As Long as I'm Moving, R. Brown, Atl.

- New York
1. Unchained Melody, A. Hibbler, Dec.
2. Story Untold, Nutmegs, Her.
3. Unchained Melody, R. Hamilton, Epi.
4. Flip, Flop and Fly, J. Turner, Atl.
5. If It's the Last Thing I Do, D. Washington, Mer.
6. Ain't It a Shame, F. Domino, Imp.
7. Bo Diddley, B. Diddley, Che.
8. My Babe, Little Walter, Che.
9. I've Got a Woman, R. Charles, Atl.

- Philadelphia
1. Story Untold, Nutmegs, Her.
2. Unchained Melody, R. Hamilton, Epi.
3. Unchained Melody, A. Hibbler, Dec.
4. My Babe, Little Walter, Che.
5. Don't Be Angry, N. Brown, Sav.
6. I Can See Everybody's Baby, R. Brown, Atl.
7. I Diddle, D. Washington, Mer.
8. If It's the Last Thing I Do, D. Washington, Mer.
9. Door Is Still Open, Cardinals, Atl.
10. Everybody Needs Somebody, J. Scott, Fir.

- St. Louis
1. Unchained Melody, R. Hamilton, Epi.
2. You Don't Have to Go, J. Reed, VJ
3. Bo Diddley, B. Diddley, Che.
4. Do Wah, Spaniels, VJ
5. My Babe, Little Walter, Che.
6. Hey, Henry, E. James, Mod.

Table with 4 columns: Label, Pop, C&W, R&B. Lists various record labels and their chart positions.

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists the number of releases for various labels this week.

This Week's Best Buys

SOLDIER BOY (Bryden, BMI)—The Four Fellows—Glory 234
Many areas have not yet received delivery of this disk, but those that have, find it to be a very fast mover. It's now very strong in New York, Boston, Philadelphia, Buffalo and Baltimore and is beginning to roll along nicely in Cleveland, St. Louis, Nashville and Durham. Flip is "Take Me Back, Baby" (Bryden, BMI).

FEDERAL'S COT FLAT FEET (Jay & Cee, BMI)—The Midnighters—Federal 12224
This spoof of a big hit record is now beginning to click in a number of widely scattered territories. Listed this week on the Atlanta, Detroit and Cincinnati territorial charts. It also is selling well in Baltimore, St. Louis, Durham, Nashville, Pittsburgh and Buffalo. Flip is "Whatever You Do" (Jay & Cee, BMI).

Review Spotlight on... RECORDS

BILLY BROOKS
Song of the Dreamer (Revelation, BMI)—Duke 142—
Billy Brooks may have his first hit in this haunting ballad, somewhat reminiscent of "Pledging My Love" in style and tempo. The warbler sings it with sincerity and plenty of feeling. Flip is "Mambo Is Everywhere" (Lion, BMI).

BILLY BOY
I Was Fooled (Tollie, BMI)
I Wish You Would (Tollie, BMI)—Vee Jay 146—
Billy Boy socks over two great Chicago-styled blues sides. The singer displays ace vocal showmanship on both hard-driving spirited tunes underscored by a solid beat. This one should grab off plenty of spins, particularly from boxes.

SPIRITUAL
FIVE BLIND BOYS
Think of God's Goodness (Lion, BMI)
In the Wilderness (Lion, BMI)—Peacock 1747—
The profound sincerity of the five boys is beautifully showcased on this moving disk. Both tunes are inspiring sacred material, and the group sings out on them with warm fervor and exciting pacing.

Reviews of New R & B Records

Continued from page 47
compelling, likable personality on both sides and deserves exposure. (Lively Arts, BMI)
THE CASANOVAS
It's Been a Long Time...69
APOLLO 474—Over a blues figure, the lead tells his girl of the things he has been longing to do with her in his absence. The performance is competent, but the material not much more than so-so. (Bess, BMI)
Bobby Sue
Relief Check...72
HARLEM 2335—The mailman passed her by, it seems. Like the old woman in the shoe, "I got so many children, I don't know what to do." This discourse has its laughs. (Kase, BMI)
H Takes a Lot of Love...68
Chorus waits in back of this shout, and Creole rhythm gives it an unusual flavor. Could do some southern business. (Kase, BMI)
ABNER KENON
Baby Come Back to Me...72
JAY-DEE 804—Kenon shows potent pipes in this rockin' ballad. Could do okay with enough exposure. (Beacon, BMI)
Looka What You Did to Me!...68
Altho taken at a brighter tempo, this packs less punch than the flip, which fault lies mainly with the material. (Beacon, BMI)
JOHNNY OTIS ORK
Sittin' Here Drinkin'...71
PEACOCK 1648—Good vocal sound and beat to this blues. Muddy and instrumentation have an authentic touch. (Gallo, BMI)
You Got Me Crying...71
Same comment. (Gallo, BMI)
MAMIE THOMAS
Nobody Like My Man...71
M-G-M 55009—The singer catalogs her man's good points, and they inspire her to a praiseworthy effort. The backing is simple and unpretentious, but has a solid, easy-going beat. (Marlyn, BMI)
Daddy on My Mind...67
A cry blues that calls forth a lot of weeping and wailing but which falls a little short of sounding completely convincing. (Raleigh, BMI)
LARRY DARNELL
Feelin' Mighty Sad and Low...70
OKEH 7056—A pleasant reading of a slow-paced blues-ballad. (Sylvia, BMI)
My Love for You...69
An okay vocal on a pop r.&b. ditty. However, Darnell is showcased better on the flip. (Crestline, BMI)
DOC BAGBY QUARTET
Grinding...70
KING 4804—Rhythmic doodling, but an odd beat hands this qualities that intrigue the ear. (Jay & Cee, BMI)
Hayride...68
Doc Bagby's organ paces the combo in a rhythmic instrumental. (Jay & Cee, BMI)
CHUCK HIGGINS ORK
Come on and Blow Your Horn...70
ALADDIN 3283—A happy-sounding wadding a rhythm ditty with a good beat and outstanding sax soloing. (Aladdin, BMI)
Pancho...69
A hard-driving instrumental with fine sax solo work. (Aladdin, BMI)

Eckart Firm Exits Phono Matrice Biz

HOLLYWOOD, June 4.—The Charles G. Eckart Company, for 15 years one of the West's most prominent manufacturers of phonograph record matrices, has discontinued its work in the disk business. Firm is offering its equipment, furniture and fixtures to prospective purchasers, in addition to an offer of 10 cents per pound for acetates, mothers and masters in its custody. A veteran in the recording industry, Eckart was one of the first to enter the processing field here.

24 HOURS SERVICE ON REQUEST

Advertisement for Glossy Photos, featuring prices for 5 1/2 inch photos and postcards.

Advertisement for Hotel Avery, offering mail services in Boston.

Advertisement for Mulson Studio, offering 8x10 glossy photos for 5 cents each.

Advertisement for Milton Schuster, offering exotic theater and night club bookings.

Checker Record Co. advertisement for "DIDDLEY DADDY" by BO DIDDLEY.

Imperial Records advertisement for "ANGEL IN MY LIFE" by THE JEWELS.

Nashboro Record Co., Inc. advertisement for "IT'S LOVE, BABY" and "ROLLIN' STONE".

RPM Records advertisement for B. B. KING's "I'M IN LOVE" and "SHUT YOUR MOUTH".

Peacock Records, Inc. advertisement for "BOOM DIDDY WA WA" by MARIE ADAMS.

Clown Costumes and Accessories advertisement with contact information.

Save Money advertisement for Billboard magazine subscription.

GIVE TO DAMON RUNYON CANCER FUND advertisement with subscription form.

Royal American Is Signed To Three-Year Closed Shop

Yearly Reopening of Negotiations On Money Items Provided by Contract

By HERB DOTTEN

EVANSVILLE, Ind., June 4.—The Royal American Shows this week signed a closed shop, union contract.

The signing climaxed extended negotiations between Carl Sedlmayr Sr., RAS owner, and Harry Karsh, organizer for the Carnival and Allied Workers' Local Union 447, St. Louis, an affiliate of the International Brotherhood of Teamsters.

It also marked the second time in three years that the Royal American was the first show to be unionized in a drive by Karsh. In '52 he organized the show under a local charter issued thru the International Jewelry Workers Union, St. Louis. The contract was short-lived, as the American Federation of Labor sparked the revocation of the charter a few months after the RAS signed.

The contract executed by Karsh and Sedlmayr this week is to run three operating seasons, terminating December 31, 1957. It provides the right to reopen negotiations each year, upon 60-day notice, on so-called money items—minimum wage and insurance plan.

It calls for all workers, including owners of rides, shows or concessions or employees, to become union members. It stipulates that any worker must join the union after being with the show for one month.

It requires the Royal American and owners of shows, rides or concessions booked on it to pay \$8 a month to the union during the operating season and for union members to pay \$4 monthly dues during the same period.

The insurance plan is to cover the year-round, with the cost to be borne by payments made during the operating season by show management or individual owners of rides, shows and concessions.

Young Pays Dayton Acts

CHICAGO, June 4. — Ernie Young, of the booking office bearing his name, this week announced he had paid off all acts in the recent Dayton, O., Lions Club show that folded halfway thru its run.

Young said the payments were made, altho his name did not appear on any of the contracts. The show, which was held in the Montgomery County Fair's Coliseum, folded May 4, when the promoter, Ward (Flash) Williams, left, leaving the acts unpaid. It had been scheduled to run May 2-8.

STAR UNSIGNED

Dates, Prize Money Set for N. Y. Rodeo

NEW YORK, June 4. — There will be 17 night performances and 11 matinees, a total of 28 shows, at this year's edition of the World's Championship Rodeo in Madison Square Garden. This will be the same as last year when the event was sliced from the 28 days it was offered in 1953. This season's dates will be September 28 thru October 16, with no shows on Monday, October 3, and Monday, October 10. Gate prices, it is understood, will likely hold to the usual \$6 top price, altho a break in the scale is being considered.

Prize moneys will again go slightly over \$100,000 with about

The plan provides for a life insurance policy of \$1,000, \$2,000 for accidental death. The hospitalization portion contains a \$10 daily allowance for the first 31 days of any one sickness, up to \$200 for laboratory fees and up to \$300 for surgical expenses.

There is only one wage provision. It stipulates that effective July 11, the wages of common laborers on the show is to be increased from

Conn.'s Pyro Law Tightened

HARTFORD, Conn., June 4.—The State Senate, concurring with the House, this week approved a bill making it illegal to keep fireworks with intent to sell. Selling or using fireworks was banned by the last General Assembly. The bill also provides machinery for destroying illegal fireworks seized by the police.

PYROS AND TRAIN

Promotion Activities Increased by Schaefer

NEW YORK, June 4.—The Schaefer brewery firm is going all-out with its promotional activities this season, combining fireworks sponsorship and appearances of its colorful train at Eastern beaches, fairs and celebrations. Most of its chief market area will thus be exposed at one time or another during the season to some form of free entertainment put on by the beer company.

Completed last year, the train was shown at the Coney Island Mardi Gras and also at the Eastern States Exposition. At the latter it paraded around the grounds, in front of the grandstand and before the coliseum audience, as well as ballyhooing the annual on downtown streets in Springfield.

This season the train will make an appearance at the Barnum Festival in Bridgeport, Conn., June 30 to July 2. It will also play the Dutchess County Fair in Poughkeepsie, August 26-31; Rockaways Mardi Gras on September 10; Coney Island Mardi Gras, September 12-15; ESE from September 16-24; New Jersey State Fair in Trenton, September 25 to October 1, and Great Danbury (Conn.) Fair, October 1-9.

\$25,000 of this being in entry fees. The breakdown of per-performance prizes is as follows: \$500 apiece for saddle bronc riding, bareback bronc riding, calf roping, steer wrestling, and bull riding, and \$200 for the wild horse race.

This list totals \$75,600 with entry fees added. These come to \$75 for saddle bronc, bareback bronc and bull riding, \$100 for calf roping and steer wrestling, and \$30 for the wild horse race.

It is likely that a Hollywood cowboy will again be the feature act, but talent arrangements must await signing of the star.

\$40 to \$42. This increase, it was pointed out, is to coincide with the start of the shows' fair season.

The contract calls for no strikes, no sympathy strikes, no lockouts, no stoppage of work. In the event that differences between the union and management are not resolved by them, the contract calls for arbitration by the U. S. Conciliation Service.

Personnel of the Royal American was called to a special meeting on the unionization here Wednesday (1) on the show lot. Held in the Girl Show top, the meeting was well attended.

Sedlmayr opened the meeting with a few remarks in which he reminded listeners of a previous meeting in Nashville about two weeks earlier at which he had discussed unionization. He pointed out that negotiations between him and Karsh had been underway ever since the show's opening at the Memphis Cotton Carnival early in May.

Introduced by Sedlmayr, Karsh told of some of the provisions of

(Continued on page 59)

The company has been sponsoring off-shore pyro demonstrations from barges at the Rockaways and Coney Island for several years, and last year added Revere Beach in Massachusetts to its schedule. This season the displays will be held at all of these places, and also off Nantasket Beach in Massachusetts. Shooting off the displays will be the International Fireworks Company of North Bergen, N. J., and the Interstate Fireworks Company of Bridgewater, Mass.

Fireworks will be shot off Coney from June 14 to August 30, on Tuesdays at 9 p.m. plus July 4; off Rockaway Beach from July 6 to August 31, on Wednesdays at 9 p.m.; off Revere Beach on June 15, July 3, 13 and 20, August 3 and 17.

(Continued on page 57)

Spending Termed Okay As Lush Holiday Ends

NEW YORK, June 4. — Show, park and resort operators rested during midweek from one of their best Decoration Day holidays in many years, the weather and spending pattern of the public combining to make it a lush weekend for virtually everyone who operated.

Midways had banner business on Monday (30) and the few which were in operation on Sunday had a fine day.

Altho forecasts of rain and threatening weather held down early turnouts on Saturday, it was mild tho overcast in most sectors and matinee business perked up around 4 and 5 p.m. Night turnouts and spending were good, as was the case on Friday night (27).

In the New York and New England area there were late showers on Sunday but spending was hefty whenever the rains slackened. It was noticed that crowds were not scurrying home when the showers fell starting at around 8 p.m. The tendency was for them to merely take shelter and patiently await another chance to patronize rides and concessions.

The spending attitude was

EDITORIAL

Employers, Employees?

Two weeks ago The Billboard went on record endorsing the policy of the American Federation of Labor in refusing to organize the carnival field.

We cited—and now repeat—that AFL policy "Always has been contrary to issuing charters where there is no stability. This (carnival) work is highly seasonal and it is difficult to determine employee status of many of the people engaged in this business."

This policy we termed "patently realistic." And, it continues to be precisely that.

Two weeks ago, The Billboard voiced opposition to efforts of a teamsters' chartered union to organize carnival workers. Since, one show—the Royal American—has signed with that union.

One of the contract provisions is that all workers must become members of the union.

This means that the owner-operator of a ride, show, or concession must be a union member if he does any work in connection with the ride, show or concession.

It means that the owner-operator would be a member of the same union as the people he employs.

It also means that such owner-operator would pay \$4 a month union dues for the right to pay out of his own pocket an additional \$8 for life-and-hospitalization insurance.

All of which is obviously unrealistic.

This is one of the reasons why now—as two weeks ago—we oppose the efforts of the teamsters'-chartered union to organize the field.

Nat'l Advertisers Allot \$3 Million for the Road

Continued from page 1

even tho few today are seen in street parades.

Best example of an outdoor show business ad medium is the Ringling Bros. Circus Magazine Program in existence for 74 years and published by Harry Dube since 1942. The 76-page book with covers this year carried some 45 pages of advertising costing an estimated minimum of \$2,000 per page.

Advertisers range from American Airlines to Wildroot Hair Tonic and include such astute big spenders as Philco, Colgate-Palmolive, Bristol-Myers, Pabst and Schlitz, Coca-Cola and Seven-Up, Remington Rand, Buick, Shell Oil and a host of cigarette companies.

Biggies Buy Space

The 60-page World of Mirth magazine published by Gerald Snellens and in existence for only a few years, carries the messages of some 15 national concerns. Included are Philco, Sinclair, Swift & Company, International Harvester, Columbia Bicycles, Coca-Cola, Gilbert Rains, Hanes Knitting Mills and Camels, Cavalier, Pall Mall, Marlboro and Philip Morris cigarettes.

Repeat business earned by these and other like periodicals is judged at around 90 per cent, which is

both notably high and indicative of a belief in value on the part of the advertiser. The cigarette companies have a fondness for this type of advertising. Chesterfield has been represented in the Ringling program for some 50 years; Lucky Strike and Philip Morris for 30 years. Pabst Brewing has been represented for some 60 years, off and on, since 1895.

In recent years the Ringling folks have sparked the editorial content of their magazine with such names as Ernest Hemingway, Robert Sherwood, John Steinbeck, Lowell Thomas and William Lyons Phelps, not to mention a host of movie personalities. Their participation is almost certain to be a work of love, rather than financial gain, showing a desire to be a part of this phase of Americana.

Thrill Show Benefits

Representative of the thrill show and allied fields is the Jack Kochman organization which operates the Hell Drivers, automobile daredevil group and, this year for the first time, Lucky Dogs, a greyhound racing show. Ad tie-ins held agent Bob Conto may represent as much as \$100,000.

For both shows the Dodge Division of the Chrysler Motor company furnishes both cars and trucks, including the expensive tractor variety. Other participants are Caso Dog Food, a division of Corn Products, Sinclair Refining, Goodyear Tire and Rubber, and MoPar. Programs issued in conjunction with both shows will also carry other advertising.

The Jimmie Lynch Hell Drivers, also tied in with Dodge, are currently featured in the national advertising of Goodyear to the advantage of both.

Perfect Sampling

The field offers a perfect sampling media for soft drinks and other products consumed on show grounds. Coca-Cola, long dominant, has lost considerable ground in recent years to Pepsi-Cola which made notable gains under the direction of Paul Little.

Biggest tie-in of the season was the General Foods national television show featuring Ringling acts from Madison Square Garden. The circus was paid \$100,000. Merchandising on the retail level is being carried on across the country in connection with the circus.

An even bigger circus tie-in is now being planned by one of the major agencies. A new publishing firm, aware of the millions attracted to fairs and parks, in addition to the other outdoor segs, is planning units for national circulation with imprints identifying the publications with the distributing event.

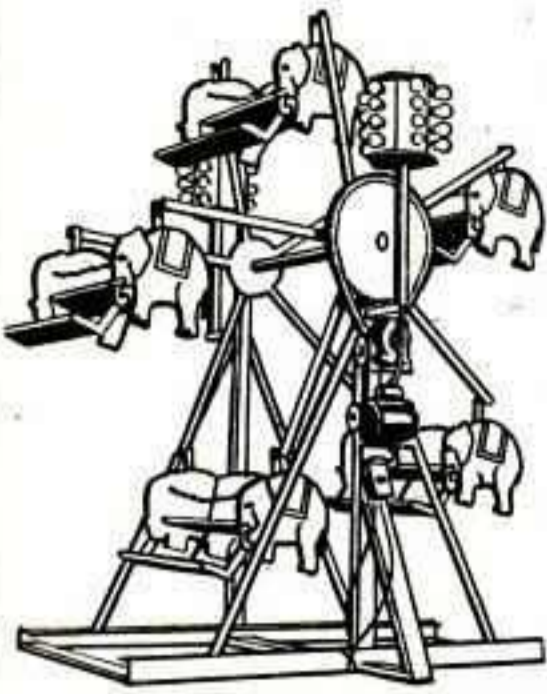
Bill Atterbury Falls in Joliet

JOLIET, ILL., June 4.—Bill Atterbury, of the Sky Kings, double sway-pole turn, escaped serious injury here Decoration Day (30) when he plunged 30 feet to the ground during his performance. He broke his fall by grabbing a guy line on the way down.

Accident occurred when he lost his grip on a pole made slick by the rain. He escaped with severe bruises and a bad shaking up.

The Sky Kings appeared here with the Larry Sunbrock Wild West and Thrill Show, May 28-30, under auspices of the local Lion's Club.

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'.

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Ill. Fair Adds Nelson Eddy To Act Bill

SPRINGFIELD, Ill., June 4.—The Illinois State Fair this year will return to the use of name attractions after a two-year hiatus. Fair this week announced the signing of Nelson Eddy after it earlier inked the Crew Cuts.

Eddy will head up a one-night grandstand show August 12, along with his singing partner, Gale Sherwood. In addition, Barnes-Carruthers Theatrical Enterprises, Chicago, will provide variety acts along with Lou Breese and his orchestra and 19-voice mixed chorus. The Barnes office will, as usual, have its night revue in front of the grandstand for five nights, Monday thru Friday.

The Crew Cuts will head up the fair's night grandstand show on August 12.

The signing of name attractions by the Illinois annual is the first since 1952, when it had Ted Weems, Rex Allen and Jerry Colonna. Previous to that the fair had used Gene Autry and Jack Benny one year and Bob Hope another year.

Brandon Signs Texas, Ohio Fairs Sports Show In N. Y. Sets Armory Repeat

NEW YORK, June 4.—Hypnotist Joan Brandon and her brother-manager Jack Brandon announced today the signing of two fairs for this season.

Miss Brandon will appear at the Sandusky County Fair in Fremont, O., on September 7-8, and also the East Texas Fair in Tyler, Tex., September 12-17. In both cases she will be the entire grandstand show, working on a guarantee. Miss Brandon will also show this season at Eldridge Amusement Park in Elmir, N. Y., July 4-10, a repeat from last year.

An Eastern booker is preparing a route for the hypnotist, for the 1956 season, with some six fairs reportedly lined up at the present.

Stocks Racing At Danbury

DANBURY, Conn., June 4.—Stock car races started their season at the Danbury Fair Speedway on Saturday (21). Track is a third-of-a-mile dirt track. Admission, which will include grandstand seats and free parking, will be \$1 for adults and 50 cents for children.

Races will again this year be under sponsorship of the Southern New York Racing Association and will have as its officials John Coughlin of Brewster, N. Y., starter; Margorie B. Carpenter, announcer, and E. J. Carpenter, scorer. John W. Leahy is general manager.

Sunbrock Thriller Set for Montreal

MONTREAL, June 4.—Larry Sunbrock's Wild West and Thrill Show split this week between Peterboro and Sarnia, Ont., en route to Montreal, where it is set for the local baseball stadium June 8-12. Show has six weeks in Canada, Sunbrock says. Appearing with the unit are Bill Atterbury's Sky Kings, double sway-pole act, and a German motorcycle importation.

Show opened the season at Orlando, Fla., May 1-3, and since then has played Jacksonville, Fla.; Owensboro, Ky., and Joliet, Mattoon and Danville, all in Illinois, before moving into Canada.

Late this month Sunbrock will go to Venezuela to set a tour of eight towns for playing October thru November. From Venezuela, Sunbrock will hop to Colombia and Panama to arrange further dates. Bill Thompson, Bud Decker and Joe Evans will have charge of the unit during Sunbrock's absence.

Mass. Groups Elect Campbell and Gibson

BOSTON, June 4.—Officers were elected for both the Eastern and Western Massachusetts Fairs Associations at their annual meetings. Reports to the sessions showed 126 fairs in the State last year of which 13 were classed as major fairs. Total attendance was 959,562 of which 537,365 people went to the Eastern States Exposition and Brockton Fair.

The Western group, comprising four counties in which 55 fairs were held in 1954, named Richard H. Campbell of Greenfield as president. Other officers are vice-president, Mrs. Ernest Randall of Westfield; secretary, Mrs. William Spooner of Brimfield; financial and recording secretary, Mary E. Carlon of West Springfield.

The delegates heard from Elizabeth Behrens of Agawam, State 4-H delegate to the National 4-H Congress, who discussed benefits to participants in the program.

Doherty Report Read
A report was forwarded from Leo Doherty, director of fairs, who was prevented from attending due to illness. Miss C. N. Griffen noted for Doherty that 54 of the area's 55 fairs received prize money totaling \$34,204, and added \$18,430 of their own money to total \$52,634 spent on agricultural exhibits last year. These exhibits totaled 34,706 of which 46 per

cent or better than 16,000 were youth exhibits. Attendance at the fairs was 153,636 and with the added attendance of the Eastern States Exposition the total attendance was 566,001.

Breakdown of the Western district's fairs showed 8 major fairs, 11 community, 11 youth, 3 livestock, and 22 grange. A dozen were held in Berkshire County, 11 in Franklin, 16 in Hampden and 16 in Hampshire.

The Eastern association held its third annual affair at Weymouth Grange Hall in South Weymouth, with some 60 persons in attendance, representing 16 fairs. William Gibson of West Bridgewater was named president for the coming year.

Western Officers Named
Other officers are Vice-Presidents John MacFarlane of Boston, Norman Lawton of Foxboro and Carlton I. Pickette of Hanson. On the executive committee are E. Gerry Mansfield of West Peabody and Philip A. Quinn of Spencer. Henry Gigure of South Weymouth was renamed secretary.

Doherty's report to this meeting noted that 71 fairs were held in the nine Eastern counties, 70 receiving prize money totaling \$21,773, and paying \$10,839 of their own money. There were 9,900 youth exhibits among the 24,254 exhibits, and attendance was 268,561. Brockton Fair attendance raised the figure to 393,561. There were 3 fairs in Barnstable County, 15 in Bristol, 1 in Dukes, 8 in Essex, 21 in Middlesex, 1 in Nantucket, 5 in Norfolk, 12 in Plymouth, 5 in Suffolk. There were 5 major fairs, 7 community, 8 youth, 8 livestock, and 43 grange.

Fair publicity was discussed by Charlie L. Callanan, Brockton Enterprise agricultural editor. He stressed that fair releases should include names of local people in their opening paragraphs, and should include numerous one-paragraph items. Charles Glass of WJDA, Quincy, also spoke. Both lauded the co-operation received from 4-H and agricultural groups.

Sports Show In N. Y. Sets Armory Repeat

NEW YORK, June 4.—The 1956 edition of the New York Sports, Travel & Vacation Show will be held February 17-26, at Kingsbridge Armory, the Bronx.

According to Lester Eisner Jr., president of New York Expositions, Inc., producers, plans include new and dramatic travel exhibits as well as new equipment for demonstrations of aquatic sports. The special travel and vacation section of the show, sponsored by the National Association of Travel Organizations, will be enlarged.

The two public casting tanks in which sportsmen tested new equipment made available by exhibitors, also proved popular and will be repeated. The Berkshire Farms trout pool will again be featured in the 1956 show, again on a percentage basis.

There will be five pools and tanks at the New York Sports, Travel and Vacation Show.

Illinois Fair Inks Racing Dogs

GRIGGSVILLE, Ill., June 4.—The Western Illinois Fair, scheduled to run here June 30-July 4, will feature Jack Kochman's Lucky Dogs for three nights, starting June 30. To advertise the racing greyhounds, the fair is using 48 24-sheet boards.



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- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for your Coaster)
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- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Require Little Space)
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- NATIONAL AMUSEMENT KIDDIE FERRIS WHEEL WITH CLOSED CARS
- CONCESSION SUPPLY CO. JEEP RIDE.
- WHIP . . . 12-CAR MANGELS . . . RECENTLY UPHOLSTERED . . . NO PLATFORM.

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Hunt Crowds, \$\$ Mark Record Pace

Solid Performance, Helicopter Ballyhoo, New Physical Features Build Top Takes

By JIM McHUGH
 PRINCETON, N. J., June 4.—Hunt Bros.' Circus has reaped a harvest in the first five weeks of its 63d annual tour. The dollars have been gathered within a 65-mile radius of its Burlington, N. J., winter quarters. A continuance of this kind of business, which includes a sprinkling of three-a-day and straw houses, will give the show the finest season in its history.

Showing this seat of culture Tuesday (31), Charles T. Hunt, dean of the nation's circus men, and his sons Charles Jr. and Harry, analyzed their experience in scholarly fashion. Good business conditions and good weather were duly credited. But the "blame" for the consistent crowds was laid squarely on the show's sound-equipped helicopter. This \$40,000 ballyhoo innovation of the Hunts is worth every penny of its initial, operational and maintenance costs, even tho the latter includes such tidy sums as \$4,500 for a major overhaul.

Piloted by Stuart Clark, reportedly one of only some 60 pilots in the nation having more than 1,000 hours of helicopter flying experience, the ship is in use about four hours each day. The show area is covered first and then Clark continues on to take in the next four to six towns to build the advance.

Plenty of Value
 Once they get folks on the lot the Hunts load them up with value and send them away happy. The performance is both colorful and exciting and seems to hold the interest of moppets and adults alike from start to finish. Certainly the public gets its money's worth with prices pegged at \$1.10 and 50 cents.

Within a year's time the Hunts

have added a portable grandstand with more than 300 chairs, which they designed and built themselves, the helicopter, a new mobile comfort station, and the first big top using airplane cable exclusively. A stake driver wagon with power winch equipment is also new.

The few minor bugs in the building of the unique big top have been worked out and the Hunts are well satisfied. The show owners and the tent builder, Arthur Campfield, studied the structure in the gusty, drenching weather that hit here. Apart from the strength and lightness that are cable features, it was noted that, except for the usual storm guys, the top needed no special handling since the wire allows for no canvas expansion or contraction.

Mobile Comfort Wagon
 The comfort station, a gleaming vehicle inside and out, has done the show almost as much good as the helicopter, the Hunts say. Actually it has absolved countless little problems of sanitation encountered in the past and made a hit with the public, a known fact since newspapers have devoted considerable space to this appointment.

The performance is nicely paced with the three rings well populated in most of the 24 listed displays. The spec is well dressed and impressive with eight bulls and considerable ring stock to give it length and size.

New is the working of Sadie, a trained camel, by Welby Cooke who also presents the Liberty horses, matched palominos. Walter Jennier and his seal, Buddy, rank with the best acts of this kind. The sea lion performs multiple tricks flawlessly with a minimum of coaxing and feeding.

Aerial Feature
 Miss Aerialetta (Mrs. Jennier) presents a thrill-packed routine on the flying trapeze. Top stunt is a heel-foot catch on the cross bar from a standing position after the trapeze has attained full flight. The attractive lady works without nets or other safety devices.

Big act is the Bogino-Bostock troupe, riding and Risley, a smooth, standard big top presentation. Wire walkers Don Francisco and Bob Stanley give a nimble display of balancing and Capt. Roy Bush, among others, capably handles the show's elephant herd climaxing in a long mount.

The band, led by A. J. Ramirez with Stella Wirth at the organ and several former Ringling sidemen, is excellent.

Tanit Ikoa is again the concert feature. The hypnotizer of animals is reported still very successful, altho she has been over the route several times. Top concert attendance on one day so far was 1,856 persons at 25 cents a head.

Gilligan Transport Chief
 Show is traveling on 26 straight and tractor trucks, all of which appear in excellent shape. Joe Gilligan, who broke in with the Hunts in 1923 and has since trouped with a number of shows, including King last year, is transportation superintendent. In all there are 56 pieces of mobile equipment on the show, including a colony of late model trailers, a number of which are new this year.

George Foster is concentrating on one hit a day for his banner department, preferring one big one—usually an automobile tie-in—to a dozen small ones.

Having found money plentiful in the industrial areas, the show will likely continue to route the same kind of territory with New York and New England to follow New Jersey.

R-B PRESS TIX A-PLENTY: JUST BRING BOX TOP

NEW YORK, June 4.—Altho the Ringling press staff is covering daily papers along the show route, weeklies are being supplied with press material by the Monroe Greenthal Advertising Agency here, which is handling ads for the Big One. It works this way: When the agency sends out its first ad for the weekly, included are a mat and a two-page press release written by the circus. The weekly's people are asked to show up on the lot, identify themselves, produce a clipping of the press story, and that will earn them two show tickets.

Hall of Fame Work Started At Sarasota

SARASOTA, Fla., June 4.—Ground-breaking ceremonies for the Circus Hall of Fame were staged here Tuesday (31), with Ella Bradna turning the first shovel-full of dirt.

John L. Sullivan, president of the Hall of Fame, said a contract for \$159,091 had been let for construction of buildings. Another \$100,000 reportedly will be spent in preparing the site, which is on the North Trail.

The showplace will include an all-glass building to house the Two Hemisphere bandwagon, which is scheduled to be donated by Dr. B. J. Palmer. A large collection of mechanical displays from Europe and Coney Island are to be shown at the Hall of Fame. It also will be busy, Sullivan said, as a circus talent training location.

Plans call for the display to be opened in November. Sullivan has been director of the Museum of the American Circus, one of the State's Ringling museums, here for several years. In the new venture with him are C. A. Selby, Herbert J. Horn, Paul F. Thieland and Cody Fowler.

by Eddie Arvida and Ray Sinclair presenting ponies and monkeys; Display 3.—cloud swings; Miss Carla, Miss Joanne, Miss Emore; Display 4.—Three Aurelios, juggling, flanked by Louis and Diane hand balancing and Ronnie Rennes, hand balancing; Display 5.—Liberty horses presented by Welby Cooke; Display 6.—clown walk; Display 7.—two dog acts presented by Ray Sinclair and the Stanleys; Display 8.—Miss Agnes and Miss Reggie on webs; Display 9.—Marsha Hunt working baby elephant Rahnee flanked by Capt. Roy Bush and Welby Cooke working single bulls; Display 10.—clown walk; Display 11.—Bogino-Bostock riding act; Display 12.—Don Francisco and Bob Stanley, wire walkers; Display 13.—Tanit Ikoa concert announcement; Display 14.—Stallion worked by Welby Cooke; Display 15.—clown walk; Display 16.—Louis and the Oliver Sisters, head balancing, flanked by Millie Mae and Diane, rolla-rolla and Miss Joanne, contortion; Display 17.—clown walk; Display 18.—Walter Jennier and the seal, Buddy; Display 19.—five small elephants worked by Capt. Roy Bush; three big elephants worked by Lou Barton; Display 20.—second concert announcement; Display 21.—Miss Aerialetta, flying trapeze, flanked by Eddie Arvida, trapeze, and Miss Lois, neck loop; Display 22.—Bogino Family, Risley; Display 23.—clown walk; Display 24.—riding school presented by Phil Wirth.

Albert and Judy Spiller, Spiller's Seals, have returned to their Tarpon Springs, Fla., headquarters after a successful winter season abroad. They are preparing equipment before starting a tour of fairs and celebrations for George A. Hamid & Son.

St. John, N. B., Starts Master Plan Program

10-Year Building Plan to Result In New Fairgrounds

ST. JOHN, N. B., June 4.—The Saint John Exhibition Association has launched a long-range fairgrounds improvement program that will end up with practically a new layout, D. R. Neal, manager, announced. The work will be spread over a 10-year period.

The plan calls for full development of the area, with construction of permanent buildings, roads and walks, extensive parking facilities, bus terminal and landscaping. Building will be grouped for the fullest possible convenience to exhibitors and the public.

Each building will be located according to the master plan and will be designed for all-year use and available for other purposes thru-out the year.

A grading program is already under way, and sanitary fill with gravel and soil coverage will be used in the low-lying parts of the area. The ground is now being prepared for the early moving of the harness race stables to the east of the race track to conform to the long-range plan. The stables will be accessible from the Golden Grove Road following the move.

The master plan was drawn up by Gaylord R. Lewis, Findlay, O., fairgrounds consultant and architect.

This year's fair will be held under canvas on the grounds. Plans include a flower show, handicraft and household art exhibits plus carnival and grandstand attractions. Dates are August 27-September 3.

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Frog Jubilee Turnout Dips 300 Under '54

ANGELS CAMP, Calif., June 4.—A new Saturday night attendance record of 5,200 was set here at the Calaveras County Fair and Jumping Frog Jubilee, which closed its annual four-day run Sunday night (22) with a total count of 23,700, about 300 under 1954. The event was well paced entertainment-wise with the closing day highlight being the firing of two high-powered rockets and two simulated atomic bombs as an Air Force bomber flew low to add combat realism.

The jumping frog competitions for \$1,000 in top money and the atomic bomb display were features of the closing afternoon. A Stockton entry, Tule Pete, won the frog jump with a distance of 15 feet 5 inches, endangering the 16 feet 10-inch all time record.

The rockets and simulated bombs were good companion publicity material with the frog jump. The display, along with the expanded Saturday night fireworks presentation, was handled by Felix Crucci, of the Suffolk Fireworks Company, Bellport, N. Y.

A commentary on the devastating effects of the A-bomb was given before the firing of the first bomb at 5 o'clock in the afternoon. The set-up was atop a hill away from the fairgrounds because of the concussion produced by the bombs. High winds shortened the duration of the mushroom-shaped smoke pattern. Carl T. Mills, secretary-manager of the fair, said that the explosions were definitely a feature, particularly for the simulated attack with a bomber flying low as if dropping the missile.

Live Talent

Using the policy of a one-pay gate with \$1 admission, the fair offered the Don Cossacks, a group of Russian singers and dancers, on Friday night. Saturday's program included Bill McGaw's Tournament of Thrills in the afternoon and a vaudeville show in the evening. An expanded fireworks show, also staged by Suffolk, followed the stage presentation. It was produced and staged by Isabelle Whall of Fun Unlimited, San Francisco. Acts included Tony LaRue, xylophonist; Matt and Matty King.

(Continued on page 63)

KIDS, ANIMALS CALLED KEY TO PHOTO SUCCESS

SOUTH WEYMOUTH, Mass., June 4.—Include children and animals in publicity pictures, Eastern Massachusetts fairmen were informed at their annual get-together last week, and the photos will stand a vastly better chance of being picked up by area newspapers. Charles Callanan, of the Brockton Enterprise, also suggested that press releases should lead off with names of local people and include several one-paragraph items. "Emphasize not the fair or attractions," he suggested, "but the people connected with them."

New Florida Event Plans Fall Run In Jacksonville

JACKSONVILLE, Fla., June 4.—Organization of the Greater Jacksonville Fair Association, Inc., was finalized here Tuesday (31) with Ted Chapeau, of radio station WMBR, named president. Tentative dates are November 9-18.

The fair is to be staged in the Gator Bowl with industrial exhibits under the stands and farm displays and a midway outside the stadium. Admission will be 50 cents for adults and 25 cents for children.

Organization was formed to raise funds for the care and treatment of blind children under school age. Other officers include James E. Gorman, vice-president; S. E. Lorimer, secretary, and J. L. Whittle, treasurer.

Georgetown, Ill., To Erect 4 Bldgs. On New Fairgrounds

GEORGETOWN, Ill., June 4.—The Georgetown Agricultural Fair Association will erect three permanent buildings on its new grounds here and has completed plans for a fourth structure. The new ground is just east of City park.

Financed by \$38,000 in State aid, the new buildings will include a home economics and general exhibit building, 150 by 50 feet; a beef and dairy cattle barn, 150 by 52 feet, and a hog and sheep barn, 40 by 150 feet. The fourth will be a 20 by 20-foot restroom building.

The fair board is mulling plans for opening a day earlier than scheduled with a parade on August 14.

Polack Hosts Club; PCSA Treat Show

LOS ANGELES, June 4.—Polack Bros.' Circus and the Pacific Coast Showmen's Association were the guests of each other here Monday and Tuesday nights (30-31).

On Decoration Day members of the PCSA and its auxiliary were guests of the Polack show's management for the opening evening performance at Shrine Auditorium. About 150 members attended.

The following night a party was staged in the clubrooms for the show's personnel following the night performance. With about 75 guests attending, a buffet supper was served. The club's committee included Harry Seber, Newton Stone, Ben Beno, E. J. Rose and Tom Condron.

Placerville, Calif. Ups Premiums \$4,257

PLACERVILLE, Calif., June 4.—The El Dorado County Fair here will offer \$30,974.50, an increase of \$4,257 over last year, in premiums during its three-day run starting August 19, Guy W. Davenport, manager, said.

The premium list offers \$25,802 in awards from State funds, and \$5,172.50 from county funds. A new classification is being added for exhibits by Future Farmers of America members. Awards in this division total \$1,176.

Philly Circus Date Is Okay Despite Big Top Gate Dip

PHILADELPHIA, June 4.—The unique Philadelphia circus date wound up good for everyone last Saturday (28), spokesman John Quinn reported. Quinn and his partners, Jack Essner and attorney Sam Moonblatt, control the date by virtue of holding a lease on the property, a play site operated by the Lighthouse, a group which aids the blind.

Attendance at the Ringling Circus, which is the principal drawing magnet at the Erie Avenue lot, was reported off from last year but the claim was made that business remained on a par with last year for the operators of some 82 midway units which were set up in front of the circus midway and main entrance.

Poor weather marred the opening but the weather for the remainder of the week's run was on the warm side and the midway operating pace picked up considerably. The play on closing Saturday was reported very big with all units reaping a harvest.

Circus Yields for Lot

The unusual setup, in which the circus sets up behind an extensive midway operation, was started last year. The Big Show accepted the arrangement because of location of the lot, which it could not duplicate thru its own efforts, adjacent to the city's better mass residential sections.

Space was sold at a straight \$20 a front foot—a fee comparable to the charge exacted at the nation's best fairs. The real estate was in such demand that the saturation point of sales was reported reached early this winter in Florida.

Also circus attendance was off from last year, Quinn said no complaints had been registered with him, allowing for the assumption that arrangement would be continued again next year. Quinn and his partners hold a five-year lease on the property for this purpose and so it is possible that the ar-

range could be continued for at least that time.

Immediately after the closing the extensive job of repairing the play fields was begun. Arrangements in connection with the staging of the date call for the circus to receive the lot free and for Quinn and his associates to return the area to its first-class recreational status as soon as possible.

Edmonton Ex To Install Vapor Lights

EDMONTON, Alta., June 4.—A mercury-vapor lighting system to cost \$6,000 will be installed in some areas of the Edmonton exhibition grounds. Several new poles will also be installed.

Fred Miller, assistant manager of the association, told exhibition directors the present lighting system was obsolete. Purchase of an emergency power plant for the fairgrounds was discussed.

A \$16,000 contract for the painting of exhibition buildings was awarded. The roofs of several buildings will be repaired.

Springfield, Mass., Shrine Date Wins

SPRINGFIELD, Mass., June 4.—Melha Temple successfully revived its Shrine circus last week by drawing four capacity houses to the 7,000-seat Eastern States Coliseum. Members cashed in on an extensive radio-TV advertising campaign and also produced a 90-page advertising program.

Potentate Fred Conkey said the group has voted to hold the circus again next year.

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AUDITORIUMS-ARENAS

Milw. Arena Points Way to Yule Bookings: Shop Early

By TOM PARKINSON

It's Christmas shopping time in the arena business. Time, that is, to start contacting business and industrial groups with a view to booking holiday parties.

This is the view of Elmer Krahn, manager of the Milwaukee Auditorium & Arena. Krahn is one of the fortunate ones whose "shopping" is done early. Since Milwaukee began to concentrate on booking industrial groups for the otherwise slack Christmas season, it has worked up a roster of about a dozen regulars who now set dates for yule events a year in advance.

Krahn points out that it took only about two seasons for the Milwaukee set-up to reach a "permanent" status. In that time, the industry groups decided they liked the idea and they began budgeting it as an annual item. In the same period, the building management was able to select those that showed promise of being regulars.

All arenas can get into the Christmas party business the same way, Krahn feels. This is particularly true of those buildings which have catering service to supply meals or refreshments. Milwaukee contracts require use of building catering service.

Most building managers find that December is a slack time for bookings by shows and other events. That is what prompted Milwaukee to move into the party business for that month. The idea converted a liability into an asset.

Krahn recalls that when they found soliciting necessary they did it in September. But he is definite now in stating that June and July is a better time for starting, and none too early.

In some cases, industrial management itself is the buyer, and usually the negotiations are with

the firm's public relations man. In other instances, the dealing is with union officials. And in still others the man to sell on the idea is the one in charge of the company's employee recreation association.

Most companies will want weekend time. That limits the number that can be booked, but many arenas will find that they can handle more than one at a time thru use of large and small halls in the structure. Krahn finds that the season starts about December 5 and runs thru January 2, since some events can be booked between Christmas and New Year's Day. That allows about four weekends for the major events.

In Milwaukee the major ones include the Schlitz Brewery employees, who turn out 6,000 strong, and Allis Chalmers foremen, who have about 7,000 at their party. One of the smaller ones is a trucking company, which has 1,200 guests.

What the buyers want varies considerably. It may be an afternoon party for youngsters as well as parents. There will be refreshments to serve and maybe a meal. One Milwaukee event calls for the building's setting up a dance floor for evening activities while the guests are in another hall for a grab-bag feature. Sponsors supply the gifts, but buildings usually supply foods and decorations. Milwaukee also leaves entertainment plans in the hands of the host group. Several buy a package show of professional entertainment, while others use home talent, contests and group activities.

In all cases, the idea should not only prove to be an effective way to keep a building busy in an "impossible" time but also turn into a block of repeat business that goes on the books almost automatically and with a minimum of effort after the initial years.

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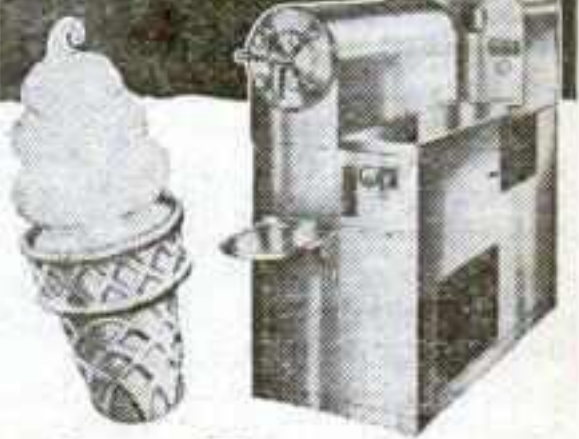
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BEARS, STOCK TO ADD

Hagen Bros. Pleases With Talent, Layout

By TOM PARKINSON

ARLINGTON HEIGHTS, Ill., June 4.—Hagen Bros.' Circus performance makes a pleasing appearance and provides a good offering aimed especially at youngsters. The show has been enjoying good business in Wisconsin and Illinois stands, including this Chicago suburban spot where it appeared Saturday (21).

The show currently is short a Liberty act, new caged bear act and some other turns now on loan to Clyde Bros. These will be back later, and meanwhile Hagen is maintaining a strong performance.

The circus is marked by clean props, fresh and colorful wardrobe, clean plumes and other flash. The clowns, lead by Buzzie Potts, are notable for good wardrobe and full, neat make-up.

Dinglers Start

Bill Hartnett is equestrian director and first whistles a spec into the top. The Dangler ground bar act, with Red Dangler and Cal Townsend, is good flash and entertainment for starting the ring activity. In quick order come a clown firecracker gag, four-pony drill and swinging ladder number.

Beverly Hartnett works dogs. Then comes a dual display, with the Ray Christy wire act at one side and Ralph and Dorothy in a juggling number using a counter-balanced ladder rigging. Hartnett rides a dressage horse well.

The Dangler trampoline act is strong, with a two-and-a-half somersault. At the same time, the Navarro Brothers (2) win applause for their hand stand on a high perch

to the forehead. Clowns follow.

The Juggling Dukes (5) fill the center ring with flying objects and include two-high acrobatics for good measure. They have plenty to offer and make a good family-act appearance.

The comedy mule act is novel and generally worth the extended time, and earns some laughs. The Jolly Dukes (2) work Roman rings to good results while the Christs (2) perform well with a rolling globe.

Near Layout

The two Navarros return, this time for comedy boxing. Harnett follows with six black and white Liberty horses which show up well and please the crowd. It is fast and well routined. Webs come on. Then Patty Couls performs the elephant act.

Hagen Bros. has new canvas that looks good despite early mud and a blowdown in Texas. Inside, the impression is one of neatness and color, with help from red canvas seat ends and trim, plus red canvas rings at the sides of the curbed center ring. Trucks are being repainted now, adding to the show's general good set-up for suburbs and moderate sized towns. There is good morale on the show, with Bob Couls serving as manager of the Howard Suesz operation.

Paul Little of the Pepsi-Cola Company visited Hunt Bros.' Circus at Princeton, N. J. He caught the matinee and also observed the helicopter, used for advertising purposes, in action.

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CEDAR POINT SPA MAPS BIG SEASON

Resort Opens With Two New Rides, Cannon; Books Fireworks, Name Bands, Free Acts

CEDAR POINT, O., June 4.—Rain, wind and cool weather greeted the pre-season opening of this Lake Erie resort over the Decoration Day weekend. Saturday (28) brought forth several downpours of rain. High winds held forth on Sunday, and Monday was cool and overcast. But despite the weather fairly good crowds were on hand to initiate the new season.

