

# The Billboard

AUGUST 13, 1955



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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## Announcers Zoom To \$ and Eminence

Once Lowly Workers Now Second Only To Top Stars; Some Hit 200G Annually

By LEON MORSE

NEW YORK, Aug. 6. — The announcer, once thought of as the lowest of the low in broadcasting, has risen to a position of eminence and financial security in TV second only to the top stars. In most cases, top video announcers make more money than most of the men who employ them. They are much sought after gents who, almost, always prove the difference between success or failure of the sponsor's video advertising campaigns.

The class group among the announcing profession now grosses between \$150,000 and \$200,000 annually, and the day is not far away when they will be earning \$250,000 each year.

### Top Pitchmen

Among the top pitchmen in this earning range are Rex Marshall, Nelson Case, Bob Dixon, Ed Herlihy and Dick Stark, familiar figures to viewers across the nation. In lower wage brackets, but still substantial earners, are Ralph Paul; Jay Jackson, who restricts his work to one client, Philco; Don Morrow, and Bill Rogers. These TV salesmen earn between \$50,000 and \$100,000 yearly.

West Coast announcers do not generally make as much as their Eastern brothers. For one thing most of the agencies are located in New York City and prefer announcers they can supervise. For another, there is more live work here, a type of TV selling which is particularly lucrative for those pitchmen who can accustom themselves to it.

### Top Women

The females in the trade do almost as well, tho they are not as numerous. The top female announcer is Betty Furness, whose income from her Westinghouse show is estimated at \$100,000 yearly. Bess Myerson, a former Miss America queen, has, of late, come into strong demand, and her yearly earnings are said to range well above \$50,000 for her work on the Philco and Colgate shows. Female announcers are a TV development. In radio, except for such personalities as Mary Margaret McBride, who also handled the selling for the client, they were never an important factor.

In radio, of course, good announcers were always well-paid. Don Wilson, Harry Von Zell and

others of similar stature were good for about \$50,000 each year. Both Wilson and Von Zell are still collecting important coin on the Coast for doing TV commercials. The transition from radio to TV, however, has not been an easy one for many announcers. A large number of them have not been able to swim in both ponds.

Among the successes are Nelson Case, Jay Jackson and Hugh James. Rex Marshall is strictly a TV phenomenon and has no important radio experience, except on local stations. TV, of course, makes demands on announcers that they never had to cope with in radio and their impact goes well beyond just delivering a commercial, as important as that is.

### Company Reps

Announcers have become company representatives. They travel to their sponsor's conventions, are used in employee relations, on plant tours, in counter displays and in sales promotion literature. In actuality, consequently, they have become symbols for the companies that advertise on TV.

They are selected very carefully for this reason. As much is frequently spent selecting an announcer as is spent choosing a show. Numerous auditions are held, and the field carefully culled before any decision is made.

Good announcers, aside from their impact on the public, are worth their weight in gold to sponsors, because of the money they

## NBC MAY TOUR 'FAN CLUB' AS DISK-STAR TIE

NEW YORK, Aug. 6. — NBC is mapping out a plan to road-show its "National Radio Fan Club" program, in a move to establish closer personal contact with record artist fan clubs across the country.

The show is scheduled to air its first remote close to home on August 12, when it will originate from the Palisades Amusement Park in New Jersey. If the first away-from-home pick-up is successful, the show will then travel to Detroit, Los Angeles and other cities. Emcee Bill Silbert will have Joni James, Georgia Gibbs, Roy Hamilton, the Four Lads and Bill Haley and His Comets as his guests for the Palisades show.

Parker Gibbs, who produces the Friday night 8-10 p.m. show, reports an average of 2,500 fans "register" each week, with the most mail response recorded for Eddie Fisher, followed by Johnnie Ray, Alan Dale, Patti Page and Doris Day. The web is offering a bracelet and locket premium as a registration incentive for listeners.

can save their bankrollers. They can save as much as \$500 on an hour of rehearsal, and on film, by cutting the number of takes needed, they can chop thousands off costs. Many of them do not need Teleprompters, and the good ones keep flubs to a minimum.

They put on miniature shows of their own, complete with a sepa-

(Continued on page 2)

## Outdoor Bucks Tied Up on Trucks Could Turn Bankers Gray

But Credit Corporation Says Loans For Millions in Equipment Good Risk

By JIM McHUGH

NEW YORK, Aug. 6.—Knowledge that new millions of dollars' worth of outdoor show equipment is loaded on trailers each spring and hauled thru every State in the Union, often to the extent that some is untraceable for weeks at a time, would give the average banker apoplexy if he envisioned his money tied up in such an unorthodox operation.

But not so the specialists. The nomadic in essence and fraught with the dangers that threaten any seasonal operation, outdoor show business, nevertheless, is generally regarded highly by firms concerned with financing the business efforts of companies and individuals. Their experiences thru the years document an acute consciousness of debt on the part of the itinerant operators and an over-all loss of investment dollars measurable, probably, as a negligible part of 1 per cent.

This is not to say, however, that the industry, the thousands of persons who make their living in it and the millions of dollars they spend annually on new equipment offers an iron-clad guarantee of a profitable return on money lent. There are poor operators, of course, but their longevity in the industry as owners is probably much shorter

than it would be in many other fields. And there are the deadbeats, a problem in any phase of endeavor.

### Not One Default

The experience of Conditional Sales Credit Corporation of New York points up the solid nature of the business. Spokesman Sam Bushnell, who has been in the financing business for 20 years, says that in none of the credit houses of his association has there been a single repossession. Sales he has been involved in include \$500,000 worth of trailers and nearly \$1,000,000 worth of mechanical rides.

Costly equipment purchased on time by the outdoor operator frequently includes mobile living facilities in addition to the units with which he earns his money and heavy transportation for the latter. Thus, if a person qualifies even as a small operator, it is possible that he may be carrying notes on a \$4,000 living trailer, plus an automobile by which to haul it, a ride costing around \$15,000 and a \$7,500 trailer on which to haul it.

Established amusement park operations generally are regarded as solid as the Rock of Gibraltar and manufacturers show no hesitancy about shipping costly equipment to the funspots. In any event, the cause for concern over their property until it is paid for would be considerably lessened since there is at least constant knowledge of the location of the equipment.

### A Cash Business

Since the purchasers of show equipment are in a cash business, many of their purchases are made on the same basis. But when costs run high, they usually have to rely on credit. Despite the nature of the business, deals can usually be consummated in 48 hours.

The current rate of interest on purchase loans is around 6 per cent. As to the amount of the discount in the deal between the ride builder and the credit firm, this varies from company to company, depending on its size, assets and financial history. Loans are usually from 12 to 18 months' duration. (Continued on page 55)

## Confusion on Rating Quotes

NEW YORK, Aug. 6.—It was erroneously stated in these columns last week that the CBS-TV sustainer "Upbeat" has "already pulled better ratings" than the two regular airers it replaced—the Jo Stafford and Jane Froman shows—on Tuesdays and Thursdays respectively. This claim was based on the combined June Trendex ratings of the Stafford and Froman shows against the July Trendex for "Upbeat," which hit 7.0. The 4.0 Trendex for the Froman show pulled the Stafford-Froman average below 7.0, altho past ratings on the Stafford program consistently topped current "Upbeat" ratings.

## NEWS OF THE WEEK

### Expect Early Settlement Of Screen Actors' Strike . . .

Already an accomplished fact, the Screen Actors' Guild strike against the TV film producers is not expected to last more than a week. Reports are already coming in that the solid front against paying for second runs by the major TV film production organizations has already been breached. . . . Page 2

### Television Educating Public To Country & Western Music . . .

Pop music publishers, record labels, tap country & western field for material. Ditty "Satisfied Mind" now on 11 labels, eight of them pop. Other country tunes scheduled for pop interpretation. Record execs point to television as broadening the general area of interest in country material. . . . Page 20

### TV Industry to Study Ratings Of British Features on ABC . . .

Networks, important advertisers and big movie companies are waiting to see whether there will be a rating payoff in the British features ABC-TV is moving in against top competition on Sunday nights next fall. Upon the ratings, whether they be good or bad, may hinge programming patterns for the future in video. . . . Page 9

### Success of Independent Record Firms Mirrored at Distrib Level . . .

Heavy activity of successful independent record manufacturers has led distributors handling their product to branch out into subsidiary operations. The trend is expected to gain momentum as new labels (such as Am-Par) begin to line up merchandising webs. Page 20

### French Juke, Coin Games Trade Hit by Tax Crisis . . .

Hit hard by a new tax law levying up to

\$33 per month on each juke box and amusement game, French coin machine industry faces gravest crisis in its history. Operators in Paris pull more than half of their jukeboxes and games from locations. Disk sales hard hit as result of tax. . . . Page 19

### Labor Unrest Hurts Ringling In Northwest—Heads to Coast . . .

Ringling Bros. and Barnum & Bailey Circus showed Minneapolis under nearly normal conditions last week following a flare-up at St. Paul, when four executives and bosses quit or were fired and property men refused to work in sympathy. Walk-out of prop men caused cancellation of a performance at St. Paul. . . . Page 72

### Unions Active in Outdoor Field; Jurisdictional Fight in Michigan . . .

More union activity marked the outdoor field this week. In Port Huron, Mich., a possible jurisdictional fight loomed as the Cetlin & Wilson Carnival announced signing with the Retail Clerks International Association while representatives of an opposing Brotherhood of Teamsters local picketed. . . . Page 55

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## Marshall Sets Up Own Firm

NEW YORK, Aug. 6. — Announcer Rex Marshall has set up Rex Marshall Enterprises to merchandise his name in connection with some of the shows on which he pitches — Reynolds Metals, "Frontier," General Foods, "December Bride" and others.

The firm will become a corporation and also merchandise a do-it-yourself kit — Reynolds summer show is a do-it-yourself show. Among the other activities of Marshall Enterprises will be the packaging of a radio and TV series featuring Dr. George Gallup for the 1956 election.

## SAG Strike Unresolved But Some Hope Seen for Peace

HOLLYWOOD, Aug. 6.—The SAG-TV film producers strike situation is, today, as besmogged as the Los Angeles basin, but there are some indications that the strike will not last too long. On the other hand, actors will probably not go back to work for at least a week. The latest and most significant development is an unconfirmed report that the Alliance of Motion Picture Producers, representing the majors, has offered the SAG 35 per cent pay on second runs. If this is true, then the actors have won their primary point.

The SAG has said all along that once it has established the principle of residual pay on second run, the actual percentage could probably be negotiated without too much trouble. On the other hand, it's believed that the Alliance of TV Film Producers is standing firm against no second-run pay. A Guild spokesman said today that the SAG has offered to somewhat amend its terms for producers of syndicated properties, but that the film makers had turned this offer down. It's understood that the syndicators made a counter-pro-

posal which would not make a second run effective until the film has been placed in at least 50 markets, but that SAG nixed this on the basis that it would be subject to too many abuses.

One clause which could produce considerable accounting headaches for distributors would forbid a producer to buy up the residual rights of an actor at the time a film is made. This the SAG says it is demanding, because producers have utilized the procedure to pressure actors in certain ways in the past.

Another interesting aspect is that, in syndication, banks sometimes do not get their money back until well into the second run, and that, therefore, the actors would have to take whatever is left over.

### Signs Four Indies

The SAG this week signed four large and three secondary independent film makers, but this is not regarded as a significant breakthrough. Inking contracts were Jane Wyman, Loretta Young, Russell Hayden ("Judge Roy Bean"), Charles Skinner ("Sgt. Preston of the Yukon"), Spectrum Films, and two Cleveland firms, Discovery and Cinecraft Productions.

Of the four majors who signed, all but Skinner belong to the Screen Actors' Guild, and all but Hayden are producing for network airing. The latter's series is spotbooked nationally. In addition, all but Miss Young's show are new programs, with the producers having none or very few new films on hand.

They were, therefore, under considerably more pressure than most multiple-production companies.

The new contracts call for 75 per cent of minimum of second run, 50 per cent on third and fourth runs combined, 25 per cent on fifth run, and 25 per cent on sixth. This is 75 per cent above the old rerun pay. Minimum was increased from \$70 to \$82.50 per day, and from \$250 to \$287.50 for weekly pacts.

All of these contracts, however, contain favored nations clauses, which means that the SAG has not backed itself into a corner, and may still settle for less with other producers. There is some indication that second-run pay of about 50 per cent would be acceptable.

### Would Hurt Some

The SAG is realistic about its demands. A spokesman said that

(Continued on page 17)

## SAG Strike: Film Men in Fair Shape

HOLLYWOOD, Aug. 6.—Most TV film producers are not in too bad shape to withstand the SAG strike which began yesterday (5), the situations vary sharply. In one or two cases there is no film ready at all, while in others enough episodes have already been shot for the entire fall programming.

Every producer who could accelerated his schedule once a strike became a possibility, and this was evident from the very start of negotiations in June when the SAG presented its second-run demands. Despite the fact, therefore, that the contract expiration date was such as to bring maximum pressure to bear on film makers, most of them were able to gird themselves to some extent.

The producer who is probably in the most hazardous situation is Hal Roach Jr. Roach so far does not have a single film ready for either "Screen Directors' Playhouse" or the John Nesbitt "Passing Parade." There are special problems involved in both—especially in "SDC Playhouse" where directors have only certain weeks available—which make it necessary to start

rolling before too long if the programs are to be available on time.

On the other hand, two other shows produced on the Roach lot are sitting pretty. "You Are There" has completed its fall schedule, and "The Great Gildersleeve" is almost thru with its first 13.

### Warner Bros. Okay

The situation at Warner Bros. is good, with nine of the hour-long pix having been completed. TCF-TV will feel the pinch if the strike lasts longer than a month. There are only three or four of the "My Friend Flicka" and two of the hour-long "GE Anthologies" shot. In the case of the latter, however,

(Continued on page 5)

## NBC-TV Gets 2 Film Shows

NEW YORK, Aug. 6.—Two film shows were bought by NBC-TV sponsors this week. Brown & Williamson and Toni bought a half-hour film stanza to be emceed by Louella Parsons. And Swift purchased "White Mane" to replace Horace Heidt in the Saturday 7:30-8 p.m. time slot next fall.

The Parsons show will feature interviews with big name Hollywood talent. "White Mane" is being produced in France by Ed Gruskin. The sole half hour available for sale on the NBC network is Wednesday 10:30-11 p.m., and that has an incomplete line-up of stations.

## NBC Readies 'Color' Pitch

NEW YORK, Aug. 6.—NBC-TV is getting ready to sell "Color Spread," its Sunday night spectacular, for the season of 1956-'57. The network this week closed out the sale of 80 participations in the program which brought it a gross of \$5,680,000 from the hour-and-a-half show alone.

Newest sponsors are Kraft Foods, which bought seven participations, and Corning Glass, a newcomer to network video advertising, which purchased five participations. Corning Glass is the third new TV sponsor to break into the medium on this show, United States Savings and Loan League and Maybelline being the other two.

## G. E. Buys 19 'Medic' Segs

NEW YORK, Aug. 6.—General Electric this week bought 19 half hours of "Medic" to alternate next season with Dow Chemical in the 9-9:30 p.m. time period on NBC-TV. The buy is for its small appliance division and thru Young & Rubicam.

In addition to this show, General Electric will have its Sunday night half-hour anthology series on CBS, its alternate week 20th Century-Fox hour show on CBS and a piece of "Warner Brothers Presents" on ABC-TV.

## DOUGH AND EMINENCE

# TV Announcers Vie With Stars for Big-\$\$ Honors

• Continued from page 1

rate studio where they use separate crews and separate lighting. Of course, as much or more attention is paid to commercials by advertising agencies as is paid to shows, because it is in the use of commercials that the agency can show its value to a client.

At one time, announcers who specialized in live commercials did not want to work on film. They felt the Screen Actors' Guild rates were too low. That problem has now been overcome. They are now paid weekly rates for the use of film, equal to what they would be getting were they to do the commercial live.

### Few Exclusives

The going weekly rate for a commercial on a half-hour show is about \$500, tho some top pitchmen can get as high as \$750. To

sweeten the pie for desirable announcers, advertisers also give them their radio business to add to their income. Few announcers work for sponsors on an exclusive basis. Clients cannot pay them enough. Dick Stark sells for Procter & Gamble, Remington Rand and other advertisers. Rex Marshall sells for General Foods, Reynolds Metals, Procter & Gamble and Dodge Motors.

The majority of announcers are closer to businessmen than to show business personalities. The advertiser does not want to hire anyone who can be in the slightest manner suspect. He wants a solid and substantial gentleman whom he can trust to carry his name without doing anything to taint it. And the one who fall into this classification and can sell soon are well fixed

## EDITORIAL

# The Sponsor Will Pay

No matter how much the SAG and film producers finally settle for, it's the sponsor who will ultimately pay.

What is it going to cost him? Most talent budgets run from \$2,500 to \$4,000 per half-hour picture. With a 10 per cent increase in basic minimums in the offing, the future median will probably be around \$3,500.

It now appears that the SAG will settle for approximately 50 per cent over-all increase in rerun pay (most, if not all, to come on the second run). This would mean an additional \$1,750 for talent.

Contract negotiations with IATSE (18 unions) will run from September thru November. IATSE will ask for the same residual terms as the actors (not, as reported elsewhere, for 5 per cent of the gross). They really do not expect to get them, but they will use them as a bargaining point to reduce the present six-day week to five days. Estimated cost per half-hour film, \$2,500.

For a national sponsor, then, the price of a half-hour film will probably rise between \$4,000 and \$5,000 before the end of the year. Local and regional sponsors will doubtless share the syndicated load. Since the cost of live production has also risen considerably, the film industry will probably roll successfully with the increase.

But, as in all things, there is a point of diminishing returns. When an industry prospers its various components should receive a share of the benefits. It seems, however, that the time is near at hand, if it has not already arrived, when a union must ask itself, in effect, whether a wage raise in pay per day will not ultimately result in a loss of pay per year. For, if the fire is stoked too much, it will blow the strongest boiler apart.

## TENNESSEE ERNIE

# NBC Preps Hour Day Show, Sells 2 Quarters

NEW YORK, Aug. 6.—NBC-TV is convinced that it has found another major daytime personality in Tennessee Ernie, and is making plans to give him an hour a day across the board instead of his present half-hour strip. Its faith in Ernie was more than justified this week when Standard Brands placed a firm order for two quarter hours of the show for the next year, totaling \$1,700,000.

Ernie may go 11:30-12:30 p.m., or 2-3 p.m. on the web. He is currently on 12-12:30. A major factor in making the Ernie sale to Standard Brands was the selling job the hillbilly personality does.

He uses hillbilly expressions to pitch his commercials and they are said to have brought results for his clients.

The Standard Brands move into TV on a large scale is long overdue. The company was a major factor in radio, but took its time about getting into TV, except on a spot basis. So far this season it has spent more than \$2,250,000 at NBC. Its other buys at that network are three participations in "Color Spread," the Sunday night spectacular, and in "Howdy Doody."

## Liberace Sold to British Company

NEW YORK, Aug. 6. — Guild Films this week sold the Liberace show to the British program contractors thru their Independent Television Programme Company, Ltd.

The 52-week deal allows airing on all three stations.

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The Amusement Industry's Leading Newsweekly  
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THE BILLBOARD SCOREBOARD

New TV Spot Campaigns—Who Bought Them Where

A guide for TV stations and advertisers on new contracts set from July 17-23

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Table with 2 columns: Product and Advertiser. Lists items like Chesterfield Cigarettes, Coca-Cola, Cream of Wheat Cereal, Ford Cars, etc.

REGIONAL SUMMARIES

Eastern

Table listing products and advertisers for the Eastern region, including Anacin, Big Top Peanut Butter, Blue Bonnet Margarine, etc.

Southern

Table listing products and advertisers for the Southern region, including Canada Dry Beverages, Cloverleaf Dairy Products, etc.

Midwestern

Table listing products and advertisers for the Midwestern region, including Chesterfield Cigarettes, Chick Startina, etc.

Southwestern

Table listing products and advertisers for the Southwestern region, including Country Club Beer, E-Z Pop Popcorn, etc.

Rocky Mountain & West Coast

Table listing products and advertisers for the Rocky Mountain & West Coast region, including Aunt Penny's White Sauce, Automobiles, etc.

WEB PROBE

Magnuson Rap At FCC Ends Honeymoon

WASHINGTON, Aug. 6.—A slight cooling in the honeymoon between the Commerce Committee TV network probers and the Federal Communications Commission is evident in Sen. Magnuson's recent report (2) announcing January 17, 1956, as the open-hearing date for the wide-scale broadcast investigation.

In the probe report, Committee Chairman Magnuson (D., Wash.) noted that the hearings would include comment on the Bricker Bill, (S. 825.) which would authorize the FCC to regulate networks. Adding that FCC's special committee of commissioners McConanghey, Hyde, Bartley and Doerfer have begun work on their broadcasting study (Billboard, August 8), Magnuson tossed in a reminder that as chairman of the Appropriations Subcommittee, he was responsible for the \$80,000 allotted to the FCC for its survey.

In contrast to earlier comment (Billboard, July 2) largely exonerating the heavily burdened Commission for the allocation situation, Magnuson issued a curt reminder that "many months have passed since the question of selective de-intermixture was raised." Admitting that FCC has a "knotty problem" in the allocation tug of war, Magnuson, nevertheless, stated: "Every day the Commission delays such a pronouncement, large sums of money continue to be invested by the public in converting or purchasing sets so that UHF signals may be received."

KCOP Boosts Power, Hypes Programming

HOLLYWOOD, Aug. 6.—KCOP, Los Angeles indie station, will make one of the biggest power jumps in the history of any TV outlet September 12 when it boosts its power to 170,000 watts, six times that of its present signal.

At the same time the programming structure is being revised to give Coast viewers panoramic live shows in the daytime, with emphasis on variety, documentary, educational and news shows.

TPA Blooms In Alien Lands

NEW YORK, Aug. 6.—Television Programs of America has suddenly blossomed in the foreign market to the tune of \$650,000. President Milton Gordon just made a deal with two of the British program contractors for "Lassie."

THE BILLBOARD SCOREBOARD

Sponsor and Industry Breakdown Of New TV Film Commercials

Produced Since June 1

This weekly chart is one part of a month-long study of TV film commercials produced during a full month. It offers a significant guide to forthcoming spot TV campaigns and program sponsorship.

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

Table with columns: Sponsor, Product & Agency (show, if any), No. Seconds, Type (C-Color), Commercial Producer. Lists various categories like OTHER FOODS AND FOOD STORES, GASOLINES & OILS, HOUSEHOLD APPLIANCES, etc.

AMERICA'S 10TH TV MARKET

Advertisement for WGAL-TV featuring a map of Lancaster, PA, and a character named Mr. Channel 8. Text includes: \$5 1/2 billion market, 316,000 WATTS, MEEKER TV, INC.

MONEY-SAVING SUBSCRIPTION ORDER

Subscription order form with fields for Name, Occupation or Title, Company, Address, City, Zone, State. Includes a rate of \$10 per year and a 'Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.' instruction.



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



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Madden



Morgan



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ADVISORY BOARD SURVEYS:

# Is Network Control of Shows Good for Trade and Public?

During the years of TV's meteoric growth the networks have made an ever stronger imprint on the programs that the American public sees on its home screens. Not only are the networks exercising an ever greater influence on the quality of the shows they send out, but they have steadily increased the quantity of programming that they originate.

The Billboard asked the TV Editorial Advisory Board, a cross-section of trade opinion, what it thought was the effect on the industry and the public of the network's control of programming.

By a vote of eight to five the Board registered its approval.

A breakdown of the voters indicates that the stations are most favorable to network control of programming, the advertising fraternity is only slightly in favor of it, and the producers and distributors of film shows are strongly opposed. More specifically, the stations approved it by more than four to one; the advertisers and agencies approved it five to four, and the producer and distributors are opposed five to three.

The stations cited the networks' ability to provide top showmanship as their main reason for approving the networks' control. However, of the 40 who indicated they thought it was

good for the public and the trade, nine stated they had reservations about the networks taking up so much time. While some stations were not overly enthusiastic about the networks' programming, several said they could think of no better alternative. Four said they definitely preferred to have programming power in the hands of the webs rather than the agencies and advertiser, as was true in radio's heyday.

The advertisers, on their part, did not show any great desire to re-assume control of programming. Said Bill Brewer, of the R. J. Potts-Calkins & Holden agency in Kansas City, "Let the advertiser and his agency stay in the ad business and leave show business to those who should know it best."

The respondents in the advertiser categories were sharply divided on whether network domination of programming was good or bad. However, those that opposed it mainly centered their attack on the webs control of so much time.

The independent producers and distributors on the Board, for the most part, didn't like network influence on programming. "This places a premium

on the networks having all the creative talent, which they don't actually have," said a West Coast producer. "It is in direct contradiction to what Congress had in mind when it established public control of broadcasting," said a New York distributor.

Note, however, that this survey made no assumption that the networks were actually producing all their shows. The definition of network control of quality was given the Board in the words of Pat Weaver, NBC president. In his speech at the NARTB convention in May, Weaver said: "I console myself with the realization that as against the radio pattern, we do control our own programming. I do not mean that we produce all our own programs. We believe it is intelligent to have as many creative groups as possible produce programs for us. But where they are scheduled, and how they are sold, and to whom, and how they follow our policies, not just in what they leave out that might be offensive, but what they put in that will be helpful, that increases information content, that helps upgrade American taste and standards... all that is our business."

## HOW THEY VOTED

What do you think is the effect of the networks' control of time and program content on the TV industry as a whole and on its public?

	Good	Bad	No Opinion
The Networks & Stations	40	7	2
Ad Agencies	13	11	2
Network Sponsors	5	3	—
Regional, local and Spot Advertisers	7	5	1
Distributors	7	11	1
Producers, Labs, Equipment	8	14	—
Grand Total	80	51	6

# FOR QUOTATION

STATIONS SAY . . .

**OWENS F. ALEXANDER**, television manager, WSLI, Jackson, Miss.: "There are drawbacks—too many option hours in prime time—but this is overshadowed by topflight programs TV needs and which are unavailable to stations otherwise."

**ALBERT D. JOHNSON**, general manager, KENS, San Antonio: "Too much control in any place is not good, but this is better than the radio-agency pattern."

**RICHARD B. HULL**, general manager, WOI, Ames, Iowa: "More control is needed by the networks. Until networks like newspapers control their program and all shows are "house shows," the industry will always be immature."

**G. BENNETT LARSON**, president, KTVT, Salt Lake City: "When better programs are built—the networks will have the money to build them."

**ROY E. MORGAN**, executive vice-president, WILK, Wilkes-Barre, Pa.: "This is a double-barreled question and a difficult one to answer, it seems to me. Actually the effect on the program content might be very good from the public point of view. However, so far as our industry is concerned it might well result in making us the pawn of the networks."

PRODUCERS AND DISTRIBUTORS SAY . . .

**NEALE H. OLIVER**, television director, UNITED FILM SERVICE, Kansas City: "Network shows are sometimes forced on a market even though, due to certain peculiarities of this market, the show does not have the appeal it does elsewhere. This is illustrated by the wide variance in relative ratings of net shows market by market."

**EDWARD D. MADDEN**, general manager, MOTION PICTURES FOR TELEVISION, New York: "The networks are willing to back their show judgment with blue chips. Extremely few advertisers are willing to do this."

**WALTER SCHWIMMER**, president, WALTER SCHWIMMER CO., Chicago: "The networks own too much local time and the stations actually don't have any choice in their programming."

ADVERTISERS AND AGENCIES SAY . . .

**RUSSELL B. YOUNG**, TV director, RUSSELL M. SEEDS CO., Chicago: "It amounts to censorship. Also they take advantage of their position to impose hard conditions on the advertisers. For instance you have to buy summer to get winter time. They tell you what programs they'll accept, and it's almost always their own package."

**ED JONES**, TV director, BARLOW ADVERTISING AGENCY, Syracuse: "I prefer to think that the networks have not assumed "control of" but rather "responsibility for" their programs. As for the "control" of time, I believe here too the word is misleading in that it implies an iron-handed type of operation. Is it not rather a control which is sought by the stations and public alike?"

**J. M. ROSENFELD**, advertising manager, ROSE-FIELD PACKING CO., Alameda, Calif.: "In the long run it will adversely affect quality. A few men in a few networks will determine the type of programming that will be available. Once they have made a talent investment they will make every effort to force the show on the public in order to get their money out of it."

**EMIL MOGUL**, president, EMIL MOGUL CO., New York: "There is no doubt in my mind that the networks should exercise a certain amount of control and that this is necessary and desirable. But I believe they have carried it too far. There has been an indiscriminate "bumping off" of long-time clients from desirable time slots and with reasonably good programs. In my opinion, the networks have carried this much too far for the good of the industry."

# News in Brief

JUDY GARLAND TO DEBUT ON NEW 'JUBILEE' . . .

Judy Garland will make her TV debut on the debut of CBS-TV's 90-minute extravaganza series, "Ford Star Jubilee." The date is Saturday, September 24, 9:30-11 p.m. The show will originate in Hollywood and will be aired in color.

WESTINGHOUSE TO COVER 1956 POLITICO STORY . . .

Westinghouse Electric will again sponsor the presidential conventions, campaign and elections on CBS-TV in 1956, as it did in 1952. The price it is paying for the whole package is reported to be \$5,600,000. The commercials will, of course, be delivered by Betty Furness.

BURNETT HEADS BOARD, HEATH NAMED PRES. . . .

Leo Burnett this week was elevated to board chairman of the big Chicago ad agency that bears his name, and Richard Heath, executive vice-president, who has been with the agency 19 years (it was founded in 1935 with three accounts), was elected president. Last year Burnett's TV billings were over \$15,500,000. It ranked fifth in TV billings.

HART TO SUCCEED KOBAK AS ARF PRESIDENT . . .

William A. Hart will become president of the Advertising Research Foundation on November 1, succeeding Edgar Kobak. Hart is retiring as advertising director of du Pont after 31 years. He is a past president of the Association of National Advertisers.

MACY'S, A&S TAKE TV STAB VIA WRCA-TV . . .

Two major department stores in New York are going to take a stab at TV on WRCA-TV. Macy's and Abraham & Strauss will start special 10-week campaigns on August 15 designed to test TV's potential for retailing.

CHRYSLER, CBS-TV PLAN 'A CHRISTMAS CAROL' . . .

Chrysler and CBS-TV plan to do a repeat of the version of Dicken's "A Christmas Carol," starring Fredric March, on the "Shower of Stars," which falls on December 22.

GANNAWAY-VER HELEN PIX TO TRY 'BOONE' AGAIN . . .

There's going to be another try at a "Daniel Boone" show. Gannaway-Ver Helen Pictures, Inc., are going to make a movie and TV film series, shooting to start in Mexico on August 15. Bruce Bennett will be the star. Mickey Rooney Enterprises last year made a "Daniel Boone" pilot, but the William Morris Agency is still trying to sell it.

## 'Check Plan' at CBS Adds Fire To Spot War

NEW YORK, Aug. 6.—On the eve of what is assured to be its greatest season so far, the spot TV business is right now staging its hardest selling campaign yet. With the Television Bureau of Advertising spearheading the attack, the stations and their reps are still coming up with new plans and services to get even more blue chips into spot schedules.

CBS-TV Spot Sales this week unveiled a new plan by which certain of its clients will be able to check the results of their spot campaigns at no cost other than the time expenditure. Tagged the "Spot-Check Plan," it entails having The Pulse do before-and-after surveys on any aspect of the campaign that advertiser wants.

At the same time the four CBS o&o's launched a new discount plan to promote still further the opportunities to get frequency on a medium budget. Labeled the "Six Plan," it gives a 25 per cent discount to advertisers using six announcements a week in time other than Class A or AA, which means daytime. This is an extension of CBS' "12-Plan," which went into effect in 1952. Two advertisers have already bought the "Six Plan," the Florida Citrus Commission thru Benton & Bowles and Toni thru Weiss & Geller.

As far as is known, the "Spot-Check Plan" is completely unprecedented in TV. The advertiser will be able to test either the actual sales results of his commercials or the effectiveness of the sales message. Pulse's sample will be a minimum of 500 homes in the test markets and up to 500 homes in any control market. The results of the studies will be completed in 20 to 30 days.

Du Pont, which starts a new 13-week spot campaign on August 29, is the first client to take advantage of this plan. It's available to any bankroller buying at least a 13-week campaign at certain minimum expenditure per station.

SO UNUSUAL

## Live Animal Show Tries Syndication

NEW YORK, Aug. 6.—Another crack at the syndication of a live local show will be taken by packager John Dougherty. The producer has a kiddie show which consists of unique animals. They are a goat that dances, a chicken that answers arithmetic problems and other such unusual bipeds and quadrupeds. One of his animals, "Willie the Wonder Bird," is now guesting on the Jack Paar show on CBS-TV. He predicts the weather, spells and does other unusual tricks.

The animals are being whipped up into a stanza to run a half hour or an hour which will be called "Willie's Wonderland." Tied into it will be a display of the animals which will be housed in a structure in the town seeing the TV show. Young viewers will be asked to pay admission to the display of animals not seen on the video presentation. The idea, of course, is to use the video show to ballyhoo the other animals. Dougherty figures he can make money from both sides.

## O'Keefe and Davis to NBC

NEW YORK, Aug. 6.—Two top TV production executives this week joined NBC-TV. Donald Davis will take over the production reins on "Producer's Showcase" for the network, replacing Fred Coe, who will produce the alternate week "Pontiac Theater" at the web.

And Winston O'Keefe has been hired to handle casting and the development of new literary properties for the network on its new hour daytime strip. He will work with Ethel Frank, the program's story editor, and report to Albert McCleery, its executive producer.



... insures Billboard readers of a high standard of useful editorial services

## Film Men in Fair Shape

• Continued from page 2

since the filmed program alternates with the live "U. S. Steel Hour" anyway, some of the shows could undoubtedly be done live without too much trouble.

Screen Gems is well along on all of its series, with "Father Knows Best," "Ford Theater," "Rin Tin Tin," "Tales of the Texas Rangers" and "Captain Midnight" leading the pack.

Most new series, such as "Gun-smoke," "Wyatt Earp," "Fury," "Navy Log" and "It's Always Jan," each have about six in the can.

In the case of programs returning to the air this fall, producers are not too worried. Such series as the "Bob Cummings Show," "Medic," "General Electric Theater," et al., aren't too far ahead, but there is plenty of rerun film available, and enough new half hours to make it interesting.

The syndicators, who provide

the core of resistance among the producers, are almost without exception in strong positions. Ziv-TV is far ahead on all of its series except "Highway Patrol," and it has a good number of these filmed already.

MCA-TV has no worries on "Waterfront," which is within three films of completion, nor on "Soldiers of Fortune." "Dr. Hudson's Secret Journal," the fall offering, is about halfway thru its 39, or more than four months ahead.

NBC Film's "Steve Donovan, Western Marshall," is in fine shape. All of Official Films' new product is being produced abroad. Guild Films' "Confidential File" is about two-thirds thru its 39. There are a number of "Ina Ray Hutton Shows" completed, albeit none of the other musical skeins have as yet resumed filming.

## Crosley Shift Of Personnel

CINCINNATI, Aug. 6.—James E. Allen, publicity and promotion director of the Crosley Broadcasting Corporation, this week became director of special projects for the organization, which includes WLW Radio and four WLW-Television outlets.

James Bruce assumes the position formerly held by Allen. Previously, Bruce was program manager for WLW-TV, Cincinnati. Mary Renn, who has been production co-ordinator for Olympus Films, former WLW affiliate, becomes WLW-TV program administrator.

Gilbert W. Kingsbury, vice-president in charge of public relations for Crosley Broadcasting, will be responsible, in addition to his public relations work, for management policies of the news and the special broadcast services programming for the organization.

## Lou Cowan, Ex-RCA Exec, Joins CBS-TV

NEW YORK, Aug. 6.—Louis G. Cowan's move into the ranks of the CBS-TV executive programming personnel, leaves one of the most lucrative packaging firms in the hands of his lieutenants, Steve Carlin, executive veepee, and Harry Fleischman.

The packaging operation is currently producing "The \$64,000 Question," "Stop the Music" and "Down You Go" on TV. Its sole radio property is "Conversation." And there is a deal in the works for Speidel to sponsor a quiz show packaged by the firm in the Tuesday 10:30-11 p.m. time period following "Question" so that the entire hour would be under the control of Carlin and Fleischman.

Carlin is a veteran radio and TV production executive who also

was with RCA Victor as one of its top artist and repertoire brass. Fleischman came to TV from the theater where he spent 17 years as Gilbert Miller's business manager. They will divide their duties similarly in the newly reorganized firm. Carlin will handle production, and Fleischman business. Carlin, incidentally, has been functioning as executive producer of "The \$64,000 Question" and is responsible for much of its success. The program is now top rated in TV.

Aside from monetary considerations, Cowan moved to CBS-TV because he felt it would give him more scope for his creativity. His assignment will be to create on all programming levels—spectaculars, new half-hour shows and to act as doctor on sick programs. It is reported, but unconfirmed, that he can earn as much as \$1,000,000 over a five-year period if he can come up with new program ideas. His contract is said to guarantee him as much as a 30 per cent interest in new stanzas.

The fact that he turned over the firm to Carlin and Fleischman is an indication of his faith in their management. For CBS it marks an important acquisition in its battle for programming supremacy with NBC. The network has already hired a number of top creative executives—Bernard Prockter, Gil Ralston, Al Scalpone—and Cowan beef up that group considerably.

## UPA Readies CBS Show

NEW YORK, Aug. 6.—The first half-hour made-for-TV cartoon show will be produced for CBS-TV by United Productions of America, according to a deal concluded this week. UPA is the outfit that rose to fame by "Gerald McBoing Boing," "The Tell Tale Heart" and other unusual theatrical subjects released thru Columbia Pictures. It has been making TV film commercials for the past eight years and is today one of the major producers of animated commercials.

The CBS show, which is still untitled and unslotted, will not use any of the theatrical material already produced. It will be an entirely original potpourri of music, comedy and Americana and will be produced and aired in color. The series is for delivery in the spring of 1956.

## Plan to Shoot Torme Again

HOLLYWOOD, Aug. 6.—With 13 films in the can, Bernie Tabakin is reported readying production of 26 more editions of the 30-minute Mel Torme show. Tabakin is producing along with Don Flagg of San Francisco. The situation musical, which co-stars Warner starlet Roxanne Arlen, is slated for a new site. The first 13 were shot at Bimbo's niter in San Francisco for an authentic club background.

Distribution is not yet set, altho National Telefilms Associates is reported to have the inside track on the property.



**TV star that nobody sees**

One of the real TV network "stars" is this technician at work in one of the scores of Bell System TV control rooms across the country.

You never see him on a television screen. But because of his work, television network programs — black and white or color — are successfully transmitted from city to city.

His job is to keep an eye on TV—to make sure that

the picture is high quality, to switch programs from one pickup city to another, to add stations to the network, to change channels as necessary.

He is one of more than a thousand trained technicians who are engaged in this work.

They use special equipment, like that shown above, to provide the finest possible television transmission on nearly 70,000 channel miles of Bell System network.



**BELL TELEPHONE SYSTEM**

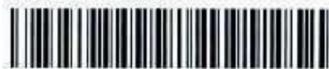
Providing transmission channels for intercity television today and tomorrow.

a top quality film show for Every Product, Every Market, Every Budget

Offices in principal cities throughout the United States

**MCA-TV** Film Division

This One



ULF7-00F-W885

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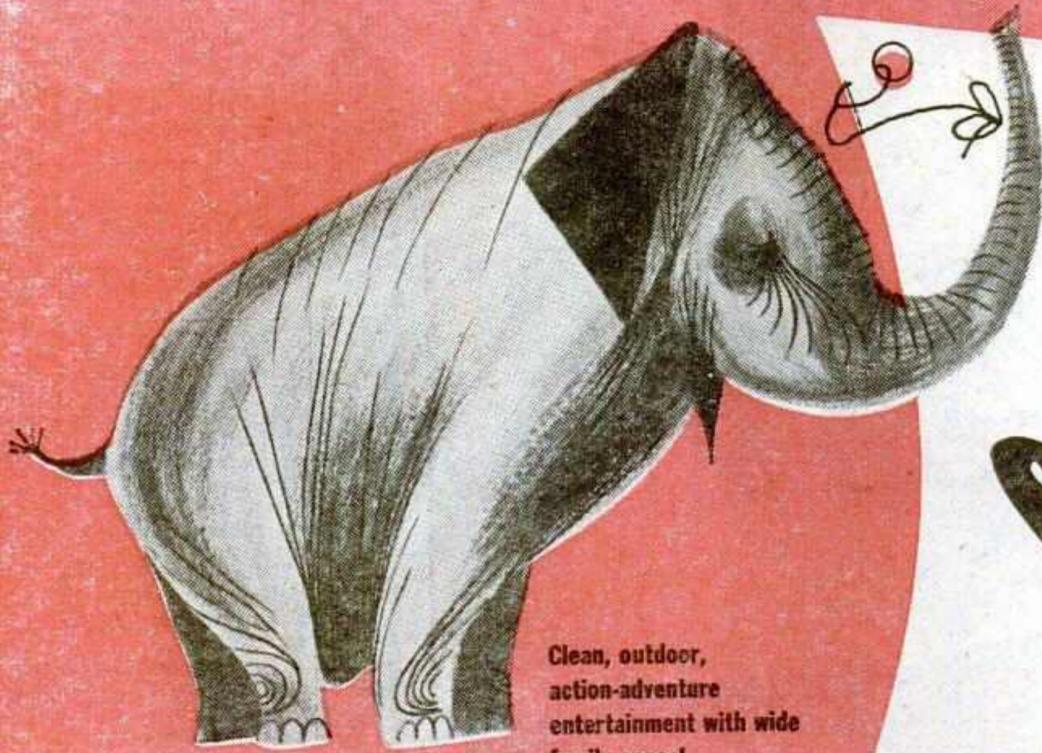


Astounding publicity...  
 extraordinary merchandising...  
 unique premiums

**He made the jungle famous...  
 He'll make your**

**JOHN  
 WEISSM**

**Star of the new Screen Gems'  
 Syndicated**



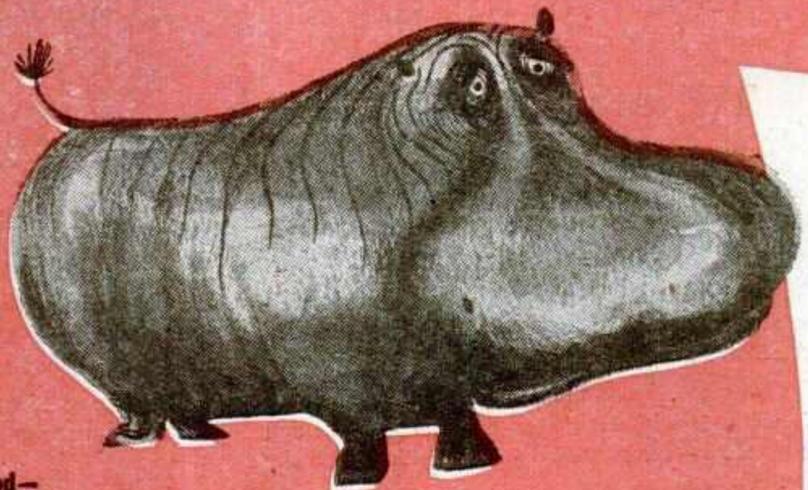
Clean, outdoor,  
 action-adventure  
 entertainment with wide  
 family appeal

**Jungle**

"Jungle Jim" audience pre-sold by  
 motion pictures, comic strips and comic books



First-run syndication—  
 suitable for any time period—  
 write, wire or phone



**SCR**  
 TELEVISION  
 JOHN

Henry Gillespie  
 3130 Maple Drive, N.E.  
 Atlanta, Ga.  
 Exchange 6100  
 John Nilson  
 230 N. Michigan Ave.  
 Chicago, Ill.  
 Franklin 2-3696

## THE BILLBOARD SCOREBOARD

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

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

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

Rank Order	Title and Distributor of Series	Men per 100 Homes	Avg. June Rtg.
1	Inner Sanctum (NBC)	89	8.2
2	Boston Blackie (Ziv)	88	11.1
3	Colonel March of Scotland Yard (Official)	87	3.4
4	Foreign Intrigue (Official)	86	9.1
5	The Falcon (NBC)	85	11.5
5	Counterpoint (MCA-TV)	85	4.9
5	Guy Lombardo (MCA-TV)	85	9.2
8	Dangerous Assignment (NBC)	84	5.0
8	Eddie Cantor (Ziv)	84	11.2
8	Police Call (NTA)	84	9.3
11	City Detective (MCA-TV)	83	12.3
11	Ellery Queen (TPA)	83	8.7
11	Files of Jeffrey Jones (CBS)	83	4.4
11	Mr. & Mrs. North (ATPS)	83	6.3
15	The Whistler (CBS)	82	14.3
16	I Am the Law (MCA-TV)	81	8.2
16	I Led Three Lives (Ziv)	81	15.9
16	Mr. District Attorney (Ziv)	81	13.0
19	Beulah (Flamingo)	79	5.2
19	Douglas Fairbanks Presents (ABC)	79	14.9
19	Waterfront (MCA-TV)	79	14.2
22	Amos 'n' Andy (CBS)	77	11.2
22	Death Valley Days (Pacific Borax)	77	9.8
22	Man Behind the Badge (MCA-TV)	77	11.1
25	China Smith (NTA)	76	3.8

## NON-FEATURE STOCK

### GT Quietly Amasses New Film Properties

NEW YORK, Aug. 6.—With all its razzle dazzle on feature films, General Teleradio's film division has gradually been piling up a mass of other film product that it hardly has time to sell. Right now it is sewing up a deal for an enormous library of short subjects from the J. Arthur Rank Organization. GT officials are still taking an inventory of this package. The negatives are scattered hither and yon, some of them apparently still in British vaults. Then the distributor

will have to start breaking them down into integrated packages. The library is said to contain 30 or 40 animated cartoons in color. It also contains nature studies, travelogs and documentaries.

GT has also quietly taken over distribution of a half-hour documentary series on aviation originally produced for the British Broadcasting Corporation. It has been called the "Victory at Sea" of Britain.

#### Great Musicians

Another little known property of GT's film division is a half-hour series featuring great musicians. This show can also be broken down into shorter subjects containing only the musical selections.

Along the same line, GT has also taken over distribution of TeleDiscs, a group of about 100 three-minute silent subjects that stations can synchronize with recordings.

In addition to these new properties, GT, of course, has "Gangbusters," "Uncommon Valor," "Greatest Dramas" and silhouette fairy tales. None of these appear to be getting the big push from GT's sales staff. Its main preoccupation right now is selling its current package of 17 top features, wherein the real money lies.

### Emerson Preps 'Forest Ranger'

CHICAGO, Aug. 6. — A new series of television films, titled "Forest Ranger" and dealing with the unusual combination of adventure, conservation and woodsmanship, will be made available this fall by Studio City Television Productions, TV subsidiary of Republic Pictures. These films are being produced by the Emerson Film Corporation, Chicago, under the direction of its president, Walter Colmes. Colmes describes this series as a departure from the normal run of filmed television adventure shows in that it retains in its framework the "wondrous aspects of the world of nature around us."

The initial filming is being done in a wilderness area near Three Rivers, Mich., by a crew of 25. The principal character is Jim Kansas, played by Hollywood and Broadway actor John Archer.

Emerson Film has produced such films as the Amy Vanderbilt "Good Taste" series, 78 five-minute pix on etiquette, and is doing pilots of "My Favorite Dish," a five-minute series featuring top personalities in sports, music, films and politics giving their favorite recipes, and the "Miss Polly" children's show, a 15-minute series of readings of favorite children's books by Polly Goodwin, Chicago Tribune children's books editor. Emerson also has an educational film series which is sold thru schools, and has just finished three National Safety Council 12-minute films.

## Much at Stake in Audience Reaction to Web Features

By LEON MORSE

NEW YORK, Aug. 6.—Will feature films, both British and American, be able to pay off in top ratings given network exposure in prime time periods? That is the question that CBS-TV, NBC-TV and important advertisers are waiting to see answered in the season of 1955-'56.

The features have been popular programming fare ever since TV became a going concern, this coming season they will be getting their acid test in terms of attracting nationwide audiences. The J. Arthur Rank package has been acquired by ABC-TV for programming Sundays opposite the Colgate Variety Hour on NBC, and Ed Sullivan on CBS. And it's rumored that General Teleradio is already trying to sell 50 of its top RKO pictures on a one-run basis to any network that will have them for \$50,000 each.

These pictures, if they are sold under these terms, must be bought by networks or advertisers equipped to place them in prime time. That is the sole way in which their cost can be justified.

ABC is said to have evinced some interest. But if a network purchaser cannot be found, General Teleradio must put together a network line-up of stations to get its product off the nut fast, or else, if no other means is available, place them in syndication.

#### WOR's Experience

Feature films have been used in strong evening time period before. WOR-TV's "Million Dollar Movie" here has been given prime slotting. But the pictures were sold on the basis of their weekly cumulative ratings across the board, not one

single rating, which the ABC pictures will have to get.

Both NBC and CBS have and are acquiring new features for their own use on spectacles. NBC has bought two British pictures, "The Constant Husband," and "Richard, III." CBS has made a deal with Louis De Rochemont for three pictures, and has several other such deals cooking. These pictures are new and will be given the benefit of terrific promotion.

The success or failure of the Rank pictures on ABC, and the General Teleradio RKO package, if and when it goes network, can have a great bearing on the future of TV programming. Should these pictures succeed in getting mass audiences, the present concentration on half-hour shows, both live and film, will have to be done away with. New programming patterns may have to be devised that would take advantage of an assumed viewer preference for feature pictures. The movie compa-

nies will find that their vintage features will be worth their weight in gold.

#### Studios' Big Stake

But should they fail to get top ratings, then perhaps the movie studios with thousands of features in cans may find that such product is not worth the money they think it is. Because only by using movie features in prime time periods can their owners get the large sums they have been reported to be asking. Selznick still wants \$250,000 per picture, and Sam Goldwyn is not far behind in his asking price.

ABC's Rank packages pose particular problems. There is no question but that it contains some of the top British features ever released here such as Alec Guinness' in "The Promoter" and "Lavender Hill Mob." But the question is will such pictures get ratings in markets which have not taken to British feature product, cities in the Midwest particularly.

And the question also is will viewers take to vintage features in the General Teleradio-RKO package, even if they were top pictures when they were released. Will they find the fashions, the sophistication old hat? Will they find the acting styles unrealistic? These are questions that only next season can answer. There will be many interested parties waiting to see what that answer will be.

## NEWS REVIEW

### Colgate Gives 'Kelly's Blues' A Big Sendoff

Given the most elaborate TV sendoff any motion picture has ever had, "Pete Kelly's Blues" should be hot box office, especially since deejays will have a couple of numbers from it spinning pretty constantly.

The "Colgate Comedy Hour" Sunday (24) night devoted its whole program to plugging the pic, and, despite some slack moments, for the general public it must have provided a fascinating glimpse as to what goes into the making of a picture. Jack Webb, choosing to hang the show's hat on taking the viewer step by step from idea to final answer print, proved an able emcee, and could probably give Ed Sullivan a run for his money.

Ella Fitzgerald stole both the (Continued on page 17)

### Mapping New Storm Series

HOLLYWOOD, Aug. 6.—Negotiations are under way for Gale Storm to star in a new series to be produced by Hal Roach Jr. Miss Storm was Margie, of "My Little Margie," a Roach-Roland Reed venture that was one of the first successful TV situation comedies.

It's understood that two or three formats are being considered, with the one finding most favor having Miss Storm in the part of a hostess on an ocean liner.

One interesting sidelight is that Roach has Miss Storm under contract anyway, his policy being to pact his top stars for definite periods of time rather than just the run of a series.

### 20th Pic-TV Pact to Cotton

HOLLYWOOD, Aug. 6. — In what might very well turn out to be a precedent-shattering contract, 20th Century-Fox last week signed Joseph Cotton to a long-term one-picture-a-year pact, inking him at the same time as host for the GE dramatic anthology series being produced by its television subsidiary, TCF-TV.

It marks the first time that a major studio has signed an established star to a combined theatrical-TV pact. Up to this time the majors have made it a point to shy away from making any of their contract stars available for TV productions.

It's now believed only a matter of time until other stars will be permitted to do TV shows whenever a studio deems such appearances beneficial.

### Carnation Adds 90 Markets for 'Annie'

NEW YORK, Aug. 6.—CBS-TV Film Sales this week came up with another important purchase. Carnation Milk bought an additional 90 markets for alternate week sponsorship of "Annie Oakley,"

bringing its coverage up to 130 markets. Sponsorship in the additional markets of the CBS-TV Film Sales distributed series begins October 1. Continental Baking already has bought alternate weeks of the Western in 75 cities, sponsorship to begin January 1.

This is the third time that CBS-TV Film Sales has produced a national spot alternate week bank-roller for the show. Canada Dry was the first alternate week client back in January 1954. Next came TV Time Popcorn in October of 1954, and now Carnation will be paying the bills.

The vidfilm series consists of 46 half-hour Westerns which star Gail Davis and were produced by Flying A Productions. The series features a cowgirl. Originated because, in some tests run for CBS-TV by the Schwerin research organization, it was learned that girl bobby-soxers wanted a heroine to get excited about.

The original deal with Canada Dry was an extremely lucrative one, so lucrative that a large profit was made on the first run of the show which obviously put CBS-TV Film Sales and Flying A in a good position to sell "Annie Oakley" at a reasonable price on its second and third runs.

## WOR Sets Big Fall Feature Line-Up, Hangs Higher Tags

NEW YORK, Aug. 6.—WOR-TV, here, the station that streaked from red to black in one year on the back of the highest priced feature films in TV, has boosted its rates on its fabulous "Million-Dollar Movie" grind and already has sold seven participating slices. The big picture show will start its new season September 19. At that time the features will start their 16-play cycle on Monday instead of Tuesday. Also at that time the station will show a new look in the 9-10 p.m. strip.

Since last spring, WOR-TV has been using weaker features at 9 p.m. This year it is putting in half-hour series. It has bought eight of

them so far, and will shortly close two more.

Last season WOR-TV sold participation in "Million-Dollar" at \$4,175 per week. This gives the sponsor 16 commercial minutes, plus billboards, since each picture gets two runs a day plus matinees on Saturday and Sunday.

#### Prices Up

This season the price per participation is up to \$4,782.50 for the same amount of exposure. However, there are discounts on succeeding 13-week cycles for sponsors that renew. The second cycle will cost \$4,332.50. The third \$3,882.50. And the fourth \$2,660.

Also, the station is thinking of increasing the number of participations. Last year it limited "Million-Dollar" to eight sponsors. This year it may take on nine.

If it sells out nine, and it's not far from it, it will gross over the first 13 weeks \$43,042.50 per week. Its pictures, on the average, are understood to cost the station around \$8,000. Thus, the station stands to net around \$37,000 per week.

If it were to sell all 48 of those half hours at its current one-time card rate, which would of course be incredible, it would get about \$39,000.

For sponsors who can't get into (Continued on page 17)

# When "The FALCON"

A D V E N T U R E

# hits town, ratings soar!

## **First-run sponsorship may still be available in your market**

NBC Film Division's "Adventures of the Falcon" makes a habit of raising station ratings substantially in its time period. Out of nineteen major ARB-measured markets where before-and-after information is available, "The Falcon" boosted ratings in *fourteen!* In Memphis, for instance, a 14.4 rating *before* "The Falcon" soared to 25.6 *with* "The Falcon." That's the kind of spectacular rating-increase scored by the series virtually everywhere it runs.

Advertisers of every description have strengthened their competitive position by sponsoring "The Falcon." Brewers, grocers, appliance dealers, furniture retailers, banks and loan companies, department stores — they've all discovered its built-in selling power.

"The Falcon" *sells* because it *pulls audience* . . . immediately! Exciting episodes of adventure all around the world, the exotic flavor of authentic locales, a great new star — Charles McGraw — whose movie fame is expanding rapidly . . . these are the strong audience-values you get with sponsorship of "The Falcon." You also get an exclusive package of advertising, promotion, exploitation and merchandising, unmatched in the industry.

First-run syndication sponsorship, at a down-to-earth cost per thousand, may still be available in your market. Write, wire or phone NOW!

## **NBC FILM DIVISION**

*serving all sponsors*

*serving all stations*

30 Rockefeller Plaza, New York 20, N.Y. Merchandise Mart, Chicago, Ill.  
Sunset & Vine, Hollywood, Calif. In Canada: RCA Victor, 225 Mutual St.,  
Toronto; 1551 Bishop St., Montreal.

## **A L L O V E R T H E W O R L D !**



OOH! LA, LA!

## Kaufman Gets Rights To 104 French Plays

NEW YORK, Aug. 6.—The trend to bigness in TV shows was further emphasized this week in a deal concluded by Joseph Kaufman, producer of the "Long John Silver" movie and TV film series. Kaufman has acquired the TV rights to 104 top French plays of all time from which he plans to make hour-long and 90-minute TV film shows, at least 26 a year.

He obtained the rights in an exclusive deal with the Societe des Auteurs et Compositeurs Dramatiques, which controls the rights to some 3,000 plays by the most famous French playwrights. The Societe was founded in 1791 by

"Barber of Seville" author Beaumarchais.

Kaufman plans to start shooting the first film in another month and expects to be able to start distribution in winter, 1956. Production will take place in Paris, New York and Hollywood and will be done in color. Before shooting starts, however, the producer has to get English adaptations of works considered to have commercial appeal for current audiences.

Among the first under consideration are "Le Petit Cafe" by Tristan Bernard, "S. S. Tenacity" by Charles Vildrac and "Le Secret" by Henri Bernstein.

## TPA Launches 'Monte' Sales

NEW YORK, Aug. 6.—Television Programs of America this week started syndication sales of "The Count of Monte Cristo." It is already close to tying up deals in six major markets. Full production is due to start next week, but it now depends on the Screen Actors Guild strike. A sales clinic was held here this week, and others will take place in Chicago and Los Angeles next week.

Martin Stone Associates will do the merchandise licensing of "Monte." Stone this week also got the merchandising rights to Sheldon Reynolds' version of "Sherlock Holmes." This he got in a deal with Motion Pictures for Television, which releases it thru UM&M.

## NTA's Memphis Ad New Promotion Idea

MEMPHIS, Aug. 6.—One of the most unusual promotion gimmicks ever pulled by a TV film distributor is due to appear in tomorrow's edition of the Commercial Appeal here, it was learned this week. A large ad, about eight by 12 inches, placed by National Telefilm Associates, asks the public to write in and say what it thinks of the movies it is now releasing to TV stations. The titles listed in the ad include "Breaking the Sound Barrier," "Outcast of the Islands," "The Great Gilbert and Sullivan" and "The Man Between."

Headed "An Open Letter to the Public," the ad begins, "We Believe that you the public deserves the best in TV entertainment . . ." It goes on to say that NTA after lengthy negotiations has obtained

the TV rights to a group of movies that TV viewers will want to see. For its own information, the distributor says, it would like to know if these are, in fact, the kind of films the public wants. It then asks readers to write in the coupon on the bottom of the ad what it thinks of the titles listed.

As far as could be learned neither TV station here as yet contracted to air these pictures. The films listed were produced in England by Alexander Korda and J. Arthur Rank. They played theatrically within the past few years. The ad is seen as a strong attempt to break down the resistance to British pictures in some areas of the TV industry and the viewing public.

## Penn-Allen Bid For Pilot Free, Fee-TV Station

WASHINGTON, Aug. 6.—The first request for authority to operate a pilot station which would offer free and subscription television was presented to the Federal Communications Commission today (29) by UHF Station WFM-TV of Allentown, Pa., owned by the Penn-Allen Broadcasting Company.

The station, which was put into commercial operation on Channel 67 last December and suspended operation on April 15 this year, has asked for immediate authority to resume operations on the basis of a "pilot station incorporating the principles and practices of a subscription television service."

They propose to devote about 56 per cent of the airtime to subscription television, which would provide educational, feature-type and sports programs on a pay basis. Typical rates which the station proposes to charge for programs are: 50 cents for two hours of TV classes, which would include psychology, religion, languages and homemaking; 50 cents an hour and a half matinee feature film; \$1 for the hour and a half evening feature film; \$1 for high school and college football games; and \$2 for a three-hour presentation by the Metropolitan Opera Company.

The company has asked the FCC to authorize operation for a minimum of three years. Raymond F. Kohn, president of Penn-Allen, pointed out in the request that this was the minimum time necessary to give reasonable "assurance to risk capital of amortizing the costs of the project."

According to exhibits presented with the request, the station proposes to get into operation with its subscription service by October. However, an FCC spokesman said the Commission would not be able to consider the request before September since there will be no meeting of the commissioners during August. Up to now, the Commission has occasionally granted authorization for experimental use of subscription television. These authorizations have been only for periods of from two to three months, the spokesman said.

PERSONAL:

FROM:

To the television advertisers, advertising agencies and stations which participated in Billboard's 3d Annual TV Film Program & Talent Survey.

**Bob Cummings**

My heartfelt thanks for voting \*The Bob Cummings Shows the Number One Network Comedy Film Show . . .

And for voting me Best Performer in a Network Comedy Film Show.

My thanks, too, to Winston Cigarettes, my sponsor . . . to William Esty, their agency . . . and to the Stations carrying the show for helping to make it all possible.

Sincerely,

*Bob Cummings*

Robert Cummings

\*Filmed in Hollywood by  
McCADDEN PRODUCTIONS

you'll love

"Eddy Arnold Time"



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

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

GIVE TO DAMON RUNYON  
CANCER FUND

**I**nterstate's  
 THE  
**LITTLE RASCALS**  
 GRAB  
 'BEST'  
 AWARD IN  
**Billboard**  
 POLL!\*

Them ain't COPS  
 chasing us, kids...  
 Them's TIME BUYERS!



\*and  
 Interstate's  
 "The AMAZING  
 TALES of  
 HANS CHRISTIAN  
 ANDERSEN"  
 zooms to  
 3rd place!

Best Children's Series

1. LITTLE RASCALS, INTERSTATE	871
2. Art Linkletter and the Kids, CBS Film	726
3. Hans Christian Andersen, Interstate	531
4. Crusader Rabbit, Consolidated	513
5. Time for Beany, Consolidated	426
6. Junior Science, UM&M	217
7. Captain Z-Ro, Atlas	
8. Jupiter Associated	

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BIRMINGHAM: 1719 Stalling Bldg.  
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★  
 NOW ON NATIONWIDE  
 Personal Appearance  
 TOUR IN BEHALF OF  
 "PETE KELLY'S BLUES"

AUGUST 9  
 Toledo—Cleveland

AUGUST 10  
 Cincinnati

AUGUST 11  
 Detroit

AUGUST 12  
 Toronto, Canada

AUGUST 13  
 Buffalo

AUGUST 14-15  
 Montreal, Canada

AUGUST 16-17  
 Boston

AUGUST 18  
 New York

AUGUST 19  
 Washington, D. C.

AUGUST 20-21  
 Richmond

AUGUST 22  
 Philadelphia

AUGUST 23  
 Milwaukee

AUGUST 24  
 Minneapolis

AUGUST 25  
 Omaha

AUGUST 26  
 Kansas City

AUGUST 27  
 Denver

AUGUST 28-29  
 Colorado Springs

AUGUST 30  
 Salt Lake City

AUGUST 31-SEPTEMBER 1  
 San Francisco



# JACK WEBB



# Again

in The Billboard's 1955 TV Film Program & Talent Awards

# B

**New in Theatrical Release:**

JACK WEBB as  
PETE KELLY in  
PETE KELLY'S BLUES

Written by  
RICHARD L. BREEN

Starring JANET LEIGH  
EDMOND O'BRIEN • PEGGY LEE  
ANDY DEVINE • LEE MARVIN  
ELLA FITZGERALD

A Mark VII Ltd. Production  
Directed by Jack Webb  
Printed by Technicolor  
Presented by Warner Brothers  
Warnercolor • Cinemascope  
Stereophonic Sound

- 1st** Jack Webb: Best Actor in Any Film Series  
(Network or Non-Network)
- 1st** Jack Webb: Best Actor Appearing in a Network Film Series  
—Droagnet
- 1st** Jack Webb: Best Actor Appearing in a Non-Network Film  
Series—Badge 714
- 1st** Droagnet: Best Network Mystery Series
- 1st** Badge 714: Best Non-Network Mystery Series

THANKS AGAIN,

*Jack Webb*

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 by 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.

SAN ANTONIO 2 STATIONS

- THE TOP TEN TV SHOWS IN SAN ANTONIO
1. People Are Funny, WOAI.....46.8
2. George Gobel, WOAI.....37.7
3. Dragnet, WOAI.....37.4
4. T-Men in Action, WOAI.....34.7
5. I Love Lucy, KENS.....34.7
6. Lux Video Theater, WOAI.....33.1

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Secret File, U.S.A. (Adv.), Official.....28.8
2. Mr. District Attorney (Mys.), Ziv.....28.8
3. Waterfront (Adv.), MCA-TV.....25.3
4. Passport to Danger (Adv.), ABC.....25.0
5. Favorite Story (Drama), Ziv.....22.4
6. Soldiers of Fortune (Adv.), Seven-Up.....20.6
7. Superman (Adv.), Flamingo.....20.3
8. I Led Three Lives (Adv.), Ziv.....20.0
9. Racket Squad (Mys.), ABC.....20.0
10. Guy Lombardo (Music), MCA-TV.....19.4

BUFFALO 3 STATIONS

- THE TOP TEN TV SHOWS IN BUFFALO
1. George Gobel, WGR.....58.7
2. You Bet Your Life, WGR.....45.9
3. Your Hit Parade, WGR.....44.3
4. Fireside Theater, WGR.....42.7
5. Toast of the Town, WBen.....40.3

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. I Led Three Lives (Adv.), Ziv.....26.5
2. Badge 714 (Mys.), NBC.....25.2
3. Eddie Cantor (Comedy), Ziv.....24.1
4. Waterfront (Adv.), MCA-TV.....18.1
5. The Falcon (Adv.), NBC.....17.1
6. Grand Ole Opry (Music), Flamingo.....15.7
7. Liberace (Music), Guild.....14.1
8. Ramar of the Jungle (Adv.), TPA.....14.1
9. Janet Dean, R.N. (Drama), UM&M.....13.8
10. Man Behind the Badge (Mys.), MCA-TV.....13.5

MEMPHIS 2 STATIONS

- THE TOP TEN TV SHOWS IN MEMPHIS (\* Indicates Non-Network)
1. \$64,000 Question, WHBQ.....39.9
2. Roy Rogers, WMCT.....35.3
3. Roy Rogers Rodeo, WMCT.....35.0
4. Boston Blackie, WMCT.....33.7
5. Mr. District Attorney, WMCT.....33.5

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Boston Blackie (Mys.), Ziv.....33.7
2. Mr. District Attorney (Mys.), Ziv.....33.5
3. Racket Squad (Mys.), ABC.....31.6
4. My Little Margie (Comedy), Official.....29.1
5. Meet Corliss Archer (Comedy), Ziv.....28.9
6. Superman (Adv.), Flamingo.....24.2
7. Soldiers of Fortune (Adv.), Seven-Up.....24.0
8. The Whistler (Mys.), CBS.....24.0
9. Inspector Mark Saber (Mys.), Thompson-Koch.....23.1
10. City Detective (Mys.), MCA-TV.....22.3

EVANSVILLE 3 STATIONS

- THE TOP 10 TV SHOWS IN EVANSVILLE (\* Indicates Non-Network)
1. I Love Lucy, WEHT.....60.9
2. Your Hit Parade, WFIE.....58.9
3. Jackie Gleason, WEHT.....56.4
4. This Is Your Life, WFIE.....54.8
5. People Are Funny, WFIE.....54.2

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Badge 714 (Mys.), NBC.....u51.2
2. Amos 'n' Andy (Comedy), CBS.....u44.9
3. Man Behind the Badge (Mys.), MCA-TV.....u39.9
4. Waterfront (Adv.), MCA-TV.....u29.3
5. Kit Carson (West), Coca-Cola.....u25.3
6. Eddie Cantor (Comedy), Ziv.....u24.9

LOUISVILLE 2 STATIONS

- THE TOP 10 TV SHOWS IN LOUISVILLE (\* Indicates Non-Network)
1. Two for the Money, WHAS.....48.5
2. Toast of the Town, WHAS.....47.7
3. Jackie Gleason, WHAS.....44.7
4. Television Playhouse, WAVE.....44.1
5. What's My Line? WHAS.....43.4

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Ramar of the Jungle (Adv.), TPA.....37.9
2. Superman (Adv.), Flamingo.....37.6
3. City Detective (Mys.), MCA-TV.....36.9
4. Badge 714 (Mys.), NBC.....28.2
5. Liberace (Music), Guild.....27.5

SAN DIEGO 6 STATIONS

- THE TOP 10 TV SHOWS IN SAN DIEGO (\* Indicates Non-Network)
1. Toast of the Town, KFMB.....47.2
2. Wednesday Night Fights, KFMB.....45.1
3. What's My Line? KFMB.....39.2
4. You Bet Your Life, KFSD.....34.1
5. Two for the Money, KFMB.....29.6

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Badge 714 (Mys.), NBC.....24.9
2. Waterfront (Adv.), MCA-TV.....23.8
3. Superman (Adv.), Flamingo.....17.2
4. Annie Oakley (West.), CBS.....16.7
5. I Search for Adventure (Adv.), Geo. Bagnall.....16.4

# Production Set For 'Tarzan'

HOLLYWOOD, Aug. 6.—Sol Lesser and Jack Denove have set a September starting date for their "Tarzan" TV series, providing the TV film strike has been settled by that date. Gordon Scott will star.

The program will be filmed for national sale, but production will get into full swing at the start, whether or not a sale has been made. Background footage is now being shot in Africa in connection with the feature, "Tarzan and the Lost Safari."

Walter White, of Commodore Productions, has disputed Lesser and Denove's rights to "Tarzan," but apparently the latter feel that they are on safe legal grounds in going ahead with the TV venture.

# Atlas Begins New Series on Bowling Slanted for Kids

CHICAGO, Aug. 6.—Atlas Film Company, Oak Park, Ill., film producer, is beginning a new film series on bowling. It departs from the usual pattern of showing present-day champions in action. Instead, grade school children, which Atlas refers to as bantams, and high school children, referred to as juniors, are brought to various bowling alleys around Chicago and Oak Park and taught how to kegel.

They start from not using any pins in the alley at all, but are taught how to stand and deliver the ball.

# Deming Winds Up Pilot Of M-G-M's Ellsasser

HOLLYWOOD, Aug. 6.—Pilot film starring M-G-M Records' organ artist Richard Ellsasser was completed by producer Bill Deming here last week. Deming is now in Chicago showing the musical TV pic to prospective sponsors.

# News Review

Continued from page 9

Sunday night show and the theatrical pic. Peggy Lee has the best written part in the picture, and comes thru in it. Webb, Janet Leigh and Edmond O'Brien, in the title roles, are all first-rate.

Top new tune is the Arthur Hamilton number, "He Needs Me," but it's a good bet that the platter parade will be headed by an oldie from the jazz age, "Hard-Hearted Hannah," which Miss Fitzgerald belts out. The title tune, "Pete Kelly's Blues," by Ray Heindorf and Sammy Cahn, doesn't leave too much impression, nor does "Sing a Rainbow," a second piece by Hamilton.

The pic deals with the attempt by mobsters to control the bands around Kansas City during the gin mill era. It's not a musical, but a play with music, the songs being worked superbly into the story. "Blues," for instance, is a warning that Miss Fitzgerald sings to Webb in a nitery. Miss Lee does most of her warbling in a tryout that a mobster forces Webb to give her with his band.

The feature is good entertainment, and has some scenes that will stack up with any filmed this year. The parts are better than the whole, however, with a good deal of necessary footage apparently left on the cutting room floor in an effort to tighten the pic. As a result, characters glide in and out, appearing and disappearing like so many ghosts; the story is disjointed and the ending confusing.

Webb has talked about making a TV film series from "Blues" (which he had once as a radio show predating "Dragnet"), but chances are that it'll never happen. Not that it couldn't be done, but, unlike "Dragnet," which had everything in its favor from the first, "Blues" would have some tough hurdles to cross.

# ARB's TOP 25 TV WEB SHOWS

(July, 1955)  
\*Indicates Film

Rank	Show & Web	July Rating
1.	\$64,000 Question, CBS.....	52.3
2.	Toast of the Town, CBS.....	37.1
3.	I've Got a Secret, CBS.....	33.0
4.	Two for the Money, CBS.....	29.6
5.	*Best of Groucho, NBC.....	29.1
6.	What's My Line? CBS.....	28.6
7.	Lux Video Theater, NBC.....	28.0
8.	*Ford Theater, NBC.....	27.2
9.	Climax, CBS.....	26.9
10.	Robert Montgomery Presents, NBC.....	26.9
11.	*G. E. Theater, CBS.....	26.8
12.	*Disneyland, ABC.....	26.3
13.	*Dragnet, NBC.....	25.7
14.	*The Millionaire, CBS.....	25.6
15.	*Medic, NBC.....	25.4
16.	*Spotlight Playhouse, CBS.....	24.2
17.	Dollar a Second, NBC.....	24.1
18.	*Four Star Playhouse, CBS.....	23.7
19.	U. S. Steel Hour, CBS.....	23.6
20.	Godfrey's Talent Scouts, CBS.....	22.8
21.	Godfrey and His Friends, CBS.....	22.7
22.	All Star Game (Special Event), NBC.....	22.3
23.	Wednesday Night Fights, ABC.....	22.2
24.	This Is Your Life, NBC.....	21.0
25.	*Private Secretary, CBS.....	20.9

# WOR Fall Sked

Continued from page 9

"Million-Dollar," WOR-TV will again offer its "Grand Plan" on adjacencies. This year the name of this is changed to the "8-20 Plan." It involves eight 20-second announcements per week for \$1,000. It can sell eight of these.

# Autry-Rogers

Preceding "Million-Dollar Movie" in the 6:30-7:30 p.m. strip WOR-TV will use the Autry-Rogers pictures, which it bought from MCA-TV. These will also get two matinees, which are still unscheduled.

The "First-Run Feature," using weaker pictures, will get its first play 11:30 p.m.-1 a.m., instead of 9-10 p.m. And in the afternoon these will get their second instead of a third play.

During the first 13 weeks the station plans to use product acquired from Associated Artists Productions, National Telefilm Associates' "Fabulous 40" and the latest package of the General Teleradio Film Division.

The sponsors who have already bought "Million-Dollar Movie" for the first 13 weeks are Philip Morris, Mueller Macaroni, Sof-Set, Rival Dog Food, Sterling Drug, Piels Beer and the New York Telephone Company. The first three named are new this season.

The tentative schedule of pictures calls for interspersing top British films with Hollywood pictures. The order of airing, beginning September 19, is "Woman on the Run" with Ann Sheridan, "Long Dark Hall" with Lilli Palmer and Rex Harrison, "Breaking the Sound Barrier," "Algiers," "Belles of St. Trinians," "Chicago Calling," "Captain's Paradise," "Along Came Jones" with Gary Cooper, "Heart of the Matter" with Trevor Howard, "Belle of the Yukon" with Randolph Scott and Gypsy Rose Lee, "Tomorrow is Forever," "The Man Between" and "The Intruder."

# WHERE'S THE TALENT?

# Calling All Animators: Video Shortage May Become Acute

NEW YORK, Aug. 6.—There is a pressing shortage of animators in the film industry. As far as TV is concerned, the problem is expected to become more acute in the years ahead. The establishment of color TV as a mass medium will unquestionably make cartoons even more popular, not only for commercials but for programming as well. The most competent trade sources do not know where they are going to get the necessary additional talent.

According to Walter Lowendahl, executive vice-president of Transfilm and current president of the Film Producers' Association here, "The need and opportunity for specialty schools to train animators is a great one. There are no such private schools today despite the good pay animation workers now enjoy. At least two of the major theatrical animation companies do conduct a limited training program, but these hardly fill the needs of the industry."

Lowendahl said the present shortage exists in all the skills involved in animation including designers, inkers, in-betweeners and opaquers.

# Long Training

This work requires intensive training, involving at least two years apprenticeship. The training

is "a long tedious business," according to Pepe Ruiz, official of the Motion Picture Screen Cartoonists Guild (Local 841 of the International Alliance of Theatrical Stage Employees).

Experienced animators are now doing so well that it is impossible to get any of them to give up time to teach.

Membership in the Cartoonists Guild is around 400. The union is now, of course, enjoying full employment. About 275 of its members\* are doing TV commercials, the rest are in theatrical work. This union's jurisdiction is the East only. On the West Coast there are two groups, one for theatrical, the other for TV.

The Guild's minimum here is \$133 for a 35-hour week. But according to Ruiz, no member is working at minimums these days. The going rate for a good animator is around \$250 to \$300 a week.

The studio here that has a regular apprenticeship program is Famous Studios, which makes theatrical subjects for release by Paramount. And, of course, the Disney Studios in Hollywood have developed many of the top animators in the industry. Now, also, a number of top men in the field are alumni of United Productions of America.

The bidding for good men is so heavy that the best usually do not stay very long in one shop. It almost doesn't pay for a producer to carry on a training program, since no sooner does it develop a new talent than he is bought away by a competing company.

The amount of animation used in TV commercials has increased tremendously in the past few years, though there is no authentic industry-wide yardstick of how much this increase is. Steve Bosustow, exec producer of UPA, said recently that his company's TV work has tripled in the past year.

The establishment of repayment schedules by the Screen Actors Guild three years ago unquestionably caused a boost in the use of animation in commercials. When the price of live talent went up, advertisers who previously thought animation too rich for them found the price difference no longer significant.

The high price of animators at this juncture is apparently no deterrent to the increasing use of cartoons on TV. On the contrary, the deal between CBS-TV and UPA concluded this week will expand cartoons into TV programming in a bigger way than ever. And then color, of course, will still further stimulate the use of cartoons in commercials. As Lowendahl pointed out this week, "Color commercials will rely heavily on animation because such films allow for greater color control than live action."

# SAG Strike

Continued from page 2

second-run pay would undoubtedly hurt some producers at first, especially small ones filming for syndication. It may even drive one or two advertisers back to live production. This, however, the Guild contends, would only be temporary, and is not enough to offset the fact that reruns deprive actors of work.

One factor which may have some bearing is that a considerable number of the IATSE unions consider the SAG demands unrealistic, and actors would get little sympathy from them in a protracted strike. On the other hand, whatever SAG wins, IATSE will demand, too.

Whether the strike will develop into a sit-out contest is problematical, but chances are that it will not. For one thing, the cost of overhead on empty stages is enormous. Many producers would be willing to sit it out, but owners of rental lots certainly are not. The SAG and producers may be far apart on the principle of residual pay, pressure from other affected groups on both sides will probably push them together.

# CIGGIE PROMOTION

# Domino Ties Eddy Arnold TV to P.A.

NEW YORK, Aug. 6.—Something unique in the way of promotion has been devised by Larus Brothers for its Old Domino Cigarettes, the sponsor of "Eddy Arnold Time" in two markets. Should the promotion click, Larus has an option on the musical vidfilm series for an additional 50 to 70 markets.

Larus will present an Eddy Arnold show in the Municipal stadiums of Harrisonburg, Va., and Orlando, Fla., the two cities in which it sponsors the show. They

will be held on August 28 and September 25 respectively. The gimmick is that admission to the Eddy Arnold show will be a top of a carton of Old Domino cigarettes.

In this manner, Larus Brothers will be able to see whether Arnold has built up a large enough video following to produce a large turnout for his live appearance. And the admission gimmick will also get people to try Old Domino who otherwise might not. Larus, of course, hopes to get smokers in the habit of buying its brand by getting them to try the product.

# Big Shindig

The Arnold show will be an elaborate shindig. Included in it will be Hank Garland, Roy Wiggins, the Gordonaire and a girl singer. There will be a car procession in both towns, and several mayors of towns in Virginia and Florida will give him keys to their cities.

The program is now in 40 cities, and an additional 22 have already purchased it. Its recent ratings have been very good—41.3 in Jackson, Miss., and 24 in Amarillo, Tex. Cargill & Wilson is the agency for Larus Brothers.

# NTA Distributes 'Abbe' Series

NEW YORK, Aug. 6.—National Telefilm Associates has taken on distribution of a new lullaby series, "Abbe Neal and Her Ranch Girls." The show was produced in Pittsburgh by Warren Smith.

Besides songs and dances by Miss Neal and her troupe, it has country and western guest stars. Miss Neal is a one-time "Talent Scouts" winner. The show is in color. There are 26 half-hour episodes.



To "take over" bigger television audiences... get in touch with

CISCO KID CAPTURES OMAHA!

# 29.3\*



NO SURPRISE, says Cisco's pal "Pancho" who adds plenty of surprise action to the Cisco Kid show... helps keep Cisco pulling ratings like 29.3 in Omaha, 28.9 in Baltimore, 29.9 in Detroit. (\*Telepulse, March 1955)

CINCINNATI, NEW YORK, HOLLYWOOD

## NIGHT CLUB

### Sammy Davis Terrific In Opener at Ciro's

By JOEL FRIEDMAN

To borrow a phrase from Frank Sinatra, who borrowed it from Noah Webster, the appellation sensational is defined as "calculated to arouse excited interest and emotional response." Sammy Davis Jr. did that, and more, to a packed house at Ciro's. In the idiom of the trade, he gassed 'em.

Davis devoted the lion's share of his hour and a half turn to his relatively new career as a pop singer, sprinkling his repertoire with renditions of his hit Decca recordings. The clear, resonant voice exhibited on such favorites as "Hey There," "Something's Gotta Give," "Birth of the Blues" and his sock-purring of "The Toreador Song" from Carmen were electrifying. He could have continued for another hour and still had the audience cheering for him. Tho such uninhibited thunder is generally reserved for the ballpark, Davis had it at Ciro's opening night.

His impressionistic pieces were as clever as ever, ranging from Nat

Slapsie Maxie Rosenbloom  
Palace Theater, New York

Over-all good bill spotlights Slapsie Maxie Rosenbloom with a new partner, Horace McMahon. Act looks and sounds as if it had been hastily pasted together, but with an old pro like McMahon in there pitching verbal curves to Slapsie's mental road-block, the team-up comes thru for plenty of laughs.

Five other acts are returnees. The George Wong Troupe (four men and two girls) get things off to a good start. Tanya, gal fiddler, again startles with her virtuosity. Burton and Janet contrib their good, quick-change, impersonation routines. Criss Cross adds his excellent ventro fun, and the La Flotte Duo (man and fem) are back to do about any stunt that can be done on a bicycle.

New on the agenda are the Marfields, ballroom terpers, and Nancy McDonald, songstress. The man and wife team look well and have a neat rep of lifts and spins. Their "Slaughter on 10th Avenue" number, however, would probably project better on a night club floor. The Palace stage is too big for it. Blonde Nancy McDonald has voice and eye appeal. Wish, however, she'd omit singing impressions of acts she's never seen. Lass has a lot of promise. Francis.

Voodoo Calypso  
Blue Angel, Chicago

While a calypso show at a club with the name of Blue Angel may strike one as unlikely, it is no more so than the difference between what one might expect from such a show and the current offering at this nitery. Altho the club was originally launched with a policy to match its name — singers and comedy acts with the accent on subtlety and urbanity—it suddenly switched to what it calls calypso and has stayed with it since.

The management's recipe, which seems to have appeal for the visiting firemen, is deceptively simple: take a small club with a low ceiling, add half-dozen male and female combination dancers, drum-beaters and singers (all with good, loud voices), include one man who never tires of pounding drums, add a combo for incidental music, get a guy who's hardy at monkeying with the lights during the climax of a dance to simulate lightning, and have them all knock themselves out for 45 minutes.

Included in the proceedings are the Shango Dancers; Vi Velasco, who sings primarily; Obu'Ba, who, among other things, sings "Dambala," a religious song of the Gold Coast and a Haitian chant, plus several calypso numbers including "Stone Cold Man," and Venita, who dances primarily. Dietmeier.

Cole to Frankie Laine, Mel Torme, Arthur Godfrey and Tony Bennett. His frequent dip into comedy via audience asides, i.e. "Where's Jerry" addressed to Dean Martin, provoked laughter galore. As for dance routines, Davis can run with the best of 'em, from Jose Greco on to the departed Bill Robinson. He's a one-man show, and a great one.

Aside from brief soft-shoe turns, Will Mastin and Sammy Davis Sr. remained in the background. Davis wound up the marathon with a set, a la Krupa, on drums, followed by bass, trumpet and a very humble thank-you to the audience.

The Half Brothers, jugglers, preceded and exhibited a dazzling display of speed and accuracy in twirling ten pins. They're a clever opening act, and complemented the bill well. Al Loman and the Ciro's Girls offered a bit of interpretive dancing to a well staged and executed number titled "This Is New York." Loman's dancing was tops, with the novel tho brief costumes created for the number rating special mention, too.

Dick Stabile ork performed yeomanlike musical chores for the show, sharing the dance honors with the Bobby Ramos Latin group. Morty Stevens directed Sammy Davis' turn.

Nancy Andrews  
Bon Soir, New York

Nancy Andrews, doubling from her stint in the musical, "Plain and Fancy," is putting on a topflight brand of cafe entertainment. Since she writes practically all of her material, it fits her like a glove. Some of her new specialties are hilarious, and her self-accompanied wind-up of McCreery's raucous "Like a Mink" has the customers falling off their chairs. Half Miss Andrews' charm is her ability to toss off a blue line, and be so lady-like about it.

The Three Riffs are likewise on hand and score again with their familiar "Good Morning, Judge," "Louis, Drop the Gun" and Satchmo bits. A highly popular trio in the room. Held over is Jimmy Komak, who has been making comedy history at the Bon Soir these many weeks. It might be expected that two satiric acts such as Komak's and Miss Andrews' might get in one another's way. As a matter of fact, they complement each other.

Emsee Jimmy Daniels contribs, of course, in the chant department, and the Three Flames back the proceedings up musically with their usual gusto. A fine bill to finish out the summer. Francis.

Lisa Kirk  
Palmer House, Chicago

In her first Chicago appearance, Lisa Kirk lost no time in winning new disciples. Suitably equipped with high style that radiates at once charm and class, plus a rich, full voice that gives one the pleasant impression that there's plenty more where that came from, she swept thru a wide variety of songs, all of which scored heavily with the audience. She was at her best with such tunes as "Hi Lili," which was effectively done; "Why Can't You Behave," "How Come You Do Me," and "Too Marvelous for Words."

Dominique, an accomplished sleight-of-hand magician, strolls thru the audience to return with assorted watches and jewelry. Larry Logan, harmonica player, opens with "Begin the Beguine," follows with "September Song" and a number so well suited to the harmonica few who play the instrument can resist it: "Rumanian Rhapsody." Dietmeier.

Harry Belafonte  
Cocoanut Grove, Los Angeles

With a voice like a mountain stream—rippling over rocks, flow-

## BROADWAY SHOWLOG

Performances Thru  
Aug. 6, 1955

### DRAMAS

Anniversary Waltz	4-7, '54	557
Bus Stop	3-2, '55	281
Cat on a Hot Tin Roof	3-24, '55	155
Inherit the Wind	4-21, '55	124
Lunatics and Lovers	12-12, '54	272
The Bad Seed	12-8, '54	276
The Desperate Hours	2-10, '55	204
The Seven-Year Itch	11-20, '52	1,134
The Teahouse of the August Moon	10-15, '54	759
Witness for the Prosecution	12-16, '54	268

### MUSICALS

Ankles Aweigh	4-10, '55	128
Arabian Nights	6-23, '55	47
Damn Yankees	5-5, '55	108
Fanny	11-4, '54	316
Pajama Game	5-13, '54	510
Plain and Fancy	1-27, '55	220
Silk Stockings	2-24, '55	187
The Boy Friend	9-30, '54	356

### RECESSING

Anastasia	12-29, '54	229
Comedy in Music	10-2, '54	679

ing smoothly in sunlight, thundering thru canyons, plunging over a waterfall here and there, backwashing in a flat stretch, finally spreading out into the plains—Harry Belafonte creates a musical sperry that fascinates both with its richness and off-beat character.

His uniqueness as a folk song performer goes without saying. In addition, he's branching out more and more along lighter lines in his night club repertoire. It provides for variety, tho somewhat dampening the over-all effect. His best are still such quiet things as "Scarlet Ribbons," the frenzied "Matilda, Matilda," and the true folk melodies like "John Henry." Millard Thomas is tops accompanying on the guitar with the Freddy Martin ork backstopping ably. Spielman.

Mildred Cook and Herb Corey  
1 Fifth Avenue, New York

This pair, previous singles, have now teamed up and the results are highly felicitous. They have put together a series of song and clowning satires that packs originality. I particularly liked Mildred Cook's Marilyn Monroe bit and the lampoon of a plush TV program dedicated to the filthy rich. All their items smack of sharp material.

This downtown room has long had a way of showcasing up-and-coming talent, and the Cook-Corey combination looks like another canny pick by entrepreneur Bob Downey. The team get a great reaction from the customers. Downey, of course, is scoring richly at the keyboard, as usual. Francis.

"Picnic"  
Pickwick Playhouse, Blauvelt, N. Y.

William Inge's "Picnic" is a natural for summer stock and it isn't surprising that the Pickwick Players' production of the show last week (27-31) was the company's biggest box-office hit to date this season.

Altho playing to a rather noisy, laugh-in-the-wrong-places-type audience, the cast under the shrewd direction of Philip Robinson managed to keep Inge's basically tragic theme intact by properly utilizing his comedy scenes as character motivation for the poignant drama that followed.

Nancy Wilder made a particularly strong audience impact with her perceptive, delicately underplayed performance as "the prettiest girl in town," and Anne Leslie contributed the show's finest individual scene with an agonizingly realistic portrait of a reluctant spinster. Katharine Scott put proper hoydenish charm into a mixed up adolescent, and Burt Douglas made the exhibitionistic hero both believable and sympathetic. Bundy.

Harmonicats  
Hotel El Cortez, Las Vegas

The El Cortez this week bids for some of the discriminating entertainment seekers with the topflight Jerry Murad Harmonicats, who have appeared many times on the high-budget Strip stages.

The Harmonicats, with their

## LEGIT

### New Passenger Keeps 'Bus Stop' Humming

By BOB FRANCIS

When there is a replacement in a key part of a hit play, as often as not the switch invites invidious comparisons. When the replacement is a comparative newcomer to Broadway, a reviewer goes to see him with some natural reservations.

On opening night last spring, Albert Salmi created the confused, blustering cowboy of William Inge's "Bus Stop" to considerable acclaim. Now he has departed to exhibit his fine portrait over the hinterlands in "Bus Stop's" national company, and Dick York has stepped into his wrangler boots at the Music Box.

It is far from an easy, follow-up chore. York's only previous Stem appearance was as one of the schoolboys in "Tea and Sympathy," a couple of seasons back, an assignment which hardly gave him a chance to shine. But he has his chance now, all right, and is making the most of it. He has warmth, sincerity and a fine sense of comedy timing, his cowboy looks and sounds as top-hand stage-wise, as he obviously would be on the range. The switch has done "Bus Stop" no manner of harm.

Otherwise, Inge's tender, little fable about a third-rate cabaret singer, and her blundering boy friend remains status quo. Kim Stanley continues to give the bril-

electronic mouth organ attachments, raise the small El Cortez room into competition with more lavish spots on the Strip. They're better than most of the expensive productions, too.

A top comic backs up the Harmonicats, as Lenny Gale, a better than-average mimic, turns in a performance worthy of the Strip hotels and better than many of the funnymen appearing there.

The opener is a fivesome of precision girl tumbler-dancers, the Lucky Girls, whose routines are excellent.

Music is by Sherman Hays and his ork. Oncken.

Art Mooney  
Chicago Theater, Chicago

Mooney and ork got off to a snappy start on "Honey Babe," with comic Johnny Romano providing laughs between notes. The ork members joined in on the refrains, and Mooney wound up greeting the full house in fast clip. A big "Alabama Jubilee" went off well.

Eydie Gorme stepped forth in sparkling white to render "It's a Most Unusual Day," convincing the crowd that it was. Gorme voice had fine projection and plenty of spark, sounding particularly well on "Give a Fool a Chance," done in the blue light. Eydie hooped it up a bit with "You're Looking at a Lady" and "Gypsy in My Soul." Jokes fell short, but the gal came back with "Sorento," bringing a good hand.

Elsa and Waldo, comic dance pair, held the house to giggles with their slow-motion dance antics, then tore loose with some real jitterbug and fancy stepping, kindling enthusiasm.

Somethin' Smith and the Red-heads scored high on "Ol' Man River" and somethin' all their own—"Our Kind of Music." An outer space act and a TV take-off drew well. Knauf.

Georgia Gibbs  
Salisbury Beach Frolics

The bigger the room, the better Georgia Gibbs seems to register. She has the big crowd, mostly adult, under her spell from her opening, "There'll Be Some Changes Made," to the touching encore, "Will You No' Come Back Again." Whether it's pop, rock 'n' roll, or country style, this dynamic little chirp has the pipes and the right styling for it. Her newest

liant performance that won her the Donaldson Awards accolade as the season's best actress. Miss Stanley's hillbilly chantoosie is a complete delight from curtain to curtain.

The rest of the stints, shared by such excellent players as Elaine Stritch, Lou Polan, Phyllis Love, Graham Denton and Patrick McVey, are still splendidly played. Anthony Ross is currently on vacation. At the performance caught this week his role of the alcoholic professor had an excellent substitute in Arch Johnson.

In sum, "Bus Stop" remains one of the very best plays of the season.

platter, "Sweet and Gentle," as well as her hits like "Dance With Me, Henry," and "Tweddle Dee," have brought waves of applause. The local (Worcester) gal, has never been better.

Somewhat less than showstoppers are Daniil & Genii, a smooth couple with dance impressions. Sanger, Ross and Andre get big laughs with their knockabout dance act, and Artie Dann cmsees with excellent effect.

Dewar.

Gisele MacKenzie  
Hotel Flamingo, Las Vegas, Nev.

Making her Las Vegas bow on the Strip this week is another TV darling, Gisele MacKenzie, who shows a personality and talent that insure return engagements.

Making her Vegas debut in the plush Flamingo Room, Miss MacKenzie proves versatile in her vocalizing, warbling straight platter hits, fine satire of her sisterhood and an ample flair for comedy.

The second spot on the show is taken by Flamingo veteran Alan King, whose comedy presentation always insures belly-laughs in the audience. Much of King's material is the same stuff he was using years ago, but it's a tribute to him that local audiences still laugh as they did the first time.

Opener on the well-rounded show is the Goofers, whose loud, zany antics are sure-fire any time they appear in Vegas.

Chorus numbers are by the Flamingo Starlets. Music is by Teddy Phillips and his ork. Oncken.

Josephine Premice  
Black Orchid, Chicago

Armed with a fetching style and a low-pitched voice to match it, Josephine Premice got a nice reception as she threaded thru such numbers of "Under Paris Stars," "How Did He Look" and "Melancholy." Novelty ditties "Fancy Living" and "Charge It" went over well. Day, Dawn and Dusk, opening the show, got the customers off their hands with "Unchained Melody," "When the Saints Go Marching In," "Ain't Misbehaving." The old-time circus parade was brought home vividly with a bit called "Calliope" that brought a nice hand.

Phil Gordon, who plays the piano and sings, displays a wide grin but a narrow talent. It must be admitted that, judging from the applause, he seems to have a local following, but to this reporter it is not clear why. "Possibilities," "Miss New Orleans" and a piece on a pair of midgets in a taxi were included in the offerings. Dietmeier

## DRAMATIC & MUSICAL ROUTES

Can-Can: (Shubert) Chicago.  
D'Oyly Cart Opera Company: (Geary) San Francisco.  
King and I: (National) Washington.  
Kismet: (Philharmonic) Los Angeles.  
Pajama Game: (Curran) San Francisco.  
Skin of Our Teeth: (Blackstone) Chicago.  
Solid Gold Cadillac: (Moore) Seattle.  
Teahouse of the August Moon: (Biltmore) Los Angeles 9-11.

## Capitol Names Dexter Int'l A.&R. Producer

### Duties May Take In Gradual Influx Of EMI's Pop Stuff

HOLLYWOOD, Aug. 6.—Dave Dexter, artist and repertoire staffer at Capitol Records, has been named to the newly created post of artist & repertoire producer, international department, at the company.

In his new position, Dexter will continue to report directly to Alan Livingston, Cap repertoire topper, and will be responsible for the handling and co-ordination of all international a.&r. activities in the United States.

It appears likely that Dexter's responsibilities will include the gradual influx of popular material garnered from Electric & Musical Industries affiliates abroad. Dexter, one of Capitol's oldest employees and for many years a recognized authority on jazz, would most likely concern himself with popular repertoire rather than classics.

Cap execs here indicated Dexter's new post would not include the physical production on new recording material. Accordingly, Dexter would concern himself with existing EMI pop material, including the HMV catalog, which ostensibly will revert to Capitol distribution when its present pact with RCA Victor expires.

Ernest Krebs, formerly a Capitol  
*(Continued on page 26)*

## Cook Winds Up Dept. Revamp As Linke Joins

NEW YORK, Aug. 6.—With the addition this week of Dick Linke to his sales division hierarchy, Columbia Records Sales Director Hal Cook virtually completed the re-organization of the department, which he himself took over earlier this year.

Linke will join the diskery September 1 as sales manager for single records, including single EP's, a newly created post. He will serve as liaison with music publishers, deejays and juke ops. In addition, he will be in charge of all trade advertising involving single-disk merchandise.

Prior to accepting this position, Linke was national promotion manager for Capitol Records and had been with that label for six years. He previously had been active in artists exploitation, servicing such accounts as Doris Day, Sammy Kaye and Gordon MacRae.

In joining Columbia, Linke  
*(Continued on page 25)*

## Merc. Plans 11-Kid, 70-Album Release

NEW YORK, Aug. 6.—Mercury Records is readying the heaviest release schedule in its history, with 70 album packages and 11 new children's disks slated for issue to the trade within the next two months. Many of the albums will be released both as LP's and EP's.

Included in the album list are newly recorded items, as well as recoupled sets taken from the 10-inch catalog closed out by Mercury in its recent "five for one" summer promotion. All the merchandise will be backed by an extensive merchandising and promotional campaign, including a large-scale consumer drive, complete window

## HANG ONTO YER SOCKS, HERE'S ROBBIN HOOD

NEW YORK, Aug. 6.—M-G-M's Sol Handwerker is staging a "sock" promotion for Robbin Hood's new release, "Dancin' in My Socks," with 3,000 pairs of Phoenix Stretchmasters hose shipped to deejays this week, along with a plea to play the disk.

Part of the tie-up calls for the canary to make personal appearances in the hosiery and record sections of 52 department stores carrying the Phoenix line. Cross-counter displays (including six-foot cutouts, blow-ups of Miss Hood in her stocking feet) will plug the platter and Phoenix in each department. The thrush is currently on a promotional trek thru Chicago, Detroit and Cleveland.

## NEWS REVIEW

### Cap to Make Tracks With 'Oklahoma!'

By JUNE BUNDY

NEW YORK, Aug. 6. — Broadway's legendary legit click "Oklahoma!" has been a synonym for box-office success since it first opened in 1943. Rodgers and Hammerstein's long-awaited movie version of their show is scheduled for release in October, and the

OKLAHOMA! — (1-12") —  
Sound track version—Capitol  
SAO 595.

trade is betting that Capitol's LP sound track from the film will reflect the same high-voltage sales appeal in the record field.

Practically every major has an "Oklahoma!" package in the catalog (Decca has two including the original-cast Broadway one), but the sound track version should corral the bulk of sales and plays, in view of the extraordinary (even for  
*(Continued on page 25)*

## JIMINY CRICKET TOUR

### 25 Deejays Accept For N. Y. Spinfest

NEW YORK, Aug. 6. — The new Jiminy Cricket deejay tour to Manhattan this fall will be staged in co-operation with spinners in more than 25 cities in the U. S. and Canada. The event will be held here the weekend of October 15-16, with seven hotels standing by to accommodate the expected 4,000 deejay-record fans.

The tour, started a year ago on a Boston-to-Manhattan only basis, offers record fans a package tour

## Pop Is Dipping Fingers Into C&W Water to Heat Up Hits

### Tapping by Alert Staffers Proves So Far That It's Well Worthwhile

By PAUL ACKERMAN

NEW YORK, Aug. 6.—The pop music field, which has dipped heavily into the rhythm and blues fount the past year, is now making more frequent forays into the country and western field in order to come up with likely material. It's still too early to tell how extensive will be this tapping of country material, but in the last few weeks enough has been done to alert the more wide-awake personnel among the publishing and a.&r. fraternities.

Covers on the tune, "Satisfied Mind," are the outstanding example, of course, of this testing of c.&w. material for the pop market. This week the number of pop disks totals seven, including Jack and Betty on Teen, Hugo and Luigi on Mercury, Mahalia Jackson on Columbia, Ronnie Gaylord on Wing, Bill Carey on Coral and Ella Fitzgerald on Decca—all in addition to

the three country versions by Porter Wagoner, Red and Betty Foley, and Jean Shepard. This week, Coral put out a version by Jeffrey Clay. The flip of the latter is another country into pop tune, "Don't Take It So Hard," which has been out on King by the York Brothers.

#### Other Tunes

That's not all. The country ditty, "Crew Cut and Baby Blue Eyes," cut by Tabby West on Decca, has been done pop by the Coquettes on Victor. "Hawkeye," a Columbia dishing by country artist Bobby Lord, is known to be scheduled for release in several pop versions very shortly. Another country tune on which there is known to be likely upcoming pop action is "Daddy You Know Why," now out on Mercury by Jim Wilson.

All of which amounts to straws in the wind, and possibly more. The general run of publishers, it is known, would take more kindly to

such a development than they took to the r.&b. invasion of the pop market. As publisher Nat Tannen says, "this sells sheets," which is more than could be claimed for the mambos, cha-cha-cha's and r.&b. material which the pop publishers and mechanical men have been sampling.

There are several noteworthy aspects to this pop testing of c.&w. In the minds of some, it would seem to be a reflection on the quantitative lack of good pop output by the writers. Others view it as an indication that pop a.&r. men, having sampled other-than-pop material, notably r.&b., and found it lucrative, are now using the same technique in another area. If it proves productive, they will heighten the coverage. Meanwhile, little is lost.

#### No Decline

Perhaps a sounder theory than any is the fact that country music, which has been reported by some labels as in a declining condition, has in reality not declined at all and is again showing its essential vigor.

The firmest proponent of this point of view is Decca Records, which has been doing phenomenally well in the country field to the consternation and confusion of  
*(Continued on page 25)*

## Angel Label Offers New Retailer Plan

### 'Complete Coverage' Package Includes 10% Discount, 100% Exchange Privilege

NEW YORK, Aug. 6. — Angel Records next week will approach dealers with a "complete coverage plan," awarding a 10 per cent discount on a continuing basis on all records purchased under terms of the plan, in addition to 100 per cent exchange privileges. Retailers signing up for the deal, in turn, must agree to accept one each of all new Angel factory-sealed LP's upon release.

The move signifies a drive by the diskery, set up here in November, 1953, as a subsidiary of Brit-

ain's Electric & Musical Industries, to broaden its distribution to cover a far greater number of dealers than previously.

When the label was first established it focused attention primarily on "class" outlets handling considerable volume in classical merchandise. It is recalled that Angel's first dealer plan, launched a year ago, confined its appeal largely to bigger stores. Latter plan, which called for minimum standing orders of three each per factory-sealed release, has now been abandoned in favor of the newer set-up.

At the same time, Angel is resuming its release schedule with a heavy batch of new material scheduled to hit the trade for September sales. Like other labels, it has cut down on releases during the early summer. Top artists will be featured on the September list. Complete coverage plan re-

*(Continued on page 27)*

## Intl. Pacific Pre-Recorded Tape Expansion

HOLLYWOOD, Aug. 6.—International Pacific Recording Corporation will expand its lines of pre-recorded tape products next month, adding a new Alphatape series of four-inch reels to retail at \$3.95, along with its first series of binaural tape at a suggested list price of \$7.95.

In operation since the first of the year, the firm currently has a total of 24 packages available in its Omegatape and Jazztape series. Latter two series, consisting of five-inch dual-track reels, has been increased in price from \$5.95 to a \$6.95 list.

IPR has continued adding to its distribution system, currently using record distributors, camera store distributors, and high-fidelity equipment representatives in the principal cities. Dave Hubert, president of the firm, disclosed the signing of a reproduction and distribution agreement this week with Tower Productions of Canada, which will handle IPR tapes there.

## RCA PUSH

### Sales Staffers To Missionary 'Fabulous 55'

NEW YORK, Aug. 6. — RCA Victor sales executives move out in the field next week to bring the label's fall packaged record programs to its distributors. In all, 52 outlets will be covered.

Billed as "The Fabulous 55th" (the number of years the label has been in business), the plan is said to include the best of Victor's LP merchandise for the remainder of the year. It is understood that more stress will be laid on pop albums than in previous years. All categories are included, among them classical, jazz and country and western.

While details of the plan could not be learned at week's end, it is known that a merchandise incentive deal is included, in lieu of a straight discount.

The program will be supported by a heavy advertising budget, with ads scheduled in many consumer publications. There will also be numerous dealer aids for point-of-sale use.

Dealer meetings will be held following the distributor get-togethers.

## W'minster to Up Dual-Pack Tab

NEW YORK, Aug. 6. — Westminster Records, which recently introduced its new 18,000 Series, will up the price of the dual-pack line September 1. LP's in the uniform standard pack will list at \$3.98 rather than \$3.75, while the suggested price of the de luxe sets will be increased to \$4.98 from the earlier \$4.75.

In each case the identical record is featured, but only the de luxe carries special art and liner notes.

## Decca Record Earnings Up

NEW YORK, Aug. 6.—Consolidated net earnings of Decca Records, Inc., jumped substantially for the six months ended June 30. The earnings, which include the company's share of undistributed earnings of its subsidiary, Universal Pictures, amounted to \$1,610,690, which is equal to \$1 per share on 1,602,501 outstanding shares of capital stock.

In the corresponding period of 1954 Decca earnings totaled \$1,204,288, or 75 cents per share on 1,602,501 shares of capital stock.

Decca owned 718,585 shares of Universal common, representing 71 per cent of the film company's outstanding common stock.

displays and other point-of-sale materials, counter units for EP packages, demonstration records, new catalogs and consumer mailing pieces.

Mercury's Childcraft and Playcraft kiddie line will add Peter Ponsil, Lady in Blue, Rusty Draper and Patti Page song and story records. The entire line of 78 and 45 kiddie singles are due for a big push.

#### Star Performers

Among the 20 12-inch classical LP's will be several special-packaged performances, including domestic recordings by Antal  
*(Continued on page 25)*

# Indie Record Distributors Organize Subsidiary Firms

## Aim: Hold Control of Sales Areas, Keep Pace With Disk Expansion

By JOEL FRIEDMAN

HOLLYWOOD, Aug. 6.—In an effort to retain control of a given sales area, and to also keep pace with the vertical expansion of the major recording companies, the independent record distributor is currently in the midst of organizing subsidiary distributing companies.

While the move is by no means one that has affected a majority of disk distributors, indications are that the practice will spread, especially in view of the debut of such lines as American Broadcasting-Paramount Theater's Ampar, Mercury's Wing and the continued growth in the pop field of Dot, Cadence, Label X, Coral and other hot indie recording companies.

The move is predicated both upon manufacturer's demands and a distributor's desire to retain a fairly less vulnerable tax position. A new record label, i.e., the stature of possibly Ampar, quite willingly would accept the theory that only a limited number of distributors in any given area could adequately do the selling job desired, and more important, be in a position to financially handle and maintain a sizable inventory. The majority of indie disk distributors do not maintain a running inventory, which apparently most of the newer offshoots of major labels require.

To date, approximately five indie distributors have organized subsidiary branches, while several others are opening branch offices in other cities. Firms under the same management within the confines of a particular city include C. & C. Distributing Company and Northwest Tempo in Seattle; Cen-

tral Record Sales and Los Angeles Music Service, Los Angeles; Ohio Record Company and Custom Distributing, Inc., Cleveland; Dixie and Southland, Atlanta, and Mangold and Bertos, Charlotte, N. C.

Rather than give a particular line to a distributor with an unknown sales capacity, record manufacturers seem to prefer having the same management handle a line, augmented by a new sales force, a new firm name and very often housed under a new address.

The distributor feels little hesitancy in offering a separate firm to a new label with the stature of a Wing or Ampar since in effect it negates a label's dislike for the multitude of other lines he may be carrying. Record manufacturers have long averred that indie distributors handle too many companies and cannot offer adequate sales or promotion. The set-up of

a separate distributing company, under the same ownership, is apparently the answer.

The distributors are also expanding across the country, as witness Jerry Blaine's widespread distribution operation, the addition of a branch in Salt Lake City by Davis Sales Company, which also operates in Denver; Allied Music Sales in both San Francisco and Los Angeles, and several other important indie distributers.

While the indie distributor was looked upon askance some years ago, he is the most vital link in the over-all disk picture today. The success indie firms have had in handling such lines as Coral, for instance, has paved the way. The distributors aver, too, that the pop lines they've carried have given them entree to pop dealers for rhythm and blues, long the basic commodity of the indie distributor.

## DAWN OF NEW ERA?

# SPA, CGA Activity Spells Tunessmith \$

HOLLYWOOD, Aug. 6.—What might possibly be construed as the dawn of a new era for the songwriters loomed here last week with the arrival of Songwriters' Protective Association President Charles Tobias and the mailing of National Labor Relations Board ballots to Composers' Guild of America members.

Trade observers viewed the situation with more than casual import as the SPA group prepared to lay the groundwork for its first contract with the motion picture studios.

The SPA has not previously held a contract with the studios, a counterpart group, the Composers' Guild of America, is currently in the process of a consent election, agreed upon by the Association of Motion Picture Producers and the CGA. Members of the AMPP include Allied Artists, Columbia Pictures; Loew's, Inc.; Paramount, Republic, RKO-Radio Pictures, 20th Century-Fox, Universal-International and Warner Bros. NLRB ballots were mailed this week (29) to all composers and lyricists of the nine major film studios in the fields under the jurisdiction of the Composers' Guild.

### Important to All

The importance of the CGA election is reflected upon the SPA and all songwriters, in that CGA and its members would be in a prime bargaining position with the studios should they be certified by the NLRB. It would also mark the first labor organization in com-

poser-writer ranks. Tho the Guild has made little known of its plans, it also appears remotely possible that they could draw upon SPA lyricists to swell their membership rolls and further influence its position at the studios.

The ramifications of a recognized bargaining agent at the major studios are many and involved. In effect, the current CGA election will have bearing on other composers in other fields as well. A spokesman for the Composers' Guild indicated similar negotiations

(Continued on page 27)

## M-G-M Projects Classic Step-Up

NEW YORK, Aug. 6.—A step-up in classical release schedules for the next few months has been mapped by M-G-M Records. Instead of the normal three releases of six LP's each from September thru November, five releases have been planned for a total of 30 disks.

Ed Cole, who handles the label's classical product, expects to continue the firm's concentration on contemporary works.

Meanwhile, M-G-M has added to its artist roster with the signing of the Beaux Arts Trio, composed of pianist Menahem Pressler, violinist Daniel Guilet and cellist Bernard Greenhouse. The group will record standard trio works.

## Elliott Wexler Joins Mershaw Firm

NEW YORK, Aug. 6.—Elliott Wexler, former disk distributor and pioneer record rack jobber in Philadelphia, joined the Mershaw Company last week as vice-president in charge of phonograph records. He will establish headquarters at the chain jobber's Hackensack, N. J., office.

The Mershaw outfit, with offices and warehouses in Philadelphia, Baltimore, Miami and the New York area, services such outlets as supermarkets with records, toys and books. Wexler will concentrate on building up all-category disk sales.

## SPOON PLAYING LATEST ON ERA

HOLLYWOOD, Aug. 6.—The ingenuity and imaginative prowess of the record business is apparently never ending. When nothing new—or rather long since forgotten—fails to appear on wax, up pops a novel brand of music that sometimes whets the appetite of disk fans.

Indie Era Records came up with a novel slicing this week in purchasing four sides from singer-musician Alan Jeffery. Latter appears on wax playing the spoons with orchestral accompaniment.

## Bill Haley Suit Would Restrain Essex Releases

### Singer Claims Old Diskings Inferior To New Etchings

PHILADELPHIA, Aug. 6.—An unusual suit has been filed here by the country's current top-selling pop artist, Bill Haley, against Dave Miller (Essex Records) wherein the Decca star asks the courts to stop Miller from releasing old masters Haley cut while under contract to Essex.

An interesting angle is that Haley's main reason for requesting the injunction (as stated in the complaint) is that the Essex disks allegedly "are of inferior quality to said plaintiff's (Haley) current releases." Haley's suit also asks that Miller be prevented from using the name, "The Comets," on the grounds that the tag belongs to him.

Miller, tho, says the Haley group was billed as "The Saddle Men" when he signed them, and that he switched the outfit from country and western to rhythm and blues and dubbed them The Comets. He

(Continued on page 26)

## Licenses Refused For '17' & 'Gum Drop'

NEW YORK, August 6.—Diskeries which have recorded the hit tunes "Gum Drop" and "Seventeen" found themselves in an unusual situation this week when the publisher, thru agent Harry Fox, refused to issue licenses for these recordings. With recordings cut, on the market, and some heading for the hit lists, these diskeries were advised to avail themselves of "compulsory licensing" or scrap their masters.

Behind this "advice" was Sid Nathan, owner of King Records, who also runs the DeLuxe and a number of publishing firms. "Gum Drop" originally was cut by Otis Williams and His Charms for DeLuxe, and is published by the affiliated Rudy Toombs Music. "Seventeen" is riding the charts via the Boyd Bennett original on King, and that one is published by Nathan's Lois Music. Both firms

are affiliated with Broadcast Music, Inc.

Under provisions of the Copyright Act, if a publisher refuses to license a song that already has been released on one commercial recording, another diskery may file a "Notice of User" with the Copyright Office and release its recording, as long as that company pays the full statutory rate (two cents) and renders payment every 30 days. Most diskeries are geared to pay off quarterly.

Compulsory licensing ordinarily

(Continued on page 26)

## CRISIS IN FRANCE

### Tax Laws Threaten End Of Game, Juke Trade

NEW YORK, Aug. 6.—The French coin machine industry is facing the gravest crisis in its history—a crisis which has caused Parisian game and juke box operators to pull an estimated 60 per cent of their units, and one which could spell curtains for the U. S. export trade to that country.

The situation could also cut deep into the sales of single records in France. Altho the extent of such loss can not now be determined, the removal of many juke boxes from locations is bound to limit the exploitation of American tunes in France, since many coin phonographs there feature a number of such disks per machine.

Suren D. Fesdjan, of the Mondial Commercial Corporation, exporter of American games to

## See AFM Trust Fund Up 100% From TV Film

### Broad Entry Into Biz by Hwd. Majors Principal Reason

HOLLYWOOD, Aug. 6.—The Music Performance Trust Fund is expected to more than double its receipts from television film ranks this year, largely as a result of the full-fledged entry into both production and distribution of telefilms by the Hollywood motion picture studios.

A total of approximately \$916,000 has been paid into the Trust Fund thru June of this year, under the union's current 5 per cent formula with TV film producers. Approximately two and a quarter million dollars has been paid into the fund since the inception of the agreement in February, 1954. Current pact with the producers does not expire until 1958.

A movement appears to be growing among local AFM rank and filers to seek revision of the current pact to include provisions for payment of motion pictures which are subsequently sold to television interests. Under existing pacts with both the theatrical and TV film

(Continued on page 27)

## Disney Music Firm Named in 'Crockett' Suit

HOLLYWOOD, Aug. 6.—Walt Disney's Wonderland Music Company found itself on the receiving end of a law suit this week (2), asking damages totaling \$250,000 in a matter arising out of the firm's "Ballad of Davy Crockett."

Action was filed in Los Angeles Superior Court by E. A. Busse, Hal Sothen and Wayne West, doing business as the Frontiersmen, and specifically asking the court for an injunction and accounting, and charging fraud and misuse of the group's name.

Complaint filed by attorney Helen Sherry alleges that the name of the group had been wrongfully used in promotion recordings of "Davy Crockett" and "Old Betsy," which were made by Wonderland prior to the use of the song on the Disneyland teleshow. Label copies of the promotion disks used the name of the Frontiersmen and Fess Parker, tho the subsequent hit Columbia recording did not credit the group. Columbia purchased the original Wonderland promotion masters.

The Frontiersmen are currently under contract to indie Sage & Sand Records.

## H. Lengsfelder Support Meets, Maps Action

NEW YORK, Aug. 6.—A meeting of publishers and writers supporting the views of Hans Lengsfelder, with regard to proposed changes in the logging and distributing systems of the American Society of Composers, Authors and Publishers, was held Thursday night (4). It was stated that definite action would be forthcoming at a later date.

At the meeting, a committee of approximately 20 men was formed to plan future moves and an adjustment of what they consider necessary changes. It was also stated that a legal committee of four attorneys was created.

Meanwhile, Lengsfelder claimed that well over 500 writers and publisher members of the Society had indicated agreement with his viewpoint, as outlined in the July 30 issue of The Billboard. Lengsfelder polled the membership via a questionnaire.

## Leslie Distrib Sets Buffalo One-Stop, Fourth in Its Chain

NEW YORK, Aug. 6.—Leslie Distributors will open its fourth outlet in its chain of one-stops later this month in Buffalo. The step, predicted here earlier, will have the firm in operation in this city; Pittsburgh, and Hartford, Conn., in addition to Buffalo. The latter facility will be located in the same premises as the local Wurlitzer distributor, and its 1,000 square feet of space will be designed to permit complete self-service.

Norman Levine, long-time record buyer for the large Buffalo juke box route, Mills Music, will be manager. He will be brought in to New York for training in Leslie management systems.

Europe and North Africa, said the situation stems from the whopping tax bill which went into effect on July 1.

The measure provides for a national tax of 1,000 francs (about \$3) a month per coin amusement device—and this includes juke boxes—and grants municipalities the power to levy another charge of up to 10,000 francs (\$30) per month per machine.

### \$33 Month Tax

Thus, it is possible for an operator to pay \$33 a month in taxes for every machine on location—and that's exactly what's happening in Marseilles, the nation's second city.

In Paris, the local tab amounts to \$21, and with the federal bite

(Continued on page 81)



## VOX JOX

By JUNE BUNDY

**GIMMIX:** Don Dockery, WDSR, Lake City, Fla., is running a gimmick on his show tagged "Stinky Smith Sings Songs of Tomorrow," featuring hit 45 platters spun at 78 speed, following which he asks listeners to identify the artist. . . . Ken Wing, KWC, Stockton, Calif., has stirred up audience interest, via a request-plan, whereby listeners have to tell him a joke when they call and ask him to play a record. Wing says most of the jokes are good, but his big problem is that few of them are "airable."

Leon Sanders, KDET, Center, Tex., recently ran a "Mystery Man" contest, with the first prize a date with fellow deejay Dan Dellinger. . . . When the heat hit 100 degrees last week in Philadelphia, WIP deejay aired beep interviews with a man who works in 20 degrees below freezing temperature at a local frozen food outfit, followed by a chat with the "hottest man in town," a local bakery employee who toils in front of a 500-degree oven.

**CHANGE OF TIEME:** Don Sherman, formerly of WKXL, Concord, N. H., and WLYN, Lynn, Mass., has joined WAFB, Baton Rouge, La., as a "personality deejay," with a daily afternoon show from noon to 5 p.m. Sherman, incidentally, makes his first network appearance August 13 as a guest on Mutual Broadcasting System's "Wheel of Chance." . . . Belgium deejay Jean Melnsen will visit the States soon, according to talent manager Tim Gayle. Gayle, of course, is plugging his frau Lorry Raine's new waxing, "But Yes, My Sweet," both here and abroad. . . . Frank Evans, KHJ, Hollywood, is vacationing in Las Vegas, Nev. . . . Jack Dugan has started a nightly remote airtel from the Hideaway restaurant over WABY, Albany, N. Y., from 11 p.m. to 1 a.m.

Pete Johnson, WKBR, Manchester, N. H., vacations in Manhattan the last week in August. . . . Ivor Hugh, WCCC, Hartford, Conn., doubles as Flippy the Clown over WGTH-TV, Hartford, on an across-the-board children's show. Hugh also writes, and a couple of his stories were published recently in "Jack and Jill" magazine. . . . Smiley (no other name used),

(Continued on page 46)

## DEALER DOINGS

Laurence Beyer, of Pemberton Plumbing Company in Mineral Wells, Tex., writes in that he wishes Columbia would make Doris Day's version of "Love Me or Leave Me" available as a single. Claims he gets more calls for that than for the Lena Horne, Sammy Davis and Billy Eckstine versions combined. . . . Jean Dobroff, the new manager of the record department at Fox & Sutherland, Mt. Kisco, N. Y., has been particularly successful in moving out old 45 and 78 r.p.m. pop singles. She puts them in green sleeves, with both titles showing, and puts them in a browser bin under a sign reading "All-Time Favorites." Miss Dobroff also observes that the new Columbia LP covers are a tremendous sales stimulant.

If you're located in a town where the phone service is unlimited, Fred Frost's idea may work as great for you as it has for him. Frost, who is with the Spin-It Record Shop, Niles, Mich., uses the phone book, calls people at random and tells them he is conducting a survey on behalf of his shop. He makes out a simple form and asks the following questions: Do you have a record player? Is it a three-speed machine? If not, is it 78, 45 or 33 r.p.m. only? Is it in operating condition? If the answer is "no," he offers a free estimate on repairs. Then he asks: What type of music do you prefer, and who is your favorite recording artist? At the end of the "survey," Frost offers a free record if the party will come in to the store to pick it up. Recently he picked up a flock of 45 r.p.m. pop disks on a major label at 15 cents per. And once he has a permanent record of the potential buyer's preference, which may be, let's say, Guy Lombardo, he calls the person whenever a new Lombardo record comes in.

Bob Levine, who owns and operates the Music Box in downtown Newark, N. J., is grateful to several companies and also to The Billboard (and its Push-Pop program) for their efforts to hold up summer store traffic. The "sampler" idea has been "just terrific," according to Levine, who hopes there will always be such a promotion running. Specifically, he was referring to the Camden "Sampler," Columbia's "I Like Jazz" and the new Columbia "Hit a Day" EP. Once they come in the store for these specials, he can sell them other things. Changing the subject, Levine asks, "Whatever happened to the singer Joe Foley? Haven't had a record by him in ages." Foley showed great promise some time back on Jubilee.

Todd's Appliance and Record Store, Washington, is attracting attention in that area with a big assist from local Station WGMS. Stan Hamilton, chief announcer on the station, now does a daily mid-day broadcast from the store window, interviewing celebrities and customers and playing some of the recordings just purchased by the customers. A permanent studio has been installed in the window; it isn't just a temporary "remote" set-up.

Referring once more to Operation Push-Pop, Richard Brown, of Brown's Band Instrument Sales, Baldwinsville, N. Y., thanks us for "taking the bull by the horns and doing something about a sad situation" (summer business), but he opines that we should have started it in June before buying habits were broken.

## JUKE BOX WRAP-UP

Officers of Music Operators of America have adopted a proposal calling for 30-second advertising jingles to be used in MOA's juke box advertising program. The original plan called for two-minute song-type recordings similar to the "Feel Sharp, Be Sharp" and "Sweet Muriel" type commercials. National advertisers to be contacted.

Local and State music operator associations support MOA's national membership drive. Report membership roster already tops the 3,000 mark. Individual members replacing association memberships.

U. S. juke boxes exported in April amounted to \$847,715, bringing this year's four-month total to \$3,738,176, approximately 20 per cent above last year's mark. Belgium purchased \$125,307 in April, with Canada, Venezuela, Mexico, Austria, France and Switzerland following in that order.

For full details on these stories see Music Machines department on page 90.

## BIG MOMENTS

### Top Sports Recreated In Col. Set

By BILL SIMON

NEW YORK, Aug. 6.—Columbia Records has applied its pace-setting "I Can Hear It Now" formula to the world of sports, and has come up with a highly salable documentary package in "The Greatest Moments in Sports" (ML 5000—\$5.95 list).

The package was introduced Tuesday (26) at a luncheon attended by 35 of the town's top sports writers. Sentiment is part and parcel of their calling, as indeed it is of any true sports fan, and there were a lot of moist eyes as the record was played, and everyone listened to the last farewells of the dying Babe Ruth and Lou Gehrig.

There were plenty of laughs provided by the actual voices of such pugs as Jess Willard, Tommy Farr and Tami Mauriello, and by footballer Roy Riegels' description of his wrong-way touchdown in the 1929 Rose Ball game. Then there were thrills relived as Bobby Thomson hit his pennant winning homer, Whirlaway won the Kentucky Derby, and many more. That's the general formula: thrills, laughs and tears—generously applied and beautifully paced by producers Bud Greenspan and James Hammerstein. And, incidentally, Hammerstein's father, Oscar, did not write any music for the production, nor is any required.

But there's music of a sort in the familiar voices of sportscasters Clem McCarthy, Marty Glickman, Mel Allen and Don Dunphy, who split the narration. And there's more music in the beautiful writing of Red Smith, whose own entertaining recollections run thru the 20-page, lavishly illustrated booklet, and which brilliantly complement the material on the record itself.

The cover photo of Gehrig and Ruth is an eye catcher, fine for display in record, book, and sporting goods store windows. It should move many copies.

### Atlantic Calls Subsid Atco

NEW YORK, Aug. 6.—Atlantic Records' new subsidiary label, launched this week, will carry the name Atco, rather than the originally selected Atlas. A last-minute change was necessitated when it was learned that the Atlas tag already had been requisitioned by another diskery.

Atco's first release, which will be distributed by a set of distributors distinct from the Atlantic franchises, features such new talent as the Royal Jokers, Pauline Rogers, Billy Nightingale and Joe (Mr. Piano) Henderson, along with veteran orkster Jesse Stone. The line is producing both pop and rhythm and blues wax.

### Name Clef in 'Durango' Suit

HOLLYWOOD, Aug. 6.—Action charging copyright infringement of the song "Durango" was charged this week (2) in U. S. Federal Court by Ken Hanna, naming Clef Records as defendant.

Hanna's complaint claimed a Mercury recording of the song had been issued in 1952, crediting Eddie Safransky as writer. Subsequent correspondence with Mercury revealed the error, with Mercury agreeing to correct same and pay proper royalties, according to Hanna's attorney, Irwin Gosten. Clef at that time produced records for Mercury, with the latter distributing thru its channels.

No specific damages are sought, the action asks for an accounting.

## CAPITOL, VICTOR PREP ALBUMS OF TELE MUSIC

HOLLYWOOD, Aug. 6.—Record dealers can shortly expect a rash of package goods containing both original and standard music produced specifically for upcoming fall television spectaculars.

Both Capitol and RCA Victor Records are reported set to record the original music to be heard on the "Our Town" stanza of "Producers Showcase," September 19 on NBC. A musical adaptation of the Broadway drama, original music is currently being clefled for the show by Sammy Cahn and James Van Heusen. Frank Sinatra has been set to star in the TV spectacular and will also etch the album for Capitol. RCA Victor will record a package from the show, tho no star has as yet been determined.

Unlike previous wax releases of TV music, both Capitol and RCA Victor will issue the album several weeks in advance of the tele-showing.

Columbia Records can be expected to record at least two Arthur Schwartz-Howard Dietz tele-shows, "Wonderful World," an original musical with book by Everett Freeman and Sid Dorfman, and a special Christmas show, "The Bluebird." Another possibility is the Cole Porter-Orson Welles musical adaptation of "Around the World in 80 Days," the latter currently being filmed for theatrical release by Michael Todd. All of the aforementioned shows will be

produced on CBS Television. Tho no talent has as yet been set for the shows, Columbia Records would have the inside track for albums.

RCA Victor is also reported set to record a series of albums tentatively titled "Music From Max Liebman Presents," the latter's spectaculars to be seen on NBC this fall.

## MARATHON

### Hamp Cuts 60 Records For Granz

HOLLYWOOD, Aug. 6.—Norman Granz, president of Clef Records, this week completed the longest continuous record session in the company's history, recording Lionel Hampton in a period that covered three days and nights. A total of 60 sides were culled from the date.

Included are 12 sides featuring Hampton on vibes, Teddy Wilson on piano, Gene Krupa on drums and Red Callender on bass, on music from the Universal-International film, "The Benny Goodman Story." An additional 12 sides feature Hampton with Stan Getz, Shelly Manne, Lou Levy and Leroy Vinger, and two LP's with Hampton, Art Tatum and Buddy Rich.

Additional wax was recorded with Hampton and his 20-man band, with Granz rushing the wax, "Midnight Sun" and "Airmail Special," into release.