The midway, beach and picnic facilities will again be open for this weekend (4-5), with the Breakers Hotel, cafeteria and main dining room slated to open Saturday (11) and remain available to the public thru Labor Day. The new season finds two new rides in operation, a Rolloplane and a Great Western Express.

The Great Western Express is a Jeep fixed up to look a little like an old-time locomotive and pulls two open passenger cars. The "express" meets people arriving from Sandusky by ferry and transports them past the midway, bathhouse, dining rooms and back to the ferry dock over a different route. Several stops are made along the way to take on or discharge passengers. First three days of operation brought good patronage, especially from moppets and older people who would rather not walk the half mile from the lake beach to the ferry dock.

Wilno Act Opens

The Great Wilno opened the free attraction season, which has been greatly expanded this season. D. M. Schneider, general manager, said that some type of free act will be used nearly every week this season. Wilno's cannonball act was used over Decoration Day and again this weekend (4-5). Casey, the home-run-hitting hen, is set for several appearances daily June 11 thru July 9.

Ferguson's Society Circus, dogs and ponies, is set for the week of June 18-24. Otto Graham, the Cleveland Brown's retired quarterback, is due to be on hand June 18 for Esmond Dairy Day. Graham will give out autographs and pass the pigskin around the beach where the late Knute Rockne and Gus Dorais perfected the forward pass for Notre Dame years ago while they were both employed at the resort.

The Aerial Earls are due July 11-17, followed by Capt. Albert Spillers' three seals, July 18-24. Josef Smiley and Company will present a magic show July 25-31. The week of August 8-14 will find Hodgini's Canines holding forth. Allen and Company, Swedish aerialists, are set for August 15-21, while Bob Johnson, acrobat and one-finger balancer, will be on hand August 22-28. Contracts are being

Oklahoma City Registers 15% Business Hike

OKLAHOMA CITY, June 4.—Excellent business has been run up by Spring Lake Park here, reports Manager Roy Staton. The spot opened April 22 and has been playing to business 15 per cent ahead of last year. Staton pointed out that 1954 was a record breaker for the park.

Over the Decoration Day weekend, he said, the park did fine business, altho weather was not good. Two free acts were used. Staton said that big rains have replenished the city's water supply and that the State's agriculture outlook is very promising, making the season's prospects good.

awaited from a couple of other acts to fill in the open spots.

Having opened the season with a bang from the Great Wilno's cannon, E. S. Starr, park manager, promises double-barreled noise and excitement on the nights of July 3 and 4 when he sets off fireworks on the beach. Joe Santi will have small power boats available. The Chans (Matura), mentalists, are again on the midway.

Charlie Spivak will be the first name band in the Crystal Ballroom, playing a one-nighter June 18. Tommy and Jimmy Dorsey are set to bring in their combined band June 30 and Johnnie Long will be along July 4. Other bands are yet to be named. Bus Widmer is set for Saturday (4) while Bob Montgomery and his band are set for Sunday night (5).

The Kentucky Colonels will play for free straight and mountain dancing each Sunday, Tuesday, Wednesday, Thursday and Friday night, starting June 12. The Colonels will play at the Coliseum's lower floor below the main ballroom. Free movies will be offered at the same spot each Monday night, a policy of several years standing. The Rhythmairs, a local trio, will play at the Tavern Terrace patio after the hotel opens.

Outings Build Indian Point Opening Week

PEEKSKILL, N. Y., June 4.—Good outings, including many of a repeat nature, dotted the opening week of Indian Point Park, Hudson River shore spot near here. Success of the spot, located some 40 miles from New York, hinges mainly on the success of booking efforts. Operator E. D. Kelmans reports interest keen and prospects bright.

Booking efforts were considerably handicapped this year due to the flood of publicity announcing the acquisition of the property by the Consolidated Edison Company as a location for a proposed atomic generating plant. George Tiplady, working out of the spot's New York offices, said the mailing of promotional literature was stepped up to counteract the adverse effect of the utility company's releases.

The park will operate thru this season and probably next. Meanwhile Kelmans has several sites in the New York area in mind for the transferring of all units and the creation of a new funspot.

The holiday period was reported good altho the weather was threatening at times and the forecasts were not particularly good. The forecasts can be almost as important to this funspot as the weather itself since picnicking is the primary appeal.

Spot is a regular stop for the Hudson River Day Line.

Kansas City's Wildwood Lake Opens Strong

KANSAS CITY, Mo., June 4.—Favored by perfect weather, Wildwood Lakes, amusement resort east of Kansas City, opened its season with capacity crowds last week.

Dorothy Collins, television singing star, was here for a two-day engagement, swelling the gate. Larry Phillips and his 10-piece orchestra were in support.

Vic Allen, producer, remains as arranger for outings. Mr. and Mrs. George Griffin attend to managerial duties.

SAT. EVE. POST SPOTS ELITCH

DENVER, June 4.—Jack and Bud Gurtler, operators of Elitch Gardens here, are spotlighted by an article in the June 11 issue of The Saturday Evening Post.

The yarn says Elitch drew 750,000 people who spent \$1,500,000 last season. The feature, "Garden of Fun," declares the Curtlers discovered "that in the public mind 12 cents is a less significant part of a dollar than a dime, but at the banks it is worth 20 per cent more."

Weather Lashes Holiday Business At Summit Beach

AKRON, June 4.—Summit Beach Park here experienced the worst opening days in memory of the management, Manager Ed Palmer reported. Cold weather and rain were given all the blame for poor business.

Palmer said that there seemed to be money in the pockets of those who braved the weather, and that per capita spending was up, giving promise to the season.

But for the holiday weekend the picture was grim. Friday (27), season's opener, was rained out and cold. On Saturday the park offered fireworks and free acts. Sunday was cold and overcast, with the attendance down in proportion. But Palmer said that spending was good for the number of people on hand.

Decoration Day business was rained out from 5:30 p.m. to closing time, he said.

Jersey B'walk Flashers Held Legal Usage

ATLANTIC CITY, June 4.—Boardwalk flasher games as presently operated are legal in view of the latest court decisions, according to Police Chief Jerry Sullivan. He based his opinion on a report by detective Don Rochford after inspecting 11 flashers.

Sullivan pointed out that Superior Court Judge C. Thomas Schettino recently ruled that North Jersey flashers are illegal if the same numbers show up more than once on the same wheel or chart. The judge concluded that a game with any number appearing only once on a chart or wheel is a game of skill and therefore legal.

Rochford's report listed eight flasher games on the Million Dollar Pier, two at 827 Boardwalk, and one at 2113 Boardwalk, which contained numbers or other designations ranging from 7 to 120 with players free to start and stop the flasher operation.

Shows Begin At White City

WORCESTER, Mass., June 4.—Mickey Sullivan and his band opened Saturday night (28) at White City Park for dancing and free act support. The crew will play seven nights weekly, plus three matinees.

This week the live entertainment consisted of the band, Les Orioles, high act, and the Mariners, vocal quartet formerly with the Arthur Godfrey troupe.

Indiana Parks Blanked By Weather on Holiday

CHICAGO, June 4.—Amusement parks thruout Indiana took a drubbing from the weather over the Decoration Day weekend. There were some bright spots, generally indicating better times are coming this season. But cold, rainy weather slowed holiday business itself.

At Michigan City, Harold K. Barr, of the Lakeview Amusement Company, said business was slow because of disagreeable weather thruout the weekend.

Harry Smyth reported from Buck Lake Ranch, Angola, that Sunday (29) promised to be a big day until rain moved in at 4 p.m. and doused it. Cold north wind and threatening weather blacked out Monday, putting the park some 30 per cent behind last year's score.

From Indiana Beach, Monticello, Tom Spackman said the Stan Kenton orchestra was in on Saturday (28) and drew 1,935 paid admissions at \$2 each, setting a four-year record. The band received more than \$2,000, going well into the percentage bracket.

However, Spackman said that intermittent rain and cold Friday, Saturday, Sunday and Monday

held back the crowds. Spending, he said, was averaging ahead of the 1954 figures.

At Indianapolis, Decoration Day is a slow time for Riverside Park since the city focuses all attention on its Speedway at that time.

Riverview Doing Okay; New Cars Prove Popular

CHICAGO, June 4.—Weather took its toll of business at Riverview Park here over the Decoration Day weekend, but Bill Schmidt said that the park did well, and management was more than satisfied with the results.

Comparison with last year was difficult, he said, because bad weather came on different days in each of the two years.

Schmidt was enthused about the spot's U. S. Hot Rod ride, which he termed "the hottest thing since the Bobs" here. The little cars grossed money second only to the Bobs over the holiday. Twenty-one cars were in operation.

Al Dobritch's circus show, billed as featuring acts from "Super Circus," was doing well, altho it had the disadvantage of an inadequate show front at the outset. Included were alligator wrestling girl, boxing house cats and boxing kangaroo. Acts from the TV circus program will be used regularly.

Lou Dufour's Life Show at Riverview is doing twice the business which was expected, it was reported.

3 Roto-Jets In Premieres

NEW YORK, June 4.—Eric Wedemeyer, president of the Roto-Jet Corporation, said this week that three more editions of the major riding device made their debuts at parks last weekend.

The units reportedly are at Playland at Rye, N. Y.; Whitney's-at-the-Beach in San Francisco, and Lake Compounce in Connecticut. The Connecticut unit reportedly did well in its initial showing there, owners Pierce and Norton note, as did the New York model, according to Playland director Col. Alan E. MacNicol.

Grocery Chain Sponsors Day At Texas Park

SAN ANTONIO, June 4.—For the second consecutive year, Handy Andy, local chain of grocery stores, will sponsor a "Playland Carnival" at Playland Park here.

Half price tickets are being offered at all the supermarkets free of charge. A ticket must be presented for each ride desired during the carnival Saturday (11). All rides are being offered at half price or less. Major rides are being priced at 9 cents with the ticket and kiddie rides at 5 cents with the ticket. There will be free candy and helium balloons for all the kids.

Major rides include the Rocket, Flying Scooter, Auto Scooter, giant Ferris Wheel, giant Merry-Go-Round, Rolloplane, Ridee-O, Tilt-a-Whirl, Ghost Train and Dipsy Doodle.

The kiddie rides includes the Ferris Wheel, Auto ride, Duck Ride, Sky Fighter ride, Boat Ride and Tiny Tow Train.

Detroit Island Funspot Opens; Talent on Ship

DETROIT, June 4.—Bob Lo (Bois Blanc) Island opened Saturday (28) two days ahead of the usual Decoration Day opening to take advantage of the weekend.

The park is operated by the Browning family, with Harold Gorry as manager. Several rides, both major and kiddie, have been added to the park attractions this year.

Advance bookings for the season for picnics are running about 30 per cent ahead of last year, according to Ray Scheetz, passenger agent. With access to the island only by boat, the picnic department becomes of exceptional importance here. Service will be provided again by the steamers Columbia and Ste. Claire, on a six-trip-per-day schedule.

Special Attractions

Special amusement attractions are being offered, in order to build patron interest during the hour and a half trip each way. Joe Vitale's orchestra will be divided between the two boats. On Tuesday evenings Mel Snyder, with his routine of blowing up animal and other novelty balloons, will be an added attraction. Wednesday nights, Ray and Madeleine, ballroom dance team, will offer a special act. On Monday, June 20, the entire cast of "The King and I," major musical roadshow playing the Cass Theater, will be guests of the management for a day at the park.

Coney Signs Repeat Pyro With Godin

SPRINGFIELD, Mass., June 4.—Joseph J. Godin, of the Interstate Fireworks Company, announced this week that he had again been awarded a pyro contract by the Coney Island (N. Y.) Chamber of Commerce.

Thirteen shows are scheduled beginning June 14 and running every Tuesday thereafter thru August 30. Schaefer Beer is the joint sponsor. The pact is the fourth consecutive held by the Godin firm.

CONEY ISLAND, N. Y.

By UNO

Made-to-order weather, save for intermittent showers Sunday (29) evening, served to give Coney ops a rich three-day Memorial holiday weekend in patronage. Those who were fortunate to have roof tops, of course, fared better than those not so equipped. Steeplechase Park, one of the former, experienced its best holiday business in 15 years, said manager Jimmie Onerato. Sindell's Cavalcade of Variety show was jam-packed thru-out all three days, catering for the most part to the Negro element always predominant on such times of the summer, especially because of its new feature attraction, "Rock 'n' Roll," played by a group of Negro dancers, singers and musicians. It was a big financial start of the season for all concessionaires. And, as Anna Nelson, wife of the high striker king, Harry Nelson, says, "No Coney Island operator should have any kick coming with the money taken in these three days."

Neil Kyrimes and his mother, Mrs. Helen Kyrimes, have added considerable acreage and ride features to their site on the Bowery and West 12th, and have changed the name from New Luna Park to just Luna Park. Three new adult rides are the Looper Plane, Speed Boats and Ferris (Eli No. 2) Wheel, which, with last season's Whip, Looper, Gyroglobe and Hurricane, gives the park a total of seven adult rides. Another large and new feature is the addition of seven kiddie rides, comprising a combo boat-train, pony cart, boat ride, auto ride, Ferris Wheel, aero-

plane and Choo Choo Train. From a total of 26 employees heretofore the Kyrimeses now have almost double that number on the payroll.

Abe Wolfert, a Coney first-timer this season, operates an Over-12 pan game, a concession on Harry Nelson's Corner, Bowery near Steeplechase Walk, and is destined to become one of the Island's leading businessmen in seasons to come. Abe credits his knowledge of outdoor showbiz to Harry and Evelyn Curry, who instructed him in every branch of the game at their concessions in Rockaway Playland.

Louis and Harry Rifkin, besides their two Pokerino and coffee game concessions on Surf Avenue near West 12th, and their ball and coffee games on the Boardwalk and West 16th fronting Steeplechase Park, have also operated for the last 13 years a gift shop in the Times Square district of Manhattan. . . . The Jacobs brothers, Fred and Mike, at their new Hot Rod ride on Surf and West 8th, find business so much on the increase that they have added more cars, from 10 to 15. Partnered with them in the enterprise is Libby Schwartz. Seven more concessions, nearly all ball-throwing games, under and over, cat and pan games, Coke bottle, nickel pitch and so on, are adjoining and located on Joe Bonsignore's property.

Mrs. Francis Canfield's concessions on the Bowery, corner of West 15th, continue to grow. They take in a ball game managed by Abe Sheffield, fish game by Jerry and Martha Soffer, Star game by Leon Shushan and John Carroll, and an archery, by Harry Smith. General manager is Leon Shushan, son-in-law of Mrs. Canfield. . . . Back of the bar at Frank Culmi's Oceanside Tavern, formerly Lane's Irish House on the Bowery, are Joe Accularo, George Braun and Ronnie Culmi, brother of Frank. Entertainment being tried out is a four-piece ork. . . . Phil (Fishie) Persily, who is celebrating his 26th year as a Corey concessionaire, is assisted at his Shamrock ball game on the Bowery by Murray Ganz, Jack Lawrence and Rosie Woolf.

Lagoon Opens; Rebuilt After '54 Fire Loss

SALT LAKE CITY, Utah, June 4.—New Lagoon, rebuilt after a major fire last year, opened its new season May 27, with Duke Ellington and his Orchestra as an added attraction.

Manager Robert E. Freed said business for the spot has been good during its weekend operation in May and for pre-season dances. Ellington was in for May 27, 28 and 30, booked by Bob Phillips, of Associated Booking.

Kansas City Spot Draws Pool Crowd, Adds Golf Course

KANSAS CITY, Mo., June 4.—Fairyland Park's Crystal Pool, renovated and newly equipped, opened the season with a heavy crowd this week. Its daily schedule has been set from 10 a.m. to 10 p.m.

Several improvements have been made. Fiberglass and aluminum diving boards have been installed. All equipment has been reconditioned and painted. A patio for sun-bathers has been added. Water shows have been scheduled for various times during the season to augment attendance.

Fairyland's newest attraction, a huge miniature golf course, has proved popular, drawing good patronage daily.

Coney Fun Zone Missed by Blaze

NEW YORK, June 4.—A three-alarm fire early Wednesday (1) swept thru oceanfront property several blocks from the amusement zone. The baths went thru MacLaughlin's baths and a luncheonette, and scorched the roof of a Carrousel without damaging the ride. Scene was at 25th Street and the Boardwalk, where the Park Department has taken over the property for administration buildings and grounds. The baths are vacant and the Carrousel must vacate the end of the year.

Edgewater Books TV Names; Jefferson Beach Sets Bands

DETROIT, June 4.—Headliners from other fields of show business will be used to draw business to both of Detroit's close-in major parks this season.

At Edgewater Park, a series of television stars have been booked, making the first use of free acts at this park in several seasons. June 5 and 12, Soupy and Nixie, of local video programs, have been booked; July 8-10, Lassie, dog star of screen and television, and July 18, Mary Hartline, of "Super Circus."

Jefferson Beach is reopening its ballroom tonight, after being dark

for several years. Move was decided upon following the fire which destroyed the ballroom at Edgewater Park last October, making it necessary to shift to the opposite side of the city for a major summer ballroom.

Bands set by Jefferson Beach manager Harry Stahl are Fred Netting, June 4, 11, 18; Ralph Flanagan, June 25; Stan Kenton, July 2; Woody Herman, July 9; Richard Maltby, July 16; Fred Netting, July 23 and August 13; Les Brown, July 30; Hal McIntyre, August 6; Tony Pastor, August 20; the Crew Cuts and Blue Baron, August 27, and Billy May, September 3.

Pyros Train

Continued on page 50

and September 4, and off Nantasket on July 3, August 3 and September 4.

The New York demonstrations had been Chamber of Commerce projects in the past, until Schaefer started picking up the tab for Coney in 1950 and for Rockaway in 1953.

The train has a simulated engine built on a tractor chassis, towing several quaintly designed and colorful cars. One is a fiatcar which occasionally bears a caricaturist sent out by the beer firm to make free sketches of viewers. For fairs and celebrations it will also carry winners and entouragees of queen contests. Wherever ordinances permit, the train will travel community streets and use its public-address system to bally the event at which it will appear.

Convention Post Vacated by Skean

ATLANTIC CITY, June 4.—Albert H. Skean is giving up some of his more arduous duties connected with the jobs of bringing conventions to the resort, is staying with the Atlantic City Convention Bureau as executive consultant. Skean has brought to Atlantic City some of the biggest conventions and trade shows in the world. The bureau is a non-profit private corporation, established in 1908.

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Denver Group Build 250G Kiddieland

DENVER, June 4.—A new Kiddieland, costing an estimated \$250,000, is being built in southeast Denver by a group of business men. Harold J. Spitzer, spokesman, said the spot is to be open by July 2.

Rides will include a Kiddie Coaster, Train, Merry-Go-Round, Ferris Wheel, Roto-Whip, Airplanes, pony ring and others. First equipment is to arrive Wednesday (8), and construction work already is started.

Lush Holiday

Continued from page 50

the beaches were heavily populated and many concessionaire made back a good part of their season's nut during the Friday-thru-Monday-night stretch.

Pennsylvania spots also did well, a hike of around 25 per cent over last year's holiday business being noted by Lakewood Park at Mahanoy City and Dorney Park in Allentown.

Evidence was that the holiday heat encouraged people to head outdoors for their amusement rather than patronize movie houses or other indoor spots. The Ringling circus closed Saturday night (28) after a poor week in Philadelphia, did not show on Sunday, and continued its tour Monday (30) in Scranton, Pa. Later in the week the show drew 11,000 of a possible 18,000 in two shows in Allentown, Pa., on Wednesday (1).

All outdoor amusement elements were in full swing on Monday in perfect weather, with kiddie parks winding up their best weekend to date along with major funspots and resort areas.



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FAIRS-EXPOSITIONS

58

THE BILLBOARD

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

JUNE 11, 1955

10-Year Bldg. Plan Told by Saint John

ST. JOHN, Newfoundland, June 4.—A 10-year building and development plan was adopted for the Saint John Exhibition last week by its planning committee, and John N. Flood, association president, predicted that the end of that period will find the event with one of Canada's most modern exhibition plants.

Reports at the session were put forth by designer Gaylor R. Lewis, of Findlay, O., and W. R. Godfrey, consulting engineer, who did preliminary work. Lewis has designed and planned fairs and other outdoor undertakings for 30 years, and is the manager of four Midwestern fairs in the United States. He directed the Chicago World's Fair of 1939 and planned the International Fair layout in Mexico City.

The plan calls for full development of the area with construction of permanent buildings, roads and walks, parking facilities, bus terminal and landscaping. Ground is being ready for moving of the harness racing stables to the east end of the race track. A general grading program is already underway on the exhibition grounds.

Year-Around Structures

The program calls for erection of year-round-type buildings, and

complete plans will be announced in July. The association has an 85-acre tract in Colbrook.

The old exhibition buildings were taken over in 1939 by the Defense Department. The main building burned later and the former property became a part of the military establishment.

For this season an under-canvas exhibition is planned on the Colbrook property, the most ambitious enterprise since the war years. Plans include a flower show, handicrafts and household arts of all kinds, a dog show, square dance contest, midway and outdoor grandstand show. Dates are August 27 to September 3.

Memphis Plans To Rebuild Cattle Barn

MEMPHIS, June 4.—The Mid-South Fair will begin immediate construction of a new cattle barn to replace the one destroyed by fire two weeks ago, G. W. (Bill) Wynne, announced.

Origin of the May 11 fire, which did an estimated \$129,000 in damage, was traced to six teen-age girls, students at a nearby high school. The barn, which was owned by the city of Memphis, was covered by \$105,000 in fire insurance, while the contents, valued at \$4,000 and owned by the fair, were also covered.

The loss of the 80,000-square foot building will not in any way hamper the size of this year's fair, Wynne emphasized. He, accompanied by H. S. Lewis, Memphis park superintendent, are back here after a tour of fair plants in Oklahoma City, Tulsa, Dallas and Waco, Tex., where they studied livestock building design.

A contract for the new building is scheduled for early release and plans are to have the structure all set for this year's fair.

Regina Shoots For 122G Net

REGINA, Sask., June 4.—Estimates of the Regina Exhibition Association have been approved by city council. The exhibition anticipates expenditures of \$343,434, income of \$465,497 and a surplus of \$122,063 on this year's operations. Last year's surplus was \$166,175.

Summer exhibition expenditures this year are expected to total \$226,256 and a surplus of \$71,494 is anticipated. The surplus last year was \$85,861.

Fair Dates

Copyright 1955
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.

Arizona
Flagstaff—Coconino Co. Fair. Sept. 8-11.
Nogales—Mexican Independence Festival. Sept. 15-16.
St. Johns—Apache Co. Fair. Sept. 23-24.
Window Rock—Navajo Tribal Fair. Sept. 1-5.

Connecticut
Berlin—Berlin Grange Fair. Sept. 16-17.
Mrs. Esther G. Lamb.
Durham—Middlesex Co. 4-H Fair. Aug. 19-21. Carol Lee, Middletown.
Madison—Gullford-Madison Future Farmers Fair. Sept. 10. John Doffek.
Monroe—Harmony Grange Fair. Aug. 26-27.
Florence Bura.

Nevada
Elko—Elko Co. Fair. Sept. 1-5. Floyd Edsall.
Oklahoma
Alva—Woods Co. Fair Assn. Sept. 13-16.
William Brant.
Ardmore—Carter Co. Fair Assn. Sept. 20-23. B. C. Sparks.
Cherokee—Aifalpa Co. Fair Assn. Sept. 9-12. Wayne A. Eakin.
Cheyenne—Roger Mills Co. Fair Assn. Sept. 8-10.
Claremore—Rogers Co. Fair Assn. Sept. 21-24. Wm. S. Whitenton.
Clinton—Custer Co. Fair Assn. Sept. 7-9. A. R. Patrick.
Durant—Bryan Co. Fair Assn. Sept. 14-16.
John Stogner.

Florida
Altoona—Altoona Co. Fair Assn. Sept. 14-17. Riley Farver.
Eufaula—McIntosh Co. Fair Assn. Sept. 12-13. Alfred Christy.
Frederick—Tillman Co. Fair Assn. Sept. 13-16. Laxton Malcom.
Idabel—McCurtain Co. Fair Assn. Sept. 6-10. Ross P. Dugan.
Kingfisher—Kingfisher Co. Fair Assn. Sept. 13-16. George W. Cupp.
Lawton—Comanche Co. Fair Assn. Sept. 19-21. Lewis A. Haydock.
Norman—Cleveland Co. Fair Assn. Sept. 7-10. Vernon J. Frye.
Okemah—Okfuskee Co. Fair Assn. Sept. 15-17. Cecil L. Dowell.
Okmulgee—Okmulgee Co. Fair Assn. Sept. 26-30. Robert L. Smith.
Pauls Valley—Garvin Co. Fair Assn. Sept. 7-9. Alton Perry.
Pryor—Mayes Co. Fair Assn. Sept. 13-15. Elsworth Hamner.
Purcell—McCain Co. Fair Assn. Sept. 20-21. L. J. James.
Shattuck—Ellis Co. Fair Assn. Sept. 19-21. Don W. Rader.
Walters—Cotton Co. Fair Assn. Sept. 14-16. Jasper M. Harl.

South Carolina
Orangeburg—Orangeburg Colored Fair. Oct. 3-8. W. C. Lewis.

Tennessee
Gallatin—Gallatin Colored Fair. Aug. 25-27. Edward V. Anthony Sr.

CANADA

Alberta
Athabasca—Athabasca Exhn. Aug. 9-10. Mrs. E. K. Wolfer.
Battle River—Battle River Exhn. Aug. 9-10. J. A. Nichols.
Benalto—Benalto Exhn. July 27-28. G. R. Sterling.
Darwell—Darwell Exhn. Aug. 20. Mrs. May Carter.
Goose Creek—Goose Creek Exhn. Aug. 10. David Black.
Grand Centre—Grand Centre Exhn. Aug. 3. J. Stenhooker.
Grande Prairie—Grande Prairie Exhn. Aug. 2-3. Gerald Carveth.
Lloydminster—Lloydminster Exhn. July 25-27. G. K. Ross.
Oids—Oids Exhn. Aug. 12-13. E. G. Miller.
Priddis—Millarville — Priddis - Millarville Exhn. Aug. 20. Mrs. Grace Bull.
Westlock—Westlock Exhn. Aug. 11-12. C. W. Poloway.
Wetaskiwin—Wetaskiwin Exhn. Aug. 2-3. Mrs. Doris Kirkwood.

New Brunswick
Stanley—Stanley Fair. Sept. 13-16. T. Allan Best.

ESE Sets Up Cut Admission For Teeners

SPRINGFIELD, Mass., June 4.—A 50-cent cut in admission prices is being made for teen-agers between 13 and 15 years of age at the Eastern States Exposition. General Manager Jack Reynolds said the teeners will pay 75 cents this year.

The price change will result in the following scale: 25 cents for children 12 and younger; 75 cents for these 13 to 17, and the full \$1.25 for those 18 and older.

By establishing a special price for the younger members of the family, Reynolds said, "we believe more family groups will be able to attend the event which is basically a family affair."

Del Mar, Calif., Expands Free Grandstand Program

DEL MAR, Calif., June 4.—Paul T. Mammen, secretary-manager, is pulling out all stops on entertainment during the 11-day Southern California Exposition, which opens here June 24.

All grandstand shows will be free and will include a three-day championship rodeo, June 24-26; Lawrence Welk and his TV show, June 27-28 and July 4; the California finals of the Miss Universe Pageant, June 29; Smokey Rogers and His Western Caravan, June 30, and Aut Swenson's Thrillcade, July 2-3. In addition to Welk on closing day, a fireworks display is scheduled. Grands and shows will feature the Marion Rankin Dancers, the Ramses, and the Villenaves. Show is being booked and produced by Carolina and Jo Brunson of the Hollywood (Calif.) Theatrical Agency for the fourth consecutive year.

"Dancing Waters" is set for a return engagement on the independent midway. Shows will be presented continuously at night starting at 8:30.

For the first time in several years, the National Horse Show, which runs concurrently with the exposition, will be presented nightly.

Mammen is adding the "Don Diego Super Circus," also produced by Hollywood Theatrical Agency. Acts will include Cheeta, the TV chimp; the Happy Hounds, Sassy

the Cat; Jumbo Jr., the elephant; Fine and Dandy, jugglers; the Barretts, trampoline, and Kayletta (Kay Burns), sway pole. Wally Blair will be ringmaster and Larry (Bozo the Clown) Valli will offer his free balloon hats.

Frank W. Babcock United Shows will again be featured on the carnival midway.

Bill Arballo is handling press.

Palmyra, N. Y., To Honor Area Century Farms

PALMYRA, N. Y., June 4.—The Great Palmyra Fair will hold its centennial celebration at this year's event, August 23-27. Co-operating will be exhibitors from Wayne, Monroe, Ontario, Seneca and Yates counties.

Secretary W. R. Converse said the program will include parades, band attractions, and programs portraying progress in agriculture. The midway and week-long grandstand offering will also be on hand this season.

Plans include honoring the "century" farms living in the five counties to which the fair group releases its premium book. The "Order of the Century Farmer" is an honorary group requiring for membership the fact that the farm has been in the ownership and management of one unbroken family line for at least a full century.

Converse said the fair in recent years has been averaging 50,000 admissions.

Dallas Themes Planetarium Show Along Circus Lines

DALLAS, June 4.—The Planetarium Show, to be presented in the Museum of Fine Arts during the 1955 State Fair of Texas, will follow a circus theme. It will be billed as "The Greatest Show Off Earth."

The dome of the Spitz Planetarium will serve as the "big top." The show will be presented with a background of circus music and lecturers will explain how stars and planets take the forms of circus animals in the sky.

To add to the circus atmosphere, a lecturer dressed like a carnival fortune-teller will explain the differences between astronomy and astrology.

Coincidentally, the fair's agriculture show is also following a circus theme, with the tag line as "The Greatest Show From Earth."

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Available at substantial discounts on open dates.
WINNERS ALL—20 People, July 9-10, Aug. 10-12-14-15-17; also HAZEL RANDALL REVUE, 30 People, Aug. 8-9-11-14 thru 18, Sept. 4-7.
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C&W Nixes Plans For Canadian Trek

Cites Heavy Expense Growth Since Booking; Will Switch to N. Y., Mich.

PETERSBURG, Va., June 4.—Plans to tour Canada for five weeks this summer have been abandoned by the Cetlin & Wilson Shows, John W. Wilson, a partner in the operation, announced here this week.

The expense of licensing attractions, which Wilson said was re-

cently doubled by the Dominion government, caused the cancellation. The show, which opened its season here last Friday (27), was to have entered Canada in about four weeks time.

Wilson said the show would probably route thru New York and Michigan to make up the five weeks of open dates caused by the cancellation of the Canadian tour.

Set to Reroute

The fact that agent Curtis Beckus is currently reported in Canada apparently leaves the door open for the resumption of plans if some solution to the cost problem can be found. Wilson noted that booking expenses were high for the show's first planned entry into Canada and that the sponsoring groups had also run up heavy costs. Both parties are naturally reluctant to lose their investments and, conceivably, every effort will be made to salvage the original plans.

Besides the hope that the Canadian tour would bring much better earnings than could be expected in this country for the period involved, the show management also hoped to use the tour for showcase purposes. An effort was made last year to sign the Canadian B Circuit of fairs. The entry into Canada was designed in part to show the feasibility of having an American railroad show make the route which involves both long jumps and split-week showings.

This year's opening was the latest in the recent history of the show as co-owners Cetlin & Wilson delayed their preem showing to eliminate as many likely unprofitable weeks as possible from the spring route.

Opening Good

The opening here, involving the holiday weekend and encompassing an Army pay day at adjacent Fort Lee, was reported as good as that of last year which was remembered as okay. The show winters here and the expense for the stand is at a minimum.

The next stand at Ambridge, Pa., in conjunction with an industrial fair, is expected to be big. The drawing area includes a number of steel mills which are working full shifts and money is reported plentiful.

Va. Greater Inks Roanoke

ROEBLING, N. J., June 4.—Virginia Greater Shows has contracted to play the 1955 Roanoke Rapids (N. C.) Fair, September 19-24, it was announced here by William Murray, show general agent.

The latest contract gives Virginia Greater a total of 12 fairs signed this year, Murray said.

KY. GOVERNOR HONORS GEREN

LEXINGTON, Ky., June 4.—William R. Geren, owner-manager of the Mighty Hoosier State Shows, was commissioned a Kentucky Colonel on the staff of Gov. Lawrence W. Wetherby during the shows' stand here last week. Commission came as a complete surprise to Geren, who is a native of Paris, Ky.

Presentation of the official papers was made to Geren by Huddy Reed, circulation manager of The Kentucky Times-Star, Newport, Ky., at a surprise party on the lot after the show Friday night (27). Reed, an independent concessionaire, has a store on the Geren midway.

Show had a banner week in Lexington, despite several rainy nights.

San Antonio Cele Again Awards Pact To Jack Ruback

SAN ANTONIO, June 4.—The midway contract for the annual Battle of Flowers here has been again awarded to Jack Ruback's Alamo Exposition Shows, Virgil Wilson, president of the event, announced. The pact was given Ruback following the unanimous vote of the board at a recent meeting. Dates for next year will be April 16-21.

Ink Royal American To 3-Yr. Closed Shop

• Continued from page 50

the contract. During his talk, Kersh referred to his previous effort to unionize the carnival industry. That effort, he recounted, was made under a charter granted by the jewelry workers' union. He termed the jewelry workers' union "a weak union" and recalled that the American Federation of Labor brought about the revocation of that charter. He pointed out that organization currently was being done thru the teamsters' union which he described as powerful and added "Now they (the AFL) can go to blazes."

Dwelling on two provisions of the contract, the raise of \$2 in minimum wages for common labor which is to be effective July 11 and on the \$1,000 life insurance, Karsh told the gathering "This is just the beginning."

Anthony J. Sabella, attorney for the teamsters' union in St. Louis, also spoke briefly. Seated on the stage platform thruout besides Karsh, Sabella and the senior Sedlmayr was C. J. Sedlmayr Jr., his son. Brought to the stage were officials of the union of some Royal American employees which had failed to receive certification by

WEATHER CHILLS WOM BOW DATE

Holiday Session Drenched by Rain; Spending Indications Are Okay

PLAINFIELD, N. J., June 4.—Old Man Weather threw a curve at the World of Mirth Shows which opened its season here last Friday (27). After behaving itself admirably for the two preceding weeks the weather turned cold and somewhat damp. As a result, unless today turns the date around, business is expected to wind up a few points below that of last year. The show trained in here early last week from its Richmond, Va., winter quarters. Ample time was available for setting up and the job was completed in time for the lights to be turned on and an unannounced preview to be staged Thursday (26), one day ahead of the billing.

Business on Saturday (28) and Memorial Day, Monday (30) was better than last year and hopes were high that the date would come thru in bonanza fashion. The pace was considerably slowed on Sunday (30) when the first heavy rains in weeks drenched the area and washed out business.

The expected slump following the three-day holiday period and beginning on Tuesday (31) was hurried along when the weather turned cold. Since then the weather has continued on the cool

side at night and days have been overcast.

The date, however, will be satisfactory under almost any weather conditions. Frank Bergen, show operator, has held it as a key spring date for more than 20 years and there is no remembrance of the stand ever having blanked out.

The lot is ideal and near-perfect for the initial setting up of the show equipment. All units showed the considerable work that was done in winter quarters. Considerably more work is scheduled before the show gets into its fairs.

TUB THUMBERS

ACA Maps Out Big Publicity Ad Programs

HOT SPRINGS, June 4.—The Amusement Company of America was unveiled here this week and also unveiled its new press book, a 33-page tome that includes yarns on all of the shows' featured rides and backend units.

Virgil Pierson, press agent, and author of the press book, said fairs will also be serviced with mats covering at least 20 of the organization's rides and shows and 8 by 10-inch glossy photos are being distributed with the press book. Pierson will carry additional material on his personal follow-ups.

Show's promotion plans include a more extensive use of television at both fairs and still dates this year. At the Illinois State Fair, Springfield, they plan a telecast that will originate from inside the Motordrome, and at the Iowa State Fair, Des Moines, one from inside the Rotor.

ACA execs have also announced plans to produce a full-length 16-mm. color motion picture of the show this year, covering it in full from its arrival in town to the tear-down and get-away. This will be used as a sales presentation medium. Also on the publicity program is the use of four-page heralds in some spots.

Rural Stands Boost Takes For Crafts Expo

DELANO, Calif., June 4.—Crafts Exposition Shows has been racking up good business in agricultural regions. Organization trucked here from Arvin, Calif., where business was above a year ago due to a good potato crop. After the Delano stand, show will play two more rural areas before heading for the Oakland, Calif., July 4 celebration.

Manager Roger Warren reported the Crafts organization had purchased a new Scrambler from the Eli Bridge Company, Jacksonville, Ill., and delivery was scheduled for the California State Fair or earlier.

Eddie Rood rejoined as billposter. Anthony Correria is refurbishing the hot wagon and Marion Aldrich is going over the light towers. George Bryant is back with a new nickel Arcade. Jimmy and Evelyn Lantz had their children with them for the holiday weekend and then returned them to their grandmother in Burbank, Calif. Mr. and Mrs. Orville Crafts visited at Arvin.

Hilo Grosses Top '54 Pace By 10 Per Cent

RIVER ROUGE, Mich., June 4.—The Down River Amusement Company was back here this week at its winter base after a tour of Southeastern Michigan that yielded a 10 per cent hike in grosses over last year. Show returned to play a five-day stand under VFW auspices.

Following the opening here in late April, the Severin Hilo-owned org moved to Roseville, Flat Rock and Monroe in that order. The Monroe stand, anticipated as one of the big ones, was disappointing due to rain, mud and high winds. The other dates, however, made up for it and resulted in the increased takes.

Major worry with Hilo and most other showmen in the area are the current negotiations between the automobile manufacturers and the union which could possibly wind up in a strike.

Down River is carrying about the same equipment as last year with 9 rides and 31 concessions. A midget animal show was scheduled to join here. Its route is also virtually unchanged from '54. It will include four Michigan fairs, Stockbridge, Cassopolis, Belleville and Crosswell.

Staff, in addition to Owner-Manager Hilo, includes Harriett Hilo, secretary-treasurer; Victor Ferguson, assistant manager and lot superintendent; Walter (Windy) Schafer, advertising manager; Harley Mason Brown, electrician; Carl Bemis, carpenter; Neil E. Darrow, ride superintendent; and Jerry Joseph, searchlight.

Show's personnel includes:

Show-owned rides: Tilt-a-Whirl, Edgar Milton Brown, Charles Kain; Ferris Wheel—Andrew Jackson Riggs, Richard Joseph; Kiddie Swings and Autos—Jerry Joseph, William John Carr; Merry-Go-Round—Charles H. Bartum, George Homer Freeman; Rolloplane—Nelson Mislser, Joe Planck. Independent rides: Victor Ferguson's Kiddie Boats and Train, with John J. Rourke, foreman; Dea Gneiman's live ponies.

Concessions: Mike Englebrink, 4; Sam Golden, Bob Miller, Buck Harris, Phil Piteau, Victor Ferguson, 4; Mrs. Louise Ferguson, Harry D. Dunn, Roger Margodt, Lee Margodt, Harry Calderwood, Frank Cook, 3; Roy Eaches, Robert Massey, Bob Walker, Roy Mathis, 3; Mrs. Jean Mathis, Roy Mathis, Dockery Grady, John (Sheik) Hennessee, cookhouse; Mrs. Rose Hennessee, Albert Hughes, Jim Park, William J. Prentiss, John Norman, foot-long; Mr. and Mrs. Philip Walker, French fries; Ray E. and Jane Hasbrouck, string game and add 'em up darts; Pete Mudry, 4; Earl Wright and Red Horwitz, cigarette block; Mr. and Mrs. Ralph Butcher, milk bottles and cork gallery; Eddie Bennett, novelties; Neil E. Darrow, doughnuts, Raymond Fraser, 3; Dick Weipert, Pete Kinmond, Raymond Fraser Jr.

J. P. SULLIVAN SHUFFLES CARDS

SAULT STE MARIE, Ont., June 4.—Latest gag of J. P. (Jimmy) Sullivan, owner of World's Finest Shows, is the printing of two route cards for the season. The one is regular, faithfully listing his route of Canadian fairs and still dates. The second, which is headed "Route Card for My Dear Creditors" is practically blank, listing no towns, no dates. They're being sent out in pairs.



AN OUTSTANDING INDUSTRIAL ACCIDENT PREVENTION RECORD recently won for the West Coast Shows the first Safety Certificate of Achievement ever awarded a California carnival. On hand for the presentation were (left to right) Harry Myers, director of operations for the show; Ray W. Hitchings, of the R. C. Fisher Insurance Agency; Harry Fayter, Workmen's Compensation Insurance Carrier; Eddie Hellwig, show's manager, and Everett W. Coe, its business representative.

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WM. C. (BILL) MURRAY
 Clayton, New Jersey, this week; Mt. Holly, New Jersey, June 13-18.

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WANT CAPABLE RIDE SUPERINTENDENT

For 6 Ride Show. Must know how to handle help and be sober and reliable. Salary all you are worth plus good bonus at end of season. Foreman for Tilt, Octopus and Kiddie Rides. C. M. McGinnis no longer connected with this show. Jim Mitchell wants sober Agent for Buckets, must work for strictly stock. All replies to North Brookfield, Mass., till June 11th; Charlestown, Mass., June 13th through 18th.

HARRY J. KAHN

GIRL SHOW HELP WANTED

Due to enlarging Shows for Fairs for two Revue-Type Shows: Girls with or without experience. We furnish wardrobe and transportation after arrival. Want A-1 Talker (Bernie, contact—best proposition.) Want Feature Strip for season. No dings or exhibitions here—just looks and talent all that is required. Want top Carvasman for large top. (Must be sober and drive semi.) Also Ticket Sellers and General Help. People who have worked for us before, contact or come on. Top pay, long season, best of treatment for all. Contact

JIMMIE JOHNSON, c/o 20th CENTURY SHOWS
 Ft. Dodge, Iowa, this week; Dubuque, Iowa, next week.

JAMES H. DREW SHOWS

Want Ride Foreman for Ferris Wheel; must know Wheel and be licensed semi driver. Can also use experienced Ride Help on Tilt and Little Dipper. Note: If you drink, do not join this show. Will place legitimate Merchandise and Outright Sale Concessions. Will place Shows, Grind and Bally with own equipment. Good opening for Wildlife Exhibit.
 Fairs solid from July until the middle of November. All address this week:

JAMES H. DREW SHOWS c/o Western Union
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Wants Stock Concessions of all kinds, good Bingo at once, Ball Games. Ride Help who can drive, good Octopus Man. Any Show except Athletic Show or Girl Show. Just 3 more good Still Dates, then the biggest July Fourth in the country at Portia, Arkansas, and nothing but Celebrations and Fairs until First of November. Business good in Arkansas. Wire, phone or write now to

B. E. MILLER, Mgr., as per route.

BOB HAMMOND SHOWS

Want for 2 Houston Lots and for 26 Fairs and Celebrations starting June 19 in Houston, with Texas' Biggest July 4 Celebration in Belton.
 Any Shows not conflicting with what we have. Concessions of all kinds. Sober Ride Men who drive. (Wives for Ticket Boxes.) Harry Lamon wants Agents for Count Stores. (Wives for Hanky Panks.)
 Address: **BOB HAMMOND, Mgr.,**
 6115 Gold Street, Houston, Tex., until June 26; then Belton, Texas.

FAIRS WHITESIDE CONCESSIONS CELEBRATIONS
AGENTS AND HELP WANTED

A-No. 1 DRIVER for Tractor and Trailer; must have license; also to take care of Grind Store. AGENTS for three-man Slum Skillo, one Count Store AGENT, P.C. Dealers for Under and Over and Pea Pool. General useful Help. Contact or come on.

A. R. (DUTCH) WHITESIDE, c/o Ross Manning Shows
 THIS WEEK, HUDSON FALLS, N. Y.

Strand Metropolitan After Rome, Ga., Date

Railroad, Sponsor Liens Hold Equipment On Siding, Force Search for Fresh \$\$

ROME, Ga., June 4.—The Metropolitan Shows was loaded and stranded on a railroad siding here this week when it was unable to meet a series of financial obligations which have piled up since it opened its season about a month ago on the outskirts of Montgomery, Ala., where it wintered.

The financial woes which kept the show from moving from here after a week's showing included a \$500 lien obtained by the sponsor, Youth Camps, Inc., which was claimed as money due on the balance of their contract. Additionally, the Central Railroad of Georgia claimed \$1,200 due for transporting the show equipment from Columbus, Ga., to here, an indication that the railroad moved the equipment to another town on its lines to give the show a chance to recoup.

In a kind of counterclaim, show officials said the show train had been damaged to the extent of \$6,000 when it was laying in the Columbus railroad yards during the recent rail strike. The damage was said to have been caused by sabotage.

The sponsoring group said it would be willing to release all equipment except for the minimum amount needed to secure its \$500 claim, but as of yesterday there was

no indication that the show would move.
 The date here was substituted for Anniston, Ala., where the show intended to move this week. This involved a change in published route plans, probably having to do with the limits of the Central of Georgia Railroad and the need to transport on credit.

Bad weather and small crowds precluded any possibility of the show getting off the nut here. Business has been reported poor from the start of the season.
 It is known that efforts were made through the week by the operators, Shirley and Sam Levy, to raise money to continue the tour. Contacts were made in the New York area but they obviously failed.

An outgrowth of the Lawrence Greater Shows, renamed the Metropolitan Shows when it switched to rails from trucks several years ago, the show has often been reported in financial straits. It switched to Midwest and inland Southern territory two years ago to escape the East and what was believed to be the tougher competitions, since four other railroad shows routed there at the time.

The show was harassed by multiple suits at the end of last season when it reached Montgomery where it played a new fair, and it was decided to winter the unit there. These claims were dissolved in one way or another so that the show was able to get on the road this spring.

Attempts to reach Mrs. Levy or Johnny Reed, business manager, by phone from New York were unsuccessful. It is assumed that efforts to move the show are being continued.

Maine Milder, Royal Pine's Earnings Okay

RUMFORD, Me., June 4.—Improved weather has allowed Mullins Royal Pine Shows to do better in its early Maine dates than was the case last season. The show is hanging on thru the still date season, awaiting the opening of the lush tourist season which usually begins in July. Last year's still date season was a particularly cold and rainy one, it was recalled.

Spending by the local residents is up over 1954 due to slightly better attendance, but is not what was hoped for, due to several strikes and mill layoffs hereabouts. For this reason the show is anxious for the tourists to populate the State.

Business was fair last week in Waterville, with a Veterans of Foreign Wars parade and celebration. A two-day visitor was John Weisman, president of the National Showmen's Association who has the bingo here with Morris Brown. Weisman drove up in his new Cadillac, and jackpotted with his many friends on the midway.

Painting is going on daily as the resort and fair season approaches.

Rain, Cold Hit Nelson Opener

DENISON, Ia., June 4.—George W. Nelson Shows made the 163-mile trek from its opener at Monroe, Ia., this week. The Monroe stand was a bad one weather-wise with three days of rain and one day of low temperatures that kept potential midway-goers away.

Ride line-up includes four major and three kid devices, all of them sporting new paint put on in winter quarters. George W. Nelson is owner-manager; Mary Margaret Nelson, secretary-treasurer; George C. Nelson, ride superintendent, and Betty Dary, mail and agent for The Billboard.

Front-enders include Mr. and Mrs. Eddy Young, Mr. and Mrs. Bill Campbell, Mr. and Mrs. Grant Chandler, Mr. and Mrs. Ben Elsen, Mr. and Mrs. Everetts, Mr. and Mrs. H. Walls, Mr. and Mrs. Steve Stevens, West Rambo and John Scott.

Week Okay for Continental In Binghamton

OSWEGO, N. Y., June 4.—Continental Shows was set up in good time for the Decoration Day matinee here, after trucking in from Binghamton where it had been first in.

Binghamton, played for the first time by owner Roland Champagne's show, proved satisfactory thanks to good weather prevailing thruout the week. Apprehension had been felt over the lot, the usual show grounds known as Stowe Flats which has a reputation as a tough one to move from in the rain. Several times in the past shows had to be wrenched off the lot.