### RCA to Renew Boston Symp

NEW YORK, Aug. 6.—RCA Victor next week will re-sign the Boston Symphony Orchestra to a new long-term pact at a special ceremony in the ork's summer home, Tanglewood, Mass. The ork, on the label since 1917, is considered to have the longest recording run of any major symphonic ensemble.

The Victor signing delegation will be headed by Frank Folsom, RCA president, altho Larry Kanaga, Victor chief, will ink the pact for the label. The pen will be handled by Todd Perry and Henry B. Cabot in behalf of the ork. Perry is manager of the Boston, ork, while Cabot is president of its board of trustees.

The Boston's permanent conductors, Charles Munch and Arthur Fiedler, go along with the deal.

## MUSIC AS WRITTEN

### SPEEDY DELIVERY ON MISS GIBBS' 'BABY' . . .

Mercury's Eastern artist and repertoire men, Hugo Peretti and Luigi Creatore, beat their own release-race pace this week by turning out a finished deejay record of Georgia Gibbs' cover on Lillian Briggs' Epic platter, "I Want You to Be My Baby," in less than 48 hours. Miss Gibbs flew in from Salisbury, Mass., Wednesday (3) and cut the side at 2 p.m. that afternoon. The next morning deejays in New York were playing acetates of the platter, and Friday morning (5) regular jockey copies were shipped out from the plant.

### New York

The country ditty, "A Satisfied Mind," now creating a flurry of action among a flock of pop labels, is still owned by Starrite Publishing Company, Don Pierce points out. The Ralph Peer publishing operation is selling out.

Al Simpson, vice-president of Decca Distributing Corporation's Eastern division, hosted 800 dealers Wednesday (3) from New York, New Jersey and lower Connecticut. Session was at the Hotel New

Yorker. Label presented its new album product. Similar dealers' meetings were held in Philadelphia and Boston, and are scheduled around the country. . . . Milt Gabler, Decca a.&r. director, has signed the Malagon Sisters to a disk pact. Girls are from the San Dominican Republic and chant in English, Spanish and French. . . . Mike Conner, director of publicity and deejay promotion for Decca and Coral, is vacationing with his wife in Connecticut. . . . Coral's a.&r. chief, Bob Thiele, and his wife, the former Jane Harvey, are vacationing in Maine.

Morris Diamond has signed to do record promotion for Matt Dennis. . . . Dennis, incidentally, will play host to thrush Terri Stevens, when she guests on his network TV show August 17. . . . Mercury has signed a new fem trio, the Peppermints, from Fargo, N. D. The gals won a contest staged in 15 Western States by the Squire-Dingee Company. A Mercury Record contract (plus a date at Chicago's Chez Paree) was first prize.

Irving Caesar has written and recorded a group of safety jingles (Continued on page 26)

THE BIGGEST NEW RECORD ON THE HORIZON!

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## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

Jimmie Rodgers Snow, backed by the Tennessee Playboys, has just completed a seven-day tour thru Florida with the Andy Griffith show, operating under the banner of Hank Snow Attractions, headed up by Col. Tom Parker, of Jamboree Attractions, Inc., Madison, Tenn. Also with the Griffith unit were such topnotchers as Elvis Presley, Ferlin Huskey, Marty Robbins, Tommy Collins and Glenn Reeves. Griffith is reported to have gone over like a house ablaze on the tour, both with the country and city audiences. . . . Johnny Hopson and His Happy Hoedowners, recently signed by M. & M. Records, Hollywood, have cut as their first session one of Johnny's original tunes, "One Love at a Time," b.w. Clarence Davis' "Don't Roam Too Far." Hopson and the Hoedowners are heard on Jolly Joe Nixson's radio show on KXLA, Los Angeles, and appear for an hour every Sunday morning on television over KTTV, that city.

Bill Carter and band, the Hometown Boys, have gone under the personal management of John McDonald, owner-operator of Riverbank Clubhouse, Riverbank, Calif. Carter and the Hometowners, regular features over KBOX, Modesto, Calif., appear at the Riverbank dancery every Thursday and Saturday nights. "Dance business is good here now," typewrites Carter, "and if we can keep the c. & w. jockeys spinning country music instead of the rhythm & blues, we will remain 'n good shape." Skeets McDonald played a return engagement at Riverbank last Saturday (6). . . . Hank Locklin does the guest shot with Red Foley's "Ozark Jubilee" over the ABC-TV network from Springfield, Mo., next Saturday (13).

Hank Snow was the top feature last Saturday (6) at Hollywood Bowl in Hollywood, which celebrated Country Music Night with a solid array of c.&w. talent. Besides Snow, line-up included the Rainbow Ranch Boys, Eddie Dean, Lefty Frizzell, Freddie Hart, the Collins Kids, the Frontiersmen, Eddie Cletro, the Round-Up Boys, the Y-Kot Twirlers, and Joe Nixon, emcee. And to top it off in fancy style, there was the Los Angeles Philharmonic Orchestra, under the direction of guest conductor Robert Armbruster. Following his Bowl appearance, Snow jumped into Los Angeles for an appearance at Town Hall Party. On Sunday afternoon (7), Hank appeared at the Town Hall Ranch picnic, and then hit out for San Diego, where he appeared that evening at Russ Auditorium with a line-up of country entertainers.

Hack Johnson and the Tennesseans are joining "Old Dominion Barn Dance," Richmond, Va., Saturday (13), as regulars, while continuing with their regular stint over WPTF, Raleigh, N. C. During the summer to date, Hack and the boys have been working shows thru the Carolinas and Virginia. They also worked a number of park dates in Pennsylvania and New York. . . . Col. Tom Parker, of Jamboree Attractions, has the Duke of Paducah (Whitey Ford) set for a string of Balston-Purina dealer shows. . . . Dallas Frazier has returned to Cliffie Stone's "Hometown Jamboree," heard Saturdays over KTLA, Los Angeles, after two weeks at Madison Square Garden, Phoenix, Ariz.

(Continued on page 53)

## RHYTHM-BLUES NOTES

By PAUL ACKERMAN

The summer and fall are shaping as tremendous months for r.&b. talent in the personal appearance field. A number of the biggest units, like the "Top 10 R.&B." show, "The Birdland" show, etc., won't get into high gear until next month, but present bookings look very prosperous indeed. Meanwhile, the line-up of strong talent hitting the road just grows and grows. Here are some samplings:

Frank Sands at the Shaw Agency is lining up dates galore. The Nutmegs went into the Copa Casino, Youngstown, O., August 5-7, then to the Brooklyn Paramount for one week on September 2; the Four Fellows were set for the Royal Peacock, Atlanta, on August 5, and will follow with three days at the Trinidad, Cleveland, thence to the Copa, Pittsburgh, for one week starting August 22. Arthur Prysock opens at the Club Ebony, Houston, August 5 for three weeks. The Drifters, following four days at Farmdell, Dayton, O., will go on a one-nighter tour to California. Al Hibbler on August 15 will go into the Hollywood, Akron, for a week. Roy Hamilton, who's set for Basin Street, New York, for two weeks starting August 11, will move into the Cat and Fiddle Club, Nassau, the Bahamas, August 26.

Rusty Bryant does a week at the Club Auzibar, Buffalo, August 9, then moves to the Club House, Vermilion, O. Chuck Berry, when he winds up at the Royal Peacock in Atlanta, takes over August 15 at Gleasons in Cleveland, followed by engagements at Youngstown's Copa Casino and the Brooklyn Paramount. Illinois Jaquet, starring August 10, will do two weeks at the Crown Propeller, Chicago.

Dick Boone at Universal is also having an extremely active period. He's set dates for Earl Bostic solidly thru the remainder of 1955. They will be all clubs, a few one-nighters and no theaters. All the Universal bands, incidentally, are being booked into the Palms, Hallendale, Fla. Roy Brown, now on one-nighters, started there this week. Charley Fuqua's Ink Spots will spend several weeks on location jobs in Canada. On August 12 they go to Hull, Quebec, to Toronto, August 29 and to Quebec City, September 5. Following one week in Kansas City, Mo., September 14, they are set for an important debut at the Southeastern Fair, Atlanta, the week of September 28. Also in the Southern area for Universal will be the Ravens, with Arnett Cobb's ork. The group hits the Carolinas, Georgia, Alabama and Florida during late August and early September.

Another group Universal is booking heavily is the unit made up of the Sonny Thompson ork, Lula Reed, the Champions vocal group and blues singer Paul Tate—12 in all. They are booked thru Christmas and will be in the South and Southwest this month and September, and on the West Coast from October thru December. Unit closed this week in Atlantic City. Universal has also taken King Records' Earl King and coupled him with Hal Singer's ork for a tour of one-nighters in Southern territory during September and October.

The Midnighters quartet is changing bands. Starting August 19 in Pittsburgh, the boys will use the Cal Green ork. Green, of course, was guitar player for the group. . . . Guitarist Bill Jennings, by the way, has formed his own group. The King Records artist was formerly with Bill Doggett and Wild Bill Davis. . . . The Five Royales are on tour with the Jimmy Coe ork in the South and Southwest.

## Pop Dip Into C&W Water

• Continued from page 19

some of its competitors—and this over an extended period.

Decca's Leonard Schneider and Syd Goldberg claim that their top country seller, Webb Pierce, hits a figure of 500,000 and 600,000 sales on his top disks—and that this peak is every bit as good, or better, than sales figures achieved during the days of the big resurgence of country music.

The Decca brass also point out that within the country field itself a change has occurred. That is, whereas only one version of a tune could really ride years ago, today three and four can make the charts. "Satisfied Mind" is again a notable example. Another is Jimmy Work's "That's What Makes the Juke Box Play," cut by Work, Rex Allen, etc. Industry volume in the country field, to Decca's mind, has surely not fallen. Rather they believe labels feel the incursions of successful indies—just as has happened in pop.

Decca pinpoints another perti-

### Jiminy Cricket

• Continued from page 19

tween \$8,000 and \$10,000, but Low usually gets more than his money's worth name-wise, since many of the big recording artists are willing to perform for scale in view of the opportunity to cooperate with deejays from 25 different cities at one clip.

Jiminy Cricket's promotion manager Charlie Caruso was in town this week to make the initial plans with record companies and hotels here, altho the active selling campaign (mainly conducted by the deejays themselves over their various stations) won't start until Labor Day. Next year, Low plans to expand the deejay tour on a national basis, setting up separate treks from Midwestern cities to Chicago, and from West Coast cities to Los Angeles.

#### The Line-Up

Deejays and cities lined up to date for the October event include: Harvey Hudson, WLEE, Richmond, Va.; Milt Grant, WOL, Washington; Buddy Deane and Gil Kriegel, WITH, Baltimore; Pete Wambach, Harrisburg, Pa.; Jay Michaels, WCAE, Pittsburgh; Bill Gordon and Tom Brown, WHK, Cleveland; Bob Wells, WERB, Buffalo, N. Y.; Dave Maynard, WORL, Bob Clayton, WHDH, Larry Welch, WCOP, and Joe Smith, WVDA, all from Boston.

Also, Howie Leonard and Ken Garland, WPOR, Portland, Me.; Lou Dennis, Lewiston, Me.; Ernie Anderson, WHIN, Providence, R. I.; Keith Sande, Toronto, Canada. The tour will also cover stations (as yet unselected) in Springfield, Mass.; Hartford, Conn.; Montreal and Hamilton, Ontario.

### 'Oklahoma!'

• Continued from page 19

Hollywood) promotional campaign set on the picture. The sound track is beautifully showcased in a handsome double-fold album, featuring a striking "Surrey With the Fringe on Top" color photo on the cover and an interesting montage of stills for the picture inside.

#### Score's Top

In spite of the fancy packaging, tho, the score is still the thing, and "Oklahoma!" remains one of—and many say "the"—finest yet turned out by the Rodgers-Hammerstein team.

Gordon MacRae takes top honors with his virile big voiced interpretations of the title tune and "Oh What a Beautiful Morning," while the sweet-voiced newcomer-soprano Shirley Jones thrushes delightfully on the lovely "Out of My Dreams" and "Many a New Day," in addition to teaming effectively with MacRae for the show's top ballad, "People Will Say We're in Love."

Gloria Grahame, Gene Nelson, Charlotte Greenwood and the rest of the cast and chorus all perform with a warm vitality and wholesome charm designed to make this LP a collector's item of musical Americana.

nent development. The label is now selling country in hitherto non-country areas — such as New York, sections of New England, etc. This ties in with observations of RCA Victor c.&w. personnel, who note that acceptance of country material is perhaps wider than before—notably due to the wide dissemination of such material over the TV and AM networks.

Just a brief run-down of some of the shows bears this out. "Grand Ole Opry" is on NBC-TV and AM; Red Foley's "Ozark Jubilee" airs over ABC-TV; ditto the Pee Wee King show.

On ABC radio there are the "Sunshine Boys" and "The 101 Ranch Boys." There's also the new ABC-TV "Midwestern Hayride," the WLS "National Barn Dance," Tennessee Ernie on CBS-TV and AM, and "Saturday Night Country Style" on CBS radio. All these plus the flock of TV film shows by such top artists as Eddy Arnold, and local airers around the country.

#### More Polished

Victor also notes that c.&w. material—both songs and their treatment—has become more polished, which would naturally lead to wider acceptance. Eddie Fisher, for instance, has done covers of Eddy Arnold. Another interesting manifestation was the "Cattle Call" disk cut by Arnold and Hugo Winterhalter.

At the peak of c.&w. ascendancy some years ago, both c.&w. tunes and artists went pop, with the late Hank Williams the outstanding example. His versions generally sold better than the covers, such as "Kaw-Liga." Tune-wise, however, pop artists sold tremendously on c.&w. material—such as Tony Bennett's Columbia disk of Hank Williams' "Cold, Cold Heart."

It remains to be noted that the pop covers on country material currently are strongly concerned with material that is close to the sacred category. One conditioning factor not to be overlooked in this matter is the pop success enjoyed during the last 18 months or so by Stuart Hamblen—both as a writer and artist—with such outstanding sacred-type tunes as "This Ole House," "His Hands," etc.—and, long prior, "It Is No Secret."

### Mercury Releases

• Continued from page 19

Dorati and the Minneapolis Symphony Orchestra, Paul Paray and the Detroit Symphony Orchestra and other Mercury longhair. The 18 12-inch pop LP's will feature the Crew Cuts, Ralph Marterie, Frankie Laine, Tony Martin, Jan August, Patti Page, Rusty Draper, Buddy Morrow, David Carroll, Sophie Tucker, Eddie Howard, the Harmonicats and Alfred Newman.

In the jazz field, Mercury is releasing 32 12-inch-LP's by the label's top jazz artists, including Max Roach and Clifford Brown, Dinah Washington, Gerry Mulligan, Maynard Ferguson, Billy Eckstine, Kitty White, Joe Gordon, Herb Geller, John Williams, Erroll Garner, Lionel Hampton, James Moody, Eddie Heywood, Ralph Gari and Paul Quinichette.

### Cook Winds Up

• Continued from page 19

joins a growing Capitol alumni club, of which Columbia President Jim Conklin is charter member. Cook, Jack Loetz, artists and repertoire staffer Gene Becker and several field execs also hold cards. John Coveney, a Capitol exec in the classical merchandising division, also is reported joining Columbia, but this could not be confirmed at press time.

Cook's force now includes, besides Linke, Jack Loetz, distributor sales manager; Stan Kavan, merchandise manager and director of package sales (LP's and multiple EP's); Milt Selkowitz, syndicate store sales and new outlets, and Bill Gallagher, director of sales training.

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**GIVE TO DAMON RUNYON CANCER FUND**

**MUSIC AS WRITTEN**

• Continued from page 22

for CBS radio's Sunday afternoon "Rhythm on the Road" show. . . . Peggy Lee will headline her own half-hour show—a one-shot—over NBC-TV Sunday (14) at 8:30 p.m., with Johnny Mercer as a special guest and Victor Young as musical director. If the one-shot clicks, she may get a regular series on the web.

Orkster Buddy Moreno has been signed by Bill Black of Orchestras, Inc. . . . Buddy Basch is handling disk promotion for Juliana Larson, new Unique Records thrush. . . . Albert C. Michelotti has formed Polka Artists, new diskery serving the polka market. Firm is headquartered in Chicago. . . . Earl Bostic and His Septet, now winding up their Western tour, play a one-week engagement at Scaler's House of Jazz in Milwaukee, starting August 15. . . . The Buddy Laine orchestra is set for an August 19-28 date at the Dutch Mill, Delavan, Wis.

**Hollywood**

Harmonica virtuoso Leo Diamond becomes the first member of the mouth organ fraternity to appear in the Hollywood Bowl when he bows with a 60-piece ork there August 27. . . . Dick Haymes begins a three-week engagement at the Coconut Grove August 23. . . . Composer-arranger Phil Moore has been inked to pen three numbers for upcoming UPA cartoons. Joe Burton opened a stand at the Castle Restaurant last week. . . . Dootsie Williams has signed two new girl vocal groups for his Dootone label, the Gay Notes and the Calvanes. . . . Harpist Robert Maxwell headlines the new show at the Statler beginning this week (8). . . . The Penguins and the Medallions notched the annual Seven-Up Youth Foundation awards at the recent Cavalcade of Jazz. . . . Milt Deutsch has Cal Tjader booked for the Hollywood Bowl

August 19, in addition to the Lancers at the Commercial Hotel, Elko, Nev., August 29. . . . Helen Humes comes into the Tiffany, sharing the bill with the Rudy Bender Trio and holdover Stan Wilson. . . . Syd Goldberg, Decca Records' vice-president, vacationing here with his family. . . . Ekko recording artist Ray Stapleton returned from a four-day disk jockey jaunt to San Diego, plugging his latest, "You Are Living, Love." . . . Julie Wilson, currently starring in "Kismet," opens a one-week engagement at the Mocambo August 23. . . . Columbia Records dealer meet here, helmed by Ray-Thomas Sales Manager Norm Goodwin, drew more than 300 dealers. . . . Billie Holliday headlines a two-week stand at the Crescendo starting August 12. . . . Claude Gordon leaves CBS staff orchestra after 10 years to front a road band, starting a one-nighter tour for GAC this month.

**Cap's Dexter**

• Continued from page 19

representative in Europe, has been appointed a staff assistant, reporting directly to Sador A. Porges, director of the company's international department in New York. Krebs' duties and responsibilities will consist of handling and co-ordinating the technical phase of the international department operations. He will carry out special assignments analyzing manufacturing and recording techniques for Capitol engineers here and manufacturing affiliates abroad. In another move, repertoire chief Livingston disclosed the signing of singer Dick Haymes to a long-term recording contract (The Billboard, July 2). Haymes will record both pop singles and albums for the label. Livingston also disclosed the impending arrival of Andrew Wiswell, named to Cap's New

**'17' & 'Gum Drop'**

• Continued from page 20

is invoked only when a publisher, or the Fox office, has experienced difficulty in collecting royalties from certain indies. In this instance, however, such companies as Capitol, Mercury and Dot are affected primarily. All three have strong versions of "Seventeen" with Ella Mae Morse, Rusty Draper and the Fontane Sisters respectively. Mercury has a big one on "Gum Drop" with the Crew Cuts.

Behind this move reportedly is Nathan's pique at diskeries' which jump on his disk hits, allegedly copy his arrangements, and then promote their versions to the detriment of his. Cited particularly is the practice of giving away records by some of these companies; for example, 100 disks free with 300 paid for, etc. The publisher doesn't get paid for the gratis disks, and in this instance, he feels that the practice directly limits the market for sale for his own original version.

Tradesters are watching with considerable interest the effect of Nathan's tactic on future "cover" action.

**Bill Haley**

• Continued from page 20

claims that Haley's first Essex records—under the Saddle Men tag—were reissued under the Comet monicker while the artist was still under contract to Miller.

Haley also asks for an accounting on his Essex releases. However, according to Miller, the only reason he never gave an accounting was that he "wasn't asked," and he is making his records available to the artist as of this week. Miller, thru Attorney H. Lipsius, will file a counter-suit as soon as the "Rock Around the Clock" performer concludes an announced plan to amend his original complaint.

York repertoire slot last week. Wiswell will headquarter here for approximately two weeks to orient himself with the firm's operation.

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

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 DENNIS HALE .....London  
 THE GAYLORDS .....Mercury  
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\*records listed alphabetically by companies.

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**Certainly Baby**

with Joe Reisman and his Orchestra

20/47-6227

### AFM Trust Fund

Continued from page 20

producers, no such payment for residual usage is provided, tho the TV film pact does call for payment to the AFM Trust Fund.

Motion pictures shown on television, regardless of origin, requires the producer or distributor of such film to pay a stipulated scale to the fund, said scale calling for the payment of \$25 per musician and copyist, \$50 for leader and contractor and \$75 for an arranger. In those cases where the number of musicians originally used in the production of a motion picture cannot be determined, the agreement provides for payment to be computed for 20 musicians, and single payment of the other personnel.

Prior to the recent AFM convention in Cleveland, reusage fees were paid directly to the musicians at the foregoing scale.

### SPA, CGA Activity Spells \$\$

Continued from page 20

would follow with the independent studios, the radio and television networks and the recording companies. Tradesters pointed to the current Screen Actors' Guild fight for residual television film rights for its members, and averred, for instance, that the Composers' Guild could similarly act in those cases where motion picture films, cleffed by its members, passes into the video world.

A large segment of writers and composers who have been active in motion pictures thru the years are known to be in favor of seeking compensation for music currently being used on TV and for which no provision for payment was originally made in their deal with the film studios.

#### Outline Provisions

Tobias arrived here with Auditor Ted Curian for SPA's periodic check of Coast publishers and to outline to its members here the provisions of its upcoming publisher-writer pact.

In its interest with the film studios, SPA will not be asking for minimum scales as will the CGA, tho the group is known to be interested in additional revenues for its writers from the sale of song folios. Another important consideration is the effort on the part of SPA to have standard form contracts affixed to the free-lance lyric writer pact signed with the studios.

Composer Guild members differ from SPA writers chiefly in that the former essentially are employees for hire, and as such draw a weekly stipend from the studios. The majority of SPA members work at the studios on an assignment basis, with a fixed fee arrived at purely by negotiation and established by contract.

Both CGA and SPA are nationwide organizations, with CGA ranks totaling 322, while SPA rolls are approximately 2,600. A relatively unknown organization with Tin Pan Alleyites, CGA boasts an array of important writers, among

them President Leith Stevens, Walter Schumann, Gene Von Hallberg, Mack David, Winston Sharples and Ben Ludlow, all officers of the group.

### Angel Label

Continued from page 19

quires dealers to sign up for a minimum of one of each new factory-sealed release. It is on these disks that the 10 per cent discount incentive is awarded. Orders in depth will be serviced in the regular way. Exchange rights on "plan" orders will be exercised twice a year, in February and August. Only one plan subscription per store will be permitted.

Dario Soria, Angel president, estimates that dealers signing up for the plan will obligate themselves to an automatic outlay of about \$50 a month in new stock. Diskery schedules call for the release of approximately 15 classical LP's a month: Pop and jazz sets are not included in the plan coverage.

Featured in the September release is a new Maria Callas album, a first recording of the Rossini opera, "Il Turco in Italia," a new disking of Mozart's "Cosi Fan Tutte" with Elizabeth Schwarzkopf, plus items by Walter Giesekeing, Gerald Moore and La Garde Republicaine.

Number of LP's in the Angel catalog at this time totals 239, of which 195 are in the Red Label (classical) category.

Kapp Records has signed Dennis James to an exclusive recording pact, with his first effort for the label slated to be a special Christmas album. Kapp, meanwhile, is readying its first kiddie release. This is to be a single taken from the recent Kapp album, "Hey, Mr. Banjo." Sides will be "Tall Teller of Tales" and "The Band Played On."

**3 BIG HITS!**  
**'SINDY'** —SQUIRES Mambo # 105  
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Baltimore, Maryland
- TRANSDISC CORP. OF BOSTON**  
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3747 Woodward Avenue  
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- LEW BONN COMPANY**  
1211 La Salle  
Minneapolis, Minnesota
- MIDWEST DISTRIBUTORS**  
2642 Olive Street  
St. Louis, Missouri
- ESSEX RECORD DISTRIBUTING CO.**  
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Newark, New Jersey
- ALPHA DISTRIBUTORS**  
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New York, New York
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# PHONOS—HI FI

## THOMAS A. EDISON, INC. FILES SUIT FOR INFRINGEMENT . . .

Thomas A. Edison, Inc., this week filed suit in the United States District Court for the Southern District of New York against Webster-Chicago, charging the firm with an infringement of basic tape recorder patents. Last April Webcor initiated a declaratory suit against Edison requesting the courts to invalidate the patents in questions, rights to which Edison, Inc., had previously acquired from the International Electronics Company, Philadelphia.

In the complaint filed this week, Edison alleged Webcor "violated patent rights involving electronic and mechanical devices related to the transport mechanisms of magnetic tape recorders. Edison acquired rights to the patents, and the right to grant licenses to other manufacturers, from International Electronics in 1953. International helped pioneer tape recorder development back in 1945.

## AMPEX TO SHOW ITS NEW TAPE PLAYBACK . . .

Amplex will hold a press demonstration of its new stereophonic tape play-back unit next week in New York City, marking the model's initial showing in the Eastern market. It was first introduced at the Music Show in Chicago last month.

The tape unit consists of three separate pieces of furniture: one housing the basic play-back machine, while the other two are equipped with separate speaker systems and amplifiers. The unit plays both binaural and monaural tapes.

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

Stromberg-Carlson has appointed two new distributors for upper New York State. Rome Electronics, Rome, N. Y., will distribute the line in the counties of Jefferson, Lewis, St. Lawrence, Oswego, and the Northwest portion of Oneida. Electronics Laboratories & Supply, Utica, N. Y., will handle the Stromberg line in Herkimer and Madison counties, and in the Southern and Eastern sections of Oneida County. . . . Twelve Metropolitan New York parts distributors have formed a credit exchange group designed to advise jobbers of delinquent accounts and aid dealers by preventing them from being over-extended. Hy Bloom, a certified public accountant, heads the new outfit.

F. Gene Abrams has been named general sales manager of Motor Radio Co., wholesale distributor for Motorola. . . . Philco-Los Angeles chartered planes last month and flew about 400 Southern California dealers to Las Vegas for a three-day convention, including a special showing of Philco's 1956 line, backed by a stage show.

ORRradio Industries, Opelika, Ala., chalked up the biggest sales month in its history last month. July sales were ahead of the same month last year by 168 per cent, altho July is traditionally the slowest month in the electronics industry. ORRradio prexy John Herbert Orr attributes the sales jump to the firm's new line of Irish ferro-sheen tapes. The company is readying an expanded sales promotion and advertising program for fall and winter.

# LINER NOTES

By IS HOROWITZ

## M-G-M PRESSING NEW OPERA BY KURT WEILL . . .

M-G-M, which has concentrated on Kurt Weill music recently, has another set from the composer in preparation, this a first recording of his two-act opera "Der Jasager." Cut earlier this summer in Germany, the production was under the supervision of Weill's widow, Lotte Lenya.

The label, meanwhile, is readying a new promotional blast behind its dishing of Weill's "Threepenny Opera," the same original cast effort which was a best seller a year ago. Timing of the promotion will coincide with the revival of the work in New York in September by the Theater de Lys group.

## SIGNING OF BOSTON SYMPH IS COUP OF VICTOR . . .

RCA Victor's re-signing of the Boston Symphony Orchestra, reported elsewhere in this issue, follows many months of uncertainty as to which label the famed orchestra would finally wind up on. There was a time earlier this year when it appeared for a while that negotiations with London Records might conclude successfully.

There were also known to have been talks between the Boston management and the Book-of-the-Month Club. The latter organization was seeking to sign a major work to furnish several recordings a year for its Music Appreciation Records mail-order project. But these talks also fell thru.

## ANGEL READYING NEW WORKS BY MARIA CALLAS . . .

Maria Callas, whose latest album of coloratura-lyric arias is scheduled for September release by Angel, will be featured in a number of new items later this year. One is a new La Scala recording of "Madame Butterfly," with Herbert von Karajan the conductor, and this month she is set to record "Aida" at the Milan Opera House, with Richard Tucker her tenor partner. In October Miss Callas will open the Chicago Opera season with a revival of Bellini's "I Puritani."

Angel's nod to the Mozart bi-centennial next year will include the gradual release of single LP's from the limited edition of piano works performed by Walter Gieseking. Latter set, a plush 1954 set of 11 LP's originally sold for \$75. All 11 will be available singly by spring of 1956.

## LONDON CUTS GERSHWIN'S RHAPSODY & CONCERTO . . .

Slated for a big push by London is its new hi-fi recording of Gershwin's "Rhapsody in Blue" and the "Concerto in F," both coupled on a single 12-inch LP and due for release later this month. The orchestra is led by Mantovani and the piano soloist is Julius Katchen. Promotion from the label states that this is the first time the works are reproduced "absolutely complete" on records.

There is likely to be somewhat of a label battle on the retail level since it is known that RCA Victor also has a package including the two Gershwin works due for fall release. The latter features Morton Gould.

# JAZZ ON THE UPBEAT

By BILL SIMON

## NEW DISKING SKED . . .

Epic Records, while continuing to reissue old Columbia, Vocalion and Okeh diskings on revitalized LP transfers, is going ahead with a schedule of new jazz recordings as well. Artists and repertoire head Marv Holtzman, an old sax man himself, has signed Ray Bryant, a Philadelphia pianist who reportedly plays a strange combination of bop and spiritual styles. Holtzman tells us that pianist Lou Stein has cut a 12-incher with trio, quartet and quintet. The latter is described as "Brubeckish" and utilizes French horns. Epic maestro-arranger Neal Hefti currently has his band at Birdland.

## BASIE SIGNPOSTS NEW SWING TEMPO RISE . . .

Indicative of the return of jazz to swinging tempos is the remarkable, overdue resurgence of the Count Basie ork. Many of us had virtually forgotten that this was the original blues and jump band, and that much of what we know today as "Rock and Roll" is derived directly from the Basie idiom. Most of the credit for the present Basie boom must go to Norman Granz, of Clef Records, and to Morris Levy, of Birdland. Granz kept recording and promoting Basie disks in the face of marked public apathy. Levy, out of love for the music, provided the Basie band with a home in his nitery for months at a time when there was no other place for the band to go. Gradually, the talk grew among musicians, and then Basie found a fine new jazz and blues singer in Joe Williams, who captured the attention of the Rock and Rollers. Now Granz has a tremendous hit single, his first, in Basie's "Every Day," and Levy club was jammed every night during the Count's recent month there.

Several other labels are picking up Basie business via LP reissues of sides dating back to the 1935 Decca beginnings. These would be RCA Victor, Columbia, Epic, Brunswick and Decca, of course. Basie sidemen, past and present, are featured on a flock of labels—Lester Young (Epic, Mercury, Clef and Norgran), Frank Wess (Commodore), Joe Newman (Victor, Vanguard and Storyville), Buck Clayton (Vanguard and Columbia), Frank Foster (Blue Note) and the all-time, all-star rhythm section of Walter Page, Freddy Greene and Jo Jones, represented on dozens of labels.

## PERSCRIBED NOTES AND ADDED LICKS . . .

Shaw Artists has inked Gene Ammons, Benny Green and the Teddy Charles Quartet, all of whom record for Prestige. The Modern Jazz Quartet, also with Shaw and Prestige, inhabits the Bee Hive, Chicago, August 12 thru 29. . . . Don Elliott takes his mellophone, vibes, trumpet, bongos and voice to a featured spot on the "Woolworth Hour" August 21. His newest LP is a set of vocals on Bethlehem. . . . Jay and Kai (J. J. Johnson and Kai Winding), who recently hied their two-trombone act to Columbia Records, have signed with the Gale office. They'll be at Birdland August 18 thru 31, followed by a week at the Cotton Club, Cleveland, starting September 5.

EmArcy singer Helen Merrill has been signed by Lee Kraft of Variety Personal Management. . . . Roost Records will remain "Roost" now that Morris Levy isn't buying in, as previously reported. Roost has signed tenorman Seldon Powell to a three-year paper. . . . Chris Connor (Bethlehem) opens at the Copa, Pittsburgh, August 15 for a week, then into the Las Vegas, Baltimore, August 23 for five days.

# Classical Best Sellers (All Categories)

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

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
2. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
3. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
4. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4895
5. THE FAMILY ALL TOGETHER — Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1879
6. RIMSKY-KORSAKOFF; SCHEHERAZADE—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4888
7. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4983
8. DVORAK: SYMPHONY NO. 5 ("New World") — NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
9. CALLAS PORTRAITS PUCCINI HEROINES . . . . . Angel 35195
10. THE ART OF THE ORGAN—E. Power Biggs . . . . . Columbia SL219
11. BEETHOVEN: SYMPHONIES NOS. 5 AND 7—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1757
12. ORFF: CARMINA BURANA — Bavarian Radio Orchestra (Jochum) . . . . . Decca DL 9076
13. RACHMANINOFF: PIANO CONCERTO NO. 2—Pennario, St. Louis Symphony (Golschmann) . . . . . Capitol P 8302
14. RESTFUL GOOD MUSIC (Stokowski) . . . . . RCA Victor LM 1875
15. BEETHOVEN: VIOLIN CONCERTO (Ehrling) — Oistrakh, Stockholm Festival Orchestra . . . . . Angel D 35162
16. BRAHMS: SYMPHONY NO. 1—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1702
17. TCHAIKOVSKY: SWAN LAKE—Minneapolis Symphony (Dorati) . . . . . Mercury OL 3-103
18. VERDI: LA TRAVIATE—Albanese, Merrill, NBC Symphony (Toscanini) . . . . . RCA Victor LM 6003

# Reviews and Ratings of New Popular Albums

## SONGS FROM

"PETE KELLY'S BLUES" . . . . . 82  
Peggy Lee and Ella Fitzgerald (1-12")  
Decca DL 8166

This is the first vocal album on Jack Webb's new movie "Pete Kelly's Blues," and as such it should enjoy brisk sales. In addition to its sales strength as a picture plug item, the package should also move fast because of the personal followings of its two stars. Both Peggy Lee and Ella Fitzgerald are featured in the movie, and this LP spotlights nine vocals by the former and three by the latter. Miss Lee dominates the package—presumably because her role is larger in the film—but talent-wise the thrushes break even. Both score strongly with tasteful, expressive interpretations of jazz standards. Miss Lee is particularly effective on "He Needs Me" and "Somebody Loves Me," while the great Ella hits a high point with "Hard Hearted Hannah" and "Ella Hums the Blues." In many ways, this album is the most commercial coverage on the film yet put on the market, and it may very well turn out to be the best selling LP of the lot.

## Mercury MG-20063

Garner, one of the most tasteful of jazz pianists, has devoted this album to sentimental, after-hours material—his first mood album. His usual artistry and style are evident. Tunes include "I'll Never Smile Again," "Cottage for Sale" and "Over the Rainbow"—seven in all. Ralph Gleason, of The San Francisco Chronicle, has written an able set of liner notes briefly sketching Garner's place in the jazz piano sphere.

(Continued on page 38)

## FRANK LUTHER

# Makes TV Cartoons, Diskings

NEW YORK, Aug. 6. — Frank Luther, Decca's leading children's record artist, has completed the first in a series of three to six-minute semi-animated, full-color TV cartoons, marking the first time a TV cartoon series has been deliberately designed to tie up with records.

The cartoons feature various characters created by Luther, while the sound track spotlights Luther himself on the narration and special songs. Altho the sound track will not be used by Decca, the plan calls for Luther to re-record them intact, since each cartoon will be produced so that it can be carried on one side or two sides of a record.

The first cartoon in the series (produced by Frank Luther Productions) is a five-minute show tagged "Wheatley Whale Goes to the Amusement Park." Once the series is under way Luther plans to follow thru on the companion-platter gimmick, via special displays, cross-plugging on TV and in record stores, etc.

Meanwhile RCA Thesaurus' new transcribed radio series "The Frank Luther Fun Show" is scheduled to be shipped to stations in early October. Luther has also completed an hour audition film for CBS-TV, which is under consideration for the web's daily 8-9 a.m. spot this fall. The show, tagged Frank Luther's "Wonderful Island," introduces three new Luther characters (live animals all) including Tiger Lily, a Siamese cat, Mildred, a goose, and a wambat named Arturo.

## LUSH THEMES FROM MOTION PICTURES . . . . . 79

Leroy Holmes and His Ork (1-12")  
M-G-M E 3172

Here's a great mood music programming package for deejays. The LP spotlights 12 theme songs from 12 important movies, ranging from the familiar "The High and the Mighty" and "Tara's Theme" (from "Gone With the Wind") to the lesser known "Samarra" from "The Prodigal" and "The President's Lady." All of the melodic works are showcased in lush musical settings by Holmes and, over-all, the LP shapes up as eminently listenable. The package is a "must" for movie fans, and its wide selection of films offers dealers extensive tie-up promotion and display possibilities.

## ARTHUR MURRAY ROCK 'N' ROLL . . . . . 78

Big Dave and His Ork (1-12")  
Capitol T640

One of the dance albums in Capitol's Arthur Murray series, this is a package sure to be relished by teen-agers who love to dance to the rock and roll beat. Big Dave understands the idiom, and here he has put together a group of driving tunes that will prove irresistible. There's "Shake, Rattle and Roll," "Ko Ko Mo," "One Mint Julep"—12 in all. The package includes a free dance lesson certificate good at any Arthur Murray studio.

## IN A MELLOW MOOD . . . . . 78

Bobby Hackett, with ork conducted by Glenn Osser (1-12")  
Capitol T575

Bobby Hackett, the fine jazz trumpeter, featured heavily in the Jackie Gleason mood albums, has this show all to himself. It's still mood music, tho the trumpeter is allowed more freedom to improvise, which he does gently and tastefully, utilizing a batch of pretty standards. Hackett has managed to fine a few items off the well-trodden track. Relaxing, listenable stuff for the mood music buyer with a jaded pallet.

## SOLITAIRE . . . . . 75

Errol Garner (1-12")

# COLUMBIA CHECK LIST

## NEW POP RELEASES

- The Shrike  
Good Evening Friends Boogie  
Let Me Hear You Whisper  
Farewell  
Pete Rugolo and his orchestra  
Jo Stafford, David Huges Weston, Mitch Miller & Orchestra  
Jean (Toots) Thielemans
- 40546
- 40542
- 40550

## BEST-SELLING POP SINGLES

- The Yellow Rose of Texas  
Blackberry Winter  
Wake the Town and Tell the People  
Hold Me Tight  
I'll Never Stop Loving You  
Never Look Back  
Song of the Dreamer  
I've Got Too Many Million Years  
Go On By  
Sailor Boys Have Talk to Me in English  
Humming Bird  
My Little One  
Honest, Darling  
Hey! Honey  
Blue Star  
My Love's a Gentle Man  
Too Late  
Let Us Be Sweethearts Again  
Pete Kelly's Blues  
I Never Knew
- Mitch Miller 40540
- Mindy Carson 40537
- Doris Day 40505
- Johnnie Ray 40528
- Rosemary Clooney 40534
- Frankie Laine 40526
- Four Voices 40516
- Felicia Sanders 40508
- Guy Mitchell 40531
- Ray Reindorf 40533

## NEW FOLK RELEASES

- My Heart's Hunting a New Hope  
Teardrop Waltz  
A Pair of Broken Hearts  
You Call That Waitin'?
- Danny and Harold 21436
- Lee Emerson 21435
- When They Get Too Rough  
We Could  
I'm Lost Between Right and Wrong  
Sweet Lies  
Cajun Love  
Every Time I Pass Your Door
- Little Jimmy Dickens 21434
- Lefty Frizzell 21433
- Link Davis 21431

## BEST-SELLING FOLK RECORDS

### Week Ending July 29, 1955

- It Looks Like I'm Just in Your Way  
I'll Love You Till the Day I Die  
Sweet Little Miss Blue Eyes  
Let Me Talk to You  
Old Lonesome Times  
There She Goes
- Robbins 21414
- Price 21402
- Smith 21382

- Before I Met You  
I'm Gonna Sleep With One Eye Open  
Somebody's Pushin'  
Carolina Waltz  
Seven Years Blues  
Road of Broken Hearts
- Foggy Mt. Boys 21412
- Bond 21424
- Webster Bros. 21421

## BEST-SELLING POPULAR ALBUMS

### Week Ending July 29, 1955

- Love Me or Leave Me  
Pete Kelly's Blues  
I Love Paris  
Holiday in Rome  
Dancing Sound  
Brubeck Time  
Satch Plays Fats  
Jazz Goes to College  
All-Star Pops  
After Hours
- Day CL 710  
B 540  
B 2090
- Heindorf & Matlock CL 690  
B 2103  
B 2104  
B 2105
- Le Grand CL 555  
B 441  
B 442
- Le Grand CL 647  
B 497  
B 498  
B 1993
- Elgart CL 684  
B 514  
B 2044  
B 2045  
B 2046
- Brubeck CL 622  
B 473  
B 1946  
B 1947
- Armstrong CL 708  
B 536  
B 2085
- Brubeck CL 566  
B 435  
B 436
- Various CL 728  
B 2079  
B 2087  
B 3088
- Vaughan CL 660  
B 490

## MASTERWORKS BEST-SELLERS

### Week Ending July 29, 1955

- Kismet  
Mendelssohn/Tchaikovsky Violin Concerto  
Ruth Etting's Favorites  
Franck: Symphonie in D  
Pajama Game  
Scheherazade  
Marlene Dietrich at the Cafe De Paris  
Archy and Mehitabel  
Gaité Parisienne/Les Sylphides  
The Art of the Organ
- Orig. B'way Cast ML 4850  
A 1100
- Francescatti ML 4965  
A 1109
- Ruth Etting ML 5050  
A 1120
- Ormandy-Philadelphia ML 4939  
A 1092
- Orig. B'way Cast ML 4840  
A 1098
- Ormandy-Philadelphia ML 4888  
A 1103
- ML 4945  
A 1115
- Wayne, Channing & Bracken ML 4963  
A 1107
- Ormandy-Philadelphia ML 4895  
A 1920  
A 1919
- E. Power Biggs SL 219



Check with the man from  
**COLUMBIA**



RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY &amp; WESTERN, RHYTHM &amp; 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

## HONOR ROLL OF HITS

TRADE MARK REG.

### THE NATION'S TOP TUNES

For survey week ending August 3

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Rock Around the Clock</b>		<b>1 12</b>	<b>6. Cherry Pink and Apple Blossom White</b>		<b>4 21</b>
By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP) BEST SELLING RECORD: B. Haley, Dec 29124. OTHER RECORDS AVAILABLE: S. Doe, Arcade 123; C. Wolcott, M-G-M 12028.			By Louiguy and Mack David—Published by Chappell (ASCAP) BEST SELLING RECORD: P. Prado, Vic 20-5965. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; A. Dale, Coral 61373; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; T. Puente, Tico 256; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.		
<b>2. Unchained Melody</b>		<b>2 19</b>	<b>7. Something's Gotta Give</b>		<b>5 11</b>
By Hy Zaret and Alex North—Published by Frank (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441; R. Hamilton, Epic 9102. OTHER RECORDS AVAILABLE: C. Atkins, Vic 20-6018; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; L. Holmes, M-G-M 11962; Liberace, Col 40455; G. Lombardo, Dec 29509; L. Lovett, Atlantic 1058; C. Powell, Groove 111; J. Valli, Vic 20-6078. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.			By Johnny Mercer—Published by Robbins (ASCAP) BEST SELLING RECORDS: McGuire Sisters, Coral 61423; S. Davis Jr., Dec 29484. OTHER RECORDS AVAILABLE: R. Anthony, Cap 3096; F. Astaire, Vic 20-6140; L. Brown, Coral 61425; R. Gaylord, Wing 90000; S. Powell, Groove 111. ELECTRICAL TRANSCRIPTION: Larry Faith Ork., Standard.		
<b>3. Learnin' the Blues</b>		<b>3 13</b>	<b>8. Blossom Fell</b>		<b>7 14</b>
By Dolores Vicki Silvers—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3102. OTHER RECORDS AVAILABLE: R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436; J. Valino, Gold Star 253; B. Ward-Dominos, King 1492. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.			By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Nat (King) Cole, Cap 3095. OTHER RECORDS AVAILABLE: V. Barrett, London 1566; D. Valentine, London 1554. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.		
<b>4. Ain't It a Shame</b>		<b>8 5</b>	<b>9. Yellow Rose of Texas</b>		<b>9 2</b>
By D. Bartholomew and A. Domino—Published by Commodore (BMI) RECORDS AVAILABLE: P. Boone, Dot 15377; Fats Domino, Imperial 5348.			By D. George—Published by Planetary (ASCAP) BEST SELLING RECORD: M. Miller, Col 40540. OTHER RECORDS AVAILABLE: J. Desmond, Coral 61476.		
<b>5. Hard to Get</b>		<b>6 8</b>	<b>10. Hummingbird</b>		<b>9 5</b>
By Jack Segal—Published by Witmark (ASCAP) RECORDS AVAILABLE: G. MacKenzie, X 0137. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.			By Don Robertson—Published by Ross Jungnickel (ASCAP) RECORDS AVAILABLE: Chordettes, Cadence 1267; F. Laine, Col 40526; R. Maddox, Col 21419; L. Paul & M. Ford, Cap 3165; Don & Lou Robertson, Epic 9110.		
<b>Second Ten</b>					
<b>11. It's a Sin to Tell a Lie</b>		<b>10 10</b>	<b>15. Sweet and Gentle</b>		<b>13 7</b>
By Billy Mayhew—Published by Bregman, Vocco & Conn (ASCAP) RECORDS AVAILABLE: J. Desmond, Coral 61436; S. Smith & The Redheads, Epic 9093. ELECTRICAL TRANSCRIPTIONS: Larry Faith Ork, Standard; Waltz Festival Ork, Thesaurus.			By Otilio Portan and George Thorn—Published by Peer (BMI) RECORDS AVAILABLE: X. Cugat-M. Griffin, Col 40530; A. Dale, Coral 61435; L. Douglas, Wing 9007; B. Frank, Seeco 4167; G. Gibbs, Mercury 70647; E. Kitt-P. Prado, Vic 20-6130; T. Rodriguez, Vic 20-5822; E. Smith, Dec 29592. ELECTRICAL TRANSCRIPTION: George Cook, Standard.		
<b>12. Man in the Raincoat</b>		<b>11 5</b>	<b>17. Wake the Town and Tell the People</b>		<b>29 2</b>
By W. Webster—Published by Canadian Limited (BMI) RECORDS AVAILABLE: K. Chandler, Coral 61433; M. Marlowe, Cadence 1266; L. Roza, London 1589; P. Wright, Unique 303; Bonnemere, Roost 608.			By Gallop & Livingston—Published by Joy (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; M. Carson, Col 40537.		
<b>13. I'll Never Stop Loving You</b>		<b>14 5</b>	<b>18. Domani</b>		<b>15 5</b>
By Kahn and Bradszky—Published by Feist (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; Doris Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.			By Tony Velona and Ulpio Minucci—Published by Montauk Music Co. (BMI) RECORDS AVAILABLE: J. La Rosa, Cadence 1265; T. Martin, Vic 20-6167; Minucci Ork, Coral 61450. ELECTRICAL TRANSCRIPTION: Larry Faith Ork., Standard.		
<b>14. Honey Babe</b>		<b>12 15</b>	<b>19. Medic Theme (Blue Star)</b>		<b>16 5</b>
By Paul Francis Webster & Max Steiner—Published by Witmark (ASCAP) RECORDS AVAILABLE: A. Mooney, M-G-M 11900; Sauter-Finegan, Vic 20-6025. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.			By Heyman and Victor Young—Published by Victor Young (ASCAP) RECORDS AVAILABLE: C. Applewhite, Dec 29553; L. Baxter, Cap 3055; J. Peerce, Vic 20-6144; F. Sanders, Col 40508; V. Young, Dec 29433.		
<b>15. Seventeen</b>		<b>17 2</b>	<b>20. House of Blue Lights</b>		<b>19 4</b>
By Young-Gorman & Bennett—Published by Lois (BMI) RECORDS AVAILABLE: B. Bennett, King 1470; R. Draper, Mercury 70651; Fontane Sisters, Dot 15386.			By Freddie Slack & Don Raye—Published by Robbins (ASCAP) RECORDS AVAILABLE: C. Miller, Mercury 70627; M. Moore, Cap 2574; P. Morrissey, Dec 29594; E. M. Morse, Cap 1605.		
<b>Third Ten</b>					
<b>21. If I May</b>		<b>17 9</b>	<b>26. Song of the Dreamer</b>		<b>- 1</b>
By Charles Singleton and Rose Marie McCoy—Published by Roosevelt (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3095. ELECTRICAL TRANSCRIPTION: Jimmy Blade Ork., Standard.			By Eddie (Tex) Curtis—Published by Ludlow RECORDS AVAILABLE: E. Fisher, Vic 20-6196; B. Paul, Cap 3178; J. Ray, Col 40528.		
<b>21. Bible Tells Me So</b>		<b>30 2</b>	<b>27. Popcorn Song</b>		<b>26 2</b>
By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) RECORDS AVAILABLE: D. Cornell, Coral 61467; N. Noble, Wing 90003.			By Bob Roubian—Published by Central (BMI) RECORD AVAILABLE: C. Stone, Cap 3134.		
<b>21. Love Me or Leave Me</b>		<b>19 9</b>	<b>27. Tina Marie</b>		<b>- 1</b>
By Gus Kahn—Published by Bregman, Vocco & Conn (ASCAP) RECORDS AVAILABLE: S. Davis Jr., Dec 29484; D. Day, Columbia 2087; E. Eckstine, M-G-M 11984; L. Elgart, Col 40525; L. Horne, Vic 20-6073; L. Welk, Coral 61408. ELECTRICAL TRANSCRIPTIONS: Jimmie Blade Ork, Standard; Tex Beneke, Thesaurus.			By Bob Merrill—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6192.		
<b>24. Kentuckian Song</b>		<b>- 1</b>	<b>29. Longest Walk</b>		<b>- 1</b>
By Ervin Gordan—Published by Frank (ASCAP) RECORDS AVAILABLE: E. Arnold, Vic 20-6139; B. Benton, Okeh 7058; B. Bregman, Era 1002; J. Brown, M-G-M 12011; G. Chertney, Mercury 70637; Hilltoppers, Dot 15375; B. Sherwood, Coral 61439; P. Weston, Col 40527; M. Wiseman, Dot 1262.			By Eddie Pola-Fren Spielman—Published by Advanced (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182.		
<b>24. That Old Black Magic</b>		<b>21 5</b>	<b>29. Story Untold</b>		<b>27 5</b>
By Mercer and Arlen—Published by Famous (ASCAP) RECORDS AVAILABLE: B. Daniels, Mercury 5721; S. Davis Jr., Dec 29541. ELECTRICAL TRANSCRIPTION: F. Warren, Thesaurus.			By LeRoy Griffin—Published by Rush (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70634; Four Coins, Epic 9107; Nutmegs, Herald 452.		

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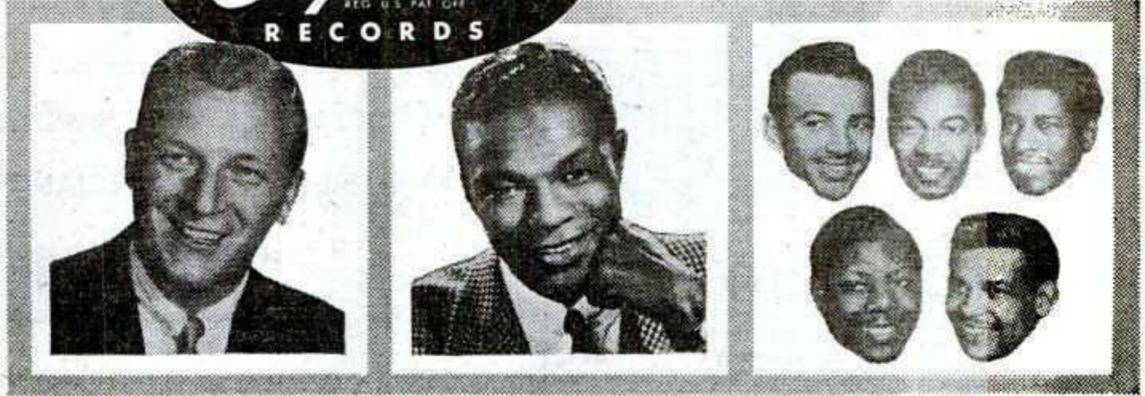
The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

# KEEP THE POPS ALIVE IN '55

# The Nation's Top HITS are on



**POPULAR  
HITS...**



**LES BAXTER**

- ★ UNCHAINED MELODY ★ MEDIC .....3055
- ★ WAKE THE TOWN AND TELL THE PEOPLE
- ★ I'LL NEVER STOP LOVING YOU .....3120
- The Shrike • The Toy Tiger .....3195

**NAT "KING" COLE**

- ★ A BLOSSOM FELL
- ★ IF I MAY .....3095
- MY ONE SIN
- Blues from Kiss Me Deadly.....3136

**FIVE KEYS**

- DON'T YOU KNOW I LOVE YOU
- I WISH I'D NEVER LEARNED TO READ .....3185
- THE VERDICT
- Me Make Um Pow Wow.....3127



**FOUR FRESHMEN**

- DAY BY DAY
- How Can I Tell Her .....3154

**LES PAUL-MARY FORD**

- ★ HUMMINGBIRD
- Goodbye, My Love .....3165

**FRANK SINATRA**

- ★ LEARNIN' THE BLUES
- If I Had Three Wishes .....3102

**CLIFFIE STONE**

- ★ THE POPCORN SONG
- Barracuda .....3131

**RAY ANTHONY**

- PETE KELLY'S BLUES
- DC-7 .....3176

★LISTED ON "HONOR ROLL OF HITS", THE BILLBOARD, AUG. 6, 1955

## COUNTRY - WESTERN HITS



**TOMMY COLLINS**

- I GUESS I'M CRAZY
- YOU OUGHTA SEE
- PICKLES NOW .....3190

**LOUVIN BROTHERS**

- PITFALL
- WHEN I STOP DREAMING.....3177

**JEAN SHEPARD**

- A SATISFIED MIND
- TAKE POSSESSION .....3118

**HANK THOMPSON**

- SIMPLE SIMON • MOST OF ALL.....3188
- WILDWOOD FLOWER
- BREAKIN' IN ANOTHER HEART.....3106

**FARON YOUNG**

- GO BACK YOU FOOL
- ALL RIGHT .....3169

**New! New! New! New! New! New! New! New!**

### A Rockin' Debut

**PAUL WILLIAMS**  
and His Band  
featuring  
**JIMMY BROWN**

**Rock It**  
**Davy Crockett**

**Hello** Record No. 3205



### Double Dynamite

**Now Is  
the Time**

**In Madrid**

**PAULETTE  
SISTERS** Record No. 3211



### Two Movie Hits

**Birmingham**

**An Occasional  
Man**

**ELLA MAE MORSE  
BILLY MAY**

Record No. 3210



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Order These Useful MERCHANDISING AIDS Today!



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Operators Everywhere

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## EASEL DISPLAY CARDS

Use these colorful, attention-getting display cards to post the special TOP TUNES and COMING UP STRONG poster sheets now appearing in your weekly Billboard.

You simply tear out the poster pages with each new weekly Billboard and mount them on your easel stands. Place them in windows, on counters, at every juke location; in fact, wherever they'll get the most attention.

A big 14" by 21" each, these cards are printed on durable display stock for long-lasting value. And they're backed up with handy-to-use easel stands that make 'em stand up straight—practically call out to customers to come in and buy!

"A superb sales aid," one dealer wrote, after but a one-week trial. Why don't you find out for yourself? Just a single dollar bill brings you both these jumbo display cards postpaid. How many sets do you want? Order right away while supply lasts!



Only  
**\$1** per  
set

THE BILLBOARD  
2160 Patterson Street  
Cincinnati 22, Ohio

OPERATION PUSHPOP '55  
831

Please send me postage prepaid, the special Billboard  
PUSHPOP Poster easel display boards. I enclose \$ \_\_\_\_\_  
for \_\_\_\_\_ sets. (@ \$1 per set of two boards)

COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
ORDERED BY \_\_\_\_\_



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Here's the handy 6½ x 8½ folder which makes the ideal counter giveaway, the tailor-made mailing piece, especially designed to push dealer sales up and UP and UP! So low in cost—so high in sales results—and you can have your store name and address specially imprinted for mailing purposes at no extra charge. Order your trial supply now! Use the coupon.

**SPECIAL LOW RATES — MAIL ORDER TODAY**

THE BILLBOARD  
2160 Patterson Street  
Cincinnati 22, Ohio

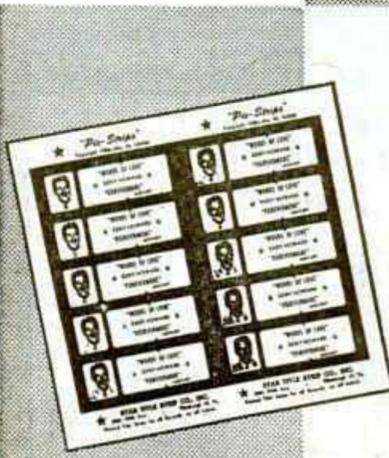
TODAY'S TOP TUNES DEPT.  
832

Please print and mail TODAY'S TOP TUNES as follows:

CHECK ONE		CHECK ONE	
<input type="checkbox"/> 1-week trial	<input type="checkbox"/> Twice a month	<input type="checkbox"/> 50 copies \$1	<input type="checkbox"/> 250 copies \$3.50
<input type="checkbox"/> weekly	<input type="checkbox"/> monthly	<input type="checkbox"/> 100 copies \$2	<input type="checkbox"/> 500 copies \$5.50

NAME \_\_\_\_\_  
(please print clearly)

ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
PHONE NO. \_\_\_\_\_ ORDERED BY \_\_\_\_\_



### Operators—Use THE famous **STAR PIC STRIPS** to Build Your Take on Every Box!

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Based on exclusive Billboard COMING UP STRONG CHARTS. In test period, 94% of records coming on best seller charts for first time had been selected as Pic-Strip picks as much as three weeks before.

Each week this tremendous service brings you Pic-Strips for six new pop records. Each strip is clearly printed and includes artists' photo.

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Please send 10 weeks' trial service—2 cards (10 strips each) for each of six new Pop records weekly at 50c weekly charge. \$5 payment enclosed.

Send illustrated folder and price list.

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YOUR NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

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 • SINCERELY with THE McGUIRE SISTERS • SWEET AND  
 GENTLE with ALAN DALE • THE YELLOW ROSE OF  
 JOHN with JOHN S. BOND • THE PANAMA CANAL with  
 TERESA BREWER • ALL ABOUT DON CORNELL  
 SOMETHING'S GOTTA GIVE with THE McGUIRE SISTERS  
 • SINCERELY with THE McGUIRE SISTERS • SWEET AND  
 GENTLE with ALAN DALE • THE YELLOW ROSE OF  
 JOHNNY with JOHN S. BOND • THE PANAMA CANAL with  
 TERESA BREWER • ALL ABOUT DON CORNELL  
 SOMETHING'S GOTTA GIVE with THE McGUIRE SISTERS  
 • SINCERELY with THE McGUIRE SISTERS • SWEET AND  
 GENTLE with ALAN DALE • THE YELLOW ROSE OF



# HITS ARE A HABIT WITH DICK JACOBS !!

*NOW HIS OWN  
 SMASH HIT RECORD*



**SWEETHEARTS  
 ON  
 PARADE**

Vocal by the BEARCATS

**I'LL KNOW  
 MY  
 LOVE**

(BY THE WAY  
 SHE TALKS)

with Chorus and Orchestra

CORAL 61479

**CORAL RECORDS**  
*America's Fastest Growing Record Company*

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending August 3

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

This Week	Last Week	Weeks on Chart	Title	Artist
1		14	ROCK AROUND THE CLOCK	(ASCAP)—B. Haley
2	4	6	AIN'T IT A SHAME?	(BMI)—P. Boone
3		14	LEARNIN' THE BLUES	(ASCAP)—F. Sinatra
4		15	BLOSSOM FELL	(ASCAP)—Nat (King) Cole
5	17	2	YELLOW ROSE OF TEXAS	(ASCAP)—M. Miller
6	6	11	HARD TO GET	(ASCAP)—G. MacKenzie
7	8	20	IT'S A SIN TO TELL A LIE	(ASCAP)—S. Smith & the Redheads
8	11	4	HUMMINGBIRD	(ASCAP)—L. Paul & M. Ford
9	5	24	CHERRY PINK AND APPLE BLOSSOM WHITE	(ASCAP)—P. Prado
10	7	19	UNCHAINED MELODY	(ASCAP)—L. Baxter
11	14	6	SEVENTEEN	(BMI)—B. Bennett
12	16	9	HOUSE OF BLUE LIGHTS	(ASCAP)—C. Miller
13	13	4	DOMANI	(BMI)—J. La Rosa
14	9	11	SOMETHING'S GOTTA GIVE	(ASCAP)—McGuire Sisters
15		1	YELLOW ROSE OF TEXAS	(ASCAP)—J. Desmond
16	10	19	SOMETHING'S GOTTA GIVE	(ASCAP)—S. Davis Jr.
17	24	4	RAZZLE DAZZLE	(BMI)—B. Haley
18	12	7	SWEET AND GENTLE	(BMI)—A. Dale
19	15	17	HONEY BABE	(ASCAP)—A. Mooney
20	22	3	KENTUCKIAN SONG	(ASCAP)—Hilltoppers
21	25	4	I'LL NEVER STOP LOVING YOU	(ASCAP)—Doris Day
22		1	TINA MARIE	(ASCAP)—P. Como
23		1	WAKE THE TOWN AND TELL THE PEOPLE	(ASCAP)—L. Baxter
23	18	8	MAN IN THE RAINCOAT	(BMI)—P. Wright
25	19	5	AIN'T IT A SHAME?	(BMI)—F. Domino

DEALERS AND OPERATORS...

Top Ten Tunes Poster is on page 44  
 Tomorrow's Hits... Today Poster is on Page 48

• THIS WEEK'S BEST BUYS

GUM DROP (Toombs, BMI)—Crew Cuts—Mercury 70608

The Crew Cuts' version of this item out of the rhythm and blues ranks is shaping up quickly as a national chart threat. This week it hit the territorial charts in Cincinnati and Cleveland, and it's a top favorite among dealers in many areas. There's particularly good action also reported this week in Boston, Pittsburgh and St. Louis, and it's showing good strength in Chicago, Milwaukee, Philadelphia and several other important markets. The flip is "Present Arms" (Bourne, ASCAP). "Gum Drop" was a previous Billboard "Spotlight" pick.

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

WAKE THE TOWN AND TELL THE PEOPLE (Joy, ASCAP)—Mindy Carson—Columbia 40537

The Les Baxter Capitol version made the charts this week, and there are better than strong indications that this solo vocal version soon will follow suit. It's close behind in dealer preference, and made its first territorial chart breakthrough in Philadelphia. In addition, it's showing heavy action in Milwaukee, Atlanta, St. Louis, Providence and Baltimore. Strong sales in Philadelphia, Boston, Chicago, Pittsburgh, Buffalo and Durham. Flip is "Hold Me Tight" (Joy, ASCAP).

• Most Played in Juke Boxes

For survey week ending August 3

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

This Week	Last Week	Weeks on Chart	Title	Artist
1		9	ROCK AROUND THE CLOCK	(ASCAP)—B. Haley
2	4	9	LEARNIN' THE BLUES	(ASCAP)—F. Sinatra
3	3	12	BLOSSOM FELL	(ASCAP)—Nat (King) Cole
4	2	19	CHERRY PINK AND APPLE BLOSSOM WHITE	(ASCAP)—P. Prado
5	7	5	AIN'T IT A SHAME?	(BMI)—P. Boone
6	5	6	HARD TO GET	(ASCAP)—G. MacKenzie
7	6	10	SOMETHING'S GOTTA GIVE	(ASCAP)—McGuire Sisters
8	10	11	IT'S A SIN TO TELL A LIE	(ASCAP)—S. Smith & the Redheads
9	8	13	HONEY BABE	(ASCAP)—A. Mooney
10	11	16	UNCHAINED MELODY	(ASCAP)—A. Hibbler
11	13	3	HUMMINGBIRD	(ASCAP)—L. Paul & M. Ford
12	8	15	UNCHAINED MELODY	(ASCAP)—L. Baxter
12	14	15	UNCHAINED MELODY	(ASCAP)—R. Hamilton
14	16	3	AIN'T IT A SHAME?	(BMI)—Fats Domino
14	12	20	DANCE WITH ME HENRY	(BMI)—G. Gibbs
16	18	3	SOMETHING'S GOTTA GIVE	(ASCAP)—S. Davis Jr.
16		1	DOMANI	(BMI)—J. La Rosa
18	15	3	BANJO'S BACK IN TOWN	(ASCAP)—T. Brewer
18		1	POPCORN SONG	(BMI)—C. Stone
20		4	SWEET AND GENTLE	(BMI)—A. Dale
20		1	MAN IN THE RAINCOAT	(BMI)—P. Wright

• Most Played by Jockeys

For survey week ending August 3

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

This Week	Last Week	Weeks on Chart	Title	Artist
1		12	ROCK AROUND THE CLOCK	B. Haley
2	2	15	LEARNIN' THE BLUES	F. Sinatra
3	3	14	AIN'T IT A SHAME?	P. Boone
4	5	7	HARD TO GET	G. MacKenzie
5	17	2	YELLOW ROSE OF TEXAS	M. Miller
6	4	5	BLOSSOM FELL	Nat (King) Cole
7	6	11	SOMETHING'S GOTTA GIVE	McGuire Sisters
8	7	19	UNCHAINED MELODY	L. Baxter
9	11	7	IT'S A SIN TO TELL A LIE	S. Smith & the Redheads
10	9	6	HUMMINGBIRD	L. Paul & M. Ford
11	12	17	UNCHAINED MELODY	A. Hibbler
12	10	6	SWEET AND GENTLE	A. Dale
13	8	18	CHERRY PINK AND APPLE BLOSSOM WHITE	P. Prado
13	15	3	I'LL NEVER STOP LOVING YOU	D. Day
15		1	SEVENTEEN	B. Bennett
16	16	2	MAN IN THE RAINCOAT	P. Wright
16	18	3	DOMANI	J. La Rosa
18	20	2	HOUSE OF BLUE LIGHTS	C. Miller
18		1	WAKE THE TOWN AND TELL THE PEOPLE	L. Baxter
20	13	6	THAT OLD BLACK MAGIC	S. Davis Jr.

# The Craziest Sound!

# RALPH

# MARTERIE

*sings*

# 'MAYBELLENE'

THE RHYTHM AND BLUES SMASH HIT

AND

FROM THE UNIVERSAL INTERNATIONAL PICTURE  
"THE PRIVATE WAR OF MAJOR BENSON"

## "TOY TIGER"

INSTRUMENTAL

MERCURY 70682



CHICAGO 1, ILLINOIS

# The Billboard Music Popularity Charts POPULAR RECORDS

## • Territorial Best Sellers

For survey week ending August 3

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

### Atlanta

1. Yellow Rose of Texas, M. Miller, Col.
2. Blossom Fell, Nat (King) Cole, Cap.
3. Rock Around the Clock, B. Haley, Dec.
4. I'll Never Stop Loving You, D. Day, Col.
5. Learnin' the Blues, F. Sinatra, Cap.
6. Cherry Pink and Apple Blossom White, P. Prado, Vic.
7. Tina Marie, P. Como, Vic.

### Balti.-Wash.

1. Ain't It a Shame? P. Boone, Dot
2. Rock Around the Clock, B. Haley, Dec.
3. Seventeen, B. Bennett, Kng.
4. Hard to Get, G. MacKenzie, X
5. Razzle Dazzle, B. Haley, Dec.
6. Song of the Dreamer, E. Fisher, Vic.
7. Something's Gotta Give, McGuire Sisters, Cor.
8. Blossom Fell, Nat (King) Cole, Cap.
9. Yellow Rose of Texas, J. Desmond, Col.
10. Learnin' the Blues, F. Sinatra, Cap.

### Boston

1. Wake the Town and Tell the People, L. Baxter, Cap.
2. Yellow Rose of Texas, M. Miller, Col.
3. It's a Sin to Tell a Lie, S. Smith & the Redheads, Epi.
4. Domani, J. La Rosa, Cdc.
5. Hard to Get, G. MacKenzie, X
6. Rock Around the Clock, B. Haley, Dec.
7. Longest Walk, J. P. Morgan, Vic.
8. I'll Never Stop Loving You, D. Day, Col.
9. Blossom Fell, Nat (King) Cole, Cap.
10. Something's Gotta Give, McGuire Sisters, Cor.

### Buffalo

1. Yellow Rose of Texas, J. Desmond, Cor.
2. Day by Day, Four Freshmen, Cap.
3. Yellow Rose of Texas, M. Miller, Col.
4. Domani, J. La Rosa, Cdc.
5. Rock Around the Clock, B. Haley, Dec.
6. Seventeen, B. Bennett, Kng.
7. Razzle Dazzle, B. Haley, Dec.
8. Sweet and Gentle, A. Dale, Cor.
9. House of Blue Lights, C. Miller, Mer.
10. Love Is a Many-Splendored Thing, Four Aces, Dec.

### Chicago

1. Rock Around the Clock, B. Haley, Dec.
2. Ain't It a Shame? P. Boone, Dot
3. Yellow Rose of Texas, M. Miller, Col.
4. Domani, J. La Rosa, Cdc.
5. Piddly Patter Patter, P. Page, Mer.
6. Shepard Boy, R. Carlyle, X
7. Learnin' the Blues, F. Sinatra, Cap.
8. Bible Tells Me So, N. Noble, Wng.
9. Seventeen, R. Draper, Mer.
10. Hard to Get, G. MacKenzie, X

### Cincinnati

1. Rock Around the Clock, B. Haley, Dec.
2. Seventeen, B. Bennett, Kng.
3. House of Blue Lights, C. Miller, Mer.
4. Learnin' the Blues, F. Sinatra, Cap.
5. Ain't It a Shame? P. Boone, Dot
6. Man in the Raincoat, P. Wright, Unq.
7. Kentuckian Song, Hilltoppers, Dot
8. Hummingbird, L. Paul & M. Ford, Cap.
9. Something's Gotta Give, McGuire Sisters, Cor.
10. Gum Drop, Crew Cuts, Mer.

### Cleveland

1. Maybellene, C. Berry, Chs.
2. Yellow Rose of Texas, M. Miller, Col.
3. Seventeen, B. Bennett, Kng.
4. Bible Tells Me So, N. Noble, Wng.
5. Kentuckian Song, Hilltoppers, Dot
6. House of Blue Lights, C. Miller, Mer.
7. Only You, Platters, Mer.
8. Gum Drop, Crew Cuts, Mer.
9. Autumn Leaves, R. Williams, Kap.
10. Rock Around the Clock, B. Haley, Dec.

### Dallas-Ft. Worth

1. Rock Around the Clock, B. Haley, Dec.
2. Ridin' on a Train, Commodores, Dot
3. Yellow Rose of Texas, M. Miller, Col.
4. Learnin' the Blues, F. Sinatra, Cap.
5. Ain't It a Shame? F. Domino, Imp.
6. Uranium, Commodores, Dot
7. If I May, Nat (King) Cole, Cap.
8. Cherry Pink and Apple Blossom White, P. Prado, Vic.
9. My One Sin, Nat (King) Cole, Cap.
10. Razzle Dazzle, B. Haley, Dec.

### Denver

1. House of Blue Lights, C. Miller, Mer.
2. Rock Around the Clock, B. Haley, Dec.
3. Man in the Raincoat, M. Marlowe, Cdc.
4. Blossom Fell, Nat (King) Cole, Cap.
5. Yellow Rose of Texas, M. Miller, Col.
6. Unchained Melody, A. Hibbler, Dec.
7. Honey Babe, A. Mooney, M-G-M
8. Honey Babe, Sauter-Finegan, Vic.
9. Carmen's Boogie, Crew Cuts, Mer.
10. Something's Gotta Give, S. Davis Jr., Dec.

### Detroit

1. Yellow Rose of Texas, M. Miller, Col.
2. Bible Tells Me So, N. Noble, Wng.
3. Autumn Leaves, R. Williams, Kap.
4. Seventeen, B. Bennett, Kng.
5. Gum Drop, O. Williams, Del.
6. Domani, J. La Rosa, Cdc.
7. Day by Day, Four Freshmen, Cap.
8. Gum Drop, Charms, Del.
9. Hard to Get, G. MacKenzie, X
10. Bible Tells Me So, D. Cornell, Cor.

### Kansas City

1. Maybellene, C. Berry, Chs.
2. Ain't It a Shame? P. Boone, Dot
3. Seventeen, B. Bennett, Kng.
4. Green Eyes, Ravens, Jub.
5. Yellow Rose of Texas, M. Miller, Col.
6. Rock Around the Clock, B. Haley, Dec.
7. House of Blue Lights, C. Miller, Mer.
8. Hummingbird, L. Paul & M. Ford, Cap.
9. Seventeen, Fontane Sisters, Dot
10. Story Untold, Four Coins, Epi.

### Los Angeles

1. Rock Around the Clock, B. Haley, Dec.
2. Blossom Fell, Nat (King) Cole, Cap.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Unchained Melody, L. Baxter, Cap.
5. Hard to Get, G. MacKenzie, X
6. That Old Black Magic, S. Davis Jr., Dec.
7. Sweet and Gentle, G. Gibbs, Mer.
8. Hummingbird, L. Paul & M. Ford, Cap.
9. Man in the Raincoat, M. Marlowe, Cdc.

### Milwaukee

1. Ain't It a Shame? P. Boone, Dot
2. Rock Around the Clock, B. Haley, Dec.
3. Yellow Rose of Texas, J. Desmond, Cor.
4. Yellow Rose of Texas, M. Miller, Col.
5. Wake the Town and Tell the People, L. Baxter, Cap.
6. Blossom Fell, Nat (King) Cole, Cap.
7. Seventeen, R. Draper, Mer.
8. Learnin' the Blues, F. Sinatra, Cap.
9. Unchained Melody, L. Baxter, Cap.
10. Cherry Pink and Apple Blossom White, P. Prado, Vic.

### Mpls.-St. Paul

1. Ain't It a Shame? P. Boone, Dot
2. Rock Around the Clock, B. Haley, Dec.
3. Kentuckian Song, Hilltoppers, Dot
4. Hummingbird, L. Paul & M. Ford, Cap.
5. House of Blue Lights, C. Miller, Mer.
6. Yellow Rose of Texas, J. Desmond, Cor.
7. Unchained Melody, L. Baxter, Cap.
8. Learnin' the Blues, F. Sinatra, Cap.
9. Yellow Rose of Texas, M. Miller, Col.
10. Piddly Patter Patter, P. Page, Mer.

### New Orleans

1. Rock Around the Clock, B. Haley, Dec.
2. Yellow Rose of Texas, M. Miller, Col.
3. Popcorn Song, C. Stone, Cap.
4. Song of the Dreamer, E. Fisher, Vic.
5. Sweet and Gentle, A. Dale, Cor.
6. Seventeen, B. Bennett, Kng.
7. Day by Day, Four Freshmen, Cap.
8. It's a Sin to Tell a Lie, S. Smith & the Redheads, Epi.
9. Hard to Get, G. MacKenzie, X
10. Guilty Shadows, C. Jason, Col.

### New York

1. Rock Around the Clock, B. Haley, Dec.
2. Unchained Melody, A. Hibbler, Dec.
3. Cherry Pink and Apple Blossom White, P. Prado, Vic.
4. Sweet and Gentle, A. Dale, Cor.
5. Learnin' the Blues, F. Sinatra, Cap.
6. Blossom Fell, Nat (King) Cole, Cap.
7. Yellow Rose of Texas, M. Miller, Col.
8. Honey Babe, A. Mooney, M-G-M
9. Hard to Get, G. MacKenzie, X
10. Piddly Patter Patter, P. Page, Mer.

### Philadelphia

1. Domani, J. La Rosa, Cdc.
2. Hard to Get, G. MacKenzie, X
3. Yellow Rose of Texas, M. Miller, Col.
4. It's a Sin to Tell a Lie, S. Smith & the Redheads, Epi.
5. Rock Around the Clock, B. Haley, Dec.
6. Wake the Town and Tell the People, M. Carson, Col.
7. Ain't It a Shame? F. Domino, Imp.
8. Something's Gotta Give, McGuire Sisters, Cor.
9. Longest Walk, J. P. Morgan, Vic.
10. Alabama Jubilee, Ferko String Band, Mda.

### Pittsburgh

1. Rock Around the Clock, B. Haley, Dec.
2. Kentuckian Song, Hilltoppers, Dot
3. Yellow Rose of Texas, M. Miller, Col.
4. Ain't It a Shame? P. Boone, Dot
5. Hard to Get, G. MacKenzie, X
6. Learnin' the Blues, F. Sinatra, Cap.
7. My One Sin, Nat (King) Cole, Cap.
8. It's a Sin to Tell a Lie, S. Smith & the Redheads, Epi.
9. Maybellene, C. Barry, Chs.
10. Only You, Platters, Mer.

### St. Louis

1. Ain't It a Shame? P. Boone, Dot
2. Rock Around the Clock, B. Haley, Dec.
3. Seventeen, R. Draper, Mer.
4. Maybellene, C. Barry, Chs.
5. Yellow Rose of Texas, M. Miller, Col.
6. Domani, J. La Rosa, Cdc.
7. Hummingbird, L. Paul & M. Ford, Cap.
8. I'll Never Stop Loving You, D. Day, Col.
9. My One Sin, Nat (King) Cole, Cap.
10. Wake the Town & Tell the People, L. Baxter, Cap.

### San Francisco

1. Rock Around the Clock, B. Haley, Dec.
2. Blossom Fell, Nat (King) Cole, Cap.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Hard to Get, G. MacKenzie, X
5. Cherry Pink and Apple Blossom White, P. Prado, Vic.
6. Something's Gotta Give, S. Davis Jr., Dec.
7. Unchained Melody, L. Baxter, Cap.
8. Love Me or Leave Me, S. Davis Jr., Dec.
9. Hummingbird, L. Paul & M. Ford, Cap.
10. Domani, J. La Rosa, Cdc.

### Seattle

1. Only You, Platters, Mer.
2. Rock Around the Clock, B. Haley, Dec.
3. Ain't It a Shame? P. Boone, Dot
4. Blossom Fell, Nat (King) Cole, Cap.
5. Yellow Rose of Texas, M. Miller, Col.
6. Man in the Raincoat, P. Wright, Unq.
7. Honey Babe, A. Mooney, M-G-M
8. House of Blue Lights, C. Miller, Mer.
9. Story Untold, Crew Cuts, Mer.
10. Kentuckian Song, Hilltoppers, Dot

### Toronto

1. Rock Around the Clock, B. Haley, Dec.
2. Learnin' the Blues, F. Sinatra, Cap.
3. Blossom Fell, Nat (King) Cole, Cap.
4. Honey Babe, A. Mooney, M-G-M
5. Unchained Melody, L. Baxter, Cap.
6. Unchained Melody, A. Hibbler, Dec.
7. Something's Gotta Give, S. Davis Jr., Dec.

# LOOK- at this Lineup of MGM HITS!



## Joni James

Top Rating  
in Billboard  
Cashbox Hit  
of the Week  
Variety  
Best Bet

### WHERE IS THAT SOMEONE FOR ME

(from the musical  
"Seventh Heaven")

### THE MOMENT I SAW YOU

MGM 12020 78 rpm  
K 12020 45 rpm

orch. conducted by DAVE TERRY

David Rose and his orch.

### LOVE IS A MANY SPLENDORED THING

and

### YOU AND YOU ALONE

MGM 30883 78 rpm  
K 30883 45 rpm

### SUMMERTIME IN VENICE

and

### VIOLIN Let Your Song Begin

MGM 30882 78 rpm  
K 30882 45 rpm

OUTSTANDING  
NEW HIT!

## ROBBIN HOOD

### DANCIN' IN MY SOCKS

and

### HAPPY IS MY HEART

MGM 12046 78 rpm • K 12046 45 rpm

### BETTY MADIGAN

## TEDDY BEAR

and

### PLEASE BE KIND

MGM 12022 78 rpm  
K 12022 45 rpm

### ACQUAVIVA AND HIS ORCHESTRA

## PRAYER FOR PEACE

and

### ALONE WITH YOU

MGM 30884 78 rpm  
K 30884 45 rpm

### KAY ARMEN

## The BIBLE TELLS ME SO

and

### I WONDER WHEN WE'LL EVER KNOW

MGM 12045 78 rpm  
K 12045 45 rpm

### THE MARION SISTERS

## HE DON'T WANNA LOVE ME

and

### P-RECIOUS LOVE

MGM 12010 78 rpm  
K 12010 45 rpm

### ALAN DEAN

## REMEMBER ME, WHEREVER YOU GO

and

### LOVE IS ALL THAT MATTERS

MGM 12012 78 rpm  
K 12012 45 rpm

### PAT O'DAY

## SOLDIER BOY

and

### REWARD! REWARD!

MGM 12025 78 rpm  
K 12025 45 rpm

### BILLY FIELDS

## THE GIRL UPSTAIRS

and

### SIMPATICO

MGM 12040 78 rpm  
K 12040 45 rpm

### BILL GALLUS

## THERE IS NO LOVE (Without You)

and

### A TREE FULL OF OWLS

MGM 12041 78 rpm  
K 12041 45 rpm

### ARLYNE TYE

## YOUR FLIRTY, FLIRTY EYES

and

### TALKIN', TALKIN', TALKIN'

MGM 12032 78 rpm  
K 12032 45 rpm

## M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



Keith and Neil\* Say:  
 Another Mooney Hit  
 Right on the Line!

**art**  
**MOONEY**  
*and His Orchestra*  
 play...

**20 TINY FINGERS**

Still Cleaning Up!

**HONEY BABE**  
 b/w  
 NO REGRETS  
 MGM 11900 78 rpm • K 11900 45 rpm

**ALABAMA JUBILEE**  
 b/w  
 PADDLIN' MADELIN' HOME  
 MGM 12000 78 rpm • K 12000 45 rpm

b/w  
**A HAPPY SONG**  
 MGM 12039 78 rpm  
 K 12039 45 rpm

\*"20 TINY FINGERS" Inspired  
 by Keith and Neil Bennett  
 Twin Sons of Songwriter Roy Bennett

**M-G-M RECORDS**  
 THE GREATEST NAME IN ENTERTAINMENT



# The Billboard Music Popularity Charts POPULAR RECORDS

## • COMING UP STRONG

Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

NOTE: Correction—In last week's Coming Up Strong chart, the No. 4 selection, "The Bible Tells Me So," by Nick Noble, was listed erroneously as a Coral record. This recording, which heads the list this week, should have been listed as Wing 90003.

- 1. The Bible Tells Me So** ..... Nick Noble  
(ASCAP) Wing 90003
- 2. The Man in the Raincoat** .. Marion Marlowe  
(BMI) Cadence 1266
- 3. Song of the Dreamer** ..... Eddie Fisher  
(BMI) RCA Victor 6196
- 4. The Longest Walk** ..... Jaye P. Morgan  
(ASCAP) RCA Victor 6182
- 5. Wake the Town and Tell the People** ..... Mindy Carson  
(ASCAP) Columbia 40537
- 6. Day by Day** ..... The Four Freshmen  
(ASCAP) Capitol 3154
- 7. The Bible Tells Me So Love Is a Many-Splendored Thing** ..... Don Cornell  
(ASCAP) Coral 61467
- 8. Autumn Leaves** ..... Roger Williams  
(ASCAP) Kapp 16
- 9. Seventeen** ..... The Fontane Sisters  
(BMI) Dot 15386

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

## • Tunes With Greatest Radio-TV Audience

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	Television
A Blossom Fell (R)—Shapiro-Bernstein—ASCAP	Ain't That a Shame? (R)—Commodore—BMI
Ain't That a Shame? (R)—Commodore—BMI	Alabama Jubilee (R)—Remick—ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	All of You (R)—Chappell—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP	Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Blue Star (R)—Young—ASCAP	Banjo's Back in Town (R)—World—ASCAP
Cherry Pink and Apple Blossom White (R) (F)—Chappell—ASCAP	Blue Star (R)—Young—ASCAP
Domani (R)—Montauk—BMI	Chee Chee-oo Chee (R)—Hill & Range—BMI
Foiled (R)—Harms—ASCAP	Disenchanted Blues (R)—Cromwell—ASCAP
Hard to Get (R)—Witmark—ASCAP	Hard to Get (R)—Witmark—ASCAP
Heart (R) (M)—Frank—ASCAP	Honey Babe (R) (F)—Witmark—ASCAP
Honey Babe (R) (F)—Witmark—ASCAP	Hummingbird (R)—Jungnickel—ASCAP
Hummingbird (R)—Jungnickel—ASCAP	I Know Your Mother Loves You (R)—Leeds—ASCAP
I'll Never Stop Loving You (R) (F)—Feist—ASCAP	I Looked at You (R)—Cromwell—ASCAP
Kentuckian Song (R) (F)—Frank—ASCAP	I'll Never Stop Loving You (R) (F)—Feist—ASCAP
Learnin' the Blues (F)—Barton—ASCAP	Italian Lullaby (R)—Paxton—ASCAP
Longest Walk (R)—Advanced—ASCAP	Japanese Rhumba (R)—Peer—BMI
Love Is a Many-Splendored Thing (R)—Miller—ASCAP	Learnin' the Blues (R)—Barton—ASCAP
Man in the Raincoat (R)—Canada, Ltd.—BMI	Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
May I Never Love Again (R)—Broadcast—BMI	My One Sin (R)—Mellin—BMI
My Love Came Back to Me (R)—Southern—ASCAP	Piddy Patter Patter (R)—E. B. Marks—BMI
Pete Kelly's Blues (R) (F)—Mark VII—ASCAP	Play Me Hearts and Flowers (R)—Advanced—ASCAP
Piddy Patter Patter (R)—E. B. Marks—BMI	Rock Around the Clock (R) (F)—Myers—ASCAP
Seventeen (R)—Lois—BMI	Sailor Boys Have Talked to Me in English (R)—E. H. Morris—ASCAP
Something's Gotta Give (R) (F)—Robbins—ASCAP	Something's Gotta Give (R) (F)—Robbins—ASCAP
Sweet and Gentle (R)—Peer—BMI	Sweet and Gentle (R)—Peer—BMI
That Old Black Magic (R) — Famous—ASCAP	Touch of the Blues (R)—Rogers—ASCAP
Tina Marie (R)—Roncom—ASCAP	Two Lost Souls (R)—Frank—ASCAP
Unchained Melody (R) (F)—Frank—ASCAP	Unchained Melody (R) (F)—Frank—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP	Where to My Love? (R)—Meadowbrook—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP	Yellow Rose of Texas (R)—Planetary—ASCAP
Young Ideas (R)—Harms—ASCAP	

## • Best Selling Sheet Music

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

This Week	Weeks on Chart	Rank	Title
1	18	1	Unchained Melody . . . . . Frank
2	8	2	Rock Around the Clock 3 Myers
3	19	3	Cherry Pink and Apple Blossom White . . . . . 2 Chappell
3	8	3	Hard to Get . . . . . 4 Witmark
5	11	5	Something's Gotta Give 5 Robbins
6	9	6	I'ts a Sin to Tell a Lie. 11 Bregman, Vocco & Conn
7	6	7	Blue Star (Medic) . . . . . 10 Chappell
8	4	8	I'll Never Stop Loving You . . . . . 6 Feist
9	9	9	Learnin' the Blues . . . . . 9 Barton
10	13	10	Blossom Fell . . . . . 8 Shapiro-Bernstein
11	1	11	Yellow Rose of Texas . . . . . 1 Planetary
12	2	12	Man in the Raincoat . . . . . 2 Canada, Ltd.
13	10	13	Honey Babe . . . . . 13 Witmark
14	3	14	Hummingbird . . . . . 7 Ross Jungnickel
15	4	15	Love Me or Leave Me. 15 Bregman, Vocco & Conn

## • Reviews and Ratings of New Popular Albums

Continued from page 28

**ECHOES OF BUDAPEST** .....75  
George Feyer, Piano (1-10")  
Vox VX 850

Most dealers need not be reminded of the potent sales history of Feyer's "Echoes" series. The none has sold as well, probably, as the fabulous Paris package, the first in the set, each succeeding entry has done exceedingly well over the counter. Here is another, and the pianist's imaginative touch is applied generously to mostly familiar material in the Hungarian tradition. Should be a money-maker.

**THE WONDERFUL WALTZES OF IRVING BERLIN AND RICHARD ROGERS** .....74  
Paul Britten and His Ork (1-12")  
M-G-M E 3208

This package represents a good salable idea: The waltzes of two of America's foremost composers, particularly in the show music field. Paul Britten's ork has a full sound, with lush strings.

**HARP MAGIC** .....69  
Robert Maxwell and His Ork (1-12")  
M-G-M E 3171

The popular harp virtuoso has gathered 12 standards to make up this package—ranging from show tunes to light classics, and including "Smoke Gets in Your Eyes," "Sorrento," "Claire De Lune," etc. The package is well recorded, and in toto represents a bright novelty.

**A SHEARING CARAVAN** .....78  
George Shearing Quintet (1-12")  
M-G-M E 3175

Shearing, who too often falls into a state of dull intoxication with his own sound, is represented here by an interesting variety of performances collected from previously issued single disks. The collection should do much better on the counters than did the singles, and this should do better than some of the previous Shearing LP's by virtue of its more myriad aspect. It's interesting and refreshing to hear Shearing occasionally break out with some swingin' accordion passages.

**WAILIN' AT THE TRIANON** .....75  
Lionel Hampton and His Ork (1-12")  
Columbia CL 711

This Hampton jazz concert, recorded in the presence of a live audience, is a heavy hunk of "Go-Go-Go"; noisy and exciting, but offering little nourishment for discriminating jazz lovers. On the up-tempo numbers the tasteless drumming eliminates the possibil-

ity of anything interesting emanating from the soloists. Hamp, of course, swings no matter how trite his invention on vibes. The whole business is like Jazz at the Philharmonic with microphones in the right places, and there could still be a market for this decidedly "uncool" music.

**JOLLY JUMPS IN** .....74  
Pete Jolly Trio and Sextet (1-12")  
Victor LPM 1105

Jolly is a skilled and swingin' modern jazz pianist and accordionist. On piano, he plays up-tempo things in the nervous, shifting-accent style of Bud Powell, while on ballads, he's pensive and probing. He should develop into a first-magnitude jazz artist, and this set should continue to sell steadily for a long time. On hand to help launch his dinking career are such formidable, tho briefly represented names as Shorty Rogers and Jim Guilfrie. Shelly Manne is the distinguished drummer thruout.

**DJANGO REINHARDT** .....73  
(1-12")  
Victor LPM 1100

The late French Gypsy guitarist has held many of his fans thru the turbulent jazz years, and there should be a fair-enough sale for this set of reissued prewar performances (1935-'39). Despite Reinhardt's fast-fingered improvisation, and while he was a master improviser, neither he nor his cohort, violinist Grappelly, played anything close to American jazz in spirit. It's an interesting sort of salon music, despite the presence of such American guest stars as Coleman Hawkins and Rex Stewart. Hawkins is represented in his earlier style, which is not his most absorbing. Regardless, this is Django's show, and he was an extremely flashy guitarist.

### Jazz

**SATCH PLAYS FATS** .....81  
Louis Armstrong and His All-Stars (1-12")  
Columbia CL 708

This one should move off the shelves rapidly, for there's merchandising magic in the title. The great tunes of Fats Waller, most of them written in collaboration with Andy Razaf, such as "Honeysuckle Rose," "Ain't Misbehavin'," etc., are in the grooves, performed in great style by Louis and the All Stars. A knowing set of liner notes by George Avakian will be relished by fans. The package is one in Columbia's "Great Jazz Composers" series.

## • Reviews and Ratings of New Classical Releases

**STRAVINSKY: LE SACRE DU PRINTEMPS; PETROUCHKA SUITE** (1-12")—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5030 . . .84

Quality and quantity make this a bargain package even where partially competing disks carry a lower price tag. For the first time "Sacre" has been etched complete on one side of a 12-inch and in a performance that is outstanding for rhythmic impulse and glorious sound, qualities that can equally be applied to the glowing "Petrouchka" score. Almost any groove will serve well for demonstration. No question here but that this set will sell at a brisk pace to become one of the heavy items of the fall season.

**A SQUARE TALK ON POPULAR MUSIC** (1-12")—Anna Russell. Columbia ML 5036 . . . . .83

Columbia's heavy current release list would be something less than complete without a new Anna Russell LP. And here it is, to bring delight to a wide audience of fans, and to pour many dollars into dealer coffers. In this, Miss Russell takes off mercilessly on pop ditties and for greater effect is backed by Jimmy Carroll and an ensemble billed the Miserable Five. Actually, there are more laughs in the flip, on which the comedienne surveys singing styles from the madrigal to modern atonal opera. While some will say that earlier Russell etchings had more laughs per groove, there are still more than enough to go around here. For most dealers this is "must" merchandise.

**PROKOFIEFF: VIOLIN SONATA IN D, OP. 94; HANDEL: VIOLIN SONATA NO. 4 IN D; VIVALDI: CHACONNE** (1-12")—Nathan Milstein, Violin; Artur Balsam, Piano. Capitol P 8315 . . . . .80

A true fiddler's delight, this LP will immediately establish itself as a "must" among collectors with any appreciation of the instrument. Milstein's superior artistry, his flawless technique and beautiful tone are reproduced with the highest fidelity. It is uncannily realistic at times. The program is attractive, too, all making for a powerful entry in its class. The only point more musical collectors might care to quibble about is the relatively inferior position, sound-wise, given to the fine collaboration of pianist Balsam. This is all fiddle.

**ELGAR: ENIGMA VARIATIONS COCKAIGNE OVERTURE; SERENADE FOR STRING ORCHESTRA** (1-12")—Royal Philharmonic; Sir Thomas Beecham, Cond. Columbia ML 5031 . . . . .78

One of the distinguished offerings of the new season. Britisher Beecham is, of course, the logical interpreter for these British works by the late romantic composer, Elgar. The Variations, a major and popular work, make provocative, tho accessible listening matter. The overture is light and gay and British, while the Serenade could easily have been inspired by Wagner's "Siegfried Idyll." An ex-

tremely pleasant program, beautifully recorded. Could sell very well if dealers latch on.

**TEN SOPRANOS—TEN ARIAS** (1-12")  
RCA Victor LM 1909 . . . . .75

A companion disk to "Ten Tenors—Ten Arias," this represents another attractive milking of the Victor treasure vaults. Little more need be said than the artists here include Victoria de los Angeles, Licia Albanese, Zinka Milanov, Kirsten Flagstad, Helen Traubel, Rosa Ponselle, Lurcezia Bori, Amelita Galli-Curci and Lotte Lehmann, and that the transfer is sometimes unbelievably good considering that some of these masters date back around 40 years. Solid, timeless LP merchandise.

**BACH: TOCCATA IN D MINOR** (1-12")  
E. Power Biggs, Organ. Columbia ML 5032 . . . . .72

The appeal of this unusual volume is mainly to organ connoisseurs and to audiophiles. Biggs, that superb organist, plays the Bach piece 14 times on as many different European organs, throwing in the famous fugue on the final version. The organs date from the 15th century to the present decade, and the hi-fi recording does full justice to each, bringing out the subtle differences in voicings, etc. A full technical description of each organ also is included in the liner notes. For the straight music lover, it's a lot of the same Toccatas. The many buyers of the recent Biggs plush pack should be good prospects for this one.

**THE ART OF JOSEF LHEVINNE** (1-12")—Camden CAL 265 . . . . .69

Josef Lhevinne, one of the last pianists to wear comfortably the mantle of romantic grandeur among pianists, had a stupendous technique and impetuous flair. And this collection displays this art at its best. Included are Chopin's "Polonaise in A Flat," several of his etudes and preludes, and the fabulously difficult Schumann "Toccatas in C," in addition to a virtuoso arrangement of the "Blue Danube Waltz." For piano collectors with a liking for the grand manner, this is a disk to be snapped up quickly. Absence of notes of any kind leaves the dealer to promote it (successfully) to others to whom the name Lhevinne is strange.

**SCHUBERT: IMPROMPTUS, OP. 90 AND OP. 142** (1-12")—Ingrid Haebler, Piano. Vox PL 8940 . . . . .68

The repertoire is already well covered in the catalogs, but these expert and sensitive readings should result in more than a few sales. Poetic approach to these piano masterpieces makes musical appreciation even more effective than some other readings which take a more vigorous stand. Miss Haebler already has quite a disk reputation for her fine Mozart diskings, and it should not be difficult to promote her latest among this select audience.

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**The Billboard Music Popularity Charts**  
**POPULAR RECORDS**

**Review Spotlight on . . .**

**RECORDS**

**SUNNY GALE** . . . RCA Victor 6227 . . . . . **SOLDIER BOY** (E. B. Marks, BMI)  
Sunny Gale has finally come up with another record of hot potential in this showmanly cover of the poignant r.&b. ditty. She belts it out with feeling and plenty of vocal magnetism. This one is bound to get plays and sales. Flip is "Certainly, Baby." (Angel, BMI.)

**JACK AND BETTY** . . . Teen 107 . . . . . **SATISFIED MIND** (Peer, BMI)  
There are several pop covers of this c.&w. hit, but this small-label version may very well grab off the bulk of plays in the pop market. It's already stirred up some excitement in the East and has started spreading out westward. Jack and Betty harmonize with sincerity and gentle appeal, with the boy dominating the duo vocally. Flip is "This Is My Story." (Aladdin, BMI.)

**PERCY FAITH ORK** . . . Columbia 40543 . . . . . **TROPICAL MERENGUE** (E. B. Marks, BMI)  
Here's a frothy, lush instrumental treatment of a lovely South American theme, with an infectious beat. It's bound to get considerable jockey play, and its danceable tempo could also make it big in the boxes. Flip is "We Won't Say Goodbye." (Sikorski, BMI.)

**AMES BROTHERS** . . . RCA Victor 6208 . . . . . **MY BONNIE LASSIE** (Blossom, ASCAP)  
"Yellow Rose of Texas" has sparked a march-trend, and the Ames Brothers have wrapped up a catchy highland theme in a personable vocal, with attractive lyrics and a bouncy beat. Flip is "So Will I." (Roosevelt, BMI.)

**TALENT**

**LILLIAN BRIGGS** . . . I WANT YOU TO BE MY BABY (Epic 9115) . . (Victory, BMI)  
. . . . . DON'T STAY AWAY TOO LONG (Meridian, BMI)  
See review below.

**Reviews of New Pop Records**

**RATINGS—COMMERCIAL POTENTIAL**

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

**HUGO AND LUIGI**  
A Satisfied Mind . . . . . 82

**MERCURY 70676**—Hugo and Luigi, those ubiquitous Mercury a.&r. execs, have a solid entry here. The country smash is read with conviction by a Weavers-type vocal ensemble. This has a quick appeal and it could easily step out into the money. Tune is due for heavy pop coverage. (Peer, BMI)

**The Goodbye Song** . . . . . 74  
Old-fashioned gang-sing effort is presented brightly. Could pull juke coin. (Leeds, ASCAP)

**PEREZ PRADO ORK**  
Monitor Mambo . . . . . 80

**VICTOR 6214**—Run-of-the-mill dancers and sheer beginners will find this slow, heavily accented mambo perfect for their terp requirements. It's easy to dance to or listen to. A salable coupling for those dealers who carry a limited Latin stock. (Peer, BMI)

**Crazy, Crazy** . . . . . 77  
Expert mambophiles should have a ball with this energetic side. And there's plenty of listener excitement in the flashy drumming and high ranging brass climaxes. Good jockey wax. (Peer, BMI)

**LILLIAN BRIGGS**  
I Want You to Be My Baby . . . . . 79

**EPIC 9115**—Here's a quick tempo item with a set of clever lyrics chanted in stylized fashion by the new thrush. Has strong novelty value, and it's likely to get good deejay play. (Victory, BMI)

**Don't Stay Away Too Long** . . . . . 73  
Another smartly clefted item, chanted in individual style. (Meridian, BMI)

**BING CROSBY-LES BROWN ORK**  
(All She'd Say Was) Umh Hum . . . . . 76  
**DECCA 29568**—Bing's and Les' fans will go for this well recorded oldie, with its old timey flavor. (Tilzer, ASCAP)  
**She Is the Sunshine of Virginia** . . . . . 76  
Same comment. (Shapiro-Bernstein, ASCAP)

**THE THREE RAYS**  
**WITH GEORGE CATES**  
Yes, We Have No Bananas . . . . . 70  
**CORAL 61471**—The zany novelty smash of the 1920's gets a glittering

revival here by the personable fem threesome. Sparkling guitar backing is a big asset. Could register with the new generation. (Skidmore, ASCAP)

**I Came No More** . . . . . 70  
The fem trio turns in an excellent harmony job on a touching country-type weeper. A collective talent that bears watching. (Peer, BMI)

**VERA LYNN**  
The Next Time You Feel Important . . . . . 76  
**LONDON 1431**—Rich, sincere thrush-ing on a moving sacred item, with

**EYDIE GORME**  
Soldier Boy . . . . . 79

**CORAL 61481**—This is a different kind of diskng by the thrush and it could be her strongest to date. Eydie retains most of the r.&b. feel of the big Four Fellows click in this effective reading. (E. B. Marks, BMI)

**What Is the Secret of Your Success?** . . . . . 73  
Another fine performance, more in the accustomed Gorme vein. Secret of the success of this disk is contained in public response to flip. (Harms, ASCAP)

**HENRI RENE ORK**  
Toy Tiger . . . . . 78

**VICTOR 6221**—An unusual, and unusually fine instrumental novelty is served up by the Rene forces, with the maestro on musette accordion. Great program stuff, colorful, absorbing and entertaining. (Northern, ASCAP)

**C-o-n-s-t-a-n-t-i-n-o-p-l-e** . . . . . 70  
Girl trio joins Rene in a cute, over-arranged version of the old novelty. (De Sylva, Brown & Henderson, ASCAP)

**RALPH YOUNG**  
Do You Know? . . . . . 76

**DECCA 29629**—Several years ago the warbler almost broke thru following the then-fashion to belt. His present mellow, yet vibrant approach has genuine appeal. With a good break in plugging, this sentimental three-beater could raise his stock today. (Dinkler, ASCAP)

**A Room in Paris** . . . . . 76  
This one's the theme of the Philco TV Playhouse production of the same name. The tune, by Kramer, Whitney and Mann, sounds like a typical class French chanson. Young continues to impress. (Northern, ASCAP)

impressive lyrics. Could catch on.  
**Have You Ever Bought a Bible?** . . . . . 75  
Same comment.

**THE FOUR COINS**  
The Song That Brought Us Together . . . . . 76  
**EPIC 9116**—The Coins are effective with this ballad, and it is chanted to instrumentation that carries a beat. Should get some action. (Rush, BMI)

**Need You** . . . . . 76  
A set of catchy lyrics enhances this side by the Coins, and the song has a trick ending. (Rush, BMI)

(Continued on page 42)

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**GAC**

**The Billboard Music Popularity Charts  
POPULAR RECORDS**

• Continued from page 40

**DON CHERRY**

**Fifty Million Salty Kisses** .....76  
COLUMBIA 40544—The ork really swings behind Cherry in this rousing rhythm opus. The side presents the chanter in one of his most commer-

cial sides to date, and it could catch on. (Ludlow, BMI)  
**What Am I Trying to Forget?**....71  
Cherry projects the tender love ballad with warmth and charm. A pleasant etching, this. (Robbins, ASCAP)

**LAWRENCE WELK ORK**

**I Hear Those Bells** .....75  
CORAL 61477—Another nice cover. This three-beat ditty is done in slow tempo, with a fine vocal by the Sparklers and Alice Lon. Bears watching. (Ardmont, ASCAP)  
**Wake the Town and Tell the People**....74  
A tasteful cover of the tune that's getting some action. The Sparklers contribute a good vocal. (Joy, ASCAP)

**THE THREE KITTENS**

**Love Bug** .....75  
CORAL 61469—Vivacious thrushing

by the gals and the Bob Crosby ork on a catchy little rhythm novelty with a contagious beat. The Kittens are featured on Bob Crosby's TV show; so the platter should benefit from tele-plugging. (Lantern, ASCAP)  
**Wishing Well**....73  
The Kittens purr prettily on a lilting ballad with a dreamy tempo. (Lantern, ASCAP)

**GUY LOMBARDO ORK**

**Present Arms** .....75  
DECCA 29628 — A novel idea in march time. It's about an ex-G.I. who even makes love in military jargon. Should win modest objectives if not total victory. (Bourne, ASCAP)  
**Nevada**....72  
The Lombardo pianos are featured in this dreamy, dancey instrumental version of a Walter Donaldson oldie. For the fans. (Dorsey, ASCAP)

**ROBBIN HOOD**

**Dancin' in My Socks** .....75  
M-G-M 12046—This is a cute rhythm number, and Robbin Hood hands it an infectious reading. Hand-clap beat should help it win spins, and the side could do right well on the coin boxes.  
**Happy Is My Heart**....72  
An intimate warble. The thrush does well here, too, on a tuneful romantic ballad. (Miller, ASCAP)

**BOB MANNING**

**Whose Heart Are You Breaking Now?** .....75  
CAPITOL 3200—Manning chants this ballad to good effect. It's a skillful performance, and gains in interest midway when the beat changes to double time. (Tee Pee, ASCAP)  
**This Is No Laughing Matter**....72  
Okay vocal performance on the oldie, but this side's not as interesting as the flip. (Block, BMI)

**JIMMY BLAINE-BUDDY WEED**

**Swimmin'** .....75  
CORAL 60812 — Blaine and Weed combine vocal forces on lazy-paced, old-fashioned ditty, with hot weather lyrics designed for deejay play this season. Ingratating warbling. (Mood, ASCAP)  
**Political Pete**....71  
A raucous novelty (of the special material school) wrapped up in a lively vocal reading. Effective programming for deejays around election time. (Mood, ASCAP)

**WOODY HERMAN ORK**

**Love Is a Many-Splendored Thing** ....75  
CAPITOL 3202—Woody gives this pretty film tune an outstanding performance—full of heart and color. Altho it's late, deejays will give it a strong go. (Robbins, ASCAP)  
**House of Bamboo**....70  
This side's also a Hollywood-type Asiatic melody, from the pic of the same name. Hasn't the impact of the flip. (Miller, ASCAP)

**ACQUAVIVA ORK**

**Prayer for Peace** .....74  
M-G-M 30884 — This is a soaring instrumental with the fiddles grace-

fully bowing the flowing melody. Titles characterization should win the side some exposure, and its content can pull many repeats. Good program wax. (E. H. Morris, ASCAP)  
**Alone With You**....72  
Another classy instrumental played beautifully by the large ork. (Tanglewood, ASCAP)

**PAULETTE SISTERS**

**Now Is the Time** .....74  
CAPITOL 3211—Pop rework of a semi-classical melody results in a pleasant love ballad. Its familiarity to many listeners is all to the good. Pretty good prospects here.  
**In Madrid**....71  
It was in the title city that romance was experienced. Rhythmic and tuneful, this side will please many and should win good air exposure.

**LES ELGART ORK**

**Start Dancin' With A Smile Nos. 1 & 2**.....73  
COLUMBIA 40545—This instrumental is based on the Chesterfield jingle. It's an interesting tour de force, with bright sound and arrangement. Takes up both sides of the disk. (April, ASCAP)

**PETULA CLARK**

**The Pendulum Song** .....73  
M-G-M 12049—Novelty ditty about a romantic clock maker is sung with cute appeal. Has some kiddie potential. (Gold, ASCAP)  
**Romance in Rome**....72  
Melodious ballad about love in the Eternal City is showcased prettily by the canary. A fresh-sounding waxing. (B. F. Woods, ASCAP)

**THE LANCERS**

**It Shouldn't Hurt to Love You (But It Does, But It Does)**.....73  
CORAL 61468—Soft, smooth vocal blending on a sentimental ballad. (Tee-Kaye, ASCAP)  
**It Takes a Heap of Living**....72  
The boys belt out an appealing folksy selection, with a philosophical lyric line. (e.g. "It takes a heap of living to make a house a home.") (Cordial, BMI)

**THE BON BONS**

**Momma Llama, Poppa Llama** .....73  
LONDON 1585 — The Bon Bons bounce thru a catchy novelty with cheerful phrasing and a happy tempo. Disk may not be too strong in the pop market, but has definite kiddie appeal.  
**Pass It Along**....69  
The girls pipe pleasantly on a lively piece of material. However, the novelty side will probably get more initial play.

**SHERRY PARSONS**

**Lover Boy** .....73  
UNIQUE 310—The new thrush is quite effective with this pretty song. Here sincere chanting is backed by tasteful instrumentation by Joe Leahy. (Sovereign, ASCAP)

(Continued on page 46)

**HUMOR—  
RHYTHM—  
DRIVING BEAT—**

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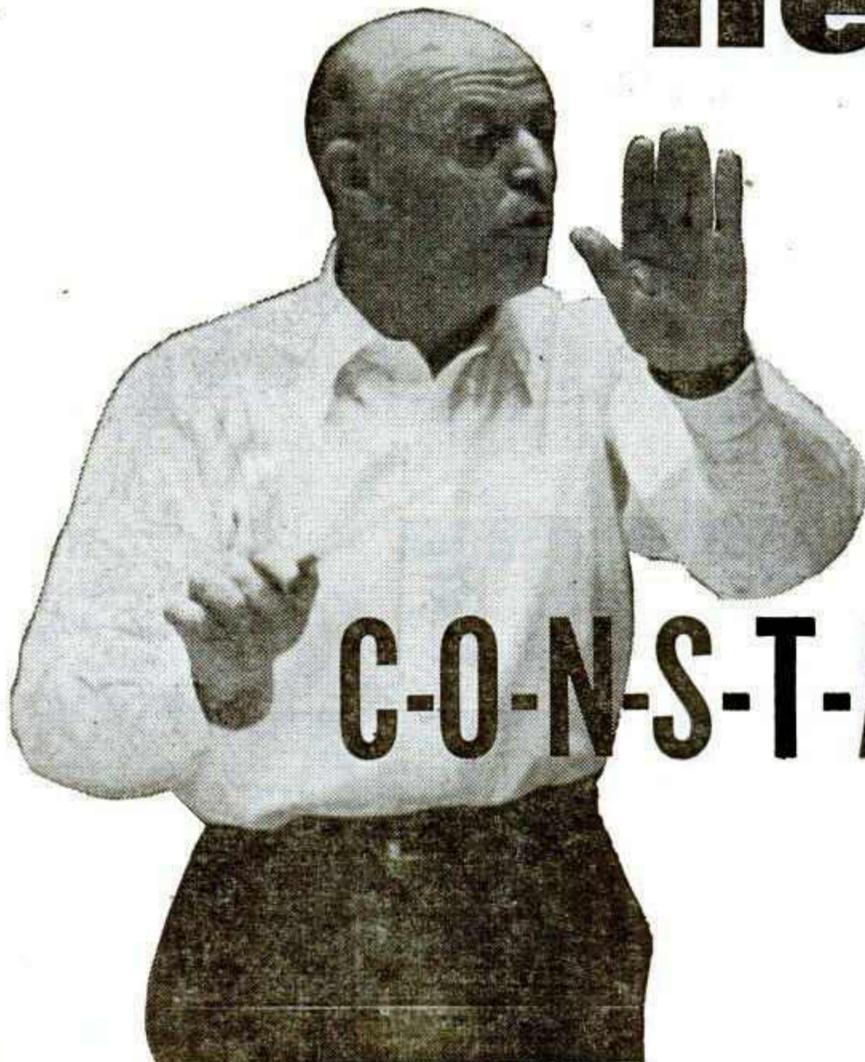
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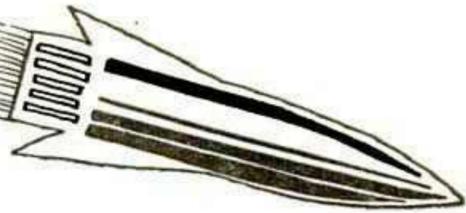


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# I LOVE YOU I LOVE YOU

*Sung by RCA Victor's  
NEW Singing Star—*



*Alice Cavell*

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



20/47-6207

"New Orthophonic" High Fidelity

PUSHPOP POSTER SHEET NO. 1

**HONOR ROLL OF HITS**

TRADE MARK REG.

***The Nation's 10 Top Tunes***

FOR THE WEEK ENDING—AUGUST 6, 1955

... based on **Billboard** weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators

<b>1.</b>	<b>ROCK AROUND THE CLOCK</b>
<b>2.</b>	<b>UNCHAINED MELODY</b>
<b>3.</b>	<b>LEARNIN' THE BLUES</b>
<b>4.</b>	<b>AIN'T IT A SHAME</b>
<b>5.</b>	<b>HARD TO GET</b>
<b>6.</b>	<b>CHERRY PINK AND APPLE BLOSSOM WHITE</b>
<b>7.</b>	<b>SOMETHING'S GOTTA GIVE</b>
<b>8.</b>	<b>BLOSSOM FELL</b>
<b>9.</b>	<b>YELLOW ROSE OF TEXAS</b> <i>First time in Top Ten</i>
<b>10.</b>	<b>HUMMINGBIRD</b>



**LES ELGART** Plays  
**“START DANCING WITH A SMILE”** No. 1

A new song hit based on the Chesterfield jingle, as heard by millions of potential customers on the Chesterfield Show, Aug. 6th (CBS-TV)!

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**COLUMBIA**  
**RECORDS**



© "Columbia" T.M.

● **Reviews of New Pop Records**

● *Continued from page 42*

**That's What's Wrong With Jimmy...** 69  
Miss Parsons warbles the tearful ditty routinely. (Famous, ASCAP)

**JOY LANE, GEORGE CATES**  
**I'm Dancing With Empty Arms...** 76  
CORAL 61472—Thrush Lane serves up a strong selling job on this weeper waltz from the competent pens of Drake and Shirl. (Jungnickel, ASCAP)

**I Can't Get Away...** 66  
Tune is from the flick, "Pearl of the South Pacific." The selling is perhaps too strenuous here. (Jungnickel, ASCAP)

**THE HOOSIER HOT SHOTS**  
**Daniel Boone** ..... 71  
CAMPUS 105—The Hot Shots belt out a bouncy reading of the folk-flavored tune. Youngsters might latch on to it. (Kavellin, BMI)  
**The Man From Laramie...** 70  
This version of the song has an interesting conversational background which lends interest to the lyrics as chanted by the Hot Shots. (Shapiro-Bernstein, ASCAP)

**BILLY MAYSON**  
**Blue Jean Boogie** ..... 70  
KING 1491—Organist Mayson offers a tasteful instrumental solo in swingy tempo for his first King disk. Okay juke fodder. (Jay & Cee, BMI)  
**After Hours...** 70  
Moody, blue-lights treatment of the Erskine Hawkins evergreen. (Popular, ASCAP)

**THE KIRBY STONE QUAERTET**  
**I Want a Little Girl** ..... 70  
CORAL 61470—Attractive reading of a swingy standard blues item with tasteful jazz backing. (Shapiro-Bernstein, ASCAP)  
**Sugarfoot Rag...** 70  
Same comment. (Forrest, BMI)

**DICKIE VALENTINE**  
**I Wonder** ..... 70  
LONDON 1597—The warbler does a warm vocal job on a semi-sacred item with a solemn tempo and nice lyrics.  
**No Such Luck...** 72  
Pleasing reading by Valentine on the lilting rhythm ballad. Swingy backing by Roland Shaw ork.

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**THE MELLOWMEN**

**Home Sweet Home** ..... 70  
DECCA 29627—A barber shop quartet version of the standard by the "Pound Hounds," as featured in the Walt Disney cartoon, "Lady and the Tramp." The boys literally howl their way thru the platter. Unusual novelty programming for comedy spinners.  
**Lady** ..... 69  
One of the lesser tunes from "Lady and the Tramp" is accorded a pleasant group vocal treatment. Unexciting wax, but should get some play on strength of movie tie-up. (Disney, ASCAP)

**FRANK PETTY TRIO**  
**Somebody Else Is Taking My Place...** 70  
M-G-M 12050 — Pianist Mike de Napoli pounds out a back-room treatment of the standard ballad. It rests easy on the ears and should attract spins.  
**Loch Lomond** ..... 68  
Swingy version of the oldie features a tasteful piano solo by de Napoli.

**FRANK HUNTER**  
**I'll Never Smile Again** ..... 68  
JUBILEE 5196—A very danceable instrumental side, arranged in the old Miller-Dorsey grooves, and recorded with good fidelity. (Pickwick, ASCAP)

**Dixie—And How!** ..... 68  
A danceable, moderately paced swing scoring of "Dixie." Some jocks will like this.

**TOM ELDRIDGE**  
**Blue Grass** ..... 65  
ELMAR 101 — Fairly pleasant, tho routine warbling. (ASCAP)  
**Come Back** ..... 65  
Same comment. (ASCAP)

**ALICE CAVELL**  
**I Love You, Parts 1 and 2** ..... 60  
VICTOR 6207 — There's always a chance that one of these things can break for a freak hit; so this one shouldn't be ruled out completely. The lyric is simply "I Love You, repeated ad infinitum, with changes in intensity and inflection by the thrush. The first side is sexy and intimate, while the second is sexy and "jazzy." As one reviewer once said of the newly released Gracie Fields' "Now Is the Hour," "This could soon pall on the American public." (Johnstone, BMI)

**TONI ROSE**  
**Let's Love** ..... 55  
LIGHTNING 301 — Cute romantic opus isn't given a chance in this pedestrian performance. (Lightning, BMI)  
**My Heart Says** ..... 45  
Novelty item is sung in so-so fashion. (Lightning, BMI)

**Sacred**

**BUCK GRIFFIN**  
**Lord, Give Me Strength** ..... 76  
LIN 1014—The sinner asks for help in a forcefully written pleader. The country warbler is aided by a chorus. Should do especially okay in home territory, the Southwest. (Lin, BMI)  
**Next to Mine** ..... 70  
In this somewhat strange material, the hope is to have his love buried next to him, etc. Again the Happy Singers support. (Lin, BMI)

**Spiritual**

**NAHALIA JACKSON**  
**Nobody Knows** ..... 78  
APOLLO 298—Altho the recording in this older waxing doesn't compare with Sister Jackson's new Columbia diskings, the glorious voice and driving beat are very much in evidence. Actually, this is "Nobody Knows the Trouble I've Seen." The thrush's new pop fans will want to know about this issue. (Bess, BMI)  
**Run All the Way** ..... 78  
A more typical Gospel endeavor for the singer's long-time fans. (Bess, BMI)

**OTTO HANS**  
**Clarinet Polka** ..... 75  
MERCURY 70673—Here's an excellent two-sided polka platter for the jukes with Hans playing up a storm of gay danceable music. (Cole, BMI)  
**Helena Polka** ..... 75  
Same comment. Two top polka standards here. (Vitak-Elsnic, SESAC)

● **Other Records Released This Week**

**Country & Western**

**I Don't Aim to Ask You for Nothin'; Why Do I Cry?**—Trudy and Floyd, Jet 1922  
**Orange Blossom Special; Lonesome and Blue**—The Stanley Bros., Mercury 70663

**VOX JOX**

● *Continued from page 22*

KGCX, Williston, N. D., has an S.O.S. out for novelty records for his "Cash on the Line" show, which features novelty wax exclusively.

WORL, Boston, started a "Big Four" show of its own last week, via a new airer featuring the station's four top jocks—Alan Dary, Dave Maynard, Norm Tulin and Hank Elliott. The program is aired from 2 to 3 p.m. across the board. . . . Earle Pudney, who blends platters with his own pianistics, chalks up six years in September on his regular Monday thru Friday show over WGY, Schenectady, N. Y. . . . Richard Lyon, who has a teaching fellowship at the University of Connecticut, has been subbing for deejays at WDR C, Hartford, Conn., during the vacation season.

Bill Chriswell has replaced Don Strasner at KGYN, Guyton, Okla. . . . Jim Yates, WBUT, Butler, Pa., has started a new show featuring top tunes from various locales across the country. Deejays in different cities tape their listing suggestions and send them to Yates for airing over his program. . . . Keith Silver has taken over for Bob Terry, who has left WCAW, Gardner, Mass., while Bill Kennedy from Waltham, Mass., is a new deejay at the station. . . . Sylvan Green is now doing the "Nighthawk" show from midnight to 6 a.m. over KONE, Reno, Nev. . . . Ed Robbins has a new show "Robbins Nest" over WKNB, West Hartford, Conn. . . . Bob Donnelly's "Carnival of Music" on KOOL, Phoenix, Ariz., has been extended to an hour and a quarter a day.

**SURFACE CHATTER:** Bob Leonard, WRIT, Milwaukee, has started a full hour of modern jazz on his all-night show, but writes

"Our limited jazz library makes it somewhat difficult to program the hour, so would appreciate getting some service from the jazz labels. We have no service at all from any of the jazz diskeries." . . . Marian Kay, one of the writers of Stan Kenton's "The Handwriting's on the Wall," asks to use Vox Jox space to extend her grateful thanks to the many deejays who answered her when she wrote to them in reference to the song.

**PROGRESS, BERMUDA SHORTS DIVISION:** Bob Menefee, WIP, Philadelphia, is conducting a campaign to encourage men to wear Bermuda shorts "to free the men from the yoke of women's dictates." Menefee wears them himself on his two-hour afternoon show and has received letters backing the cause from many prominent businessmen. . . . Program director-deejay Mark Lee Woods of WJKO, Springfield, Mass., is mapping out plans for a gigantic record hop in behalf of the Citizens Action Committee to curb juvenile delinquency and in association with 20 posts of the American Legion. The hop will be held outdoors, with Woods and other WJKO deejays—Linda Carol, Phil Drumheller and Smiley Roberts in attendance. The hop, described as "easily the biggest ever staged in New England," will be aired over WJKO.

Bob Forster, WSRS, Cleveland, notes, "I happen to notice that Tom Edwards, of WERE here, was sort of perturbed at the fact that on Eddie Fisher's last visit to Cleveland he was unable to be on Edwards' show. Maybe Tommy should have stopped up and been on the Bob Forster show, for Fisher spent a short 45-minute interview on my program."

**New Record Rack Into Production**

PHILADELPHIA, Aug. 6. — A new-style, low-price record rack went into production here this week, and will be ready for shipment to distributors within three weeks.

The rack, invented by Hal Kossoff, partner with Marve Kessler in the Central Record Stores chain of Trenton, N. J., and Levittown, Pa., is all metal, comes in three colors and holds 75 disks of any and all sizes, including packaged LP's and EP's. The item has been given a retail price of \$1.98.

Kossoff and Kessler have set up a new company, the Hal-Mar Company, to handle the product. Cosnat Distributing has been named jobber for the line in five States.

Kessler is the brother of Danny Kessler, New York music man.

**YESTERYEAR'S TOPS—**

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

AUGUST 11, 1945

1. On the Atchinson, Topeka and Sante Fe
2. Sentimental Journey
3. Bell-Bottom Trousers
4. If I Loved You
5. I Wish I Knew
6. Gotta Be This or That
7. Dream
8. The More I See You
9. There! I've Said It Again
10. You Belong to My Heart

AUGUST 12, 1950:

1. Mona Lisa
2. Goodnight, Irene
3. I Wanna Be Loved
4. Sam's Song
5. Tzena, Tzena, Tzena
6. Play a Simple Melody
7. Bewitched
8. Third Man Theme, The
9. Count Every Star
10. Hoop-Dee-Do

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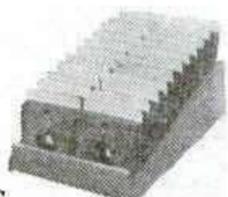
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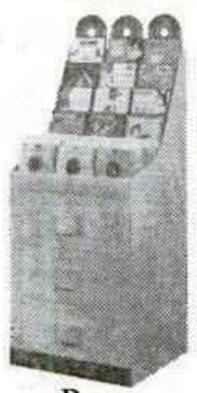
A—R-614 Counter Rack



B—B-450 6-Drawer Base



C—R-104 for 2 Rows 7" Records or R-104-33 for 1 Row 10-12"



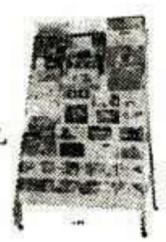
D—Economizer



E—AS-4 Album Strips



G—EP-WI or LP-WI Wall Indexers



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H—HA-1 Rack, 19" Wide, 60" High, 27" Deep (1 Row 7", 1 Row 10").....	19.13
I—HA-2 Rack, 24" Wide, 60" High, 27" Deep (3 Rows 7").....	20.59
J—HA-3 Rack, 38" Wide, 60" High, 27" Deep (5 Rows 7" or equivalent in 10-12").....	25.48
K—HA-4 Rack, 54" Wide, 60" High, 27" Deep (7 Rows 7" or equivalent in 10-12").....	30.63
L—HA-C Casters for HA Racks, Set of 4 with Blocks (order extra).....	2.50

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PUSHPOP POSTER SHEET NO. 2

**The Best of the****NEWEST TUNES**

FOR THE WEEK ENDING—AUGUST 6, 1955

(one or more records now available for each)

*Based Upon Exclusive Surveys and Analysis of **The Billboard** Music Popularity Charts***WAKE THE TOWN AND TELL THE PEOPLE****LOVE IS A MANY-SPLENDORED THING****THE BIBLE TELLS ME SO****FOOLED****TINA MARIE****THE LONGEST WALK****FORGIVE THIS FOOL****THE POPCORN SONG****CLOSE THE DOOR****AUTUMN LEAVES**

The Billboard Music Popularity Charts

**COUNTRY & WESTERN RECORDS**

• **THIS WEEK'S BEST BUYS**

I JUST DROPPED IN TO SAY GOODBYE (Peer, BMI)—Carl Smith—Columbia 21429

This side, picked as a Billboard "Spotlight" disk only last week, has taken off at a rapid rate, especially for this market. Action is good to very strong in virtually all sectors, with Milwaukee, St. Louis, Chicago and the Philadelphia area showing up especially live. Southern reception is excellent also. Smith's "There She Goes," incidentally, climbed up several slots on the chart this week. Flipside of the new entry is "Don't Tease Me" (Driftwood, BMI).

• **Review Spotlight on . . .**

**RECORDS**

ERNEST TUBB

The Yellow Rose of Texas (Planetary, ASCAP)—The Mitch Miller version of the Confederate oldie jumped up to number five on the best selling pop chart this week, and the Tubb waxing should be a natural for the c.&w. market. The singer warbles the sentimental Civil War marching song with homespun sincerity and appeal. Flip is "A Million Miles From Here."