Rain and threatening weather hit the surrounding area but spared Binghamton. Radio, newspapers and TV were taken advantage of to promote the date, which wound up on a par with Schenectady the prior week.

Bingo opened as Quizo on the first night, and finished the week as Darto.

Moran Biz OK At Texarkana

TEXARKANA, Tex., June 4.—Southern Valley Shows played its fourth week here in Texarkana to profitable business, its 12th of the season.

Show opened at the Delhi, La., stock show February 25 with three other stock shows following. It will enter its celebration route at the 10th annual emancipation cele at the Marshall, Tex., fairgrounds.

A new Scooter is scheduled to be added at Marshall to bring the total number of rides to 12 major devices. A sound car has been added to transport the clowns in their publicity efforts.

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WANT FOR OHIO FIREMEN'S FAIRS

Candy Floss, Sno-Cone (Sweet Tooth) and non-conflicting legitimate Concessions. Also non-conflicting Rides and small Show to feature. Cynthia, good deal. Jimmy Florenze, contact. Foreman for Merry-Go-Round, Brilliant, Ohio, on the Streets, June 13-18; Cadiz, Ohio, Firemen's Mardi Gras, June 21-25; West Lafayette, Ohio, this week. Concessions, contact Jack Breece. Rides, Shows and Help, contact

A. R. BRIGGS SHOWS

WANTED FOR R. NEMEC SHOWS

Concessions: Hanky Panks, only one of a kind; need Cork Gallery, String Game, Candy Floss, Novelties, Guess Your Age and Weight, any others not conflicting with what we have. Playing Long Island and vicinity.

Wire: **R. NEMEC** 94 Harrison Ave.
 Franklin Square, L. I., N. Y.

W. A. THOMAS SHOWS

Have opening for a few more Concessions. Can use Novelty, Scales-Age, String, Bumper, Roll-a-Ball, Coke Rings, Pitch-Till-U-Win, Grab, Custard or Ice Cream. Also want first class Girl and Athletic Show for Howard Co. Fair, St. Paul, Nebr., Aug. 30 thru Sept. 2. Can use good Fun House for the season.
 Show is opening June 22 at Aurora, Nebr., playing all Fairs and Celebrations. Address: BELGRADE, NEBR.

RIDE HELP WANTED

Foremen and Second Men for Eli 5 and 8-Tub Octopus. Good wages and long season south. Must drive semi and have license. Contact

JOHN HANSEN
 4400 N. Central Ave., Chicago, Ill., or
 Phone PALISADES 5-9152

WANTED
 For Big Celebration, July 2-3-4,
 Boonville, Indiana, Fairgrounds
 Carnival or Independent Rides and Shows. Address:
ALBERT C. DERR, Secy.
 Boonville Fair Assn.
 Phone 12 or 420, Boonville, Ind.

FOR SALE
Model #5 Big Eli Wheel

Excellent condition, with electric motor. Successfully operating — Speedway Kid-dieland, Tucson, Arizona—\$4,800.
 Contact **MR. LOUIS HORWITZ**
 415 S. Taylor St. Oak Park, Ill.

MIDWAY CONFAB

Personnel of the Caravella Shows participated in an engagement party Wednesday (25) at New Castle, Pa. Dixie Gertz, daughter of Mr. and Mrs. Ralph Gertz, and Rusty Caravella, son of Mr. and Mrs. Frank Caravella, were guests of honor. Wedding is set for June with Trixie Adams as maid of honor and Sam Nein the best man. The couple already have one of their wedding presents, a 37-foot Sparto house trailer, a gift from the groom's parents.

Harry Lewis, formerly with West Coast Shows, is now on Crafts Exposition Shows. . . . Bob Buffington is operating his gift shop at Virginia Beach, Va., and will open bingo at Atlantic Beach in Moorehead City, N. C., around mid-June. Buffington has been doing quite a bit of angling in his spare time and reports his ice box is crammed with blue and speckled trout.

Kenneth Hixor is keeping busy with his penguins and snakes on Gooding Amusement Company No. 6 unit and plans to add an African Dip, cotton candy, apples, snow cones and popcorn for fairs. Donald L. Jones is scheduled to operate the concession trailer and Lewis Welch will be agent on the African Dip.

Marie Le Doux is out of the hospital and back on the Amusements of America midway. Visitors to the show in Dover, N. J., included Pete Burkhardt from the World of Mirth Shows. John Vivona handled matinee tickets on Saturday (28), with Harry Wilson being away on a business trip.

Several stunts in Albany were lined up by publicist Mae Hong, of the James E. Strates Shows, notable among them a promotion by WTRY in Whitney's department store window. On Monday (6) Joe Pelquin and the Great La Yonnie are to bring their Motor-drome cycles into the window for an interview by Joyce Donovan. Fred and Betty Bancroft did their wheel of death knife-throwing act Tuesday (2) on the Paul Flanagan show, also in the window, and Forrest Willis interviewed Miss Hong there on Tuesday (31). The Knickerbocker News ran a feature story on Miss Hong in one of the issues preceding the two-week stand which began Monday (30).

John Weisman, bingo operator and president of the National Showmen's Association, drove up to Maine to visit Mullins Royal Pine Shows in Waterville and cut up jackpots for two days with Morris Brown, Frank (Shrimpy) Rappaport, Cliff Mullins, Bennie Levine, Jack Stern, Neil Carr and others of the NSA boys.

Gerald Snellens, World of Mirth agent, showed up in New York this week with the Nate Eagle midgets to make the rounds of several ad agencies.

Bob Parker left Chicago Wednesday (1) for a quickie trip to his Miami base before heading north again for Winnipeg. He spent several days in the Windy City. . . . David C. (Snap) Wyatt, Tampa banner artist, and Evelyn E. Schwalb, Tampa, were married recently in that Florida city.

George (Fox) Storti, scales and sound truck op, has joined Penn Premier Shows. En route to join, he stopped off at Laurel, Md., parked his truck and trailer with Martin (Blackie) Black, and then headed for Mayfield, O., to visit the Luigi Jannazos. . . . Eddie Le-

Fave, of Boston, was a Penn lot visitor at Rotterdam, N. Y.

Bill Chappas and Lillian Lefebure, of the Dick Wilcox Shows, became man and wife May 26, with the ceremonies taking place on the show's Ferris Wheel. De-lores Lefebure, sister of the bride, and Dave Blotner stood up for the newlyweds. Sam Edstein cleared the Girl Show top for the banquet and reception that followed. The bride's father, Al, baked the cake and cooked the dinner.

The roster of stagehands currently working on lighting and other assignments at the Jam Handy Organization in Detroit reads like a roster of midway folk. Included are George Leontough, formerly with the Flack North-western Shows; Charles Stapleton Jr., Douglas Wandrei and John (Speedy) Mauch, formerly of Wade Exposition Shows, where Stapleton still owns a couple of stores.

A. Hymes, concessionaire, reports good business at two Quebec dates with the Hamid-Morton Circus. He next works with the Larry Sunbrock rodeo which opens Wednesday (8) in Montreal.

George Dunn (Keno the magician) has joined the Clyde Beatty Circus Side Show as magician and inside lecturer. Dunn had been with Bill Chalkias' Side Show in a similar capacity for the past three seasons. Sam Alexander and Charlie Cox are managing the Beatty kid show. . . . Witnesses at the May 2 wedding in Tampa of Hoyt Shuemaker and Patsy Rogers, both of the Best & Wamous Side Show, were Mr. and Mrs. Major O'Satyr-dae. The couple were married a few hours before boarding the Royal American Shows for its summer tour. The bridegroom is the son of Mr. and Mrs. Ray Shuemaker, of the B&H Shows, and has been with the Side Show for nine years.

Jim Taylor celebrated his birthday recently on the 20th Century Shows. He and his wife operate the popcorn concession.

Frankie Shafer, West Coast concessionaire, cards that he attended the official opening of Coney Island, New York, Decoration Day. . . . Joseph Lehr, spot worker, infos that Spot Pinsonault and he worked the circus date in Philadelphia to good returns. Also working the Philly date were Phil Cook, former executive secretary of the Miami Showmen's Association, and his partner, Jim Stabile, with their watch and merchandise concession, and Mr. and Mrs. M. Riley, candy apples, popcorn and snow ice. . . . George Harris, Red Lewis and Kelly Bragg are working a spot store in Riverview Park, Chicago. . . . Red and Ruth Poole joined Penn Premier Shows recently to work the cigarette pitch for Red Mack. Also joining Penn Premier was Ray Escue, who is charge of stock for Mack's concessions.

Mr. and Mrs. Paul Pederson visited the Warwick Shows recently while en route to join the No. 1 Buff Hottle show. . . . R. L. (Red) Bishop reports that he is at the Kansas Medical Center, 39th Street and Rainbow Boulevard, Kansas City 12, Kan., where he is slated to undergo surgery. He'll like to hear from friends. . . . Edgar G. Hart, author of "I Bet It Back," is in Canada where he is pushing sales of his new novel. . . . Albert and Betty Farley joined the No. 1 unit of the I. T. Shows recently with their sound trucks, popcorn and

(Continued on page 63)

THE MIGHTY GEM CITY SHOWS

NOW BOOKING FOR THE COUNTRY'S BIGGEST 4th OF JULY CELEBRATION

FORT CAMPBELL, KENTUCKY

INSIDE THE GOVERNMENT RESERVATION

50,000 SOLDIERS AND FAMILIES—FREE ADMISSION TO PUBLIC

ADVERTISED FROM LOUISVILLE TO NASHVILLE DAILY

IN NEWSPAPERS, ON RADIO, ON TELEVISION

BANDS, AIR DROPS, BIG NAME SPEAKERS AND MANY OTHER EVENTS INCLUDING THOUSANDS OF DOLLARS IN PRIZES GIVEN AWAY DAILY

- SHOWS
- RIDES
- CONCESSIONS
- HELP

Want Grind Shows and Bally Shows of all kinds with own equipment. Good deal for Side Show, Motor Drome or Animal Show.

One more Ferris Wheel, Caterpillar, Flat Rides. Attractive deal for Scrambler, Dark Ride or Fun House. Extra Rides of all kinds needed to handle the expected crowds.

Hanky Panks of all descriptions. Will book Custard and Drink Stands.

Useful people in all departments, including Tilt Foreman who can drive.

HEDY JO STAR WANTS GIRLS. BILL HOLT WANTS GIRLS. Gene Knight, Leonard Duncan, contact Fitzie Brown.

ALL PEOPLE JOINING NOW GIVEN PREFERENCE

ALL ADDRESS:

THOMAS HICKEY or DON GRECO MAYWOOD, ILL., THIS WEEK

W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

LAST CALL

LAST CALL

For SOLDIERS & SAILORS' REUNION, Salem, Ill., June 20 to 25

WANT CONCESSIONS: Two Cook Houses. Can use two Foot Longs, Snow, Cotton Candy, Pop Corn. Have one Bingo, can use one more. Scales, Novelties, Coke Bottle, Basket Ball. All Honky Panks open. No flats or camps.

RIDES: Can use for Salem only Roll-a-Plane, Rack-a-Plane, Caterpillar.

SHOWS: Fun House, Glass, Mechanical, Jig, or what have you?

RIDE HELP on Merry-Go-Round, Wheels, Scooter, Tilt and Kid Rides, must drive. This is one show that does not tolerate drunks. Top wages at all times.

All replies: Wire Western Union, this week, Salem, Indiana; June 13 to 18, Bedford, Indiana.

W. R. GEREN

WORLD'S FINEST SHOWS CANADA — 21 FAIRS — CANADA

STARTING WITH THE "B" CIRCUIT OF WESTERN CANADIAN FAIRS, AT LETHBRIDGE, ALTA., JUNE 27, FINISHING AT PRINCE ALBERT, SASK., THEN THREE RIVERS, SHERBROOKE, AND QUEBEC CITY, IN PROVINCE OF QUEBEC; FOLLOWED BY OUR PROVINCE OF ONTARIO FAIRS, ENDING AT SIMCOE, OCT. 8.

WANT FOR TERRELL JACOBS' WILD ANIMAL CIRCUS:

Aerial Ground and Novelty Acts; also Family Troupe.

Acts, address: Terrell Jacobs, as per route.

WANT CONCESSIONS: NOVELTIES, SCALES AND AGE. WILL CONSIDER PLACING NEW "ROUND-ABOUT" RIDE.

All Address: J. P. (JIMMY) SULLIVAN, Mgr., WINNIPEG, MAN., CAN.

Now and until June 18; REGINA, SASK., June 20-25.

FLOYD O. KILE SHOWS

RELIABLE AMUSEMENTS FOR YOUR ENTERTAINMENT

LAST CALL

OPENING JUNE 13, McCOMB, MISS.; THEN ELDERADO, ARK., JUNE 20-25; UNDER STRONG AUSPICES. JULY 4-9, MARCELINE, MO., CITY PARK; THEN ALL FAIRS TILL NOVEMBER 1.

CONCESSIONS: Glass Pitch, Ball Games, Age and Scales, Duck and Fish Ponds, Jewelry, Sets, Pitch-Till-U-Win, Cigarette and Long and Short Galleries, Photos, Coke, High-Striker, Stock Stores open. No grift or gypsies here.

SHOWS: Of all kinds with own equipment. Girl, Animal, Mechanical, 10-in-1, Fat Show, Fun House, etc. Helen Golden, have good route. What about it, Ray?

HELP: Foremen for Eli, Twister, Merry-Go-Round. Sober and reliable Men only. Second Men for 8 Rides if you can handle iron and drive good semis, appreciate good treatment and stay sober, come on. Good wages and bonus. No tourists or drunks; stay where you are.

Moving on lot June 9. All People who are contracted and joining, advise if you want space held.
Clinton, La., till June 9; then per route.

FLOYD O. KILE



IN MEMORIAM ANDREW ZANE

Who died April 29 at Manchester Center, Vermont, as the result of a fatal automobile accident April 28 at the age of 30. Burial: Greater Tampa Showmen's Rest, Tampa, Fla., May 5.

Survived and sadly missed by his Wife,
JEAN ZANE

Trained Goose Wanted

Must be all white, trained to chase and peck at children and act mean. Preferably located in east. Our representative will inspect. Write.

BOX A-145, c/o Billboard
4000 Sunset Blvd. Hollywood 28, Calif.

WANTED

Two Blower Agents. Help for Flat Wheel, Up and Down Men. Contact **Louis "Abie" Zuckerman or J. J. Brown** Rex Hotel, International Falls, Minn., June 8 to 14.

WANT TO BUY FOR CASH

Frozen Custard Outfit complete, mounted on truck preferred. Must be priced reasonable. Please contact **DANIEL DORSO** O. C. Buck Shows, West Hartford, Conn.

WANTED FOR GIGANTIC ANNUAL POLKA FESTIVAL

July 7th to July 20th inclusive

51st and Cicero Ave., Chicago, Illinois

Sponsored by

CLUB INTERNATIONALE FOUNDATION

Will book legitimate Concessions of all kinds. Bingo for merchandise still open. Shows Wanted—Motordrome, Circus Side Show, Illusion Show or any Walk-Thru or Grind Show.

14 BIG DAYS HIGHLIGHTS 14 BIG NIGHTS

1/2 million free ride tickets—distributed by Coca-Cola Bottling Company. All rides free—from 6:30 to 7:30 every night. Polka Contest will be televised and broadcast every night from grounds. 7 Ford cars given away—one every other night—absolutely free. A TV celebrity on stage every other night.

Lights in Sky—Free Aerial Acts
Not a Dull Moment

THIS IS IT—YOU CAN'T MISS!

Contact
L. MATURA

8322 S. May Field Ave., Oaklawn, Ill.
Phone Garden 2-1557

Pete Andrish Dies Suddenly

PARKERSBURG, W. Va., June 4.—Funeral services were held here Friday for Peter Andrish, 66, of the Gooding Amusement Company, who died Thursday on the lot occupied by the firm's No. 3 unit. Apparently death came following a heart attack.

He was a veteran Gooding staffer. Previously he had been with a number of other shows including the Royal American. Following services here, the body was taken to Springfield, Ill., for burial in the Andrish family cemetery plot.

A sister, Mrs. Anna Kacevicius, survives. Andrish was a member of the Showmen's League of America.

Vivona Okay in Raritan, N. J.

DOVER, N. J., June 4.—Amusements of America chalked up a good opener on Decoration Day for its engagement here, following last week's date in Raritan Township on a lot booked by Morris Vivona.

Raritan proved okay with nice crowds being turned thruout the week. It rained at about 8:30 on ladies' night Monday (23) but the attendance held up in satisfactory fashion. Several committees visited the date and contacts were made for seasons to come.

Babe and Morris Vivona report business okay on the No. 2 Unit, playing bazaars in the Newark area.

Cut-Rate Tix Help Harris

MARION, O., June 4.—Royal Midwest Shows moved here this week after a good stand in Kenton, O., which was aided by the distribution of 10,000 three-for-a-quarter ride coupons on hand bills.

The Harris organization came back to Kenton after a five-year absence and the cut-rate ticket promotion yielded big returns. Rides, shows and concessions all shared in the good business which was particularly heavy during the first three days.

Show premiered its new front gate at Kenton, built under the supervision of Frankie Simms. Much visiting was done there by friends from the Findlay, O., winter base, a mere 25 miles away.

CONCESSIONS WANTED

9th ANNUAL MERMAID FESTIVAL
NORTH WEBSTER, IND.
JUNE 28 THRU JULY 4
SOUTH MARION BUSINESSMEN'S
STREET FAIR, MARION, IND.
JULY 11-16
No eats or drinks
GOODING AMUSEMENT CO. RIDES
GEORGE H. PROUCH
2327 Homewood Ave., Mishawaka, Ind.

WANTED

Concessions of all kinds. Flat rate \$15.00. \$1.00 cut-in for the ANNUAL BAINBRIDGE STREET FAIR June 15-16-17-18. Plenty of Free Acts and Rides to draw crowd. Write
G. KILGORE
Bainbridge, Indiana

WANT WANT

Wheel and Chairplane Foremen and Second Men. Top wages to reliable men. Want Popcorn, Candy Floss and Photos. All Firemen Celebrations. Parades and Free Acts. Write or wire:
I. K. WALLACE
ORANGE, VA.

WANT

Wheel Man, must be experienced, sober and reliable for park location. No tear-down or set-up. If married can use wife on Concessions. Salary \$50.00 per week. Wire Western Union or call Biloxi 9453. Address:
JACOB PRYOR
Route 3, Box 75, Biloxi, Miss.



OLYPHANT, PA., JUNE 13-18

followed immediately by

THE GIGANTIC QUAKERTOWN, PA., CENTENNIAL June 20-25

Parades, Prizes, Fireworks and Pageant every night.

RIDES: Any Ride not conflicting, also Live Ponies.

SHOWS: Any Grind Show with own equipment not conflicting.

CONCESSIONS: Hanky Panks of all kinds.

HELP: Experienced Ride Men who drive. Whitie Lyles, phone me.

Show now playing Scranton, Pa., June 6-11.

All replies for these two weeks, June 6 to 18, to

MORRIS HANNUM Casey Hotel Scranton, Pa.

NOLAN AMUSEMENT CO.

Lorain, Ohio, June 13-18; Elyria, Ohio, 20-25; Ashville, Ohio, Annual Fourth of July Celebration.

Want Concessions, Shows and Ride help.

CONCESSIONS: Popcorn, Photos, Buckets and 6-Cat, work 25c, 50c and stock only, also Hanky Panks.

SHOWS: Committee money only.

RIDE HELP: Foremen for Merry-Go-Round and Loopo-plane and Second Man for Octopus and Wheel.

FRED NOLAN

Fremont, Ohio, this week

BE WITH A POWELSON UNIT

CONCESSIONS: Can Place Popcorn, Novelties, Age and Scales, Arcade, Glass Pitch, Mug Joint, Games of all kinds—no grift.

SHOWS: All kinds, Motor Drome, Fun House, Grind Shows.

POWELSON AMUSEMENTS

Box 125, Coshocton, Ohio, Phone 1088M

BAKER UNITED SHOWS. "A CLEAN MODERN MIDWAY"

Wanted to join at once, Popcorn, Jewelry, Coke Bottles, Photos, Ball Games or any clean legitimate Concession. Positively no flats. Want Ride Help in all departments. Must drive. Shorty Putman, answer. All replies to

ERNE ALLEN

Crawfordsville, Ind., June 6-11; then English & LaSalle Sts., Indianapolis, Ind., June 13-18.

WILL BOOK TWO OR THREE RIDES

FOR COLORED BEACH FOR \$150 PER SEASON

Or what better proposition have you? Will also book Mug, one or two Flats, reasonable. Razzle Dazzle will work here. Make all communications immediately to

MRS. RUDY PROCTOR

Box 532, Tappahannock, Va., or Phone Hillcrest 3-4439, Tappahannock, Va.

HOWARD BROS.' RIDES

WANT CONCESSIONS—Popcorn, Apples, Floss, Glass Pitch, Ball Games, Dart, any legitimate Concessions. Want Monkey or 10-in-1 Show.

Tarentum, Pa., Fawn Twp., June 6-11; Fredericktown, Pa., 13-18; New Kensington Firemen's Street Celebration, June 20-25.

JEFFERSON CO. SESQUICENTENNIAL

BROOKVILLE, PA., JUNE 20-25

WANTS Frozen Custard, Penny Arcade, High Striker, Wheels that work for stock, Grind Stores, Jingle Board. Shows and Rides that do not conflict.

EDDIE DIETZ, EDDIE'S EXPO SHOWS

Ellsworth, Pa., this week; Donora, Pa., June 13-18.

WANT WANT WANT

3 Wheel Men. Good salary, good working conditions. Also Ride Help of all kinds. No collects, no drunks.

SAM TASSELL

5839 WALNUT STREET Phone: GRanite 2-5852 PHILADELPHIA, PA.
P.S.: Can use legitimate Concessions at all times.

LAST CALL! LAST CALL!

For Sunset Lake Park between Norfolk and Portsmouth, Va. Opening June 16. Can place Coaster and Scooter. Shows of merit and strictly legitimate Concessions. Also direct sales not conflicting. Everybody works on percentage basis.

Wire this week, Quantico, Va.

BARNEY TASSELL SHOWS

P.S.: Can use Ride Men. No ups and downs.

SUNSET AMUSEMENT CO.

Can place Short Range, Custard or Ice Cream, Hanky Panks and Ball Games for Waconia, Minnesota, Jubilee, week June 13. Shows with own equipment. Ride Help for Tilt, Octopus, Dodgem and Kid Rides.

Spring Valley, Minn., Celebration this week; Waconia Celebration next.



JOHN F. REID PRESENTS
Happyland Shows
THE BEST IN OUTDOOR AMUSEMENTS
WANT FOR MICHIGAN FAIRS AND CELEBRATIONS
SHOWS with their own equipment, especially Side Show, Foremen for Tilt and Wheels. Second Men for all Rides. Must be sober and semi drivers.
JOHN REID
3426 IROQUOIS Phone: WALnut 1-7924 DETROIT, MICH.

WANT WANT WANT
FOR 7 WEEKS IN ATLANTA, THEN 14 AGRICULTURE FAIRS
CONCESSIONS: Long Range, Balloon Darts, Age, Scales, Coke Bottles, Ball Games, Cork Gallery, Basket Ball or any legitimate Concessions or Direct Sales.
HELP for office-owned Wheel, Roller Coaster, Roll-o-Plane and Kid Rides. You must drive and stay SOBER.
Wire—Chamblee, Georgia, this week—Write

HOLLY AMUSEMENT CO.

\$150.00 CASH REWARD FOR LOCATION OF OPAL WOLFE-TUDERS-WRIGHT

She and Harry Wright with Ross Manning three weeks this season. Left Morris Hannum in York, Pa. Her son, Kenny Wolfe, with them. Could have Slum Wheel, Cat Rack, or working Rides or Cookhouse.

GEORGE TURNER

PHONE: VICTOR 3-9888 OKLAHOMA CITY, OKLA.

MOTOR STATE SHOWS

Playing Celebrations in Michigan, Ohio, Indiana, with a Route of Fairs to follow, including Fairs in Tennessee and Mississippi in the fall.

Can place a few more Hanky Panks. Want Photos, High Striker, Ball Games, etc. Sorry, no Mitt Camps or Flat Stores. Want Foreman for #5 Ell Wheel, Merry-Go-Round Foreman, Second Men who drive. If you drink or chase, stay where you are. Fat Vandergrift, can place you. Can place Man to assist on lot. All wires to

JOE FREDERICK, Owner-Mgr.

Napoleon, Ohio, till June 12; then Waterville, Ohio, Celebration in Park.

MIDWAY CONFAB

• Continued from page 61

candy apples. Mrs. Farley's mother, Mrs. Ben Chappell, old-time concession operator, is recovering from a series of operations.

George Keefer, who manages six stands on Heller's Acme Shows for

the Veniero interests of Newark, N. J., was feted by members of the show recently on his 50th birthday anniversary. Sam Rose was toastmaster of the affair, held in the Blue Room of the Lee Hotel, headquarters of the newly formed New Jersey Showmen's Club which elected John Glynn president at the first meeting. Keefer was named permanent chairman of the club, and following the banquet for him these officers were elected: Bob McCarty, secretary-treasurer; Frank Glynn, chaplain; Stiney Shapolis, membership committee; Carnival Joe Markase, historian, and Muttles Brynes, Gus Maynard, Joe Ross, Harry Heller, Angelo and Joe Longo and Patterson Dutch, board of directors. Arrangements were made for permanent clubrooms in the hotel. Membership blanks will soon be available. Dues are \$5 a year. Installation will take place June 21 in club headquarters. Donors to the club are President Glynn, a TV set; Keefer, \$100 for furnishings; Pete Glynn, subscriptions to magazines and newspapers; Carnival Joe and Rita, drapes and encyclopedias; Stiney Shapolis, re-decoration of clubrooms, and Louise Veneiro, clubroom furniture.

LOOKING FOR MONEY?

Then Play

BELLEVILLE, OHIO
JUNE 6 thru 11
WADSWORTH, OHIO
JUNE 14 thru 18
DELTA, OHIO
JUNE 23 thru 25
DUNDEE, MICH.
JUNE 30 thru JULY 4

Can use Photo, Balloon Dart, Jewelry, French Fry, Waffle, Hi-Striker, Age, Scale, etc. Can use Ride Help, driver preferred.

GLASS CITY SHOWS

GERALD R. ANDERSON, Mgr.
1488 South Ave. Toledo 9, O.

AT LIBERTY

Late model Tilt-a-Whirl

and attractive popcorn trailer. Will book both together or separately. Reply to:

E. A. BODART
148 N. Maple
Green Bay, Wis.

RIDE HELP WANTED

If you are satisfied with promises of peanuts and hamburgers, stay where you are! If you like steak, meats and potatoes and a pocket full of Lincoln's pictures, answer this ad! Can use Help on all Rides—Merry-Go-Round, Ferris Wheel, Roll-o-Plane and Tilt. Drivers with licenses preferred. Drunks and chasers, stay away.

FRED A. POTENZA
741 N. Walcott Chicago 22, Ill.
Phone: HAYmarket 1-4121
No collect calls.

WANTED

Concessions for 4th of July American Legion Celebration at Merrill, Wis. Wanted—Hanky Panks of all sorts—July 1-4.

FRED A. POTENZA
741 N. Walcott Chicago 22, Ill.
Phone: HAYmarket 1-4121
No collect calls.

CAN USE CAPABLE AGENTS

who want to work and make money. Office-owned Concessions and you have the "X" on your game.

Kenneth Ayliffe
Lee Becht Amusements
Miamisburg, Ohio, this week; Loveland, Ohio, June 13-18.

NEW PRICES BANNERS

Snap Wyatt Studios
Rt. 3, Box 559 Tampa, Fla.

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.

WANTED RIDE SUPERINTENDENT

Who can and will
F. C. BOGLE SHOWS
Wichita, Kans.

NEW MERRY-GO-ROUND FOR SALE

32-ft. Two-Abreast. 20 Jumping Aluminum Horses. At Liberty—Adjuster, General Agent, Special Agent, Manager. I know the entire Middle West. Join on wire. Phone early in the mornings. (Phone: 4-J-2)
C. A. GOREE, AZLE, TEXAS.

RA Labor Pact

• Continued from page 59

Karsh and others were busy seeking written authorization for the check-offs, the deduction by owners of dues from wages.

While little objection to unionization was voiced by show personnel during the public meeting, considerable opposition was registered when show people were asked to sign authorization for the check-offs. Some, including one owner who has seven employees, refused to sign and said he and his people would leave the show.

Only the organization of the show diverted attention of people on the Royal American from the worst business the show has received in its long history. The show experienced a pitiful small take over the Memorial Day weekend here and nights since have provided paltry business.

Paducah, Ky., scheduled to be played all of last week, was passed up after attempts on two successive days were made to set up on a soft, muddy lot failed. And Nashville, the previous week, produced one of the smallest week's grosses in the long history of the show, with weather there as the cause.

The show winds up its Evansville stand Sunday (5) and will jump to Davenport, opening there Wednesday (8) for an engagement that will close Sunday (19).

Frog Jubilee

• Continued from page 53

dance duo; Boxley and Marie, magic and illusion; Johnny Matson, accordionist; Leo Diamond, harmonica; Ken Card, comedy; Dr. Giovanni, International pickpocket, and the Mandrins, acrobats. Music was furnished at the Hammond organ by Phil Arden, who also assisted during the fair in the handling of special events.

On the Sunday bill also were a horse show in the morning and Christensen Bros.' RCA approved rodeo.

The fair sponsored a dance that ran thruout Saturday night. With the gates opening at 6 on Sunday morning, the event is practically continuous from Saturday opening until the Sunday night closing. Chester Smith's band was featured for the event in a side-walled dance section.

The Alex Freedman Fair Time Shows were featured for the first time on the midway and the date was the first exposition for the organization. Formerly the Boone Valley Shows, Freedman purchased the carnival last year and moved it from the Midwest to the West Coast during the winter. Complement of rides included 6 major and 4 kid rides and 18 concessions.

CALIFORNIA'S BIGGEST FOURTH OF JULY CELEBRATION

OAKLAND—5 Big Days and Nights

June 30 through July 5

Lake Merritt Show Grounds. 200,000 attendance—uptown location. Now booking Shows and Concessions.

Roy Shepherd can use Foremen and Second Men for most all Rides. Also a few Women Ticket Sellers. Extra mileage pay for Semi Drivers.

Contact Mr. Shepherd immediately

Wire-Write or Phone **CRAFTS 20 BIG SHOWS** 7283 Bellaire Ave., No. Hollywood, Calif. Phone POPular 5-0909

PENN PREMIER SHOWS

world's • cleanest • midway

NASHUA, NEW HAMPSHIRE, JAMBOREE CELEBRATION, JUNE 20-25

Sponsored by 20 organizations. Free Acts, Special Events, Day and Night. Positively the Largest Bona Fide Celebration in the New England States, followed by MASSACHUSETTS' LARGEST FOURTH OF JULY CELEBRATION at ATHOL, MASS., July 4-9.

SPACE LIMITED AT ABOVE SPOTS SO CONTACT US IMMEDIATELY

CONCESSIONS

CAN PLACE CUSTARD AT ONCE. Can also place Derby Racer, Fish Pond, Ball Games, Short Range, Cork Gallery, Photos, High Striker or any other legitimate Concessions.

SHOWS

CAN PLACE MANAGER FOR CIRCUS SIDE SHOW. Have all new canvas and banners complete. Manager must have sound equipment and good working acts. Good proposition to the right party. CAN ALSO PLACE MAN WITH MONKEYS TO TAKE OVER MONKEY SHOW. WE HAVE NEW TOP AND BANNERS COMPLETE. Can also place any good Grind Shows not conflicting. Remember we have all Celebrations and Fairs until November.

RIDES

Can place any Flat Ride not conflicting with what we have. We have real ride territory and can offer good proposition.

AGENTS

Buster Westbrook can use Razzle Agent. Charley Allen wants 6-Cat Agent. Murray Levitt can use Roll-Down Agent. Harry Rubin and O. D. Johnson can use Agent.

This show operates every week and has choice dates. Contact at once

All letters and wires to
LLOYD D. SERFASS, Gen. Mgr.
Adams, Mass., this week

All phone calls to
Harry (Buster) Westbrook
Sheraton Hotel, Pittsfield, Mass.



Gigantic Italian Festival of Chicagoland

JULY 18
through
JULY 27, 1955

BENEFIT OF VILLA SCALABRINI— ITALIAN OLD PEOPLE'S HOME

NEW LOCATION
North and 5th Avenues, Maywood, Ill. Parking lot of Maywood Park Trotting Track PLENTY PARKING

WILL BOOK CLEAN SHOWS—CARNIVAL ATTRACTIONS

WRITE OR PHONE
JOSEPH DE SERTO 1615 N. 18th Ave., Melrose Park, Ill. Phone: HARRison 7-4675

GOLD MEDAL shows

WANT FOR 14 OUTSTANDING FAIRS STARTING IN JULY

CONCESSIONS

Hanky Panks of all kinds, Custard, Chocolate Dip, Snow Balls, Jewelry. Bill Stevens, answer.

SHOWS

Girl Show with own front, must be real nice; also Wildlife, Fun House, Glass House and other grind shows.

HAVE COOKHOUSE FOR SALE. Will book same on show or will consider leasing to responsible party (Sam Patrone, answer), or will book Cookhouse up to standard of this show. Want Billposter with own transportation.

Answer to **JOHNNY J. DENTON** or **DAVID E. FINEMAN**

c/o GOLD MEDAL SHOWS, Wheeling, W. Va., all this week.

LEWY DUCHENE

WANTS THREE GIRLS FOR #2 GIRL SHOW

Experience unnecessary. New 50-foot panel front. Good Girl Show territory. Top pay and bonus. Reply:
c/o TENNESSEE VALLEY SHOWS
Middleport, Ohio

WANTED

Man for Little Beauty. Must be A-1 and drive truck.
FRANK SHERMAN POTENZA AMUSEMENTS
6437 S. Washtenaw Chicago, Ill.

GIVE TO DAMON RUNYON CANCER FUND

T. J. TIDWELL SHOW

Wants Ride Men in all departments. Sure pay, good treatment. Will book Concessions not conflicting: Photo, Balloon Dart. What have you? Bill Kennedy has opening for Girl Show Girls. All answer:

T. J. TIDWELL, Manager
ADA, OKLAHOMA, JUNE 6 THRU 11.

HELLER'S ACME SHOWS

Nyack, N. Y., this week; West Patterson, N. J., next week; then St. Mary's Church, Bound Brook, N. J., follows.

Want Foreman for Chairplane, also Ride Help. Semi drivers given preference. Want Custard and any Hanky Panks that don't conflict. No Flats or Wheels.
Phone: WYcoff 4-033-M, Franklin Lakes, N. Jer., till 10 a.m.
P.S.: Cody and Howard, phone collect.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Now playing Danville, Ky.; Richmond, Ky., to follow; then Frankfort.

NOTICE, RIDE MEN who take an interest in their job and make a career of Rides. We are not interested in summer vacation men. We pay top salaries and bonus to all men who take our equipment into winterquarters. Unemployment, workmen's compensation to every man. All of our trucks are special equipped for each ride. The best of rides and rolling equipment. We want to keep it that way, so that is why we want good Ride Men.

Can place Foremen for three Kiddie Rides, Octopus, Spitfire, Little Dipper or Coaster. Want Second Men for the above Rides, also Tilt-a-Whirl, Ed Hart and Jimmie Sample, come on. Concessions open: Cookhouse, Fishpond, Darts, High Striker, Heart Pitch, Ball Games, 6-Cats, Bumper and Hoop-La. (Want Shows: Monkey, Snake (Geo. Usher, come on), Fat, Illusion and Wildlife. (Dick Kabbage, come on.)

All replies to JOHN PORTEMONT, Danville, Ky.

FRONTIER SHOWS

WANT FOR OPENING AND THE FOLLOWING BONA FIDE FAIRS AND CELEBRATIONS

Prescott, Arizona, July 4; Heber, Utah, July 12-16; Spanish Forks, Utah, July 24; Price, Utah, July 26-30; Mt. Pleasant, Utah, August 2-6; Mantti, Utah, August 10-13; Logan, Utah, August 17-20; Tremonton, Utah, August 23-27; Duchesne, Utah, August 30-September 3; Hotchkiss, Colorado, September 6-10.

All kinds of Stock Concessions and Hanky Panks, including Balloon Store, Fish Pond, String Game, Lead Gallery, etc. No flats or gypsies. Good proposition to Shows with own equipment.

All replies to J. L. RITTER, Mgr.
Williams, Arizona, June 15 to 19.

SOUTHERN VALLEY SHOWS

WANT FOR SEASON

Bingo Game, Custard, Photo, String, Bumper, Fish and Duck Ponds, Hoop-La, Six Cat, Buckets, Swinger, Heart Pitch, Long and Short Range Gallery, Scales and Age, Novelties, Candy Floss, Striker; all above open, none here now. Reasonable privilege. Want to book Pony Ride, also Chairplane for season. Shows with own outfits. Yes, we have the big Juneteenth Celebration at Marshall, Texas, June 13-19—7 big days. All answers to

EDDIE MORAN

MAGNOLIA, ARK., THIS WEEK; THEN MARSHALL, TEXAS.

OKLAHOMA CITY

Can place five well-framed Hanky Panks and Pitches for 1955 Oklahoma State Fair. Contact

DON PIERSON

200 Prospect, Hot Springs, Ark.

Phone 6598

IDEAL RIDES

Now booking Concessions for 4-H Fair, Middletown, Ind.; next week, Westville, Ind., on streets; next big July 4th, Shelbyville, Ill., City Park, fifth year.

Will book Tilt or Octopus. Shows—What have you? No girls, rockets or gypsies.

Bill Bernauer wants Agents.

PAUL T. ROBERTSON

PLAINFIELD, IND., THIS WEEK.

PAN AMERICAN EXPOSITION

WANTS For our fourteen Fairs starting in July with more pending. Route to interested parties. SHOWS: Ten-in-One, Girl Show, Shows with own outfits. Have fronts and tops for Girl Show, Animal Show and Side Show. Need inside. Place Motordrome (Art Fay, answer), Monkey Speedway (Pete, come on). RIDES: Fun House, Dark Ride or any not conflicting. CONCESSIONS: Bingo, Short Range, Bumper, High Striker, Custard, Ice Cream, Ball Games or any 10r Hanky Panks. Can also place Razzle, Skillo, Blower, Count or Grind Shows. Open midway. Man to Manage office-owned Concessions, also Agents for office-owned Concessions. HELP: Second Men on Octopus and Tilt and all other Rides who drive, Wives in Ticket Boxes or Concessions, Scenic Painter and Truck Mechanic with tools. All wires and correspondence: c/o SHOW or TED WOODWARD, Sec., Williamsburg, Ky., now; then as per route.

BILL CHALKIAS WANTS FOR TWO SIDE SHOWS

"The Most Beautiful Side Shows in America"

Unit #1 will be with Wm. T. Collins Shows for an exceptional route of Fairs and Celebrations. Unit #2 will be with Buff Hottie Shows. #1 Unit, also for an outstanding route of Fairs. **OUTSTANDING ACTS AND ATTRACTIONS, ESPECIALLY WANT CAPABLE SWORD SWALLOWER, FAT GIRL AND RUBBER-SKINNED BOY.** Gene Stone, Arthur Clever and Al Short, answer.

For #1 Unit address: Bill Chalkias, c/o Buff Hottie Shows, Benid, Ill., until June 9; after that c/o Wm. T. Collins Shows, Fargo, N. Dak. For #2 Unit address: Joe Hatfield, Mgr., c/o Buff Hottie Shows, Benid, Ill., this week; then per route.

AGENTS AGENTS AGENTS

Want one Razzle, one Skillo and one Pin Store Agent. Only three Stores on Show. "Peanuts," Chet, Joe Wilson, Art Snyder, Buddy Fisher, get in touch with me. Want Six-Cat Crew that can frame store right. Dickie, Jim Lykins, Whitey, call me. Place one Bucket Store Agent. Florence Porter, can place you and sister. Want Want Girls for Girl Show, salary and P.C. Wire or call

KIRK DECKER, Villa Hotel, Tyrone, Pennsylvania

FIDLER UNITED SHOWS

WANT FOR LONG ROUTE OF ANNUALS AND STREET CELEBRATIONS

HANKY PANK CONCESSIONS OF ALL KINDS. FOREMEN FOR TILT-A-WHIRL AND FERRIS WHEEL. Other capable Ride Help also. Must drive Semis. Address:

SAM FIDLER, MGR., ST. GENEVIEVE, MO., JUNE 6-11.

WANTED EVERYTHING

Foremen who can up and down Rides—Spitfire, Merry-Go-Round, Wheel, etc. Concessions of all kinds, Ball Games, Popcorn and Apples, Hanky Panks, \$18.00. SHOWS WITH OWN EQUIPMENT, SIDE SHOW, MECHANICAL, ANIMAL, DROME, SNAKE, HELP: Girls and Talkers for Girl Shows, Man to operate Fun House, Useful People in all departments.

F. C. BOGLE SHOWS, Wichita, Kansas

AGENTS

Want Razzle, Roldown, Pins, Alleys, Wheel and Slum Skillo. Following contact: "Jersey" Robert Clarkson, Brownie Cole, Albert Taylor, Bobby Locke, Red Wingfield. Can use Grind Shows, also Girl Show. Have complete outfit, including P.A. set.

DWIGHT BAZINET

Care Wade's Joyland Shows, Deckerville, Mich., this week; Ubyl, Mich., Annual Celebration, next week.

W.G. WADE SHOWS

IRON MOUNTAIN, MICHIGAN

June 14-18

—CAN PLACE—

Legitimate Concessions of all kinds. Want Ball Games, Balloon Darts, Fish Pond, etc. Will sell "X" on Photos, Novelties and other outright sales.

—WANT—

WILDLIFE, UNBORN or other Walk-Thru Shows.

All replies

W. G. WADE SHOWS

MANISTEE, MICHIGAN, all this week.

WANTED

RELIABLE CAT RACK HELP

FOR BUNKER HILL CELEBRATION, Charlestown, Mass., June 12-18, and CIGANTIC POLKA FESTIVAL, 51st and Cicero, Chicago, Ill., July 7-20—also 15 big Celebrations and Fairs to follow.

Contact

IRVING (GHOST) ZAITSHIK

c/o Proll's Broadway Shows Leiporsville, Pa. (this week), or St. James Hotel, Philadelphia, Pa.

WALTER WANOUS

and DICK BEST

WANT FOR WORLD OF MIRTH SIDE SHOW Bally Attractions, Novelty Acts, Talkers, Ticket Sellers, Boss Canvasman and good, reliable Side Show Help. Address Walter Wanous c/o WORLD OF MIRTH SHOWS New Brunswick, N. J., this week.

WANT WANT SIDE SHOW ACTS

Talkers, Ticket Sellers, Fire Eater, Pin Cushion, Boy to learn Knife Throwing, Bally Girls; also Help for Monkey Show. CLAUDE BENTLEY 20th Century Show Ft. Dodge, Iowa, this week; Dubuque, Iowa, week June 13.

WANTED

Age and Weight Agent at Jacksonville Beach Boardwalk. Danny Ryan, White Hardman, contact: L. H. HARDIN 411 N. First St. Jax Beach, Fla.

WANT

Tilt and Wheel Foremen, Second Men, also Kiddie Ride Men. Booking Hanky Panks of all kinds. Swinco wants Agents. For Sale—22x36 Wisconsin style Bingo, new canvas, some stock and Trailer and Tractor if desired; several Concession Tents and Frames, Six Arrow, Buckets, Stock Wheels. Contact DYER'S GREATER SHOWS Benton, Ill., now; Ladd, Ill., next week.

WANT CONCESSIONS

FOR LAKE CITY, MICH., BIG JULY 4TH CELEBRATION. (Popcorn, Jewelry and Floss sold.) WANT RIDE HELP THAT DRIVE. MOSHER AMUSEMENTS 915 Scott Ave. Pt. Huron, Mich.

WANTED

All round Cookhouse Help. Tom Foley, come on. MERRIAM MIDWAY SHOWS Belmond, Iowa, June 7-8; Radcliffe, Iowa, June 9-11; then as per route.

Juneteenth Celebration

JASPER, TEX., JUNE 14-19 Want Wheel Man, Loop-o-Plane Man and Chairplane Man. Concessions all open. Want Grind Store Agents. Make all contacts by wire, Jasper, Texas. GREAT SOUTHERN EXPOSITION

FOR SALE

COOKHOUSE or SIT-DOWN GRAB, 14 by 14, new and complete. 1948 Ford Truck, A-1 condition. Good tires, new license. \$1,000.00. Terms to reliable party. EDDIE STEELE c/o DUMONT SHOWS Kingston, Tenn., this week

PIGMY HORSE SHOW FOR SALE

Show complete, now in operation. Two horses, male and female; 70-foot front, all new banners. Booked on World of Mirth Shows for the season. Contact VIRGINIA SHUMWAY, World of Mirth Shows, week June 5, New Brunswick, N. J.; week June 10, New Britain, Conn.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Three more Still Dates, two Celebrations and then to the Fairs.

WANT

CONCESSIONS: Swinger, Glass Pitches, Long and Short Range Galleries, Buckets, 6-Cat, String Game, Seale and Age and Mitt Camp. Must be American dress. Want Hoop-La, Percentage, Jewelry, Basket Ball or any Merchandise Concessions (midway open). SHOWS: Penny Arcade, Sideshow with acts or equipment. Al Dameron wants Sideshow Acts, Operator for Monkey Show. We have monkeys (Kay Kon, Eaney, answered your wire, come on.) Want Funhouse Operator, Tom Bush, come on. Operator for beautiful Girl Show. Must have girls and wardrobe RIDES: Dark Ride, Octopus, Live Pony Ride, Joe Murray, get in touch. RIDE HELP: Foremen for Twin Wheels, Ride-o, Caterpillar and Roll-o-Plane. R. V. McNair and Joe Coleman, come on. Second Men on all rides, Wives to sell tickets. Want Man to handle Caterpillar, Welder, Mule Drivers, Train Help. Contact Red Kelly, trainmaster. Want Mechanics. John Reed wants Grind Store Agents and useful Concession Help. Hanky Pank Agents, Stock Man for office-owned Concessions, Office Secretary, J. V. McDevitt, contact. Want Publicity Man who can promote kiddie matinees. Lew "Peasey" Hoffman, answer.

All replies to Anniston, Ala., this week.

CAPITAL CITY SHOWS

Want for Our BIG FOURTH OF JULY CELEBRATION, STEARNS, KY., JUNE 27 to JULY 4, Followed by 18 Fairs Starting July 11.

CONCESSIONS: Photos, Custard, Penny Pitch, Long Range, Glass Pitch. Will sell "X" on all the above. Can use Hanky Panks of all kinds. V. L. Collier wants Count Store, Buckets and Swinger Agents. SHQWS: Monkey, Mechanical, Wildlife or any non-conflicting Grind Shows. Bobby and Billie Taylor wants Side Show Help. Can use few Second Men on Rides who drive semis.

All replies J. L. KEEF

c/o WESTERN UNION, GALLATIN, TENN.

EDDIE STEELE WANTS AGENTS

FOR RAZZLE, PIN STORE AND SKILLO, ALSO CAPABLE OUTSIDE MAN. ONE HANKY PANK AGENT. Have big July 4th spot. Only four Joints on Show. Wire EDDIE STEELE

c/o DUMONT SHOWS, KINGSTON, TENN., this week; then per route.

P.S.: Larry Reese and "Black Cat," wire me.

GLADES AMUSEMENT COMPANY

STANLEY, VA., WEEK JUNE 14-17

Will book Kiddie Rides for summer. Want to buy or book small Bingo.

JERRY SADDLEMIRE

HARRISONBURG, VA., THIS WEEK.

P.S.: Floyd Matter wants Agents for Hanky Panks.

AT LIBERTY—JULY 1

LEGAL ADJUSTER

10 YEARS' EXPERIENCE

Three Grind Stores, four Hankys, three Center Concessions, two Major Rides. BOX D-119, c/o THE BILLBOARD PUBLISHING CO. Cincinnati 22, Ohio

ROYAL MIDWEST SHOWS

Want for ANNUAL FIREMEN'S FESTIVAL, Lawrenceburg, Ind., June 13-18

Can place Stock Concessions of all kinds, Photos, Long and Short Range, Buckets, GIRL SHOW, Grind Shows, also Manager for Athletic Show. Bill wants Swinger Agents.