• **Best Sellers in Stores**

For survey week ending August 3

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

This Week	Last Week	Weeks on Chart
<b>1. I DON'T CARE (BMI)—W. Pierce . . . . .</b>	<b>1</b>	<b>7</b>
<b>YOUR GOOD FOR NOTHING HEART (BMI)—Dec 29480</b>		
<b>2. CATTLE CALL (ASCAP)—E. Arnold &amp; H. Winterhalter . . . . .</b>	<b>2</b>	<b>8</b>
<b>KENTUCKIAN SONG (ASCAP)—Vic 20-6139</b>		
<b>3. SATISFIED MIND (BMI)—P. Wagoner . . . . .</b>	<b>3</b>	<b>12</b>
<b>Itchin' for My Baby (BMI)—Vic 20-6105</b>		
<b>4. IN THE JAILHOUSE NOW (BMI)—W. Pierce . . . . .</b>	<b>5</b>	<b>28</b>
<b>I'm Gonna Fall Out of Love With You (BMI)—Dec 29391</b>		
<b>5. SATISFIED MIND (BMI)—R. &amp; B. Foley . . . . .</b>	<b>6</b>	<b>8</b>
<b>How About Me? (BMI)—Dec 29526</b>		
<b>6. MAKING BELIEVE (BMI)—K. Wells . . . . .</b>	<b>4</b>	<b>23</b>
<b>Whose Shoulder Will You Cry On? (BMI)—Dec 29419</b>		
<b>7. YELLOW ROSES (BMI)—H. Snow . . . . .</b>	<b>7</b>	<b>19</b>
<b>WOULD YOU MIND? (ASCAP)—Vic 20-6057</b>		
<b>8. THERE SHE GOES (BMI)—C. Smith . . . . .</b>	<b>11</b>	<b>14</b>
<b>Old Lonesome Times (BMI)—Col 21382</b>		
<b>9. SATISFIED MIND (BMI)—J. Shepard . . . . .</b>	<b>8</b>	<b>8</b>
<b>YOU CAN TAKE POSSESSION—Cap 3118</b>		
<b>10. CRYIN', PRAYIN', WAITIN', HOPIN'—H. Snow . . . . .</b>	<b>9</b>	<b>4</b>
<b>I'm Glad I Got to See You Once Again (BMI)—Vic 20-6154</b>		
<b>11. GO BACK YOU FOOL (BMI)—F. Young . . . . .</b>	<b>13</b>	<b>2</b>
<b>ALL RIGHT (BMI)—Cap 3169</b>		
<b>12. THERE'S POISON IN YOUR HEART (BMI)—K. Wells . . . . .</b>	<b>12</b>	<b>3</b>
<b>I'm in Love With You (BMI)—Dec 29577</b>		
<b>13. BLUE DARLIN' (BMI)—J. Newman . . . . .</b>	<b>—</b>	<b>2</b>
<b>Let Me Stay in Your Arms (BMI)—Dot 1260</b>		
<b>14. BABY, LET'S PLAY HOUSE (BMI)—E. Presley . . . . .</b>	<b>10</b>	<b>5</b>
<b>I'm Left, You're Right, She's Gone (BMI)—Sun 217</b>		
<b>15. IN THE JAILHOUSE NOW, NO. 2 (BMI)—J. Rodgers . . . . .</b>	<b>15</b>	<b>12</b>
<b>Peach Pickin' Time Down in Georgia (BMI)—Vic 20-6092</b>		

• **Reviews of New C & W Records**

**THE McCORMICK BROS.**  
**The Mad Banjo . . . . .78**  
 HICKORY 1030—The title aptly describes this sprightly country instrumental with Banjo. Runs wild, with some able, flavorsome hoedown fiddle thrown in. Fine program material for deejays. (Cuff-Rose, BMI)  
**Cross My Heart . . . . .78**  
 The brothers come up with some superior mountain harmony on a piece of heart-warming material. Could do some lively business. (Cedarwood, BMI)

**HAWKSHAW HAWKINS**  
**The Love You Steal . . . . .78**  
 VICTOR 6211—A weeper about forbidden love, with a moral message. Strong material done sincerely by Hawkins. This should get strong exposure. One to watch. (Barton, BMI)  
**Car Hoppin' Mama . . . . .74**  
 Lively novelty chanted by Hawkins. (Brazos, BMI)

**NITA, RITA AND RUBY**  
**But I Love You Just the Same . . . . .77**  
 VICTOR 6212—A rollicking country novelty chanted by a fresh-sounding gal trio. This is smart material, well recorded. It's a prime item for deejays and could take off. (Hill & Range, BMI)  
**Whose Baby Are You? . . . . .76**  
 Another excellent piece of material, very well chanted and recorded. This

side is more pop in flavor, but quality is there. (Acuff-Rose, BMI)

**CURTIS GORDON**  
**Blue Lifetime . . . . .77**  
 MERCURY 70648—Here's a piece of uncommon material, a bluesy country song, fresh lyrically and in its melodic line. Gordon chants it effectively. Deejays will like this programming item. (Acuff-Rose, BMI)  
**Baby, Please Come Home . . . . .74**  
 This side's a bouncy plaint, a change of pace from the flip. (Opal, BMI)

**T. TEXAS TYLER**  
**Ten-Ten-Tennessee Line . . . . .76**  
 DECCA 29598—Tyler belts out this cute novelty in great style. A light-hearted song which will find a lot of favor. (Four Star, BMI)  
**That's What You Mean to Me . . . . .74**  
 This side's a leisurely, tender love song. A pleasant change of pace. (Four Star, BMI)

**WESLEY AND MARILYN TUTTLE**  
**I Promise You . . . . .76**  
 CAPITOL 3204 — The accomplished duo warbles warmly on an appealing hunk of lyrics. Should do well, tho it's hardly spectacular. (Fairway, BMI)  
**You, Nobody But You . . . . .73**  
 A fairly routine bouncer. (Lowery, BMI)

(Continued on page 50)

**DON'T BLAME THE CHILDREN**  
 AND  
**SAITH THE LORD**  
 Capitol RECORDS



sung by  
**FERLIN HUSKEY** and **THE COON CREEK GIRLS**  
 Record No. 3183



a sure country hit...  
and already cookin'!

**TOMMY COLLINS**  
Personal Management: CLIFFIE STONE

**I GUESS  
I'M CRAZY**

written by  
Werly Fairburn

**YOU OUGHTA  
SEE PICKLES NOW**

written by  
Dick Reynolds

Record No. 3190



**• Most Played in Juke Boxes**

For survey week ending August 3

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week		Last Week	Weeks on Chart
1.	I DON'T CARE (BMI)—W. Pierce..... YOUR GOOD FOR NOTHING HEART (BMI)— Dec. 29480	1	7
2.	SATISFIED MIND (BMI)—P. Wagoner..... Itchin' for My Baby (BMI)—Vic 20-6105	2	6
3.	YELLOW ROSES (BMI)—H. Snow..... WOULD YOU MIND? (ASCAP)—Vic 20-6057	3	14
3.	MAKING BELIEVE (BMI)—K. Wells..... Whose Shoulder Will You Cry On (BMI)—Dec 29419	5	20
5.	SATISFIED MIND (BMI)—R. & B. Foley..... How About Me (BMI)—Dec 29526	7	6
6.	CATTLE CALL (ASCAP) E. Arnold-H. Winterhalter KENTUCKIAN SONG (ASCAP)—Vic 20-6139	6	3
7.	IN THE JAILHOUSE NOW (BMI)—W. Pierce..... I'm Gonna Fall Out of Love With You (BMI)—Dec 29391	4	27
7.	SATISFIED MIND (BMI)—J. Shepard..... You Can Take Possession (BMI)—Cap 3118	9	4
9.	LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—Cap 3056.....	7	19
10.	THERE SHE GOES (BMI)—C. Smith..... Old Lonesome Times (BMI)—Col 21382	—	3

**• Most Played by Jockeys**

For survey week ending August 3

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	I DON'T CARE—W. Pierce..... Dec 29480—BMI	1	8
2.	SATISFIED MIND—P. Wagoner..... Vic 20-6105—BMI	2	10
3.	THERE SHE GOES—C. Smith..... Col 21382—BMI	6	11
4.	YELLOW ROSES—H. Snow..... Vic 20-6057—BMI	5	16
5.	BABY LET'S PLAY HOUSE—E. Presley..... Sun 217—BMI	—	3
6.	CATTLE CALL—E. Arnold & H. Winterhalter..... Vic 20-6139—ASCAP	7	5
7.	SATISFIED MIND—R. & B. Foley..... Dec 29526—BMI	14	7
8.	IN THE JAILHOUSE NOW—W. Pierce..... Dec 29391—BMI	4	28
8.	LIVE FAST, LOVE HARD, AND DIE YOUNG— F. Young..... Cap 3056—BMI	8	20
10.	MAKING BELIEVE—K. Wells..... Dec 29419—BMI	3	23
11.	BLUE DARLIN'—J. Newman..... Dot 1260—BMI	12	4
12.	ALL RIGHT—F. Young..... Cap 3169—BMI	—	1
13.	CRYIN', PRAYIN', WAITIN', HOPIN'—H. Snow.... Vic 20-6154—BMI	10	3
14.	SO LOVELY BABY—Rusty & Doug..... Hickory 1027—BMI	—	1
15.	DADDY, YOU KNOW WHAT?—J. Wilson..... Mercury 70635—BMI	9	4

**• Reviews of New C & W Records**

• Continued from page 49

**THE CARLISLES**  
Teletouch.....75  
MERCURY 70665 — Science-fiction hits the country and western field as Bill Carlisle and the group vocalize about the fun we'll have when they televise touch as well as sight. A clever idea, well executed with droll pacing. (Acuff-Rose, BMI)

**Lil' Liza Jane**....74  
Spritely chirping on the oldie, with pleasing lead vocal and new lyrics by Bill Carlisle. (Acuff-Rose, BMI)

**FREDDIE HART**  
No Thanks to You.....74  
CAPITOL 3203 — Rural weeper is awarded a reading replete with sincere feeling. It has lots of appeal and figures to attract ample deejay play. (Fairway, BMI)

Canada to Tennessee....70  
Travel ditty is sung with considerable charm by Hart. A listenable waxing. (Hartline, BMI)

**BENNY MARTIN**  
Take My Word.....73  
MERCURY 70664—A plaintive reading of an effective weeper. Martin packs plenty of sincerity and feeling into the wax. (Cedarwood, BMI)

Who Put Those  
Tears in Your Eyes?....73  
Martin warbles attractively on a fast-paced love song, with an appealing lyric line. (Tree, BMI)

**TOMMY DUNCAN**  
Somebody's Pushin'.....73  
CORAL 61474—A well-recorded side. Duncan belts out a lively country novelty which will merit good deejay exposure. (Nutmeg, ASCAP)

I'll Never Worry You....70  
One more chance is what he wants of his darling. Tommy Duncan chants this theme pleasantly. (Riverside, BMI)

**RITA FAYE**  
Wait for the Light to Shine.....70  
M-G-M 12047—The moppet thrush offers a bouncy religious-flavored tune in the vein of the Cowboy Church Choir things. Should find its audience. (Milene, ASCAP)

I Wonder When We'll Ever Know  
(The Wonder of It All)....65  
Like the flip, this religious-inspired tune is by the late Fred Rose. This one is slower, more meditative and quite unsuitable for this artist. (Milene, ASCAP)

**JACK HILL**  
That's All I Need.....68  
SARG 119—The recent Lavern Baker r.&b. hit gets tired treatment from the Texas interpreter. (Raleigh, BMI)

Don't Deny My Love....67  
A fairly dull side. (Acuff-Rose, BMI)

**RAGTIME RASCALS**  
Oh, You Kid.....68  
VICTOR 6213—Gang-sing effort has the ragtime feel, and it's performed ably by the group. Some juke play likely, both pop and c.&w. (American, BMI)

Lil' Ole Banjo....64  
A happy scoring about the popular instrument. Bouncy performance features Bill Dane. (American, BMI)

**BENNIE HESS**  
You Are in My Heart to Stay.....58  
JET 1920—Bennie Hess does nicely in this tuneful weeper. Deejays better watch for faulty lead-in grooves. (BMI)

You Can't Catch a Fish  
Where There's No Water....56  
Cute ditty is handed a bouncy reading. (BMI)

**BOB JEETER**  
Won't You Take a Look?.....55  
JET 1921—Bouncy item, pleasantly sung. Labels were reversed on review copy. (Peoples, BMI)

Don't Tell Those Stories....52  
Okay weeper, sung adequately. (Peoples, BMI)

IT'S TERRY TIME AGAIN!

**Al Terry** sings...  
**NO, NO, JOHN**

**GONE AGAIN**  
HICKORY 1029

**• C & W Territorial Best Sellers**

For survey week ending August 3

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 Don't Care, W. Pierce, Dec.
2. Cattle Call, E. Arnold, Vic.
3. Satisfied Mind, J. Shepard, Cap.
4. Satisfied Mind, P. Wagoner, Vic.
5. Making Believe, K. Wells, Dec.
6. That Do Make It Nice, E. Arnold, Vic.
7. Kentuckian Song, E. Arnold, Vic.
8. Go Back You Fool, F. Young, Cap.
9. Cryin', Prayin', Waitin', Hopin' H. Snow, Vic.

**Charlotte**

1. I Don't Care, W. Pierce, Dec.
2. Satisfied Mind, R. & B. Foley, Dec.
3. Satisfied Mind, P. Wagoner, Vic.
4. Making Believe, K. Wells, Dec.
5. There She Goes, C. Smith, Col.
6. There's Poison in Your Heart K. Wells, Dec.
7. You Can Take Possession J. Shepard, Cap.
8. Satisfied Mind, J. Shepard, Cap.
9. In the Jailhouse Now, W. Pierce, Dec.
10. Cryin', Prayin', Waitin', Hopin' H. Snow, Vic.

**Cincinnati**

1. Satisfied Mind, P. Wagoner, Vic.
2. I Don't Care, W. Pierce, Dec.
3. Cryin', Prayin', Waitin', Hopin' H. Snow, Vic.
4. Yellow Roses, H. Snow, Vic.
5. Go Back You Fool, F. Young, Cap.

**Dallas-Fort Worth**

1. I Don't Care, W. Pierce, Dec.
2. Satisfied Mind, R. & B. Foley, Dec.
3. In the Jailhouse Now, W. Pierce, Dec.
4. Making Believe, K. Wells, Dec.
5. Cattle Call, E. Arnold, Vic.
6. That's What Makes the Juke Box Play J. Work, Dot
7. Satisfied Mind, J. Shepard, Cap.
8. Slowly, W. Pierce, Dec.
9. Wildwood Flower, H. Thompson, Cap.

**Houston**

1. Satisfied Mind, P. Wagoner, Vic.
2. Blue Darlin', J. Newman, Dot
3. I Don't Care, W. Pierce, Dec.
4. Hurry Back Home, C. Walker, Dec.
5. I'm Hot to Trot, T. Fell, X
6. There's Poison in Your Heart K. Wells, Dec.
7. Your Good for Nothing Heart W. Pierce, Dec.
8. That's What Makes the Juke Box Play J. Work, Dot
9. In the Jailhouse Now No. 2 J. Rodgers, Vic.
10. Six Feet of Earth, S. Bruns, Sdy.

**Memphis**

1. I Don't Care, W. Pierce, Dec.
2. Blue Darlin', J. Newman, Dot
3. That's What Makes the Juke Box Play J. Work, Dot
4. There's Poison in Your Heart K. Wells, Dec.
5. Making Believe, K. Wells, Dec.
6. Go Back You Fool, F. Young, Cap.

**Nashville**

1. Satisfied Mind, P. Wagoner, Vic.
2. I Don't Care, W. Pierce, Dec.
3. All Right, F. Young, Cap.
4. There She Goes, C. Smith, Col.
5. Making Believe, K. Wells, Dec.
6. Let Me Talk to You, R. Price, Col.
7. Would You Mind? H. Snow, Vic.
8. Most of All, H. Thompson, Cap.
9. I Wanna, Wanna, Wanna Wilburn Brothers, Dec.

**New Orleans**

1. Cattle Call, E. Arnold, Vic.
2. Satisfied Mind, P. Wagoner, Vic.
3. I Don't Care, W. Pierce, Dec.
4. Baby Let's Play House, E. Presley, Sun
5. Cryin', Prayin', Waitin', Hopin' H. Snow, Vic.
6. There She Goes, C. Smith, Col.
7. Blue Darlin', J. Newman, Dot
8. There's Poison in Your Heart K. Wells, Dec.
9. You Can Take Possession J. Shepard, Cap.
10. Wildwood Flower, H. Thompson, Cap.

**Richmond, Va.**

1. Satisfied Mind, P. Wagoner, Vic.
2. I Don't Care, W. Pierce, Dec.
3. Baby Let's Play House, E. Presley, Sun
4. Cattle Call, E. Arnold, Vic.
5. Yellow Roses, H. Snow, Vic.
6. There's Poison in Your Heart K. Wells, Dec.
7. There She Goes, C. Smith, Col.
8. In the Jailhouse Now, W. Pierce, Dec.
9. Wabash Cannon Ball, M. Wiseman, Dot

**St. Louis**

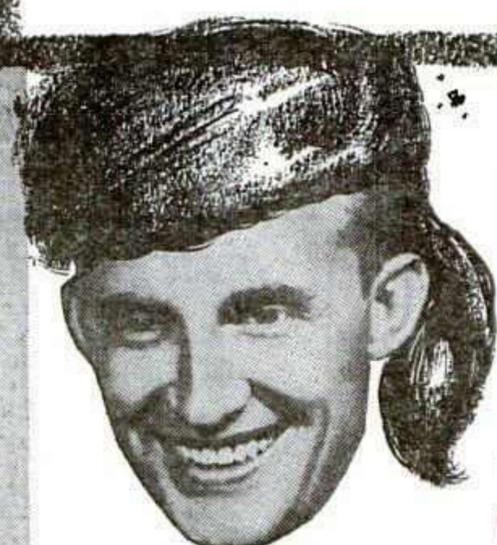
1. Cattle Call, E. Arnold, Vic.
2. In the Jailhouse Now No. 2 J. Rodgers, Vic.
3. Satisfied Mind, R. & B. Foley, Dec.
4. I Don't Care, W. Pierce, Dec.
5. Kentuckian Song, E. Arnold, Vic.
6. Wildwood Flower, H. Thompson, Cap.

HOLLYWOOD, Aug. 6.—The Hollywood Palladium scored another first in the band business this week in distributing preview cards to the audience at the opening of the Orrin Tucker band this week (3).

Cards, similar to those long distributed by the motion picture studios at previews, asked the holder if he liked Orrin Tucker, the orchestra, vocalist Roberta Linn, if the show had been seen on television, and "would you like to see this entire attraction remain at the Palladium indefinitely?"

# NOW... THE GREATEST VERSION OF ALL... "BALLAD OF DAVY CREWCUT"

## BY THE GREATEST COMEDY TEAM IN COUNTRY & WESTERN MUSIC!



HOMER  
and  
JETHRO



**• This Week's Best Buys**

**BALLAD OF DAVY CREW-CUT (Wonderland, BMI) — Homer & Jethro—RCA Victor 6178**

Anything that concerns Crockett, even if in satire, seems still to be touched with gold. This duo is doing better with this disk than any in some time, for Atlanta, Richmond, Nashville, Durham—as well as areas like Pittsburgh, Cincinnati, Chicago, Boston and Baltimore—all return enthusiastic sales reports. Flip is "Homer & Jethro's Pickin' and Singin' Medley No. 1" (Remick, ASCAP).

**NOW  
AVAILABLE  
FOR  
TELEVISION**

**PERSONAL MANAGEMENT  
KURTZE & FERGUSON**



**SAVOY SAVOY**

HIS LATEST RELEASE  
JOE (EVERY DAY) WILLIAMS  
"BLOW MR. LOW"  
Savoy 1165

THE ORIGINAL—THE BEST  
NAPPY BROWN  
"PIDDILY PATTTER"  
Savoy 1164

THE INIMITABLE  
JIMMY SCOTT  
"EVERYBODY NEEDS  
SOMEBODY"  
Savoy 1154

A STYLE OF HIS OWN  
WILBERT HARRISON  
"LISTEN TO THIS SONG"  
Savoy 1163

A GREAT ROCK & ROLLER  
VARETTA DILLARD  
"PROMISE MR. THOMAS"  
Savoy 1160

A GREAT GROUP  
LUTHER BOND  
"WRITTEN IN THE STARS"  
Savoy 1159

**SAVOY RECORD CO**  
58 MARKET ST.  
NEWARK, N. J.

**3 BIG ONES**

1. 'EDNA'  
The Medallions #364

2. 'ALWAYS & ALWAYS'  
The Meadowlarks #367

3. 'REELING & ROCKING'  
Roy Milton #369

**DOOTONE RECORDS**  
9317 W. Washington Blvd., Culver City, Calif.

A Juke Box "Natural"  
"BOBBY BLUE" BLAND  
IT'S MY LIFE, BABY

b/w Time Out  
Duke #141

**DUKE RECORDS**  
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**RED HOT!**

SMILEY LEWIS  
I HEAR YOU KNOCKIN'  
#5356

**Imperial Records**  
6425 Hollywood Blvd Hollywood 28, Calif

Vee-Jay 148  
"HURT MY FEELINGS"  
by MORRIS PEJOE  
★ ★ ★  
Vee-Jay 149  
"BAD BOY"  
by EDDIE TAYLOR

**VEE-JAY Records, Inc.**  
2129 S. Michigan Ave. Chicago  
Phone: CAJumet 5-6141

**JUST RELEASED!**

CRAZY FEELING  
c/w  
GOOD ROCKIN' DADDY  
#962

**Modern RECORDS**  
9317 W. Washington Blvd., Culver City, Calif.

The Billboard Music Popularity Charts

**R & B Territorial Best Sellers**

For survey week ending August 3

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. Maybelle, C. Berry, Chs.
  2. Ain't It a Shame? Fats Domino, Imp.
  3. It's Love Baby, L. Brooks, Exc.
  4. Manish Boy, M. Waters, Chs.
  5. Mary Lou, Young Jessie, Mod.
  6. Piddily Patter Patter, N. Brown, Sav.
  7. Bop Ting-A-Ling, L. Baker, Atl.
  8. This Little Girl of Mine, R. Charles, Atl.
  9. Anymore, J. Ace, Duk.
  10. Diddle Diddle, B. Diddle, Che.
- Los Angeles**
1. Only You, Platters, Mer.
  2. Soldier Boy, Four Fellows, Gly.
  3. Ain't It a Shame? Fats Domino, Imp.
  4. Story Untold, Nutmegs, Her.
  5. It's Love Baby, L. Brooks, Exc.
  6. Rock Around the Clock, B. Haley, Dec.
  7. Everyday, C. Basie, Clf.
  8. Edna, Medallions, Dta.
  9. Maybelle, C. Berry, Chs.
  10. Fool for You, R. Charles, Atl.
- New Orleans**
1. Ain't It a Shame? Fats Domino, Imp.
  2. It's Love Baby, L. Brooks, Exc.
  3. Seventeen, B. Bennett, Kng.
  4. Anymore, J. Ace, Duk.
  5. Walking the Blues, J. Du Pree, Kng.
  6. There Goes That Train, R. McGill, Mer.
  7. Soldier Boy, Four Fellows, Gly.
  8. Manish Boy, M. Waters, Chs.
  9. Story Untold, Nutmegs, Her.
  10. Everyday, C. Basie, Clf.
- Balti.-Wash.**
1. Ain't It a Shame? Fats Domino, Imp.
  2. Rock Around the Clock, B. Haley, Dec.
  3. Fool for You, R. Charles, Atl.
  4. Feel So Good, Shirley & Lee, Ala.
  5. I Hear Those Bells, D. Washington, Mer.
  6. Everyday, C. Basie, Clf.
  7. Henry's Got Flat Feet, Midnighters, Fed.
- Charlotte**
1. Ain't It a Shame? Fats Domino, Imp.
  2. Rock Around the Clock, B. Haley, Dec.
  3. Bo Diddle, B. Diddle, Che.
  4. Maybelle, C. Berry, Chs.
  5. Fool for You, R. Charles, Atl.
  6. Story Untold, Nutmegs, Her.
  7. Bop Ting-A-Ling, L. Baker, Atl.
- Chicago**
1. Rock Around the Clock, B. Haley, Dec.
  2. It's My Life Baby, B. B. Bland, Duk.
  3. Ain't It a Shame? Fats Domino, Imp.
  4. It's Love Baby, L. Brooks, Exc.
  5. Ain't It a Shame? Fats Domino, Imp.
- Cincinnati**
1. Everyday, C. Basie, Clf.
  2. Ain't It a Shame? Fats Domino, Imp.
  3. Story Untold, Nutmegs, Her.
  4. Anymore, J. Ace, Duk.
  5. Rock Around the Clock, B. Haley, Dec.
  6. Forgive This Fool, R. Hamilton, Epi.
- Detroit**
1. Everyday, C. Basie, Clf.
  2. It's Love Baby, L. Brooks, Exc.
  3. It's Love Baby, M. Waters, Chs.
  4. Soldier Boy, Four Fellows, Gly.
  5. Ain't It a Shame? Fats Domino, Imp.
  6. Why Don't You Write Me? Jacks, RPM
  7. This Little Girl of Mine, R. Charles, Atl.
- New York**
1. Maybelle, C. Berry, Chs.
  2. Everyday, C. Basie, Clf.
  3. Seventeen, B. Bennett, Kng.
  4. Anymore, J. Ace, Duk.
  5. Rock Around the Clock, B. Haley, Dec.
  6. Why Don't You Write Me? Jacks, RPM
  7. Story Untold, Nutmegs, Her.
  8. Soldier Boy, Four Fellows, Gly.
  9. Ain't It a Shame? Fats Domino, Imp.
  10. Fool for You, R. Charles, Atl.
- Philadelphia**
1. Everyday, C. Basie, Clf.
  2. Ain't It a Shame? Fats Domino, Imp.
  3. Fool for You, R. Charles, Atl.
  4. Why Don't You Write Me? Jacks, RPM
  5. Feel So Good, Shirley & Lee, Ala.
  6. Rock Around the Clock, B. Haley, Dec.
  7. It's Love Baby, L. Brooks, Exc.
  8. I Hear Those Bells, D. Washington, Mer.
- St. Louis**
1. Maybelle, C. Berry, Chs.
  2. Fool for You, R. Charles, Atl.
  3. Everyday, C. Basie, Clf.
  4. Soldier Boy, Four Fellows, Gly.
  5. Manish Boy, M. Waters, Chs.
  6. Forgive This Fool, R. Hamilton, Epi.
  7. It's Love Baby, L. Brooks, Exc.

**Reviews of New R & B Records**

- THE FIVE ROYALES**  
Women About to Make Me Go Crazy...78  
KING 4819—Enthusiastic vocal by the boys on a spirited rhythm novelty with a coin-grabbing title. (Franklin, BMI)
- Do Unto You...76**  
A gimmicked-up treatment of the Golden Rule slanted as a love song. The lead singer chants with convincing feeling. (Franklin, BMI)
- THE GAYLARCS**  
Tell Me, Darling...78  
MUSIC CITY 792—No doubt about it; this group has an unusual sound, and it's far enough out of the way to attract considerable attention. The Gaylarks do well by this slow ballad, and with a little push it could climb into a comfortable commercial slot. (Rhythm, BMI)
- Whole Lot of Love...70**  
Another slow effort by the West Coast group, with some of the sound but little of the appeal of the flip. (Rhythm, BMI)
- WILLIE DIXON**  
Walking the Blues...80  
CHECKER 822—Cover of the Dupree waxing is ably recorded, with Dixon chanting from deep in an echo cellar. There should be plenty of commercial elbow room for this entry to make itself felt in the trade. A good slice.
- If You're Mine...76**  
The quick beat in the backing is going to set torsos twisting and toes tapping. Chanting is effective, too. Here's a side that could do lots of juke business, with sales not far behind. (Arc, BMI)
- MR. UNDERTAKER**  
Here Lies My Love...77  
MUSIC CITY 790—A moody dirge theme chanted with dramatic intensity and an eerie beat. Unusual wax, which should get considerable play from juke and jukes. (Rhythm, BMI)
- THE FOUR DEUCES**  
W-P-L-J...75  
The initials stand for "White Port and Lemon Juice" which the Four Deuces shake up into a catchy vocal concoction with an appealing beat. The flip tho will probably get the bulk of play. (Rhythm, BMI)
- MEL WILLIAMS**  
Lonely Heart...77  
FEDERAL 12236—Williams chants this warm but undistinguished blues with considerable heart in an unusually appealing, personal manner. A fine talent here. (Gallo-Otis, BMI)
- Soldier Boy...75**  
An excellent warble of the established r.&b. hit by Williams with group. The entry is late, however, if it's to catch the Four Fellows' version. (E. B. Marks, BMI)
- CORA WOODS**  
Ooh La La...77  
FEDERAL 12229—This young thrush's second release carries forward the promise of her first several months back. This bright rhythm, chant is an improvement over her other material, tho she deserves even better. (Gallo, BMI)

- Where Are You...73**  
In this so-so ballad (not the standard), the talented thrush turns on more than a trace of the Dinah Washington sound. (Gallo, BMI)
- THE TURBANS**  
When You Dance...76  
HERALD 458—Attractive rhythmic novelty with a Latin beat. It's out of the ordinary run of r.&b. material and deserves watching. The vocal group has an engaging sound. (Angel, BMI)
- Let Me Show You (Around My Heart)...70**  
This side's a ballad. Routine. (Angel, BMI)
- WILLIE WAYNE**  
I Remember...75  
IMPERIAL 5355—A pixieish blues lament by Wee Willie Wayne, who sings with expressive warmth and a sly beat. (Commodore, BMI)
- Travelin' Mood...75**  
A haunting Southern blues with fine warbling by Wayne and highly effective whistling on the backing. (Commodore, BMI)
- THE CORONETS**  
The Bible Tells Me So...74  
GROOVE 116—There's a good beat and plenty of dignity to this version of the song that's causing a stir. (Paramount-Rogers, ASCAP)
- Hush...73**  
The Coronets chant a tender ballad on this side. It's tastefully arranged. (Pennant, BMI)
- THE CASANOVAS**  
I Don't Want You to Go...74  
APOLLO 477—Tenor lead of the Casanovas is heard in an affecting blues weeper. Sincere appeal of this effort should pay off in plentiful play. (Bess, BMI)
- Please Be My Love...69**  
Rhythmic chanting by the group in back of the lead singer on a romantic opus. Some spins due. (Bess, BMI)
- THE STRANGERS**  
Without a Friend...70  
KING 4821—The youthful group continues to show considerable promise, but will need more distinctive material than this ballad affords. (Jay & Cee, BMI)
- Think Again...70**  
In this rocking but routine chant the group shows talent and spirit. (Marlyn, BMI)
- PAUL GOLDEN**  
It's Gonna Be All Right...62  
LIGHTNING 105—Brisk and joyful rhythm opus is negotiated with energy. Slight potential. (Lightning, BMI)
- It's No Fun...60**  
Paul Golden does well by his weeper ballad in this okay waxing. (Lightning, BMI)

**RHYTHM & BLUES RECORDS**

**Best Sellers in Stores**

For survey week ending August 3

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

This Week	Last Week	Weeks on Chart
<b>1. AIN'T IT A SHAME?</b> (BMI)—F. Domino.....	1	14
La, La (BMI)—Imperial 5348		
<b>2. EVERYDAY</b> (BMI)—Count Basie.....	2	6
Comeback (BMI)—Clf 89149		
<b>3. FOOL FOR YOU</b> (BMI)—R. Charles.....	3	7
THIS LITTLE GIRL OF MINE (BMI)—Atlantic 1053		
<b>4. MAYBELLENE</b> (BMI)—C. Berry.....	10	2
Wee Wee Hours (BMI)—Chess 1604		
<b>5. IT'S LOVE, BABY</b> (BMI)—L. Brooks.....	7	5
Chicken Shuffle (BMI)—Excello 2056		
<b>6. SOLDIER BOY</b> (BMI)—Four Fellows.....	5	7
Take Me Back Baby (BMI)—Glory 234		
<b>7. ROCK AROUND THE CLOCK</b> (ASCAP)—B. Haley.....	4	8
Thirteen Women (BMI)—Dec 29124		
<b>8. STORY UNTOLD</b> (BMI)—Nutmegs.....	6	11
Make Me Lose My Mind (BMI)—Herald 452		
<b>9. ANYMORE</b> (BMI)—J. Ace.....	11	2
How Can You Be So Mean? (BMI)—Duke 144		
<b>10. BO DIDDLEY</b> (BMI)—B. Diddle.....	8	14
I'm a Man (BMI)—Checker 814		
<b>11. MANISH BOY</b> (BMI)—M. Waters.....	9	3
Young Fashion Ways (BMI)—Chess 1602		
<b>11. WHY DON'T YOU WRITE ME?</b> (BMI)—Jacks.....	—	1
Smack Dab in the Middle (BMI)—RPM 428		
<b>13. ONLY YOU</b> (BMI)—Platters.....	12	3
Bark, Battle & Ball (BMI)—Mer 70633		
<b>13. SEVENTEEN</b> (BMI)—B. Bennett.....	—	1
Little Old You-All (BMI)—King 1470		
<b>15. PIDDILY PATTTER PATTTER</b> (BMI)—N. Brown....	14	3
There'll Come a Day (BMI)—Savoy 1162		

**Most Played in Juke Boxes**

For survey week ending August 3

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
<b>1. AIN'T IT A SHAME?</b> (BMI)—F. Domino.....	2	15
La, La (BMI)—Imperial 5348		
<b>2. FOOL FOR YOU</b> (BMI)—R. Charles.....	3	6
This Little Girl of Mine (BMI)—Atlantic 1063		
<b>3. IT'S LOVE BABY</b> (BMI)—L. Brooks.....	4	5
Chicken Shuffle (BMI)—Excello 2056		
<b>4. MAYBELLENE</b> (BMI)—C. Berry.....	—	1
Wee Wee Hours (BMI)—Chess 1604		
<b>5. WHY DON'T YOU WRITE ME?</b> (BMI)—Jacks.....	8	2
Smack Dab in the Middle (BMI)—RPM 428		
<b>6. BO DIDDLEY</b> (BMI)—B. Diddle.....	1	10
I'm a Man (BMI)—Checker 814		
<b>7. EVERYDAY</b> (BMI)—C. Basie.....	6	4
Come Back (BMI)—Clf 89149		
<b>8. MANISH BOY</b> (BMI)—M. Waters.....	5	3
Young Fashion Ways (BMI)—Chess 1602		
<b>8. STORY UNTOLD</b> (BMI)—Nutmegs.....	7	5
Make Me Lose My Mind (BMI)—Herald 452		
<b>10. SOLDIER BOY</b> (BMI)—Four Fellows.....	9	4
Take Me Back, Baby (BMI)—Glory 234		

**Most Played by Jockeys**

For survey week ending August 3

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
<b>1. AIN'T IT A SHAME?</b> —F. Domino.....	2	13
Imperial 5348—BMI		
<b>2. FOOL FOR YOU</b> —R. Charles.....	1	6
Atlantic 1063—BMI		
<b>3. IT'S LOVE, BABY</b> —L. Brooks.....	4	6
Excello 2056—BMI		
<b>4. MAYBELLENE</b> —C. Berry.....	—	1
Chess 1604—BMI		
<b>5. ROCK AROUND THE CLOCK</b> —B. Haley.....	3	9
Dec 29124—ASCAP		
<b>6. MANISH BOY</b> —Muddy Waters.....	6	2
Chess 1602—BMI		
<b>7. STORY UNTOLD</b> —Nutmegs.....	5	5
Herald 452—BMI		
<b>8. UNCHAINED MELODY</b> —R. Hamilton.....	10	14
Epic 9102—ASCAP		
<b>9. AS LONG AS I'M MOVING</b> —R. Brown.....	—	6
Atlantic 1059—BMI		
<b>10. BOP TING A LING</b> —L. Baker.....	15	10
Atlantic 1057—BMI		
<b>11. THIS LITTLE GIRL OF MINE</b> —R. Charles.....	9	2
Atlantic 1063—BMI		
<b>12. MAMA TALK TO YOUR DAUGHTER</b> —J. B. Lenore.....	—	2
Parrot 809—BMI		
<b>13. ANYMORE</b> —J. Ace.....	12	2
Duke 144—BMI		
<b>14. BO DIDDLEY</b> —B. Diddle.....	—	10
Checker 814—BMI		
<b>15. WHY DON'T YOU WRITE ME?</b> —Jacks.....	12	2
RPM 428—BMI		

# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## FOLK TALENT AND TUNES

Continued from page 24

Bob Rubian, who wrote and did the vocal on Cliffie Stone's recording of "The Popcorn Song," appeared on Stone's "Hometown Jamboree" TV show over KTLA, Los Angeles, Saturday (6). Rubian

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**BOBBY GOODMAN IN CHARGE CLUB DEPT.**  
127 N. Dearborn St. Chicago 2, Ill.

owns and operates a fish market in Long Beach, Calif. . . . Tommy Collins took two weeks out of a busy schedule recently to visit his parents in Bethany, Mo. He played Jacksonville, Fla., July 28-29; Daytona Beach, 30, and Tampa, 31. Last Saturday, Tommy appeared on Red Foley's "Ozark Jubilee" over the ABC-TV network, hopping from there to Johnny Rion's park in St. Louis for Sunday. Collins' latest on Capitol is "You Oughta See Pickies Now." Flip side is "I guess I'm Crazy."

Mac Wiseman, who recently left WRVA, Richmond, Va., is playing a string of Kentucky dates after winding up on a five-day trek thru Alberta with Jim Reeves and Hank Locklin. . . . "Uncle George" Marks, production manager at WLBC-TV, Muncie, Ind., and en-see of the "49ers Hillbilly Jamboree" over that station, has booked his band, the Country Cousins, into the Gaston Theater, Gaston, Ind., for an every-Saturday-night hoedown. Johnny Britt, fiddler, formerly of WVVA, Wheeling, W. Va., is a recent addition to the band. . . . Lonnie Barron, still doing his daily radio stint at WDOG, Marine City, Mich., appeared on the Pee Wee King ABC-TV show Monday night of last week. Lonnie has been making frequent guest shows with the Casie Clark TVer out of Detroit while doubling on personals in the area. He has a new record coming out soon, spotting two of his own tunes, "I'd Better Go" and "A Memory or Two."

Justin Tubb is set for an appearance at Terrace Ballroom, Newark, N. J., August 15, along with Ray Price. Tubb's personal manager, Gabe Tucker, arranged the deal with Terrace manager, Don Larkin. . . . Rudy Hansen, of WLW's "Midwestern Hayride," plays the Eagles' Club, Batesville, Ind., Saturday (13). . . . Texas Bill Strength due in Cincinnati Saturday (13) for a visit with local disk jockeys and other friends. He has just returned from the West Coast, where he cut his first session for Capitol. . . . Bonnie Lou, the Pine Mountain Boys and other "Midwestern Hayride" features are slated for two performances at the Hartford Independent Fair, Croton, O., Friday (12).

WLS singer Dolph Hewitt has a new one on the Kahil label, "Broken Promises" backed with "Rainbow Valley." . . . Carl Smith, Lew Childre and the Duke of Paducah set for Huntingburg, Ind., August 11; Warsaw, Ind., 12; Polosi, Mo., 13, and Milledgeville, Ill., 14. . . . Moon Mullican and Hawkshaw Hawkins set for next Saturday (13) at Paris Landing, Tenn. . . . Martha Carson is in the midst of a two-week tour for Harry Cooke, according to her personal manager, X. Cosse, who is badly in need of a new ribbon on his mimeograph machine. Martha cut her first session for RCA Victor while on the Coast recently.

Connie B. Gay, Arlington, Va.,

### England's Top Twenty

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

- Unchained Melody—Frank (Frank)
- Dreamboat—Leeds (Leeds)
- Evermore—Kassner (Piccadilly)
- I Wonder—Macmelodies (Sanson)
- Stranger in Paradise—Frank (Frank)
- Cherry Pink and Apple Blossom White—Maddox (Chappell)
- Where Will the Dimple Be?—Cinephonic (Rogers)
- Stowaway—Morris (Melrose)
- Don't Worry—Wright (Williams)
- Everywhere—Bron (Mills)
- Softly, Softly—Cavendish (Sherwin)
- Under the Bridges of Paris—Southern (Hill & Range)
- Every Day of My Life—Robbins (Miller)
- You My Love—Dash (\*)
- Sincerely—Dash (Arc-Regent)
- Earth Angel—Chappell (Williams)
- Tomorrow—Cavendish (Reis)
- Melody of Love—Campbell, Connelly (Shapiro-Bernstein)
- Unsuspecting Heart—Berry (Teopoe)
- Mama—Macmelodies (Southern)

### Number of Releases This Week

Label	Pop	C&W	R&B
APOLLO	1	—	—
CAMPUS	1	—	—
CAPITOL	3	2	—
CHECKER	—	—	1
COLUMBIA	3	—	—
CORAL	8	1	—
DECCA	5	3	—
DOT	1	—	—
ELMAR	1	—	—
EPIC	2	—	—
EXCELLO	—	—	1
FEDERAL	—	—	3
GROOVE	—	—	1
HERALD	—	—	1
HICKORY	—	—	1
IMPERIAL	—	—	1
JET	—	3	—
JUBILEE	1	—	—
KING	1	—	2
LIGHTNING	1	—	1
LONDON	3	—	—
MERCURY	1	4	—
M-G-M	4	1	—
MUSIC CITY	—	—	2
SARG	—	1	—
TEEN	1	—	—
UNIQUE	1	—	—
VICTOR	4	3	—
TOTAL	41	19	14

deejay, promoter and businessman, has Ferlin Huskey booked on fair dates August 29 thru September 3. . . . Billy Worth's first waxing for M-G-M is "Because I Cared" b.w. "There's Good in Everybody." . . . Ferlin Huskey, after a bang-up swing thru Florida, which included stops at Jacksonville, Daytona Beach, Tampa and Orlando, moved to Atlanta Wednesday of last week (3) for a park date to another large and receptive audience. Huskey and his personal manager, Bob Ferguson, had as visitors last week "Uncle Jim" Christie and wife, of Chicago. "Some of Christie's future plans wowed us," typewrites Ferguson. "He'll probably release the details to you himself." Ferguson reports that Ferlin's first religious record for Capitol, "Don't Blame the Children" b.w. "Saith the Lord," is meeting with great favor from country deejays everywhere.

L. D. Keller, caller, instructor and manager of the Promenaders, square-dance group which has appeared with "Ozark Jubilee" and "Grand Ole Orpy," in addition to numerous personals at prominent locations, has an attractive new four-page mailing piece to point out the virtues of the popular dance team. . . . Hank Zero, of WALE's "Ranch House," Fall River, Mass., will appear as "Mr. Dee Jay, U.S.A." over WSAM, Nashville, September 2. From September 17-25 he plays the fair at Springfield, Mass. . . . Grelun Landon, of Hill and Range Songs, Inc., shoots us a copy of Eddy Arnold's newest song book, the biggest ever published on him. Labeled to sell at \$1.25 and liberally illustrated with photos taken in various stages of Eddy's career, the book contains 30 of Arnold's top numbers. It's titled "Eddy Arnold 10th Anniversary Album."

Gospel singers Billie and Gordon Hamrick are now being heard over WUSN-TV, Charleston, S. C. Their Sunday afternoon "Old Country Church" program has had its time boosted from a half hour to an hour. Their latest on the Starday label is "Our Prayer." . . . Elvis Presley created pandemonium among the teen-age country fans at Jacksonville, Fla., recently, and before he could be rescued from his swooning admirers they had relieved him of his tie, handkerchiefs, belt, and the greater part of his coat and shirt. Col. Tom Parker presented him with a new sports coat to replace the one snatched by the souvenir collectors.

Kenny Wilder scribbles from Orlando, Fla.: "The Andy Griffith show was here for two day recently and scored a great hit, with both nights a sellout. As usual, Elvis Presley stole the show, along with Ferlin Huskey. It looks as tho the two will return here soon." Wilder, who writes on United States Air Force stationery, says he's looking forward to doing his shows on the road in Canada this fall, along with his Rhythm Wranglers.

George S. (Bud) Lanham and Mrs. Anna Ingersoll, operator of Lake Contrary Park, St. Joseph,

### This Week's Best Buys

MIDNIGHT CANNONBALL (Progressive, BMI)

HIDE AND SEEK (Progressive, BMI)—Joe Turner—Atlantic 1069

The initial action here is on the "Midnight Cannonball" side, although there also are heavy reports from retailers on the "Hide and Seek" entry. The latter side was picked two weeks ago as a Billboard "Spotlight." The disk, which may be judged a two-sided contender, is showing up very strong in Detroit, Pittsburgh, St. Louis, Baltimore-Washington, Boston and the South. It's also off to a fast start in Philadelphia, Cleveland, Chicago, Milwaukee and Buffalo.

FEEL SO GOOD (Aladdin, BMI)—Shirley and Lee—Aladdin 3289

This side has been picking up strength in the South and is really cooking in the East, enough to land on the Philadelphia and Baltimore-Washington territorial charts. A few key areas have yet to receive the disk, but there is positive action in St. Louis, Durham, New York and Milwaukee. An imminent chart threat. Flip is "You'd Be Thinking of Me" (Aladdin, BMI).

IT'S LOVE, BABY (Excellorec, BMI)—Rith Brown—Atlantic 1072

Apparently, there's room in the market for several versions of this smash r.&b. tune. The Lou Brooks original on Excello is a chart regular, and there has been considerable action on the Midnighters' Federal version, which was selected as a "Best Buy" last week. The way this Rith Brown cover has taken off in its first two weeks, this could grab a large share of the retail action. The flip, "What'd I Say?" (Progressive, BMI) is the topside in some sectors, tho most of the play nationwide is on "It's Love." Top reception to date is in Pittsburgh, Detroit, Atlanta, St. Louis, Boston, Milwaukee, Baltimore and Durham. Both sides were previous Billboard "Spotlight" picks.

### Review Spotlight on . . .

#### RECORDS

##### THE NUTMEGS

Ship of Love (Rish, BMI)—Herald 459—This excellent group, which started all the action on "Story Untold," follows up that smash with an unusual piece of material replete with opening sound effects of water and boat. The fine lead singer is outstanding all the way on this warm ballad entry. Flip is also an impressive performance, "Rock Me" (Rish, BMI).

##### THE MARIGOLDS

Two Strangers (Excellorec, BMI)  
Love You—Love You—Love You (Excellorec, BMI)—Excello 2061—Here's an unusual coupling by a versatile group. "Two Strangers" is a quiet, intimate and completely absorbing ballad, while the flip is a driving, exuberant shout. The material on the first is quite original, while the flip rides on a great performance. There probably will be covers on "Two Strangers" in the pop as well as r.&b. vein.

Mo., have stimulated park business considerably with installation of a regular Saturday night c.&w. jamboree at the funspot's Venetian Ballroom. Lanham is being assisted in the promotion by Bozo, the Clown of a Thousand Laughs, and Ted Brown, country deejay on KRES. Initial show was staged July 23, with Dennis Knight and His Knights of Western Swing plus 12 amateur acts from the territory. A local home insulation firm sponsored an hour-long broadcast (8-9 p.m.), and the ballroom's seating capacity was filled within five minutes of air time, Lanham says.

Bob Metzel, who leads the Blue Valley Ramblers out of York, Pa., and who has been in the Navy since November, 1954, is on leave August 7-27, during which time he will do some entertaining at Pennsylvania parks. Bob was formerly heard over the air from WGCN, Red Lion, Pa., and WNOW, York. While in the Navy, he's leading a small combo on a destroyer.

#### With the Jockeys

Lewis Elliott, Martin, Tenn., writes: "Hats off to Nathan Street, WKSR, Pulaski, Tenn., for his kind words about the smaller labels. All of the songs that I have written and that have been recorded are on smaller labels, and the response by

deejays has been wonderful." Leon Sanders, who spins 'em from KDET, Center, Tex., recently visited Al Terry (Hickory) at New Iberia, La. Sanders infos that Mitchell Torok's wife, Gail, was slightly injured in an automobile accident recently. Their daughter, Michelle, escaped injury. Concerning records, Sanders writes: "We're happy to play the records that are sent to us by artists, record companies and publishers, and we're always glad when they send them, but our trash cans are crowded with circulars and letters about records that we haven't received. The other day I got a nicely typed letter expressing the strongest kind of thanks for 'fine help' on a record I'd never even heard of. How about more records and less propaganda?" Okie Paul Westmoreland, KXOC, (Continued on page 54)

Breaking All Over the Country!

**HIDE AND SEEK**  
JOE TURNER  
Atlantic 1069

Atlantic RECORDING CORP.  
224 WEST 34th STREET, NEW YORK 19, N. Y.

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31,000 Sold First 10 Days

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ACE RECORDS, 227 Culbertson, Jackson, Miss.

# THE FINAL CURTAIN

**BALL—Susan.**  
21, motion picture actress, August 5 in Hollywood of cancer. A leg injury two and a half years ago necessitated later amputation but the cancer had spread to her lung. After her first successful bout with the disease she married actor Richard Long in April, 1954, and appeared in movie and television shows. Only July 13 of this year she was stricken again. Born in Buffalo, N. Y., she got into pictures when her photo appeared in a newspaper in connection with a cake-baking contest. Universal-International gave her a contract. She hurt her leg in a fall while filming "East of Sumatra" and later she was diagnosed to have cancer. Her long and valiant battle for health followed.

**BELDON—William H.**  
74, veteran stagehand, July 23 in Bridgeport, Conn. He was a charter member of Local 109, Stage Employees union. Survived by a brother, George, also a stage employee. Burial in St. Michael's Cemetery, Stratford, Conn.

**BODENSCHOTZ—Mike.**  
veteran operator of the pony ride on the Louisiana State Fair, Shreveport, August 1 in San Antonio. (Details in Carnival section.)

**BRINCKERHOFF—Elbert V.**  
56, well-known advertising executive, July 24 at New Orleans. He was known in New York City as the originator and president of General Sound, Inc. For over eight years General Sound was responsible for production and some placement of New York's top radio dramas and commercial transcriptions. These included "Then Came War, 1939," with Elmer Davis, who received the Harvard Award for this work, and "Humanity vs. Hitler," which was made for the U. S. Government. Working closely with top agencies, General Sound did transcription work for "Time," "The March of Time" and owned "Time Abroad." While in New Orleans he formed the E. V. Brinckerhoff Agency and Brinckerhoff Productions, Inc. In May of this year the Brinckerhoff Agency became a partnership known as the Brinckerhoff & Williams Agency. Mr. Brinckerhoff was born in Englewood, N. J., and was a member of the Marine Corps during both World Wars and held the commission of Major, USMC. He is survived by his widow, the former Diane Sardi; his son, E. C. Brinckerhoff, and a daughter, Mrs. Bradley Fisher.

**COHEN—Charles.**  
61, for 13 years a theater manager for the Warner circuit in Philadelphia, July 24 at Einstein Medical Center in that city. He managed the Center Theater at the time of his death. Surviving are his widow, Lillian S.; a son, a daughter and three sisters. Services July 26 in Scranton, Pa. Burial in Temple of Israel Cemetery, Dunmore, Pa.

**COMERFORD—Mrs. M. E.**  
widow of the founder of the Comerford Theaters chain in Central Pennsylvania, July 24 at her home in Scranton, Pa. Her husband was a pioneer in the motion picture industry and built the first theaters in upper Pennsylvania. A daughter, Mrs. Mariel Friday, and a sister survive.

**DELABATE—Jean.**  
52, who with her husband, Ernest, operated concessions for many years on the James E. Strates Shows, August 5 in Utica, N. Y. (Details in Outdoor section.)

**DeSTEFANO—Mrs. Helen Cooper.**  
45, drowned in Westport, Conn., July 20 at Compo Beach. She was the wife of Michael DeStefano, concert violinist, and a member of the New York Philharmonic orchestra. She was also a musician. Survived by her husband; a son, Michael Jr., and a sister, Mrs. Edith Akers, Detroit. Burial in Christ Church Cemetery, Westport, July 24.

**DIXON—Mrs. Hume.**  
49, radio writer and producer, July 29 in Hollywood. She wrote the scripts for the Robert L. Ripley radio show and recently had her own program, "The Voice of Rockland County." A son survives.

**DUNAYEVSKY—Isaak.**  
55, Russian composer, July 25 in Moscow, where he was president of the Union of Soviet Composers. He was one of the first Russians to use jazz rhythms in his works. "Song of the Motherland," whose first bars became Radio Moscow's signal tune, was his composition. He also wrote operatic and ballet works, and recently had been working on the scores of Russian musical films.

**FRANZL—Joseph.**  
73, prominent musician and teacher of the French horn, July 24 at Harlem Hospital, New York. He was born in Czechoslovakia and studied at the Prague Conservatory there. He came to the United States in his youth and made his solo debut with the Pittsburgh Symphony. Later he played with the New York Symphony, under Walter Damrosch, and with the New York Chamber Music Society, the Kneisel Quartet, the Mannes Trio and the CBS Concert Orchestra. For the last 11 years he was head of the horn department of the Dalcroze School of Music in Manhattan. He previously taught at the Juillard Graduate School and the National Orchestra Association. A son and daughter survive.

**HAICOURT—Frank.**  
78, former burlesque comedian, known in private life as Sanderson Macnamara, August 1 in Brooklyn. He retired from the stage 25 years ago. His widow survives.

**HUNTRESS—Frank Sr.**  
85, chairman of the board of the Express Publishing Company, on July 30 in San Antonio. He started as a newsboy and rose to head the San Antonio Express, morning newspaper, and founded the San Antonio Evening News, afternoon newspaper. The newspapers pioneered FM broadcasting in the city when they established KYFM. Later they bought radio station KTSA and last November purchased radio station KGBS and Station KGBS-TV, now KENS and KENS-TV.

**MCDUGALL—Clifford A.**  
57, veteran press agent, July 29 in Los Angeles of a cerebral hemorrhage. Burial August 5 in Forest Lawn Memorial Park, Glendale, Calif. (See Circus Department for details.)

## IN MEMORY of VINCE (RED) McCABE



Who Passed Away One Year Ago August 14, 1954

He had a Heart too Big for Himself, but was often misunderstood.

## MRS. RUTH McCABE WIFE

## In Loving Memory of JIMMIE MARK

Who passed away August 3, 1951. "You are always in my heart."

Your Wife, LUCILLE MARK

**MIRANDA—Carmen.**  
42, veteran stage, screen and night club performer, August 5 of a heart attack in Beverly Hills, Calif. She had recently completed the film of a television show in which she appeared with Jimmy Durante, and celebrated the event with a small party at her home in Beverly Hills. She suffered a heart attack shortly after the party broke up. Miss Miranda attracted nationwide attention as a result of her appearance in "Down Argentine Way" in 1940, followed by "That Night in Rio," "Four Jills in a Jeep," "Doll Face" and numerous other films. Survived by her husband, David Sebastian.

**PARSON—Arthur.**  
81, member of the Wisconsin family which aided in putting the Ringlings into circus business, at a Madison, Wis., hospital August 2. He was a resident of Darlington, Wis. An elder brother hired one of the Ringlings to work in the Parson's Circus. Later the Parson brothers had the cookhouse and concessions on Ringling Bros.' Circus. Arthur Parson was with Ringling 17 years, retiring in 1910. Surviving are his widow, Orpha, and three sons, Delbert, Edward and Robert. Burial at Darlington. (Details in Circus Section.)

**POGANY—Willy.**  
73, artist and designer, July 30 in New York. He did a number of theatrical murals, including those at New York's Ziegfeld Theater. At the Metropolitan Opera, New York, he designed productions of "Le Coq D'Or," "L'Italiana in Algeri" and "The Polish Jew," and on Broadway his work dressed the productions of "Queen High," "Merry Wives of Windsor," "Magic Melody," "Lullum," "Madame Pompadour," "Hitchy Koo," "Words and Music," "Carnival in Venice" and many others. A wife, two sons and a sister survive.

**PRESSON—Albert Sidney.**  
55, for the past three years advance man for the Gil Gray Circus and in former years in various phases of the theatrical business, July 30 in Presbyterian Hospital, Albuquerque, N. M., following a heart attack. (Details in Circus department.)

**ROSS—Mrs. Laura E.**  
67, former actress and musician under her maiden name of Laura Mutch, July 30 in Portland, Me. She had appeared on Broadway in "Music in May" and "Night in Venice," among others. Mrs. Ross also toured the Keith and Loew vaude circuits.

**SADLER—Mrs. Harley.**  
58, widow of the late Texas State senator, oilman and veteran tent rep showman, suddenly at her apartment in Austin, Tex., July 29. (Further details in Roadshow-Rep section this issue.)

**STAUFFACHER—Frank.**  
38, one of the country's foremost producers of experimental films, July 26 at San Francisco. In 1952 his "Notes on the Port of St. Francis" won the Robert Flaherty Award as the best documentary film of the year. He also wrote several books and arranged several exhibitions relating to the cinematic arts. He recently completed a film on Reg Butler, the English artist, for the Museum of Modern Art and the San Francisco Museum of Art. He was trained originally as a graphic artist and turned to films in 1946, when he produced and directed "Sausalito."

**STEELE—Vernon.**  
72, retired British stage and screen actor, July 23 in Los Angeles, of a heart attack. He made his stage debut in London in "The Little Minister" in 1899. In 1919 he appeared with Ethel Barrymore in "Declasse" on Broadway. Later he played in several silent movies. During World War II he joined a USO troupe for a nine-month tour of the European Theater.

**TIBBINI—Silvio.**  
73, former trumpet player with several leading concert bands for over 30 years, July 22 at his home in Philadelphia. Before illness forced his retirement 10 years ago, he was a member of Oreste Vessela's band for 21 years. He previously had been associated with Giuseppe Creatore's band for eight years and before that with Martini's Symphony Orchestra. Surviving are his widow,

# FOLK TALENT AND TUNES

Continued from page 53

Chico, Calif., advises that the Paul Westmoreland, who has been around Cincinnati recently, isn't he. Okie says he's a country boy and that he'd get lost if he went to the city. . . . Country & western disk jockeys Happy Ison, WORZ, Orlando, Fla., and Johnny T. and Andy Wilson booked the Andy (Deacon) Griffith show into Orlando July 26-27. Show included, in addition to Griffith, Ferlin Huskey, Marty Robbins, Simon Crum, Elvis Presley, Tommy Collins and Glenn Reeves. . . . Thom Hall, WKYV, Louisville, types that he just completed the Fifth Annual Cornbread Maizee Artist Popularity Poll. Placing first in the contest, which drew a record 2,500 cards and letters, says Hall, was Webb Pierce, with Hank Snow and Carl Smith running second and third, in that order. Others in the top 10 were Faron Young, Ernest Tubb, Hank Williams, Eddy Arnold, Kitty Wells, Marty Robbins and Hank Thompson. The Wilburn Brothers and Jim Wilson were newcomers to the poll this year.

Jolly Cholly Stokely, WVEZ, New Orleans, infos that he, Harmonica Al, Harold Cavaliere, Bob and Dink, Irvin Tuttle, Kay Walter and some 25 other c.&w. entertainers played to approximately 4,500 people at a labor rally in Reserve, La., recently. . . . Barney Lee, KGST, Fresno, Calif., has his own studio in his home at 1838 Tyler, Fresno, and is now broadcasting from there daily. . . . Country Boy Cutrer, WIBR, Baton Rouge, La., recently lost his father.

Linda Lou Stone, WHGB, Harrisburg, Pa., recently worked a date with Faron Young, the Wilburn Brothers and Jean Shepherd. . . . Performer-deejay Eddie Burns (Country Boy Eddie) has joined the country & western staff at WLBS, Birmingham. Besides spinning the latest in folk tunes, Burns sings, strums the guitar and plays the fiddle. He's heard daily from 5-8 a.m. and also for an hour in the afternoon. . . . Jim Reeves' RCA recording of "Yonder Comes a Sucker" is drawing requests by the sackful at KCFH, Cuero, Tex., according to staffer Uncle Don Rhea. . . . From his turntable at KJAY, Topeka, Kan., Wayne Hatcher sends out the complaint that he isn't getting enough Columbia releases and that he's short on Wilburn Brothers and Ray Price recordings.

Dan Dellinger, KDET, Center, Tex., relays that Mitchell Torok's "Smooth Talk" has stirred up more interest in the area than anything since his "Caribbean." . . . Henry Tuck, c.&w. platter spinner of WREV, Reidsville, N. C., caught Rita Faye and her parents, Smiley and Kitty, in North Carolina recently. . . . Recent visitors on Fred Lynn's "Hillbilly Heaven," heard over KWTO, Springfield, Mo., were Arlie Duff (Starday), who premiered his new recording of "Pass the Plate of Happiness Around," and Porter Wagoner (RCA). Wagoner's "Satisfied Mind" has been No. 1 on Lynn's show for 16 weeks now, the deejay reports.

Guesting on Maunay George's show over KENN, Portales, N. M. (Continued on page 96)

Adalgisa; a daughter and four sons. Services July 26 in Philadelphia and burial in Holy Cross Cemetery there.

**WRIGHT—Norman,** projectionist at the Admiral Theater, Detroit, July 18 at Buffalo, N. Y. Survived by his widow and several children, including Mrs. Dorothy Sidenstecker, formerly of General Theater Service, Detroit. Interment in Mount Olivet Cemetery.

# BIRTHS

**TAYLOR—** A daughter to Mr. and Mrs. Jack Taylor July 31 in Detroit. Mother is the former Dolly Ammon, of United Artists Pictures staff, Detroit.

**MENZEL—** Twin sons to Mr. and Mrs. A. P. Menzel July 21 in Mercy Hospital, Jamestown, Wis. Father is concession agent on United Exposition Shows.

# HOCUS-POCUS

By BILL SACHS

**MAGIC** gets a firm boost in the New CBS television show, "It's Magic," which had its premiere Sunday of last week (31). With Paul Tripp serving as host for the show, the new weekly half-hour seg, heard each Sunday from 6-6:30 p.m., offers different guest magicians on each program. Guests on the initial viewing were Gali Gali, Dolinoff and Rayes and Dominique, French pickpocket trixster. The premiere program pulled raves from radio and television editors thruout the nation. Geared to appeal to both kiddies and adults, the show is destined to hang on for a long time. . . . After a week at the Vallejo (Calif.) Fair, Lady Frances (Frances R. Francis) hopped to the summer resort town of Santa Cruz, Calif., for a week's stint of one show a night. Also on the bill were Jimmy Jamerson, mimic, and Johnson and Diehl, jugglers. Miss Frances is set on California fairs thru September. . . . Del Ray closed a three-week stand at the Shamborck Hotel, Houston, last Wednesday (3), and Friday (5) began a fortnight's engagement at Beverly Hills Country Club, Newport, Ky. . . . Fred Lewton, of Cleveland, and George Lydiatt, Akron, sparked the hour-long show staged in connection with the combined picnic held by Cleveland Ring No. 23, International Brotherhood of Magicians, and the Akron Society of Magicians at Chippewa Lake Park, near Medina, O., July 24. Some 225 members and guests made the big shindig. . . . The Central States Magicians, in association with Ring No. 10, IBM, are holding their annual picnic and get-together at Columbia Park, Lafayette, Ind., Sunday (14). A matinee and night show, open to the public, will be offered, with the following slated to show their wares: Neil Foster, Jimmy Trimble, Harold Elliott, Bob Hurt, Dock Stoner, Gene Keeney, Mysterious Brown and Lillian, Sam Downing, Don Allen, Woody Carpenter, Joseph Hill, William Namaan, C. James McLemore, Kenneth Hancock, Dan Langdell, P. Overley, Carl Flinn, Ansel DeLong, U-No-Me Walters, Roy Wallace, W. C. (Dorny) Dorn-

field, George Paxton, Frank Gieger and Company, John Harl, the Great Mogul, Walter Myers, Roland Stroup and Sharon, A. Metz and Quenten Coop.

**JOSEPH RALSTON**, booked by the Wilson Lines on their steamer, Pilgrim Belle, plying out of Boston, is in the home stretch of a 97-day run, which started Decoration Day and winds up Labor Day, with one morning and one afternoon show daily. Ralton's magic turn is billed as "Willie Belles' Surprise Party," with appeal directed to adult and child alike. He uses as giveaways lollipops and balloons bearing the name of the Wilson Lines, which operates boats out of Boston, New York, Philadelphia, Washington, Houston, and Wilmington, Del. Meyer Davis Orchestras, with headquarters in New York, holds the talent contract for all the boats. . . . Bob Sharpe has been working this summer as an added attraction at the Soo Locks Centennial, celebration sponsored by the cities of Sault Ste. Marie, Mich., and Sault Ste. Marie, Ont. Sharpe, who opened there June 28, is doing three shows a day, while doubling on various promotional appearances in the territory. He closes there September 5, and plans to be back in Chicago September 13. . . . C. Thomas Magrum, of Rock Island, Ill., presented his full-hour school assembly program as a feature of the picnic staged by Ring No. 11, IBM, at Johnny Hartman's Restaurant, Davenport, Ia., Sunday of last week (31). Among others who participated in the evening's program were Earl Schnoor, Le Wayne (Wayne Rohlf), Edward Freeman and Charles Hansen. Magrum was the subject of a human-interest yarn by Don Welzenbach in The Davenport Democrat-Times of July 24. Piece was illustrated with a two-column photo showing Magrum in action. . . . Jay Palmer and Doreen are currently in Munich, Germany, awaiting visas and clearance to Istanbul, Turkey, where they are set for an extended stay. Mail addressed to them in care of American Express, Munich, will be forwarded.

# BURLESQUE BITS

By UNO

Julie Gibson, now headlining at the Wedge nitery in Philadelphia, is to make her debut in the legitimate theater in "White Cargo," opening August 22 at the Kenley Theater in Bristol, Pa. A novel publicity stunt for Miss Gibson comes to this desk in the shape of her photo attached to a piece of the sarong she will wear in the play, the compliments of Al and Buddy of the Wedge. . . . The Midwest Circuit the coming season will include such stops as the Gayety, Baltimore; Casino, Boston, and State, Canton, O., operated by Bryan and Engel; the Palace, Buffalo; Gayety, Detroit; Folly, Kansas City, Mo., and Fox, Indianapolis, seven in all. Several more houses are being negotiated for. . . . Two well patronized niteries in New York's Greenwich Village are Tony Pastor's and the Heat Wave, opposite each other and both owned by genial Pat Rossi, who, when occasion demands, also does vocals at Pastor's. The show at the Wave when caught July 27 had Jessica Rogers and her parakeets featured; Janice Walker, bright femsee about to wind up five months of stay to be replaced by Ruth Gibson; Mack Adams, assistant emcee; Betty Storm, Betty Joyce and Charlotte Kay, vocalists; Joan King and Tonia, strips, all backed up by the three-piece ork composed of Sid Stamer, Al Monroe and Ed Scheff who alternate with the Misses Kay Lawrence and Jean Bredwin, playing for the dances between shows. Celebrity night July 27 had Cy Messitte, Washington textile exec, in a front row seat. . . . Lili St. Cyr is back on Broadway, this time as one of the top liners in the pic "Son of Sinbad" at the Globe Theater.

Gypsy Rose Lee is to be featured in a new musical, "Strip for Action," skedded to start rehearsals this month. . . . Eddie Kaplan has unearthed a new strip by the name and title of Hope Diamond "The Gem of the Exotics" whom he has booked into the Club Monaco, New York. . . . Private funeral services were held July 25 for Dr. Jerome V. Kaufman, 65, who died unexpectedly July 22 in his home in White Plains, N. Y. In his dentist office in the Paramount Building in Manhattan, Doc numbered many in the profession as his clients. He is survived by his widow, Elizabeth, a former chorine. . . . Bob Hart, while at Wildewood Lakes resort outside of Kansas City, Mo., made a TV commercial film with Ted Weems and Joan Weber and reports that it will be viewed over local stations thruout the month of August. . . . Current cast at the Follies in Chicago consists of Paprika and Lorelei (features), Walt Collins, Mel Bishop, Billy Foster, Sheila Ryan, Sabrina and Bea Barton. All bookings are by Bob Goodman out of the Milt Schuster office, which also has Evelyn West at the Palace, Buffalo, and Diane and her monkey at the Follies, Los Angeles, with the El Ray in Oakland to follow. . . . Veronica Lester will shortly open at the Moulin Rouge nitery in Chicago as feature. . . . Betty Howard left the Pearl City Tavern near Honolulu after her third appearance. The tavern's liquor was warned by the City Liquor Commission that strip acts should be toned down. Supporting cast remaining are Johnnie Hayden, comic; Doona Kaye, accordionist, and Terri Andre and Carmen Hope, singers.

# Isabelle Whall Working Over 30 Calif. Fairs

SAN FRANCISCO, Aug. 6.—With the appearance of the Mills Bros. as the headliners of the grandstand bills this week at the San Mateo County Fair and next at the Napa District Fair, Isabelle Whall, of Fun Unlimited Productions here, is approximately half way thru the more than 30 fairs in California for which she will supply talent this year.

Opening her schedule in May at the Los Banos May Day Celebration, Miss Whall has already supplied shows for the Chowchilla Junior Fair, Chowchilla; Dixon May Fair, Dixon; the Silver Dollar Fair, Chico; Calaveras County Fair and Jumping Frog Jubilee, Angels Camp; Colusa County Fair, Colusa; Salinas Valley Fair, King City; Napa County Fair, Calistoga; Solano County Fair, Vallejo; Sacramento County Fair, Sacramento; Yuba-Sutter Fair, Yuba City; Santa Barbara County Fair, Santa Maria; Tehama County Fair, Red Bluff, and the Mother Lode Fair, Sonora.

Fairs booked thru the remainder of the month include Stanislaus County Fair, Turlock; San Mateo County Fair, San Mateo; Placer County Fair, Roseville; Napa District Fair, Napa; Plumas County Fair, Quincy; Humboldt County Fair, Ferndale; Yolo County Fair, Woodland; Modoc County Fair, Cedarville; Golden Feather Fair, Gridley; Amador County Fair, Plymouth; Nevada County District Fair, Grass Valley; Shasta County Fair, Anderson; Lake County Fair, Lakeport; Eastern Sierra Tri-County Fair, Bishop, and Mendocino County Fair and Apple Show, Boonville.

### Cossack Chorus

At the Calaveras County Fair, Miss Whall also booked the Don Cossack Chorus. In addition to vaudeville talent, she books other entertainment features such as the "Up 'n Atom" electrical and sci-

tific display set as a special event at the Stanislaus annual, August 8-13. The attraction is scheduled for three daily shows in the exhibit building.

To give the fairs a change of bill, Miss Whall often bicycles talent as she did for the fairs over the weekend of July 30. At the Yuba-Sutter Fair she booked in Jack Reese Jr., for five days as emcee and special events director with the Frank Wheeler marimba trio; the Shepard Brothers, novelty bell ringers, and Francesca, Spanish dancer, and line for the first three days. Johnny Matson, instrumental humorist, and Boxley and Marie, illusionists, played the closing two days at Yuba along with Phil Arden, organist, the latter playing the full five-day run.

Concurrently with the first three days of the Yuba-Sutter fete, she has Matson, Royal Whirlwinds, skaters, and Boxley and Marie the first three days of the Santa Barbara County Fair. Matson and Boxley and Marie switched to Yuba City and the Wheelers and Francesca moved to Santa Maria, where they were on the bill with Eddie Bartell, one of the original Radio Rogues; the Mandarins, Oriental acrobats; Three Aces (Jack Baretti), high act, and Kathryn Kay, organist, the latter two attractions playing the full five days.

At the six-day Turlock event opening August 8, Miss Whall will have four show changes with different programs each day from that Monday thru Thursday. No vaude show is skedded for the last two days. At the Humboldt County Fair, a seven-day event, she will have one show running from August 16-19, with the line-up augmented by Hilo Hattie and Her Hawaiian Revue on August 17 and Woo Woo Stevens playing a one-day stand August 18 with "Woo Woo's Frolics."

At the Nevada County District Fair, the Hoosier Hot Shots, booked by Miss Whall, will be the featured attraction.

The fair schedule booked by Miss Whall gives talent practically an entire summer's work in this area. She has used or will use the Wheeler Marimba trio and Francesca, either individually or with her line of girls at 12 fairs. Boxley and Marie, Phil Arden and Johnny Matson are signed for 11 engagements; Kathryn Kay and Toni LaRue for eight. Playing six fairs will be Woo Woo Stevens, the Raymonds, and Wayne Rolland. Set for five are the Royal Whirlwinds, and the Mandarins, while four spots are to see Ken Card and the Shepard Brothers. For three fairs, Three Aces, Jack Reese Jr., Eddie Bartell, and Kari Robins are contracted. The Black Brothers, Trixie McCormick, Ford and Harris, Novelle's Dogs, Mona McCall, and Jack Marshall play two expositions. Making single appearances on the Whall circuit are Duke Art, Cesar Curzi, Les Bode, Cindy and Alberto, Joey Rardin, Chen Ting Soo, Jimmy Jamison, Don Churchill, the Cavaliers, Matt and Matty King, the Glens, the Trampolines, Dr. Giovanni, Dick and Dot Remy, Dwight Moore's Mongrel Revue, and Martez, Lucia and Linda, in addition to Hilo Hattie and the Hoosier Hot Shots.

# Atlantic City Eyes Fall List

ATLANTIC CITY, Aug. 6.—When Atlantic City reaches the end of the summer season it will move into a convention period that will reach into December, according to Wayne Stetson, manager of the Convention Bureau.

A total of 106 meetings or trade shows have been booked for the last four months of 1955. Thirty-two are scheduled for September, 40 in October, 25 in November and nine in December.

The largest gathering will be the American Bakers Association, which Stetson estimates will bring some 14,000 persons to the meeting and trade show to be held October 1-6. The Air-Conditioning and Refrigeration Institute, running November 28 thru December 1, is expected to bring 12,000 visitors, and the American Hospital Association convention and exhibit, September 19-23, 11,000.

# Widening Ag Bldg. At Wash'ton, N. C., In Expansion Move

WASHINGTON, N. C., Aug. 6.—At a recent meeting of officials of Beaufort County Fair here, to be held September 5-10, it was decided to increase the size of the agricultural exhibits building owing to the increasing number of exhibits the fair has attracted in recent years, according to Secretary Blount S. O'Neil.

The present 40 by 100-foot building is being expanded to 80 by 100 feet and equipped with cement floor at a cost of \$10,000. Officials believe they will be able to handle all exhibits with the addition plus the present livestock structure. In its program of modernization the association provided new rest room facilities last year.

Officials are looking for a big increase in attendance this year, basing their prediction on excellent agricultural conditions. Premium books soon will be ready for distribution thru offices of the county agent and home demonstration agent. Prell's Broadway Shows will be on the midway for the third successive year.

Fair officials, in addition to O'Neil, are George Currin, president; Thomas Little, vice-president, and William A. Phillips, treasurer. Norman Y. Chambliss Sr., veteran fair manager of Rocky Mount, N. C., is acting as advisor to the local board.

London, Ont., manager of the Western Fair, and past president of the Canadian Association of Exhibitions and the International Association of Fairs & Expositions.

Chairman was C. B. McKee, of Regina, president of the Western Canada Association of Exhibitions, and at the head table was Fred England, Regina, honorary president. The immediate past president, S. N. MacEachern, Saskatoon, and the vice-president, Wilf McGregor, Brandon, were also present. MacEachern is also president of the Canadian Association of Exhibitions.

# Canadian Fairs

Continued from page 55

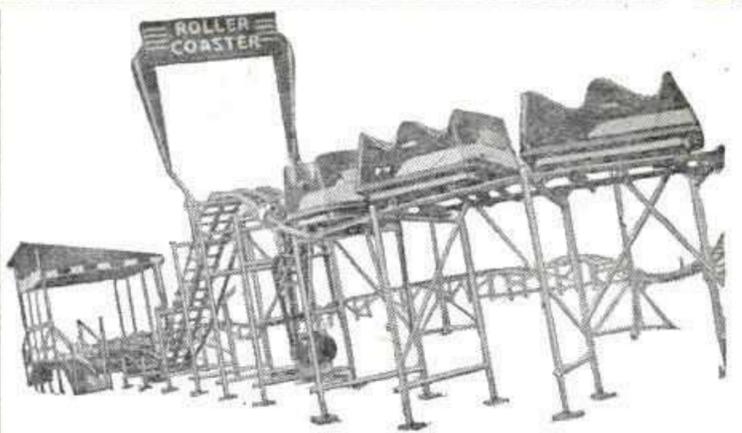
Ottawa, by way of a personal delegation, to acquaint the government with the views of the exhibitions.

Progress of negotiations with the government will be discussed further at a meeting of exhibition managers in October and any decisions or recommendations will be announced in Winnipeg next January at the annual meeting of the WCAE.

Also left over until October was consideration of the setting up of a uniform system of issuing passes to fairgrounds.

The meeting paid tribute to the late R. James Speers, of Winnipeg, president of the R. James Speers Horse Racing Corporation.

A guest was Walter D. Jackson,



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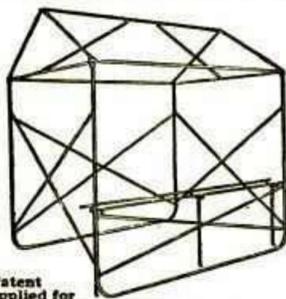
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**AUDITORIUMS—ARENAS**

**Gundi Busch May Capture  
Top of Wirtz Icer's Bill**

By TOM PARKINSON

When Arthur Wirtz's "Hollywood Ice Revue" laces up its skates again, the top billing will be split three ways. Departure of Barbara Ann Scott will focus attention on Gundi Busch, Andra McLaughlin and Margie Lee.

Engagement of Barbara Ann Scott and Tommy King, who has been publicity chief for the icer and other Chicago Stadium enterprises, is being announced. She is planning a brief "farewell" tour of Canada with King as manager. He now is on leave of absence from the Stadium and it isn't known there whether he will return later to resume action with Wirtz. With King and Scott unavailable, it isn't known whether their tentative plans call for an actual organized ice show to play a short Canadian tour. But a stronger possibility was that they would make a series of show dates for skating clubs in major Canadian cities. This type of engagement has been played often by stars of various ice shows, including Miss Scott.

"Hollywood Ice Revue," giving its blessing to the King-Scott plans, now looks to a 1956 show.

Since the departure of Sonja Henie, Wirtz has talked about three-way top billing. In practice, Scott took the top spot and this led to instances of conflict. Show staffers point out that Barbara Ann's Olympic championship gave entree to sports pages

which others didn't rate so readily. Most observers would agree, too, that production of the various editions of the show also tended to make Scott the star.

There is talk around the Stadium now that billing will be more of a threesome hereafter. Andra McLaughlin, who skates the hula and jitterbug numbers after Sonja left, has youth, speed and showmanship. Margie Lee was a success with the Hilton Hotel ice show in Chicago and also skated in Paris. She is a sister of Carol Lynne. Carol was in the trio that replaced Sonja and earlier she had been with the Rockefeller Center ice show. "Hollywood" people feel that all will be well if Miss Lee is "just half" as show-hep and skate-wise as Miss Lynne, and they consider the sisters more evenly matched.

If, as in the past, practical operation of the three-way billing puts one in the fore, that one will be Gundi Busch, 1954 Olympic champion and scene stealer in last season's "Hollywood" performance. She filled in with tremendous success when Barbara Ann Scott was out because of illness.

Rehearsals start next month for this ice show. And its expanding route is to include new stands at arenas in Winnipeg; Charlotte, N. C., and Raleigh, N. C., along with such regulars as Chicago Stadium, Madison Square Garden and Detroit Olympia.

**CONEY ISLAND, N. Y.**

By UNO

A dinner in honor of Captain Walter Mitchell, veteran fire fighter, connected with local Engine Company 244 for almost 30 years and widely known in the department as an expert in battling fires in the amusement center, was held August 9 under the auspices of the Chamber of Commerce and the Brighton and Manhattan Beach Board of Trade at the Terrace, Ocean Parkway and Surf Avenue. Retired after 45 years of service on August 1, the last big fire Mitchell fought occurred last year in the same spot where, as a young fireman, he participated in fighting the famous Dreamland Park blaze in 1911. Last year's fire took place at the Eden Waz Museum at Surf Avenue and West Eighth. Here he collapsed and for some time was on the critical list. Other big fires he was instrumental in subduing were the Malbone Street Terminal on the Brighton line, November 2, 1918; the Standard Oil and the Luckenbach ship fires at Bush Terminal on the South Brooklyn water front; the Coney boardwalk fire in 1932, the Luna Park fires of 1944 and 1949, the fires at Stauch's Scoville's and Hahn's Baths, the Whitney and Mardi Gras hotels and the BMI carbarn blaze. At most of these he served as Acting Battalion Chief.

and W. 12th, include Terry Madsek, vocalist returned for her third season; Victor Benack, accordionist, for his 15th season; Steve Benack, cowboy singer, for his 10th season and Gene English, at the piano. . . . An Islander the last 50 years and a Guess-Your-Weight concessionaire for 15 years on the Bowery, near West 12th, is Harry Schorr.

George and Fred Moran's ride spot on both sides of the Bowery at Kensington Walk has been reinforced this season with a loud speaker system to attract patrons via musical strains to the Thunderbolt, Bubble Bounce, Spitfire and Tunnel of Laifs. Combined with the melody tunes issuing from Steeplechase Park's Bowery entrance nearby all concessionaires in the vicinity are constantly regaled with all varieties of orchestral and vocal selections. . . . According to the opinion of several members of the Chamber of Commerce and a few of the larger operators there is no likelihood for a Mardi Gras this season. Instead the talk is for a three-day festival the latter part of Labor Day week to tie in with whatever New York's Summer Festival program may have on tap at that time.

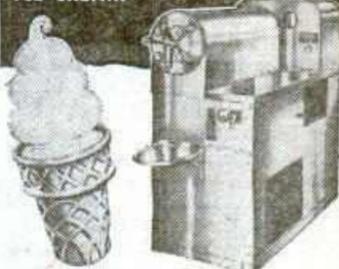
**Del Mar, Calif.,  
Names Dept. Heads**

DEL MAR, Calif., Aug. 6.—Fifteen department superintendents have been approved by the Southern California Exposition and San Diego County Fair here for next summer's event, June 29 thru July 8, Donald Briggs, board president, said.

The list includes Barney Newlee, special events; Lloyd Newell, junior fair and open livestock; William Hall, poultry; Marjorie Hanson, home economics; Roy Kepner Jr., gems and minerals; Allen Ross, horse show; Bill Morgan, hobby show; Col. Waldron Cheyney, Armed Services; Harry F. Brubaker, tickets and admissions; Jess Stewart, model dairy; Mrs. Ted Parrott, credentials; F. A. McDonald, rabbits; O. K. Williamson, security; Bernard Donahue, parking, and Dallas Neville, food concessions.

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Alamo Expo.: Norton, Kan. American Beauty: (Fair) Kirksville, Mo., 10-13; (Fair) Bloomfield, Ia., 17-20. Am. Co. of America: Springfield, Ill., 12-21. A.M.P.: (Fair) Summersville, W. Va.; (Fair) Marlinton 15-20. Amusements of America: (Fair) Sandy Creek, N. Y.; (Fair) Henrietta (Rochester) 15-20. A-1 Amusements: Chicago, Ill.; Cissna Park 17-20. Badger State: Brainerd, Minn., 10-13. Baker United: Delpi, Ind. Bayou State Shows: Oberlin, La., Aug. 8-14; Grand Coteau, La., Aug. 15-22. Beam's Attrs.: Charles Town, W. Va.; (Fair) Manassas, Va., 15-20. Beam's Funland: (Fair) Bel Air, Md., 16-20. Becht, Lee: (Clark & Cutler) Cincinnati; (Fair) Owensville, O., 16-20. Bee's Old Reliable: Campbellsville, Ky.; (Fair) Brodhead 15-20. Belle City: (Fair) Merrill, Wis., 8-11; (Fair) Neillsville 12-14; Ladysmith 18-21. Bell-Porm: Middletown, Conn., 11-14; (Fair) Westfield, Mass., 20-21. Bernard & Barry: Victoriaville, P. Q., 10-14; Rimouski 18-23. B & H Am. Co.: Hemingway, S. C. Big Four: Milwaukee 12-14; Momence, Ill., 16-20. Big State: San Antonio. Blue Grass: (Fair) Converse, Ind.; (Fair) La Porte 15-20. Blue Valley: Princeton, Mo., 8-10; Linneus 11-13. Bogie, F. C.: Colby, Kan.; Goodland 15-19; Stockton 22-26. Briggs, A. R.: Brewster, O.; Willard 14-19. Brodbeck & Schrader: Casper, Wyo. Buck, O. C.: (Fair) Gouverneur, N. Y. Burke, Harry: Delcambre, La. Burkhart: (Fair) Mendon, Ill., 8-10; Trenton, Mo., 12-19. Byers Bros.: Alta, Iowa, 8-11; Ida Grove 14-16; Osage 18-21. Capital City: (Fair) Huntingburg, Ind. Caravelia Am.: Conneaut, O.; New Castle, Pa., 15-20. Carl, A. J.: (Fair) Alma, Mich., 9-12; Revena 17-20. Carpenter Bros.: Edgerton, O., 10-13; Elmore 15-20.

Carroll's Greater: Springfield, Minn., 8-9; Leeright's Midway: Stevensville, Mont., 10-13. Lone Star: (Fair) Williamsport, Ind.; Milan 15-20. Lonier Am.: Shepherdstown, W. Va.; Berkeley Springs 15-20. McKenna's Rides & Am.: Cedarburg, Wis., 11-14. Majestic Greater: Baldwin, Mich.; Luther 18-20. Marion Greater: Darlington, S. C. Marks, John H.: (Fair) Staunton, Va.; (Fair) Covington 15-20. Marvel: Metamora, Ill., 10-13. Merriam's Midway: Okaloosa, Ia.; Farnhamville 15-16; Algona 17-20. Merry Midway: (Fair) Keosauqua, Ia., 9-12; (Fair) Fairfield 15-18. Metropolitan: Springfield, Mo., 13-19. Midway of Mirth: Rossville, Ill.; Nashville 15-20. Midwest: (Fair) Jerome, Idaho, 9-13; (Fair) Afton, Wyo., 17-20. Mighty Hoosier State: (Fair) Bicknell, Ind.; (Fair) Martinsville 15-19. Moore's Modern: Faith, S. D., 10-14; Rapid City 16-21. Moser-Rundie: Washington, Ia., 8-11; McIntire 15-16; Elgin 18-20. Motor State: (Fair) Argos, Ind.; (Fair) Harrison 16-20. Mound City, No. 2: (Fair) Columbia, Mo., 9-13; Beaver 15-20. Mullins Royal Pine: Pembroke, Me.; Machias 15-20. Murphy's Tri-State: Milbank, S. D., 8-9; (Fair) Clinton, Minn., 11-14; (Fair) Wood Lake 15-17; (Fair) Tyler 18-21. Nelson, Geo. W.: Emmetsburg, Ia., 8-10; Rock Rapids 11-13; Estherville 15-17; Wall Lake 18-19; Bennington, Neb., 20-21. Nolan Am. Co., No. 1: (Fair) Carrollton, Ky.; Canton, O., 15-20. North Star: (Fair) Jordan, Minn., 11-14; (Fair) Waconia 17-21. Northern Expo.: Havre, Mont., 10-13. Norton's Rides: Scobey, Mont. Oklahoma Expo.: Sallisaw, Okla.; St. Paul, Ark., 15-20. Page Bros.: Lafayette, Tenn.; Burkesville, Ky., 15-20. Page & Ferris: (Fair) Ithaca, N. Y. Palmetto Expo.: Kinston, N. C. Pan American: (Fair) Wise, Va. Parada: Lowry City, Mo., 11-13; Mound City, Kan., 17-20. Peck Am. Co.: Greenfield, Ind. Penn Premier: (Fair) Stroudsburg, Pa. Peppers All State: Blackshear, Ga.; Hazelhurst 15-20. Playtime: (Fair) Marshfield, Mass.; (Fair) Plymouth, N. H. Powelson Greater: Croton, O.; Smithfield 17-20. Prell's Broadway: (Fair) Bedford, Pa.; Carlisle 15-20. Purska, A. H.: Lake Villa, Ill., 12-14; Lake Zurich 18-21. Raines Am.: (Fair) Overbrook, Kan.; (Fair) Ottawa 18-20. Rainier: Morton, Wash., 8-14; (Fair) St. Helens, Ore., 15-20. Raley Bros. Expo.: Tarboro, N. C. Reid, King: Millinocket, Me.; Skowhegan 13-20. Reithoffer Blue: Caledonia, N. Y. Reithoffer, Uley: Troy, Pa.; Berwick 15-20. Rocky Mountain Empire: Littleton, Colo., 10-13. Rogers Bros.: Pine City, Minn., 8-10; Farmington 11-14; Mora 15-17; Morris 19-21. Rohr's Modern: Gilman, Ill., 10-14; Collum 17-20. Royal American: Port William, Ont. Royal Midwest: Albion, Ill.; Benton, Ky., 22-27. Royal United: Parkersburg, Ia., 9-10; Canton, Minn., 11-12; Garnaville, Ia., 13-14; Wyoming 15-16; Gladbrook 17-20. Rumble Greater: Terre Haute, Ind., 12-14; Providence, Ky., 15-20. Santa Fe: Mission, Tex., 8-10; Donfa 10-15. Schafer's Just for Fun: Wilmot, Wis., 9-14. Shamrock: Holdrege, Neb., 10-13; Wayne 14-17. Shoemaker's Tri-State: Selinsgrove, Pa.; West Fairview 15-20. Skerbeck: St. Ignace, Mich. Smith, Geo. Clyde: Hooversville, Pa.; Cumberland, Md., 15-20. Snapp Greater: Fond du Lac, Wis. Southern Valley: Houston, Mo.; Mammoth Springs, Ark., 15-20. Star Am. Co.: (Fair) Imboden, Ark. Stephens, C. A.: Pineville, Ky. Stephen's, Otto: Murray, Ia., 10-11; Corydon 12-13. Strates, James E.: Niagara Falls, N. Y., Hamburg 15-20. Strong's Am. Co.: Clarkston, Neb., 8-9; Lindsay 10-11; Valparaiso 12-14. Stumbo's Tri-State: (Fair) Plainview, Neb., 9-10; Loop City 13-16; (Fair) Orleans 17-20. Sunset Am. Co.: (Fair) Rochester, Minn., 9-14; (Fair) Northwood, Ia., 15-17; (Fair) Decorah 18-21. Tassell, Barney: Deep Creek, Va. Tatham Bros. Combined: (Fair) Bloomington, Ill., 8-11. Tennessee Valley Am. Co.: Murfreesboro, Tenn. Thomas, Art B., No. 1: (Fair) Fairmount, Minn., 10-14; (Fair) Montevideo 18-21. Thomas, Art B., No. 2: Pocahontas, Ia., 8-10; Canby, Minn., 12-14; Wilmont 15-16; Franklin 17-18; Mound 19-21. Thomas Funland: (Fair) California, Mo., 10-13. Thomas Joyland: Wanamaker, Ind.

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Beatty, Clyde: Trail, B. C., 9-10; Nelson 11; Cranbrook 12; Lethbridge, Alta., 13. Burling Bros.: Plumville, Pa., 9; Creekside 10; Elderton 11; Apollo 12; Freeport 13; Avonmore 15; Bovard 16; Bradenville 17; Carbon 18; Ruffs Dale 19. Burling Bros.: Plumville, Pa., 9; Creekside 10; Elderton 11. Carson, Tex.: Shelton, Wash., 9; Oakville 10; Winlock 11; Castle Rock 12. Cole, Geo. W.: Middleville, Mich., 9; Plainwell 10; Galesburg 11; Vicksburg 12; Paw Paw 13. Gould, Jay: Huron, S. D., 9-10; Howard Lake, Minn., 11-14; Blue Earth 15-18; Breckenridge 19-20; Lakota, N. D., 22-24; Grafton 25-27. Hagen Bros.: Babylon, N. Y., 9; Massapequa 10; Oceanside 11; Port Richmond 12; Staten Island 13-14; New Brunswick, N. J., 15; Pevertown, Pa., 16; Moorestown, N. J., 17; Vineland 18; Salem 19; Wilmington, Del., 20. Hunt Bros.: Port Jervis, N. Y., 9; Phillipsburg, N. J., 10; Hackettstown 11; Dover 12; Lyons 13; S. Amboy 15; Red Bank 16; Asbury Park 17; Spring Lake Heights 18; Point Pleasant 19; Toms River 20; Tuckerton 22; Brigantine 23. Kelly-Miller: Sparta, Wis., 9; Elroy 10; Bosobel 11; Lancaster 12; Dodgeville 13; Evansville 14; Whitewater 15; Burlington 16; Harvard, Ill., 17; Woodstock 18; St. Charles 19; Strater 20. King Bros.-Cole Bros.: Keokuk, Ia., 9; Quincy, Ill., 10; Beardstown 11; Jacksonville 12; Edwardsville 13; Centralia 14; Belleville 15; Carbondale 16; Harrisburg 17; Metropolis 18; Murray, Ky., 19; Springfield, Tenn., 20; Murfreesboro 22; Cookeville 23; Harrison 24. Mills Bros.: Sandwich, Mass., 9; Middleboro 10; Rockland 11; Braintree 12; Wakefield 13; Beverly 15; Lowell 16; Leonminster 17; Webster 18; Springfield 19; Norwich 20. Packs, Tom: Birmingham, Ala., 11-14; Natchez, Miss., 16; Baton Rouge, La., 19-20. Polack Bros. Eastern: Rockford, Ill., 10-12; Paducah, Ky., 14-15; Lexington 17-20; Lafayette, Ind., 23-24; Anderson 26-27; Oak Ridge, Tenn., 30-31. Polack Bros. Western: Redding, Calif., 9-10; Klamath Falls, Ore., 12-13; Seattle 17-21; Vancouver, B. C., 24-Sept. 5. Ring Bros.: Cohasset, Mass., 9; Hingham 10; Walpole 11; Natick 12; Hudson 13; Clinton 15. Ringling Bros. and Barnum & Bailey: Grand Island, Neb., 9; North Platte 10; Cheyenne, Wyo., 11; Denver, 12-13; Salt Lake City 15; Ogden, Utah, 16; Idaho Falls, Idaho (mat.) 17; Butte, Mont., 18; Missoula (mat.) 19; Spokane, Wash., 20. Von Bros.: Warrensburg, N. Y., 9; Lake George 10; Whitehall 11; Middle Granville 12; Cambridge 13; Corinth 15; Broadalbin 16.

Ice Shows

Holiday on Ice, International, No. 1; Gothenburgh, Sweden, 9-18; Oslo, Norway, 20-Sept. 10. Ice Vogues of 1955: Springfield, Ill., 12-20; Evansville, Ind., 21-25.

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Miscellaneous

Brooks Stock Company: Darlington, Wis., 9-13; Monroe 15-20. Brunk's Comedians: Leadville, Colo., 9-13. Hitler's Personal Automobile, Jack W. Burke, Mgr.: Marinette, Wis., 11-12; Escanaba, Mich., 13-14; Manistique 15; St. Ignace 16; Petoskey 17; Cheboygan 18. Hitler's \$35,000 Limousine, Jim Stutz, Mgr.: Mendota, Ill., 9; Matamoras 12-14. Levolo, Pat and Willa: Parkersburg, Ia., 9-10; Canton, Minn., 11-13; Garnaville, Ia., 13-14; Wyoming 15-16; Gladbrook 17-20; Britt 22-23; Harlan 24-27; Rock Valley 29-30. Scott, Tommy, Show: Algona, Ia., 8; Worthington, Minn., 10; Albert Lee 12.

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## SEASIDE HTS. REBOUNDS

### Good Mid-Week Crowds Grace Jersey Beaches

NEW YORK, Aug. 6.—Shore spots in Northern New Jersey did booming business during last week's heat spell, with visitors staying late virtually every night of the week.

In Seaside Heights, the property of Freeman & Rundle, and of Tunney & Rundle, is buzzing with concession operations despite being razed June 9 by a fire which wiped out much valuable boardwalk property (The Billboard, June 18). New boardwalk planking is underfoot and new concession buildings are in operation. Mayor J. Stanley Tunney is a principal in the realty firms involved.

The buildings are of cinder block construction with neat wooden fronts. Some are not yet painted. A new carousel building has been framed and is nearing completion. The boardwalk's amusement games consist of more than 50 electric Stop-and-Go spinners, a punk rack, balloon darts, a couple of glass pitches, arcades, a very small number of assorted ball games, bingos and riding devices.

On Tuesday (2) good beach

crowds populated the distance from Seaside Heights all the way up the coast, including such spots as Sea Girt, Asbury Park and Long Branch.

Keansburg was bustling until the late night hours with several thousand patrons. It was a hot and sticky night which forced people outdoors all thru the North Jersey area. Kiddie rides were running at capacity in Keansburg until after 10 p.m. and the midways and downtown streets were bustling. Here also a large number of spinners and group games predominate, and bars and grills are present in huge quantity.

At all spinner locations there is a fortune in brand-name merchandise on display, and some of the layouts are flashed in a manner to create envy among retailers. There are well over 100 concession games in Keansburg, of which about a dozen are dart games, ball games and pitches, and the rest Stop-and-Gos.

## London Council Okays Sunday Park Operation

LONDON, Aug. 6.—The fun fair in the Festival Gardens at Battersea Park, alongside the River Thames, is being opened now on Sundays. This follows a free vote of the London County Council.

The vote came as a result of a request from Festival Gardens, Ltd., headed by Sir Leslie Joseph, the managing director.

The committee could not find another case where an amusement park did not open on Sunday.

At the council meeting it was pointed out that many Sunday visitors to the park had been disappointed at finding the funfair shut.

The decision is regarded as a fine success by the showmen. With many weeks still left to the summer season, it will help insure that they end up with a profit. They may even recoup some of the money lost over last year's disastrously wet summer.

## KANER ROCKS 'EM

### Promotions Build Space In Dailies for Playland

NEW YORK, Aug. 6.—A full page of pictures in the roto section of tomorrow's New York Sunday News (circulation 4,300,000) will climax a period of notable activity in behalf of Rockaways' Playland by publicist Walt Kaner.

Tomorrow's big hit was achieved thru a tie-in with the cast of "Desperate Hours," a Broadway legit offering. Pursuing the same tactics Kaner earned the promise of another full page of art, this time in The New York Journal American, by staging a birthday party for one Broadway tike which was attended by a number of moppets from other legit offerings. The gimmick appeal for editors is the pictured story of how legit actors, adult and juvenile, get away from it all.

Also benefiting is the Wilson Line, an excursion operation which Kaner also represents and which provides transportation to help build the Kaner promotions.

#### Grandma Contest

Best of the recent contest promotions staged at the seaside park was the "glamorous grandma" contest. This had an even bigger appeal for editors than was anticipated.

Concessionaire Evelyn Currie continues to provide the Kaner organization with excellent press fodder. The comely midway queen was a full-page feature in a recent issue of Newsday, Long Island's top daily. The Long Island Sunday Press also contributed a full page of art to Playland.

Tie-ins with name personalities

have resulted in plugs on not less than 50 radio and television shows in the past couple of weeks. Kid personalities are rated tops by the park as crowd getters.

Store tie-ins functioning currently include one with Sunset Stores, major appliance chain in the metropolitan area and with Daitch Dairies, a big chain in its field. Latter involves a coloring contest for kids.

## Retail Clerks Picket N. Y. Fairyland

NEW YORK, Aug. 6. — Fairyland, one of the most successful Kiddielands in the metropolitan area, was picketed yesterday by representatives of the Retail Clerks International Association, Local 1115C.

Bernard Berkley, park operator, and Al McKee, park manager, said that while the union claimed to have two of the funspot's 50-odd workers signed up no evidence had been presented to show that this was true.

The park is said to have about 50 employees on peak days, including some 20 regular workers. The regular force is trimmed about September 15 when the park goes on a weekend operating schedule.

Berkeley said that he would refuse to discuss a contract with the union until such time as a legitimate election, supervised by the National Labor Relations Board, showed that the employees wanted one. He has secured the services of a labor attorney.

Meanwhile signs, denying that the picketing union represent the park workers, are being prepared for posting over the weekend.

## Pennsy Meeting Set at Hershey For September 8

HERSHEY, Pa., Aug. 6.—Pennsylvania Amusement Parks Association will hold its 21st annual meeting September 8 at Hershey Park here. George Bartels is president of the association and manager of Hershey Park. Headquarters will be at Hershey Hotel.

Some members are expected to arrive a day early for informal talks before the planned schedule of the Thursday (8) program.

## Airlines Bally Tickets Direct To Disneyland

CHICAGO, Aug. 6.—Joint airplane-helicopter fares from Chicago and Eastern cities direct to Disneyland, funspot near Anaheim, Calif., are being publicized by United Airlines here.

The schedules will go into effect September 1 if the Civil Aeronautics Board approves. United will take passengers to Los Angeles, where connections will be made with helicopters of Los Angeles Airways. The latter serves several Southern California towns, including Anaheim. One-way fares will be \$2 higher than first-class fare to Los Angeles.

## More Good Weather Aids New Eng. Spots

BOSTON, Aug. 6.—New England's park and beach resorts continued to garner good business during the past week as the weather remained clear and turned somewhat cooler. The cooler temperatures brought more people out of the water to patronize the rides and concessions.

Beach areas up and down the coast in particular continued to draw large crowds with the weekend turnouts matching the other near record ones in July.

From Canobi Lake, N. H., Morris Holland reports the best grosses in years with rides up 10 to 15 per cent. Other inland spots also appeared to be doing equally well.

A bargain day inaugurated by Larry Stone at Paragon Park, Nantasket Beach, clicked. All Boston newspapers carried coupons offering 10 rides for 90 cents. The Wilson Line, which runs four trips to the beach daily, also co-operated by offering 50 cents off the adult fare and a 20-cent reduction for children. Regular round trip fares are \$1.50 for adults and 70 cents for children.

August is tagged festival month at Hampton Beach, N. H., and a number of special attractions are scheduled to help boost business as much as possible in the waning weeks of the season.

At Salisbury Beach, Mass., the operator's association, headed by Roger J. Shaheen, is pushing special promotions with Knickerbocker Beer sponsoring a firemen's muster. Teams from the six New England States and New York will compete for \$1,525 in prizes.

Name attractions are spotted thruout the territory. Canobie Lake has Bill Haley with Stan Kenton and Guy Lombardo to follow. Georgia Gibbs is at the Frolics in Salisbury while Fred Guerra is at Norumbega.

## Rock Glen Up Despite Heat, Unemployment

MOOSIC, Pa., Aug. 6.—Temperatures have reached 103. A Scranton bus strike passed its 106th day. Mines in the area have closed down. Yet Rocky Glen, the amusement park operated by the Ben Sterlings Jr., is ahead of last year in both attendance and earnings.

Among this year's attractions are Sunday fireworks, new Fun House, Dark Ride, kiddie Coaster, combination Arcade and ballroom and a kiddie Handcar ride.

## 5-Cent Ride Deal Clicks for Funspot At Manchester, NH

MANCHESTER, N. H., Aug. 6.—Pine Island Amusement Park here is holding special Children's Days on Wednesdays, with all 29 rides featuring prices of 5 cents each.

As an extra special attraction, Captain Anderson's Circus played on the midway for one Children's Day, and a local radio station disk jockey held a talent show.

The management of the park is giving away a new automobile on Labor Day thru a tie-in with local merchants.

SALT LAKE CITY, Aug. 6.—Louis Armstrong broke attendance records at the Patio Gardens Ballroom at New Lagoon park near here with a one-night stand July 30. Park Manager Robert Freed said the season has been good.

Booked for the remainder of the season are the Sauter-Finegan band, Dave Brubeck, the Four Coins, Woody Herman and Les Brown, with the season ending Labor Day weekend.

## Davy Crockett Assists Tenn. Resort Owner

WAYNESBORO, Tenn., Aug. 6.—Davy Crockett has come to the aid of Charles J. DeMarchi.

Operator of the Natural Bridge resort here, DeMarchi took over the spot from the late Ed Bayliss. About 20 years ago Bayliss built a road to the bridge formation and developed the resort.

When DeMarchi and his wife took over they invested heavily in preparation for the 1955 season. When everything was set, a flood ripped thru the area and tore out or damaged much of the property. DeMarchi worked alongside crews that did the repair work. But in doing so he contracted virus pneumonia and was confined to bed three weeks. Back at work later, he sprained his back and had to quit again, but the spot was repaired.

Then came help from the original Davy Crockett. Historians came up with word that Natural Bridge was in the hunting grounds used by Crockett and that as magistrate, Crockett had spoken in the Rock Court House, which is a part of the resort.

The word has spread and business is reported strong.

## LeSourdsville Lake to Host NAAPPB Summer Meet Wed.

MIDDLETOWN, O., Aug. 6.—Members of the National Association of Amusement Park, Pools and Beaches will convene at LeSourdsville Lake park here Wednesday (10) for their annual summer session.

Host will be Don Dazey, manager of the park and president of the NAAPPB. In Chicago, NAAPPB headquarters reported good advance reservations for the event. In addition, representatives from many nearby Ohio parks were

expected to attend during the day without making arrangements for accommodations.

The funfest will include registration at noon, followed by luncheon and a tour of the park. At 3 p.m. there will be a bus trip for sight-seeing. Cocktails will be served at 5:30 and dinner will be at 7. Another tour will show off the park at night, and a dance will complete the schedule.

There will be no business sessions.

### WANT WANT FOR CASH

Merry-Go-Round, Ferris Wheel, Kiddie Rides, Roller Coaster. Must be in good condition. Can place Man and Wife who can handle Custard Truck and Pop Corn Outfit. Want Ride Help. Have for sale one E.Z. Freeze Custard Truck ready to go. Can be booked on show. Price \$1600.00. All answer:

David B. Endy  
FUN FAIR AMUSEMENT PARK  
Alexandria, Virginia

High Quality  
**KIDDIE RIDES**  
ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W.F. MANGELS CO., Coney Island 24, N. Y.**

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## Strong Line-Up Hikes ACA Gross At Chippewa Falls

Overcomes Heat; Rotor Joins; Other Units to Be added at Ill. State Fair

CHIPPEWA FALLS, Wis., Aug. 6.—Higher fair attendance and its own increased earning power enabled the Amusement Company of America to overcome hot weather here this week at the Northern Wisconsin District Fair to run up a ride-and-show gross higher than last year.

Weather thru Friday (5), fourth day of the six-day event, was extremely hot and humid. This discouraged patronage for tented attractions, but proved a boon to ride business. Concessions generally were reported off from last year.

### Big Kids' Day

A bumper kids' day Tuesday (2) started the fair off with a whopping attendance and gave the rides a strenuous workout. The kiddieland did particularly strong business, but the major rides also experienced the heavy play.

A Velare Rotor, handled by Charley Goss and his wife, joined the show here for the balance of the season and added considerably to the flash and strength of the back end. But the top-money ride thru Friday (5) was the Scooter,

with the Tilt-a-Whirl second, the Round-Up third.

The already strong ride and show line-up is to be given still added strength starting next week at the Illinois State Fair when the Sky Wheel and a Scrambler is to be added.

"Dancing Waters," back on the show for the second year, flashes a new, attractive front. Spotted in the same location as last year, off the midway and on the main stem leading to the grandstand, attendance for the water show failed to come near matching the powerful pull it enjoyed in '54. Extreme heat worked against heavy attendance.

The midway was given strong publicity here, with the show's press agent, Virgil Pierson, credited with a bang-up job of crashing press, radio and TV.

## Frank Babcock Places Order For Scrambler

LOS ANGELES, Aug. 6.—An order for a Scrambler has been placed by the Frank W. Babcock United Shows here with the Eli Bridge Company in Jacksonville, Ill.

Frank W. Babcock, shows' owner, said that he was hopeful that the ride would be delivered in time for the Los Angeles County Fair in Pomona, where his equipment will augment that of the Harry A. Illions World's Fair Midway, a permanent installation. Fair opens September 16 for 17 days.

## Drew Season Tops '54 Despite Rainy Spring

VALPARAISO, Ind., Aug. 6.—Despite a spring and early summer fraught with plenty of rain and other inclemencies, the James H. Drew Shows have plugged along and topped last year at just about ever date except two. James H. Drew, owner-manager, said the two so-so towns were Gaffney, S. C., where the organization opened, and South Bend, Ind., played last week.

## Weather Cuts Metropolitan's K. C. Grosses

KANSAS CITY, Kan., Aug. 6.—Torrid temperatures and rain cut into business for Metropolitan Shows, which is winding up a two-week stand here today. Organization is playing the old fairgrounds here under the Jackson County Home Association.

Opening Saturday night, with a large crowd on the midway, was hurt by a downpour which hit at 9 p.m. and dispersed most of the people.

The crew is busy working on the rides and shows for the Ozark Empire Fair, Springfield, Mo., first fair on the shows' route. Mr. and Mrs. Ralph Decker joined with their concessions and Ralph has taken over the assistant manager chores. Jimmy Morrissey, formerly with Baker-Lockwood Canvas Company, was a regular visitor. Morrissey is now with the Kansas Citiain Hotel in a public relations capacity.

## FIRST FAIR HOLDS UP FOR STRATES

Clearfield Pars '54 Despite Heat; Weather, Routing Builds Still Dates

CLEARFIELD, Pa., Aug. 6.—Business held at least to 1954 levels for the James E. Strates Shows at the Clearfield Fair this week despite extreme heat. Good weather for the closing session today could easily send the gross up by several thousand dollars.

Altho the sampling has been slim, there is reason to believe, show execs say, that the fair season ought to be a good one. A still date, Niagara Falls, N. Y., intervenes between this fair and the next one, the Erie County Fair at Hamburg, N. Y.

## Karsch Pickets as C&W Sets Contract With Retail Clerks

Possible Jurisdictional Squabble Is Watched Closely by Industry

PORT HURON, Mich., Aug. 6.—The Cetlin & Wilson Shows announced the signing of a contract with the Retail Clerks International Association (AFL), Local 1648, New York, Thursday (4). That same night the show was picketed under the direction of Harry Karsch, organizer for the Carnival and Allied Workers' Union 447, St. Louis, an affiliate of the International Brotherhood of Teamsters.

The show was scheduled to move out of here last night en route to Ionia, Mich., for its first fair which opens tomorrow. According to show officials, Karsch threatened to stop the movement of show equipment to its train for the 130-mile haul unless he se-

cured a contract. Concession manager and show spokesman William B. Moore said yesterday that the show would move without difficulty.

The Retail Clerks now hold contracts with the James E. Strates Shows, the World of Mirth Shows and the Cetlin & Wilson Shows.

The Karch union holds a contract with the Royal American Shows. As a result of the Royal American pact charges of unfair labor practices were filed against Karsch, his union and the shows by The Billboard with the Indianapolis regional office of the National Labor Relations Board.

Show officials said that negotiations were begun with the Retail Clerks union several weeks ago in Menands, N. Y., and carried on thru their culmination here yesterday. Charles B. Torche, union attorney, was on the scene.

Moore said that show officials and Torche offered to submit to the workers an opportunity to make a choice between the two unions or to reject them both but that Karsch declined.

### AFL Action

Karsch succeeded in holding up the Cetlin & Wilson Shows in Indiana two seasons ago. It was shortly after this that the executive council of the American Federation of Labor requested the Jewelry Worker's Union of St. Louis to revoke the charter it had issued Karsch to organize carnival workers.

To what extent a jurisdictional fight might develop was of keen interest to other operators in the carnival industry as word of the happenings here spread.

In Buffalo, a week after the James E. Strates Shows had signed a contract with the Retail Clerks, the Teamster's local picketed that organization. The picketing was started on a Friday night and was obviously designed to hold up the show's planned move on Saturday. The Retail Clerks were informed of the activity and Torche was on the scene within four hours. He secured an injunction against the Teamsters on Saturday. The show moved without difficulty and has not been bothered since that time.

Business was somewhat better here for the show than it had experienced in its trek thru New York State. The picketing had no effect in business, show officials said. Eight pickets were used.

## Jean Dellabate Passes in Utica

UTICA, N. Y., Aug. 6.—Mrs. Jean Dellabate died in a local hospital here yesterday. Her age was 52.

Mrs. Dellabate had been hospitalized following a heart attack virtually from the start of the outdoor season. From June until recently when she was moved here she was a patient in Philadelphia.

Mrs. Dellabate was well known in outdoor show circles having been associated with her husband, Ernest, for many years in the operation of concessions on the James E. Strates Shows.

She was a long time and active member of the Ladies' Auxiliary of both the National Showmen's and the Miami Showmen's Association.

Services are scheduled to be held in Utica on Monday (8). Burial will be in the National Showmen's Association plot in Ferncliff Cemetery, Hawthorne, N. Y.

## Homer D. Briant Appointed SLA Exec Secretary

CHICAGO, Aug. 6.—Homer D. Briant, Oak Lawn, Ill., Thursday (4) was appointed executive secretary of the Showmen's League of America. He assumes the position August 15.

Briant was named at a special meeting of the League's board of governors, at which President Ned E. Torti presided.

The board also approved the membership applications of Sherman Rosenberg, Columbia Toy Products, Kansas City, Mo., and John W. Dailey, sales manager, Illinois Fireworks Company, Springfield, Ill.

The board also voted that a five-member committee be appointed to review the policies and practices of the League and bring in possible suggestions. Herb Dotten was named chairman of the committee.

Secretary Joe Streibich was reported recuperating at Assembly Park, Delavan, Wis.

## Night Takes Big for Dyer At Iowa Fair

MANCHESTER, Ia., Aug. 6.—Despite heat that pushed the mercury up to the 100 mark, Dyer's Greater Shows scored good evening business at the Elkader (Ia.) Fair. No attempt at afternoon operation was made but night crowds were large and due to the heat, stayed on the grounds until the wee hours of the morning.

Laherty's Working World took top money among the backend units with the Merry-Go-Round leading the rides and the Coaster the Kiddieland grosses. Most concessionaires reported a good four-day take at the fair.

Show trucked in here this week to play the Delaware County Fair.

## RESISTS HEAT, LOWER GATE

## Wm. T. Collins Bucks 'Em Both At La Crosse But Ups Gross 20%

LA CROSSE, Wis., Aug. 6.—The William T. Collins Shows this week gave a forceful demonstration of its strong money-earning power at the Inter-State Fair here.

The mercury hovered in the upper 90's thru most of the first three days of the five-day fair, and attendance dipped about 10 per cent below 1954 levels. However, the Collins aggregation turned in ride and show receipts that topped by 20 per cent those for the corresponding period last year.

### New to Route

The fair here is a new one to the Collins route, but is one of the several already played this season at which the show has bettered 1954 figures. The bigger take here

and the larger grosses at earlier fairs are credited for the heightened business.

No fewer than 20 rides and 12 shows are in operation here. Included are a Scrambler, which has enjoyed bumper business, and a Scooter equipped with all new cars.

It was vastly greater ride business which enabled the combined ride and show receipts to jump 20 per cent. Due to the heat, many patrons skipped the tented attractions, turning instead to the rides.

### Scrambler Leads 'Em

The Scrambler was the leading grosser. The Scooter was second; the Tilt-a-Whirl, third, with the Round-Up and Rock-o-Plane contesting for fourth spot.

Unlike the rides and shows,

games concessions were off from last year. At earlier Collins dates, the pattern showed rides up substantially, shows up slightly and concessions down from '54.

### Fair Execs Visit

The midway was visited by a number of officials from other fairs. Included in this group were Stan Muckle, of the Owatonna (Minn.) Fair; Andy Hanson, Judge Pennigrath and Ed Chamberlin, of the Cedar Rapids (Ia.) Fair; Doug Curren, of the Black River (Wis.) Fair, and Leon Brown, of the Decorah (Ia.) Fair.

Show people who visited included Junior Schaffer, of the Schaffer Just for Fun Shows, and Buzz Ladd, of the Royal United Shows.

# THE MIGHTY GEM CITY SHOWS

NOW BOOKING FOR THE MISSISSIPPI VALLEY FAIR, DAVENPORT, IOWA, AUG. 15-21—7 BIG DAYS AND NIGHTS. One of Iowa's Greatest County Fairs; to be followed by J. C.'s FIRST ANNUAL CELEBRATION, MACOMB, ILL. (First Show in 5 Years), and then "THE BIG ONE," DU QUOIN, ILL., STATE FAIR (One-Half Million Attendance), and 8 TOP SOUTHERN FAIRS.

**SHOWS** Jig Show with own equipment. (Outstanding proposition to right parties.) Fun and Glass House, Fat Show, any well-framed Walk-Thru Show, large and small Horses or other Grind Shows of merit.

**CONCESSIONS** All types, including Cotton Candy, Snow Balls, Frozen Custard, Ice Cream Dip, Scales and Age, Jewelry, Glass or Pottery Pitches, Water Games or any other legitimate Concessions (no exclusive during fair).

**MOTORDROME** Will book well-framed Motordrome with Rider and own equipment for good Motordrome territory. Good proposition to right party.

**SIDE SHOW** Will book well-framed Side Show with own equipment for this outstanding route of Fairs. Good proposition to right party. All types of Show get big money in Davenport, as this is considered one of the best Show spots in the midwest. Liberal percentage to well framed shows.

**RIDES** Dark Ride, Rock-o-Plane, Scramber, Roll-o-Plane, Rocket. Will also book or lease Ferris Wheel or other Rides that do not conflict.

**HELP** Can use Foremen and Second Men on most Rides, also Women Ticket Sellers. Useful Help in all other departments. All Help contact Mr. Hickey.

ALL CONTACT THIS WEEK:

**THOMAS D. HICKEY**  
Fair Grounds Office, Burlington, Iowa.

**DON GRECO**  
Burlington Hotel, or Fair Grounds Office, Burlington, Iowa.

## Dansville, N. Y., Comes Thru For Vivona

DANSVILLE, N. Y., Aug. 6.—Business picked up here for the Amusements of America after the show had registered just fair business at five out of the last eight stands.

A pet parade on Monday (25) drew some 200 moppet entries plus 1,500 adults. Ladies' night on Tuesday drew well. The matinee on Wednesday was light, but a firemen's parade at night drew a heavy crowd.

Thursday night was also good. Fireworks brought out the biggest crowd of the week on Friday. The Saturday matinee, promoted by Harry E. Wilson, was good. A \$500 award on closing Saturday night (30) failed to draw.

### THOMPSON BROS.

Want for the Following Fairs

Smithport, Pa., McKean County, Sept. 5-10.  
CONCESSIONS: Contact J. B. Beere, Smithport, Pa.  
Annual McClure Bean Soup, McClure, Pa., 4 days and nights, Sept. 14, 15, 16, 17.  
CONCESSIONS: Eats, Drinks, Hanky Panks and any Concessions that work for stock, contact Thompson Bros.

The Great Hagerstown Fair and 100th Anniversary Combined, Hagerstown, Md., Sept. 19-24. We believe this will be the biggest celebration ever in Hagerstown. Activity all week long.

CONCESSIONS: Contact M. H. Beard, Fair Office, Hagerstown, Md.  
RIDES: Will book Scrambler due to disappointment. SHOWS: Motordrome, Wild-life, Snake, Monkey, Fun House, Side Show, Mechanical or any Show catering to children. Reasonable percentage. If you have the show we have four new 20x40 tops, poles and side walls to house any worth-while show. Can place these shows for dates starting Sept. 5. FOR SALE: One Loooper Ride, all new canvas, new platforms throughout; this ride is equipped with top, all ten cars have recently been repainted; this ride is like new and can be seen in operation this week, Aug. 8-13, in Altoona, Pa. Special Trailer built to haul this entire ride for sale also if desired. One -5 Ell Wheel, seats are sprayed white and trimmed attractively, new upholstery, V-drive LeRoy motor, in perfect condition.  
All Wire and Correspondence:

**Thompson Bros., 2906 4th Ave., Altoona, Pa. Ph. 8002**

### WANTED

Information to the whereabouts of

**ISADORE FIRESIDE  
DOROTHY LEE PARKER  
PHILIP J. DeLANO  
EDWARD HILL**

**BERMAN SALES CO.**  
PENNSBURG, PA. PHONE 521

### CANTON, OHIO, SESQUICENTENNIAL

August 15-20

PAGEANTS, PARADES, FREE ACTS, FIREWORKS, EXHIBITS, DANCES, CONTESTS, HISTORICAL TOURS.

Want Concessions and Shows. Want Grab, Cookhouse, Popcorn, Arcade, Glass Pitch, Coke Bottles, French Fries, Waffles, Bozo, Hi-Striker, Photos, Sno Balls, Apples and Concessions of all kinds.

**RIDE HELP—First and Second Men, must drive; no drunks.**

Wire or write, don't phone.

**NOLAN AMUSEMENT CO.**  
CARROLLTON, KY., THIS WEEK.

**WANT WANT WANT**

**CONCESSIONS OF ALL KINDS**

AMERICAN LEGION FAIR, VINELAND, N. J., WEEK OF AUGUST 15; THEN THREE WEEKS OF CHURCH AFFAIRS IN PHILADELPHIA, PA., TO FOLLOW

Can use few more major Rides and Shows not conflicting.

**Replies to SAM TASSELL**  
5839 Walnut St., Philadelphia, Pa.  
Phone Granite 2-5852 or Granite 4-3745

P.S.: Want Ferris Wheel and Jenny Foremen, also Ride Help for our parks. No ups and downs.

### BINGO

AVAILABLE

Have open weeks on 125-seat Bingo starting August 14.

\* Wire **BILL STACY**  
FAIRGROUNDS, ARGOS, IND.  
P. S.: Can place Counter Men.

★ **M. D. AMUSEMENT SHOWS** ★

Can Place Concessions for the Following Dates:

Belvidere Farmers' Fair and Horse Show, Harmony, N. J., August 15-20; Newfoundland, Pa., August 24-27; West End Fair, Gilbert, Pa., August 30-31 (Largest One Day Fair in the State); Deposit, N. Y., Sept. 1-2-3-4-5 (Sunday included).

All Replies:

**MR. OR MRS. MICHAEL DEMBROSKY**  
Now playing Sussex County Farm and Horse Show, Branchville, N. J.

### I. K. WALLACE SHOWS

**WANT WANT**

**EASTERN HAWKINS COUNTY FAIR, Churchill, Tenn., week Aug. 15;  
GRAINGER COUNTY FAIR, Rutledge, Tenn., Fair**

RIDES: Merry-Go-Round, Tilt-a-Whirl or any Major Rides. Kiddie Rides and Pony Ride. SHOWS: Want Shows with own equipment, 25%. CONCESSIONS: Cookhouse, Custard, Popcorn, Candy Apples (Gaul, contact at once), Duck Pond, Fish Pond, Cork Gallery, Balloon Darts, Hoop-La, High Striker, Glass Pitch, Palmistry, Shooting Gallery, 6-Cats, Ball Games, Buckets, Penny Pitch, Photos or any other store that works for stock. Want Ride Help. Write or phone

**I. K. WALLACE, Troutville, Va. Phone 2-1161**

### SHAMROCK SHOWS

Want for best route of Nebraska Fairs. Girl for Single-O Girl Show, or Couple, good proposition. Also Inside-Outside Wrestlers: Jack Bernard, contact. Concessions and Shows. Also sober Agents. Need sober, efficient Ride Men.

**CARNIVAL MANAGER**  
Holdredge, Nebr., Aug/ 10-13; Wayne, Nebr., Aug. 14-17.

### T. J. TIDWELL SHOWS WANT

For McPherson, Kan., Aug. 8-14 and following Fairs—Waukeaney, Smith Center, Dodge City, all Kansas; Clinton, Perry, Watonga, all Oklahoma.; Texas Fairs to follow.

Hanky Panks of all kinds, Foreman for Wheel and Tilt; Shorty Howard, answer. Shows with own outfits that do not conflict. All answer

**T. J. TIDWELL, Manager, Per Route**

### PRELL'S BROADWAY SHOWS, INC.

**WANTS FOR CARLISLE, PA., FAIR**

**AND BALANCE OF SEASON**

Age and Scales, Long and Short Range Galleries, Novelties, Eating and Drinking Stands, Ball Games and Hanky Panks. Will book Octopus, Round-Up and Scrambler. Woody McBride wants Cookhouse Help. Want Ride Men on all Rides. Salary and bonus.

**All answer SAM PRELL**  
BEDFORD, PA., FAIR, ALL THIS WEEK.

### WANT

Wheel Foremen and Second Man. Must be sober and drive semi. All winter in Texas. Place Photos and Hanky Panks.

All Fairs until December. Faith, S. D., this week; Rapid City, next.

**MOORE'S MODERN SHOWS**

### BIG STATE SHOWS

**WANT (ALL HANKY PANKS) WANT**

Photos, Grab, Fish Pond, Novelty, Hoop-La, Jewelry, Bumper, Slum Spindle, String Game. Will book Six Cats and Buckets that work for stock only. All Hanky Panks open. Open Victor, Tex., Aug. 15, on Main Street; Borne Fair to follow; then Lockhart around Court House, Cotton Fiesta; Bryan, Texas, Fair, Sept. 12 till 17. Good cotton towns. This show will stay open all winter. West Texas till Christmas. Book Pony Ride and any other Rides that do not conflict. Here till Aug. 14—playing Lincoln Park.

Wire this address: 3625 Roosevelt Ave., San Antonio, Texas.

**ANNA MOORE**

### JOHNNIE JOHNSON WANTS

For Springfield, Ill.; Princeton, Ind.; Columbus, O.; Nashville, Tenn.; Atlanta, Ga.

Agents for Ice Cream Fiddlesticks, Footlongs. Man and Wife for Popcorn Trailer. Road Hustlers for Nashville. No collect wires or phone calls.

Contact St. Nicholas Hotel, Springfield, Ill. Good percentage.

### FOR SALE

**10 CAR DODGEM**

Loads on 2 trailers. Reasonable price. Possession after Labor Day.

Write BOX 730, c/o The Billboard  
390 Arcade Bldg. St. Louis, Mo.

### HOLLY AMUSEMENT CO.

**W NORTH GEORGIA MOUNTAIN FAIR, AUG. 15 TO 20, HIAWASSEE, GEORGIA W**

LAST YEAR'S ATTENDANCE 42,000. Eleven Fairs to follow.

**A CONCESSIONS:** Photos, Long Range, Balloon Darts, Basketball, Bingo, A  
Water Games, Slum Spindles, Age and Scales. N

**N HELP:** Second Men on all Rides who can drive; Wives on Concessions or N  
Tickets. Come on. T

**NO TIME TO WRITE OR CALL T**

**F. HOLLINGSWORTH T**

**S ALPHARETTA, GEORGIA PHONE 3711 S**

### MAJESTIC GREATER SHOWS

**WANT FOR LUTHER, MICH., ON THE STREETS, AUG. 18-20; BIG RAPIDS, MICH., FAIR, AUG. 22-27.**

Then Tennessee and Georgia Fairs. Out all winter in Florida.

Cookhouse or Grab, Long or Short Range Galleries, Hankies of all kinds. No Mitt Camps or Flats. Jimmy Cyr wants two Pin Store Agents, one Bucket, one Six Cat, one Count Store Agent, two Men to take care of stores. Red Hodges, Howard Easto, answer Baldwin, Michigan, this week.

### WANTED AT ONCE

Will give exclusive to Concessionaire with own trailer handling Snow Balls, Popcorn, Cotton Candy, Candy Apples and Soft Drinks to work next three months with my three rides in shopping centers in and around Columbus, Ohio. Can also use Ferris Wheel.

**J. R. McCLLOUD**  
1394 E. Whittier St. Columbus, Ohio

### WANTED

For MORGAN COUNTY FAIR, Berkley Springs, W. Va., Aug. 17-20; followed by AMERICAN LEGION CELEBRATION, Pawpaw, W. Va.; HIGHLAND COUNTY FAIR, Monterey, Va., and Balance of Season Bona Fide Spots.

Want Merry-Go-Round, Octopus, Chairplane. Sell EX on Photo Outfit, Snow, Floss. All Hanky Panks working for stock. Want small Pit Show.

**MARTIN LOZIER, LOZIER AMUSEMENT**  
SHEPHERDSTOWN, W. VA.

### NORTHWOOD, IOWA, FAIR, AUGUST 15-17

### DECORAH, IOWA, FAIR, AUGUST 18-21

Can place Age and Weight, Glass Pitch, Ice Cream, Hanky Panks and Ball Game. Shows with own equipment (no Girl Shows). Help on all Rides who drive semis.

**SUNSET AMUSEMENT CO.**  
ROCHESTER, MINN., THIS WEEK.

### ATTENTION!!!

### "LADDIE FAITH"

Contact me at once, very important. Want A-1 Talker for beautifully framed family show. 3 State Fairs.

**BILLY LOGSDON**  
c/o Royal Midwest Shows, Albion, Ill.

### WANTED

FOR HOLMES COUNTY FAIR, MILLERSBURG, OHIO, AUG. 17-18-19-20

Any legitimate Game Concessions, Photos, also Food and Drink Concessions.

**MERCIER ATTRACTIONS**  
R. D. #9, North Canton, Ohio. Phone Hyacinth 9-7842

# RAS EYES RECORD AT REGINA FAIR

Grosses Racing 5% Ahead of '54 Despite Torrid Temperatures

REGINA, Sask., Aug. 6—By mid-week at the Provincial Golden Jubilee Exhibition in Regina, Carl J. Sedlmayr, owner of Royal American Shows, was confident a new money record would be chalked up. It was all dependent on the good weather holding.

Monday, Children's Day, was a scorcher, with the mercury reaching 91 degrees, but it didn't keep the moppets away. Some 10,300 children—a record number—attended a free grandstand show in the morning and most of them went on the midway later. Biz was up a bit over last year.

Tuesday the weather was still on the hot side and business was up 5 per cent from the same day last year. Wednesday the business report was the same—another 5 per cent jump—with most of the spending done at night. A big horse race turnout and weather that was on the threatening side earlier in the day tended to cut down on afternoon midway patronage.

Leon Claxton's "Harlem in Havana" was doing a brisk business in Regina, as usual, and the power-packed show was still topping the midway by Thursday night just as it has done all over the Western Canadian Class A Fairs circuit. "Flashes of 1955," the other featured show, was holding down second spot as it has over the loop and Dick Best's Side Show is third, with the grosses holding up well.

The Scooter continues to be the top ride.

Front end business was reported to be a little off but this was no surprise in view of the experiences of other carnivals that have played Western Canada this year. Trend seems to be to watch spending a little more closely and the midway customers appear to be shopping and seeking value for their money.

Regular monthly meeting of the Royal American Shrine Club was held Wednesday (3) in Regina's new Wa-Wa Shrine Temple, with 90 members present. J. C. Irvine, Saskatoon, potentate of Wa-Wa Shrine, received the 101st degree and the club gave him a \$240 check for the crippled children's hospital at Winnipeg and a \$200 check for the new temple building fund.

Sedlmayr reported business up 20 per cent for the week at Saskatoon, a new record for the spot. Weather was good all week and business was particularly strong on the last two days.

Brandon was up, despite bad weather; grosses were reported "very good" in Calgary and Edmonton with the final figure way up. The second last day in Edmonton, a Friday, was the biggest single day's biz RAS has ever had in Western Canada, topping a similar record set last year on the same day.