ROXIE HARRIS

LONDON, OHIO, THIS WEEK.

WANTED

Legitimate Concessions and Shows of all kinds. Also Ride Help and Agents. Entertainment nightly. Two big ten-day celebrations. Many others. Millington, Maryland, June 15-25; Chestertown Fair, June 29-July 9. Eight Rides, Dual Ferris Wheel. Wire

D. Van Billiard Shows

This week, Minquindale (New Castle), Delaware, Fire Company.

United Exposition Shows

WANT

Man to take charge of well-framed Athletic Show. Must know how to get money. Ride Help that drive, come on! Wives on Concessions or Tickets. CONCESSION AGENTS for Ball Games and Clothes Pins that work Razzle or Count Stores, Buckets and Set Joints. (B. McDonald, contact.) COMMITTEES FOR CENTENNIALS AND STREET CELEBRATIONS: Have two open dates for Northern Illinois or Indiana. Wire or call:

C. A. VERNON, Mgr. South Beloit, Ill., June 9-18; then per route.

JACK FLYNN WANTS JOHN GIAMPATONE

to wire him immediately. Steamer Pet-teat, Jimmie Neal and Nig O'Connell also contact. MACK HODGE wants Skillo Agents and capable Outside Men.

Address: JACK FLYNN c/o Buff Hottie Shows Benid, Ill., this week; then per route.

NOLAN SHOWS UNIT #2

Playing all Ohio Celebrations on the Streets. LEETONIA, OHIO, JUNE 9-11 TUSCARAWAS, OHIO, JUNE 15-19 Want Hanky Panks of all kinds, also P.C. No Mitt Camp or Griff. Want Ride Help on all Rides. Good treatment and good pay every week. Foremen and Second Men for Parker Merry-Go-Round, Wheel, Chairplane and Punk Rides. Want 30-foot Round Top and Poles. Contact Manager as per route. Permanent address: Moxahala Park, South Zanesville, Ohio.

HARRISON GREATER SHOWS

Want for Warsaw, N. C., followed by Wallace, N. C., in the heart of the vegetable and produce country.

Want to join at once Cookhouse or Sit-down Grab, Popcorn, Candy Apples, Snow Cone and Floss. All Slum Concessions open. Want Agents for Skillo, Razzle, Clothes Pin and Line-Up. All mail and wires to

FRANK HARRISON Warsaw, N. C., this week.

Wanted Midway Show

DOOLY COUNTY FAIR Sponsored by American Legion. Sept. 25—Oct. 1 or Oct. 2—Oct. 8 or Oct. 9—Oct. 15. Contact E. H. DAVIS Vienna, Georgia

FOR SALE

POPCORN and CANDIED APPLES CON- CESSION. Can book on this Show. \$300.00 Complete. EDDIE STEELE c/o DUMONT SHOWS KINGSTON, TENN., this week; then per route.

BINGO COUNTER MEN

WANTED

Can place two good Bingo Counter Men. If you drink, stay away! ART LUDWIG c/o SUNSET AMUSEMENT CO. Spring Valley, Minn., this week.

COMING EVENTS

Arizona
Flagstaff—Indian Powwow, June 25-July 4.
Flagstaff—Northern Ariz. Square Dance Festival, Aug. 12-13.

California
Los Angeles—Home Show, June 9-19.
Oakland—Home Services Fair, June 7-9.

Colorado
Denver—Antique Show, July 5-8.
Estes Park—Colorado Festival, June 17-19.

Connecticut
Bethel—State Firemen's Convention, Aug. 12-14.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, July 17-20.

Idaho
Boise—Ada Co. Sheriff's Posse Cow Cutting Contest, June 18.

Illinois
Chicago—Homecoming and Street Fair, July 6-9.

Indiana
Bainbridge—Street Fair, June 15-18.

Iowa
Carson—Pow-Wow, July 26-27.

Kansas
Hanover—Celebration, July 25-27.

Kentucky
Eminence—IOOP Celebration, June 27-July 4.

Louisiana
New Orleans—La. Boat Festival-Pan American Regatta, June 18-19.

Maine
Houlton—Celebration, July 4.

Maryland
Hyattsville—Prince George Co. Police Carnival, July 4-9.

Massachusetts
Charlestown—Celebration, June 13-18.

Michigan
Ann Arbor—Gladiolus Show, Aug. 7-8.

Minnesota
Duluth—Antique Show, Aug. 21-24.

Mississippi
Clarksdale—VFW Celebration, June 6-11.

Missouri
Bolivar—Kiwanis Club Jr. Livestock Show, June 16.

Montana
Plentywood—Celebration, July 2-4.

Nebraska
Broken Bow—75th Anniversary Celebration, July 1-5.

Nevada
Ely—Nevada Fair of Industry, Aug. 25-28.

New Jersey
Dover—VFW Celebration, July 4-9.

New York
Frankford—Italian Feast of St. Francis Society, June 13-18.

New Mexico
Gallup—Inter-Tribal Indian Ceremonial, Aug. 11-14.

Ohio
Arcadia—Centennial, June 28-July 2.

Oklahoma
Claremore—Legion Celebration, June 30-July 4.

Oklahoma
Pawhuska—Ben Johnson Memorial Steer Roping, June 26.

Oklahoma
Pawhuska—Osage Co. Cattleman's Assn. Convention & Ranch Tour, June 24-25.

Oklahoma
Pawhuska—International Round-Up Club Cavalcade, July 29-31.

Oklahoma
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Michigan
Ann Arbor—Gladiolus Show, Aug. 7-8.

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Ann Arbor—Gladiolus Show, Aug. 7-8.

South Dakota
Aberdeen—Knights of Columbus Carnival, June 8-12.

Tennessee
Martin—YMBC Celebration, June 27-July 4.

Texas
Belton—Independence Celebration, July 1-4.

D. S. DUDLEY SHOWS
Want for fifteen weeks of fairs in Colorado, Kansas, Oklahoma, Texas, New Mexico.

Thank You ANONYMOUS
with an eastern show for your new Buick Roadmaster purchase.

WANT CONCESSIONS
For July 2-3-4 at Iroquois, Ill. One of the best Celebrations in Illinois.

BEAM'S ATTRACTIONS
REYNOLDSVILLE, PA., FIREMEN'S JUBILEE—June 13-18
2 Parades—Fireworks—Band Concerts

FT. WAYNE, IND., FREE FAIR
JULY 11-16
FIRST TIME IN FOUR YEARS. HARNESS AND MOTORCYCLE RACES, ETC.

SCHAFFER JUST FOR FUN SHOWS
Can place for Pine Bluff, Ark., Summer Festival, June 6-11; East Gary, Ind., Jubilee Celebration, June 16-26.

VOLUNTEER SHOWS Want
Concessions—Bingo, Bumper, Pitch-Till-You-Win, Balloon Dart, Novelties, Buckets, Swinger, Six Cats.

WANT—G & B SHOWS—WANT
For Firemen's Celebrations and the largest Fourth of July spot in the State of West Virginia at Terra Alta; Friendsville, Maryland, June 13 to 18.

SHOEMAKER'S TRI-STATE SHOWS
Want for Millinville, Pa., June 20-25, Official Opening; Milton, June 27 to July 2; Herdon, July 4-9.

Table with 3 columns: STOCK TICKETS, We Manufacture TICKETS, SPECIAL PRINTED. Lists prices for various ticket quantities and types.

FOR CONCESSIONAIRES
PARAKEETS
(YOUNG, FINGER TAME, ASSORTED COLORS)
CANARIES—CAGES
WE SHIP ANYWHERE
LIVE DELIVERY GUARANTEED

RIDE HELP WANTED
Foremen for new Tilt and Octopus, Man for two Kiddy Rides; top salary and bonus.

BELLE CITY SHOWS
WANT
Ride Help on Wheel, Tilt, Flying Scooter. Need Merry-Go-Round and Wheel Foremen.

WANTED
for Burdick's Greater Shows
For largest June celebration in the South, to be held at Brenham, Texas, week June 13 to 19.

FOR SALE
Spillman Merry-Go-Round, 32 ft., 16 horses, 2 chariots, 5 h.p. electric motor.

WANT
Photos, Foot Longs and Hanky Panks; also Ride Help. Need Rides for July 4th.

FOR SALE
JET KIDDIE RIDE
IMMEDIATE DELIVERY
Rocco Amusement Co.

PARAKEETS
Shipped daily, 100—\$125.50—\$47.50. Plus delivery charges.

MERRY MIDWAY SHOWS
Want Concessions—Balloon Dart, Pitch Tilt U Win, Sno Cone, Age & Weight.

Wilson Famous Shows
Want Ride Men who drive. Can also place a few more legitimate Concessions, Bingo Help.

WANTED
Carnival of five to six Rides for LEGION PICNIC, SEPTEMBER 3, 4, 5.

Speculation Grows On R-B Quitting Madison Sq. Garden

Pact Unsigned; Arena Acknowledges Business Visits by Art Concello

NEW YORK, June 4.—It was confirmed yesterday that not only has Madison Square Garden been having contractual difficulties with the Ringling Bros. and Barnum & Bailey Circus, but that the possibility of another show has been considered, even if only slightly.

The revelation came in a conversation with Ned Irish, of the Garden management, following rumors that the Big One may not return next spring. The reason claimed is that rising costs have rubbed the Norths the wrong way to the point of balkiness over signing another lease.

Henry Ringling North stated to The Billboard last month that the five-year contract is expiring this season and that while his brother John had been in negotiation with Gen. John Reed Kilpatrick, Garden boss, there was no sign of an early signing at that time. The pact still is unsigned, according to Ned Irish, of the Garden executive staff.

Commenting on the North claim of rising costs and percentages, Irish conceded that the arena's end of the month-long engagement has increased thru the years. But, he added, "so has the show's gate income."

Concello Talks Noted

Irish acknowledged a fact which has been known around the Big One for weeks: that Art Concello has been closeted with the arena people on at least two occasions, the first time during the Ringling engagement here. Both Irish and Kilpatrick have been acquainted with Concello from his frequent appearances here as general manager of the Ringling show. Should he land the rich date his astuteness would undoubtedly result in his assembling an extravaganza in keeping with what New York patrons have grown accustomed to, during the long years of Ringling presentations. A possibility is that he would build a show around a well-known act such as Clyde Beatty, one of the names strong enough to draw at the box office here.

Irish noted that "The \$1,000,000 gross for the engagement," presumably referring to the start of the five-year pact which has run out, "has grown to where it is now over \$1,500,000." He said the talks are a continuing process and an announcement is possible at almost any time.

A similar situation arose five years ago when the Norths were

discontent over the Garden's proposals for a new contract. It has been learned that during those days they cast about for a possible substitute location in New York City, settling on mammoth Kingsbridge Armory in the Bronx. A National Guard armory, it could be had for sizably less money than the downtown Garden and the Norths made definite plans to
(Continued on page 68)

CHARLEY HUNT VISITS RINGLING IN HELICOPTER

PHILADELPHIA, June 4.—Charles T. Hunt Sr., who started his own circus 63 years ago with two wagons and six horses and has operated it continuously ever since, was flown in here in his own helicopter and set down alongside of the Ringling Bros. Circus last Friday (28). The 83-year-old circus dean makes it a point to visit the Big One annually. He traveled on everything from horses to Cadillacs before acquiring the helicopter for advertising purpose this spring. To the query, what next? he quipped, "Can't tell. It might be a rocket ship."

Regina Night Business Slim for Davenport Show

REGINA, Sask., June 4.—Second annual Shrine Circus closed a four-day run in Exhibition Stadium here Saturday (28) with the children's attendance almost 3,000 ahead of last year and the adult turnout down from 1954 about the same amount. Show was produced by Orrin Davenport.

Shriners concentrated on the kid trade by selling 50-cent tickets to merchants and businessmen thruout Southern Saskatchewan. Better than 18,000 attended, compared with 16,000 last year.

Unofficial figures indicate that total attendance for the four matinees and four evening shows was off from last year's 28,000. Night turnouts were slim, with an estimated 9,000 adults attending, compared with 12,000 last year. Adult tickets were \$1.50 and \$2.

Feeling on the show was that the public hereabouts is keeping a closer eye on the dollar. Weather, too, may have had an effect on the box-office. Earlier rains and flooding have hampered ruralites and fine weather during the circus date kept a lot of Regina in their gardens. Too, there has been plenty of entertainment in the city since the beginning of the province's Golden Jubilee year and there will likely be a lot more before the year is out.

Personnel of the show includes: Prince El Kigordo, lions; Joanne Day, Ingrid Meredith and Corrine,

aerialists; LaBlonde Trio, aerial bars; Johnny Welde's bears; Zavatta's dogs; Young China and Tien Tsi Lui, acrobatics; Dieter Tasso, slack wire juggler; Francisco and Dolores, perch; Zoppe Family, ladders; Irma and Rio, balancing; Jack Joyce's camels; Joe Lemke and Helen Haag, chimpanzees; Shyrettos, bicycle act; Zavatta Family, bareback, and Bill Woodcock, elephants.

Clowns are Dick Lewis, Charles Lewis, Jo-Jo Lewis, Jimmy Davison, Jeff Murphree and Percy Radamaker.

Others are Orrin Davenport, producer; Jack Cervone, band director; Charles Marine, properties; Clarence Marine, transportation; Dorothy Kohler, wardrobe, and Jack Joyce, equestrian director and announcer.

Expect 200 to Attend CFA Annual Meeting

NEWARK, N. J., June 4.—About 200 members of the Circus Fans Association are expected to attend the annual convention of that group here next Saturday thru Monday (11-13), according to estimates of Hunt Bros. Circus, the host show.

Indications have already been that members from such distant points as Minnesota and California will attend, Hunt officials said. The

Los Angeles Opens Strong for Polack

San Francisco Run Drops 10% Under '54; Other Engagements in Winner Class

LOS ANGELES, June 4.—Western unit of Polack Bros. Circus, which opened its 15th annual seven-day run here at the Shrine Auditorium Monday (30), continued to pile up more winners as it rounded out its second month in California.

Closing its annual 11-day run in San Francisco May 22, the show turned in its only exception to the rule of garnering in the top bracket. The run ended about 10 per cent under the 1954 date, Louis Stern, managing director, said. No explanation was offered for the slump. However, the show's engagement in the Bay City was a month later than a year ago.

The show moved from San Francisco to Stockton, this year playing a five instead of a seven-day engagement. As much business was done in the shortened run as had been done in the usual stretch. The outcome was an increase this year of 40 per cent. The reduced nut for the same amount of business added to the profit side of the run.

Turnaway Starter

Opening Decoration Day with uninviting weather, the show turned away an estimated 3,000 for the matinee. Stern declared that from the lines around the Al Malakah Shrine Temple, it looked like another performance could have been given.

Business for other performances has been satisfactory. However, tris was expected. Sam Ward, who works the gate alone, started promotion three months in advance of the opening date. He intensified his drive among the 22,000 members of the temple. Block sales for

the Decoration Day opening were emphasized to beat the probable holiday slump.

Prior to the opening and particularly during the first four of the seven-day run, local newspapers have been generous in space. Justus Edwards is working the dailies. The show again hit
(Continued on page 68)

Beers-Barnes Plays Maryland

CENTERVILLE, Md., June 4.—The Beers-Barnes Circus played here Monday (30). Since Decoration Day is not observed here on this date, schools were not dismissed, and the show blew the afternoon.

At night, the circus had a three-quarter turnout. Show carries two elephants, a camel, five horses and three ponies. There are four male lions and a jaguar for the David Hoover cat act. In the performance also are seal and chimp acts, pony-monk combination, pony drill, Liberty horses, elephants, dogs, traps, ladder, double tight wire and clown boxing, as well as others. Girls' double trap act was out here. Music is by organ, played by Mrs. Roger Barnes.

Big top is an 80 with three 30s. Grandstand has folding chairs, and blues are six high. There is a small menagerie top, which has the bulls, camel and several small cage animals.

Dean Succumbs In Columbus

COLUMBUS, O., June 4.—Raymond B. Dean, 71, veteran circus advance man, died May 23 in Sunridge Rest Home, Columbus, of cancer. At the time of his death he had been connected with the local Shrine Circus.

Dean was born December 17, 1883, in Beaver, Pa., and for many years had made his home in Milford Center, O. In the past he had been connected with such shows as the Bailey-Cristiani in 1954; the John Robinson, Hagenbeck-Wallace, Clyde Beatty, Dailey Bros., Cole Bros., and the American Circus Corporation shows.

Surviving is a sister, Mrs. John L. Boylan, Providence, R. I. Services May 26 at the Griggs Funeral Home, Milford Center, and burial in the local cemetery.

Orr and Company, a dog and pony show, is set to play a series of dates in Frankfort, O., starting June 9, reports Dave Orr.

Jackson, Mich., Okay for King

JACKSON, Mich., June 4.—A pair of three-quarter houses greeted the King Bros. & Cole Bros. Circus here Wednesday (1). The crowds turned out as weather turned warm and clear. Civitan Club was the sponsor and the street parade drew well.

On Decoration Day, Monday (30), at Kalamazoo, the circus had auspices of a veterans' group and the advantage of a big parade crowd. The afternoon show drew three-fourths of capacity, but cold weather held night business to a light turnout.

Hastings was a matinee-only Sunday stand (29). It pulled a half house in cold and rainy weather.

Ex-RB Performers To Paris for Film

PARIS, June 4.—Several former flying return performers with Ringling-Barnum are arriving here to take part in a movie which will be made by Burt Lancaster. The film, titled "Trapeze," will include work by Eddie Ward, Annie and Willie Krause, Fay and Rose Alexander and Sallie Marlowe.

Riding Conleys Join Von Bros.

DELANO, Pa., June 4.—Henry L. Vonderheid, manager, announced the enlargement of Von Bros. Circus this week for Pennsylvania and New York State stands.

The Riding Conleys (9) have joined with their riding act and other displays. Zack Hale has joined as equestrian director and announcer. Freddie Vonderheid appears at three spots in the program, working juggling, rolly-bolly, and single traps. Mac McCloskey joined as calliope player, Vonderheid said. New, too, is a finale, using an Indian theme and giving the show two specs this season.

The show's new canvas arrived as scheduled at York, Pa. It is an 80 with a 40 and two 30s.

In California with Polack Eastern, Jorgen Christiansen reports on a visit with J. King Ross, formerly of Russell Bros. and now a Northridge, Calif., kennel operator; Mr. and Mrs. George Emerson, now of M-G-M and Dr. Charles Schroeder and George V. Pownelle of the San Diego Zoo.

over-all attendance is expected to be the largest in several years because of the geographical location. A very large delegation is expected to attend from Connecticut.

The fact that the Ringling Circus will show here on Thursday and Friday (9-10) is expected to result in a number of early arrivals.

Program Listed

The program on Saturday will begin with a ladies' luncheon at noon, by a business session at 3 p.m. and a Koo Koo Club session at 8:30 p.m. On Sunday the final business session will be held at 3 p.m., with a buffet supper dance for the Hunt personnel to follow at 6:30 p.m. Monday will be spent visiting the Hunt show. Members will attend the night performance in a group. All meeting and fun sessions will be held at the Robert Treat Hotel here.

Beatty Finds California Stands Only Fair During Holiday Week

WILLOWS, Calif., June 4.—Clyde Beatty Circus drew undistinguished business at most of the California stands it played this week.

At San Jose on Tuesday (24), with Lions auspices, the show pulled two one-half houses. The show train hit a truck on the way in but damage to the show was nil. General Agent William Moore returned to the circus at San Jose.

At Modesto on Thursday (26), the afternoon was half filled and the night house was three-fourths of capacity. Auspices was the DeMolay lodge. John Patterson, a laborer hired 48 hours earlier, was killed when he fell between two show wagons.

Afternoon business in Richmond on Friday (27) was only one-fourth of capacity, but the night crowd took three-fourths of the seats. The Kiwanis club was the sponsor.

In Woodland for Decoration Day, the show was the first in three seasons. Afternoon show drew three-fourths of capacity, or an estimated 3,000, while the night house was half filled, with 2,000 people. Junior Chamber of Commerce sponsored.

Willows, the Tuesday (31) stand, was played without the big top because of high winds that continued all day. Performances were given with a sidewall set-up and pulled two three-quarter houses, according to H. D. Genders.

Ringling Light In 2 Pa. Towns

ALLENTOWN, Pa., June 4.—Ringling Bros. and Barnum & Bailey Circus, now finished with long stands that mark the first of the tour, began one-day stands with Decoration Day, Monday (30) in Scranton. Allentown was played on Wednesday (1). Both cities gave moderate business.

In Scranton the afternoon was 70 per cent filled and the night house was about 60 per cent of capacity. Slight rain fell at night, and the town is affected by a two-month-old bus strike.

Allentown had a one-third afternoon house and an 80 per cent turnout at night. Inadequate side trackage at Wilkes-Barre (31) caused a delay in arrival of the third section at Allentown, but the performances were not late. Schools were not dismissed for the show. Fairgrounds lot was played.

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UNDER THE MARQUEE

By TOM PARKINSON

Hunt Bros.' Circus band is under direction of Tony Ramirez, who was with Ringling 26 years. In the band are Mrs. Phil Wirth, organ; Harry Hunt, trombone; Donald A. Anderson, trombone; Felix Gambone, baritone; Joe Bullet, drums; James A. Johnson, bass, and Al the Beautiful, trumpet.

Charles V. Turner and Bill Oliver motored from St. Louis to see Kelly-Miller at Festus, Mo., and talked with Frank Ellis, Show did business despite rain.

From Ringling-Barnum Freddie Freeman writes that Albert Uyeno was first into the cookhouse at the first under-canvas stand and at that rate will be a cinch to win the cookhouse flag at the end of the season. . . . Clayton Behee was rushed to a Washington hospital with a ruptured appendix. . . . Figuero Segura, understander in the new acrobatic act, is on the sick list. . . . Margot Margas returned to the show after recuperating from surgery. . . . Albert White entertained friends and relatives at his home town, Baltimore. . . . The 35 usherettes wear blue uniforms. . . . Harry Klima and Ilona Radion, aged 4, celebrated birthdays. . . . Visitors included Rose and Leo Kerns, the Hugh A. Barnharts, Erna and Rudy Rudynoff, Rudy Rudynoff Jr., A. F. (Red) Davis, Frank Portello, Jim Harshman, Nelson Jones and Linda Jones, Jim Tomlinson, Claire and Tony Conway, May Raymond, A. W. Giles, Albert Gilleno, Ernie and Bess Bishop, Charles Olevant, Isabel Cummings, Jean Ford, and the Harold Lewises.

Kathryn Clayburne writes from Ben Davenport's Merchants' Free Circus and tells of good crowds in West Texas and the Panhandle, with a Lubbock, Tex., shopping center as a big spot. . . . Ben Davenport added a big rock python to the Palace of Wonders display. . . . Pete and Norma Cristiani and their five elephants joined in San Angelo, Tex. . . . Show makes eight stands in Oklahoma and then moves north. . . . Rex and Barbara Williams are working bulls, Billie Plunkett does single traps as well as office chores. . . . June Plunkett and Bill Claybourne, agents, are booking chambers of commerce and shopping centers almost exclusively.

Bill Brinley has his miniature circus on display at a Holyoke, Mass., department store. . . . Paul Bowers caught King-Cole in a number of Ohio stands and talked with Floyd King, Arnold Maley and Frank Orman. He will meet Wally Alhberg on the Mills Bros. lot at Niles, O. . . . The Jerry P. Bookers, Menlo Park, Calif., had their model of the Beatty show on display at a railroad club building Wednesday (25) in honor of the Clyde Beattys, while the Beatty show was in the neighborhood.

PFC A. F. Houser, with the Army in Japan, reports that English language publications there have featured stories about the Japanese which are with Ringling this season. They also were featured in the Army newspaper, as was a shot of Eloise Bertchold with the Cristiani Aerial Bears.

R. M. Harvey, veteran agent, of Perry, Ia., was visited recently by Jay Gould, of the Jay Gould Circus. Harvey was planning a Chicago trip and also reports Kelly-Miller is booked into June. . . . Jack La-Pearl, Hagen advance man, chatted with Jake Disch at Cudahy, Wis., recently. Disch reports that Jack Scharding, Long Beach, Calif., came by and they recalled trouping together in 1906. Disch also tells that Doc (Scotty) Chandler is at Baltimore, that George Bink is taking it easy at his Cudahy home, and that Leo (Tarzeno) Demers has been at the Veterans' Home, Woods, Wis., for a few days.

Major Joe Short, midget clown, won't be with Bois Blanc Park, Detroit, this season because of health. . . . Catching the Shrine show at Springfield, Mass., were CFA's Jim Hoyer, Joseph P. Carberry and son; the Rev. Ed Sullivan; Elmer Litch, Joe Beach, Charles Davitt and Francis LaCouline. . . . Don Sexton, of the Elgin, Ill., CFA tent, reports that the Clint Finneys, the Herman Lindens and Dr. H. H.

Conley were guests at the tent's banquet recently. The CFA is aiding local auspices in sponsoring the King show in Elgin. . . . Chicago fans, including the William Kaufmanns, the Earl Tegges, Sam Johnson, John Harrop, Ted Rice, and others caught Mills and Hagen at several stands.

David Lano, Flint Mich., performer who was with circus Side Shows working Punch and other puppets from 1887 to 1953, has written a book which the Michigan College Press has scheduled for 1956 publication.

Mary Henry, Siebrand Bros., writes that personnel visited the Bailey-Cristiani show in Arizona. . . . Cliff Henry and Portis Sims talked ponies. . . . Harry Ross visited the clowns. . . . Rosemary and Mario Rojas visited Norma Cristiani, Rosemary's cousin. . . . Bob Americo also visited the clowns. . . . Toni Madison has been wearing full length wardrobe in the dog act because of cold weather. . . . Harry Ross and Americo wear coats over clown wardrobe. . . . Harry Clark has four colts, born at the rate of almost one per week this season. . . . First day in Flagstaff brought a 5-minute snowfall.

The Tex Carson Circus is in Indian country, writes Marie Loter and the folks are sightseeing. . . . Business is okay. . . . Weather has been cold. . . . Show has four in the band along with Marie Loter at the organ. . . . Lee Bradley built a body for the new organ truck. . . . Blondie Ward added a baby monk to his act. . . . George Bell is feeding the personnel from the midway diner. . . . The only mishap of the season has been the upset of the light plant, which was back in action that night.

LaVenia Hodgson, of the Gordon and LaVenia rope and whip act, reports they recently played the Miracle Mile Drive-In Theater, Toledo. Her aunt, Minney Rooney, played there the week before and was instrumental in urging the manager to use acts regularly. The Hodgsons also visited with her cousins, Tom, Betty and Joe Hodges Hodgini. They caught the Edgar "Grand Ole Opry" show at Kokomo, Ind., Mills Bros. at Peru, King in Frankfort and Kelly-Morris in Danville, Ill.

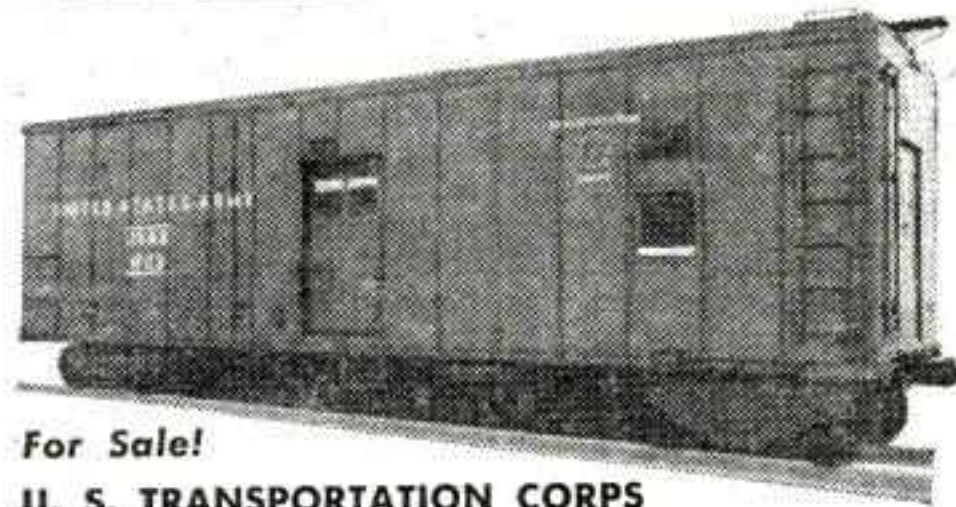
Forrest Brown and mother, Ana, of Delphos, O., visited the King show when it played Lima, O., May 21. While there they were joined by Frank Kuba, Dupont, O., and visited with the Bert Pevis family, in charge of the bulls. Pevis formerly worked as billposter under Brown for the Billroy Comedians.

The Don Smiths, Detroit, visited Terrell Jacobs on the Sullivan carnival in Canada and watched the show's new method for unloading the train. The Smiths will see several shows while on the road to make the CFA convention with Hunt Bros.

Billy Winters, singing clown, is working Curley Shoemaker's Funhouse on the Ken-Pen Shows. . . . Leona Hill reports from the George W. Cole Circus that since entering Iowa, business has picked up; the long-awaited rhino finally arrived;

Floyd Hill, general agent, visited recently; Dory and Art Miller, of the Al G. Kelly & Miller Bros.' Circus, were also recent visitors, as was Mary Wiegand, who visited her parents, Mr. and Mrs. Ernest Wiegand, 24-hour couple.

M. J. (Mike) Dressen, who has been booking Kelly-Morris in the East, closed and returned to Mobile, Ala. . . . Elmer Yates, formerly with King, now has his own "Grand Ole Opry" promotion in major spots.



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Line-Up Announced for RSROA Conclave, Meet

DETROIT, June 4.—Preliminary plans for the 1955 convention and American championships of the Roller Skating Rink Operators Association, to be held July 24-30 in Toledo, were announced this week by Robert D. Martin, association secretary-treasurer.

The convention will officially convene at noon, July 25, in the Commodore Perry Hotel, at which an official headquarters suite will be maintained. At the same time an RSROA headquarters and registration desk will be located in the lobby of Mr. and Mrs. William T. Logan's Rollercade, site of the championships, at which a schedule of meetings will be available. Meetings will adjourn some time Friday (29). Board of control meetings will begin at noon, July 23, and adjourn Saturday (30).

Special ceremonies, highlighted by the contest to pick the 1955 RSROA roller skating queen of America, will kick off the championships Sunday night (24) in the Rollercade. Also scheduled for that night are diaper division contests and exhibitions by 1954 champions. From then on competition will continue thruout the week, ending Saturday night (30). Entries are limited to skaters who finished one-two in the seven 1955 regional contests, plus 1954 senior champs who have elected to defend their titles without participation in 1955 State and regional competitions.

As in former years, there will be a trade show at the Rollercade.

Booths of leading manufacturers and distributors supplying the roller skating trade will be set up in the rink lobby.

Gold medal tests are slated to be held in the Rollercade on July 23 and July 31 between 8 a.m. and 4 p.m. Applications for tests may be filed at the registration desk. Valid registration cards must be displayed and all fees posted at the time. No gold bar tests will be conducted.

Meetings will be scheduled for the American Amateur Judges Council and some working committees during championship week. In each case the meeting will be presided over by its own committee chairman who will announce the program.

The professional conference of the Society of Roller Skating Teachers of America will be held August 1 and 2. It is open to RSROA rink operators, managers and associate member pros. Clifford J. Wilkins, Society dean, will announce the program prior to the meetings.

RSROA Enrolls Five Skateries

DETROIT, June 4.—Operators of five roller rinks have been enrolled as members of the Roller Skating Rink Operators' Association, it was announced this week by RSROA Secretary-Treasurer Robert D. Martin at headquarters here.

Operators and their rinks are John D. MacRitchie, Stadium, Hillsdale, Mich.; Mr. and Mrs. Robert F. Irvine, Galt (Calif.) Rollerdrome; Arthur J. Eaton, Eaton's Pastime Arena, Minneapolis; Mr. and Mrs. Grant Alley, Skateland, Boulder, Colo., and Joe Day, Bedford (O.) Roller Gardens.

Resume at Compounce

HARTFORD, Conn., June 4.—Lake Compounce at Bristol, largest amusement park in Northern Connecticut, has resumed roller skating on Thursdays from 7:30 to 11 p.m. Admission charge is 50 cents, tax included.

Polack in L. A.

Continued on page 66

the drama sections, with The Times doing its first review for the section. Edwards fed columnists bits and supplied the women's editors material that mounted with the general news coverage.

Baer Works Radio-TV

Parley Baer again handled radio and television promotion using spot announcements on 19 radio and seven television stations. This campaign was started May 5. A promotional tie-in with KNXT resulted in approximately 150 spot announcements, ticket giveaways and program plugs and interviews on all the station's local programs and newscasts. Baer worked with the disk jockeys, bearing heavily on the promotion of the Decca recording by the Commanders of "Elephant Tango."

On show day, CBS and Mutual covered the opening with remote broadcasts from the auditorium. KTTV, KCRA, KNXT, KABC-TV and KCOP used film clips on two top newscasts from each station.

N. St. Mary's Recreational, Class Set-Up

SAN ANTONIO, June 4.—Joe Spill, who has operated North St. Mary's Roller Rink for more than five years, says a complete teaching and recreational program started at the rink on June 1 for which telephone registrations will be accepted from local patrons.

Included in the program will be Scout and Brownie classes to start the second week in June, and the phone policy will help parents to register their children for the classes.

Ralph and Peggy Barker are in charge of skating instruction for the rink and have been there the past three years. They, with their staff, have scheduled day instruction and classes for the full summer for all age groups.

Brownie class graduates are awarded Gold Seal Certificates. There will also be junior, intermediate, senior and adult classes. The rink is observing its 21st anniversary.

Speculation Grows

Continued from page 66

show there in 1951 if contract talks were to fall thru.

The armory has 180,000 square feet of unbroken floor space, but little in the way of permanent seating. Its largest capacity occurred 20 years ago during a Jewish pageant when 45,000 persons were in the hall, both in banked seats and other seats on the arena floor. For midget auto racing crowds of 6,000 to 8,000 have been accommodated, and for such an event as a circus it is understood that seats for 10,000-odd spectators would not be unlikely. It is a drill floor with a 100-foot-high dome, and is easily accessible to bus and subway lines.

Plans to use the hall were abandoned five years ago when a settlement was reached between the Norths and the Garden. The armory office says it has not been approached yet with any proposals this time.

Loss or surrender of the Madison Square Garden date would possibly delay for a full month the opening of the Greatest Show on Earth. Gone also would be a huge chunk of its season's gross, estimated at about 37 per cent. The circus is said to gross the remaining 63 per cent of its business during 30 weeks on the road. When the just-ended contract was signed, in 1950, the show was operating on a daily nut of about \$20,000 for a 70-car train. This year there are 10 additional cars for the road tour, making an added expense of a couple of hundred thousand dollars for the season.

An early April under-canvas opening would not be feasible considering the uncertainty of the weather at that time, when cold snaps and rainfall are common. Should the Big Show decide to give up on the Garden it could recoup part of this revenue loss by stretching its Chicago run of nine days to three or possibly even four weeks with a good possibility of making out well financially. Kingsbridge is the only other suitable arena in New York City, and an in-city lot for tent presentation is impossible to find.

Transportation problems complicate any one-day or two-day stand on Long Island—trains must be barged over and one show was blown in 1954 when high tides delayed the barge trip—but it has been speculated that a longer engagement could pay off on the Island. All three shows in Westbury in 1954 were well attended. The county has boomed in population from 500,000 in 1950 to over a million today, mostly due to the influx of young home-owners with children. Smaller circuses have been earning good money in recent years in that sector, which is laced with Long Island Railroad trackage. There are good sidings by at least two race tracks on the Island, one of them being Roosevelt Raceway in Westbury which was used last year. The tracks also have vast parking areas.

ROADSHOW REP

ERIC L. JOHNSON writes from

Seattle: "It is all very well to read about roadshows and tent rep shows of the past. However, during the past three years I have been making fairs in the Midwest, and it is my observation that any traveling show, regardless of the size of town it plays, must have entertainment that will pass muster with folks who have become used to TV and radio. I believe it better to have fewer and better people as far as performance is concerned. Toby was all right in its day and will go today if the actor has talent, but to expect a poorly paid performer to be up to some of the stars folks see on the air is foolish, and the customers will make comparisons. For another thing, no show can get by unless it spends money. Folks don't care about the tent or the slick rolling stock scattered around the lot. They want show, and they remember from one year to the next. That goes for the small circus, too. I have booked sponsors for several small shows during the past five years, and there is nothing harder than getting behind a show that had a mediocre batting average the year before. I booked a small dramatic show making cross-country tours twice and never had a bit of trouble getting the same sponsors the second year. In fact, they were waiting. But that show was up in cast and wardrobe. It didn't throw together some worn-out ideas. It had good stuff and before the season was over I knew that I had a real show to plug. Any advance agent knows how that feels. You don't get into a town wondering what you're going to hear about last year's show. The agent's work is practically done; they welcome him. The first thing for any show, large or small, is to buy a show."

HI-BROWN BOBBY BURNS,

well known to the rep, circus and minstrel fields, is back in the minstrel show production field, his latest date having been a May 19-21 show offered by the Lions Club of Fort Myers, Fla. Burns formerly was with the Al C. Field, Lassies White and Honey Boy minstrel troupes. Half of the Fort Myers show was a variety offering directed and staged by John Grady. . . . Christy Obrecht, who for many years operated the Christy Obrecht Players thru Minnesota and Wisconsin, is now living in retirement in Rochester, Minn., where he is director of the All-Shrine Band. He recently played host to the Little Shrine Circus Band made up of Shrine ladies at a dinner party held at his home. Christy is serving his first year as secretary of the Olmsted County Fair, Rochester. . . . From Kansas City R. A. Tomlinson writes: "Have been reading about the tent shows and Tobies, and as a furnished them printing in the heyday times, I'm sure I have a right to say that it would be hard to top Billy (Toby) Young as far as tent rep shows are concerned. However, I worked for a Buffalo printing outfit that sold paper to Toby shows before there were any traveling tent drama shows. New York State had comedians long before the Ginnivans were in business. The best Toby bill I ever saw was one called 'The Heartbreaker.' Billy Young played in it. The stuff Art Carney is now doing on TV is the stuff that brought about the Toby. There were hundreds of comedians in the past who did Toby work in vaude and with one-day stand shows. What about Bert Stoddard, who goes back farther than any tent show comedian. In fact Bert finished his career in a Toby role in Cleveland with the Young Players."

Drivin' 'Round the Drive-Ins

CONSTRUCTION work on the

new Wonderland Drive-In to be built by David Korman and Associates in Royal Oak Township, Michigan, near Detroit, is scheduled to start June 1, with a probable opening around Labor Day. The project has been increased in size from the earlier 1,500 to 1,850-car capacity, and is to include a full-size Kiddieland, ice skating rink and swimming pool, plus other community service features. . . . Sal Adorno Jr., formerly assistant general manager of M&D Theaters, Middletown, Conn., has opened his first drive-in theater, the \$200,000, 875-car capacity Middletown on Route 9, Middletown, Conn. The theater features a screen measuring 120 feet wide and 52 feet high. A corner of the concession building is termed the Diaper Den, where mothers may tend their youngsters. . . . Connecticut State Police Commissioner John C. Kelly has ruled in favor of a proposed drive-in theater to be built by John D. Sirica and Fred Quatrano in the Guernseytown section of Watertown, Conn., after formal objection had been registered by area residents.

Recent heavy winds did extensive damage to the Bonham Drive-In at Bonham, Tex., leveling part of the fence, blowing down the sign and damaging the screen. . . . Mason C. Chapman, formerly concession manager of the Circle Drive-In, Waco, Tex., has taken over duties as manager of the Belknap Drive-In at Fort Worth, replacing Jack Veerin who recently resigned. . . . The Corral Drive-In at San Saba, Tex., has been reopened. The screen was reconditioned and the grounds regraded and overhauled. . . . CinemaScope equipment has been installed in the Horn Drive-In at Waller, Tex., according to N. F. Horner, owner. . . . A new wide screen and CinemaScope equipment has been installed at the Tower Drive-In at

New Braunfels, Tex., operated by Mrs. L. G. Hill. Other improvements to be made at the drive-in includes a fully-equipped playground for children and patio seats for patrons.

Claude Ezell & Associates are negotiating for property at Dallas, on which it will construct a new 1,000-car capacity drive-in. This is part of the circuit's \$2,400,000 expansion program for the coming year. Property has been acquired in Houston for building a 2,000-car twin drive-in. . . . The South Main Drive-In at Houston has completed construction of a new formula screen, according to Al Lever, city manager of the Interstate Theater Circuit, operators. The new screen, one of the largest in the South, "guarantees better reflection and a brighter, sharper image," Lever stated. . . . CinemaScope is being installed at the Rancho Drive-In at Denton, Tex. . . . An estimated \$800 in damages to neon tubing on the front of the West Drive-In, West, Tex., was caused by a hail storm. . . . Virby Conley is manager of the Ranger Drive-In at Peryton, Tex., which has been opened for its third year of operation. . . . CinemaScope has been installed at the Stardust Drive-In, Uvalde, Tex., according to Gene Haubner, manager of Uvalde Theaters.

The name of the Twilite Drive-In at Gonzales, Tex., has been changed to the Apache Drive-In by Lynn Smith, owner. CinemaScope has been installed and the screen tower rebuilt. It was blown down by high winds in 1954.

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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.

Jobil Products Company, manufacturing a new type of quick-acting baby bottle warmer, designed as an important patron convenience for all types of outdoor attractions, has moved offices to 19 Clifford Street, Detroit. The firm is preparing to put a number of other new products on the market.

Sun-Gold Sales Company, Brooklyn, has introduced the Sunbrella ensemble, complete with pointed extension poles, for use at beach or picnic. In addition, it has a swivel clamp that facilitates its use on boats, chair, table or junior's wading pool. Colorfully styled, it is made of durable sun-resistant acetate and is packed in matching carrying case, weighing only two and three-quarter pounds complete. Price is under \$10.

A new line of Davy Crockett merchandise has been placed on the market by Starnes of Los Angeles. The low-priced line of items include cookie jars, banks, planters, utility bowls, children's mugs and bowls.

A new dog breed in banks and lamps is offered by A. N. Brooks, Ltd., Chicago. Fashioned after the

popular boxer, the products are made of hard plaster composition finished in velour to give them soft, furry coats. The lamps come in two models—the No. 6500 Skipper, a novelty item with attractive parchment shade for a child's room, and the No. 6000 Butch, designed with indirect lighting to serve as night light and TV lamp. The 201 Skipper Sr., serves as a bank and also makes an attractive door stop and knickknack. The 101 Skipper Jr., also a bank, may also be used as a paper weight.

All-star statuettes of major baseball players, three inches in height and sculptured in fine detail in tough polystyrene, have been introduced by Robert Gould, Inc., New York, to retail at 15 cents or in boxes of seven with a "Facts and Figures" booklet to sell at \$1. Such players as Willie Mays, Bob Porterfield, Jim Hegan and Richie Ashburn are included in the first series of 28 to be released. Every major league team is represented and each position is represented so as to make up an all-star team. Kids will trade and collect them, the firm suggests.

PIPES FOR PITCHMEN

By BILL BAKER

IN HIS LAST DISPATCH . . . Happy Heller, the Romeo, Mich., merchandise baron, reports that he's been batting around Detroit working a variety of items including plastic towels, Chem-O-Cel sponges and eucalyptus oil. Says Heller, "Presently I'm lining up some fairs (seven of them) on the eucalyptus oil. This is my top money joint. I also tried my hand at pitching a food blender and liquifier. I worked out a two-week deal with the local Sears store to push their own product—the Kenmore Blender." In his meanderings around the Motor City, Heller has observed that there is plenty of money in town, but he has also noticed that the citizenry is a little cagey about lettin' loose with any of it. "Maybe some day both Henry Varner and I will realize my ambition and see me with a good med joint," sighs Heller. "This summer I'll work the pumpkins but, at the rate I'm going, I'll have to use saw horses for the platform and my wife's bath towels for a bally cloth."

IN A VERY UNIQUELY . . . addressed card, George Blue admits that, "It's been a long time since I've piped in. I saw Kid Carigan recently tossin' a health pitch in West Lake Park. The old boy is 72 now but he still looks plenty hale and hardy. He tells me that he spent the winter in Searchlight, Nev., with Jack Dillon who is the sheriff of the town. Also saw Red Haley who is now makin' his living working as a bank messenger. Incidentally, our friend Blue is now hanging out at the Elrey Hotel, Los Angeles.

E. C. PARDEE . . . posts that he has started to beat a path to the markets in Maryland. On the way he intends stopping off now and then thru Virginia to

pick up some of the long green that might have been overlooked by Clyde Forkner and Steve McClain. Brother Pardee also tells us that he saw Jack (Bottles) Stover prowling around the vicinity of Staunton, Va.



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COMING EVENTS

• Continued from page 65

Brady—Jubilee, July 2-4. Joe T. Ogdan. Fredericksburg—Horse Races, July 2-4. Wm. M. Fetmeyer, Box 488.
Gladewater—E. Tex. Quarter-Horse Breeders Show & Races, Aug. 22-23. W. C. Holcombe, Longview.
Houston—Gift & Housewares Show, Aug. 14-16.
Kerryville—Angora Goat Raisers Show & Sale, Aug. 4-6. P. E. Gullely, Uvalde.
McAllen—Celebration, July 3-5.
Marshall—Emancipation Celebration, June 13-19.
Navajo—Grimes Co. Watermelon Festival, July 3-4. Marshall S. Croft, Box 350.
Rockdale—Celebration, July 4.
Stockdale—Stockdale Watermelon Jubilee, June 24-26. Joe Meyers.
Utah
Feron—Southeastern Jr. Livestock Show, Aug. 6-8.
Ogden—Pioneer Days, July 24-30.
Richfield—S. Utah Jr. Livestock Show, Aug. 25-27. Van Jarrett, Mgr.
Salt Lake City—Pioneer Celebration, July 20-24. Jos. Chandler, 326 S. State St.
Virginia
Galax—Firemen's Celebration, July 4.

West Virginia
Buckhannon—Central W. Va. Strawberry Festival, June 8-9. Robert Tetrick
Wisconsin
East Troy—Lions Club Celebration, July 1-4.
Fond du Lac—Milwaukee Sentinel-Winnepigoland Outboard Marathon, June 26.
Fond du Lac Assn. of Commerce.
Menomonee Falls—Legion Celebration, July 2-4.
Merrill—Legion Celebration, July 1-5. Edward Priebe.
Racine—St. Lucy Parish Festival, July 29-31.
Stevens Point—Legion Celebration, July 3-4.
Wyoming
Casper—Rocky Mountain Oil Show, June 23-26. Darrell Booth.
Lander—Pioneer Days, June 28-July 4.

CANADA
British Columbia
Pentlcon—Peach Festival, Aug. 18-20.
Smithers—Mid-Summer Festival, June 21.
Telkwa—Mid-Summer Night Festival, July 6.
Vancouver—Sportsmen's Show, June 3-11.
Roy Lisogar, 7 McDougal Court, Edmonton, Alta.
Victoria—Sportsmen's Show, June 14-18.
Roy Lisogar, 7 McDougal Court, Edmonton, Alta.
Manitoba
Flin Flon—Northern Trout Festival, June 30-July 3.
Flin Flon—Canadian Legion Carnival, July 13-15.
Flin Flon—Rotary Horticultural Exhn. Aug. 24-27.
New Brunswick
Fort Beausejour—Acadian Bicentenary, Aug. 13.
Memramcook—Acadian Bicentenary, Aug. 12.
Memramcook—Strawberry Festival, July 8-10.
Moncton—Acadian Bicentenary, Aug. 11.
Shediac—Lobster Festival, Aug. 5-10.
Woodstock—Old Home Week, Aug. 1-6.

Nova Scotia
Annapolis Royal—350th Anniversary Celebration, July 30-Aug. 2.
Bridgewater—Water Carnival, Aug. 18.
Dartmouth—Natal Day Celebration, Aug. 8-13.
Deep Brook—Craftsmen-at-Work Exhn., July 25-29.
Parssboro—Old Home Week, Aug. 8-13.
Truro—Chicken Barbecue, July 1.
Yarmouth—Memorial Festival, July 17-24.

Ontario
Gravenhurst—Night Carnival, Aug. 11-13.
Leamington—Tomato Festival, Sept. 9-10.
London—Miss Canada Pageant, June 26-27.
London—Centennial, June 30-July 9. Tom Ringer, City Hall.
St. Catharines—Horse Show, June 22-25.
Toronto—International Trade Fair, May 30-June 10.
Prince Edward Island
Charlottetown—Old Home Week, Aug. 15-20.
Quebec
Montreal—St. Jean Baptiste Celebration, June 24.
Quebec—Ste-Anne Feast Day, June 26.
Quebec—St. Jean Baptiste Celebration, June 24.
Saskatchewan
Regina—Shrine Ceremonial, June 24-25.
Regina—Golden Jubilee, July 22-Aug. 6.
Regina—Hereford Show & Sale, Aug. 1-6.

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Gold finish. Write brilliant center. Red or Green sides.

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\$2.25 Doz. \$24.00 Gross

It's a Beauty!

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A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystal Ball, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, O. je11

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WE HAVE OPEN TIME FOR A FEW more accounts. We specialize in moulding and laminating Kiddie Ride bodies per your specification. Fiber glass horse bodies, boat bodies, auto bodies, or what have you in the Kiddie Ride field? Nemetz Manufacturing Co., Specialists in Reinforced Plastics, 6121/2 59th Street, Kenosha, Wis. Write or Phone Olympic 2-1388. je18

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PARTNERS WANTED

PARTNER WANTED — UNINCUMBERED middle aged lady; carnival background preferred, but not essential. Write Wm. Fredericks, c/o Billboard, Cincinnati 22, O.

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PROFESSIONAL LEAD SHEETS PRINTED 100 copies, \$7.50; 200 copies, \$10; 250 copies, \$11 plus \$2 per hundred additional. Larger quantity discounts on request. 3,000 lead sheets of your song printed and distributed to radio and television stations, singers, band leaders, record companies, etc., plus 200 copies for your own use. All this for only \$50. 50¢ deposit, balance in 30 days. Tullahoma Service, 1244 S. Grand Ave., Los Angeles 15, Calif. je18

POSTAL CARD PUBLICITY — ORCHE- stras, singers, songwriters, etc. Your picture plus an article about your work printed on an unclipped postal card. Picture and write-up separate or together. Send picture with order, or write for sample. 500 postal cards, \$22; 1,000 postal cards, \$31.75; 5,000 postal cards, \$48.50; 10,000 postal cards, \$69. Bob Tulak, 1244 S. Grand Ave., Los Angeles 15, Calif.

TRY PROCESS EMBOSSED BUSINESS Cards, 1,000, \$2.95 postpaid. Maximum six lines. John Peper, P. O. Box 822, Chattanooga, Tenn.

200 BOND LETTERHEADS, 8 1/2x11 AND 200 #10 envelopes, \$1.50 each, sent postpaid. Palmer Press, Du Quoin, Ill.

200 8 1/2x11 LETTERHEADS, 200 6 1/2 Envelopes, both for \$3.50. Black or blue ink. Mailo Press, 767-B Leith St., Fillet 5, Mich. je25

1000 CIRCULARS PRINTED, \$1 UP! 1000 Business Cards, \$2.95 up. Rubber Stamps, 50¢ line! Samples free. Morey Press, Box 94, Redwood City, Calif. jv2

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15¢ 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

ANIMAL TRAINERS WANTED FOR ALL types big cats; permanent work for first class men. Answer Air Mail, giving experience, photo and full details. Wood Jungle Compound, Thousand Oaks, Calif. je18

OUR MEN EARN FROM \$6,000 TO \$12,000 yearly selling Special Features for radio and TV stations from coast to coast since 1931. We prefer married couples (wives can earn \$60-\$80 weekly) who can travel continuously. Write Merle V. Watson, Inc., First National Bank Bldg., Peoria, Ill. je18

WANTED — ATTRACTIVE GIRLS for good dancing girl show. Experience unnecessary. Finest of treatment. Good salary. Write Leslie Kiester, Hotel Nuville, Rochester, Minn.

WANTED—ELDERLY, HONEST, SOBER lady to help manage large cookhouse on carnival. Prefer one with carnival experience. Write W. L. Borrer, Morrilton, Ark.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

BANDS & ORCHESTRAS

FOUR OR SEVEN PIECE ORCHESTRA— Available June 6. Ideal for resort or hotel. "Rabbit" Edmonds Big Little Band, 1130 Simpson St., Knoxville, Tenn. je11

NATIONALLY KNOWN FIVE-MAN COMBO and Girl Vocalist (optional) available for July. Interested in good vacation location anywhere in United States or possessions. Box C-230, c/o Billboard, Cincinnati 22, O. je18

SIX TO TEN MEN AND FINE GIRL vocalist want two or three weeks during July or early August. Photos, recordings, press notices upon request. Interested in good resort club hotel location anywhere. Box C-232, c/o Billboard, Cincinnati 22, O. je18

MISCELLANEOUS

ATTENTION, MAGIC FRATERNITIES and convention program chairmen: This season I am offering most original act but especially for magicians and those who want something different. The act that will be the talk of your affair. "You Did Not See That Before." Boscart, 320 W. 49th St., N.Y.C. je25

HYPNOTISM — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Nelge E. Diehl, Post Office Box 2002, Seattle, Wash. se17

MAN, WIFE, AND DAUGHTER, SIXTEEN— Experienced Illusion Shows, Stock, Med Reel. Available for immediate operating promotions, publicity, banners, sober, reliable; best appearance. Transportation. Want season's work. Available immediately. Showman, 818 West Franklin, Richmond, Va. jv2

PHOTOGRAPHER—PROFESSIONAL 16MM. motion picture cameraman and still photographer available for field work, wildlife, sporting events, travel, expeditions, industrial films. All assignments considered. Also have newsreel and aerial equipment. Write Tom Wyman, Box 49, Prince St. Station, New York City 12, N. Y.

THE MAN WHO EATS DRY ICE, PROF. Hawk. Featured in Ripley's. Send for Ripley's write up. Box 994, Billboard, 1564 Broadway, N.Y.C. je18

MUSICIANS

AT LIBERTY — ORGANIST, HAMMOND exp., also piano and Solovox. Write Marjorie Ekedahl, 57 Forest Ave., Jamestown, N. Y. Tel. 94244.

COMMERCIAL DANCE TRIO, ORGANIZED 3 years with same personnel, wants contact for long-term available for summer, organ, piano, trumpet and drums. Ballad and skat vocals. Best references from previous engagements. No show work. Available after July 11. Full information on request. Box C-235, c/o Billboard, Cincinnati 22, Ohio. je25

DRUMMER—UNION; EXPERIENCED ALL styles; go anywhere; own transportation. Available June 30. Bill Griffin, 16 W. Court St., Cortland, N. Y. Skyline 6-8122.

DRUMMER — SEMI-NAME EXPERIENCE, cut shows; sober. Desires commercial or society bands. Member Local #10; will travel. Nickie Romano, 3507 S. Braeswood Blvd., Houston, Tex. Monroe 5-6085.

EXPERIENCED, VERSATILE, SOBER— Four or five piece combo composed of college students available for summer. Travel anywhere. Approval record, references furnished. Write wire, phone collect Stan Smith, Kenyon College, Gambier, O. Gambier 2341.

MC TRUMPET, VOCALS, RECORD PANTO- mine. Desires connection with trio, combo. Congenial, union, entertainer. Palms Restaurant, Eau Gallie, Fla. je11

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty 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. R-109, New York 11, N. Y. je25

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 2, jv2

REAL TATTOO MACHINES — NEW DE- signs; outfits \$19 and up; ready mixed colors. #12 needles. MIT Zeis, 728 Lesley, Rockford, Ill. je25

WANTED TO BUY

CIRCUS CAGE WAGONS ALL SIZES. Steel Arenas, must be in good condition. Interested in all equipment suitable for use for menagerie. The Zoo Farm, New Milford, New York.

WANT ROCKET OR SPACE SHIP, 10 MA- for park rides, 50¢ concessions. Non-conflicting on percentage basis. Will contract rides for five years. Young's Carnival Sales, 111 Park Ave., Duluth 6, Minn. RA 2-1124.

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15¢ 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

WANTED—MAN AND WIFE FOR ANI- mal farm; sober; no children; experienced; driver license, references. Living quarters furnished. The Zoo Farm, New Milford, New York.

WANTED

MAN AND WOMAN

To care for rest rooms for Jefferson County Fair, Jefferson, Wis., August 3-7. Guaranteed salary, no dining. Supplies furnished.

Contact HORACE I. BURI, Fair Manager
Jefferson, Wis., immediately.

Furnish references.

4 GIRLS—LIGHT WEIGHTS, UNENCUM- bered, free to travel. For stage, TV, parks, indoor and outdoor circus events. Athletic ability an asset. "Speedy" Babbs, General Delivery, Halfield, Pa.

HAMMOND ORGANIST WITH ORGAN. The music you need at price you can pay. Congenial location most important. Box C-226, c/o Billboard, Cincinnati 22, Ohio. je11

A-1 ORGANIST — RINK, COCKTAIL lounge; experienced. Available now. Address Organist, 450 E. 81st, c/o Corbin, N. Y. je18

ORGANIST, OWN HAMMOND—EXPERI- enced, restaurant, hotel, roller rink. Single, reliable, sober. Available wherever. Byron Severance, 519 Washington St., Watertown, N. Y. je18

PIANO—COCKTAIL, SMALL GROUP; EX- perience, read, fake. Summer job, prefer location, resort in East, but will go anywhere. Available June 14. E. Bassett, 1302 10th Ave., Huntington, W. Va.

PIANIST—EXPERIENCED; WOULD LIKE to travel with semi-name band or play in summer resort. Cannot modulate. Contact Leonard Stockwell, 1815 W. 17th, Grand Island, Nebr. Phone 2943-R. je18

PIANIST—READ, FAKE, LIGHT CLASSICS; work solo; experienced. Desires summer engagement, western locations. David Chody, General Delivery, Las Vegas, Nev., or Western Union.

PIANO MAN AVAILABLE IMMEDIATELY for small commercial unit. Prefer location; no show. Available June 14. E. Bassett, 1302 10th Ave., Huntington, W. Va. Tel. 4-5533.

TRUMPET, BASS-DOUBLE, READ, FAKE; both featured vocalists, trio. \$125 mi. Box C-233, c/o Billboard, Cincinnati 22, O. je18

PARKS & FAIRS

AVAILABLE FOR FAIRS AND CELE- brations. Portable Stage and Scenery. Elephant Act, Horizontal Bar and Novelty Acts. Contact Willard's Circus Attractions, 113 Court, Beatrice, Nebr. jv2

AVAILABLE FOR FAIRS, CELEBRATIONS, circus. Three outstanding acts, including big novelty dog act. Miller Brothers, 1895 North Kansas Ave., Springfield, Mo. Phone 44734. je25

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. je25

BEARS, PONIES, MONKEYS, DOGS, ACRO- bats, Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind. je18

CAPT. EARL McDONALD, THE INTERNA- tional high diving sensationist applauded by 400,000,000. Three-fourths of the population on the Bermuda Islands thrilled at his presentation, and in South America it made headlines. The impact on nerves and emotions is terrific. Old attendance records at parks, fairs, celebrations are being broken consistently by this Fox Movietone feature and two-time award winner on the public-applause meter. Free, attractive, large four-color lithograph poster. Capt. Earl McDonald, 455 Lamplighter Place, Warren, Ohio. Tel. 45337. je18

"CLOWN COP CORRIGAN"—FOR PARKS, fairs and celebrations. Has plenty of clown novelties. Jake J. Ditch, 4562 Packard, Cudahy (Milwaukee Co.) Wis. je18

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.

PALMIST DESIRES WORK — VERY catchy, exotic, enchanting; gypsy-like; dance in girl show. Also do half and half. Free to travel. Rose Davis, Avella, Pa. Phone 8225.

SENSATIONAL HIGH ACTS FOR YOUR fairs, parks, celebrations, carnivals, drive-in theaters. Contact Lee Slade, 2646 Park Ave., Detroit, Mich. je11

THE GREAT KELLY—"RIDE OF DEATH" Bicycle Chute Act, the world's only thrill show act crashing fire and solid glass wall. Mike Kelly, Goshen, Ind. je11

TERRIFIC VALUES!

Men's WATCH SET

Copy of \$150 Original



Complete Deluxe WATCH & JEWELRY Ensemble (DELUXE WATCH ALONE, \$4.15)

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HOLLYWOOD STYLE EARRINGS. Many Summer Styles.

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- HEART & DISC PENDANTS \$39.00 Hand Polished, Nickel Plated Per Gr.
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Write for information and prices.

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GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period indicated under Most Active Equipment.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending June 4, 1955)

Table with 5 columns: AMUSEMENT GAMES, ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES. Lists various machine models and their counts.

AMUSEMENT GAMES

Table listing amusement games with columns for HIGH, LOW, and Times Adv't'd. Includes titles like ABC (United), All Star Baseball, Army & Navy, etc.

Table listing arcade equipment with columns for HIGH, LOW, and Times Adv't'd. Includes titles like Super World Series, Surf Club (Bally), Tahiti, etc.

ARCADE EQUIPMENT

Table listing arcade equipment with columns for HIGH, LOW, and Times Adv't'd. Includes titles like ABI Challenger, Astro Scope, Baseball (Scientific), etc.

Table listing music machines with columns for HIGH, LOW, and Times Adv't'd. Includes titles like Shoot the Bear, Shipman Art Show, Shooting Gallery, etc.

MUSIC MACHINES

Table listing music machines with columns for HIGH, LOW, and Times Adv't'd. Includes titles like AMI Model A, AMI Model B, AMI Model C, etc.

Table listing shuffle games with columns for HIGH, LOW, and Times Adv't'd. Includes titles like 1550-A, 1550, 1650, etc.

SHUFFLE GAMES

Table listing shuffle games with columns for HIGH, LOW, and Times Adv't'd. Includes titles like Ace Bowler (United), Advance Bowler, Banner Shuffle Alley, etc.

Table listing vending machines with columns for HIGH, LOW, and Times Adv't'd. Includes titles like Star, 6 player (United), Star 10 Frame, 6 player (United), etc.

VENDING MACHINES

Table listing vending machines with columns for HIGH, LOW, and Times Adv't'd. Includes titles like Acorn Cabinet, Advance D 1c BG, A'ance No. 11, etc.

COIN MACHINES

JUNE 11, 1955

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

THE BILLBOARD

75

N. J. High Court Rules Chance Dominates Pins

NEWARK, N. J., June 4.—New Jersey game operators are awaiting reactions from municipalities in regard to the latest ruling of the Supreme Court (The Billboard, June 4) which held that a Garfield, N. J., operator of an in-line game had violated the gambling statute. The ruling dealt with whether the element of skill or the element of chance predominated, and the heart of the court's decision is probably in the following paragraph. "The difficulty lies, of course, in determining whether in the particular case one or the other element—chance or skill—predominates. We know of no test by which the

boundary lines may be clearly marked for all the myriad forms of activity in which men engage. However, in the particular context, considering the evil at which the statute is aimed, we think a fair test would be whether a player possessing average skill would be successful more often than not in the venture. In view of the fact that there is not even a suggestion that the appellant was conducting his business as a philanthropy with an intent to donate his money to the public, we fully agree with the finding of the trial judge that chance and not skill is the pre-

(Continued on page 85)

N. Y. Op Suit Triggers Juke, Pinball Probe

RIVERHEAD, L. I., N. Y., June 4.—What started out to be a breach of contract suit over the sale of the largest juke box route in Long Island culminated this week in a bribery charge involving a local Republican leader and a State Supreme Court justice, and an order calling for a complete investigation of the juke box and pinball industry in Suffolk County.

In the suit, Moore charged that Ambrose and his two brothers began bumping his locations after the sale, despite a promise by the seller that he wouldn't operate juke box route in the county for five years. The suit asked damages and a

(Continued on page 82)

The fireworks occurred this week in Suffolk County Court here in an action brought by Sanford J. Moore, Suffolk-Nassau Amusement Company, who purchased the Suffolk Route from Dominick Ambrose in April, 1954, against Ambrose and his two brothers, Frank and John.

The settlement of the case Friday (3) in the offices of Sidney R. Siben, Bay Shore attorneys representing Ambrose, resulted in a victory for Moore. Sidney Levine represented Moore.

Detroit Gets Coin-Operated Food Delivery

DETROIT, June 4. — Kee-Delivery, Inc., operating thru franchised local agents, has introduced a coin-operated grocery delivery service in several Detroit supermarkets.

In the individual market a vending machine dispenses delivery tickets on which a shopper enters her name, address and phone number. After the customer has cleared the check-out counter, her purchases are packaged in the usual manner and placed in a heavy steel wire locker, along with the delivery ticket. The customer locks the locker

(Continued on page 89)

Haskell & Blatt Set Law Firm

NEW YORK, June 4.—Ted Blatt, attorney for the Associated Amusement Machine Operators of New York, and Benjamin H. Haskell, counsel for the Amalgamated Vending Machine Operators from 1930-1942, have formed the law partnership of Haskell & Blatt and will open offices at 32 Broadway on July 1.

Both men are 1927 graduates of the Brooklyn College Law School, and both have been engaged in coin machine law for 28 years.

Blatt said the move from his Brooklyn offices was dictated partly by his desire to be nearer AAMONY headquarters and to establish better communication with Manhattan coin firms.

Coin Game Mfrs. Seek Fresh Ideas, New Units

Engineers Map Novelty Models; Look for Low-Cost Machines

By KEN KNAUF

CHICAGO, June 4.—The majority of the leading coin-operated amusement game manufacturers are making concentrated efforts to develop entirely new types of amusement games.

While all agree that pinball, shuffle bowling, gun games, and other types now in production are still in demand, it is recognized that brand-new concepts in the game field would foster a dividend to the whole industry.

Improvements and new ideas are constantly made by manufacturers in the pinball, shuffle bowler and Arcade game field, but these improvements mean greater costs to manufacturers and higher prices to distributors and operators. The ultimate solution is thus seen in the development of new trends in the game field.

New Ideas

Manufacturers, due to tight competition for new ideas in the game industry, are reluctant to comment

on new game models in the planning stage. Most of them, however, admit that such projects are "in the fire."

Sam Wolberg, co-head of Chicago Coin Machine Company, said, "Our engineers are working on developing a new trend. We want to make something that will not cost as much as the shuffle bowling game. Out of some half-dozen new models with which we are experimenting, we may find one or two items that are marketable."

Bill DeSelm, United Manufacturing Company sales manager, remarked, "United is spending a fortune developing new ideas in the game field. This includes work on brand-new models in addition to pinballs and shuffles." DeSelm said that the firm seldom considers "outside ideas" but that the company's own engineers do all the creative work.

Development Program

Genco Manufacturing & Sales Company reported that it has a

game development program worked out to cover production "for sometime to come." Additional engineers have been added to help with the program. Avron Gensburg, vice-president, revealed that Genco has in effect a "control" to boost the market value of its games. Production is cut off on each new model coming off the lines at 10 per cent short of demand, according to Gensburg.

Sam Lewis, executive vice-president

(Continued on page 85)

2 Coin Unions Set June 6 as Merger Date

NEW YORK, June 4.—June 6 was set as the date of the merger between the New York Coin Machine Employees' Union, and RCIA, Local 433, AFL, covering coin machine employees in Long Island.

Al Cohen, head of the Long Island Union, said that both locals had agree on merger terms, and that only the formalities remained. The merged union will retain the name of RCIA, Local 433, AFL.

About 250 coin workers will be covered by the new union, 150 from New York and 100 from Queens, Nassau and Suffolk counties. The Long Island union has moved its offices from Hepstead to 161-22 Northern Boulevard, Flushing, which will be headquarters for the combined operation.

Keep N. Y. Office

However, the New York office of the Gotham Local will stay open. Election of officers will follow completion of the merger. Cohen is president and Charles Guerci secretary-treasurer of Local 433. Jim Cagiano heads the New York Local, assisted by Al Gilbert.

Balloon-O-Mat In Production; 9 Distribbs Named

NEW YORK, June 4.—Capitol Projectors this week went into production on its Balloon-O-Mat, with the first 100 units leaving the plant and production geared for 100 a week.

Meanwhile, Al Blendow, Capitol sales manager, announced that the firm has set up a distributor organization for the balloon vendar, with the following coinmen named to handle sales in their areas:

Northern California, Washington and Oregon, L. B. McCreary, McCreary Distributing Company, San Francisco. Southern California, F. E. Wilson, Solotone Corporation, Los Angeles.

Colorado, Idaho, Montana, New Mexico, Utah and Wyoming, Frank Thorwald, Denver. Oklahoma and North Texas, Cliff Wilson, Wallbox Distributing Company, Dallas.

Missouri and Southwest Illinois, B. Fredricks, Universal Distributing Company. Michigan, J. R. Pieters, King-Pin Equipment Company, Kalamazoo. New England, Edward Ravreby, World Fair, Inc., Allston, Mass.

Florida, Patrick H. Adcock, Orlando; Eastern Pennsylvania and Southern New Jersey, David Rosen, Philadelphia.

Feb. Coin Exports Boosted 37.5%; Jukes Continue Soar

6,178 Units Shipped for \$1,557,783;
Jukes Hit \$1,312,829 Month Volume

CHICAGO, June 4.—Shipment of U. S. coin machines to world markets hit \$1,557,783 in February, an increase of 37.5 per cent over the same month last year, and set a new record for the month.

Juke box shipments led the climb with a 62 per cent jump over February, 1954, while amusement game and vending machine exports lagged behind last year's marks.

U. S. Department of Commerce figures show that 4,117 juke boxes were shipped during February, for a total volume of \$1,312,829. Games shipped totaled 1,063 for a \$183,511 volume; venders, 998 for \$61,443.

Department of Commerce export

figures are available three or four months following the current date, due to time required for preparation.

W. Germany Leads

West Germany led the world markets in coin machine imports with a \$418,150 business, largely in juke boxes. The Germans led the field the previous month and indications are that the country will remain a top market thruout the rest of the year.

Well behind West Germany in total dollar volume in February were Venezuela, Canada, Belgium and the Netherlands, in that order, all posting more than \$100,000 volumes for the month.

Big markets for jukes during February were West Germany, Venezuela, Belgium and the Netherlands, in that order. Canada paced the amusement game markets with a \$39,128 trade, followed by France, Salvador and Belgium. Canada similarly dominated the vending machine markets, accounting for \$54,238 of the \$61,443 total volume in this category.

An indication of how fast export shipments have skyrocketed in the past year is evident in February's totals. Last year the February total for juke boxes, games and venders hit \$1,133,247—the highest dollar total for the month recorded up

(Continued on page 92)

Coin Machine Exports February, 1955

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany	702	\$ 405,823	52	\$ 12,327	100	\$ 1,355	754	\$ 418,150
Venezuela	209	170,557	93	12,130	100	54,238	402	184,042
Canada	175	76,198	188	39,128	862	1,225	169,564
Belgium	309	141,909	190	23,106	499	165,015
Netherlands	1,835	115,936	70	16,010	2	800	1,907	132,746
Mexico	209	83,979	60	927	4	580	273	85,486
Colombia	138	49,858	138	49,858
Switzerland	53	36,997	19	5,370	72	42,367
France	19	8,056	122	28,100	141	36,156
Peru	58	35,891	58	35,891
Cuba	86	29,343	5	1,000	91	30,343
Salvador	37	26,432	37	26,432
British Malaya	19	19,045	25	2,935	44	21,980
Japan	13	5,744	55	16,028	68	21,772
Denmark	25	18,681	25	18,681
Guatemala	24	16,716	24	16,716
Austria	15	9,808	15	9,808
Dominican Republic	12	7,900	12	7,900
Panama	15	7,702	15	7,702
Philippine Republic	7	5,856	3	500	10	6,356
India	10	6,140	10	6,140
French Morocco	3	2,025	8	3,250	11	5,275
Hong Kong	24	4,322	24	4,322
Nicaragua	5	3,209	5	3,209
Costa Rica	4	2,912	4	2,912
Haiti	4	2,783	5	4	2,783
Italy	5	1,903	5	1,903
Sweden	1	659	1	659
Nan Islands	1	615	1	615
Iran	2	610	2	610
Trinidad	1	600	1	600
Union of S. Africa	9	600	9	600
Iceland	1	550	1	550
Other Countries	130	22,670	130	13,500	30	4,470	290	40,640
TOTALS	4,117	\$1,312,829	1,063	\$183,511	998	\$61,443	6,178	\$1,557,783

Canned Milk Mfr. Seeks Vending Deal

Farm Fresh Ready to Start on 6-Ounce Can; Cite Lack of Refrigeration Need

NEW YORK, June 4. — Curtis Lane, vice-president of the Farm Fresh Food Products Corporation, said his firm is currently seeking a deal with manufacturers of vending equipment for the promotion of the Farm Fresh canned whole milk and chocolate milk in automatic merchandisers.

Lane emphasized that the current production is limited to 8 and 32-ounce containers, Farm Fresh could start production on 6-ounce vending cans as soon as the vending market opens.

Vending equipment figures heavily is Lane's plans. Selling point of the canned product is that it will keep indefinitely without refrigeration, and hence a quart vender for take-home consumption could be built without a refrigeration unit. Such a vender, Lane feels, could sell for considerably less than conventional refrigerated units.

Of course, in smaller cans for (Continued on page 78)

Prof. Finds Possible Cig Cancer Tie

ATLANTIC CITY, June 4.—A new report on the smoking-lung cancer subject was made to the American College of Chest Physicians here by Dr. Oscar Auerbach, chief of the laboratory at the Veterans Administration hospital in East Orange, N. J., and associate professor of pathology at New York Medical College.

Studies of the lungs of 41 men indicated smoking brings about changes in the tissues lining the lungs, Dr. Auerbach reported. Some specialists believe these changes may be a forerunner of cancer, he noted.

Emphasizing the relatively small number of cases studied, Dr. Auerbach said it may require at least three years more work to determine if the early results are correct.

The research, conducted by a team of seven doctors, is being sponsored by the American Cancer Society.

Dariomatic Announces Lease Plan

LOS ANGELES, June 4.—Dariomatic, Inc., has announced a plan for leasing milk venders to operators and dairies.

The plan provides for the delivery of the Dariomatic Model 505 without the requirement of a down payment, and for a monthly rental as low as \$15.57 per month for five years.

The monthly lease payments are chargeable as a direct expense and are reported to come out of earnings before taxes. The operator's bank credit is not impaired, and no capital outlay is necessary. If the lessee desires, the freight can be included in the monthly rental payments, and shorter term leases are available.

Dariomatic recently announced that an all-risk insurance policy, covering operators against damage and loss to the full value in excess of \$10, would be given to purchasers of the Model 505.

Automatic Lighting Device Available For Coin Venders

MOUNT VERNON, N. Y., June 4.—The Tork Clock Company, Inc., here has begun manufacture on a device which lights outdoor vending machines at night and shuts them off in daytime without the use of attendants. One unit is currently in operation by Garden State Farms, New Jersey milk vender, on a Rowe outdoor milk machine.

The basic unit is the same one used to control sign, billboard and display lights. The manufacturer says that while many models may be used on venders, the Model 1191-Z, which literally follows the sun, is particularly suited to outdoor vending.

The Tork Astronomical dial turns machine illumination and signs on at sunset each day. As these times vary from month to month, the de-

vice automatically changes schedule.

Switches are equipped with low temperature oil so that accurate time and lighting control are assured despite temperature drops.

BLUE SKY OVER PUERTO RICO

SAN JUAN, Puerto Rico, June 4.—One of the "blue sky" vending machine "sharpies," it appears, has moved into the Puerto Rico area.

Operating under the name of International Corporation, the firm claims to have offices "all over the States and Canada."

Their advertisement in the local papers attempts to enlist "honest, hard-working people with \$1,096 ready cash to invest immediately in vending machines selling 5-cent products."

The ad doesn't specify the products to be sold, but profits, of course, "are fabulous—from 200 to 400 per cent. All earnings are net, as there are no operating expenses—just four to five hours of easy work a week."

Venders May Benefit From Pan.-Am. Drive

NEW YORK, June 4.—Coffee vending will get a big boost this week from the board of directors of the Pan-American Coffee Bureau.

Dr. Jorge Rossi, minister of finance of Costa Rica and chairman of the board, announced that the bureau's promotional budget had been increased by 250 per cent.

The PACB is currently supported by 11 major Latin-American coffee countries on the basis of 10 cents per 132-pound bag of green coffee imported into the United States and Canada from member countries. The new plan, to take effect October 1, will boost the payment to 25 cents a bag.

Ad Drive

The advertising campaign in both consumer and trade media will be continued, and new point-of-sale merchandising material will be produced for use by the domestic coffee trade.

The board also approved plans for the bureau's public relations activities, as well as for its consumer service and school programs.

The educational and research programs of the Coffee Brewing Institute, a non-profit membership corporation formed jointly by the Pan-American Coffee Bureau and the National Coffee Association, were reviewed and approved by the board.

Purpose of the CBI is to help consumers, restaurants and institutions make better coffee. An educational campaign to carry out this aim is planned.

RECEIPTS UP 3%

Cig Slump Checked; Mfrs. Boost Sales

NEW YORK, June 4.—With sales increases reported this year in regular and king-size and filter-tip cigarettes, the slump that began early in 1953, appears ended.

Tobacco manufacturers and distributors credit a general business upswing and the fading of the "cancer scare" for the revived market.

Manufacturers and distributors report first quarter sales up from 2 to 3 per cent, with prospects for a climb of 5 per cent before the year is out.

Manufacturers' shipments slipped 2 per cent in 1953 from the all-time top of 394 billion. In 1953, when medical researchers bared their cancer claims, the slide increased, with shipments of 368 billion registering a 7 per cent drop in 1954, compared to the record year.

Shipments Up 5%

With the advent of 1955, shipments picked up, rising to 5 per cent above the previous year in January, and 7 per cent in February. Spot checks with distributors showed similar gains over last year during March and April.

While still keeping a cautious eye on forthcoming medical reports, tobacco men argue the cancer scare may have been overrated as a blow to cigarette smoking. Price increases in 1951 as well as a tax hike that year, caused warehousemen and jobbers to stock up in fear of further price boosts. This, it is opined, may have af-

fecting the drop in buying and the cut in shipments in 1953 and 1954.

Optimism now reigns in the tobacco world. Joseph Kolodny, National Association of Tobacco Distributors president, whose organization wholesales over 80 per cent of all cigarettes, expects a 4 to 5 per cent increase in sales in 1955 over last year.

P. Lorillard & Company (Old (Continued on page 79))

VDI to Design, Make Special-Purpose Units

NEW YORK, June 4.—Vending Developments, Inc., with offices at 38 Park Row in the financial district, has been formed for the purpose of designing and manufacturing vending machines for new products.

A dummy set of directors is listed, but the names of the principals, vending engineers, will be made public sometime in July. A prominent manufacturer is playing a leading role in the new concern.

Primary aim of the organization is to confer with product manufacturers on how their goods may be dispensed thru venders, design venders to do the job, and finally, produce them on the assembly line. Plant facilities of a fair-sized manufacturing firm have been engaged for the last-named purpose.

Size and Shape

A VDI spokesman said that he gets constant calls from large product manufacturers about the possibilities of their products being merchandised in venders. In most cases, there is a size or shape problem which rules out existing equipment.

The procedure would be for the

product manufacturer to present his problem to VDI, with the research and engineering department drawing up plans for automatic merchandisers, and, after the plans are approved, for the factory to begin production.

Another phase of the operation will be a conversion service for operators. The operator will tell VDI what equipment he has, what he wants it to vend, and, if possible, VDI designs a conversion unit and makes the conversion. The firm plans to begin operations this summer.

Candy Trade Exec Hits Secret Buying Deals

NEW YORK, June 4.—C. C. McMillan, executive secretary of the National Candy Wholesalers' Association, called for the elimination of secret discounts and buying allowances in testimony before the Anti-Trust subcommittee of the House Judiciary Committee recently.

He said "... the viciousness of most discriminations is that they are secret and cited the recent case involving the Automatic Canteen Company, which dealt with price concessions granted the operator by manufacturers."

"We are convinced," he explained, "that if the manufacturer had been required by law, as proposed in H.R. 567, to tell other customers about the price concessions granted Canteen, none of them would have continued such prices to this retail firm."

"Equal Terms"

"They would have been bombarded by their wholesale customers for equal terms that they would have quickly abandoned the allowances to Canteen, because to try to extend such terms and prices to all their customers would have been

COLD BEER

Puerto Rican Firm Develops Brew Vender

MAYAGUEZ, Puerto Rico, June 4.—The Electro Calen Corporation here is manufacturing a vending machine which dispenses cold beer.

Real, a local company, is reported to have exclusive rights to use the machine in Puerto Rico, and the company claims it is making contacts with breweries in the United States, South America and Europe.

The machine, developed in the laboratories of the Electro Calen firm, and produced in its Puerto Rican factories, dispenses a cup of beer for 10 cents. The vender is completely automatic and gives the correct change for money deposited.

N. J. Venders To Hold Meet In Asbury Park

ASBURY PARK, N. J., June 4.—The newly formed Automatic Merchandising Association of New Jersey meets Saturday (11) in the Mandarin Room of the Berkeley-Carter Hotel here.

Purpose of the meeting is to hear reports of nominating, finance and legislative committees. Officers will be elected and a permanent organization formed at the dinner meet.

Edward A. Murach, Suite 428, 24 Commerce Street, Newark, is acting director of the group and is in charge of reservations for the meeting.

While the organization consists of operators of all type equipment, it was formed originally to combat the wave of anti-milk vending legislation current in the State.

Colma Increases Output Speed 100%

WORCESTER, Mass., June 4.—An increase in production-speed of 100 per cent has been achieved by Colma, Inc., cologne-spray machine manufacturers, thru the recent installation of a motorized conveyor system and an infra-red baking oven.

Colma, Inc., which is currently manufacturing six units (four for women's rooms and two for men's), states that by now placing the units on the conveyor and passing them thru the oven for enamel baking, one machine a minute is being produced.

economically unsound if not impossible.

"The amounts sold to Canteen, even the totaling millions, were still a very small part of the volume accorded to the manufacturers by the thousands of wholesalers and venders who were discriminated against."

McMillan said that many of the proposals recommended by the Attorney General's National Committee to Study the anti-trust laws would weaken anti-trust regulations.

He added that the spotlight of publicity would be a deterrent to Robinson-Patman Act violations and explained that "no matter what the conditions set down by the large buyer for the allowances received—whether they were differences in delivery, packaging, size, quality or other conditions—there would be plenty of competitive buyers ready to do business under the same conditions."

The manufacturer, continued McMillan, might hesitate to give in to the demands of the large buyer for special concessions if he had to make such demands public.

DAVY CROCKETT PIN BUTTONS

Four different designs \$10.00 Per M

Send \$2.50

and receive 100 high quality filled capsules.



National Sales Agents for ACORN CHARM VENDOR parts and accessories

Contains our complete assortment... or send 35¢ for regular sample kit of charms.

Penny King Company

2538 Mission St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

50 EACH YEAR Reins Rate Of Expansion To Up Service

PANAMA CITY, Fla., June 4.—The vending operator must keep his rate of expansion within reasonable limits in order to provide continuous, efficient service to his community.

That's the lesson learned by the Seven-Up Bottling Company, which has set its venter placement limit here at 50 vendors a year. "In this area where we have a high maintenance cost ratio to contend with, we have felt it wise to keep our vending operation within safe limits," says J. W. Byrd, head of the company.

"We have set up a maintenance program which calls for bringing in every venter a minimum of twice a year when it will be completely refinished before being placed back on location. Salt spray and highly corrosive humidity, mean that venders will require far more service than is usual in other parts of the country, and this cost, too, must be incorporated into the reasons for limitation."

With the doubling of population in the Panama City area during the past five years, and the establishment of new motel areas, service stations, community shopping centers and beach resorts, vending has increased by more than 1,000 per cent.

"We could easily over extend ourselves from a vending standpoint," Byrd explained. "However, we think it wisest to ration out the machines carefully because there are far more applicants for them than we are able to service efficiently."

Dr. Pepper Announces 14 New Bottlers

DALLAS, June 4.—The Dr. Pepper Company today announced the franchising of 14 new bottling plants in three foreign and 11 domestic territories.

The franchised areas, with a total population of 2,000,000, are: Domestic—Denver; Tucson, Ariz.; Natchez, Miss.; Bradenton, Fla.; St. Joseph, Mo.; Farmington, N. M.; Emporia, Kan.; Tyler, Texas; Maryville, Mo.; Las Animas, Colo., and Charleston, W. Va.

Foreign—Chiengmai, Thailand; Tangier, Morocco, and Davao City, Philippine Islands.

"We expect to open another 15 or 20 Dr. Pepper plants in 1955," said President Leonard Green. He added that all plants would be operated by independent bottlers.

This follows on the heels of an announcement by Green that Dr. Pepper would soon be on the market with 10 and 12-ounce bottles in addition to the firm's standard 6½-ounce size.

The 10-ounce bottle has already been approved for marketing in 37 States.

"The demand for bigger packaging in regular deposit bottles is being felt thruout the soft drink industry," Green said. "We intend to meet this demand."

The first cities to receive the 10-ounce bottle will be Denver; Wichita, Kan.; Corpus Christi, Tex.; Santa Fe, N. M., and Tucson, Ariz.

Dixie Cup Bows Premium Program

EASTON, Pa., June 4.—The Dixie Cup Company today announced a premium promotion plan soon to appear on ice cream Dixie cup lids.

The new "Premium Lids," which were developed after research indicated a strong interest in premiums by children, will offer a variety of items thru redeeming the lids along with a nominal sum.

There will be no price increase to the franchised ice cream manufacturer for the lids, which will be available in several sizes.

The manufacturer's name, address, flavor, and related copy will appear on one half of the lid, and the various premiums will be illustrated on the other half.

Included in the premiums offered will be a mechanized baseball-bat pencil, a camera, an identification bracelet, and a three-piece baseball outfit.

The new lids will replace Dixie's picture lids, featuring movie, television, and baseball stars.

'HOME MADE' Service Dolly Cuts Traffic Problem in Half

DENVER, June 4. — A small "home-made" service dolly has all but eliminated the usual lost time resulting from routine service calls made in congested downtown traffic areas by the Ace Cigarette Company here.

About 18 months ago, Lou Davidoff, head of the firm, noticed that it took a serviceman longer to park his truck in the downtown area than it did to count the receipts, refill the machine and put his books in order. He decided that the only way to beat the traffic problem was to avoid it.

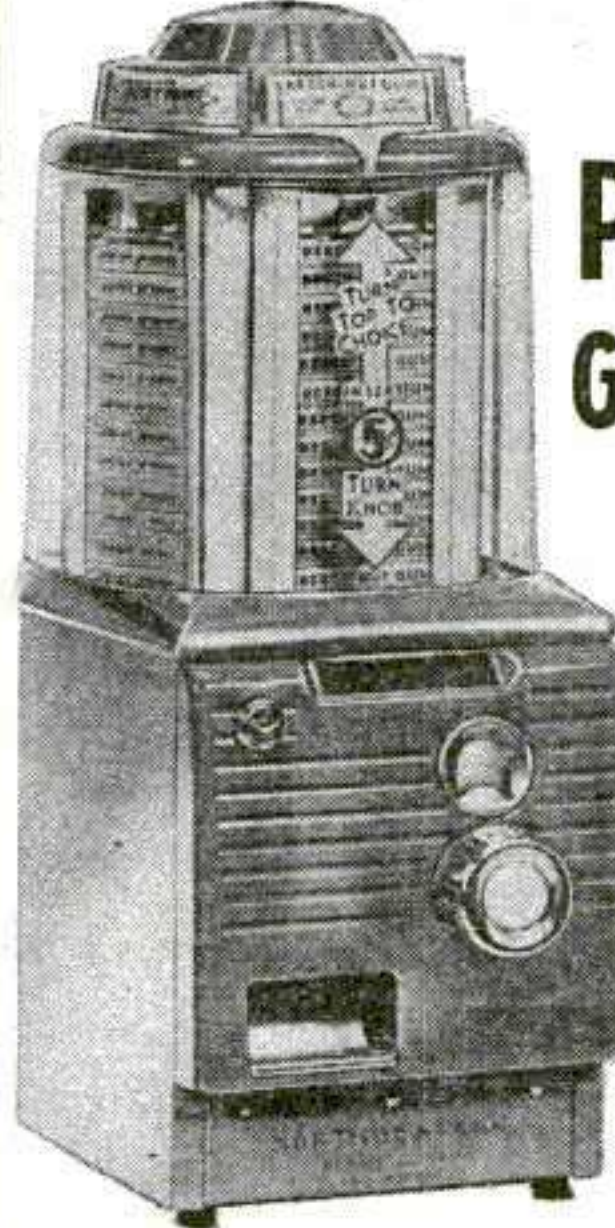
He figured that if a serviceman could move around the traffic, without waiting in an alley truck line, he'd have the problem licked. His first thought was to buy a dolly, but soon discovered that he could find nothing to fit his exact needs.

To solve the problem, Davidoff turned to building one himself. He constructed a dolly consisting of a small frame mounted on two 6-inch rubber-tired wheels. He fashioned the handle so that a serviceman could push it easily from an upright position.

On the upper surface of the frame, he installed a row of cigarette chutes, constructed of lightweight aluminum, similar to those used in most of his machines. A strap across the front secures the chutes in place. Each can be removed by simple catch at the bottom.

Also added to the dolly was a stainless steel container for polishing cloths, detergents and other small items. The finished product served the purpose: It weighs less than 20 pounds and is easily lifted from the truck by a serviceman. Davidoff says the dolly has cut the service time in the downtown area in half.

LOOKING FOR FAST MONEY? WHY NOT TRY THE NEW...



Northwestern® PACKAGE GUM VENDER

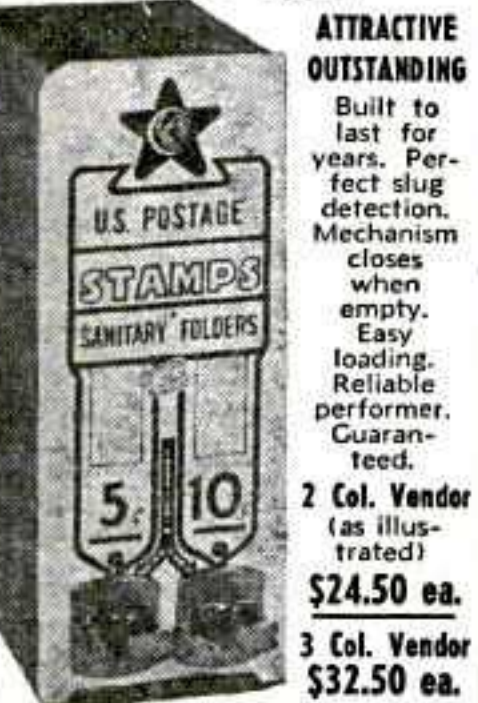
That's all you have to do—just try this sensational money-maker on your route.

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 2458 EAST ARMSTRONG STREET MORRIS, ILLINOIS

SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vender (as illustrated) \$24.50 ea. 3 Col. Vender \$32.50 ea.

STAMP FOLDERS Very Low Prices 1/3 With Order, Balance C.O.D. J. SCHOENBACH Distributors of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N. Y.

1c TOPPER DELUXE for 100-Count Ballgum—Capacity 750 Balls.



Sample order: 1 Machine & 2500 Balls of Gum ...\$22.00

Time Payment Terms available in lots of 12 machines or more.

Less than 25 cases, \$58.00 per case of 4. 25 or more cases, \$56.00 per case of 4.

100 count Ball Gum 30¢ lb. 25 lb. cartons — freight paid on 200 lbs. or over.

ROY TORR LANSDOWNE, PA.

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. \$6.50 Columbus 1c Bulk \$6.50 Silver King 1c B.G. or Mds. \$7.45 Silver King 5c \$7.45 Exhibit Post Card (Metal) \$15.00 Advance #D 1c B.G. \$6.45 Advance #11 Mds. \$5.95

MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen \$.56 Pistachio Nuts, Vendor's Mix \$.52 Pistachio Nuts, Sheik \$.45 Cashew Whole \$.55 Cashew Butts \$.53 Peanuts, Jumbo \$.44 Spanish \$.36 Mixed Nuts \$.55 Almonds, 400 ct., 5 lbs. \$.85 Tabby-Lets Chictets, 520 ct. \$.33 Rainbow Peanuts \$.33 Boston Baked Beans \$.32 Jelly Beans \$.28 Licorice Gems \$.28 Leaflets (similar to M & M.) \$50 ct. \$.49 Assorted Fruit Charms, 100 ct. \$.42 Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound \$.28 100 ct. \$.30 Adams Gum, all flavors, 100 ct. \$.47 Wrigley's Gum, all flavors, 100 ct. \$.48 Beech-Nut, 100 ct. \$.48 Hershey's Chocolate, 200 ct. \$ 1.40 Minimum Order, 25 Boxes Assorted. Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D. See Us at the NABV Convention, Conrad Hilton Hotel, Chicago, Ill., Friday to Sunday, July 15-17.

NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL 446 W. 36th St. New York 18, N. Y. LOnacre 4-6467

BALL and VENDING GUMS LOW Factory Prices

- BUBBLE • CHICLE CHLOROPHYLL and TAB Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb. Chicle Ball Gum, 130 ct. ... 34¢ lb. Chlor-o-Vend Ball Gum ... 40¢ lb. Chlor-o-Vend Chicks, 320 ct. ... 40¢ lb. Chicle Chicks, 320 & 520 ct. 36¢ lb. Bubble Chicks, 320 & 520 ct. 27¢ lb. Tab (short stick), 100 ct. ... 38¢ box 5-Stick Gum, 100 packs ... \$1.90 F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant Newark 4, N. J.

EMPTIES MACHINES FASTER! LEAF Rain-Blo BALL GUM NEW! Red-Hot "Ball o' Fire" Bubble Gum! GRAFF VENDING COMPANY 2817 W. Davis St. Dallas, Texas

Ad No. 6 of a series YOU'RE GOING TO SEE OUR FULL LINE OF CHARMS at the N.A.B.V. CONVENTION at the Hotel Hilton, Chicago, Ill. Fri. to Sun.—July 15 to 17, 1955 CHARMS, GIMMICKS, CAPSULES GALORE. SEE EPPY FIRST. SAMUEL EPPY & CO., INC. Jamaica, N. Y. FIRST & LARGEST CHARM MANUFACTURER Admen of every kind Endorse The Billboard as a TOP SELLING FORCE



In Philadelphia or Anywhere FILLED CAPSULES Immediate Delivery Write for Lowest Prices

VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR Immediate Delivery VEEDCO SALES CO. 2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448



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. 860 North Ave., N.E. Atlanta 6, Ga. Tel: Emerson 4300

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, 1c ... \$12.50 Silver King, 5c or 1c ... 8.50 Northwestern Standard ... 6.95 Cadillac Jc. ... 8.50 Victor V, B/G Wheel ... 8.50 Victor V, Cabinet, B/G Wheel ... 9.50 Northwestern #39, 1c ... 7.50 Columbus, 5c ... 6.95 Regal, 5c ... 6.95 Acorn Cabinet ... 9.00 2 Col. Hot Nut ... 12.50 3 Col. Hot Nut ... 25.00 4 Col. Tab Gum, DuGrenier ... 17.50 4 Col. Tab Gum, DuGrenier ... 17.50 4 Col. Tab Gum, Mills ... 17.50 4 Col. Tab Gum, Heide ... 12.50 4 Comp. 1c Nut Mach. (New) ... 5.00 Jewel 2 Compartment, 5c ... 7.50 Duval's Penny Pack ... 7.50 SEND IMMEDIATELY FOR OUR SPRING SPECIAL ON MACHINES! 1/3 Deposit, Balance C.O.D. RAKE COIN MACHINE EXCHANGE 609-A Spring Garden Street Philadelphia 23, Pa. Lombard 3-2676

Fool-Proof! Profit-Packed! Multi-Purpose Vender!

EXHIBIT'S
Vacuomatic
CARD VENDER

INCREASED PROFITS WITH
ASSORTED POPULAR PICTURE CARDS

VACUOMATIC
CARD VENDERS

BUY A FULL SET • DECORATE YOUR DEN OR PLAYROOM

A "NATURAL" for all locations, for kid or adult sales.