Thursday morning representatives of the five fairs on the Class A loop gathered at the fairgrounds for the semi-annual meeting of the Western Canada Association of Exhibitions. A visitor on the grounds Wednesday was E. J. Casey, amusement park and carnival operator, of Winnipeg.

The RAS show train has been making record runs thruout the West this year with the long Brandon to Calgary hop being a particular standout. Show was in Calgary far ahead of schedule. Officials are high in their praise of Canadian National and Canadian Pacific Railways co-operation and the job being done by Wallace Cobb, trainmaster, Ray Milton, his assistant and the train crew.

## Rain, Heat Hurt Schafer

MONDOVI, Wis., Aug. 6.—Heat and rain cut into business for Schafer's Just for Fun Shows here this week at the Buffalo County Fair. Rain on Thursday night (4) washed out that evening's grosses, but Friday opened warm for Kid's Day and a number of youngsters were on the grounds at an early hour.

W. A. Schafer and his special agent, Archie Hensley, recently visited several shows in the area. They caught 20th Century Shows at St. Charles, Minn.; Don Franklin Shows in Faribault, Minn., and the William T. Collins' Shows at La Crosse, Wis.

## MIDWAY CONFAB

E. V. Windchester writes that Alberta Slim's western show got its share of grosses on the Canadian A Fairs with Royal American Shows. The Edmonton Kids' Day was one of the high points of the five-fair tour. Unit was scheduled to leave RAS after Regina to play Ontario expos in Toronto, London, Belleville and Leamington. . . . Bob Parker was in Chicago last week where he reported he acquired all the assets of the Royal Crown Shows.

Frank W. Peppers, owner-operator of Peppers' All-States Shows, writes from Douglas, Ga., that the tobacco crop will be early this year and that growers anticipate a bumper crop. The Peppers org did fair business at Nashville, Ga., recently despite four days of intermittent rain. . . . Mr. and Mrs. Harry Bartlett report good Fourth of July biz at Brazil, Ind., with Johnny's United Shows. The Bartletts were formerly with Cavalcade of Amusements.

M. J. (Mike) Dressen, former widely known carnival and circus general agent, writes from Mobile, Ala., that he is working for a construction concern there and dabbling in real estate. Early this season Dressen was on the advance of the Kelly-Morris Circus, says Walter B. Fox.

Mae S. Hong visited Gerald Snellens, general representative, and J. Richmond Cox, publicist of the World of Mirth Shows in Bangor, Me., while en route to Moncton, N. B., to join the King Reid Shows as publicity director.

Wingy Schaffer, Wade billposter, visited the Amusements of America in Dansville, N. Y. . . . Mrs. Matty Novak ripped her leg on the lot. The wound, required 16 stitches. . . . Mrs. Catherine (Mom) Vivona made a hurried trip to Irvington, N. J., after receiving the report that her youngest son, Phil, had injured his spine in an accident. Latest report from the hospital is that he is getting along well. . . . The Danny Dells are contemplating turning to trailer living.

A. R. (Mack) Maxwell, of the Cetlin & Wilson Shows, is in Mercy Hospital, Port Huron, Mich. He is reported doing well. . . . Prof. Willie J. Bernard, Hancock, N. H., infos that he went on vacation August 1. Bernard, who left for his lake camp in South Hope, Me., plans on selling ride tickets for the Playtime Amusements during the fall fair season. . . . Dick Palmer, girl show operator on the L. J. Heth Shows, is a patient at St. Mary's Hospital, East St. Louis, Ill. He'd like to hear from friends. . . . A surprise party was given July 22 for Mr. and Mrs. Ernest Allen, owners-managers of Baker United Shows, in the show's cookhouse. Event was to celebrate their 10th wedding anniversary.

The Showmen's League of America Cadillac deadline is August 15, Bernie Mendelson points out. He urges all who are to make returns to do so before that date, sending them to him at the O'Henry Tent & Awning Company, 4862 North Clark Street, Chicago.

# C.A. STEPHENS SHOWS

## Want for Morristown, Tenn., Centennial Celebration

on the streets, August 22 to 27, day and night.

Followed by MOUNTAIN CITY BEAN FESTIVAL; 40,000 last year.

Eating and Drink Stands, all varieties, 10 and 25-cent Game Concessions. Will sell X on Scales or will book separate, Novelties, Custard, Jewelry, Hat Bands, Pitchmen.

RIDES—Can place One Flat Ride, Octopus, Cat, Dark Ride, Ponies, Kid rides.

SHOWS—Place Girl Shows, must have more than one girl; Side Show, Unborn, Mechanical City, Monkey Show.

Wire C. A. STEPHENS, Pineville, Ky., this week

# JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

## NOW BOOKING FOR OUR SOUTHERN FAIRS

ALLEGHANY COUNTY FAIR, COVINGTON, VA., WEEK OF AUGUST 15

LYNCHBURG AGRICULTURAL FAIR, LYNCHBURG, VA., WEEK OF AUGUST 22

THE GREAT ROANOKE FAIR, ROANOKE, VA., WEEK OF AUGUST 29

AND ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER

CONCESSIONS—Legitimate Merchandise Concessions of all kinds.

SHOWS—Monkey, Unborn or any Grind Show not conflicting, with or without equipment.

RIDES—Dark Ride, Tilt-a-Whirl, Rock-o-Plane.

RIDE HELP—Dipper Foreman, Ride and Show Help in all departments. Can use one more High Act for balance of season.

All Replies this week STAUNTON, VIRGINIA; then as per route.

# JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

WANT FOR LONG ROUTE OF CHOICE SOUTHERN FAIRS, STARTING WITH WASHINGTON COUNTY FAIR, JOHNSON CITY, TENN., AUG. 15-20, and EAST TENNESSEE DISTRICT FAIR, KINGSPORT, TENN., AUG. 22-27

### CONCESSIONS

Frozen Custard, Ice Cream Dip, French Fries, Root Beer, Diggers, Long Range Gallery, Hats, Novelties, Hoop-La, Milk Bottles, Balloon Darts, Water Games and Stock Concessions of all kinds.

### RIDES

Dark Ride, Train, Boat Ride, Sky Fighter, Coaster and Kid Rides of all kinds.

### SHOWS

Minstrel and Side Show with own Outfits. Fun House, Glass House, Monkey Show, Illusion, Mechanical and any Walk-Thru Shows. All address:

JOHN T. TINSLEY, Mgr., Newland, N. C., this week; then Johnson City, Tenn.

## PRINCE WILLIAM CO. FAIR, MANASSAS, VA., NEXT WEEK AUG. 15-20; MONTGOMERY COUNTY FAIR, GAITHERSBURG, MD., AUG. 23-27

BOTH THESE FAIRS ARE LOCATED IN UNUSUAL PROSPEROUS AREAS

WANT legitimate Game Concessions of all kinds.

SHOWS—Especially Monkey Show and Wildlife. Can book Girl Show for Manassas only. Miller, bring on your Animal Show.

HELP—Need experienced CAT and FLY-O-PLANE Help. Top wages to good men. Sonny Bullock wants Help for stock concessions. Need Operator for Floss. Talker for Snake Show.

ADDRESS ALL COMMUNICATIONS TO

## BEAM'S ATTRACTIONS

CHARLES TOWN, W. VA.

### AGENTS WANTED

For four Balloon Darts, for one Basketball, one Toy Store for Hamburg and Syracuse, N. Y. Only sober, capable and reliable needed.

### WALTER B. COX

Care Strates Shows Niagara Falls, N. Y., this week; then Hamburg.

### WANTED

Rides, Shows, Concessions, Popcorn, Apples, High Striker, Fish Pond, Ball Games, Help on Rides. Cliff Mitchell wants to hear from John Taylor or Bob Sims. Call collect.

### A. R. BRIGGS SHOWS

Brewster, Ohio, Aug. 8-13; then Willard, Ohio.

### HOLIDAY AMUSEMENT CO.

#### WANT FOR FOLLOWING FAIRS:

Girard, Arma, Waverly, Burden, Burlington, Chapman Labor Day—All Kansas Short Range, Slum Spindle, Hats, Ice Cream, Arcade and other Concessions. Can use Mechanical Show, Fun House, Unborn, Athletic Show Manager with Talent get in touch. Also one Major Ride for these spots; wonderful proposition. Want Men on all Rides who drive.

#### FIELDING GRAHAM

Girard, Kansas, until Thursday; then Arma, Kansas.

### SHOEMAKER'S TRI-STATE SHOWS

#### Selingsgrove, Pa., Week of August 8

Want Hunky Punks of all kinds and Agents for Office-Owned Concessions. Will place any Major Rides not conflicting. Ride Men who can drive semis.

SHOWS—Want Girl Show, Snake Show, Animal Show. This Show heads South after Gratz, Pa., Fair. Committees in Maryland, Virginia and North Carolina, contact; have two weeks open.

Al Hamid, Taylor Bros., Fat Usher, contact FLOYD SHEAKS, Manager, per route or Box 117, Esty, Pa.

# HILL'S GREATER SHOWS

WANT FOR 3 STATE FAIRS AND 5 COUNTY FAIRS TO FOLLOW: FARGO, N. D., STATE FAIR, AUG. 21-27 (7 Days—Attendance last year—200,000); NORTHWEST MISSOURI STATE FAIR, BETHANY, MO., SEPT. 4-10 (7 Days—Attendance last year—150,000); EASTERN NEW MEXICO STATE FAIR, ROSWELL, N. MEX., SEPT. 13-17 (Attendance last year 150,000), WITH AMARILLO AND LUBBOCK, TEXAS, FAIRS TO FOLLOW.

SHOWS: 2 well-framed Grind Shows, also Fun House and any Shows not conflicting.

CONCESSIONS: A-1 COOKHOUSE that can stand business and take care of same. Also SIT-DOWN GRAB. Will book Short and Long Range Galleries for Fargo. All Hanky Panks open. No exclusives. Will book Six Cats, Buckets, Swinger and Set Outfits for stock.

RIDE HELP: Ride Men who can stay sober. Foremen for Tilt-a-Whirl, Octopus, Mix-Up and #2 Kiddieland. Second Men on Rock-o-Plane and Roll-o-Plane.

DEE WYRICK wants Bingo Help. 4 Counter Men (prefer semi drivers). Can use 1 more Caller and Relief Caller. Boys with me before, come on. George Clater, call me.

THOSE JOINING NOW WILL BE GIVEN PREFERENCE AT STATE FAIRS

All replies H. P. HILL, Mgr., BEMIDJI, MINN. (Fair), Aug. 9-15; WADENA, MINN. (Fair), Aug. 16-20.

# L.J. HETH Shows

HEADING SOUTH—CROPS ARE GOOD—WANT FOR THE FOLLOWING FAIRS IN ORDER:

MAYFIELD, KY.  
DICKSON, TENN.  
ONEIDA, TENN.  
WINDER, GA.

MARIETTA, GA.  
CARTERSVILLE, GA.  
CARROLLTON, GA.  
MONROE, GA.

COVINGTON, GA.  
TIFTON, GA.  
CORDELE, GA.  
QUITMAN, GA.  
BAINBRIDGE, GA.

SHOWS: Side Show, Monkey Show, Animal Show, What is It? Any Show not conflicting.

RIDES: Boat Ride.

HELP RIDES: Foreman and Second Man for Caterpillar, must be able to thread tunnel. Second Man for Merry-Go-Round. Other experienced Ride Help. All must be licensed semi-trailer drivers.

HELP SHOWS: Dick Palmer wants Talker for Girl Show at once. Nathaniel Gray wants Trumpet, Trombone and Guitar Players for Colored Minstrel Show.

CONCESSIONS: Grab Outfit, Custard, Novelties, Arcade, Diggers, Short Range Gallery, High Striker, all kinds of Hanky Panks. Floyd Heth wants Agent for Mouse Game.

FOR SALE: Allan Herschell Little Dipper Ride. First-class condition, low price.

ALL REPLIES: ALTAMONT, ILLINOIS, NOW; MAYFIELD, KY., NEXT WEEK.

# AMUSEMENTS of AMERICA

A STAR SPANGLED MIDWAY

CAN PLACE FOR MONROE COUNTY FAIR, HENRIETTA (ROCHESTER), N. Y., NEXT WEEK; CARBON COUNTY FAIR, LEHIGHTON, PA., AND OUR LONG ROUTE OF SOUTHERN FAIRS CLOSING CHARLESTON, S. C., NOVEMBER 12.

CONCESSIONS

Hankies of all kinds. No exclusives. Short Range, Basketball, Hats, Eating and Drinking Stands, American Palmistry.

SHOWS

Grind Shows with own equipment.

HELP

Merry-Go-Round, Ferris Wheel and Chairplane Foremen. Second Men on all Rides. Must drive semis. Can use Wives as Ticket Sellers.

Address JOHN VIVONA, Sandy Creek, N. Y., Fair, this week

BI-CENTENNIAL CELEBRATION, Cumberland, Maryland, Week August 15, and the Following Fairs:

NORTHERN NECK AGRICULTURAL FAIR, Warsaw, Va., Week Sept. 5

CHATHAM COUNTY COL. FAIR, Pittsboro, N. C., Week Sept. 12

FIVE COUNTY FAIR, Farmville, Va., Week Sept. 19

ENFIELD FIREMEN'S FAIR, Enfield, N. C., Week Sept. 26

LITTLETON FAIR, Littleton, N. C., Week Oct. 3

VANCE COUNTY COL. FAIR, Henderson, N. C., Week Oct. 10

V. F. W. FAIR, Oxford, N. C., Week Oct. 17

GREENVILLE COUNTY AGRICULTURAL FAIR, Emporia, Va., Week Oct. 24

WANT Ball Games, Pitch Till You Win, High Striker, Spot the Spot, Age and Scales, Fish Pond, Duck Pond, Six Cats, Buckets, Swinger, Photos, Penny Pitch, Hoop-La, Grab, Snow Cones, Basket Ball, Slum Spindle, Glass Pitch, Penny Arcade, String Game, Novelties. WANT Snake Show, Monkey Show, Wildlife, Side Show, Spitfire Foreman, Whip Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. Val Ireland wants Agents for Ruzzle, Pin Store, Skillo. All replies:

GEORGE CLYDE SMITH SHOWS

HOOVERVILLE, PA., THIS WEEK; CUMBERLAND, MD., NEXT WEEK.

# LA PORTE COUNTY FAIR

## LA PORTE, INDIANA, AUG. 15 thru 20

CONCESSIONS

Can place Hanky Panks and Prize-Every-Time Games of all kinds. Boxo, Derby Racer; Short Range, Bear Pitch, Auction Sales, Cookhouse, Grab, American Palmistry and Direct Sales of all kinds.

SHOWS

Motordrome, Monkey, Animal or any good Grind or Bally Show that caters to ladies and children.

HELP

Can place at once Foreman for new Rock-o-Plane and Second Men on all major rides. Must be licensed semi drivers.

All wire or phone C. C. GROSCURTH, Mgr., BLUE GRASS SHOWS, Converse, Indiana, all this week

# Maine Fairs Click For World of Mirth

Bergen Sees Good Season if Other Events Follow Bangor, Lewiston Pattern

BANGOR, Me., Aug. 6.—Business was very good for all facets of the World of Mirth Shows at the Bangor Fair here this week. The weather was generally excellent, as it was last week in Lewiston, Me., where the first fair of the season for the organization also came thru in fine style.

After studying the results Frank Bergen, general manager, said the fair season ought to be excellent if the remaining annuals were to follow the pattern set here and at Lewiston.

Growth marks both of these annuals, Bergen said. The Lewiston event, a revival, was good altho still far below its potential. It was well received by the public and Bergen said that it should begin approximating its peak in two to three years.

Potential Sought

The event here is also still reaching out for its potential. Attendance on opening Monday (1) was pegged at around 6,000. The crowds grew daily thereafter with the biggest turnout of the week looked for today.

Bergen announced that he had contracted to play both events again next year.

The midway is being built up

to full strength. Dancing Waters, now in its second time around, has caught on well, Bergen said. The personnel of the girl shows and other units was added to here.

A new tank ride has been added to the show's Kiddieland. The Tony Diano elephants will be an added feature in the moppet area when the show gets to the Central Canada Exhibition.

## WADE GREATER SHOWS

CAN PLACE AT  
CHELSEA, MICH.,  
COMMUNITY FAIR  
AUG. 16 THRU 20

GRATIOT COUNTY AND ITHACA,  
MICH., CENTENNIAL  
on the streets, August 23 thru 27

LEGITIMATE CONCESSIONS OF ALL KINDS and all outright sales privileges, Ball Games, Water Games, Dart Games, Block Pitches, High Striker, String Games and all others.

ALSO

Photos, Grab, Novelties, Cotton Candy, Popcorn, Names on Hats, Cookhouse, Long and Short Range Galleries.

RIDE HELP

Foremen and Second Men on all Rides. Must be fully experienced. Building up our crews for Michigan State Fair. Sure pay. No drunks wanted.

Apply to

HARRY LOTTRIDGE, MANAGER  
BLUFFTON, IND., THIS WEEK

# 20th Century Early Fairs Yield Okay \$\$

ST. CHARLES, Minn., Aug. 6.—Since moving into its fair route, business for 20th Century Shows has been even to 10 per cent higher than last year, Jess Wrigley, said here this week.

The Greater Grand Forks Fair was 10 per cent ahead of last year with the increase coming mostly from the rides. Holding about even with last year were North Dakota fairs at Cando, Rugby, Rolla, Devil's Lake and Fessenden.

The Side Show, which was blown down in Grand Forks, is back in operation with a new top. Other backend units include Monkey Show, snakes, Mickey Mouse Circus, Motordrome, farm unit, girl revue, posing show, midget cattle and Bill Dusin's big dog and little horse show.

Ride Line-Up

Harry Mamas has his Rock-o-Plane and Octopus in the line-up and Williams has six kid rides including a Jolly Caterpillar. A new Round-Up joined here this week. Other rides include a Scooter, Ferris Wheels (2), Merry-Go-Round, Tilt-a-Whirl, Rolloplane, Dipper and live ponies.

On the front end are Art Riley's cookhouse, grab and Footlongs, Mamas' bingo; J. D. Swords (3); Rocky, bear pitch and glass pitch; Steve Porth, 4; Griffin, 1; Shorty, 2, and 11 office-owned concessions. Marilotta has novelties and hats.

Show plays the Mason City, Ia., fair next and is routed to remain out until October 8 at Waco, Tex.

# Death Takes Mike Bodenschotz

SAN ANTONIO, Aug. 6.—Mike Bodenschotz, who operated the pony ride on the grounds of the Louisiana State Fair, Shreveport, for more than a decade, died here Monday (1). Known as Uncle Mike to most people in show business, he had closed down his Shreveport operation last fall due to failing health, and moved here to live with a daughter.

His widow and a daughter, Mrs. Harry Walker, survive. Funeral services were held here Thursday (4).

# PARAKEETS

## 75¢

Minimum order, forty birds.  
Shipped F.O.B. Los Angeles.  
Cash or Money Order with order.

24-Hour Service  
Phone Elliott 9-4591

## WELLS BIRD FARM

2143 South Myrtle Avenue  
Monrovia, California

# STREATOR LABOR DAY CELEBRATION

SEPT. 3-4-5

Downtown midway. Want Concessions, no flats.

General Chairman  
FRED SALUATTI

901 No. Wasson St. Streator, Ill.

## KEEP THIS ROUTE

We want Concessions, Ride Help, Truck Drivers, Agents, Six Cats, Buckets, Lowry City, Mo., Reunion, Aug. 11-12-13; Mound City, Kansas, Fair, Aug. 17-18-19-20; Paola, Kansas, Fair, Aug. 22-23-24; Archie, Mo., Street Fair, Aug. 25-26-27; Garnett, Kansas, Fair, Aug. 31. Sept. 1-2; Deep Water, Mo., Labor Day and Harvest Show, Sept. 5-6; Longton, Kansas, Fair, Sept. 8-9-10.

THERE MUST BE A DIFFERENCE.

H. C. Swisher, PARADA SHOWS

Per Route  
P.S.: Want to buy late model #5 Ell Wheel. Will pay all cash.

## FOR SALE

12 by 30-ft. Cookhouse, fully equipped, with or without transportation; or will lease same to responsible party; or will give Man and Wife complete charge of same. Reply to  
ROY ALLEN  
Care Western Union, Jeffersonville, Ind.

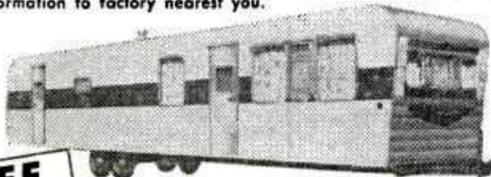
# More than 1000 NASHUAS owned by Show Folks!

Preferred by show people—because NASHUA gives you more of everything you want... for less! Look at the big 42' Nashua, for instance. Where else will you find another mobile home like this within a thousand dollars of Nashua's low, low price? A huge living room with giant, eye-level picture windows. Extra-large doors. Modern dinette. Two big bedrooms with built-in dressing table. Giant-size forced air furnace with floor registers. Tiled floors. Tile bath with tub. Automatic deluxe range with timer, glass front oven plus service and oven lights. And five huge closets to hold all the clothes, costumes and props you can stuff in them.

Best of all—Nashua tows like a dream! It's perfectly balanced. A heavy "I" beam frame and sturdy construction promise you thousands of miles of travel over any kind of roads. See NASHUA today—or write for full information to factory nearest you.

**LOWEST-PRICE,  
QUALITY-BUILT  
MOBILE HOME  
ON MARKET!**

**LOW DOWN  
PAYMENT!  
EASY TERMS!**



**FREE**  
Send for  
new folders  
on all  
models.

The king-size 2-bedroom Nashua 42'  
with 3 "wall-of-glass" picture windows!

**NASHUA MFG.**

**ALSO AVAILABLE  
IN 35',  
28' AND  
24' SIZES!**

Dept. BB Linden, Mo. Box 98  
Dept. BB Macon, Ga. 1205 Hightower Rd.  
Dept. BB Wichita Falls, Texas P. O. Box 2248  
Dept. BB Boise, Idaho Box 2728, T. 801 Gowen Field  
Dept. BB Montoursville, Pa. 18 Clees Ave., Box 175

**Want COTE AMUSEMENT CO. Want**  
FOR PONTIAC FREE FAIR, AUG. 9-13 INCLUSIVE; FOLLOWED BY STANDISH COUNTY FAIR, ROMEO PEACH FESTIVAL, PINCONNING FREE FAIR AND HOMECOMING—ALL MICHIGAN. FAIRS AND CELEBRATIONS TILL OCTOBER.  
Want Concessions of all kinds that work for stock. Can use two or three Feature Rides at all these spots. Want Ride Help who drive.  
Pontiac, Mich., all this week; Standish, Mich., next week  
**COTE AMUSEMENT CO.**  
P.S.: Louis LaPoint, contact.

**JIMMIE CHANOS SHOWS**  
WANT SHOWS FOR KENDALLVILLE, IND., FAIR  
WANT legitimate Concessions of all kinds for Hoytville, Ohio, and Lodi, Ohio. Also want Ride Help, Merry-Go-Round, Caterpillar and Flying Scooter Men and Second Men on all rides.  
All replies to **JIMMIE CHANOS**  
Portland, Ind., Fair this week.

**Want for East End, East Liverpool, Ohio, Thorofare Shopping Plaza**  
WANT HANKY PANKS OF ALL KINDS. WANT BINGO.  
Write or wire this week Blairsville, Pa.  
**AL DEL FLORE**  
**DEL FLORE AMUSEMENTS**

**The Showmen's League of America  
Is Pleased to Announce**  
The Appointment of  
**HOMER D. BRIANT**  
As Executive Secretary  
and that  
Sec. Joe Streibich Is Recuperating at Assembly Park, Delevan, Wis.

**WANT—JIMMY FERENZI—WANT GIRLS**  
Highest paid salaries. Wardrobe furnished. Tickets if I know you. Also want Talker with girls for second show, swell proposition. Fair season starts Skowhegan, Maine, Aug. 13, Saturday to Saturday. We play Bloomsburg Fair. Also have two shows booked for Hagerstown, Md., Fair. **CHRISTINE COOK, CONTACT. SAME MONEY AS LAST YEAR. JUDY RENEE AND HUSBAND, CONTACT. HAVE A GOOD PROPOSITION FOR YOU BOTH.** Also want Canvas Man. No collect wires. Contact **JIMMY FERENZI**  
King Reid Shows, Millinocket, Maine, this week; Skowhegan, Maine, next week.

**WANT FOREMEN**  
FOR FERRIS WHEEL AND KIDDIE RIDES  
Agents for Hanky Panks. CONCESSIONS: Wand Glass Pitch, Penny Pitch. Photos: neat, small Cookhouse; Long Range, Hoop-La, one of each kind. Jim Yarrington, come on. Join on wire.  
**PEPPERS ALL STATE SHOWS**  
Blackshear, Ga., this week; Hazelhurst, Ga., next week.

**Drew Biz Okay**  
• Continued from page C1  
wind up a whopping 25 per cent ahead of '54 when the show got rain on two days.  
Some of the increased business this year is attributed by Drew to an expanded advertising program. Newspapers, radio and a varied tack card and three-sheet program have been conducted all year with good results.

**Order Scrambler**  
Show is operating a new Sky-fighter and Jolly Caterpillar this year and expects delivery of a new Scrambler sometime this winter. A total of 12 rides were carried here, 8 major and 4 kid devices. Back end units include a show-owned Funhouse and Mechanical Show, Crenshaw Bros.' snakes and Harry Moore's Monkey Circus.  
Staffers, in addition to Drew, and his wife, Eula, who is secretary-treasurer, include Dale Manstine, billposter and special agent; J. Chadion, electrician and Clyde Ledsome, mechanic. Concession row has been cut down this year. On the front end are Mr. and Mrs. George Bartley, Mr. and Mrs. D. L. Bierly, Mr. and Mrs. Handler, George Topps, and Mrs. and Mrs. R. Francis.

For the first time since the Drew organization was formed seven years ago, it will go into its own winter quarters this year. Drew recently purchased a seven-room ranch house on five acres of ground seven miles south of Augusta, Ga. Plans are to build a warehouse and establish a permanent winter base.  
Show's fair route includes 13 annuals following the stand here this week. Fairs in West Virginia include those at Moundsville, Glennville, Pennsboro. Also London, Ky.; Pennington Gap, Va.; Hendersonville, N. C.; Newport, Tenn.; Murphy, N. C.; McCormick, S. C., and three Georgia annuals at Swainsboro, Barnesville, Dublin and Sylvester. Show will go into winter quarters November 6.  
Visitors here included Earl Bailey, of the board of the Indiana State Fair; John (Shiek) Lempart, show supplies and equipment, and Ben Hirsh, kiddie ride operator.

**WANT WANT  
SIDE SHOW MANAGER**  
For newly framed Show including P.A. Set. Our Fairs starting this week. Some P.C. open. All replies:  
**CLIFF MULLINS**  
Pembroke Fair, Pembroke, Maine, August 9-14; Machias Fair, Machias, Maine, August 16-20.

**EVANS SHOWS**  
WANT FOR FAIRS LISTED BELOW AND BALANCE OF SEASON:  
CONCESSIONS: Fish Pond, Ball Games, Basketball, Lead Gallery, Short or Long Range, Hoop-La, Glass Pitch or any others not conflicting.  
SHOWS: Any worth-while Shows except Girl or Athletic.  
RIDE HELP: Second Men on all Rides. Address per route of following Fairs: Rush Center, Kans., Aug. 8-10; Stafford, Kans., 11-13; Russell, Kans., 16-19; Blue Rapids, Kans., 22-26; Gardner, Kans., Sept. 1-3; Cole Camp, Mo., Sept. 8-10; Lexington, Mo., Sept. 13-17.

**SCHAFFER'S  
JUST FOR FUN SHOWS**  
WANT FOR SAUK COUNTY FAIR, Baraboo, Wis., and 11 Fairs to follow.  
High Striker, Scales, Shive Rack, Bumper, Jewelry, Darts, Hats, Novelties. Will book Athletic Show, Monkey Show, Wildlife and Motordrome. Want Ride Help for Wheel, Tilt, Scooter and Octopus.  
Contact **W. A. SCHAFFER**  
Wilmet, Wisconsin

**WANT WANT**  
Scale and Age Agents starting Hamburg, N. Y. Hat Operators and Specialty Hat Men for York, Allentown, Bloomsburg. Also good Stockman starting Hamburg; must drive semi.

**SYD DANIELS**  
c/o Goodrich's, 415 Clark St.  
Hamburg, N. Y.

**WANTED  
FOR SIDE SHOW  
TALKERS  
and  
TICKET SELLERS**  
who can make second openings.  
**DICK BEST**  
Riverview Park Chicago, Ill.

# LAST CALL FOR FAIRS KING REID SHOWS

**PROUDLY ANNOUNCE THE FOLLOWING DATES**  
Skowhegan, Maine, Aug. 13-20  
Barton, Vermont, Aug. 18-21  
Lyndonville, Vermont, Aug. 25-28  
Rhinebeck, New York, Aug. 26-31  
Schaghticoke, New York, Sept. 2-7  
And the GREAT BLOOMSBURG, PA., FAIR, Sept. 27 to Oct. 1  
Spencer, Massachusetts, Sept. 3-5  
North Haven, Connecticut, Sept. 8-11  
Brockton Kiddieland, Sept. 10-17  
Cobleskill, New York, Sept. 12-17  
Eastern States Exposition, Sept. 17-25

**TWO UNITS IN OPERATION AT ALL TIMES**  
After our sensational Canadian tour we will present our midways at these outstanding Eastern Fairs. Our two units working at the same time will operate 42 Rides, 18 Shows and a full complement of legitimate Concessions. We can offer you uninterrupted action at consecutive dates after joining.

**SHOW FOLKS WANTED**  
We are in a position to offer at once, with a promise of eight weeks' consecutive work on our all-star fair route, the management of a number of exceptionally well-framed attractions. These shows are in perfect order and can be real money makers for the right operators. Join at once.

**GIRL SHOWS**  
Need capable Operator for revue-type show using not less than four to six girls. Have beautiful front and new blue top, brand-new set of seats; also can use show with own outfit.

**MONKEY DROME**  
Have Billy Boudreau's brand-new Silodrome with gasoline cars, monkeys and banners complete. Want capable Operator. Real money maker.

**CRIME CAR**  
Gangster Car Exhibit on semi trailer, set up in thirty minutes. A real flash. Need capable Operator at once.

**ATHLETIC SHOW**  
Can use for five consecutive weeks' work commencing Aug. 17. Should have Girl Wrestlers. If necessary we can supply top and front.

**FUN HOUSE**  
We have two beautifully framed Fun Houses on semi trailers. Need capable Fun House Talker-Operator for each unit. Real gold mines for hard workers.

**TALKERS AND GRINDERS**  
Can use Show Folks on front of office-operated Shows. Can be placed at all times.

**SHOW PAINTERS**  
Can use two experienced Artists, Banner Painters and Letterers. If you can cut it, come on at once.

**CONCESSIONS**  
Can place legitimate Concessions of all kinds, also Eating and Refreshment Stands, Novelties, Arcade, Glass Pitches. Special rate to those joining for full route.

Phone or wire **GREAT NORTHERN HOTEL**  
**MILLINOCKET, ME., until Thursday, August 11,**  
**then SKOWHEGAN, ME.**

**KING REID KING REID SHOWS As per route**

**TERRIFIC - OUTSTANDING**  
**NEW ANCHOR TENT FRAMES**  
for CONCESSION and 4-WAY TENTS  
Engineered For 2 Years to Assure the BEST for SHOWMEN  
WRITE FOR INFORMATION  
• OFFERED IN STOCK SIZES •  
DESIGNED OF LIGHT WEIGHT — BUST PROOF ALUMINUM (1 1/2" x 2") • HINGED LEGS, SLIP JOINTS •  
NO SCREWS, BOLTS, PINS OR KEYS.  
Made to the Quality Standards of  
**ANCHOR SUPPLY CO., INC.**  
EVANSVILLE, INDIANA PHONE MA 3-8105  
MFRS. OF CANVAS TENTS FOR ALL PURPOSES

**12 Fairs—PAGE BROS.' SHOWS—12 Fairs**  
WANT FOR 12 FAIRS STARTING NEXT WEEK AT BURKESVILLE, KY.  
Bingo, Arcade, Custard, Ice Cream, Jewelry, Scales, Glass Pitch, Lead Gallery, Novelties, Slum Concessions of all kinds, \$26.00. Shows with own outfit. No Rides needed except Live Pony. Agents for Buckets, Count Store, Pin Store. Ride Help on all Rides, must drive.  
Lafayette, Tenn., now; Burkesville, Ky., next week.  
P.S.: We have all White Fairs, no Colored Fairs.

**MOTOR STATE SHOWS**  
WANT FOR HARRISON, MICH., FAIR, AUG. 16-20, AND ALL FAIRS FOLLOWING.  
Hanky Panks. Can place for Harrison: Long Range Gallery, Hi-Striker, Photos, etc. Shows that cater to children. Rock-o-Plane Foreman and Second Men on some rides. Must drive. Long season south, top wages. Lushies, sorry; can't use you.  
Come on. Argos, Ind., now, or as per route.  
**J. J. FREDERICKS, Mgr.**

**CHARLIE GRIGGS Wants**  
Pin, Count, Buckets, Six Cats, Swinger and Nail Agents. Need experienced Man to up and down Concessions. Charles Spriggs, come back; Pea Pool open. Want Colored Girls for Girl Show. Three good Colored Fairs, eleven White Fairs. No more still dates.  
Please don't phone, wire c/o Western Union, Murfreesboro, Tenn., now; followed by Clarksville, Tenn., Fair; Gallatin, Tenn., Fair, and Spencer, Tenn., Fair.  
If you drink on the job or have had it, I can't use you.

# Morris Hannum Shows

One of the Great Eastern Shows

GREAT KUTZTOWN, PA., FAIR, Aug. 15-20; followed by MEYERSDALE, PA., FAIR and MANSFIELD FAIR; then the Big One starting Labor Day, CAMBRIA COUNTY FAIR at Ebensburg, Pa., Sept. 5-10.

## WANT

- SHOWS** Wild Life, Snake, Midget, Fat Show, Penny Arcade. We have equipment for Monkey Show, need Man with Animals.
- RIDES** Will book any Adult Ride not conflicting. Will book a unit with complete set of Rides for Ebensburg.
- CONCESSIONS** Six Cats, Buckets, Wheels, Grind Stores and Hanky Panks of all kinds. Will sell Wheel and Glass Pitch exclusive at Ebensburg.
- HELP** Man to handle Funhouse and light towers. Can use Wife to sell tickets. Ride Help for Wheel, Octopus and Chairplane. Can place any capable, experienced Carnival Help who drive. W. D. (Tiny) Cowan wants Man and Wife for Side Show. Also annex attraction.

All replies to MORRIS HANNUM, Colonial Hotel, York, Pa., this week; then telephone Kutztown Fairgrounds, next week, Aug. 15-20

## Good Takes Mark Prov. Shrine Circus

PROVIDENCE, Aug. 6.—Business was good for a number of concessionaires populating the midway at the Providence Shrine Circus here last week. The crowds were so big that an extra day, Monday (1), was included in the run.

There were fewer stands here than in the past since much of the available space at Narragansett Race Track, the show site, was taken up by the Budweiser show horses, Sailor West's Snake Show and an auction tent.

Concessionaires included Henry Johnson, scales; Chet Mason, Hoopla; James Sweeney, Coke bottles and bear wheel; Pat Fera, groceries and roll ball game; Kelly the Candy Man; John P. Ciaburri, cork gallery, duck pond and pitch; Frank McTeague, bingo; Harry and Eddie Crowell, cookhouse; Sam Crowell, custard, candy floss and potato chips; Harry Parker, monogram hats; Charlie Fletcher, French fries; Bill Watts, popcorn; Al Trimble and Morton Miller, auction tent.

Located under the grandstand were the Fera brothers with seven concessions and John Downing and Johnny Lamoine with one each.

## Earnings Pick Up for Reid In Canada

WOODSTOCK, N. B., Aug 6.—Business in the Dominion has picked up somewhat for the King Reid Shows. Last week in Moncton, N. B., the show opened strong and business pyramided thru the week, with the exception of Wednesday (27), when the show was rained out. The minstrel show played to capacity on several occasions.

Closing Saturday (30) a local youngster was made "king" of the midway. Crowning ceremony and other attendant publicity resulting was given TV, radio and newspaper coverage.

Mae S. Hong joined here as publicity director. She closed recently with the James E. Strates Shows, with which she started the season.

## Carnival Routes

- Continued from page 59
- Tidwell, T. J.; McPherson, Kan.; (Fair) Waukeeny 15-20.
- Tinsley, Johnny T.; Newland, N. C.; (Fair) Jonesboro, Tenn., 15-20.
- Tip Top; Rice Lake, Wis., 10-14; (Fair) Medford 18-21.
- Tivoli Expo.; Kankakee, Ill.; Dubuque, Iowa, 15-20.
- 20th Century; Mason City, Ia.; Owatonna, Minn., 16-21.
- United Expo.; Rockford, Ill., 8-10; Terre Haute, Ind., 14-20.
- United States; Spencer, W. Va.
- Virginia Greater; (Fair) Weirwood, Va.; (Fair) Tasley 15-20.
- Volunteer; Loudon, Tenn.
- Wade Greater; (Fair) Bluffton, Ind.; (Fair) Chelsea, Mich., 16-20.
- Wade, W. G.; Warsaw, Ind.; Mason, Mich., 15-20; Escanaba 22-27.
- Wallace Bros.; Janesville, Wis.
- Wallace, I. K.; Troutville, Va.; Churchill, Tenn., 15-20.
- West Coast; Gresham, Ore.; Yreka, Calif., 15-21.
- West Coast Expo.; (Fair) Napa, Calif., 9-14; (Fair) Paso Robles 18-21.
- Wilber's Wolverine; Grayling, Mich.
- Wilcox, Dick; Patien, Me.
- Wilson Famous; (Fair) Cambridge, Ill., 9-12; Sheffield 17-19.
- Wolf Am.; Farmville, N. C.
- World of Mirth; Presque Isle, Me.
- World of Pleasure; Bay City, Mich.; Sandusky 16-20.
- World's Finest; North Battleford, Sask., 8-10; Prince Albert 11-13; (Fair) Three Rivers, Que., 14-26.
- Young, Monty; Caldwell, Idaho; Burley 17-20.

### DIXIE AMUSEMENTS Wants for Following Fairs and Celebrations:

Bingo, Glass Pitch, Ball Games, Photos, Balloon Darts and a few other non-conflicting Concessions. WILL BOOK OCTOPUS OR TILT-A-WHIRL, also ANIMAL OR SIDE SHOW. CAN PLACE SOBER RIDE HELP.

Hill City, Kans., Fair, Aug. 10-13; Atwood, Kans. (Diamond Jubilee), 14-21; Newton, Kans., Fair, 23-26; Jay, Okla., Fair, 29-Sept. 3; Henryetta, Okla. (Labor Day Celebration), 4-5; Sallisaw, Okla., Fair, 6-10; Foreman, Ark., Fair, 14-17; Mt. Ida, Ark., Fair, 21-24; Hampton, Ark., Fair, Sept. 26-Oct. 1; Vada, La., 5-7; then the Cotton Country until Armistice Day. Address:

**CLIFFORD DAVIS, Mgr.**

### OKLAHOMA EXPOSITION SHOWS

ST. PAUL, TONTITOWN, GREENWOOD, OTTAWA, HUNTSVILLE, ALL ARKANSAS FAIRS; THE OKLAHOMAS FOR THE COTTON. Out until Christmas. WANT CONCESSIONS OF ALL KINDS Will book nice flashed Bingo, Cookhouse or nice Grab Outfit. RIDES: Will book 1 or 2 Major Rides—Octopus or Spitfire, Live Pony or Car Ride. RIDE HELP: Foreman for Fera Wheel. Help on all Rides. SHOWS: Girl Show, Athletic Show, Fun House or any Grind Shows of merit. Address:

**JOE STARR, Mgr.**  
Sallisaw, Okla. (Firemen's Fall Festival), Aug. 12-15.

### Burdick's Greater Shows WANT

For Johnson City, Texas, Fair

Wheel Foreman, top salary. Help on Jenny. Grab Stand, Mug, Glass Pitch Agent. Help in all departments, prefer semi drivers. Hanky Pank Concessions.

**IRA BURDICK**  
Johnson City, Texas

### FOR LEASE

125 kw. Diesel Light Plant. 3 phase C.M. twin motors mounted on 24' semi trailer equipped with air brakes. Opens for use in 10 minutes. Call

**GEORGE HARMS**  
Annapolis, Md. Phone: Colonial 3-6517 any time between 7 to 10 a.m. or 8 to 12 p.m.

### CONCESSION TRAILER

Factory built, fully equipped for lunch; all metal construction, opens three sides, 20 ft. long. Easy to pull, tandem wheels; plenty lights. Deposit paid for largest Ohio Fairs till October, choice locations. This is one of the finest and most practical, with plenty sales appeal. Sickness and help reason.

**AL HATCH**  
c/o Fairgrounds, Zanesville, Ohio, this week and next; then next two weeks Ohio State Fair, Columbus, Ohio.

### SEARCHLIGHTS

Brand-new Sperry and G. E. 60-Inch Searchlights, still crated, located Albany or Chicago, \$250. Brand-new Generators, still crated, 16.5 kw., \$350. Complete new Burner Heads and Automatic Carbon Feed Control Box, in sets, \$75.

**J. PILE**  
2329 Central St. Evanston, Ill. University 4-5866 or Mulberry 5-3510

### WANT GIRL SHOW

With or without equipment.

**DUMONT SHOWS**  
Bristol, Tenn.

### 20 ACRE ANIMAL HOLDING COMPOUND

On Main Highway at Palmdale, Calif. Water. For lease \$100.00 a month. Principals only. If you're curiosity seekers, don't bother to reply.

**WAYNE ROBERTS**  
7560 Melrose Los Angeles, Calif.

Thank You **LOUIS ROSENBERG** proprietor TRIANGLE POSTER CO., Pittsburgh, Pa., for your new Pontiac purchase.

"Save Money With Johnny"  
**JOHNNY CANOLE**  
Afton, Pa. Phones 9347 or 9-0003

### AGENT—EXPERIENCED

Women past 40, single, for Block Hoop-La.

Phone: Longbeach 1-1900 before 11 a.m. or write

**ADOLPH KOSS**  
4601 Sheridan Road, Sheridan Plaza Hotel, Chicago, Ill.

### Long Range Gallery and Dog Concession

Illness has forced this equipment to be sold at once. Long Range, new, specially built on 25-ft. trailer with modern living quarters. Compact, easy. All loads in trailer, pulls with car. Also two Hot Dog Stands equipped complete for Foot Longs and Pronto Pups. Needs flashy pictorial panels. Money maker. Also 5 kw. Onan Light Plants. Contact

**K. L. TAYLOR**  
Caledonia, N. Y., Aug. 8-13.

### PARAKEETS 65c

Shipped daily f.o.b. Los Angeles. Cash, bank check or money order. Phone Oxford 6-4739

**MURRAY'S**  
Bird & Animal Farm  
13133 East Ranier, Whittier, Calif.

### INTERSTATE SHOWS

Can place Cookhouse for balance of season.

**H. B. ROSEN**  
Western Union or General Delivery  
Clarksville, Ind.

# BUFF HOTTLE SHOWS

UNIT NO. 1 WANTS FOR JACKSON, TENN., week of Sept. 12; FLORENCE, ALA., week of Sept. 17; HUNTSVILLE, ALA., week of Sept. 24; TUPELO, MISS., week of Oct. 3; FRANKLINTON, LA., week of Oct. 10, and Four More Bona Fairs to Follow

CONCESSIONS that work for Stock. Especially want Custard, Penny Arcade and Derby. SHOWS—Want Shows with own outfits, Funhouse, Illusion, Glass House, Animal, Mechanical, Monkey and Unborn. Good proposition for organized Jig Show with own equipment to join at Jackson, Tenn., September 12 for sure. Mark Williams, Chuck Renten, Joe Peska, Harry Fee, please contact. RIDES—Will book Round-Up, Looper, Silver Streak. Fred Cantrell, please contact about Silver Streak immediately. Jahala Miller wants Girls for Girl Show at Marion, Ill., this week. All others reply to Buff Hottle, Lincoln, Ill., now; then Princeton, Ind., to open Saturday, August 13.

P.S.—Buddy Sibley, please get in touch with me immediately.

## METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT FOR OZARK EMPIRE FAIR, SPRINGFIELD, MO., AUG. 13-19

CONCESSIONS: Cook House, Eating and Drinking Stands, Frozen Custard, Ice Cream Dip, Glass Pitch, Age and Scales, Novelties, Long and Short Range Galleries, Balloon Darts and any other legitimate Concessions. SHOWS: Any Grind Shows with own outfits. Fun House, Monkey Show and Motordrome Operators. Want Girls for big Girl Show. RIDES: Rotor, Scrambler and any Rides not conflicting with what we have. HELP: Foreman for Roll-o-Plane, Second Men on other Rides, Welder, Train Help. P.S.: Ralph Decker will lay out the midway on Wednesday, Aug. 10. See him on the Fair Grounds.

All address **SAM LEVY, Mgr.**  
FAIR GROUNDS, SPRINGFIELD, MO.

## JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

LAST CALL FOR THE WHITE CO. FAIR, CARMi, ILL., NEXT WEEK

Our Southern route of Fairs follows with Sumner Co. Fair, Gallatin, Tenn.; Wilson Co. Fair, Lebanon, Tenn.; then Limestone Co. Fair, Athens, Ala.

CONCESSIONS WANTED: Short Range, Photos, Custard, Six-Cats, Jewelry, Buckets, Ball Games, Bumper, Cork Gallery, Basket Ball, Pitch-Till-You-Win, High Striker, Bear Pitch, Penny Pitch, String Game, Coke Bottles, Watch-La and Heart Pitch.

SHOWS WANTED: Motordrome, Side Show with or without own equipment, Illusion, Wildlife or any Grind Show of merit. HELP WANTED: Useful Ride Help, come on.

All replies **JOHN PORTEMENT, Johnny's United Shows**  
BROWNSTOWN, INDIANA

### PAN AMERICAN SHOWS

Can place for our bona fide route of Fairs in Virginia, Tennessee, Alabama, Georgia and Florida, with Wise County Fair, Wise, Va., now and Tazewell County Fair, Tazewell, Va., to follow. Closing December 3 in Florida.

SHOWS: Want Manager and Acts for Side Show. George Johnson wants Chorus Girls, Comic Drummer, Sax and Trumpet to strengthen Minstrel Show. Harold wants Girls for Big Revue, experienced or inexperienced. Wardrobe and transportation furnished. Want Show without equipment. Can place Wildlife, Mechanical City or any Grind Show. Want Operator for Snake Show, also Operator for Animal Show. RIDES: Will book or trade Octopus for Spitfire. CONCESSIONS: Will book Concessions of all kinds. Open midway. Place Agents for Buckets, Six-Cats, Pin and Count Stores and Skillo.

HELP: Experienced Truck Mechanic with tools. Top salary. All winter's work. Want Show Painter and Ride Men on all Rides who drive. Contact **TED WOODWARD, Sec.** or **PAN AMERICAN SHOWS**, Wise Co. Fair, Wise, Va., this week; then Tazewell County Fair, Tazewell, Va., to follow.

### BYERS BROS.' SHOWS

Want for four Iowa County Fairs and best Labor Day in Iowa, with six Southern Fairs to follow: Ida Grove, Aug. 14-16; Osage, 18-21; Humboldt, 22-25; Sibley Free Fair, 29-31; Vinton (Sweet Corn and Labor Day Celebration), Sept. 5.

CONCESSIONS: Penny Arcade, Photos, Water Games, Novelties, Ice Cream, Coca-Cola Bottles, Strings, Crazy Ball. (No Stores and no Mitt Camps.) SHOWS: Mechanical and Big Snake. RIDES: Kiddie Auto and Live Ponies. HELP: Want good Second Man on Caterpillar.

Address **CARL BYERS, Mgr.**, per route above, all Iowa

## PARAKEETS 70c

Shipped Daily—F.O.B. Los Angeles

Write Today for Prices

**Durkee's Bird Farm**  
8967 E. Gallatin Rd. Pico, Calif. Phone: OXford 9-5210

Sirangest Attractions on Earth



Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunk-on Heads. Many others. Send for folder.

**TATE'S CURIOSITY SHOP**  
3558 E. Van Buren Phoenix, Arizona

### A-1 TRUCK MECHANIC WANTED

With tools. Must drive. Top salary.

Wire **CHARLIE GRIGGS**  
Tennessee Valley Am. Co. Murfreesboro, Tenn.

### GIRL SHOW MANAGER WANTED

Must have P.A. set and wardrobe. New panel front and new top. 14 Fairs.

Wire **CHARLIE GRIGGS**  
Tennessee Valley Amusement Co. Murfreesboro, Tenn.

### COSTUME SALE

5,000 Costumes must go—Chorus, 4 to 16; Specialties, Gay '90's, Parades, Strips, Gowns, TV Costumes. No catalog. Terrific bargain job lots.

**VARIETY COSTUMES**  
Suite 708  
1658 Broadway New York 19, N. Y. Phones: CO 5-8196 and CO 5-8789

# W.G. WADE SHOWS

## INGHAM COUNTY FAIR

(County seat of the Capital City, Lansing)  
**MASON, MICHIGAN—AUG. 15 THRU 20**  
**SIX DAYS AND NIGHTS**

**One of Michigan's Largest County Fairs**  
**Gigantic Kids' Day**  
**Best Racing Program in Michigan**  
**Full Fair Program**

—CAN PLACE—

Legitimate Game Concessions of all kinds, all Ball Games, all Water Games, all Pitch Games and any others.

—OUTRIGHT SALES AVAILABLE—

Cookhouse, Grab, Scales and Age, Popcorn, Taffy, Apples, Floss, Long and Short Range, Novelties, Jewelry, Photos, Names on Hats, etc.

**REASONABLE PRIVILEGE RATE FOR ALL CONCESSIONS**

**WIRE NOW! ALL REPLIES TO**

**W. G. WADE SHOWS**

Fairgrounds, WARSAW, INDIANA, all this week.  
 P.S.—The Upper Peninsular State Fair at Escanaba, Michigan, follows Mason.

## 275th ANNIVERSARY

1680—BRISTOL, RHODE ISLAND—1955  
**WEEK OF SEPTEMBER 17 TO 24**

This celebration will run for eight days starting with a big firemen's parade and muster, with firemen from all over New England competing for the New England championship. There will be activities every day and night, ending with a mammoth parade and fireworks on Saturday, Sept. 24, 1955.

**WILL BOOK**

Bingo, Eating and Drinking Stands, Ball Games, Dart Balloons, Fish and Duck Ponds, String Game, Scales and Age, Short and Long Range Galleries, Novelties, Penny and Nickel Pitches or any Concessions that work for stock. Will also book any type of Shows. Also booking for Rehoboth, Mass., Fair, week of Aug. 22 to 28, to be held at Taunton Dog Track. Skill Games and Hanky Panks only.

**JOHN VENDITTO**

75 TIFFANY STREET Phone: Elmhurst 1-1050 PROVIDENCE, R. I.

## 20th CENTURY SHOWS

**Want for the following Major Rides**

MASON CITY, IOWA; OWATONNA AND ALBERT LEA, MINN.; MARSHFIELD, WIS.; FORT SMITH, ARK.; MUSKOGEE, OKLA.; WACO, TEXAS.

**RIDES**—Will book Caterpillar, Flying Scooter, Mix-Up, Spitfire, Scramble or any other Major Ride not conflicting. **CAN PLACE SECOND MEN ON ALL RIDES, MUST DRIVE.** **SHOWS**—Want Wildlife and Fun House.

**CONCESSIONS**—"EX" on Scales and Age. Also want Buckets and Six Cats (must work for stock) with Hanky Panks, Punk Rack, Coke Bottles, Balloon Darts, High Striker, Custard and Ice Cream or any other Hanky Panks. No flats or gypsies. **HI SHINE** wants one Pin Store Agent. Earnie the Wop and Lou Conti, get in touch.

**JESS WRIGLEY or CHARLIE TRAVERS**

MASON CITY, IOWA, THIS WEEK; OWATONNA, MINN., NEXT WEEK.

## CASSIDY'S GLASS PITCHES

**WANT**

Up and Down Men. Need Manager to open and stage at State Fair, Labor Day. Also two other State Fairs with this unit, and six outstanding Fairs. Must have good references.

**TRUCK DRIVERS—Apply or wire**

**CASSIDY'S GLASS PITCHES**

c/o Siebrand Shows, Fairgrounds, Billings, Montana.  
 or contact MRS. PIPPIN, c/o Fairgrounds, Springfield, Mo.  
 Eddie Hutchinson, phone me at Northern Hotel, Billings, Mont.

## 10 MEN

### BIG SNAKE AND GLASS HOUSE

Union scale or better. Write or wire. Pay your own. Answer now. Join Superior, Wis.

**CHARLES FOGLE, c/o ROYAL AMERICAN SHOWS**

**WANTED**

Good Ride Help. Foremen and Second Men. Long season. Must drive semis. If you drink don't come here. Also Truck Mechanic. No major repairing.

**NOTICE!**

Hot Papa Turner, get in touch with me, have good proposition for you.

**FOR SALE**

25 Kw. and 37½ Kw. Transformers with switch boxes and a frame mounted on 1½-ton 1940 G.M.C. Truck, all for \$500.00 cash.  
**LEO LANE SHOWS, Savannah Beach, Ga., until Labor Day. No collect calls or wires.**

## A-1 AMUSEMENTS

Want for Italian Festival on Streets in Chicago Aug. 10-15; then Old Settlers' Reunion, Cissna Park, Ill., and long strings of Fairs and Celebrations south. Booked solid until Thanksgiving.

Can place Mug Concession, Fish Pond, Bumper, Ball Games, Diggers, Pitch-Till-U-Win, Hi-Striker, Age, Scales. Can place Agents for office-owned Concessions. No racket or gypsies. Contact **JOHN HANSEN, Manager**

4412 N. CENTRAL AVE., CHICAGO, ILL. PHONE: PA 5-9152.

## IMPERIAL SHOWS—UNIT #1

**WANT RIDE HELP**

FOREMAN FOR FERRIS WHEEL, OTHER RIDE MEN AND HELPERS. Top salaries and best of treatment.

**Address BILL GULLETTE, Mgr.**

Mendota, Ill., Aug. 10-11; Princeville, Ill., 13-15; Rockford, Ill. (St. Ambrosia lot), Aug. 18-22.

# GOLD MEDAL shows

## Want for HUNTINGDON, PA., FAIR Next Week

FOLLOWED BY WEST VIRGINIA STATE FAIR AT RONCEVERTE, W. VA., AND WOODSTOCK, VA., FAIR, THEN A CONTINUOUS ROUTE OF BONA FIDE FAIRS UNTIL FIRST WEEK IN NOVEMBER

### SHOWS

Want organized Minstrel Show. Have beautiful frame-up for same. Can give good proposition to Motordrome (Art Spencer, answer), Monkey Show, Glass and Fun House. Party who wrote, please contact. Also want Wild Life.

### RIDES

Can use Rock-o-Plane, Fly-o-Plane, Dark Ride, Dipper and Rolloplane. Party from Palisades, contact.

### CONCESSIONS

Will book all kinds of Hanky Panks, Chocolate Dip, Root Beer, Custard, etc. No flats or gypsies.

### HELP

Can Use A #1 Lot Man.  
 Bill Stevens wants Bucket Agents.

**Wire JOHNNY J. DENTON, GOLD MEDAL SHOWS, Butler, Pa., Fairgrounds this week**

# CRAFTS 20 BIG SHOWS, INC.

**CALIFORNIA'S LEADING CARNIVAL**

**NOW BOOKING SHOWS AND CONCESSIONS FOR FALL FAIRS**

San Mateo, Roseville, Antioch, Woodland, Merced; THE CALIFORNIA STATE FAIR, SACRAMENTO (Sept. 1 to 11 Incl.); Lodi, Watsonville, Hanford, Ridgecrest, Blythe; THE ARIZONA STATE FAIR, PHOENIX (Nov. 4 to 13 Incl.). A STRONG CLOSING SPOT FOR THAT WINTER'S BANK ROLL.

**CALIFORNIA STATE FAIR—SEPT. 1 TO 11 INCL.**  
**SPACE \$25.00 PER FOOT**

Roy Shepherd, our Ride Supt., can use Foremen and Second Men for most all rides. Also a few Women Ticket Sellers. Extra mileage pay for licensed Semi-Drivers. Contact Mr. Shepherd at once.

PHONE, WIRE OR WRITE AS PER ROUTE OF

## CRAFTS 20 BIG SHOWS, Inc.

7283 Bollaire Ave., No. Hollywood, Calif.  
 Phone: Poplar 5-0909

# CARAVELLA ★ ★ ★ AMUSEMENTS

NEW CASTLE, PA., ST. VITUS CHURCH — MAMMOTH ITALIAN STREET CELEBRATION, AUG. 15-20

**NOW BOOKING FOR FOLLOWING FAIRS**

**FULTON COUNTY FAIR, McCONNELLSBURG, PA. — 5 DAYS — AUG. 30-SEPT. 3**

**NOW WATCH THIS ONE**

**HOLLIDAYSBURG LION'S BLAIR COUNTY FAIR, HOLLIDAYSBURG, PA., STARTING SUNDAY, SEPT. 4-10**

### CONCESSIONS:

All legitimate Concessions open for above Fairs. Will sell exclusive on Bingo, Frozen Custard, Glass Pitch, Novelties.

### SHOWS:

Wildlife, Side Show, Mechanical City, Motordrome, Mickey Donahue, contact me immediately. Can use any good Show of merit.

### RIDES:

Can use a complete Unit for above Fairs. Merry-Go-Round, Wheel, Octopus, Tilt. Ride Owners, contact at once. Mike Dombrosky, please contact.

### HELP:

Can use all reliable Help on all office owned Rides and Shows.

WIRE F. H. CARAVELLA, CONNEAUT, OHIO, THIS WEEK

P.S.: Need Bingo Caller and Counter Men.

# WALLACE BROS. SHOWS INC.

**CAN PLACE FOR SOLID ROUTE OF FAIRS FOR BALANCE OF SEASON, INCLUDING THE WISCONSIN FAIRS AT WAUSAU, MANITOWOC, ELKHORN AND BEAVER DAM, STARTING NEXT WEEK**

### SHOWS

Mickey Mouse, Iron Lung, Fat Show, Illusion Show, Motordrome, Monkey Show, Side Show and Mechanical City.

### RIDES

Rock-o-Plane, Scrambler or Caterpillar.

### CONCESSIONS

Hanky Panks of all kinds. French Fries and Taffy.

**All replies: E. E. FARROW, Mgr., FAIR GROUNDS, JANESVILLE, WIS. this week; then per route of Fairs as above.**

## WANT

Wheel Foreman, \$65.00; Octopus Foreman, \$60.00; Spitfire Foreman, \$65.00; Second Men all Rides, 45.00. All must be sober and drive. We pay end-of-season bonus and unemployment insurance. Hanky Panks, \$23.00. Show, reasonable P.C. Want Girls, Side and Drome and Grind Show. Call or wire **Manager, Bogle Shows**  
 Colby, Kansas, Fair, now; Goodland, Kansas, Fair, Aug. 15 to 19; Stockton, Kansas, Fair, Aug. 22 to 26.  
 P.S.: Ride Men who come in this week and stay till end of season will receive a \$20.00 extra bonus.

## GEORGE W. NELSON SHOWS

Can place for balance of season Cookhouse or Grab, also flashy Popcorn Trailer. Can carry Snow, Floss, Apples, Carmel Corn, Juice or most any combination. 25% of gross, no extras. Fairs starting now. Two or three Fairs or Celebrations a week. Action every day. Circus moves. Work and prosperity go together here. If you can show and move the same night then show tomorrow, you're in. Can use non-conflicting Hanky Panks.

**All replies GEORGE W. NELSON, as per route:**

Emmetsburg, Iowa, Fair, Aug. 8-9-10; Rock Rapids, Iowa, Fair, 11-12-13; Estherville, Iowa, Fair, 15-16-17; Wall Lake, Iowa, 18-19; Bennington, Neb., 20-21; Randolph, Neb., Fair, 22-23; Spencer, Neb., Fair, 25-26-27; Aurora, Neb., Fair, 29-30-31 and Sept. 1; Neola, Iowa, Hoo Doo Days, Sept. 2-3; Graettinger, Iowa, Labor Day, Sept. 5; more to follow.

FOR SALE: One Nissen Trampoline, standard size, professional model with nylon web bed, airplane type shock cords, car rack included. Price reasonable.

**W. O. PERROT****CAN PLACE AT ONCE**

Working Men to up and down Concessions. Good proposition for man capable of handling working crew. Can also place capable Agents for Pin Store for La Porte, Ind., Fair, Aug. 15-20.

**All wire W. O. PERROT**  
Converse, Indiana, all this week.

**TERRE HAUTE, IND. FAIR — FAIR**

August 14-20. Prevue on the 13th.

Will place one more Major Ride, Scooter, Spitfire, Rock-o-Plane, etc. Have a few more feet of space for Concessions: Custard, Ice Cream, Basket Ball, Coke Bottles, or what have you? All wires:

**C. A. VERNON, Mgr.**

**UNITED EXPOSITION SHOWS**

Rockford, Ill., Aug. 8-9-10; then Terre Haute, Ind., until Aug. 20.

**Attention****EDDIE HAMM**

Let me hear from you at once. Will be at Bel Air, Md., Fairgrounds until Aug. 20.

**JACK, Mgr., Maryland Bazaar**

**AGENTS WANTED**

For Hanky Panks, Buckets, Six Cat.

**RALPH (BAUGHIE) BAUGHMAN**

c/o Carpenter Bros.' Shows

Edgerton, Ohio, Aug. 9-13; Elmore, Ohio, Aug. 15-20.

**DANCING GIRLS**

Must be good workers, no drunks. Wardrobe not necessary, have plenty. 14 more fairs, close in Florida. Also Ticket Sellers and Grinder. Tangerine, Frances, Terry, Joan and Tina, contact Jessie French. Good salary and percentage to right girls. **EDDIE GREENE**, c/o Capital City Shows, Huntingburg, Ind.

**DIXIE EXPO. SHOWS WANT**

Concessions of all kind. Want Grab Stand and Bingo. Agents for Skillo and Count Store. Foreman for Jenny.

Haynesville, Ala., this week.

P.S.: Will Hill, wire Cecil.

**FOR SALE**

Complete Cook House, Kitchen mounted on truck, guaranteed all in A-1 condition, \$2000.00 cash for quick sale.

**MICHAEL ROMAN**

710 N.E. 93rd St. Miami 38, Florida

**SIDE SHOW WANTED****AT ONCE**

FOR LA PORTE, IND., FAIR, WEEK AUGUST 15-20

Will book Show, with or without own equipment, for La Porte Fair and balance of season, or will book Show for La Porte only.

Wire or phone **C. C. GROSCURTH, Gen. Mgr.**

**BLUE GRASS SHOWS**

CONVERSE, INDIANA, this week.

**WANT FOR SUNSET LAKE PARK**

PORTSMOUTH (DEEP CREEK), VA., for rest of season

Guess Your Age and Weight, Hi-Striker, String Games, Coke Bottles, Hats, Balloon Darts or any Hankies not conflicting. This is a new park and lake going very strong. Nothing like it in Virginia.

**Barney Tassell, Route 3, Box 930, Deep Creek, Va.**

P.S.: Can place Ride Help of all kinds, no downs and ups. Can also use Hanky Pank Agents of all kinds.

Kentucky's Best

**MARSHALL COUNTY FAIR**

Kentucky's Best

County Fair

BENTON, KY.—AUGUST 22-27

County Fair

OPEN MIDWAY—NO EXCLUSIVES—NO INDEPENDENTS. Can place Concessions of all kinds. Especially want Popcorn, Candy Apples, Eats and Drinks, Photos, Age and Scales, Novelties, Hats, Long and Short Range, Mitt Camp, Darts, Fish Pond, Six-Cats, Buckets, Big Tom, Jewelry. Want Girl Show and Monkey Show.

Wire **ROXIE HARRIS, ROYAL MIDWEST SHOWS**

ALBION, ILL., THIS WEEK.

**FIDLER UNITED SHOWS**

Want for **FAT STEER SHOW**, Avon, Ill. (on the streets), August 17-20;

then **EL PASO, ILL., ANNUAL CELEBRATION**, August 24-27.