CARDS FOR KIDS include many varieties. We supply you with cards at low cost.

TREMENDOUS SALES in specialized business using location printed cards . . . in tourist spots and other high traffic locations.

HOLDS 1,500 CARDS, vends on any coin. Mechanism insures delivery every time.

SPECIAL ADAPTATIONS available for folders, packages, books, etc. Advise of your special needs.

EXHIBIT SUPPLY COMPANY
4218-30 W. Lake • Chicago 24

Canned Milk

Continued from page 76

on-the-premises consumption, refrigerated venders, such as the ones currently being made by Central Tool, or the old Juice Bar, would be required.

The 8-ounce can would cost the operator \$3.92 for a case of 48 for white milk and \$4 a case for chocolate milk. This would just about rule out a 10-cent vend, as the cost would be more than 8 cents a can to the operator. On a 15-cent vend, tho, it would leave a good profit margin.

Lane feels that Farm Fresh can price a 6-ounce can so that the operator can vend for 10 cents and have enough of a margin.

Ad Program

Farm Fresh plans to win general consumer acceptance on a national scale thru regular retail channels. The product is currently being distributed in 12 States in the East and Midwest, with a national consumer advertising campaign in newspapers, magazines, radio and television scheduled to get under way this summer.

The milk retails for 29 cents, about 5 cents more than most store prices and a couple of cents higher than home delivery. But Lane feels that because it can be stored indefinitely, and waste is eliminated, the price is actually no higher than bottled or carton milk.

Lane will peg his sales message to vending operators on the fact that canned milk involves no waste, that dating requirements—essential for bottled and carton milk—may be forgotten when canned milk is used, and that if the refrigeration unit fails to function, no damage is done to the ingredients.

Farm Fresh currently produces about 18,000 quarts a day at its McMinnville, Tenn., plant, but Lane said that plans call for canneries in all sections of the country—much as national bottlers have plants in all metropolitan areas—with milk bought locally.

A new Jersey plant with a daily capacity of 36,000 quarts is expected to be ready in October.

Lane said that he would try to develop the vending program simultaneously with the retail program, rather than wait for full consumer acceptance before hitting the automatic merchandising market. The only thing he's waiting for is the machines.

5-STAR BABY GRAND

Vending Capsuled Items
at **10c**

The Most Fabulously Profitable Deal Ever Made Available to the Trade

5-STAR BABY GRAND filled with VICTOR'S high-quality merchandise will bring your customers back time after time. Your potential repeat business is almost unbelievable.

10c 5-STAR BABY GRAND FOR VENDING QUALITY MDSE. Packed and sold 4 to the case.

ONLY \$12 per machine → Less than 25 cases . . . \$50.00 per case
25 cases or more . . . 48.00 per case

SEE YOUR NEAREST VICTOR DISTRIBUTOR

VICTOR VENDING CORP. 5701-13 W. Grand Avenue Chicago 39, Illinois

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built
ALL-PURPOSE VENDOR

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Temperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!
1c & 5c mechanism slides into place—no screws!

SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE:
PENNY KING CO.
2338 Mission St.
Pittsburgh 3, Pa.
WESTERN OFFICE:
OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles 15, Calif.

CIGARETTE, CANDY and DRINK MACHINES!

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
Diplomat, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
President, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	135.00
DUGRENIER MODEL W, 9 COLS., 270 CAP.	95.00

UNEEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap.	\$ 75.00
Model E, 8 Cols., 240 Cap.	92.50
Model 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model \$ 52.50
Stoner Candy, Pre-war, 160 Cap. 135.00
National Model 918, 162 Cap. 115.00

UNEEDA MODEL A

8 Cols. 240 Cap. **\$85.00**

ROWE CANDY MERCHANT with changemaker, 7 Cols., 158 Cap. **\$165.00**

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED
WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed
Trade Prices 1/3 Deposit, Balance C.O.D.

Uneeda VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
250 Meserole Street • Brooklyn 6, N. Y. • Hegeman 3-6295

VICTOR STANDARD TOPPER
Case of 4, \$50

DAVY CROCKETT RING!
\$13.75 M
In Capsules, \$18.50 M

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.

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

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES

- Candy Gum & Nuts
- Beverages
- Tobacco
- New Products
- Trends
- Industry News
- Market Place
- Articles
- Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for

1 year at \$4. 2 years at \$6. 3 years at \$7.50
(Foreign rate, one year, \$8) 762

Name

Address

City..... Zone..... State.....

Occupation

DAVY CROCKETT BLOCKS

Made especially for the Davy Crockett craze that is sweeping the country.

- 10 different designs in 10 different colors.
- Davy Crockett picture on all blocks. Can be used on a Key Chain or Charm Bracelet. Good for both Gum & Capsule Vendors.

Price \$10.00 per M

M. J. ABELSON
2033 Fifth Ave. Pittsburgh, Pa.
Atlantic 1-6478

ACT FAST!

37 Watling 500s	\$60
55 Watling Fortunes	50
2 Watling Sm. Guess-Ur-Weight	50
4 Watling Horoscopes	75

Over \$500 in extra parts.
ALL TO ONE BUYER ONLY \$4700!!!
Call or Write

B. Maitlin Enterprises
20 Parkhurst St. Newark, N. J.
Bigelow 8-7289

TELL IT IN THE BILLBOARD'S NABV CONVENTION ISSUE

There is only one low-cost way of reaching distributors and operators as well as manufacturers and distributors of supplies for the vending industry.

And that one low-cost way is to "tell your story" in the big NABV CONVENTION ISSUE of The Billboard dated July 16.

3-WAY COVERAGE

You'll get 3-way coverage of your scattered vending machine audience in this information-packed issue that promises to be the most complete report of the Vending Machine Industry which The Billboard has ever published.

FIRST, your message will reach your audience at home, in the shop or office before they leave for the convention.

SECOND, your message will be read at the convention. Special free distribution of the NABV CONVENTION ISSUE of The Billboard will be made from The Billboard booth.

THIRD, your message will be read by some 70% of your vending machine audience who are unable to attend the convention in person.

WRITE, WIRE OR CALL ONE OF THE BILLBOARD OFFICES LISTED BELOW AND RESERVE ADVERTISING SPACE TODAY.

Chicago 1, Ill. 188 W. Randolph St. CE 6-8761	New York 36, N. Y. 1564 Broadway PLaza 7-2800	Hollywood 28, Calif. 6000 Sunset Blvd. Hollywood 9-5831
Jack Sloan Dick Ford	Ron Carpenter Martin Toohey	George Kelley

ADVERTISING DEADLINE JULY 7.

NABV ISSUE DATED JULY 16

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

IMPORTANT MEMO

TO ALL VENDING MACHINE MANUFACTURERS, DISTRIBUTORS AND OPERATORS AS WELL AS MANUFACTURERS AND DISTRIBUTORS OF SUPPLIES.

NATIONAL ASSOCIATION OF BULK VENDORS CONVENTION

"PAGEANT OF VENDING"

- **THE DATE:** July 15 thru July 17.
- **THE PLACE:** Conrad Hilton Hotel in Chicago.
- **TO ALL MANUFACTURERS** Here's your golden opportunity to exhibit your machines, parts and supplies to distributors and operators from all sections of the U.S.A. and Canada.
- **TO ALL DISTRIBUTORS AND OPERATORS...** Here's your once-in-a-year chance to see the newest in Vending Equipment, Supplies, etc.—all under one roof. Plan to attend this information-packed 3-day session.
- **OF SPECIAL INTEREST TO ALL** will be daily meetings, panel discussions, clinics, legal seminars, etc. All sessions conducted by a well-known representative(s) associated with the Vending Machine Industry.
- **RESERVE EXHIBIT SPACE TODAY!** Write, wire or phone for complete information. Contact N.A.B.V., 33 No. LaSalle St., Chicago, Ill. Phone: STate 2-7746.

Cigarette Slump Checked

Continued from page 76

Gold and Kent), American Tobacco Company (Lucky Strike, Pall Mall and Herbert Tareyton), R. J. Reynolds Tobacco Company (Camel and Winston) and Liggett-Myers (Chesterfield), all show increases this year.

American Tobacco and Philip Morris both opened new plants in the last year. P. Lorillard is building a large new factory in Greensboro, N. C., while Liggett & Myers has purchased expansion area of 3,000 acres.

The increase of filter tip cigarette smoking—expected to account for over 20 per cent of the market before the year ends, compared to less than 2 per cent in 1952—is an indication that smokers have not entirely forgotten the cancer problem.

Brown & Williamson Tobacco Corporation, for instance, have seen their Viceroy brand filter tip climb from below the top 20 brands in 1952 to No. 7 on the cig parade today.

Other filters, including R. J. Reynolds' Winstons and Philip Morris' Marlboro, have also skyrocketed.

King-size cigarettes, including filter tips, are similarly on the upswing. Pall Mall (without filter) has been racing with Chesterfield for No. 3 spot in cigarette sales behind the regular-sized Camel and Lucky Strike brands. King-sizers have captured 30 per cent of the market this year, with the conventional cigarette accounting for an increasingly smaller share of the

market, estimated to run under half of total sales this year.

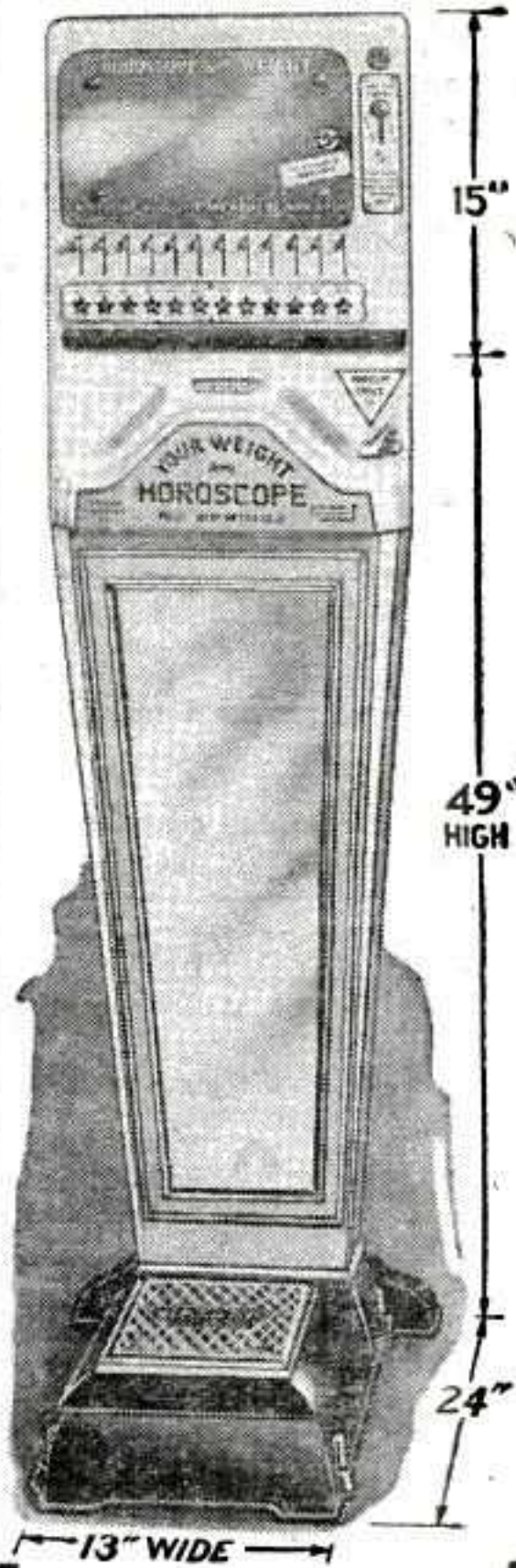
The industry has stepped up its sales and advertising campaigns to fight the sales slides of the past years, with the great majority of cigarette manufacturers spending more on national advertising.

R. J. Reynolds' national ad outlay last year rose to \$16.7 million, an 11 per cent jump from 1952; American Tobacco's spending reached \$15 million, up to 16 per cent in two years. Liggett & Myers will soon fanfare an outlay of \$2.5 million on special electronic equipment with the ensuing publicity expected to boost Chesterfield sales.

Hard-boiled advertisers, the cigarette makers now more than ever are determined to get results with each dollar spent.

Lorillard Ups 3

CHICAGO, June 4.—Three promotions in the sales division were announced by the P. Lorillard Company. Charles William Kroog has been promoted to division manager at Little Rock. Kroog previously was assistant division manager at Newark, N. J. Salesman James Joseph Doherty will occupy Kroog's place at Newark. Salesman Charles Murray Stewart was promoted to assistant division manager at Cleveland.



5¢

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5¢ as well as 1¢.

\$25.00

DOWN

BALANCE \$10.00 PER MONTH

WATLING MFG. CO.

4650 W. Fulton St. Chicago 44, Ill. Est. 1889 Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

CLOSE OUT

110 12-Column Cigarette Vending Machines. Must sell. Priced below cost. Will sell all or any part of stock. All new machines. For information write or call **EDDIE COPPOLA**, Des Moines, Iowa. (Phone: 4-3245 before 5:00 P.M. or 4-5086 after 5:00 P.M.)

DAVY CROCKETT RINGS

(U.S. T.M. Reg. Pend.)



Beautifully detailed • Brilliantly plated
Assorted styles • Vends in all machines
A TERRIFIC 10¢ VALUE!
Copper inlay.....\$13.75 M
Nickel inlay..... 14.00 M
Simulated gold inlay... 14.25 M

ALSO IN PRODUCTION:
Complete line of authentic Davy Crockett Charms.
IT'S HOT—ORDER TODAY!
WRITE—WIRE—PHONE

paul a. **Price** co. inc.
55 Leonard St., N. Y. 13, N. Y. COrtland 7-5147-8

KING SIZE

VICTOR'S NEW "KING SIZE" 1¢ BALL GUM AND CHARM VENDE TAKES IN \$19.0
Large glass globe gives merchantistic "all round display." Will vend 140, 17¢ and 210-count ball gum and charms. 5¢ Capsule Model holds 250 capsules. 5¢ Rocket Charm Model holds 600 rocket charms. 1¢ Ball o' Fire Gum Model holds 750 balls 100-c¢ gum. All models same price, packed and sold 4 to the carton.
\$58.00 Per Carton of 4
BIRMINGHAM VENDING CO.
540 Second Ave., N. Birmingham 4, Ala.



SPECIAL

Like a bargain? Well, you'll like these just like we did when we were able to arrange some mighty good buys on the following. Order now—our stock won't last long at these prices!
COWBOY HEADS, hand-painted... \$6.75 M
INDIAN HEADS, hand-painted... 6.75 M
MOUSE, with wheels, rubber tail. 1.25 Gr.
AUTOS, with wheels, colorful... 1.50 Gr.
KNIVES, 1½", pearl-handled, finest grade available... 3.75 Gr.
WRIST WATCHES, moving hands, elastic band, good for capsules. 2.75 Gr.
PREPAID SHIPMENT—FREE SAMPLES ON YOUR INQUIRY. WRITE **OHIO GUM SUPPLY CORP.** WICKLIFFE, OHIO

See You at the CONVENTION

N.A.B.V.

Conrad Hilton Hotel Chicago, Ill.

July 15 thru 17

Guggenheim

33 UNION SQUARE N. Y. C. 3 N. Y. • AL 5-8393

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
BERNARD K. BITTERMAN
4709 E. 27th St. Kansas City, Missouri



EXCLUSIVE DISTRIBUTORS WANTED

Ideal vendor for easy sales to those seeking investment opportunities. A well-built 10¢ vendor dispensing an exclusive SMOKEHOUSE COCKTAIL ALMOND. This machine mounted on our attractive and unique POLISHED FLOOR STAND stimulates impulse buying. Close FACTORY SUPPLY and a strong factual SELLING KIT, plus a FINE MACHINE, offer a rare opportunity to organizations with the right experience. Write fully, giving experience, references to **AMERICAN PRODUCTS CORP.** P. O. Box 2749 Cleveland 11, Ohio

DAVY CROCKETT PICTURE BUTTONS
\$8.75 per 1,000 f.o.b. Jamaica, N. Y.
Or: At Your Distributor. Immediate Delivery.

FREE DAVY CROCKETT LABELS 20 ADVERTISING LABELS
with each 1,000 ordered.
It Pays to Advertise.

Assorted Colors and Subjects.

SAMUEL EPPY & CO., INC.
91-15 144th Place Jamaica 35, L. I., N. Y.
World's First and Largest Charm Manufacturer

Pistachios
BEST GRADE for VENDORS

ask for **ZALOOM'S**

4 STAR JUMBOS
Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural.

DELICIOUSLY ROASTED and SALTED.
Packed 5-Lb. Moisture-Proof Bags. 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons.

Insist on **ZALOOM BRAND** for the finest quality.

ZALOOM PISTACHIO NUTS

Write us for the name of our nearest distributor if not obtainable from your present supplier.
JOS. A. ZALOOM & CO., INC.
America's Original Masters in Roasting and Salting of Pistachio Nuts
8 Jay Street New York 13, N. Y. BEekman 3-7646

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!
SIDMOR VENDING COMPANY
2137 Fifth Avenue Pittsburgh 19, Pa.

VICTOR'S TOPPER
1¢ Ball Gum Machine, \$12.50 each. \$12.00—100 or more.

VICTOR'S FIVE STAR BABY GRAND
\$12.50 each

Write today for FREE Price Lists on other Victor products. Liberal allowance on trade-ins.

GARDNER & LOSE
2611 Hale Ave. Louisville 11, Ky. EM 6-6838

MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week
For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

Name

Address

City..... Zone.... State.....

Occupation

New Backg'd Music Firm Bows Disk Unit

Model Features Restacking Mechanism Used by Ristaurat; Quote \$375 Price

HOPKINS, Minn., June 4.—Comax, Inc., a newcomer in the field of background music, has introduced a new low-priced continuous record unit. It features the Ristaurat record restacking mechanism.

At the same time, Ristaurat, Inc., long time manufacturer of counter model juke boxes and

more recently of a standard juke box, Model CM 55, was liquidated.

Joe Cohen, formerly manager of Ristaurat, Inc., is president of the new firm. Ed Marhainey is vice-president and R. C. Jones is sales manager.

Retail price of the new Comax unit has been listed at \$375. The record mechanism holds 25 disks, plays both sides and is geared for 45 r.p.m. disks exclusively.

Called the Comax M 405, the unit comes in metal cabinet 42 inches high, 17 inches wide and 14 inches deep. Shipping weight is approximately 125 pounds. Amplifier is included in quoted price.

Jones, sales manager of the firm, said that the unit would be sold thru distributors. He said that the firm expected to have about 30 distributors appointed by July 1.

Sales target for the new model, (Continued on page 82)

TEST PROVEN

Location Plans Aid Op Build Music Route

BLYTHEVILLE, Ark., June 4.—Conducting a regular survey of future plans with owners of small coffee shops and restaurants is an effective method of obtaining new juke box locations, according to Bruce McLaine, operator here.

McLaine put his theory into practice long ago, adopting a plan which called for frequent visits to small locations. Altho a location might be too small to accommodate a juke box at the time of the call, McLaine points out, there's a good chance that the spot will expand at a later date and then need a phonograph.

McLaine points out the advantages of a juke box to increase profits and customer good will, and offers other suggestions.

As a result, he has obtained 13 top-notch locations which might have otherwise gone to his competitors.

FEB. PHONO EXPORTS HIT \$1,312,829

CHICAGO, June 4.—U. S. automatic phonograph exports hit \$1,312,829 during February, an increase of over 62 per cent over the corresponding period last year when dollar volume hit \$809,999, and an increase of 122 per cent compared to the \$589,334 mark recorded in February, 1953.

Western Germany topped the list of foreign purchasers, accounting for 702 machines, valued at \$405,823. Venezuela ranked second with 209 machines, valued at \$170,557; Belgium third with 309 machines at \$141,909, and Netherlands, the only other country to hit the six-figure bracket, was fourth with 1,835 units at \$115,936. (See chart on General Coin Machines page for complete breakdown by countries.)

U. S. ANTI-TRUST PROBE TO RESUME MONDAY (6)

CHICAGO, June 4.—The federal grand jury investigation of alleged anti-trust activities in the juke box industry will continue next Monday, when eight additional operators and distributors from all parts of the country will be called to appear.

The jury probe is an outgrowth of an investigation into alleged charges of monopolistic practices, restraint of trade and price fixing in the industry.

According to Earl A. Jinkinson, local anti-trust division chief, approximately 60 firms will have appeared before the grand jury by Monday evening (6). Jinkinson said that subpoenas have already been issued in over 10 major cities throughout the country. Included in this list were Milwaukee, St. Louis, Kansas City, Mo.; Cleveland, Youngstown, O.; Minneapolis, Detroit, Oakland, Calif.; Rockford, Ill., and Peoria, Ill.

Monday's session will mark the sixth jury hearing held since the investigation opened here May 4. In addition to operators and distributors, five juke box manufacturers were also subpoenaed—AMI, H. C. Evans, Rock-Ola, Seeburg and Wurlitzer.

JUKE BOX OPS SET PACE IN URANIUM TOWN

GRAND JUNCTION, Colo., June 4.—Uranium has started the wheels of expansion in Grand Junction, with the juke box business setting the pace.

Spectacular uranium strikes have brought people from all over the world to this territory. The population here has increased four-fold, from 5,000 to 20,000 in less than a year. New stores, buildings, restaurants and taverns have opened up practically over night.

But the most remarkable expansion has been in the juke box business. Less than a year ago there were approximately 100 phonographs in and around the city. Today there are well over 700 and over a dozen operating companies.

Some operators, formerly servicing a few locations in this area, have moved their entire headquarters to Grand Junction. New operators have come from as far away as Denver, Walsenburg and Trinidad.

Written Contracts Blueprint Operator, Location Obligations

By JIM WICKMAN

CHICAGO, June 4.—What constitutes a written contract? Does it have to be complicated to be effective? Who does it protect?

These and other questions invariably arise in the discussion of the use of written agreements in the juke box industry. Mistakenly, some operators feel that a written contract must be drawn up by a lawyer, that it must be detailed—spelling out every obligation and duty of each party concerned to insure protection against loss of a location to a competitor.

Actually, a signed receipt for a phonograph constitutes a written contract. It does not need to state anything about service or obligations, nor does it need to set down the percentage arrangement of collections.

Ownership Proof

Any operator who has ever found it necessary to prove that a particular machine in a location belonged to him and not to the location owner appreciates the advantages of the written word in contrast to the verbal agreement.

There are a variety of contracts being used by operators. They range from the simple ownership contract to the well-written detailed type contract. (See sample contracts on Page 84.)

A well-written contract spells out the obligations of both the operator and the location owner.

The detailed contract also eliminates misunderstandings between operators and their locations. Early commission arrangements can be settled at a later date by simply referring to the signed document.

A good contract, regardless of how detailed it may be, will pinpoint the responsibilities of both parties. The contract will specify the type of service that a location owner can expect, and the operator will be benefited because it will list the responsibilities of the location owner—such as notifying prospective purchasers of his business that the contract must be assumed by new owners.

THIRD IN A SERIES

This is the third article in a series dealing with written contracts and written agreements between music operators and their locations.

The greatest percentage of the contracts used by operators today take the form of a lease, and the majority of them actually use the language of a lease.

'54 Earnings, Net Sales Up At Rock-Ola

CHICAGO, June 4.—The Rock-Ola Manufacturing Corporation announced this week that net sales for the 1954 fiscal year, ended February 28, were \$4,810,924, an increase of \$49,784 compared to 1953's total of \$4,761,240.

Net earnings during the same period were reported to be \$508,495, an increase of over 47 per cent compared to \$344,566 for 1953.

Common stock earnings were 20 cents, a 4-cent increase over last year's 16-cent dividend.

T&L Distr. to Hold Op Service School In Cincy June 20

CINCINNATI, June 4.—T&L Distributing Company, local Wurlitzer outlet for Southern Ohio, Northern Kentucky and Eastern Indiana, plans to hold a service school in its Cincinnati office for operators and their mechanics during the week of June 20.

Reed Whipple, Wurlitzer factory engineer; Bob Fogle, head of T&L's phono service department, and Ed Hodges, the firm's field representative, will be on hand to explain proper care and maintenance of the new Wurlitzer Model 1800 phonograph. All interested operators are invited to attend the school.

Juke Mfrs. Support On Dime Play 100%

CHICAGO, June 4.—Interest and activity in dime play among juke box manufacturers is at a new high.

Within the last few months, two manufacturers announced that all production would be geared exclusively for dime play; two-nickel play, set at the factory, began appearing on the showroom floors; letters and decals promoting dime play began flooding distributor offices, and special attention was made to programming extended play disks on juke boxes as a wedge to dime play.

First to make the switch to exclusive dime play was AMI, Inc. John Haddock, president of the firm, announced AMI's intention during the Music Operators of America convention last March. "D"-day was set for April 11.

Wurlitzer followed, announcing that all phonograph equipment shipped from the factory would be set for straight dime play as of May 1.

Seeburg began shipping equipment set to play tunes for two-

nickel, dime and three for 25 cent. Rock-Ola announced that a proposal to adopt straight dime play on all factory production was being studied.

Following the changeover to straight dime play at AMI, letters to distributors urging them to take over the advantages of dime play with operators followed. Bill Fitzgerald, advertising and sales manager of the firm, announced just last week that new decals had been prepared for all AMI equipment. The decals, he said, announce both dime play and extended play records.

Wurlitzer, which promoted extended play disks as a means to accomplish dime during its showing of the Model 1800, also kept distributors busy on promoting 10 cent play. To add further emphasis and weight to the dime move, the factory sent distributor a list of selected EP disks put out by RCA Victor, Columbia, Capitol, M-G-M and others, giving the prices and album numbers. The plant also made available to operators and distributors extended play classification slips, banners and dome cards. (Continued on page 84)

10c Play Move Sparks New Op Assn. in Pa.

NORRISTOWN, Pa., June 4.—Approximately 25 music operators from Montgomery and Chester counties, plus a few from Philadelphia, will meet at the Bungalow Inn here next Wednesday evening in an effort to organize an operators association.

J. J. Smith Jr., local operator along with Bob Miller, head of Bob's Amusement Company, Philadelphia, were appointed temporary chairmen of the proposed organization at a meeting held here two weeks ago.

Sparking the association is the current trend to dime play. Smith said that operators, altho talking of going to dime play for some time, had always postponed conversions because they were not sure of what other operators in the area thought of the move. The purpose of the organization, Smith declared is to give operators the opportunity to talk over various industry problems.

Operators are expected to draw bylaws for the new organization during the next meeting. A tentative name for the group is the Montgomery-Chester County Operators' Association.

MUSIC THIS WEEK

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events scheduled in your area.

- June 5-9—National Confectioners' Association, annual convention, Conrad Hilton Hotel, Chicago.
- June 9—New York State Operators' Guild, Inc., annual banquet, Conrad Hotel, Kiamesha Lake, N. Y.
- June 11-12—Nebraska Automatic Phonograph Operators' Association, Inc., quarterly meeting, Paddock Hotel, Beatrice.
- June 13—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- June 14—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- June 15—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.
- June 15—United Jewish Appeal, annual banquet, Sheraton-Astor Hotel, New York.
- June 18-19—National Automatic Merchandising Association regional meeting, Regions X, XI, XII, Ambassador Hotel, Los Angeles.
- June 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- June 19-20—South Dakota Phonograph Operators' Association, quarterly meeting, Pierre.
- July 15-17—National Association of Bulk Vendors, annual convention, Conrad Hilton Hotel, Chicago.



One Gal Gets the Glance!

When you're at the beach this summer, make a note to take a look at the attractive ladies in their bathing attire. At first glance one of them will catch your eye, hold your attention.

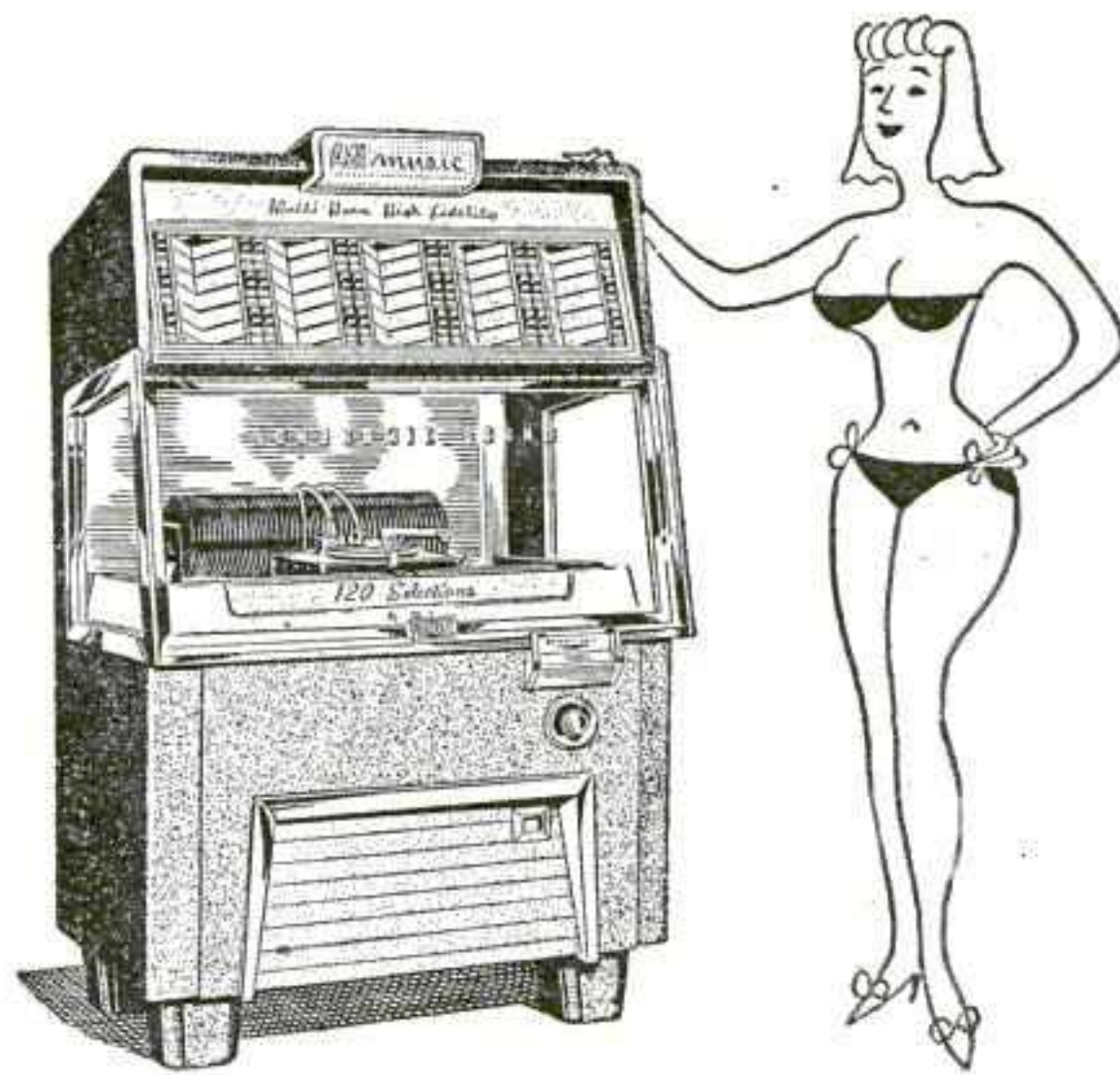
The one that's different!

There's no air of sameness, no uniformity, about her. She

stands out, distinctive from the rest. Her modern dress reveals the beauty of trim lines. Lines that excite by their very difference from the ordinary.

Watch! Plenty of others will also be looking.

In Juke Boxes, Too, It's the Difference That Stands Out.



Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW.

AMi Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.1. England—building the BAL-AMI Juke Box

Convert Your SEEBURG M100-A to 45 RPM and PAY FOR CONVERSION OUT OF RECORD SAVINGS!



storage space last longer... AND gets you into 10¢ play thru EP 45 rpm disks. You can install-it-yourself... kit complete only one hour. Upgrade your locations—buy good used Seeburg M100-A's and modernize with a Nelson Kit.

➤ For Complete Details Clip and Mail TODAY!

D. W. PRICE CORP., Manufacturers 11167 W. Pico Blvd. Los Angeles 64, Calif.

Show me how I can convert Seeburg M100-A's to 45 rpm... and pay for conversion out of record cost savings!

Name.....

Company.....

Address.....

City..... Zone... State.....

ROCK-OLA

MODEL 1448

Worth More When You Buy It

Worth More When You Trade It

COINMEN YOU KNOW

New York

Communications to:
Aaron Sternfeld
PLaza 7-2800

N. Y. Music Routes Change Hands . . .

Mac Pollay, Casino Music, bought John Pezza's John's Music route, and Mrs. Louis Kniskern sold her Pan-American music route.

Eli Gassner, Serwell Music, is out of the hospital, where he had been under observation for a heart condition. The daughter of John Benfari got married this week.

Mrs. William Caudio, wife of the Local 1690 employee, gave birth to a son recently. Joe Cristafaro, Riverhead operator, was at the Indianapolis Speedway for the annual auto racing classic.

Hank Peteet, Wurlitzer factory engineer, visited Abe Lipsky and Joe Young at Young Distributing this week. Bob Slifer, Seacoast Distributors, spoke at the Garden State Operators' Association at Matawan, N. J., Thursday (2).

Chicago

Communications to:
Ken Knaut
CEntrol 8-8761

United Awards Cup At International Races . . .

United Manufacturing Company, representing the city of Chicago, is one of the cup donors for the 6th annual International Tug Boat Races at Detroit, Saturday (11). Henry Nelson, of Henry Nelson Distributing Company, United distributor in Detroit, will offer the cup for the company. Presentation will be made by Preston Fos-

ter, movie and TV personality. Some half-million people attended the races last year, the meet bringing together tug racers from many areas.

Chester Biezad, J. H. Keeney & Company engineer, is recovering from an appendectomy performed last week. Paul Huebsch, general sales manager, is getting ready for production of a new gun game at the Keeney plant.

Ted Rubenstein, Marvel Manufacturing Company, reports a speed-up in production and deliveries on the Sparkler shuffle conversion unit. Production on the Flasher, a new conversion unit, was recently begun. A new plastic replacement part for the Wurlitzer 1,400 has also been added. A recent visitor with Herb Tekip, Arcade manager at Riverview Amusement Park, was Albert Gibney, Westmont, Ill., who has designed a number of new carnival units suitable for coin-operation at Arcades.

Clayt Nemeroff, Monarch Coin Machines, reports getting repeat orders for the Royal and Chief shuffle conversions handled by the firm. A new feature on Imperial and Leader shuffle game conversions installed by Monarch is to be announced shortly.

Recent visitors at United Manufacturing Company were Lou Casola, Midwest Distributing Company, Rockford, Ill., and Charley Merrick, Rockford operator. United roadman, Johnny Casola, was scheduled to hit Jacksonville Fla.; Atlanta, and Columbia, S. C., while Al Thoeke was reported

heading for the Portland, Ore., area.

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, is "tied down to his desk" with the amusement game activity at the plant. Avron Gensburg, vice-president, is hiring added help to get caught up on orders.

Sam Lewis and Frank Menguri, Exhibit Supply, have finally dropped the secret they have been safeguarding for sometime: A new gun game, Treasure Cove Shooting Gallery, is on the way to production.

Earl Kies, general manager of Apex Music, is getting ready to celebrate his 25th wedding anniversary. With his wife and daughter, who will be graduating from high school, Kies plans a trip to Phoenix, Ariz.

Milwaukee

Communications to:
Benn Ollman
UPTown 3-6018

Paster Firm Moves To New Quarters . . .

First week in June marks moving time for the Paster Distributing Company. Firm is switching its extensive wholesale business to new building at 36th and Fond du Lac. According to manager Sam Cooper, the new facilities will enable the firm to handle a greater variety of equipment and premium goods. Added space will also be used to

(Continued on page 84)

New Juke Museum Okayed in N. Y.

ALBANY, N. Y., June 4.—A three-year charter has been granted to the Museum of Recorded Music, to be located in Scarsdale, for the collection, owning, preserving, storing and exhibiting of all types of recorded music, "and the means or devices by which music was and is recorded and played."

Ted Mack, emcee on the "Original Amateur Hour" is providing the bulk of the collection from gifts received on his program. His collection includes a large number of juke boxes, dating back to the first type ever introduced, and other instruments which reproduce recorded music.

Incorporators of the new museum are Mack, Lewis Graham, Harry K. McWilliams, Lloyd Marx and Farris Flint. A New York office will also be established.

Comax, Inc.

• Continued from page 80

Jones said, would be music operators. He pointed out that the unit could be used by operators as a means to new profits thru background music installations and also as a wedge in the rental business.

Because the unit is small and compact, Jones said, it is ideal for use in factories, restaurants, offices and other spots not suited for a juke box but desiring some form of music.

He pointed out that by using EP records, the unit would play continuously for six hours without repetition.

Besides the background music unit, the firm also is preparing to introduce a home unit 45 r.p.m. record player, holding up to 12 disks, next fall. Jones said that the price of the home unit was expected to be about \$25.

Correction

CLEVELAND, June 4.—In the May 28 issue of The Billboard, a story regarding one-stop activities here referred to the Northern One-Stop Record Service as a new addition of Northern Music, Inc., Wurlitzer distributors. Actually, the new one-stop firm is independently owned and only rents space from Northern Music, Inc. The one-stop is owned and operated by George Freeman.

Chi Bowlers Shift To New Location For 1955-'56 Meet

CHICAGO, June 4.—The 1955-'56 bowling season of the Chicago Automatic Phonograph Operators Bowling League will be held at the Bel-Bowl Lanes, 3259 Belmont Avenue, league secretary, Johnny Oomens, announced this week.

Oomens said that the league had outgrown last year's bowling spot the G. & L. Recreation, Chicago Avenue and Pulaski Road, with the addition of two new teams, bringing the total number in the league to 16. The new teams added to the roster are the Galgano Music and Singer One-Stop.

The league will meet every Monday evening at 9:30, beginning September 12.

Other officers are Bob Gnarrow president; Edith Davis, treasurer and Ray Gallet, vice-president.

Rock-Ola Skeds Four Op Service Schools in June

CHICAGO, June 4 — Four additional operator service schools have been scheduled by the Rock-Ola Manufacturing Corporation announced Wayne Bradfield, advertising and promotional manager. This is the second series within the past month.

The classes, which will be conducted by field service engineer Jack Barabasi, are scheduled as follows:

June 8, 9 and 10—Capitol Music Distributing Company, Jackson Miss.

June 12—Le Sturgeon Distributing Company, Charlotte, N. C.

June 13, 14 and 15—Robinson Distributing Company, Atlanta.

June 16-17—Franco Distributing Company, Montgomery, Ala.

N. Y. Op Suit

• Continued from page 75

permanent injunction against the Ambrose firm.

While neither attorney would disclose the terms, The Billboard learned that they had tentatively agreed that Moore pay Ambrose \$100,000, in return for which Frank and John Ambrose would turn over their locations to Moore and Dominick would release the mortgage he holds on Moore's route. The mortgage is considerably in excess of \$100,000.

In addition, the Ambroses agreed to refrain from entering either the juke box or pinball industry in Suffolk County.

County Probe

As an outcome of the case, Suffolk County district attorney Harry C. Brenner has ordered that a complete investigation of the juke box and pinball industry in the county get underway Monday (6).

Ambrose, who trade sources said operated 2,000 juke boxes at one time, 800 of them in Suffolk County, had sold his Suffolk holding to Moore for \$447,000.

Moore's contention is that Dominick was the brains behind the move. He added that the Ambrose firm pirated 30 of his locations but that he regained 10 of these by spending \$15,000 for new equipment and paying off \$5,000 in location bonuses. Moore said he lost \$500 to \$600 a week to the Ambroses.

The bombshell was thrown by Carl Funaro, a mechanic who works for Suffolk-Nassau. Called to the stand, Funaro promptly volunteered that he has tape recording in which Ambrose accuses Republican leader R. Ford Hughes and State Supreme Court justice L. Barron Hill of taking a \$4,000 bribe to knock Ambrose's brother out of business. State Supreme Court referee Frank S. Adel, hearing the case, declined to play the recording in court. Ambrose later retracted the graft charges.

Called as witnesses at the trial were Abe Lipsky, Young Distributing Company, Wurlitzer outlet Meyer Parkoff, Atlantic-New York Seeburg distributor, and Bob Slifer, Seacoast Distributors, Rock-Ola outlet. They disclosed records of purchases made by Moore and the Ambroses.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard— and only in The Billboard —last week?

- **ARCADES ARE BETTER'N EVER.** The granddaddy of the motion picture business, the Penny Arcade, preems itself for another fast-moving year. What would you like to do? Shoot bears, take a spin in a jet or operate a bulldozer, they're all possible today in the modern arcade. Even Davy Crockett has moved into the picture as the industry quickly takes advantage of national fads. Complete rundown on the equipment that will be showing this year. (Page 1, The Billboard, June 4.)
- **MILK VENDING SCORES IN N. Y. COURT.** Future of milk vending in New York State hinges on outcome of litigation between the city of Lackawanna and major vending company. City banned the machines without proper ordinance, later changed ordinance to cover said equipment. Milk vending company wants the right of a municipality to set up various ordinances

tested, wins first round in N. Y. Supreme Court. (Page 69, The Billboard, June 4.)

- **OPS FIND WAYS TO USE WRITTEN CONTRACTS.** In spite of location owner opposition in many instances to written contracts, music operators have come up with various ways to beat the age-old problem of long-established verbal agreements and competition. The Billboard Music Operator Survey Panel calls it good salesmanship, convincing location owners that a contract is good for both parties. Operators air methods used in their territories. (Page 72, The Billboard, June 4.)
- **USED PRICE INDEX SPOTLIGHTS ACTION.** The Billboard's new used machine price index points out the most active equipment in each of the coin machine categories—amusement games, Arcade equipment, music machines, shuffle games and vending machines. Lists all equipment on one page and gives high and low prices of each machine based on a four-week period. Points out that juke boxes most active on market, traces prices of equipment thru past years, lists the number of advertisements for each piece of equipment. (Page 68, The Billboard, June 4.)
- **NEW VENDING MFR. BOWS UNIT.** Drinkette Manufacturing Company, a newcomer in the soft drink cup vending picture, introduces new low-priced cup vending unit. Complete description of unit, its capacity, measurements, weight, price and color reported. Unit already in production. About 100 machines ready for marketing, to be handled by factory. Plans call for showing at the National Automatic Merchandising Association convention next November. (Page 69, The Billboard, June 4.)

IF YOU MISSED READING THE JUNE 4 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

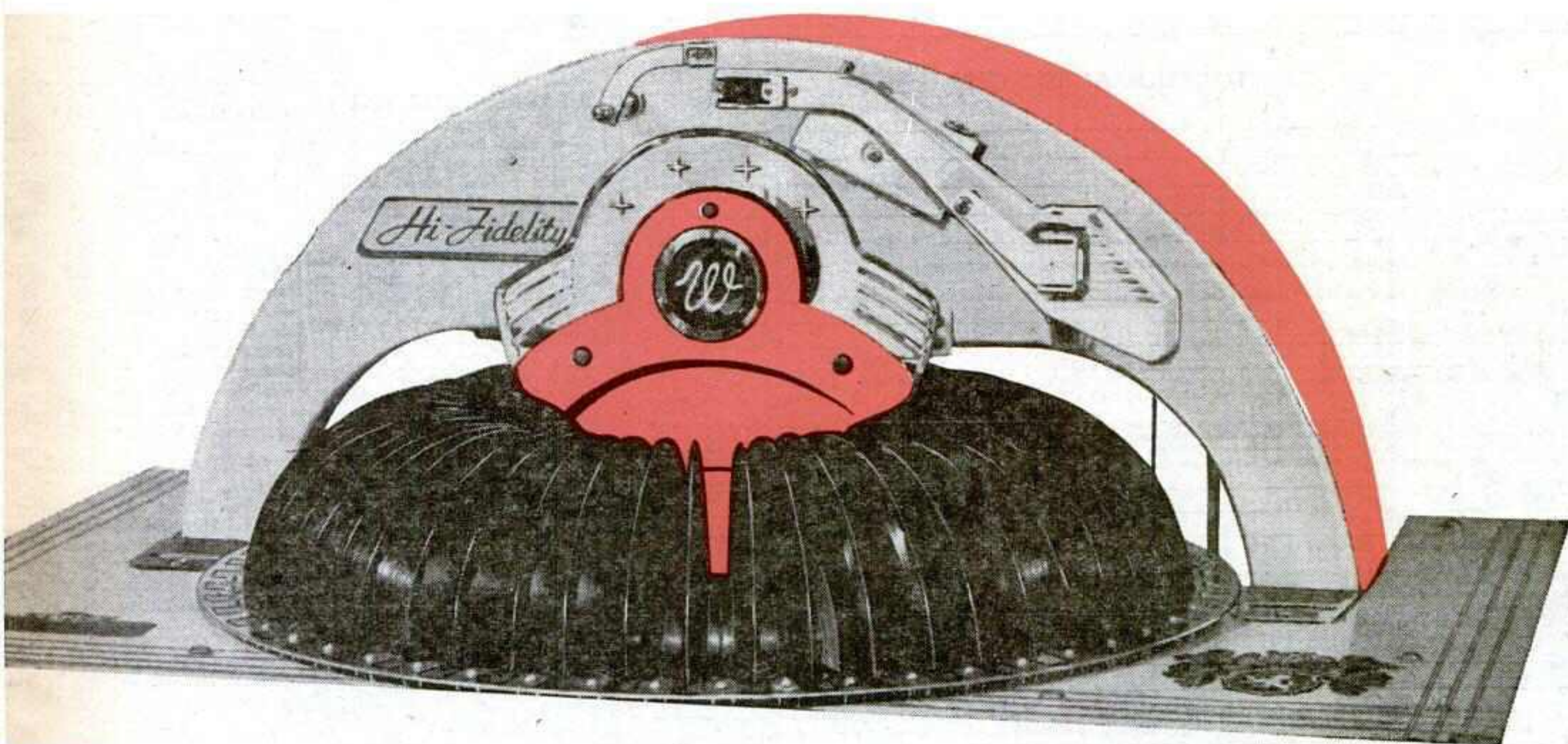
Only The Billboard Gives You News While It's New



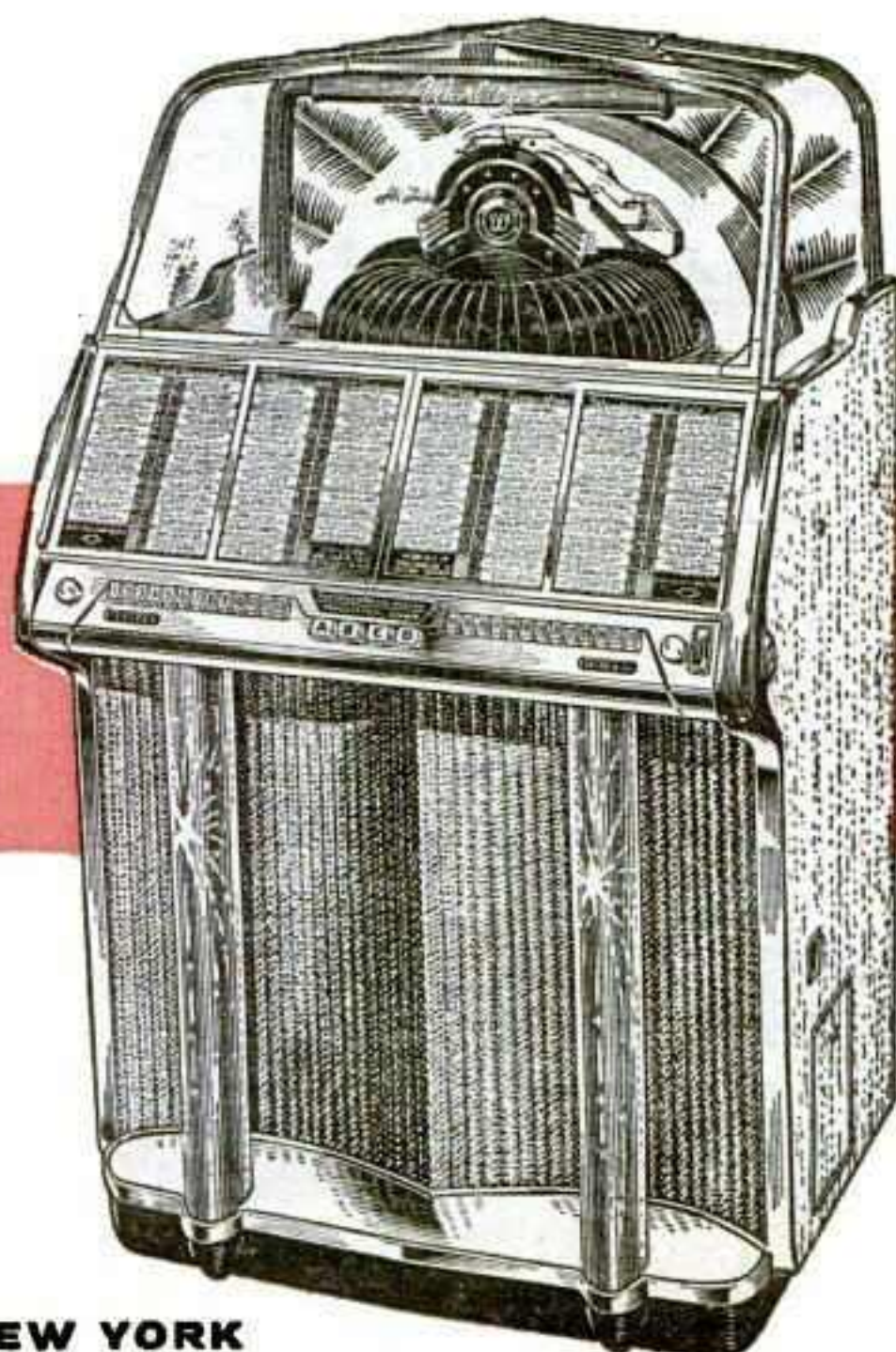
A Continuing Story of Leadership in Action

THE
CAROUSEL RECORD CHANGER

**FIRST IN ACCEPTANCE WITH
 MUSIC SERVICEMEN EVERYWHERE**



**THE SIMPLEST ...
 SUREST ... FASTEST
 RECORD CHANGER
 OF ALL TIME**



Wurlitzer 1800

**THE YEAR'S TOP PHONOGRAPH
 IN BEAUTY - IN TONE - IN EARNINGS**

*See It - Hear It - Buy It
 at Your Wurlitzer Distributors*

**THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
 Established 1856**

Written Contracts Pin Point Obligations of Both Parties

THIS AGREEMENT, made this _____ day of _____, 19____, by and between _____ hereinafter referred to as the "Operator", of _____ doing business as _____

hereinafter referred to as the "Proprietor". In consideration of the mutual covenants and conditions hereinafter contained, it is agreed as follows: The Operator leases to the Proprietor an automatic phonograph to be installed by the Operator at the above address of the Proprietor whose signature appears below. The Operator agrees to supply records and replace parts that have been damaged as a result of ordinary wear and tear without any cost to the Proprietor and the Proprietor agrees to keep the Phonograph connected to an electric outlet in his premises and in readiness for operation during all business hours, and to furnish the necessary electric current for the operation of this phonograph. The gross proceeds resulting from weekly collections from the operation of said phonograph shall be divided as follows: _____

but in any event the Operator is to receive a minimum of _____ Dollars per week. It is understood that the machine and the contents thereof, are and shall continue to be the sole property of the Operator. The Proprietor agrees that during the term of this agreement, the Operator shall have the exclusive right to maintain an automatic phonograph in the premises and that the Proprietor shall not permit any one to install or maintain any phonograph or any other devices for the reproduction or the transmission of music in any part of the premises. This agreement shall bind the parties, and the Proprietor agrees to notify any prospective purchaser of the existence of this agreement and to provide for the assumption of this agreement by the new purchaser. In the event of a breach of this agreement by the Proprietor, the parties hereto agree that the Operator shall be entitled to recover as liquidated damages and not as a penalty or forfeiture a sum equal to _____ Dollars per week for each week remaining of the unexpired term of this agreement. It is mutually agreed that the duration of this agreement shall be for a period of _____ years from the date hereof and shall renew itself automatically for like periods, at the same terms and conditions, unless either party gives to the other written notice of its intention to cancel said agreement, by registered mail, within thirty days of the expiration of this agreement or any renewal period thereof. The Proprietor certifies that the business at the above address is owned by him.

PROPRIETOR _____
BY _____
RESIDENCE _____

LOCATION AGREEMENT

AGREEMENT entered into this _____ day of _____, 19____, by and between _____ of _____ in the City of _____ State of _____ hereinafter referred to as OPERATOR and _____ of _____ in the City of _____ State of _____ hereinafter referred to as LOCATION OWNER.

- In consideration of the mutual covenants and conditions hereinafter contained it is agreed as follows:
- The OPERATOR is to install in a prominent and convenient part of the LOCATION OWNER'S place of business a _____ machine, and _____ for a term of _____ from the date hereof.
 - The OPERATOR agrees to service the said equipment no less than once during each _____ days, to furnish all necessary supplies for the adequate operation of the said machine and upon due notification by the LOCATION OWNER to furnish and keep said equipment in good working order.
 - The LOCATION OWNER agrees to exercise reasonable care to prevent said equipment from being removed, damaged, injured or tampered with, to promptly notify the OPERATOR when the machine is not in good working order and to furnish at the LOCATION OWNER'S own cost and expense all electrical current, if necessary, for the operation of the equipment.
 - The LOCATION OWNER AGREES that, during the term of this agreement, he will not use or permit to be used on the premises any other coin operated _____ (Insert Machine and Equipment Make) or any other form of a similar type machine.
 - For and in consideration of the use of the space in the LOCATION OWNER'S premises, the LOCATION OWNER shall receive:
 - If the equipment be merchandise vending machine _____ for each unit of merchandise sold by the equipment and paid for in legal coin and such amount shall be paid to the LOCATION OWNER not later than the _____ day of each month hereafter;
 - In the event the machine be any other type coin operated machine, the LOCATION OWNER'S share of the collections derived from the operation of the machine, each time the said machine shall be serviced, shall be divided as follows: _____
 - In the event the equipment be merchandise vending machines and there shall not be sold _____ units of _____ per week in said machines for a period of _____ successive weeks, or in the event the LOCATION OWNER shall breach any of the conditions of this agreement, then the OPERATOR shall have the right to terminate this agreement.
 - In the event that there be any other type coin operated machine and the OPERATOR'S share shall amount to less than \$ _____ per week over a period of _____ successive weeks, or in the event the LOCATION OWNER shall breach any of the conditions of this agreement, then the OPERATOR shall have the right to terminate this agreement.
 - In the event that any law now existing or which may hereafter be passed by any lawful authority shall require the payment of any license fees, taxes or other charges on account of the use or operation of said equipment, said charges shall be paid by the OPERATOR but the amount thereof shall be borne equally by the parties hereto and the OPERATOR shall be entitled to deduct the LOCATION OWNER'S share of such charge from any sums thereafter due the LOCATION OWNER pursuant hereto, provided however that in the event any such charge shall make the operation of such machine unprofitable the OPERATOR may, upon _____ days notice to the LOCATION OWNER, terminate this agreement.
 - If the business of the LOCATION OWNER shall be suspended for a period of thirty days, or if the LOCATION OWNER vacates the premises hereinafter mentioned to a change of location from one building to another, then the OPERATOR may terminate this agreement and remove the equipment from the premises. If the LOCATION OWNER resumes such business prior to the expiration date of this agreement, the OPERATOR may again install the equipment in the premises, and upon such installation this agreement shall then be effective until the termination date.
 - That in the event of a breach of this agreement by the LOCATION OWNER, the parties hereto agree that the OPERATOR shall be entitled to recover as liquidated damages for the loss sustained by the OPERATOR, and not as a penalty or forfeiture a sum equal to \$ _____ per week, for each week remaining of the unexpired term of this agreement.
 - It is understood and agreed that the equipment herein specified shall remain the OPERATOR'S PROPERTY at all times and the LOCATION OWNER shall in no wise pledge this machine and equipment, or in any manner interfere with the OPERATOR'S ownership. The LOCATION OWNER will not remove the said machine or equipment from his premises without first obtaining written permission from the OPERATOR to do so.
 - This agreement will renew itself automatically for periods of one year or of the same terms and conditions as hereto set forth, unless either party give written notice by registered mail of at least 30 days before the date of termination, of his/her intention to cancel same; further, that this agreement shall be binding upon the parties hereto, their respective heirs, successors and assigns.
 - If any portion of this agreement violates any law it shall not affect the remainder of this agreement.

IN WITNESS WHEREOF, the parties hereto have hereunto set their hands and seals the day and year first above written.

WITNESSES _____ (SEAL)
_____ (SEAL)
Location Owner

FORM 11—MAY 1955—PAT'D—© 1955
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THIS COPY FOR OPERATOR

Written Contracts

Continued from page 80

ator if and when said equipment may cease to operate in a normal manner or is damaged by fire or other causes.

- To give the operator a predetermined minimum return for any one week during the period of the lease or contract.
- To acknowledge the right, title or interest of the operator in said equipment.
- Not to deliver or surrender the phonograph or equipment except upon demand of the operator or his agent.
- To use such care as may be necessary to prevent said equipment from being carelessly or maliciously damaged.
- To permit the operator or his agent access to equipment at all reasonable hours for purpose of repair, removal, re-installation or collection of receipts.

Both parties agree that the

New Juke Firm Granted Charter in Sacramento

SACRAMENTO, June 4.—The secretary of state granted a charter this week to the San Francisco Music Company, Inc., to operate phonographs in San Francisco County.

Authorized capital was listed at \$20,000. Incorporation papers were filed by Stephen L. Mana. Directors of the new firm are Mana, Melvin Bacigalupi and Margaret Lieber.

contract is binding; that should there be any need for the equipment to be replaced for any reason, temporary equipment will not break the contract, and that there is no liability incurred should the operator remove the phonograph and/or equipment from the location.

(Next week: The fourth article will discuss the various types of contracts being used—leases, commission contracts, rentals and minimum contracts).

Dime Support

Continued from page 80

A service bulletin giving instructions on how to convert a three-in-one retractor to two-nickel, one dime or quarter operation, was also sent to operators and distributors.

At Rock-Ola, Les Rieck, sales manager, said that distributors were being urged to promote dime play. He added that decals for any number of dime play variation were available, three-for-25 cents, four-for-a-quarter, two-nickel play and others, as well as streamers and banners announcing the move.

Rieck said that the proposal to convert all production to dime play was still in the fire and was being considered.

Seeburg also explained to distributors the advantages of dime play. Diagrams showing how to convert various pieces of equipment to dime play were sent to distributors as an aid to help operators.

COINMEN YOU KNOW

Continued from page 82

put in a complete machine parts section, "a department we've been lacking for a long time," adds Cooper.

Boston

Communications to: Cameron Dewar HANCOCK 8-3000

Trimount Staff Attends Op Meet . . .

Irwin Margold, Trimount Automatic Sales Corp. (Seeburg) sales chief, headed a group of Trimount boys at the meeting recently of the New Hampshire Music Operators' Association. They met at the Curtis Hotel in Manchester to discuss Seeburg's background music plan and its place in the industry.

Leo Bartol, veteran coin machine operator of the Green Lake, Wis., area, has sold out his business, according to recent reports.

Stu Glassman, Radio Doctors' disk buyer, reports that the top demand from operators is coming for these numbers: "Hard to Get," by Giselle MacKenzie; Art Mooney's "Honey Babe"; The McGuire Sisters' version of "Something's Gotta Give" and "Rolling Stone" by the Fontanes on Dot.

Jack Weinberg, Minneapolis correspondent of The Billboard, passed thru Milwaukee on his way to the East Coast for a visit with his daughter and son-in-law. He stopped in for a brief chat with Benn Ollman.

Bob Thompson, the Capitol Records sales manager, is riding high with a nice listing of juke box favorites. High on the list are the Les Baxter "Unchained Melody" and the Frank Sinatra money coin-er, "Learnin' the Blues."

Woodrow (Woody) Johnson, road salesman for United, Inc., was passing out cigars last week. His wife presented him with a new son, Mark Johnson.

Vince Waters, veteran coin machine operator, was one of the guest panelers recently on the new video program "On the Records" over WXIX-TV. Viewers were generally agreed that Vince televised well and added considerably to the show's interest as a representative of the juke box industry.

Stu Glassman, the Radio Doctors' disk wizard, reports that a good crop of juke box favorites are bringing a steady stream of operators to the Wells Street one-stop's counter. Currently breaking for big sales, according to Glassman, are "Besame Mucho," by Steve Lawrence and Edy Gorme; "Hey, Mr. Banjo," by the Sunnysiders on the Kapp label, and "Echoing Hills," by the Mulcays on Cardinal.

Buying records recently at Radio Doctors were: Randy Pantel and Tony Hirt, of Sheboygan; Verna and George's Service, Rhinelander; Roy Subrod, Burlington, and Art Vaillancourt, Gem Novelty, Racine.

Frank Bartnik, Banaco Music, is spending a few weeks at his hunting lodge in Canada. He flew up there in his private plane to get the place ready for regular visits to his hideaway with his relatives and fishing buddies.

With the closing out of his Evans juke box line, distributor Vic Manhardt reports he is now looking for new coin machine lines to handle. Keeping him more busy than ever, he adds, is the heavy action being received on his well-established lines of movie and drive-in theater equipment.

Carl Happel, the Rock-Ola distributor, reports that his place is buzzing with activity since the introduction of the new 1448. Orville Carnitz has been driving the Badger Novelty Company's station wagon all over the territory writing up a good volume of orders, says Happel. Carnitz had the station wagon specially fitted to enable it to easily load and unload a sample of the new Rock-Ola juke box on rollers and a slide track.

Jim Nelson, the new M-G-M Records salesman in this territory, reports that Art Mooney's "Honey Love" is catching on very nicely with his operator customers.

Garth Vossburg and Arnold Wagner, key service men at the Paster Distributing Company, returned from a week of factory schooling at the AMI headquarters in Grand Rapids, Mich. Both report an enjoyable and instructive stay at the plant.

Irwin Margold is a happy man these days. The new Williams Sidewalk Engineer is a sellout. In fact there are no more in stock and he reports that Arcades in this area have ordered them almost 100 percent. The only thing to mar Irwin's elation is that he can't get enough of the machines.

Abe Shore, of Freeman & Shore, Revere Beach, reports the first two days the Sidewalk Engineer (2121) netted them \$21. They were the first at this Funspot to get the machines.

Ralph Lackey, of Karel Music, Roxbury, guest starring on a deejay program. He rushed from the meeting of the Massachusetts Music Operators' Association to discuss the Cerebral Palsy drive with Sherm Feller on WYDA. Ralph was the unanimous choice of the operators to represent them on the program.

James Geracos, president of the MMOA, convalescing at the Phillips House of Massachusetts General Hospital, was well enough to conduct business from his bed. He called on his fellow operators from his hospital bed to get in on the pitch for the CP campaign.

John Lozar, Manchester, N. H. operator, was also in the hospital there and doing well under trying circumstances.

Over at Redd Distributors (Wulitzer) in Allston the customers are beseeing Bob Jones, sales manager for delivery of Bally Gayety game and United's Deluxe Venus. Recent purchasers were made by Ray R. Lyons, of Skowhegan, Me., and Bill Sweeney, of Buzzard's Bay.

Tony Grazio, Quincy operator, is off to New Orleans, La., where he plans to study the methods of some of the big music operators.

Adolph Dugas, Webster operator, has been cited by the Catholic Free Press for his outstanding contribution to youth centers. He has donated 49 music machines to the centers and has pledged himself a total of 100 in the near future.

Operators visiting Atlas Distributors recently couldn't get to see President Louis Blatt. Broth Barney had to take on the job running the whole show. Louis was happily drifting about in his boat and snaring an old fish at his summer retreat in New Found Lake, N. H.

Coinmen visiting the Hub this week reported a new trend in coin machines and games. The word is that outdoor places are grabbing off as much as they can get of secondhand games, thus creating a shortage of same in New England.

Ed Ravreby, of World Fair and Associated Amusements in Brighton, Mass., has just placed pieces in the Farmer's Market, Bloomfield, Conn. Ed says the kiddie ride business is booming the big shopping center.

Operators visiting the Ravreby establishment this week included Tom Libbey, of Haverhill; Lou Taube, Manchester, N. H.; Frank D'Amico, Salem, N. H., and Robert Barker, Ayer.

Irwin Margold, sales chief of Trimount Automatic Sales Corp. (Continued on page 84)

LANDS NEW LOCATIONS

Op's Employees Share Takes From New Spots

NEW ORLEANS, June 4.—Giving employees, who find new game locations for the company, a share in the takes has done much to maintain a large route for New Orleans Novelty Company here.

The system was developed by Lou Boasberg, head of the firm, who has posted the following sign above the time clock at company headquarters:

"We urge that all employees be on the lookout for locations, not only to help the company but because you will receive 5 per cent

of our share of any location that you are instrumental in getting."

The system goes into effect whenever any location is lost—whether the building is destroyed by fire, or a tiff with the location owner makes it wiser to remove the games.

Then every employee from bookkeepers to route men are urged to step up efforts until the lost location has been compensated for. New Orleans Novelty, specializing in amusement games, doesn't lose many locations, but when such misfortune does come along, the efforts of more than 75 employees is usually enough to offset the loss.

For example, when a downtown restaurant went out of business, eliminating what had been a top notch five-ball spot, one of Boasberg's office employees came up with the solution in the form of a fully worthwhile location in another restaurant, a block away, which had previously resisted all efforts to locate an amusement game.

(Continued on page 89)

Triple Play New United In-Line Pin

CHICAGO, June 4. — United Manufacturing Company is shipping its distributors a new in-line pinball game, Triple Play, featuring play on three 25-number cards for in-line scores.

The player deposits a coin to light each of the three cards. Numbers on the cards correspond to numbered ball holes on the playfield. Players make in-line scores by landing balls in holes of adjoining numbers.

Triple Play has select-a-number features, up to three extra balls per game, light-a-name features, 3.

(Continued on page 92)

GAME EXPORTS DOWN IN FEB.

CHICAGO, June 4.—Shipments of U. S. amusement games to world markets in February totaled \$183,511, a drop from \$256,131 in February, 1954, according to U. S. Department of Commerce figures released this week.

Average price of games shipped abroad during the month was \$172, compared to the February, 1954, average of \$174, and the 1954 year's average of \$142.

Canada led the game markets in February with a \$39,128 total, followed by France, Salvador and Belgium, in that order. Total coin machine shipments were up 37.5 per cent for the month. (See separate story in Coin Machine Section.)

New England Arcades Get '55 Face-Lifting

BOSTON, June 4.—Yankeeland, where the Arcade has flourished since the early 1800's, will witness what practically amounts to a revolution in the spots where once the penny reigned supreme.

This season, for the first time, Arcades from Maine to Connecticut are putting in new and fancy equipment ranging from kiddie rides to multiple scoring gun games

with timed shooting, all designed to garner heavier takes.

Arcade operators now have to compete against kiddie parks which have sprung up in the area. Also, equipment, which has for the most part not been replaced since the war, is coming in for more attention.

Renting Machines

Some operators are throwing out older units and renting new machines instead of buying. The reason for this was best explained by Maurice J. Holland at Canobie Lake Park, Salem, N. H.

Holland says that in past summers he found himself fighting for his life to pay for the expensive equipment used in his 18-week season. By the second year many of these pieces were obsolete. "Players are real fanatics," says Holland, "and want nothing but the very

(Continued on page 89)

Keeney Names Iowa Distrib

CHICAGO, June 4. — J. H. Keeney & Company has named M. C. Watson, Iowa Novelty, Cedar Rapids, Ia., distributor for the firm in the State of Iowa.

Iowa Novelty will handle the complete Keeney line of amusement games and vending machines.

Coin Game Mfrs. Seek Fresh Ideas, New Units

• Continued from page 75

Exhibit Supply, advised, "Exhibit is making a decided effort to develop new game equipment. We have two ideas in process in the experimental room at this time which we hope to introduce to the field this summer. Entirely different games are coming up."

At Williams Manufacturing Company, Art Weinand, sales manager, said, "Williams is doing some 'new thinking' in coin machines all the time. Part of our engineering staff is dedicated to this."

New Type Game

Williams has successfully marketed one new type of game, the Sidewalk Engineer, coin-operated bulldozer game, and plans to market its Select-a-Train, coin-operated electric train unit, in the near future. The train game was first introduced at the National Association of Amusement Parks, Pools and Beaches convention in Chicago last November, where it won the Henry A. Guenther plaque for the "most meritorious new piece of coin-operated equipment." The game is now on location test.

Paul Huebsch, general sales manager, J. H. Keeney & Company, said new game projects would depend on the success of the new gun game now being developed at the Keeney plant. "In the meantime," said Huebsch, "we are sticking to shuffle bowling game production."

Establishes Trend

The last established trend in new games was the swing to gun games equipped with .22 rifles operating on direct electrical contact. Exhibit Supply led off the trend in April, 1954, with its Shooting Gallery. Since then, Genco, United and Keeney, as well as Exhibit Supply, have marketed this type of game in large numbers. While the gun game trend is reported past its peak, demand for these pieces is still high.

Shuffle bowling games, introduced in 1949, and a favorite amusement game piece ever since, have remained in demand thru constant improvements and new play features. It is expected that the shuffle bowling game market

will be active for many years to come, even if it exists solely as a replacement market.

Pinball games, hitting their hey-days in the 1930's and 1940's, remain a standard location piece, and there is little question that they will continue in high demand despite legislative restrictions in many areas. Here, too, however, improvements and new features mean higher costs.

Williams Bows King of Swat, Baseball Game

CHICAGO, June 4.—King of Swat, a new coin-operated baseball game, was shipped this week by the Williams Manufacturing Company.

The game features miniature life-like players in the field and batters, who actually run bases, replay and novelty play scoring, and an umpire who signals runners safe as they cross home plate. Three outs completes one game.

The game is a single-player machine. The coin chute is geared for dime play, three-for-25-cents.

Outstanding Feature

The outstanding feature of the new game is the replay scoring. The highest score, the largest number of runs, remains illuminated even after a new player takes over. If a player can top the previous high score, he wins a free game.

Free games can also be won by illuminating small arrows under the name King of Swat, an arrow under each letter. One free game is awarded when all four letters

(Continued on page 91)

Waterman Firm Sets Production On Ball Pitcher

WATERMAN, Ill., June 4.—Production of a new electric ball-pitching unit is due to start in a few weeks at Waterman Engineering Company here.

R. Cooper, head of the firm, said that plans were being made to manufacture about 1,000 units this year.

The ball-pitcher can be operated on coin play for commercial locations, listing at \$400 for the basic machine.

The machine is a mobile unit equipped with pneumatic tires. It is set up at the regulation 60 feet from the batter's box. The speed with which baseballs are pitched—varying from 55 to 80 m.p.h.—can be changed by operating a lever on the machine. It can also be con-

(Continued on page 89)

Chance Ruled Dominant Factor in Coin Game by N. J. Supreme Court

• Continued from , age 75

dominant factor in the play of these machines."

Allege Payoff

The case in point dealt with an "in-line" type coin game operated by Peter Ricciardi's Ramco Vending Company. Ricciardi allegedly had the location owner pay off when a customer won, deducting the sums awarded from the top, then paying commission on the net.

He was charged with violation of the law which provides that "Any person who has or keeps in his place of business, or other premises, any slot machine or device in the nature of a slot machine, which may be used for the playing of money or other valuable thing, is guilty of a misdemeanor."

Tho the game is referred to as a "pinball" device in the ruling, a distinction is made between the pinball game and the in-line game. The following paragraph makes the distinction:

Like Tick-Tack-Toe

"To operate the machines, the player inserts one or more nickels in a slot provided for that purpose, and for each nickel thus deposited the odds returnable to the player are increased. Unlike the usual 'pin-

ball' device, the ultimate object of the game is not to achieve a high numerical score but to cause the squares on the scoring surface to be lit up in a straight line, either vertically, horizontally or diagonally, in a manner to the ancient and innocent game of tick-tack-toe. If a player were successful in attaining this goal, the machine would respond by rewarding him with as many as 200 free games.

But, continued the ruling, "the trier of facts could conclude that the player had an option to realize his reward in a more mundane manner." The mundane manner referred to was receiving the payoff in cash.

Ricciardi and three storekeepers were indicted separately by the Bergen County Grand Jury, with the indictments consolidated for trial.

Chance Dominates

The trial judge concluded that chance was the dominant factor in the playing of the games, found the appellant and the co-defendants guilty, and sentenced the appellant to a term in County Jail and fined him \$500. The jail term was suspended.

The defense had argued that only such machines as operate on the same principles as the classical "slot machine" are within the ban of the statute. The contention was that the machines in question are not inherent gambling devices and are materially different from "slot machines."

The defense pointed out that the machines in question are directly affected by the skill of the player, and, by diligent practice, a player

can control the plunger, and, once the balls begin their downward journey, "he may cause deviations from their random journey by gently jarring the sides of the machine short of 'tilting' it. Presumably, the latter phase of the play also demands a high degree of skill for success."

Rare Skill

However, the Supreme Court pointed out that few players achieve this skill and "the vast majority of the playing public necessarily wagers their money against a result dictated by chance alone, and certainly to them the play is a gamble no less than the play of the traditional 'one-armed bandits.'"

The ruling added that "the criterion is not whether the element of skill is present to some degree but whether or not chance is the dominant factor in obtaining the desired result."

The Court pointed out that while the machine itself does not dispense the rewards, the statute provides that devices which "may be used for the playing of money" are violation.

The final paragraph of the ruling, in effect, lumps the bell fruit and the in-line game together. One sentence reads "But even the traditional type of slot machine requires the intervention of a human agency to fill up the jackpot; hence, we fail to see any distinction between the operation of the two devices in that respect."

Game Ad Calls Pinballs 'American as Hotdogs'

CHICAGO, June 4.—D. Gottlieb & Company, manufacturers of five-ball pinball games, has introduced a new advertising squib designed to point up the wide appeal of the games.

The squib, currently running with the Gottlieb ads in the trade papers reads, "Amusement Pinballs—As American as Baseball and Hot Dogs."

Explaining the squib, Alvin Gottlieb, the firm's advertising manager, said, "In the past few years more and more public information mediums such as newspapers, TV, radio, motion pictures and magazines have been showing the amusement pinball machine as an

accepted commonplace fixture in the American way of life.

"Our purpose in using this squib is to re-emphasize to our own people in the trade that their business, our business, is as much a part of the American scene as are the many other popular forms of entertainment and recreation.

"An example is the script writers of radio, films, and TV, who have appropriated for their own use such terms as 'tilt,' 'lit up like a pinball machine,' 'as many millions as the score on a pinball machine,' and others.

"We would just like to say that there is no greater compliment than acceptance by the American public."

SHAFFER SPECIALS

SEEBURG		AMI	
M-100-B\$569.50	45 r.p.m.	E-120\$595.00	
M-100-A 299.50	78 r.p.m.	D-80 319.50	
		Model "A" 99.50	
WURLITZER		ROCK-OLA	
1650 (48 Sel.)\$419.50		Cornel "1438"\$595.00	
1500 (104 Sel.) 349.50			
1250 (48 Sel.) 179.50		Seeburg Coon Hunt ..\$179.50	

Can Also Furnish Large Selection of Wall Boxes
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Cincinnati, Ohio 1200 Walnut St. MAin 6310
Columbus, Ohio 849 N. High St. KLondike 4614
Indianapolis, Ind. 1327 Capitol Ave. MElrose 4-3571

COINMEN YOU KNOW

Continued from page 84

tion, was spending the holiday playing golf at the Blue Hill Golf Club. Si Redd (Wurlitzer) was weekending at his summer place in Hyannis on the Cape. Louis Blatt, Atlas Distributors, was enjoying the holiday with friends in New Hampshire.

Jack Gruhn, production manager for the Charles N. Miller Company, manufacturing confectioners, Boston, has just returned from a trip to England, Italy, France, Switzerland, Germany, and Holland, where he took in the Industrial Fairs and visited several candy factories.

Detroit

Communications to:
Hal Reyes
WOODward 2-1100
Shuffleboard Firm
Opens Local Office . . .

Ted DeHarde, shuffleboard resurfacing and coin machine operator of Marine City, Mich., has been in Detroit negotiating for the purchase of an East Side building. He is contemplating opening up a new store in the Detroit area for the purpose of handling local business

in the resurfacing of shuffleboards, as well as using the same site for operating local shuffleboard routes and establishing and managing league play for shuffleboard tournaments.

Fred Parker, sales manager for

Angott Music on the West Side, was out of town recently on a business trip to Saginaw, Mich.

Bert and Carson Nichols, of the N & N Novelty, Port Huron, were in Detroit recently for a Tigers baseball game at Briggs Stadium.

Albert G. David, of Macomb Music Service, is expanding his business. His music machine route has been established in Detroit locations as well as those in the Macomb County area.

FOREIGN BUYERS

Our Service Is Quick, Efficient and Reliable

In addition to all the latest equipment, we have thousands of thoroughly reconditioned machines available for your selection, including pin games, kiddie rides, music machines, arcade equipment and alleys.

Cable for Special Price List

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INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET



SCOTT-CROSSE COMPANY

PHILADELPHIA 30, PA.

JUBILEE - a Glorified Version of Super JUMBO



WITH "JUBILEE," MR. OPERATOR, I AM RESPECTFULLY YOURS!

1-2-3-4 CAN PLAY at the same time!
IT'S MORE FUN TO COMPETE

GOTTLIEB'S JUBILEE

COMPETITIVE PLAY APPEAL

with DIAMOND TRIPLE MATCH FEATURE

Fills the Coin Boxes Regularly for weeks... and Weeks...and WEEKS ...and MONTHS!

Triple Match Feature Number—Star—Diamond

4 can play at same time!

Holdover Bonus Score with Mystery Super Bonus Feature!

De Luxe "New Look" Cabinet Unmatched for Beauty and Ruggedness!

Gottlieb Perfected Score Units — with Easy-to-Clean Metal Drums!

Elevator Mechanism Panel for Maximum Ease of Servicing!

Fluorescent Illumination on Front of Cabinet!

Armored Coin Box Cover with Provision for Padlock!

2 Cyclonic Kickers!

Rotating Score Rollover!

4 "on-off" Actionized Pop Bumpers!

2 Super Power Flippers!

Twin Chutes 10c — 3 for 25c!

4 Way Multi-Tilt Feature permits play to continue if some players tilt out!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

SEE JUBILEE AT YOUR DISTRIBUTOR NOW!

JUBILEE... has been thoroughly Location Tested and Proven for Your Protection!

Amusement Pinballs as American as Baseball and Hot Dogs!

Chi 'Peep Shows' Win Court Order

CHICAGO, June 4.—Four South State Street Arcades here won a permanent injunction preventing the city from halting their "peep show" operations.

Police had charged the Arcades with showing lewd films in their miniature movie machines.

The permanent injunction was ordered by Superior Judge Daniel A. Covelli.

Arcades involved were the Paradise Arcade, 426 S. State; Wonderland Arcade, 442 S. State; Super Arcade, 500 S. State, and Mid West Arcade, 512 S. State.

Wis. Group Urges Free Play Pin Law

MADISON, Wis., June 4.—The State Assembly judiciary committee has been urged by the Wisconsin Amusement League to support a bill legalizing free plays on pinball games.

The bill, sponsored by the league, would provide that all games be licensed for a fee of \$25, providing penalties for pay offs in anything other than free plays.

Wisconsin law is now interpreted to forbid free plays. Spokesmen for the city of Milwaukee opposed

the bill as a step toward legalized gambling.

Otto R. Harian, Milwaukee, spokesman for the amusement league, estimated the State would receive \$200,000 to \$300,000 in new revenue thru the bill. Licenses would be renewed annually.

Wendelin Kraftl, Milwaukee, representative of the Wisconsin Tavern Keepers' Association, described free play pinball as "harmless fun."

No Georgia Laws Against Pinballs

ATLANTA, June 4.—Attorney General Eugene Cook said recently that there was no Georgia law prohibiting the use of coin-operated pinball amusement games.

Cook pointed out, however, that various municipalities have ordinances governing such games.

Some Georgia towns place a heavy license fee on the operation of pinballs and some make it a violation of a city ordinance to possess or play such a machine, Cook said.

Charles B. Dennis, a newcomer in the vending field, has taken over the ownership of the Dot Vending Company, in the northwest part of the city.

"THERE IS A DIFFERENCE"

BINGOS	UNITED ALLEYS	ARCADE EQUIPMENT
Atlantic City \$115.00	5 Player \$ 40.00	Bally Big Innings \$125.00
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Tahiti 165.00	Cascade 110.00	Ex. Sportland Gun 425.00
Palm Springs 295.00	Royal 195.00	Ex. Wild West Gun 95.00
Beauty 225.00	League Bowler 275.00	Spark Plug 75.00
Coney Island 75.00	Olympic 140.00	Sleeper Chase 75.00
Cabana 165.00	10th Frame 75.00	C.C. Round the World
Palm Beach 115.00	Super 65.00	Trainer 495.00
Brite Lite 85.00	10th Frame Stars 95.00	Mut. Driveyourself
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Spot Lite 75.00		Wilcox Gay Recordio 125.00
Singapore 395.00		Bat-A-Score, Sr. 65.00
Saddle & Turf 250.00		C.C. Basketball 195.00
Brite Spot 65.00		DeLux Photo 365.00
Rio 225.00		Ex. Gun Patrol 145.00
Genco 400 75.00		Ex. Shooting Gallery 250.00
		Ex. Six Shooter 110.00
		Evans Bat-A-Score 165.00
		Ex. Dale Gun 55.00
		Genco Basketball 250.00
		Genco Rifle Gallery 275.00
		Flying Saucers 95.00
		Lynco Skee Ball 125.00
		Phil. Toboggan Skee
		Ball 395.00
		Life League 75.00
		Midget Movies, latest 185.00
		Panoram, with Peek 325.00
		Quizzer with film 95.00
		Rock-Ola 1/2 Scales 50.00
		Space Invaders 95.00
		Seaburg Bear Gun 150.00
		Standard Metal Typer 250.00
		Sci. Pitch'm & Bat'm 185.00
		Twin Shoe-Shine 150.00
		Un. Carnival Gun 395.00
		Wurlitzer Skee Ball 150.00
		Mut. Voiceograph 325.00
		NEW
		Mut. K. O. Filter \$495.00
		Mut. Voice Recorder 1400.00
		Wms. Sidewalk Supt. 275.00
		Standard Metal Typer 450.00
		Balloon-O-Mat 395.00



AMI Model A \$125.00, Model B 185.00, Model C 210.00, Evans Constellation 175.00, Wurlitzer 1550 350.00, Wurlitzer 1450 325.00, Wurlitzer 1100 150.00, Packard Wallboxes 18.50, Buckley Wallboxes 19.00. Terms: 1/3 deposit with all orders, balance C.O.D. Distributors for Northern Ohio NOW DELIVERING MODEL F

Cleveland Coin MACHINE EXCHANGE, INC. 2029 PROSPECT AVE., CLEVELAND 15, OHIO All Phones: Tower 1-6715

SAVE MORE MONEY MAKE MORE MONEY Subscribe to The Billboard TODAY!

PHONOGRAPH PLASTICS

Check these LOW PRICES!

A. M. I.	ROCK-OLA	WURLITZER	SEEBURG
MODEL A Tops, l. or r. \$ 8.95	Available to fit Models 1422-1426, 1428, 1432, 1434, 1436 and 1438.	MODEL 1250 Center Dome \$18.95	Model 100C — Highly polished chrome tubes (replaces glass tubes. Set of 12 \$14.95
Centers, l. or r. 15.45		Dome Ends, ea. 6.10	Model 146-147-148 Domes 15.95
Bottoms, l. or r. 11.95		MODEL 1400 Center Dome 13.45	
B Dome 17.95		Dome Ends, ea. 10.50	
Centers, l. or r. 8.95		MODEL 1500 Center Dome 14.50	
Centers, l. or r. 8.95		MODEL 1015 Top Center, l. or r. 7.50	
Bottoms, l. or r. 8.95		Lower Sides, ea. 5.50	

Replaces old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored \$7.75

Also available to fit Models 950, 850, 800, 750, 700, 400, 500.

TERMS: 1/3 deposit, balance C.O.D. or S.D. Satisfaction guaranteed. All prices F.O.B. Chicago.

★ Distributors, Write

MARVEL MFG. CO. 2845 W. Fullerton, Chicago 47, Illinois Tel.: Dickens 2-2424

Again! KEENEY IS FIRST WITH THIS Double Value BOWLER!

JUST SWITCH BACKGLASS — CHANGE PLUG-IN — AND IT IS RADICALLY DIFFERENT!

BOWLER NO. 1

KEENEY'S SPEED-LANE

WITH CHANGING SPEEDS

6 PLAYER BOWLER

Easy TO SWITCH FROM ONE SCORING COMBINATION TO THE OTHER

10¢ PLAY or 3 for a QUARTER

Keeney's Original Brilliant Multi-Color Cork Finish Cabinet WEBBING ALONG INSIDE RAILS

BOWLER NO. 2

KEENEY'S PALISADES

WITH Keeney's ORIGINAL SYNCHROMATIC SCORING

Lights on playfield step across from left to right until puck is thrown. Game will score whatever value shows when lite is stopped.

truly different!

KEENEY'S ORIGINAL MATCH FEATURE:

1. Available with or without "match" feature.
2. Keeney's individual player "match".
3. Can be set to "match" in 2nd or 10th frame.
4. Player needs to match numbers only to score.
5. Diamond — Horseshoe — Trophy — or Star determine Bonus in award section.

J. H. Keeney & CO. INC. 2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

CHICAGO COIN BOWLERS		ARCADE	
MATCH BOWLER	\$ 65.00	SIDEWALK ENGINEER	WRITE
10TH FRAME	75.00	GENCO RIFLE GALLERY	WRITE
SUPER MATCH	95.00	SILVER GLOVES	\$185.00
NAME BOWLER	100.00	SEEBURG BEAR GUN	165.00
10TH FRAME SPECIAL	100.00	SEEBURG COON HUNT (Used)	275.00
DOUBLE SCORE BOWLER	110.00	GOALEE	95.00
CROWN BOWLER	110.00	C.C. PISTOL	90.00
TRIPLE SCORE	130.00	GENCO 2 PLAYER BASKETBALL (New)	325.00
GOLD CUP BOWLER	140.00	QUIZZER WITH FILM	90.00
ADVANCE BOWLER	195.00	BALLY BIG INNING	125.00
SUPER FRAME	200.00	DELUXE PHOTOMATIC	375.00
STAR LITE	300.00	DALE GUN	50.00
UNITED BOWLERS		MILLS PANORAM (With Peeks)	325.00
10TH FRAME	\$ 75.00	TELEQUIZ	150.00
CASCADE	110.00	WILCOX-GAY RECORDIO	WRITE
OLYMPIC	140.00	MUTOSCOPE VOICE-O-GRAPH	395.00
ROYAL	195.00	ASTRO SCOPE	125.00
CHIEF	275.00	EXHIBIT SHOOTING GALLERY	265.00
TEAM	355.00	EXHIBIT STAR GUN	315.00
BINGOS		EXHIBIT SIX SHOOTER	125.00
BRIGHT LIGHTS	\$ 75.00	EXHIBIT GUN PATROL	150.00
BRIGHT SPOT	95.00	UNITED CARNIVAL GUN	375.00
SPOT LIGHT	110.00	UNITED JUNGLE GUN	360.00
BEACH CLUB	250.00	EXHIBIT RIFLE GALLERY	325.00
DUDE RANCH	265.00	GENCO BIG TOP GUN	450.00
ICE FROLICS	300.00	GENCO SKY FIGHTER	150.00
CABANA	165.00	MIDGET MOVIES	125.00
HAWAII	325.00	MUTOSCOPE DRIVE YOURSELF	WRITE
SINGAPORE	395.00	MOBILE (Like New)	WRITE
KEENEY HOLIDAY	35.00	SHOE SHINE	125.00
A.B.C.	50.00	HAY BURNERS	75.00
RIDES		ABT CHALLENGERS	20.00
CHICAGO COIN SUPER JET	\$395.00	DUCK HUNTERS	20.00
BIG BRONCHO	400.00	KICKERS & CATCHERS	35.00
MUSICAL MERRY-GO-ROUND (2 Ride-Like New)	395.00	SHIPMAN ART SHOW	39.50
LITTLE WHIP (New)	WRITE	AIR HOCKEY (New)	465.00
CHICAGO COIN ROUND THE WORLD TRAINER (New)	WRITE	MERCURY ATHLETIC 13-WAY SCALE	69.00
		AUTO PHOTO	WRITE
		STANDARD METAL TYPER (Factory Rebuilt)	WRITE

1/2 DEPOSIT WITH ORDER.

Monroe COIN MACHINE EXCHANGE, INC.

2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. Superior 1-4600)

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Calif. Charters 4 New Op Firms

SACRAMENTO, June 4.—The State granted charters this week to four new vending companies.

The Berlo Vending Company, a Delaware Corporation with an authorized capital stock of 100 shares, \$50 par value, was chartered to deal in vending machines. The California address is 9625 Bellance Avenue, Los Angeles.

The Automatic Coffee Service of Southern California, Inc., also a Delaware Corporation, with an authorized capital stock of 1,000 shares, no par value, will deal in hot and cold beverage dispensing machines. The firm's California agent is the United States Corporation Company, 210 W. 7th Street, Los Angeles.

Mar-Kup, Inc., has been chartered to deal in disposable containers, coffee vending machines, and packages containing powdered coffee, sugar and cream, in San Diego County. The authorized capital stock was listed as 2,600 shares.

Coffee-Break-O-Matic, with an authorized capital of 2,500 shares, no par value, will deal in coffee vending units and allied items of equipment, in Los Angeles County.

DSA Slates Shuffleboard League Season

DETROIT, June 4.—A program of activity for the 1955-'56 season has been scheduled by the Detroit Shuffleboard Association, executive director Fred Chlopan said this week.

Plans were presented at a general membership meeting held at the Hotel Tuller, and Chlopan said

the consensus of members' reports showed that the year just completed proved the most successful in the history of the business.

This was achieved despite the uncertainties which have beset local amusement spending during the past several months, with the impending labor difficulties in the automobile industry.

"The 1955-'56 season will shatter all records for league play," Chlopan predicted, looking ahead to a continuation of steady patronage which has been achieved here by emphasis on league competition and team spirit.

Joe Ash Says
FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

You'll Want To See WURLITZER'S New Design for '55 THE 1800

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St. Phila. 30
REmont 7-4495
Write or wire for prices
"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"



... insures Billboard readers of a high standard of useful editorial services

Williams KING OF SWAT

HOME RUNS ACTUALLY GO OVER THE FENCE!

IT'S HERE!

REPLAY or NOVELTY
SINGLES · DOUBLES · TRIPLES · HOME RUNS

The ball is really pitched!

PLAYERS RUN BASES

Only AUTHENTIC BASEBALL GAME WITH WILLIAMS NEW ANIMATED BASE RUNNING UNIT

HITTING a "bases loaded" homer lites up arrows under letters in name KING OF SWAT. Liting arrows under G and F good for one replay... carry-overs from game to game... liting arrows under T scores 5 replays... then all arrows are reset.

"SAFE" —the Umpire calls 'em when the runner crosses home plate.

Previous **HIGH SCORE** stays on...
Beat previous High Score for replays!
REPLAYS FOR SCORE...
"NUMBER-MATCH" scores **REPLAY!**

Order Your Williams "KING OF SWAT" BASEBALL GAME TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Williams MANUFACTURING COMPANY

Twin Coin Chutes:
10c —
3 for 25c

IMMEDIATE DELIVERIES: King of Swat - Race the Clock - Wonderland - Sidewalk Engineer!

BRITISH PENNY ON WAY OUT?

LONDON, June 4.—Pennies—the coins which are the backbone of coin machine takes here—are not being turned out by the Royal Mint this year.

Last year, pennies totaling \$2¼ million were withdrawn, melted and used for foreign coin orders.

SPECIAL

**Bally Magic . . . Write Keeney
Sportsman . . . \$309.50**

WANT TO BUY Big Time—Variety—Genco—Rifle Gallery & Big Top—Late Shuffle Alleys.

**Imperial \$235
Holiday 465
Match Pool 150
Chief 225**

Call (ASCME)—BE 5-6770

ALL STATE COIN MACHINE EXCHANGE

2317 North Western Ave.
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RECONDITIONED MONEY MAKERS!

UNITED 5-PLAYER, formica top	\$ 44
UNITED 6-PLAYER DeLUXE	64
UNITED CASCADE	124
UNITED CLASSICS	134
EVANS BAT-A-SCORE	94
BALLY PALM BEACH	124
BALLY DUDE RANCH	264
BALLY PALM SPRINGS	269
BALLY HI-FI	279

Write for Complete List, New—Used. Terms: 1/3 Dep., Bal. C.O.D.
IRV. OVITZ

ACME-INTERNATIONAL DISTRIBUTORS
3643-45 W. Montrose Chicago 18, Ill.
CORNELLIA 7-7272

WE NEED ROOM OUT THEY GO

**United Shuffle Alleys
Royal — \$175.00
Chief — \$225.00**
**Bally Atlantic
City \$ 90.00
Bally Surf Club . . . 275.00**
**Bally Big Times . . . Write
Bally Gayety Write**

Send one-third deposit with order, balance C.O.D.
Frank Swartz Sales Co.
515-A Fourth Ave., South
Nashville 10, Tenn.

NEW REVOLUTIONARY GAMES

Monkey Business Write
Circus Target, it is different . . . Write
Grandmother, modernized . . . Write
Jet Fighter, Williams Write
Coon Hunt, Seeburg \$295.00
Genco Invader, black lite 285.00
Genco 2-Player Basketball 300.00
Set Shot Basketball, new model . . . 325.00
Midget Movies 295.00
3-D Movies 285.00
Exhibit Merry-Go-Rounds 285.00
Whip, real ride 395.00
Air Hockey, Air Football Write

1955 Catalog 300 Illustrations FREE.
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43 YEARS SERVICE • EST. 1912

SOMEWHERE IN THE WORLD . . .
There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

New Locations

Continued from page 85

In this case, it happened that the employee was a friend of the chef at the restaurant, and with sufficient discussion the decision to install the machine was made.

With a 5 per cent reward from the return on any machine, employees can be depended upon to "weed out" unpromising locations which would produce only a minimum return.

The dividend is carefully paid each month with a statement to the employee, who was responsible for landing the location, and each such check to an employee provides a potent incentive to other employees to "get on the ball" in search of locations.

Waterman Firm

Continued from page 85

trolled by the location operator.

The ball-pitcher is available with or without a ball mat, wheels, counter mechanism, coin-starting mechanism, and remote control.

Cooper said that the firm was engaged in securing pre-cut steel for the manufacture of the game, designing castings and conducting field tests on the unit.

The machine has been used at high schools and colleges for baseball team batting practice, but will now for the first time be sold to commercial locations for coin operation.

Detroit Gets

Continued from page 75

with the only key that opens it, which she takes home with her. Upon delivery she signs a receipt and after removing the groceries, returns the wire locker and key to the market via the delivery truck.

Deliveries are limited to a two-mile radius of each participating market, and charges are payable by the shopper thru the coin-operated vending machine from which she obtains her delivery ticket.

The charge in the Detroit area is 50 cents for one locker or 65 cents for two.

Charter Game Firm

NEW YORK, June 4.—Bruckner Baseball Pitch Corporation here has been chartered to do business in mechanical games.

Carol B. Reynolds, 146 Newbridge Road, Hicksville, N. Y., has registered 200 shares, no par value stock.

New England

Continued from page 85

latest." Holland thus found paying weekly rentals work out better for him.

Now renting 10 to 15 machines from Trimount Automatic Sales Corporation, Boston, Holland plans installation of several new pieces, including a Williams Sidewalk Engineer and a Mutoscope picture machine. Holland finds the J. P. Seeburg Corporation's Shoot the Bear and Coon Hunt guns highly popular. Aqua Duck gun games and anti-aircraft games also go big.

Sees Big Year

Holland has upward of 75 pieces of Arcade equipment now, and sees a bigger year for Arcades this season than in the past. Most of the units are 5 and 10-cent operated, with only the picture card machines left at a penny. His Arcade dates back to 1903, but it was wiped out by fire in 1947 and Holland has been steadily building back to 100 units.

At Hampton Beach, N. H., Mrs. Helen Fuller operates the Casino Arcade with her son, Pat. It has been in business 27 years. Mrs. Fuller claims to have the largest Arcade in the nation, with 386 pieces of equipment. She designed many of the games herself. Most popular units at the Arcade are the Bingo-Reno roll-down game, gun and shuffle games.

The Casino Arcade has had the same help for the last 19 years. It now employs 26 men and in addition, employs college boys for the season.

Largest Arcade

At the Madi Gras, Inc., Boston, one of the biggest Arcades in New England, owned by Charles Wertheimer and operated by his brother, Arthur, over a hundred different types of games are in play. This includes shuffle games, Mutoscope picture machines and the latest lines of gun games.

Madi Gras has a lunch counter and gift shop to add to its tourist trade. The customer can thus spend a penny in a gum machine or pay any amount for diamonds in the gift shop. A huge 20 by 30-foot sign, with neon lights, costing \$10,000 is being installed to build trade. The Arcade opens at 8 a.m. and runs until 1 a.m., seven days a week.

Arcades at Revere Beach are going in for pinball games this season, with kiddie rides both outside and inside. Equipment is operated at 5 and 10 cents as is the case all over New England.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

SOUTHERN AUTOMATIC

MUSIC COMPANY, INC.

ESTABLISHED 1923
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755 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

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A Star-Studded Array by America's Leading Manufacturers

United **Genco** **Williams**

Capitol Shuffle Alley Skyrocket Race the Clock
Venus Shuffle Targette (The most sensational Wonderland
Triple Play Bingo gun made) Sidewalk Engineer
Dorby Roll King of Swat
Polar Hunt

CONVENIENT TERMS—TRADES WANTED

NO FINER USED EQUIPMENT ANYWHERE!

5-BALLS		
Green Pastures \$210	Queen of Hearts \$145	
Hawaiian Struggle 200	Suggies 145	
Beauty 185	C.O.D. 135	
Arabian Nights 185	Chinatown 135	
Lovely Lucy 165	Army & Navy 125	
Guy-Dolls 165	Fairway 125	
Shindig 160	Quartet 125	
Flying High 160	Hit and Run 125	
Gun Club 150	Skill Pool 120	
Pin Wheel 150	Twenty Grand 120	
9 Sisters 150	Jalopy 110	
Dealer 150	Niagara 110	
Grand Slam 150	Times Square 110	
Lazy "Q" 150	Coronation 110	
Marble Queen 145		
Poker Face 145		

SHUFFLE GAMES	
United Speedy \$395.00	
United Banner, Match Score . . . 395.00	
United Targette, Match Score . . . 395.00	
United Targette, High Score . . . 375.00	
United Ace, Match Score 345.00	
United Rainbow 275.00	
United Leader 265.00	
United Chief, High Score 265.00	
United Team, S.A., Match Score . . 275.00	
United League, S.A., High Score . . 265.00	
United Imperial, Match Score . . . 245.00	
United Royal, High Score 235.00	
United Classic, Match Score 150.00	
United Olympic, High Score 145.00	
United Clover, Match Score 125.00	
United Cascade, High Score 125.00	
United Super 6 Player, S.A. 99.50	
United De Luxe, S.A., 6 Player . . . 89.50	
Chi. Criss Cross, Match 325.00	
Chi. Holiday, Match 475.00	
Chi. Advance Bowler 245.00	
Universal 18' Bowls-a-Matic 325.00	
Genco Shuffle Pool 139.50	
Genco Match Pool 179.50	

BASEBALL SPECIALS	
Wms. All Star Baseball, New \$375	
Chicago Super Home Run 295	
Chicago Home Run 245	

-BINGOS-	
Variety \$475	Tahiti \$195
Surf Club 350	Tropics 195
Hawaii 295	Frolics 175
Ice Frolics 305	Yacht Club 125
Palm Springs 305	Palm Beach 125
Havana 275	Atlantic City 115
Dude Ranch 265	Golden Nugget 85
Saddle & Turf (Club Model) 295	Bright Spot 85
Beach Club 240	Bright Lights 85
Rio 245	Coney Island 85
Beauty 200	Spot Lite 75
	Genco 400 55

ARCADE	
ROUND THE WORLD TRAINER	
AUTO-PHOTO	
HARVARD METAL TYPER	
HYDRO DUCK GUN	
Mighty Mike \$575.00	
Air Football, New 295.00	
Air Hockey, New 285.00	
Set Shot Basketball 345.00	
Photomatic, Late 445.00	
Voice-o-Graph 495.00	
Wms. Big League, F.S. 295.00	
Wms. De L. Baseball 245.00	
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3-D Theatre 199.50	
Chi. 4-Player Derby 195.00	
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Chi. Pistol 99.50	
Wms. Star Series 89.50	
Exh. Dale Gun 79.50	
Scientific Baseball 79.50	
Flash Hockey 75.00	
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WURLITZ 1015 \$ 99.50
AMI D-80 450.00
SEEBURG M100C 695.00

EXCLUSIVE DISTRIBUTOR NEW
AUTO PHOTO II
Illinois, Kentucky, Ohio, Indiana, Wisconsin
Order Now—for Early Delivery

Brand New Closeouts
Genco 2 PL. BASKETBALL \$345
Wms. ALL STAR BASKETBALL 375
Genco 4 PLAYER SKEBBALL 350
MIGHTY MIKE SPARRING PARTNER 895
Genco SILVER CHEST 125

1/3 deposit, balance Sight Draft or C.O.D.
Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

IF YOU ARE LOOKING FOR THE BEST PRICES, THIS IS IT.

Big Time \$450.00	Dude Ranch \$210.00	Hi-Fi \$265.00
Palm Springs 230.00	Hawaii 200.00	Ice Frolics 230.00
Surf Club 245.00	Havana 140.00	Beach Club 190.00
Yacht Club 110.00	Varieties 400.00	Beauty 135.00
		Rio 135.00

One-third deposit required with each order. All games guaranteed, prompt delivery.
CROWN NOVELTY CO., INC.
920 Howard Avenue Phone Canal 7137 New Orleans, La.

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

In Its 33rd Anniversary Year

National Shuffleboard

Is Expanding Its Production Facilities to Meet the Increasing Demand From New Distributors, New Operators, New Locations!

THE REASON?
Because the tremendous popular appeal of this centuries old game **Can't Be Beat.**
PLUS NATIONAL'S "PAY-TO-PAY" Features That Make It an ASSURED PROFIT MAKER.
Get the Facts—Try It—Prove It.
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NATIONAL
Gold Nugget Deluxe
"Profit Maker"
SHUFFLEBOARD



There's a size to fit all locations from 9' to 22', including the New Deluxe Billiard Model.

NATIONAL SHUFFLEBOARD COMPANY
ORANGE, NEW JERSEY
Please send complete information and prices.

NAME _____
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CITY _____ STATE _____



Joe and Wally say:
Make FIRST Your NO. 1
 Source of Supply!

BINGO 5 BALLS

- BALLY**
 New GAYETYS...WRITE
 Surf Club...\$310
 Palm Springs...285
 Dude Ranch...255
 Ice Frolics...225
 Beach Club...195
 Beauty...145
 Frolics...115
 Palm Beach...110
 Atlantic City...75
 Spotlight...75
 Coney Island...75

ARCADE

- New C.C. 'ROUND THE WORLD TRAINER...\$575
 Genco 2-PLAYER BASKETBALL...\$275
 Evans SUPER BOMBER...150
 Bally BIG INNING...150
 C.C. 4-PLAYER DERBY...145
 TELEQUIZ, With Film...115
 Chicago Coin GOALEE...95
 Evans TEN STRIKE...85
 SILENT SALESMAN CARD VENDOR...35

SHUFFLE GAMES

- FIRST-Conditioned CHICAGO COIN**
 FLASH BOWLER...\$365
 STARLIGHT...315
 SUPER FRAME...315
 TRIPLE SCORE...145
 CROWN...145
 DOUBLE SCORE...115
- UNITED-MATCH**
 MARS DELUXE WRITE MERCURY DELUXE...\$415
 BANNER...385
 ACE...335
 TEAM...275
 IMPERIAL...225
 CLASSIC...145
 OFFICIAL...95
- UNITED-HIGH SCORE**
 ROYAL...\$215
 OLYMPIC...145
 SUPER...95

TARGET GUNS

- Genco BIG TOP...\$410
 United BONUS GUN...395
 Keeney RANGER WRITE Un. CARNIVAL...335
 YOU SHOOT (Remington .22 with live ammo)...325
 Exhibit SPORTLAND...295
 Genco RIFLE GALLERY...275
 Exh. SHOOTING GALLERY...195
 Seeburg COON HUNT...215
 Genco SKY GUNNER...150
 Seeb. SHOOT THE BEAR...150
 Exh. JET GUN...125
 Seeb. CHICKEN SAM...95
 Exh. SIX SHOOTER...95
 Exh. DALE GUN...65

Exclusive Distributors for
CHICAGO COIN Machine Co. and EXHIBIT Supply

CHICAGO COIN NEW GAMES
 BIG LEAGUE BASEBALL BONUS SCORE BOWLER HOLLYWOOD BOWLER

COUNTER GAMES

- NEW M & T Zig Zag...\$29
 Bink's Zipper...35
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Continental CHANGE MAKERS

3 models to fit all needs. Automatically vends 10c, 5c or 1c. Brand New...\$89.50

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 BIKINI...\$265
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- GENCO UPRIGHTS**
 Brand New SILVER CHEST...\$125
 GOLDEN NUGGET...125
- First-Conditioned GOLDEN NUGGET...95
 400...75

Chicago Coin **BAND BOX**
 (Animated Orchestra) \$155

FIRST COIN MACHINE EXCHANGE
 Joe Kline & Wally Finke
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Exclusive Distributors for **BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

COMPLETE LINE BALLY BINGO PARTS

- SHUFFLE ALLEYS**
 Bally Magic Bowler... Write
 Chicago Coin Thunderbolt... Write
 Chicago Coin Triple Strike... Write
 Cnt. Coin Crisis... \$345.00
 Target... 279.50
 Chi Coin Star Life... 279.50
 Chi Coin Crown... 79.50
 United Regulation... 175.00
 Bally Champion... 245.00
 Bally Jet Bowler... 395.00
 Chicago Coin Hollywood Shuffle Alley Write
 United Team Deluxe Bowler... 295.00
- BINGOS**
 Bally GAYETY... Write
 Atlantic City... \$95.00
 United Leader... 50.00
 Coney Island... 75.00
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 Exhibit Shooting Gallery... \$175.00
 Exhibit Sportland Gun... 225.00
 Exhibit Star Shoot. Gallery... 199.50
 Keeney Sportsman... 249.50
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 Chicago Coin Super Home Run, 6 play with match replay 245.00
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 Rock-Ola Hi-Fi 1446 120 Select. Write
 Rock-Ola Hi-Fi 1442 50 Select. Write
 A.M.I. C... \$165.00
 Rock-Ola 1428 Magic Glo... 119.50
 SPECIAL: Rock-Ola Comets, Model 1438, 120 Selection... 625.00
 Rock-Ola Hi-Fi Model 1446, 120 Selection 725.00
 Rock-Ola 1434 Rocket, 78 rpm, 50 select... 325.00
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 Seeburg 1947... 50.00
 1100 Wurlitzer... 150.00
- BALLY KIDDY RIDES-WRITE.**
 (SPECIAL VALUE)
 Chi. Coin 4 Player Home Run... \$195.00

CALDERON DISTRIBUTING Co.
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SAY YOU SAW IT IN THE BILLBOARD!

PIN GAME WORKSHOP

Distrib Builds Shop To Ops' Specifications

NEW ORLEANS, June 4.—A coin machine workshop built "from the operator standpoint" has boosted used pinball game sales for the A. C. Huffine Coin Machine Service Company here.

Albert C. Huffine, with two decades of coin machine experience in North Carolina before moving to New Orleans two years ago, has built one of the most neatly arranged and impressive repair shops in the South. Along with distributing Bally and United games and Rock-Ola phonographs, he does a big volume of business in used machines.

Realizing that "first impressions count" in repair work and sales of used machines, Huffine has opened up his shop-for operator visits and counts on the good will thus created to get new customers.

Shop Improvements

"Many of our shop improvements have come as the direct result of suggestion by operators," he said. "Where these ideas are practical and conducive to better production, we always take them up."

The shop is done thruout in battleship gray, including walls, work benches, power tools and all other equipment. With four mechanics on the job, there are eight overhead troffers which provide a minimum of 55-foot candles of fluorescent light over every square inch of working surface. The floor is white cement, scrubbed thoroly clean after each day's use and every mechanic has been assigned a definite floor area to keep in good appearance.

One idea that has helped to retain neatness is the special tool arrangement. The 25-foot line up of tools racked on the wall immediately behind the workbench is marked with "silhouettes" painted in black on the gray background. The position in which every tool is to be kept is thus unmistakably identified. When any tool is removed from the rack for use, it requires only a glance to select the hook to which it should be returned.

System Helps

"We were constantly losing tools before we adopted this system," said Huffine, "now, if we loan one out its absence is indicated until it is back in place."

A novel twist in lighting along the workbench is the use of three white plastic sheets formerly used for advertising purposes by a beer firm. Lettering was chemically re-

moved from the five by one-foot signs and they were mounted on the shop wall at a 45-degree angle where they now contain four fluorescent tubes. Flooding the work surfaces with illumination, these have proven ideal "bench lights," according to Huffine.

Mounted at strategic points around the shop are electric power tools which are an important short cut to getting a job done rapidly. Included is a drill press, a jig saw, electric sanders, a punch press, and most valuable of all, a strapping machine.

Before ordering the strapping machine, the firm spent about \$5 each on crating up five-ball pin

games and juke boxes for shipment. Now, with the machine, the company buys its own crating lumber, does the packaging job entirely on its own. Savings paid for the strapping unit in the first few months of use.

A familiar problem of the distributor—ample table space for machine displays, was solved by the installation of an old shuffle game playboard along the side of the showroom. Twenty feet in length, the playboard was simply refinished and given a coat of paint to match the rest of the shop. The board doubles as a service spot for refreshments for visitors at special showings and new machine demonstrations.

Matching the daily scrub-down of the shop floors, the power tools and hand tools are kept in presentable working order with degreasing compound, and all parts racked away neatly in drawers in a series of cabinet. Thus nothing is left in the open to collect dust or to give a bad appearance.

FISCAL YEAR CLOSEOUTS!
 The end of our fiscal year is at hand. We HAVE to get our equipment out of our showrooms. We pass these exceptional savings on to you. WRITE-WIRE-PHONE (Collect).

MUSIC
 1 WURLITZER 1017A...\$ 95.00
 4 AMI E 120... 545.00
 1 ROCK-OLA 434 ROCKET... 250.00

MISCELLANEOUS
 1 RIO... \$150.00
 1 SUNSHINE PARK... 95.00
 1 GENCO SKY GUNNER... 125.00
 1 EXHIBIT DALE GUN... 65.00

ALLEYS
 2 UNITED LEADERS... \$275.00
 1 UNITED CASCADE... 150.00
 3 UNITED 6 PLAYER SUPER... 65.00

3 UNITED 6 PLAYER TOP HAT 85.00
 1 UNITED STAR... 85.00
 1 BALLY VICTORY... 275.00

Redd DISTRIBUTING CO.
30 SPECIAL! \$30.00 EACH
 298 Lincoln St., Allston 34, Mass.
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 Exclusive distributors for **WURLITZER — BALLY — UNITED**
 WE WILL SHIP ANYWHERE

OPERATORS... CONVERT YOUR OLD SHUFFLE ALLEYS WITH EDOLITE'S "Do-It-Yourself" CONVERSION KIT

4 MODELS TO CHOOSE FROM:
 Chief Fireball, a brand new unit, Flash Alley, Playtime Bowler and Fireball Alley. See copy below each photograph for the Games that each Conversion Unit will convert.

EDOLITE'S CONVERSION KITS COST BUT A FRACTION OF WHAT A NEW GAME INSTALLATION WOULD RUN. JUST LOOK AT THESE FEATURES!

- DEFINITELY A CONVERSION UNIT
- EYE CATCHING FLASHING LIGHTS CONSTANTLY ATTRACT ATTENTION... PROMOTE SALES
- ALL NEW GLASS
- ALL NEW WIRING, ALL NEW MECHANISM
- 10th FRAME FEATURE REMAINS UNCHANGED. ALSO APPLIES TO MATCH SCORE
- A TOP SCORE 9,600
- TROUBLE FREE OPERATION

Mr. Edelman and staff will gladly furnish their services, when necessary, to set-up conversion units. Write for details.

LIST PRICE FOR SELF-INSTALLATION... \$74.50
LIST PRICE FOR COMPLETE INSTALLATION... \$125.00

See your Distributor, or if there is no Distributor in your territory, then apply for county distributorship.

EDOLITE PRODUCTS (Formerly Edelite Mfg. Co.)
 123 CADILLAC SQUARE PHONES: Temple 2-1498 AND DETROIT, MICHIGAN Woodward 2-8547

Williams Bows

Continued from page 85

in King are illuminated, one free game for both letters in "of," and five free replays when the letters in Swat are all lit. One arrow is illuminated for every grand slam homer.

Players can hit singles, doubles, triples and home runs. When a home run is hit, a player experiences the illusion of the ball going into the stands.

The unit also features a de luxe cabinet.

Gaming Device Tax Date Moved

WASHINGTON, June 4.—Taxpayers filing Form 11-B, the Special Tax Return for reporting the tax on coin-operated gaming devices, are reminded that the 1954 Code has moved the filing date up to July 1, when the tax must also be paid.

Where a new device is acquired, the return and tax are due before the device is operated, instead of the last day of the month in which use of the device began.

WORLD WIDE...

BUY-WORD for QUALITY!

BALLY BINGO

GAYETY	WRITE \$475
VARIETY	295
MI-FI	295
SURF CLUB	245
ICE FROLICS	265
PALM SPRINGS	245
DUDE RANCH	125
YACHT CLUB	195
BEAUTY	195
FROLICS	125
PALM BEACH	115
ATLANTIC CITY	75
SPOTLITE	95
BRIGHT SPOT	65
BRIGHT LIGHTS	65

UNITED BINGO

NEVADA	\$265
HAWAII	245
RIO	175
TROPICS	175
CABANA	135
TAHITI	165

UNITED SHUFFLE GAMES

DeLuxe Mercury	\$415
11TH FRAME	395
BANNER	365
ACE	325
LEADER	325
IMPERIAL	250
CLASSIC	225
CLOVER	145
10TH FRAME	125
SUPER 6 DeLuxe	95
6-PLAYER DeLuxe	75
6-PLAYER	65
	50

NEW GAMES

Wms. SIDEWALK ENGINEER
Williams KING OF SWAT
Bally GAYETY
Bally BULL'S-EYE GUN
Bally HOT ROD CAR
Bally PALOMINO HORSE
Gottlieb JUBILEE
United CAPITOL BOWLER
United TRIPLE PLAY
United DERBY
Chicago Coin HOLLYWOOD

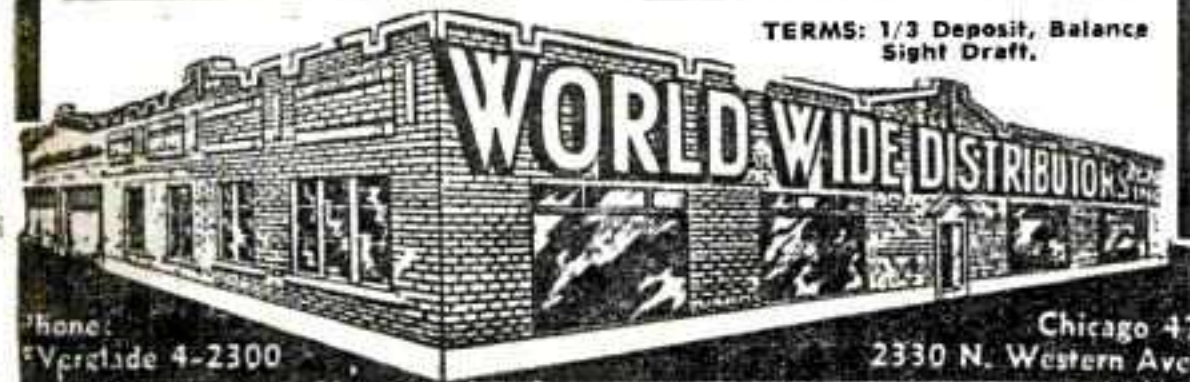
ACE COIN COUNTER

New HI-SPEED '55 MODEL
Compact—Easy Operation—
Weighs 8 lbs. Counts
all coins. Only \$149.50
Immediate Shipment Now!

PHONOGRAPHS

WURLITZER 1500	\$375
WURLITZER 1550	425
SEEBURG M100 B	525
SEEBURG M100 C	645
A.M.I. "D," 40 Sel.	325

TERMS: 1/3 Deposit, Balance
Sight Draft.



WURLITZER 1700 \$695
A. M. I. "A" (40 Selections) 145
ROCK-OLA 1436 (FIREBALL-120), 45 RPM 375

RECONDITIONED—REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.
Exclusive Seeburg Distributors



ATLAS MUSIC COMPANY

A Quarter Century
of Service.

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

MODERNIZE Your Cascades—
Clovers—Olympics—Classics—
Royals—Chiefs
into Up-to-Date
4-DRUM SYNCHRO-FLASH SCORING!

Complete with colorful new backglases!
Write, phone TODAY!

CLAYT NEMEROFF • CHARLEY PIERI

Monarch Coin Machine, Inc.

RECONDITIONED VALUES

22-Ft. American Shuffleboard, refinished play field, new pucks \$195
Wall Mod. Scoring Unit Williams BIG LEAGUE

BASEBALL	225
ATLANTIC CITY	90
BRIGHT SPOT	95
ZINGO	65
SPOTLITE	65
FROLIC	145
BEAUTY	195
VARIETY	475

Write for Latest List
2257-59 N. Lincoln, Chicago 14, Ill.
Lincoln 9-3996-7-8

Davis Guarantee

- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

EXPORT & AMERICAN BUYERS! DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED MECHANISMS ARE STEAM CLEANED

Telephone—Wire—or Write us your order.
1/3 Deposit Required.

The following models are available for prompt shipment:

SEEBURG		WURLITZER	
148ML	\$129	1015	\$119
M100A	340	1400-1450	325
M100B	525	1500	325
M100BL	550	1550	325
HM100A HIDEAWAY	275	1550A	395
H146 HIDEAWAY	50	1650	395
H147 HIDEAWAY	65	ROCK-OLA	
H148 HIDEAWAY	75	1428	\$119
		1434	275
		1436 Fireball, 120 Selections	375
		1438 Comet, like new	595

WALL BOXES

A	\$115
B	150
D-40	275

WURLITZER 104 Selections (5204), like new	\$49.00
WURLITZER 48 Selections (4851)	25.00
WURLITZER 24 Selections (3020), 5c, 10c, 25c	9.95
WURLITZER 219 Steppers	14.95
WURLITZER 248 Steppers	35.00
SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless	14.95
SEEBURG 20 Selections, 5c, 3-wire or wireless	4.95
AMI 40 Selections Steppers	22.95
PRIVATE WESTERN UNION WIRE • Cable Address: "DAVDIS"	

WORLD EXPORT

WESTERN EXPORT

Davis

DISTRIBUTING

Corp.

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1631

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.

BRAND NEW 1¢ GUM MACHINES—100 original cartons; single column in capacity, \$3 each; two column with revolving clown, 150 capacity, \$5 each. In lots of 25 or more. Sample machine, \$10. Cash with order f.o.b. Rochester, Edw. Barrack, 2445 East Ave., Rochester, N. Y., Hillside 4139.

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin reflector, write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J.

SALESMAN—IF YOU ARE NOW SELLING In-Fra-Toaster deals, write us for photo and price on tested and proven unit. You won't be sorry. Hanlin Co., 2221 E. Gregory, Kansas City, Mo.

Parts, Supplies & Services

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City.

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus 7-1448.

Positions Wanted

EXPERIENCED BINGO, SHUFFLE, PIN, music mechanic, Electrical engineering student available June 6-Sept. 1. Married veteran. Car will travel. References. Box M-132, c/o Billboard, Cincinnati 22, O.

Routes for Sale

JUKE BOX AND GAME ROUTE—160 pieces of equipment and stock of Jewels. Merchandise showing excellent return. Business located fast growing section East Tennessee. Price \$65,000 on terms. Box M-131, c/o Billboard, Cincinnati 22, O. Jell

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?

MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

ARCADE MACHINES—100 PENNY AND nickel type; Photomatic, Wilcox Gay Recorder, etc. Write for list and prices. J. W. Niles, 147 S. Negley Ave., Pittsburgh 6, Pa.

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.

CIGARETTE MACHINES—6, 7, 8, 9 COL-umns, quarter operation; from \$30 up. Candy machines, U-Select-It, 74 capacity, \$45 each. Half deposit, balance c.o.d. Cit Vending Service, 422 E. Okmuigee, Muskogee, Okla.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders. Advance 25¢, 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-6, 4307 W. Lawrence Av., Chicago 38

28 COIN OPERATED RADIOS—BLOND wood, nighttable type; like new, only \$30 ea. J. Dean, 4208 N. Coolidge, Tampa, Fla.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, "describing machines and giving us your "Rock-Bottom" price. Rake, 509-C Spring Garden St., Philadelphia 23, Pa.

PANORAMS WANTED—HIGHEST PRICES paid, any quantity. Also late Bingo Games and Phonographs. Western Distributors, 3126 Elliott Ave., Seattle 1, Wash.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form.

2. Check classification you want your ad to appear under.

- Business Opportunities
- Help Wanted
- Parts, Supplies & Services
- Positions Wanted
- Routes For Sale
- Used Coin-Operated Equipment
- Wanted To Buy

3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.

Regular Display

4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
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 _____

WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every
week in

The
Billboard

Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.759

Name (Foreign rate, one year, \$20) _____
Address _____
City _____ Zone _____ State _____
Occupation _____

WANTED

SEEBURG M100A's, B's and BL's
All Types of ARCADE EQUIPMENT
GOTTLIEB and WILLIAMS 5 BALLS

WILL BUY FOR CASH
OR
TRADE FOR LATE BINGOS
Contact us today!!

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and
United Distributors.

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 7-3482

Triple Play Game

Continued from page 85

4 and 5 in-line scores, and 4 corner scores.

Turning a knob on the front of the cabinet, the player can select any of seven different numbers on the cards for better chances at in-line scores. Lighting up the letters spelling out "Triple Play" scores five in-line on the first card only.

Players deposit additional coins to light second and third cards, selection numbers, light a special pennant roll-over, spot numbers on cards, light card corners and special scoring panels.

Triple Play letters are lighted by making roll-overs on the playfield. Arrows flash on the backglass to point the way to lighting up each of the cards.

The game is decorated with girls' baseball team figures on the backglass and playfield.

Coin Exports

Continued from page 75

to that time, and the second biggest month in the history of exports.

This year the old February mark was eclipsed by 37.5 per cent, a new record volume for the month.

The meteoric rise of West Germany as a juke box market has done much to boost export volumes in the past year. During the entire 12 months of 1953, Western Germany's juke imports totaled \$209,573. During February, 1954, alone, the country's juke imports hit \$257,511. Last February West Germany posted a \$405,823 volume in juke boxes.

Average price per juke box shipped during February was \$318. Games averaged \$172, vendors \$62. This compares with February, 1954, figures of \$492 for jukes, \$174 for games, and \$53 on vendors.

Nat'l Rejectors Adds Warehouse, Production Space

ST. LOUIS, June 4.—National Rejectors, Inc., manufacturer of coin-operated mechanisms, has expanded its plant and warehouse facilities with the addition of two new buildings.

The buildings provide an approximate 28,000 additional square feet of floor space. The production area was increased by 20,000 square feet, while warehouse facilities were boosted 8,000 square feet.

Equipment received at the warehouse can move directly into the production plant for processing.

WE HAVE IT!

Send Us Your Bid

MUSIC MACHINES
GAMES • KIDDIE RIDES
ARCADE EQUIPMENT
BINGOS • AUTO PHOTO

and everything coin operated, parts and supplies.

Write—Wire—Phone

DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

ROYAL

DISTRIBUTING, INC.

BALLY BEAUTY	\$160.00
DUDE RANCH	225.00
ATLANTIC CITY	90.00
BEACH CLUB	225.00
SHUFFLE POOL	85.00
PALM SPRINGS	255.00
HI-FI	250.00
YACHT CLUB	120.00

Cleanest games you've ever seen.
Ask for Ben Mackie or Harold Hoffman.
Terms: 1/3 down, balance sight draft.
3726 Kessen Ave., Cincinnati 11, O.
Phone: MONTANA 5004

WANTED BINGO MECHANIC

Good pay—regular hours.
No drifters or drunks.

Write
BOX 802
The Billboard, Chicago, Ill.

COIN HANDLING EQUIPMENT

Write

ABBOTT Coin

Manufacturers since 1911
411 WALES AVE., N. Y. 54, N. Y.
Counters, Wrappers, Trays, etc.

SAM SOLOMON'S BUYS!

GOTTLIEB	
ARABIAN KNIGHTS	\$75.00
HIT & RUN	75.00
WILD WEST	69.50
ROCKETTES	49.50
KNOCKOUT	45.00
SHARPSHOOTER	29.50
WILLIAMS	
BIG BEN	\$195.00
SCREAMO	175.00
FAIRWAY	79.50
20 GRAND	75.00
SHOOT THE MOON	45.00
TIMES SQUARE	85.00
OLYMPICS	69.50
CARAVAN	55.00
FRESHIE	49.50

UNIVERSITY COIN
MACHINE EXCHANGE
850 N. High St. Columbus 8, Ohio
Tel.: KLondike 3529

THE SKY'S THE LIMIT!



29-1/2" Cabinet Fits Through Any Door!

GENCO'S 2-PLAYER

SKY ROCKET

RIFLE GALLERY

for 1 or 2 players

featuring **GENCO'S**
Exclusive 3-ROUND PLAY

EACH PLAYER
"UP" 3 TIMES
10 SHOTS EACH ROUND!

TARGET SPEEDS and
SCORES increase
with each round!

TIME BONUS FOR EACH PLAYER
...Special Bonus Each Round!

Plus All These EXTRA FEATURES

- Exciting New Targets: Flying Saucers, Space Ships, Rockets, Comets
- Targets Individually Lighted — with new f-l-a-s-h-i-n-g movements
- Thrilling 3-D "Outer Space" background
- Match Play with optional free game or Adjustable High Score Free Game
- Adjustable for 3 or 2 Rounds

GENCO

MANUFACTURING & SALES CO.
2621 N. Ashland Ave. • Chicago 14, Ill.

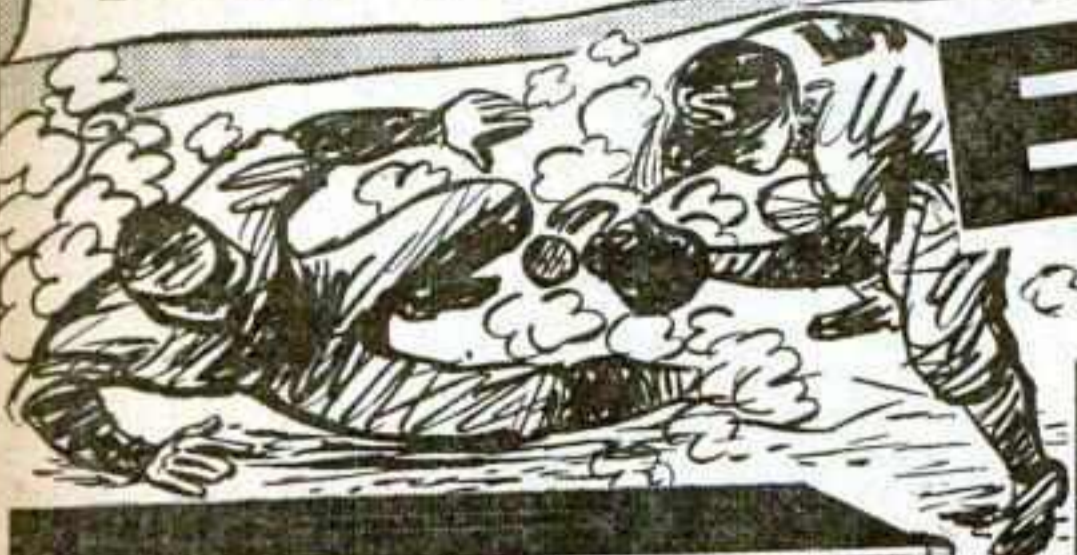
This is It!...

BASEBALL

chicago coin's de-luxe

BIG LEAGUE

2 PLAYER GAME



Match a Number and Star!

NEW Pitching and Batting Unit!

NEW Bat Button!

Plus Added Scoring Features Galore!

Plus ...
NEW SPECIAL PENNANT FEATURE
Plus ...
NEW BULL'S-EYE Feature
SCORES ONE HOME RUN
Plus ...
50 EXTRA RUNS

Lower...
Center...or
Upper Decks
Score
One Home Run
Plus
10 Extra Runs!...

NEW Panoramic 3 Dimension Glass!

Plus...
Player By Landing
in All 3 Decks
Scores
50 Extra Runs!

FORMICA PLAYFIELD

3 OUTS PER PLAYER

chicago coin's
HOLLYWOOD BOWLER
New flashing "Hollywood Beauties." Animate back glass to indicate additional scoring points! NEW multiple score adjustment features!

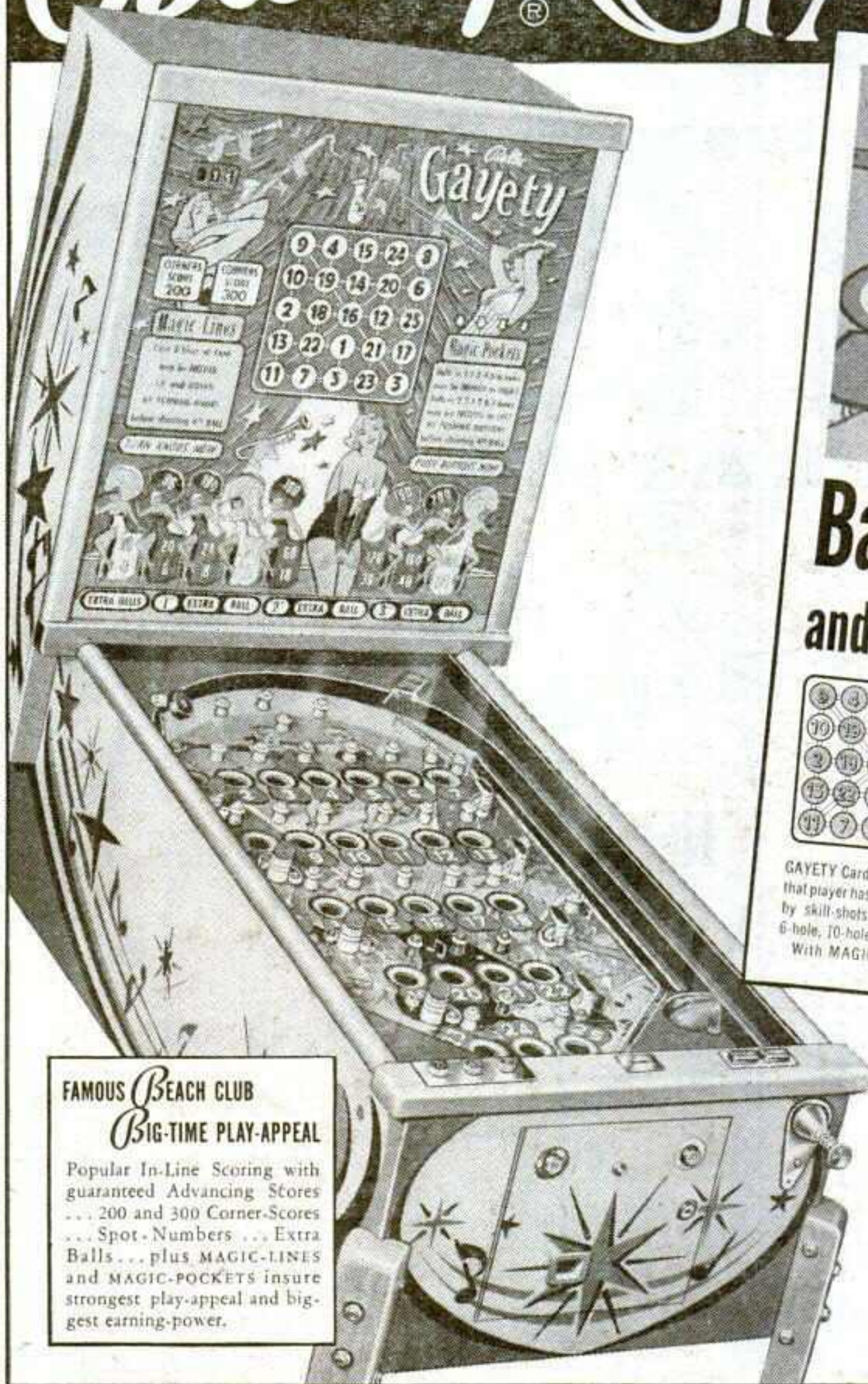
NEW All Steel Front Doors Protect Cash Box!

chicago coin's
BONUS SCORE BOWLER
★ NEW TOURNAMENT STYLE PLAYING METHOD!
★ NEW EXCITING BONUS SCORING SYSTEM!

chicago coin
MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14

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.



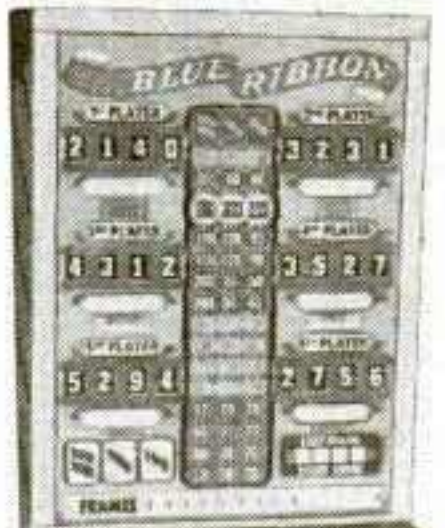
**Balls JUMP OUT of holes
and jump to holes that build up score**



GAYETY Card above shows that player has lit 3 numbers. 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

Thrilling combination of MAGIC-LINES and MAGIC-POCKETS, plus all the profit-proved play-appeal of the greatest Ballygames, from BEACH CLUB to BIG-TIME, is getting the biggest cash-box approval in years. Operators report record-smashing earnings from GAYETY. Get your share! Get GAYETY now!



Blue Ribbon
WITHOUT MATCH-PLAY

Gold Medal
WITH MATCH-PLAY



**Popular
SUPER STRIKES
and
SPEED CONTROL**

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE feature ... plus popular SPEED-CONTROL and other famous Bally-Bowler features ... and the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at "right-on-the-nose" BONUScore speed-control. Order from your Bally Distributor today.



BULL'S EYE
COIN-OPERATED JUNIOR SHOOTING-GALLERY

Write for complete information on eye-opening earning-power of HOT-ROD Kiddie Auto-Ride, THE CHAMPION Kiddie Horse-Ride and BULL'S-EYE Kiddie Shooting Gallery.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

VENUS

**6 PLAYER
SHUFFLE
TARGETTE
TODAY'S LEADER
FOR
COMPETITIVE PLAY**

UNITED'S DELUXE

**NEW 4-WAY
DOUBLE-CLOVER
MATCH FEATURE**

5
**SCORE VALUES
TO POCKETS**
with
Synchro-flash feature
MOVING SCORE LIGHTS
ON PLAYBOARD
AND BACKGLASS

SMOOTH
QUIET
PLAY

ENTIRE SCORING POCKET AREA
MADE OF

**HEAVY DUTY
DURABLE
MOLDED RUBBER**

EQUIPPED WITH UNITED'S

**NEW
SLUG REJECTOR**

MEANS MORE MONEY
IN THE CASH BOX

12 SHOTS 10¢

Extremely Fast Play

**SEE YOUR
DISTRIBUTOR
NOW**



SIZE: 8 FT. BY 2 FT.

OTHER
UNITED HITS
NOW AT YOUR DISTRIBUTOR

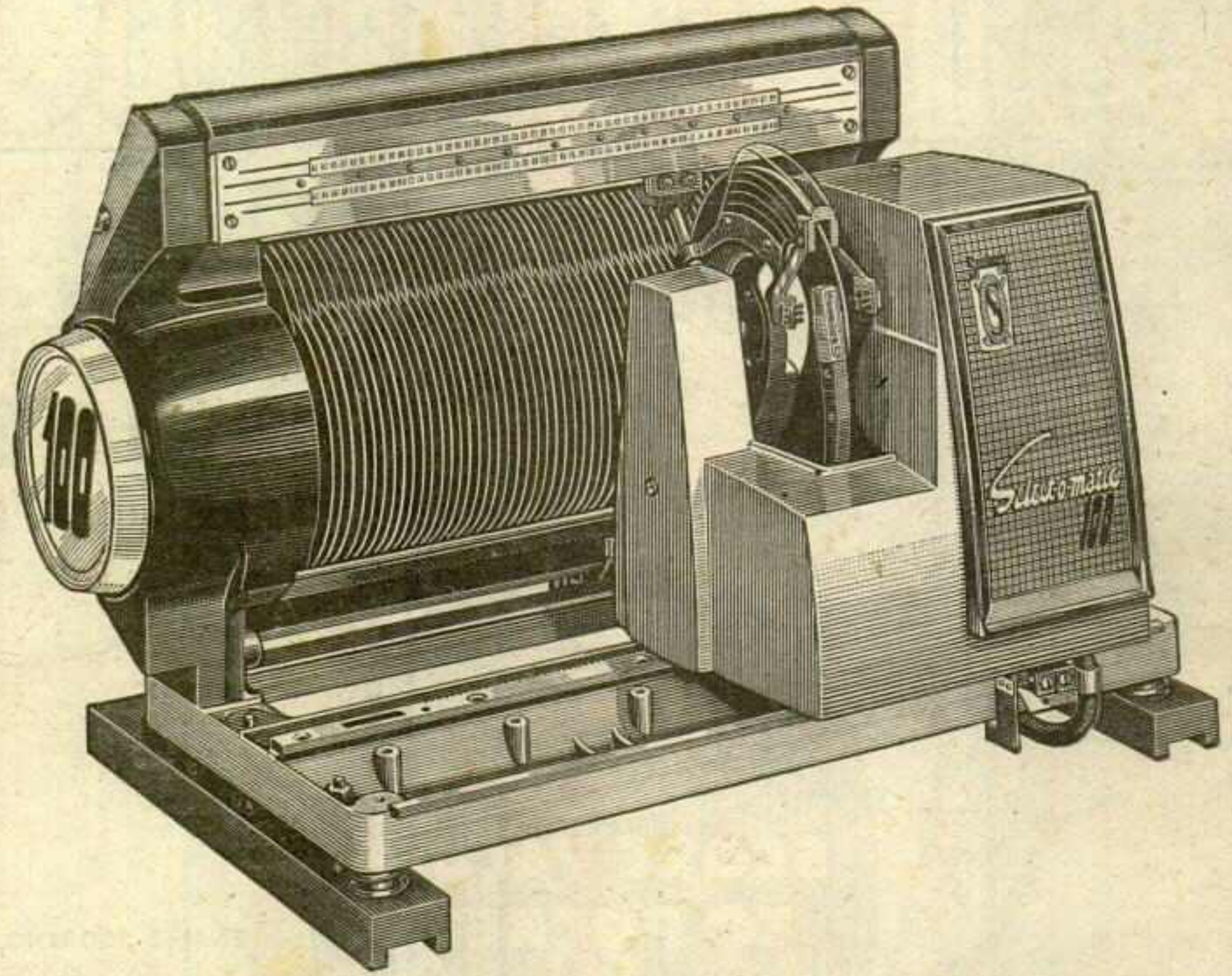
**6-PLAYER
SHUFFLE ALLEY
BOWLING GAMES**

DERBY ROLL
2-Player Roll Down
with
Race Horse Animation

TRIPLE PLAY
Fast-Action In-Line Game

 **UNITED MANUFACTURING COMPANY**
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

ALSO AVAILABLE IN REGULAR MODEL WITHOUT MATCH FEATURE



THERE IS ONLY ONE

Select-o-matic

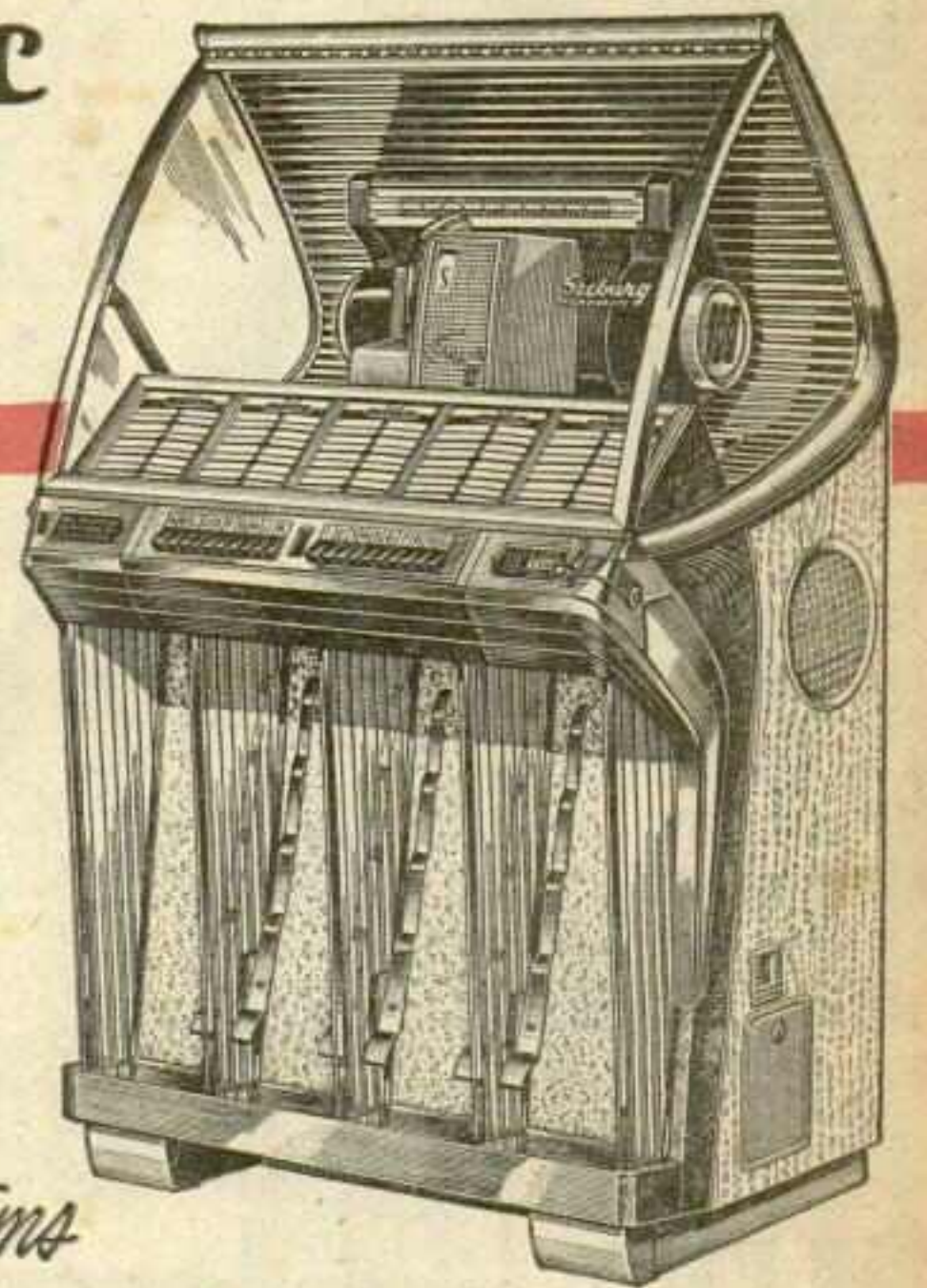
MECHANISM

and ONLY SEEBURG High Fidelity

Music Systems Have It!



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago 22, Illinois



America's finest and most complete music systems