**HANKY PANK CONCESSIONS OF ALL KINDS. FOREMAN FOR FERRIS WHEEL AND MERRY-GO-ROUND AND OTHER RIDE MEN.**

Address **SAM FIDLER, Mgr.**

VIOLA, ILL., THIS WEEK; THEN PER ABOVE.

**KLEIN AMUSEMENT CO.**

Wants for outstanding Fairs and Celebrations in Iowa, Minnesota and South Dakota, including Laverne, Garden City, Slayton and Redwood Falls, all Minnesota Fairs. STOCK CONCESSIONS NOT CONFLICTING. Novelties, High Striker, Ice Cream, Scales, String Game, Watch-La. Can also use Fun House and one more Grind Show.

**KLEIN AMUSEMENT CO.**

LAVERNE, MINN., FAIR, AUG. 9-10-11.

**CLOSE-UP: KING REID****Diplomat's Son Sheds Frock Coat for Crown**

By **FRED H. PHILLIPS**

IT'S a strange world where college orchestras and fight promotions can land the son of a United States ambassador in the carnival business. That's the world in which Reid Lefevre lives and thrives.

He's the fellow who becomes baptized into "King Reid" across the sides of the 60-odd trucks and semi-trailers that carry his King Reid Shows northward to Canada's Maritimes, then back to the fairs in Maine and Northern New York State.

Reid Lefevre was born in Hartsdale, N. Y., on November 10, 1904,



KING REID

altho the family home was at Manchester, Vt. A son of Edwin Lefevre, United States ambassador extraordinary, young Reid was early familiar with such countries as Italy, France and Spain. The family returned to America just prior to the unpleasantness raised by the late Kaiser Wilhelm II.

**Once a Band Leader**

For a number of years Reid pretty much followed the pattern of a normal American boy, going first to the public schools and later to a university. The latter included Yale, Williams College, the University of Vermont and a summer course at the Columbia University School of Journalism. In the '20's

he blossomed forth as a leader of college orchestras and in 1925 and 1926 he toured his famous Purple Pirates in Europe. But the musical interlude seems to have had no shaping influence on the main course of his life.

By 1929, Reid Lefevre was a member of the publicity staff of Madison Square Garden. There he became King Reid, mostly because a sparring partner named Jerry the Greek never could pronounce "Lefevre."

Around the Garden he also came in contact with Jack Dempsey. After the death of Tex Rickard, the Garden's legendary manager of that day, Dempsey had an agreement to do promotion for the Chamber of Commerce in Reno, Nev., and young Lefevre was to be included in the deal as publicity man. Awaiting developments, Reid went back to his home in Vermont and was promptly called upon to exploit a local fair that had gotten into the doldrums. Later, when the Dempsey-Reno project did not materialize, he was asked to contract a suitable carnival for one of the Vermont fairs.

From these experiences grew a decision to launch a carnival of his own. So in 1934 the King Reid Shows were launched—on two trucks.

**Favors Small, Fast Shows**

In the operation of shows, King Reid has leaned to small tops and fast turnovers. "Large sit-down shows often mean that three or four openings are required to fill the tent and run off a performance. That means that some of the people inside have to wait as much as 45 minutes before the show starts. It's unfair to the people to keep them waiting around like that and it's also unfair to other attractions to tie up potential customers." Reid's formula has been smaller tops, no sit-downs and more performances. "This gives the public faster action," he says; "and I don't think it's any harder on performers to do a couple more shows a night than it is to make more appearances on the bally platform trying to build an audience." Club Ebony, fast moving Charlie Taylor minstrel unit on the King Reid midway this season, is probably the first exception to the no-sitdown rule.

Reid applies the same theory of action to his rides. He'd much sooner see a ride in motion with only a few passengers than to see it hold people inactive for half-an-hour waiting to build a capacity load.

For the past 12 winters Reid Lefevre has been floor leader of the Vermont legislature at Montpelier. At the 1955 session he was named chairman of the powerful Ways and Means Committee and as such was responsible for raising the \$80,000,000 of taxes necessary to finance the program of the administration.

Back in the winter of 1947, when the Friday night social hour in the Legislature was his assignment, he even presented a one-ring circus on the floor of the House. Side Show banners adorned the walls of the chamber and it was purely coincidental that the one over the door to the Senate read "See the Funny Monkeys." On that occasion Reid magnanimously waived the \$50 customarily voted for the cost of entertainment, and stood the \$1,500 nut himself. "Best advertising I ever bought," he says, recalling the resultant four-page spread in Life, dated September 13, 1948.

Another monumental magazine break came along about the same time—a Saturday Evening Post cover by Reid's Vermont neighbor, Norman Rockwell. Neighbor Rockwell had actually done the rough sketches around the King Reid winter quarters at Manchester. When the artist had asked the Boss Man when would be an appropriate time to suggest release of the carnival cover, Reid had casually replied, "Oh, anytime." It is a continuing

**CLUB ACTIVITIES****National Showmen's Association**

317 West 56th Street, New York

On the sick list is Charles C. (Doc) Morris, who is at the Escambia General Hospital in Fort Lauderdale, Fla. Recently discharged from a convalescent home is Max Cooper. Membership cards are now being distributed to those who send in their dues. Joseph A. McKee, past president, is doing a wonderful job with his weekly drawings for the club. As for the sale of award books, he heads the list so far. Mrs. Margaret McKee, president, Ladies' Auxiliary, is also doing her share with the books and dues payments for the parent organization. First Vice-President Gerald Snellens has already sent in ads for the 1955 Year Book and is going to town with award books as well as getting new members. Those working for a gold life membership card are Second Vice-President Morris Batalsky, Abe Rapps, Charles Davenport, Irving Sherman, Frank Capell. Approved for membership recently were William J. Appleton and Daniel Kine, both sponsored by Charles Davenport, and James D. Conyers sponsored by Gerald Snellens. Happy birthdays: August 1, William C. Baker, Israel Nathan, Joseph Rinaldi; 2, Samuel Wertheimer; 4, James Burgdon, James J. Corcoran, William D. Littleford, Louis Oc-

chinto, Ben Schneider; 5, Harold Denike, Willard Guernsey, John A. Lee, Harry Weintraub; 6, Saul S. Steinman; 7, Aaron Katzen; 8, S. Tommy Carson, L. James Quinn; 9, Morris Brown, Harry Dorman; 10, William Cowan, Louis Reiben, Joseph Sherman, Charles A. Smith, Irwin Kirby; 11, Reuben Cohen, Edward McEvoy, Ike Weinberg; 12, Bernard Renn, George P. Soltenberger. Recent visitors were Ralph N. Endy, Harry Greenberg, Phil Cook, Morris M. Black, Joseph Milana, Morris Sommers, Edward Nacht, Ben Levine, Julius Roth, Harry Horner, Jack Siegel, Saul Seligson, John Francis King, Harry Levine, Harry Joffe, Al Burt and Frank Capell. Dues for 1956 now payable.

**Michigan Showmen's Association**

DETROIT, Aug. 6.—Mr. and Mrs. Charles Schimmel are among leaders in the summer membership drive. To date Mrs. Schimmel has brought in 35 new members for the auxiliary while her husband has chalked up a total of 22 new applications for the men's club.

Prizes include a \$100 wrist watch, donated by Vice-President Fred Silber, a \$25 cash award by Treasurer Max Kahn, and a hand-tooled leather pocket secretary to be awarded by Sam Norber.

Pete Norman, chairman of the membership drive and also chairman of the ways and means committee, has set a new member goal of 100. He is also working on jamborees with two already set for the Centreville and Saginaw fairs.

Cameron Murray is resting at his home following injuries suffered in an auto crash. He's interested in getting letters at 18931 Prest Street, Detroit.

Charles and Rose Schimmel left for an extended Miami Beach vacation. Mr. and Mrs. Ben Morrison are visiting in Los Angeles. Jack Dickstein is now managing the Regent Theater here.

**Babcock Gross Matches '54 At Santa Maria**

SANTA MARIA, Calif., Aug. 6.—Business on the midway of the Frank W. Babcock United Shows during the five-day Santa Barbara County Fair, which closed here Sunday (31), was equal to that of 1954. Larry Ferris, manager, said.

The show featured eight major rides on the main midway and seven in the Kiddieland section. Nine majors had been scheduled for the spot but the Caterpillar was damaged en route. While the truck and tractor were badly damaged, the driver and helper escaped with minor injuries.

Cecchini & Levaggi, Sun Valley concessionaires, operated most of the stands on the midway. Of the 40 used, the show has eight. A large amount of stock was thrown out.

Ferris listed the money-making rides as Merry-Go-Round, Tilt-a-Whirl and Octopus in that order.

mystery how "anytime" became translated into The Saturday Evening Post cover of May 3, the date on which the King Reid Shows opened their 1947 season.

The late Mrs. Reid Lefevre, known thruout the profession as Zilda, had been active in the show's management from 1934 to 1946. Failing health had necessitated her remaining off the road for the past decade. She had continued, however, to be identified with various charitable activities and was a director of the American Canine Foundation. She passed away in Manchester on January 9, 1955. A son, Arthur Pinsonault, is active in the operation of the King Reid Shows.

Beside being a big man in the State Legislature, Reid Lefevre maintains a connection with the social and fraternal life of Vermont. He is a member of Adoniram Lodge, AF&AM, Manchester, and of the Cairo Temple (Mystic Shrine) of Rutland, Vt.

Reid's pet contention at the present time is that the fairs are strangling the carnivals. "While the shows are meeting rising costs—for transport, equipment, help, insurance, licenses and so on—the fairs continue to drive harder bargains. If the trend continues, one-third of the American carnivals will be out of business in the next few years."

**ALERT SHOWMEN**

THE TWO LATE BIG FAIRS

MEMPHIS SEPT. 22 TO OCT. 1

DALLAS OCT. 6 TO OCT. 23

Have several good locations for Grind Shows, also one feature big show spot on main midway.

Will be at Hotel Sherman, Chicago, now until Aug. 28; Hotel Angus, Aug. 28 to Sept. 4, St. Paul, Minn.; Louisville, Ky., Sept. 8-9-10, Western Union or General Delivery; then Fair Grounds, Memphis.

**CLIF WILSON**

**FOREMAN**

WANTED IMMEDIATELY FOR AUTO SCOOTER RIDE

Good Salary and Good Treatment.

CAN USE GOOD HELP

ON ALL OTHER RIDES

(Must Drive Trucks)

**Tivoli Exposition Shows**

Kankakee, Ill. (Fair), this week; Dubuque, Iowa (Fair), next week.

**LISA DEL MAR**

WANTS

DANCING GIRLS for Girl Show, Helen and Stella, come on. **BALLY GIRLS FOR SIDE SHOW.** Contact

c/o **HILL'S GREATER SHOWS**

Bemidji, Minn., this week.

**MOUND CITY SHOWS**

WANT

FERRIS WHEEL FOREMAN, SECOND MEN ON OTHER RIDES. CONCESSIONS: Short Range Gallery, Pitch-Tilt-You-Win, Basketball, Milk Bottles and others. **CHARLES OLIVER, Mgr.**, 1417 Grattan St., St. Louis, Mo.

**AGENTS WANTED**

For Color Darts, Balloon Darts and Hanky Panks.

**GENE CAIN**

c/o **WALLACE BROS.' SHOWS**

Janesville, Wis.

**CONCESSIONS WANTED**

Hanky Panks of all kinds working for stock at Old Settlers' Annual Reunion, Aug. 17-18-19-20. No gypsies or racket. Contact

**DR. C. W. OSBORN**

Cisna Park, Ill. Phone 155

# ALAMO EXPOSITION SHOWS

## SIDNEY, IOWA, RODEO, AUGUST 16-20

Biggest Rodeo in Iowa. Drew 22,000 the big day last year  
WANT COOK HOUSE AND JUICE AND GRAB. CAN PLACE SIDE SHOW OR ANY OTHER SHOW WITH OWN EQUIPMENT THAT DOES NOT CONFLICT WITH THE SHOWS WE HAVE. JOE MURPHY can place Dancing Girls on Hawaiian Show. Can place Wrestlers and Boxers on Athletic Show. CONCESSIONS: Photos, Custard, Penny Arcade, Glass Pitch and all Hanky Panks. Can place Novelties after Sidney. CAN PLACE SECOND MEN ON ALL RIDES (MUST DRIVE TRUCKS). Showing 12 Fairs until we close—two more pending. Am now selling space for the 1955 Battle of Flowers on the streets of San Antonio, Tex.

All contact **JACK RUBACK, Mgr.**  
KENT HOTEL, NORTON, KANSAS (FAIR), AUG. 8-12.

# DOUGLAS GREATER SHOWS

"Aristocrat of the West"

WANT—Best of the Fairs. Motordrome Rider, shows of Merit. Human Skin Bull Man; Carl, contact. Get your winter b.r. now.

PERMANENT ADDRESS

## DOUGLAS GREATER SHOWS

RT. 5, BOX 1770, KENT, WASH., OR PER ROUTE

GILMER COUNTY FAIR, GLENVILLE, W. VA., AUG. 15 to 20; GREAT PENNSBORO FAIR, PENNSBORO, W. VA., AUG. 22 to 27; LAUREL COUNTY FAIR, LONDON, KY., AUG. 29 to SEPT. 3.

With Long Circuit of Bona Fide Southern Fairs to Follow

WANT Girl Show with own equipment (exclusive on same).  
RIDE HELP: Need Second Man for Ferris Wheel who can handle ropes, Foreman for Smith & Smith Chairplane.  
WILL PLACE Concessions: All Merchandise and Outright Sale Concessions, Ice Cream, High Striker, Cigarette Block, Bobo, Long Range, Custard, Novelties, Hats, etc. All address this week

## JAMES H. DREW SHOWS

Care WESTERN UNION, MOUNDSVILLE, W. VA.

## HARFORD CO. FAIR, BEL AIR, MD., NEXT WEEK, AUG. 15-20

WANT Cookhouses, Grab, Popcorn, Floss, French Fries, Apples. Will sell X on Custard. All legitimate Game Concessions can be booked.

SHOWS with own equipment; 25 per cent for this big fair.

FAIR OPERATES WITH A FREE GATE. PROGRAM CALLS FOR 4 BIG DAYS. WRITE or WIRE

## BEAM'S FUNLAND SHOWS

BEL AIR, MD.

P.S.: Our representative on the grounds now.

## DORSO & GOODMAN

Want first-class Arcade Mechanic. Also want one Caller and three Counter Men for Bingo. Agents for Glass Pitches. Have long list of first-class State Fairs, SO PAY WILL BE BIG. Answer to

AL DORSO, Cetlin & Wilson Shows, Ionia, Mich., Aug. 8-13.  
WIRE IMMEDIATELY

### WANTED WANTED WANTED

Hanky Panks for Milwaukee, Wis., 3rd Ward Feast, Aug. 12 to 14, and Momenca, Ill., Gladiola Festival, Aug. 18 to 20; Rochelle, Ill., Aug. 25 to 28; then Kenosha, Wis., Labor Day Celebration.

Jewelry Spindle, Jewelry, High Striker, Ball Games, Photo, Fishbowl, Basketball, etc. Ride Help on all Rides, First and Second Men, Semi Drivers.

## BIG FOUR AMUSEMENTS

## JAY GOULD WANTS AT ONCE

Kiddie Rides (have Train and Kiddie Cars). Following Concessions are open: Balloon Dart, Duck Pond, Milk Bottle, Roman Target, Hoop-La, String Game, Photos, Coke Game, Foot-Long Hot Dog, Ice Cream Sandwich; low privilege. Wonderful route Fairs and Streets. See CIRCUS ROUTE—call or wire.

## JAY GOULD CIRCUS

## EDDIE'S EXPO. SHOWS

WANT FOR FAIRS—DAYTON, WASHINGTON, STONEBORO

Long Range Shooting Gallery, Frozen Custard, Floss, Scales, Age, Hats, Glass Pitch. Hanky Panks all open. Girl Shows, Barba, Lamay, answer.  
Ford City, Pa., this week; Dayton, Pa., Fair, Aug. 16-20.

## MERRY MIDWAY SHOWS

Van Buren County Fair, Keosauqua, Iowa, Aug. 9-12; Jefferson County Fair, Fairfield, Iowa, Aug. 15-18; Big Labor Day to follow.

Want Concessions, stock only—Age and Weight, Glass Pitch, Hi-Striker, Coke Pitch, Bumper, Balloon Dart, Pitch Till U Win, Hoop-La, Basketball, Want Rides—Swing, Octopus, Tilt, Spitfire, Roll-o-Plane, Loop, Fun House; will either book, lease or buy.

Contact **ALBERT BARKER, Keosauqua, Iowa**

## SESQUICENTENNIAL CELEBRATION

HUNTSVILLE, ALA., WEEK OF SEPT. 11

Individual Rides wanted, Carnival considered; Concessions, or what have you? For the first time in city's history, location downtown streets. Daily parades, pageants, etc.

Contact **JIM KLING**

Sesquicentennial Headquarters, Phone 4-4382, Huntsville, Ala.

## CARNIVAL BIRDS

### PARAKEETS

New price for August

# 75¢

### CANARIES

### FINCHES

### CAGES

Write us for prices

## CONRICK BIRD FARM

8900 South Western Ave.  
Los Angeles 47, Calif.  
Phone Pleasant 8-5294

## T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

## AMERICAN

## TENT CORPORATION

America's Largest Builders of Fine Show Tents

201 E. Water St. Norfolk 10, Va.  
Representative G. C. Mitchell

## BILL SANDERS

## Agents Agents Agents

Bucket and Swinger Agents, also Hanky Pank Agents for beautifully flashed games. Andy Osak, contact me.

## BILL McCOY

c/o Wade Greater Shows

Bluffton, Ind., this week; Chelsea, Mich., next.

## Hartsock's Wants

Novelties, Bumper, Milk Bottles, Floss, Coke Bottles, Balloon Darts, Glass Pitch, Watch-La.  
For Sale—25 ft. Trailer (2 Concessions) with living quarters; two new 8'x10' Tops and Frames. All \$850.00 or will sell separate.  
Good Celebrations until last of September. Paris, Mo., Aug. 8-13.

## WE WANT USED RIDES

Especially need 32-ft. Merry-Go-Rounds besides all kinds of park equipment. Must be reasonably priced and good as we cater to the little showman. List in our fall catalog—cost you nothing. Cash buyers waiting for all types of rides. Can use Stage Coach, other oddities, unlikes. Need 50 Rides, 50 Concessions for our large Midwest park opening in '56 on flat or percentage basis. Write or wire **YOUNG'S CARNIVAL SALES**, 111 Park Ave., Duluth 4, Minn. RA 2-1124. Nationwide service.

## FOR QUICK SALE

Electric G.M. Generating Diesel Plant, 65 kw., 120/230/440 Volts, 3 phase, 60 cycles, A.C., 208 Amps per phase. A-1, almost new. Set up in 25 ft. trailer with fine Dodge Tractor. No reasonable offer refused. Reply to

## H. KETCHAM

c/o Marie's Patio  
Star Route #1 So. Melbourne, Florida

## NAN RANKINE

Needs one good Reader for balance of season.

c/o HAPPYLAND SHOWS

Bad Axe, Mich.

## LUCRATIVE BUSINESS

Want Cookhouse, Grab, Hanky Panks, Shows, Foremen, Second Men; very lucrative salary if you are worth keeping. For Sale—Mechanical Show on tandem wheel truck, Caterpillar, Corn Game, two Tractor-Trailer jobs and other Concessions. Come see.

## DYER'S GREATER SHOWS

Tipton, Iowa, Fair now; Boone Fair next.

## Concessions Wanted

For Strasburg Homecomings, Aug. 17-20, on Streets.  
Will give X on the following: Short and Long Range, High Striker, Diggers, Mus, Fish Pond, String Game, Dart Balloon, Lemon Shake-Up, Scale and Age, Glass Pitch or any other Concession not conflicting. Rides booked. L. R. HAMM, Strasburg, Illinois. Telephone: Shelbyville, Ill., 1265 after 5 p.m., DST.

## FAIRS—FAIRS—FAIRS

Thomas, Okla.: Apache, Frederick and others. Big Labor Day and Fair combined in the heart of Cotton Country. Want Wheel Foreman and Help. Grab, Bingo and Concessions, Shows, Rides.

## DICKSON SHOWS

Hinton, Okla.

## WANTED

Experienced Ride Man. Year around job, good pay; must be all around man, understand electrical work and carpentry. Must be sober and reliable. Write

## MAX GRUBER

201 E. Broadway, Long Beach, L. I., N. Y.

## MISSOURI STATE FAIR

Sedalia, Mo. Aug. 17 to 28 inclusive

## INDIANA STATE FAIR

Indianapolis, Ind., Aug. 31 to Sept. 9 inclusive

CAN PLACE—All Eating and Drinking Stands and legitimate Merchandising Concessions and Games of skill.

Long circuit of State Fairs ending the middle of November at Greater Jacksonville, Fla. Fair located in Gater Bowl in center of city.

CAN PLACE—A few experienced Workingmen in all departments.

All Address

## CETLIN & WILSON SHOWS

This week Ionia Free Fair, Ionia, Mich.

## HANK SHELBY WANTS

For

## WISCONSIN STATE FAIR—Aug. 19 to 28

AGENTS for Hanky Panks—Darts—Roll Tables—Under 12—Pitches—Ball Games—Balloons.

LAST YEAR AGENTS wire or phone at once.

Phone up to 6 P.M. GR 6-4069

From 8 to 10 P.M. Phone BR 1-3972

**HANK SHELBY, Tower Hotel, Milwaukee, Wis.**

## WANT KIDDIE RIDES, ETC.

For Winter Season in Florida, Open Nov. 1, 1955

A-1 location in St. Petersburg, available in new beach amusement area that promises to be a winner year round. Nothing but modern, flashy equipment staffed by best personnel considered. Concessions and attractions of non-conflicting nature will be considered if legitimate, clean and appealing. Game Arcade Equipment also open. Describe exactly what you have to offer and what percentage you can give up. Here's your chance to get in on the ground floor of a dream location. Write today, tell all.

## AMUSEMENT ENTERPRISES

P. O. BOX 3286

ST. PETERSBURG, FLORIDA

## VOLUNTEER SHOWS

WANT WANT WANT WANT

FOR THE FOLLOWING FAIR ROUTE  
Greene Co. Fair, Ottway, Tenn., Aug. 22-27  
Morgan Co. Fair, Wartburg, Tenn., Aug. 29-Sept. 3  
Hartford Fair, Hartford, Ky., Sept. 5-18  
Houston Co. Fair, Erin, Tenn., Sept. 12-17  
Henderson Co. Fair, Henderson, Tenn., Sept. 19-24  
CONCESSIONS—Popcorn, Candy Apples, Snow Ball, Cotton Candy, Pitch-Till-You-Win, Jewelry, Novelties, Bumper, String Game, Ball Game, Set Outfit, Ice Cream, Age & Weight, Mug Outfit, Long Range & Short Range Galleries, 2 Mitt Camps, Buckets, Six Cat, Swinger, Bingo.  
SHOWS—Girl Show with own equipment, Fun House, Monkey Show, Snake Show, Geek Show, Five-in-One. Second Men on all rides. Office on Pea Pool, % open. Sam Houser wants Pin Store and Count Store Agents. Jim Reed and Chuck Williams, get in touch. ELMER REID, London, Tenn., week Aug. 8-13.

## RAY AMUSEMENT CO. OF CALIFORNIA

NOW BOOKING FOR THE FOLLOWING FAIRS:

PLACERVILLE FAIR, AUGUST 19 thru 21; GRASS VALLEY FAIR, AUGUST 25 thru 28; PITTSBURG COLUMBUS DAY CELEBRATION, OCTOBER 4 thru 9; CARUTHERS FAIR, OCTOBER 13 thru 15

Legitimate Merchandise Concessions at \$5.00 per foot. Small Side Show at 30% of gross. Tilt-a-Whirl and Roll-o-Plane at 30% of gross. Wire or write

## RAY COX, Mgr.

3732 LAURITE STREET

FRESNO 1, CALIFORNIA

## FLOYD O. KILE SHOWS

KEOKUK CO. FAIR, WHAT CHEER, IA., AUG. 12-15; 4-CO. FAIR, COON RAPIDS, IA., AUG. 17-20; ADAIR CO. FAIR, GREENFIELD, IA., AUG. 22-25. ALL IOWA FAIRS, THEN SOUTH. ALL FAIRS TILL NOVEMBER 1.

CONCESSIONS: Can place Stock Stores of all kinds. Small Cookhouse, Custard, Ice Cream, Foot Longs, Pronto Pups. Mr. John Phillips can place Man and Wife for Popcorn, Beanie—contact. Fish Pond, Duck Pond, Ball Games, Pitches, Bingo. Will place Aug. 29 in Missouri.

SHOWS: Of all kinds with own equipment. No shows here, come on. HELP: Eli Foreman at once, Jenny Foreman, Rolloplane Foreman, good Second Men who drive and stay sober. If you can handle rides we can place you, come on. All replies: Centerville, Ia., till Aug. 12; What Cheer, Ia., Aug. 12-15; then per route.

## FLOYD O. KILE, Mgr.

## WARREN COUNTY FAIR

Warrensburg, N. Y., Aug. 17-20

Want legitimate Games of all kinds, Direct Sales, one Eating Stand, Novelties, Age, Scales. What have you? One Show of merit.

Washington County Fair, Greenwich, N. Y., following week.

## ROBERT D. KELLOGG OUTDOOR AMUSEMENTS

Stillwater, N. Y. Phone: Mechanicville 1106

## STOCK TICKETS

1 Roll ..... \$ 1.50  
5 Rolls ..... 4.50  
10 Rolls ..... 8.25  
25 Rolls ..... 18.75  
50 Rolls ..... 24.90  
100 Rolls ..... 44.90

## ROLLS 2,000 EACH

Double Coupons  
Double Prices  
No C.O.D. Orders  
Size: Single Tkt., 1x2

## We Manufacture TICKETS

of every description  
Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO.  
Toledo 12, Ohio

## SPECIAL PRINTED

Cash With Order. Prices  
2,000 ..... \$ 6.90  
4,000 ..... 7.50  
6,000 ..... 8.70  
8,000 ..... 9.60  
10,000 ..... 10.50  
30,000 ..... 15.50  
100,000 ..... 23.00  
500,000 ..... 123.00  
1,000,000 ..... 250.00

Double coupon, double price

## Regina Ex Races Well Ahead of '54

Gate, Grandstand, Pari-Mutuels Show Big Hike During First Half

REGINA, Sask., Aug. 6.—At the half-way mark, the six-day provincial Golden Jubilee Exhibition in Regina was shaping up as a winner. For three days in a row the main gate attendance had been ahead of last year, the grandstand turnout was up and the pari-mutuel play was higher.

The second highest attendance figure in the history of the exhibition was chalked up on Wednesday (3), Citizens' Day, when 36,672 visitors went thru the gates. This compared with 34,321 last year and was topped only by the Saturday figure last year when the total was a record 37,209.

Pari-mutuel play Wednesday was \$167,352 an increase of \$14,300

from last year, and second only to the pari-mutuel handle on Saturday in 1954.

The grandstand total Wednesday, a civic half-holiday, was 13,570, compared with 12,391 last year.

Monday's main gate attendance was up 1,496 over last year, the grandstand was up 1,350 and the race pool up \$5,880. As well, some 10,300 moppets were on hand for the annual free grandstand show in the morning, as against 8,700 last year. A new deal that year was a downtown parade staged entirely by children attending city playgrounds. Bicycles and other prizes were awarded at the morning grandstand show. High temperature for the day was 91 and the weather continued hot as of Thursday.

Tuesday's gate attendance was up 1,408 from last year, the grandstand was up 2,560 and the pari-mutuel figure showed a boost of \$8,878.

By Wednesday, the gate total was 90,711, against 85,456 last year, and the grandstand figure was 29,339, against 24,150. T. H. (Tommy) McLeod, exhibition manager, was confident the week's attendance figure would top 200,000.

Tuesday was Sportsman's Day at the fair, with tribute being paid to Saskatchewan sports figures of the past and present. Many were on hand as guests of the exhibition and a special guest was Maurice (Rocket) Richard, Montreal Canadiens hockey star.

Wednesday, the Commonwealth Hereford Show, the fair's biggest selling point, was officially opened by Premier T. C. Douglas, of Saskatchewan, and livestock men from all over Canada, the United States and Britain were present.

Sales of the Herefords on Friday was expected to attract many buyers and plenty of money.

Public reception of Ernie Young's grandstand revue has been enthusiastic and press coverage of the fair as a whole has been done on a big scale under the direction of Bruce Peacock, city editor of The Leader-Post, who moved to the grounds for the week.

A twice-daily free attraction on the grounds is the Esso Steel Band, from Trinidad, sponsored by the Imperial Oil Company of Canada, Ltd.

## Area Product Theme Set By Brockton

BROCKTON, Mass., Aug. 6.—A major crop in this area, cranberries, will furnish the theme for this year's Brockton Fair. The promotion will culminate with the crowning of Miss Cranberryland, U.S.A. on the last day of the event, which runs September 10-17.

Added emphasis will be placed on promotion this year, according to Dr. George A. Buckley, president. Plans include a Mother Goose parade, featuring balloon animals and other characters, thru the business section. Tie-ins are also being made with department stores.

Attractions include six days of pari-mutuel horse racing, the World of Mirth Shows on the midway and a program of acts plus a chorus line furnished by the Al Martin Agency for the night grandstand show. Big car auto racing is being considered as an added attraction this year.

Carlton A. Larson, manager, is again functioning on a full-time basis after lengthy hospitalization.

## N. Y. Mayor Skeds Visit to Ottawa Event

OTTAWA, Aug. 6.—Mayor Robert F. Wagner of New York will be the principal guest on International Day, Tuesday (23), at the Central Canada Exhibition. The ambassadors or diplomatic representatives of some 40 countries will also be present, H. H. McElroy, general manager, said.

Started several years ago, International Day has since grown to one of the most important days of the event. Many thousands of persons are attracted from the United States as a result of emphasis on the friendly relations existing between the two countries.

An automobile will be given away on each of the seven operating days. Different makes will be featured daily. Accompanying ballyhoo effort will be the staging of an opening day parade thru Ottawa.

Entertainment features will include a George A. Hamid revue, "Grandstand Follies," and the World of Mirth Shows. Hamid will present a different program of acts in the afternoon. A rodeo will be presented on opening Saturday (20). Last year an automobile thrill show was featured.

## Tenn. State Erects New Horse Barn

NASHVILLE, Aug. 6.—The Tennessee State Fair board of directors Monday (1) approved the construction of a 78-stall building for horses to replace the one destroyed by fire earlier this year at the fairgrounds here.

The board also authorized the construction of a new roof over the one-half mile inside track which is used to show cattle.

According to County Judge Beverly B.iley, chairman of the fair board, both projects, expected to cost \$15,000 to \$20,000, will be ready for use at this year's State Fair, scheduled for September 19-24.

The fair board also authorized the rearrangement of the main admissions gate at the fairgrounds in order to make use of an area there for parking automobiles, Briley said.

## Change Hermitage Date

HERMITAGE, Mo., Aug. 6.—Due to conflict with other fairs, dates of Hickory County Free Fair here have been changed from September 8-10 to September 22-24, reports Secretary W. H. Russell.

## BANGOR PEGS ADMISSIONS TO TIME SEGGS

BANGOR, Me., Aug. 6.—Hardly anyone can use price alone as an excuse to stay away from the Bangor Fair since the management has set up three different price structures for adults. Until five p.m. each day the fee is \$1; it drops to 75 cents between 5 and 9 p.m.; after 9 the cost is 50 cents. Youngsters between 12 and 16 pay 15 cents. Under 12 they go free. Parking is 50 cents. Grandstand admissions are 75 cents, \$1, \$1.25 and \$1.50.

## Muncie, Ind., Tops '54 Gate Despite Heat

Grandstand \$\$, Wade Grosses Run Ahead of Last Year

MUNCIE, Ind., Aug. 6.—The Delaware County Fair this week shrugged off the effects of a heat wave that shot the mercury into the 90's and thru Friday (5), its sixth day was ahead of '54 attendance-wise. Not only was traffic thru the front gate ahead of a year ago but receipts in almost every department were also up, according to Ray Brookman, secretary.

Biggest draw in front of the grandstand were the five nights of harness racing which drew an estimated 22,500. Biggest night was Thursday (4) when almost a capacity crowd of 3,500 turned out. A program of TV acts were presented between the heats each evening. The hot weather cut into afternoon grandstand turnouts with most of the attendance concentrated in the cool of the evenings. Horse pulling and tractor pulling contests were featured during the afternoons, with a balloon ascension on Monday. The Bonita Rich amateur show was scheduled to take over Saturday night.

In a pre-fair opening program, Bob Steele' Western unit drew only fair crowds. In fact, the originally scheduled three shows were cut to two due to the light turnouts on Friday and Saturday (29-30).

W. G. Wade Shows, the midway attractions, scored big on Saturday (30) when receipts for the day showed a whopping 52 per cent hike over the same day last year. This tapered off somewhat during the regular run of the fair, but as of Friday (5), ride and show grosses topped those of the same period a year ago.

Brookman was exceptionally pleased with this year's commercial exhibits, which were completely sold out several days before the fair opened. Available space this year was increased by using the old dining hall as an exhibit building. A total of 175 race horses were on hand for the meet, several from the Chicago harness race tracks.

Newest plant addition this year was a new horse barn, 36 by 100 feet, which came in handy to house the large turnout of pacers and trotters.

## Donnellson, Ia., Closed by Polio

DONNELLSON, Ia., Aug. 6.—The Lee County Centennial Fair was postponed indefinitely this week by an outbreak of polio. Originally scheduled to open Monday (1) and run thru Saturday (6), the event was postponed after a conference between fair officials and local and State health officials.

## Heat, Program Cuts Great Falls' Gate

GREAT FALLS, Mont., Aug. 6.—The North Montana State Fair went into the next to the final day of its six-day run here Friday (5) with a 15 per cent deficit in attendance compared to last year. Leo Dailey, fair secretary, attributed the decline in part to a changed attraction program but also figured the temperature which was in the 90's almost every day, as a contributing factor.

The fair this year dropped its longtime policy of a night revue by moving its traditional rodeo to the evening spot and featuring horse races in the afternoon. Dailey explained that this was an experiment and would probably be changed next year. Whether the fair would return to using a night revue was not certain and the '56 program will be decided at a board meeting this fall.

The night rodeo, with Cremer stock and managed by Jack Knight, drew strong turnouts all week. Heat, which reached the 100-degree mark on Monday, cut into attendance at the running races but the pari-mutuel handle was only down a mere 2 to 3 per cent, Dailey said. Advance sale for the Swensor Thrillcade, which was scheduled for Friday and Saturday night performances, was excellent. This was the first time a thrill show has been here in over a dozen years. Nightly fireworks were provided by Thearle-Duffield Fireworks, Inc., with Art Briese on hand for the firm.

### Midway Up

Siebraud Bros. Carnival and Circus was the midway attraction here and not only drew favorable comments from officials and patrons but was racking up big grosses. Each day's receipts were reported to have topped those of a year earlier despite the drop-off in attendance.

## Dallas Picks Mrs. Hobby As Top Fem

DALLAS, August 6.—Mrs. Oveta Culp Hobby, who recently resigned her post in President Eisenhower's cabinet, has been selected to receive the first "Woman of the Year" award to be given by the State Fair of Texas.

The award will be presented and Mrs. Hobby will speak on October 19, Women's Day at the fair, at ceremonies in the auditorium.

The award is being inaugurated by the Dallas Fair this year as a symbol of the contribution of women to the fair. The exposition also has a "Texan of Distinction" award, presented annually to a native Texan who has distinguished himself nationally, but the "Woman of the Year" award is not limited to Texans.

### First Secretary

Mrs. Hobby, who commanded the Women's Army Corps during World War II, became the nation's first secretary of Health, Education and Welfare in the President's cabinet in 1953. She is the second woman ever to achieve cabinet rank.

Mrs. Hobby returned to Texas following her resignation to become president of the Houston Post Publishing Company, succeeding her husband, Ex-Gov. William P. Hobby of Texas, who became chairman of the board.

Mrs. Hobby was chosen to receive the fair award by a committee composed of top officials of 15 large Texas women's organizations.

The sale of concession and exhibit space was big this year, Dailey said. Commercial exhibit space was all sold and independent concessionaires reported excellent business thruout the week.

Livestock barns were jammed to capacity and overflowed in some instances. Ex-Gov. Dan Thornton of Colorado was on hand to judge the Herefords and drew considerable interest from the patrons. A total of 346 race horses were here for the races and over 135 cowboys participated in the rodeo events.

Nothing new in the way of building took place at the fairgrounds this year but plans for '56 and '57 call for large additions in the form of horse and cattle barns.

## Decatur, Ill., Maiden Run Draws 35,000

DECATUR, Ill., Aug. 6.—The Macon County Fair, first real fair to be held here since 1928, this week made its bid to be included among the major county fairs of Illinois.

Among its accomplishments this year was the building of a fairgrounds, complete with grandstand and five buildings in a matter of a little over 90 days and pulling over 35,000 paid admissions during its maiden six-day run which wound up Friday (5).

A new fair board, with Hubert Elliott, former general manager of the Illinois State Fair, as president, and B. L. McNabb as secretary, was given credit for the progress. A new plot of ground was acquired this year. Building which was started late in April and completed in time for the July 31 opening was a grandstand that will hold 4,000 when finally finished, a community building and four livestock barns. In addition, all roads were oiled and a drainage system was installed. The race track, altho brand new, was hailed by horsemen this week as one of the finest in the State.

Good weather, marred only by a light shower one evening, prevailed thruout the week's run. A variety show, produced by Barnes-Carruthers Theatrical Enterprises, was the night fare Sunday night thru Tuesday, and pulled two full houses. Big turnouts were also registered the final three nights for the society horse show, augmented by free acts, stock and machinery parades and a queen contest. Afternoon was harness racing four days, which drew large crowds. Thearle-Duffield Fireworks, Inc., presented pyro displays the first three nights of the run.

Admission prices for the initial run were 50 cents for adults, 25 cents for automobiles and 25 cents for children under 12. McNabb announced the fair paid out over \$40,000 in premiums this year.

## Tex. County Fair Week Proclaimed by Shivers

TYLER, Tex., Aug. 6.—Gov. Allan Shivers has declared the last week in August County Fair Week in Texas, according to Bob Murdoch, secretary of the Texas Association of Fairs and Expositions.

William Petmecky, Fredericksburg, president of the State association, announced plans to prepare newspaper mats for distribution to all fairs in Texas for use in promoting the week. Mats will be mailed shortly to all fair managers by the association.

# Lincoln, Neb., Adds 75G Barn

LINCOLN, Neb., Aug. 6.—Latest addition to the Nebraska State Fair's long-range program of plant development is a \$75,000 dairy exhibit barn that will be finished in time for this year's fair. This latest addition is in line with the program which hasn't cost the State a penny.

"Approximately \$783,000 has been spent on new buildings and other major improvements during the last nine years, and not a penny of that money has come from tax funds," Schultz said. "We've done it simply by plowing back into the fair a major share of our receipts."

The largest sum — \$209,500 — went to pay off the bonded indebtedness which remained on the grandstand nine years ago. Other expenditures included administration building, \$115,000; exposition building, \$105,000; hay and feed barn, \$13,000; two race horse barns, \$45,000; shop building, \$8,500; fire station, \$2,500; two new rest rooms, \$50,000; new concession stands, \$11,000; remodeling Industrial Arts Building for dormitory space, \$7,000; new paving, \$27,000; storm sewers, \$25,000; filling and grading parking areas, \$27,000; surfacing parking areas and outdoor exhibit space, \$29,000; extending and rebuilding electrical lines, \$30,000, and landscaping, \$3,500.

# Top Crowds Attend Bangor; Weather Aids

BANGOR, Me., Aug. 6.—The best crowds in recent years attended the annual showing of the Bangor Fair here this week. Good weather prevailed thruout the week.

About 6,000 were counted on opening Monday (1). The attendance built steadily thereafter with the biggest crowd of the week attending today.

The grandstand drew well thruout the week with harness racing in the afternoon and a George A. Hamid production at night. The World of Mirth Shows garnered good business on the midway.

A novel feature was the staging of a Shrine Day yesterday. Members of temples thruout the area attended in full regalia and helped build the day into one of the best of the run.

# Harrington Gate Up 10%

HARRINGTON, Del., Aug. 6.—Attendance at the Kent & Sussex Fair here this week was up 10 per cent despite excessive heat.

Manager T. B. Holloway reported that the good attendance was also reflected in the crowds attending the auto races and grandstand show.

Prell's Broadway Shows also had a good week on the midway.

# Varied Talent At Marshfield

MARSHFIELD, Mass., Aug. 6.—A full list of attractions has been set for the Marshfield Fair which opens a six-day run here tomorrow.

Granville M. Thayer, president, reports that acts secured thru the Al Martin Agency, Boston, include the Brick Bros. and Murphy, trampoline; Pupi & Pupi, novelty dancers; Lennie and Margie Ross, bag punching; John Welles and his performing bears; Connie, wire act; the Three Milos, high wire; Balabanow Duo, musical novelty and Bernie George, singing emcee.

Eugene Burr's Playtime Amusements will be on the midway. Buddy Wagner's thrill show will present two performances on opening day. Thoroughbred horse racing is set for five days.

# Yuba City, Calif., Attendance Cut By Heat, Competish

YUBA CITY, Calif., Aug. 6.—Hot weather and competing events were blamed for cutting down attendance of the Yuba-Sutter Fair to 29,157 from 32,372 in 1954. The five-day event closed Sunday night (31).

Paid attendances also were cut. This year's figure totaled 16,845 against 19,000 a year ago.

Roy Welch, secretary-manager, blamed the declines on the warm weather, opening of the peach canning season, and Little League playoffs that drew more than 8,000 in nearby Marysville.

Entertainment included the West Coast Shows on the midway, a rodeo on Saturday attended by 2,700 of the 6,095 of that day's fair attendance, and a vaudeville show.

Isabelle Whall, of Fun Unlimited Productions, San Francisco, booked the vaude show with two changes of talent. Opening the schedule were the Wheelers, marimba group; the Shepard Brothers, novelty bell ringers, and Francesca, Spanish dancer, and line of girls. Johnny Matson, accordionist-humorist, and Boxley and Marie, illusions, were on the closing half of the show. Jack

# Santa Maria Pulls 26,573 In Five Days

SANTA MARIA, Calif., Aug. 6.—With a paid attendance of 26,573, the five-day Santa Barbara County Fair closed here Sunday night (31) topping last year's figure by 1,287. Event does not compile figures and makes no charge for children under six years old.

Reldon Dunlap, secretary-manager, attributed the increased attendance to good weather, additional exhibits and strong entertainment features.

This year's attendance exceeded that of each day in 1954 with averages ranging from five to 716 patrons.

Using the theme of "Blossoms on Parade," which fit into the section's flower seed production, the fair again used its one-pay gate of 60 cents for adults and 30 cents for children 6 to 12 years old. Additional charges were made for the Western Horse Show on Friday, Saturday matinee and evening and Sunday night, and the jalopy races on Sunday afternoon. Horse Show tickets ranged from 60 cents general to \$1.25 box with the jalopy event being \$1.25 thruout the grandstand.

The vaudeville show, held on a stage in the commercial exhibit tent, was presented by Isabelle Whall, of Fun Unlimited Productions, San Francisco. Talent line-up included Johnny Matson, emcee and humorist; Royal Whirlwinds, skaters; Boxley and Marie, illusions, and Kathryn Kay, organ accompanists, for the first two days. No vaude show was presented Friday (29). On the second segment, Saturday and Sunday (30-31), were Eddie Bartell, emcee and comic; Francesca, ballerina; the Mandarins, Oriental acrobats and the Wheelers, marimba trio. Miss Kay played the two two-day shows and for the horse show on Friday night. The Three Aces, high act headed by Jack Bareti, appeared twice daily during the entire run. Larry (Bozo the Clown) Valli worked the independent midway.

Dunlap again drew crowds with his sports car display. Located on the main promenade, the exhibit was called "The Concourse de Elegance."

Frank W. Babcock United Shows, managed by Larry Ferris, held the midway contract.

Edward Clendennen, secretary-manager of the Chowchilla Junior Fair, Chowchilla, assisted Dunlap in staging the event. Dick Van Brackle handled the event's publicity for the second consecutive year. He garnered space in the Los Angeles newspapers, 175 miles to the south.

# Set Features For O. State

SPRINGFIELD, O., Aug. 6.—Completion of arrangements for the grandstand show at Ohio State Fair, Columbus, August 27-September 3, was announced this week by Bob Shaw, general manager of the Gus Sun office, holder of this year's contract for the fair.

Col. Amos Selby's Diamond Horseshoe Rodeo will be offered Friday and Saturday (26-27). Featured with the attraction will be the TV dog, Lassie; Tommy Rettig, who played the role of Jeff in "Lassie" movies, and Alphonse Cincione's 24-piece rodeo band. For the next four nights the fair is offering the Billy May orchestra, directed by Sam Donahue; singer Snooky Lanson; the Chordettes; Eddie Peabody, banjoist; Mel Snyder, impressionist; Eight Therons, cyclists; Lang Troupe, teeterboard; singer Peggy King; Bill (Davy Crockett) Hayes; Boyd Heath, singing emcee, and the Comedy Irvings.

Reese, who emceed and handled special events, and Phil Arden, Hammond organist, appeared for the full five days.

# 153G BARN

# Memphis Cows Get Ultra Living Space

MEMPHIS, Aug. 6.—Cattle exhibited at the Mid-South Fair this year will receive ultra accommodations in the new \$153,000 barn being constructed to replace the one destroyed by fire in May.

Contracts have been let and fair officials claim it will be one of the most modern fair structures of its kind. No detail has been overlooked for the comfort and convenience of the exhibitors and show herds.

The structure will contain 64,000 square feet of space, will accommodate 800 head of cattle, have 180 translucent plastic panels in the roof area to insure even light during the day and a modern electric lighting system. A livestock office and rest rooms are also incorporated in the plans.

Materials going into the barn include 400 tons of steel, 2½ acres of corrugated roofing, a mile of chain link fence, 1½ miles of galvanized pipe, over an acre of asphalt walkways and four miles of electrical wiring.

Visitors to the James H. Drew Shows in South Bend, Ind., last week included Mr. and Mrs. George Pence, of the Gooding Amusement Company; Ned Torti Jr., Wisconsin De Luxe Company; Daisy Fox, members of the Sky Devils, who were playing a local park, and Ronald Ringenberg, of the Nappanee, Ind., fair.

# Georgia State Remodels Plant For 100th Run

MACON, Ga., Aug. 6.—The centennial run of the Georgia State Fair will take place on a fairgrounds thoroly renovated, according to E. Ross Jordan, general manager. Central City Park, where the fair will be held October 17-22, is being worked on with buildings renovated, thoroughfares paved and grounds sodded and landscaped.

The attraction program will include Cetlin & Wilson Shows on the midway and a George Hamid show in front of the grandstand. Fireworks Corporation of America will produce the pyrotechnics. Other features will include parades, band contests, historical exhibits and displays of Indian lore.

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## Ringling Drops Managers, Loses 1 Show as Men Idle

Acts Help; Morgan Named Manager; McClosky, Lawson, Kernan Out

MINNEAPOLIS, Aug. 6.—Ringling Bros. and Barnum & Bailey Circus discharged General Manager Frank McClosky, Manager W. E. Lawson and Assistant Manager Walter Kernan in a flare-up of the discord that has marked this year's tour.

Immediately after the executives severed their connection with the show at St. Paul Thursday night (4), property boss Robert Reynolds quit. With him went four assistant bosses and about 30 prop crewmen. Subsequently, about a dozen other employees and some additional workmen left.

When the prop men failed to show up to remove the animal arenas after the first act of the night performance, the show was canceled. Michael Burke, executive director, told the audience ticket money would be refunded.

John Ringling North immediately named Lloyd Morgan to be the new manager. Thru Burke, North announced that the post of general manager was abolished, that the new assistant manager, lot superintendent and property boss would be named within 48 hours. Morgan previously has been lot superintendent and was away from the show for a period of several days prior to the St. Paul stand.

After loss of the St. Paul night

## Name People Leaving R-B At Twin Cities

MINNEAPOLIS, Aug. 6.—Names of executives and staffers who left Ringling Bros. and Barnum & Bailey in the past two days were announced by Walter Kernan, former assistant manager.

He said that he and Frank McClosky, former general manager, and others expect to release a statement after they return to Sarasota, Fla. Names he announced follow:

Frank McClosky; W. E. Lawson, manager; Kernan; Bob Reynolds, property superintendent; Tommy Clark, Charles White, Ray Olech and Glen Wade, assistant superintendents of props; Pete Grace, assistant superintendent of seats; Joe Scarpana, mail man; Kenneth Gwinell, tax box; T. Kelly, superintendent of horse tops; Mike Petrillo, superintendent of ushers; Walter McClosky, superintendent of programs; John McGuire, ticket seller; Mark Johnson, ticket seller; Jimmy Barnes, superintendent of rigging; Henry Zechener, rigger; Cecilia Olech, wardrobe mistress; Elizabeth Johnson, performer; Laura May McKinzie, performer; Bonnie Hunt, performer.

Two other staff men have given notice, it was stated, and a number of working men also quit.

## Beers-Barnes Clicks in N. Y.

RICHFIELD SPRINGS, N. Y., Aug. 6.—Beers-Barnes Circus has moved from New England into New York and continues to do good business. Schuylerville had a capacity night and half afternoon. At Palatine Bridge the show was the first to ever play the town. All stakes had to be driven with an air hammer.

Diana Beers and Pat Lawton, daughters of show personnel, have joined. Dave Wharton is 24-hour man and has the banners. Hank Hoover has joined to help with his brother's lion arena.

show, workmen in several departments sat idle in the big top for some time, but several other departments were in full operation. Elephants were taken to the cars as usual. So were the horses. There was no immediate effort to load the show equipment, and the organization lay inactive in a heavy rain storm for about two hours.

Then North and Noyelles Burkhardt, legal adjuster, appeared in the top, and Burkhardt rallied puzzled crews into action. Some men, however, remained idle.

About an hour later, or midnight, the two gilly busses brought performers from the cars and they began rolling canvas and loading other equipment. A group of girl performers was told they would not be needed in the work. At 1:10 a.m. the big top was down.

One report told of good feeling among the performers while work-

ing. Some tension was reported between them and a portion of the working men.

The show trains made the short move to Minneapolis and all working departments were in full operation during the set-up. Some property men started to return to work. The afternoon show at Minneapolis on Friday began at 2:25. The animal acts were omitted because of the problem of handling steel arenas, but a tiger act went on Friday night. John Ringling North was on the lot at Minneapolis.

The departure of the three executives was an extension of tension which had been building up for some time, particularly since just prior to the show's recent Chicago stand. Reynold's quitting was linked to that. Inaction of his assistants and men was seen as a

(Continued on page 80)

## BRITISH COLUMBIA BIG FOR BEATTY

Draws 5 Big, 2 Good Houses in Week; Show Goes by Ferry to Vancouver Isle

NEW WESTMINSTER, B. C., Aug. 6.—Tour of inland British Columbia brought the Clyde Beatty Circus a string of five big houses and two more good ones in seven days.

While night business was strong, the show was light on afternoon turnouts, with some late arrivals and late shows hurting.

Since playing here Saturday (30), the show has gone by ferry to Vancouver Island to make five towns in six days. Show returns Monday (8) to Penticton on the mainland.

Revelstoke (25) gave one-quarter and three-quarter houses in rain after a 379-mile jump. Overland units of the show were late in arriving, but the rail move was made okay. Kelowna had a late matinee that was half filled and a near-full night. The show train had been delayed in route by a mudslide on the tracks. Rain and cool weather continued.

New Westminster Best

Vernon was made Wednesday (27) with Jaycee auspices. Matinee was late but a half house waited for it. The night performance was to a full house.

Thursday (20) in Kamloops

## Pittsburgh Big, Wheeling Strong For Tom Packs

WHEELING, W. Va., Aug. 6.—Tom Packs Circus scored big business at Forbes Field in Pittsburgh and in Wheeling.

The Pittsburgh stand, July 28-30, included four performances and they drew a total of 86,000 people, according to Jack Leontini, Packs executive. He said the night shows drew 18,000, 28,000 and 26,000, while the matinee Saturday (30) pulled 14,000.

In Wheeling, the opening matinee, Monday (1) had 4,200 people and that night there were 10,000. Tuesday (2) drew a capacity 11,000 and Wednesday's show also was sold out.

Joan Valentine, a member of the Zoppe riding act, was thrown from a horse and was treated at a hospital for a dislocated shoulder.

brought another half-house afternoon and full night house, with rodeo committee auspices. Chilliwack was played Friday (29) to another half and full combination, and the matinee was late.

New Westminster was the best of the series. Played on a Canadian holiday, and with Lions Club aus-

(Continued on page 73)

## TRUCK PROBLEMS PLAGUE KING-COLE

Moves Slowed by Delays, Doubling; Watertown, Beloit Bring Business

KEWAUNEE, Ill., Aug. 6.—King Bros. and Cole Bros.' Circus battled truck troubles this week. Delays and doubling back cost time and trouble that hurt the street parade and business in general.

Two spots, Watertown and Beloit, Wis., came thru with good business. But most other places were spotty, with half, third and quarter houses.

At Oshkosh on Monday (1) weather was hot and the afternoon was one-quarter full. Night show drew a half house. Parade was canceled ahead of time because the main street of the city is torn up. The elephants and calliope were to bally, but that too was called off while the circus fought mud at the lot.

Watertown on Tuesday (2) gave a pair of three-quarter houses. Temperature was 98 degrees and lot was muddy because of earlier rains. Again the parade was canceled days ahead; the elephants and calliope were substituted but were held off at a late hour.

## Wisconsin Good To Kelly-Miller

PARK FALLS, Wis., Aug. 6.—Al G. Kelly & Miller Bros. Circus pulled big business at two Wisconsin stands. In Medford on Thursday (28) the show had a 95 per cent afternoon and full house at night. Parks Falls, Friday (29), gave a three-quarter and near-full combination.

## CHAS. T. HUNT CELEBRATES 82D BIRTHDAY

ELLENVILLE, N. Y., Aug. 6.—Charles T. Hunt, dean of the nation's circus owners, celebrated his 82d birthday here yesterday. The occasion was noted by the personnel of his Hunt Bros.' Circus, an organization he started in this general area more than 60 years ago and which he has operated without interruption since then.

## Crowds Hold Up for Hunt In New York

LIBERTY, N. Y., Aug. 6.—Business continued good for Hunt Bros.' Circus this week in its trek thru mountain vacation country. This weekend the show turns south to finish out the month along the New Jersey shore.

An Arab tumbling act, the Six Whirlwinds, recently replaced the Bogans in a featured spot.

Manager Harry Hunt reported two turnaways at Southbridge, Mass. Yesterday, in Ellenville, N. Y., the tent was reported filled altho the temperature was said to be near 100.

## Mills in New York

GLOVERSVILLE, N. Y., Aug. 6.—Mills Bros.' Circus played here (29) to a three-quarter afternoon and half house at night. Auspices was the Lions Club. Weather was good.

## Arthur Parson Dies; Brothers Aided Ringlings

MADISON, Wis., Aug. 6.—Arthur Parson, resident of Darlington, and member of the family of brothers which put the Ringling brothers into the circus business, died at a hospital here Tuesday (2). By coincidence, Ringling Bros. and Barnum & Bailey Circus was playing in this city on the same day. He was 81 and had been hospitalized for some time. Burial was at Darlington on Thursday (4).

The Parson brothers included Joseph, who operated several short-lived shows in the 1870's and 1880's. He hired one of the Ringlings as a juggler in the early 1880's.

The Parson show closed in 1883. The Ringling Bros.' Circus was started in 1884 and with it were several of the Parson brothers. Arthur Parson came on in later years to work in the concession

(Continued on page 73)

## New York Dates Fill Hagen Top

FREEMONT, N. Y., Aug. 6.—Hagen Bros.' Circus played New York State stands this week to top grade business, including full houses and turnaways.

In Walden, Thursday (28), with fire department auspices, the afternoon was three-quartered and night was near-full, according to Manager Bob Couls.

Middletown, Friday (29), with Shrine Club auspices, had a full one in the afternoon and a turn-away at night.

Spring Valley, the Saturday (30) stand, brought out a full house in the afternoon, but a half-house showing at night. Freeport, played on Wednesday (3), gave two full houses, Couls reported.

## Ward-Bell Plans Gainesville Meet

GAINESVILLE, Tex., Aug. 6.—Gus Bell, who operated the Ward-Bell Circus, said here Friday (5) that a meeting next week with F. E. Schmitz, chairman of the board of the show corporation, was expected to set the future course of the show.

Schmitz is receiver for the show and all stock has been signed over to him. Bell said that whether the show might be reopened some time in the future was up in the air and that plans were fluid until next week's meeting.

The big top and other equipment are expected to arrive in Gainesville soon. The show's elephant was sold to Norman Anderson and the horses were sold to an Alaskan.

## Record Crowds Jam Conn. Shrine Circus

PROVIDENCE, Aug. 6.—The 32d Annual Palestine Shrine Circus wound up this year's event attracting the biggest turnout ever to invade Narragansett Park, according to Earl Welden, chairman, who has just completed his 32d year in that capacity. So great was the turnout that the affair was extended one night thru Monday (1). A \$10,000 fireworks display was put on and an entire group of new acts was brought in headed by the Ben Yost Vikings and the Florida Trio.

The Shriners goal of accumulating more than \$600,000 from this

and past shows was realized and building is to start within a few weeks on a new Shrine Hospital for crippled children at Warwick, R. I.

A big turnout of showmen attended from all over New England, including a delegation from the New England Association of Amusement Parks and Beaches as well as a visit by Don Fredricks and a group from Altamont Fair in New York.

Walcott Featured

Big feature of the circus was the appearance of Jersey Joe Wal-

(Continued on page 73)

### WANTED

For Parade Walk-Around - Team of Oxen and 6 Rope Twirlers (3 cowboys and 3 cowgirls) with costumes and horses. 23 nights' work—August and September booking. 1/2 hour each night. Attention, Gene Autry people in Chicago for October dates—chance to pick up some extra money.

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To sell Labor adv. in Labor Day Spec. Edition. Year round work. Also to sell Adv. in Official Stock Car Monthly Program Book. Good sponsorship. Come ready to work. No collect calls. Ed Fleurlage, Bill Morgan, Pat Flanagan, Ed Lang, Jack Kennedy and Windy O'Neil, contact me at once.

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### FOR SALE SMALL CIRCUS

80-Ft. RT included, 30-ft. MP ..... \$650  
New Light Plant in new parade wagon \$50  
Cost \$1800—Cook Tent, 18x50, new... 200  
Chev. Truck, new body, lets down for band ..... 850  
Blue, tan striped Marquee ..... 200  
Grand 32-foot Ticket Office with two engines, two ticket windows ..... 2750  
Beautifully painted, grand flash. 14 lengths Seats just sold. No telegraph station here, no phone. No checks, only cash currency buys. Write for appointment first.

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### Contracting Agent

Book top sponsors, telephone solicitation, \$100.00 per contract.

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Phone, days, Clinton 3-7471,  
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### WANTED

Steam Calliope complete, or whistles and keyboard also. Also TANGLEY Calliope. Can also use Wagon Ornamental Carvings. Write

**BOX 18**

Wolfeboro, New Hampshire

### WANTED

Hammond Organ with large enough speaker for Circus use. State price, model and condition. Write

**BOX 18**

Wolfeboro, New Hampshire

### TRUCK MECHANIC WANTED

Salary \$100 to \$125 per week. Must have tools and show experience. Also open for Electrician familiar with Diesels. Meals and sleeper berth furnished. Address

**KING BROS.' CIRCUS**  
Quincy, Illinois, August 10; Beardstown, Illinois, 11; Jacksonville, Illinois, 12; Edwardsville, Illinois, 13; Belleville, Illinois, 15.

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Year round atomic deal; stay or travel Ohio. Jack Bishop, J. C. Rosenhime, others who know me, call Portsmouth, Ohio, 2-5057.

**HARRY KACKLEY**

### PHONEMEN

Strong auspices. Steady work. Tickets, program.

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### PHONE MEN or WOMEN

Book and tickets year round. New deal starting Aug. 15.

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JU. 6-3228—JU. 5-2070

### 6-PHONEMEN-6

Men or women, 6-8 weeks; good deal. Book and tickets. Exp. only. Veteran sponsored. Phones in. 25% collect and pay daily. No drunks or advances. South Bend next. Phone days, no collect. Turner 3-1224.

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1625 W. 15th Ave. Gary, Indiana

## UNDER THE MARQUEE

By TOM PARKINSON

Gordon and LaVenia played the recent Championship Rodeo at the State Fairgrounds, Richmond, Va., opening July 29, and the next week gave a performance for Grotto crippled children in Boonville, N. Y. They recently caught the Ringling Peoria, Ill., date. . . . Norris A. Burke (the Great LeRoy), high-wire performer, is in M.K.T. Hospital, Denison, Tex., and would like to hear from friends, especially Ginger Rae, according to Gladys Burke.

Ira Watkins reports adding two new chimps to his act for fair dates.

Booker Leo Grund spent 10 days in Copenhagen recently, then left

### Sid Presson, 55, Promoter, Dies

ALBUQUERQUE, N. M., Aug. 6.—Albert Sidney Presson, 55, promoter for the Gil Gray Circus, died July 30 in Presbyterian Hospital here following a heart attack.

Presson, who had been connected with the Gray show for the past three years, previously had been with such shows as Polack Bros., West Bros. and Bailey-Cristiani, and still earlier had been a performer with repertoire and tab shows. Presson, who was a veteran of World War I, was born in Wildersville, Tenn., but was reared in Bolivar, Mo. In San Antonio, where he maintained residence, he was a member of Triune Lodge 15, AF&AM; Royal Arch Masons, Scottish Rite bodies and Alzar Temple of the Shrine.

Surviving are his widow, Mildred; his mother, Mrs. R. L. Presson, Bolivar, and two brothers, Phillip, Los Angeles, and Robert, Walnut Ridge, Ark. Masonic services were held August 4 in Bolivar, with burial in the local cemetery. Attending services were Louis Ringol and Bob Stevens.

### Record Crowds

Continued from page 72

cott, ex-world's champion boxer, who judged the Davy Crockett contest. One of the Side Show men, Anthony D'Ambra, known professionally as Sailor West, and owner of West Bros.' Reptile Exhibit, was bitten seriously by a rattlesnake during a performance and is still in poor condition at Memorial Hospital here.

Press and radio-TV promotion, under the direction of Dick Sullivan of Boston, who also doubled as emcee, was reported highly successful. More free time on radio and space in Pawtucket and Providence papers was given than ever before. WJAR-TV, Providence, had circus acts on every day and 100 Shriners appeared on the Breakfast at the Sheraton program.

More than 200,000 persons were estimated to have attended thru the seven days of the circus.

### British Columbia

Continued from page 72

pices, the show drew a heavy all-day rain. Despite the weather, a street parade was given. The afternoon house was a straw house and the night house was just short of capacity. Lot in Moody Park was muddy.

Three clowns, Abe Goldstein, Mark Anthony and Mingo Felix closed in New Westminster and returned to Los Angeles. Several workmen who had been with the Ward-Bell Circus in Alaska joined the Beatty show here.

### Arthur Parson

Continued from page 72

department, which was owned by Albert Parson. The Parsons stayed on after Ringlings began operation of their own concession department. Arthur was with the Ringlings for 17 years. He left circus business in 1910.

Surviving are his widow, Orpha, of Darlington, and three sons, Delbert of Madison, Edward of Watertown and Robert of Dyer, Ind.

for stopovers in Germany, Switzerland and Austria before returning to his New York office. He lined up a number of acts for America in Copenhagen but stated there seemed to be a scarcity of good acts in most other countries.

Joe Jackson Jr., tramp cyclist, is playing Tivoli in Copenhagen, as are the Two Collins, wire act, and the Hugony Trio, comedy tumbling. Set for August are the Rose Gold Trio, aerialists, and Lebrac and Bernice, juggling on unicycle.

Jay Gould Circus notes: Betty Hilton, Ollie Herdink and the Bob Perry family visited at Crosby, Minn. Barbara Capell had a birthday party July 30. Mrs. DeWaldo, fair booker, is expected to visit soon. Relatives visited Mr. and Mrs. Gould at Glencoe, Minn. The McCalls are still entertaining guests.

Fee Wee Pinson, who reports a big season as snow cone concessionaire on the Clyde Beatty Circus, recently took over the popcorn concession on the show, according to Sol Cohn.

### CIRCUS BASS DRUMMER WANTED

For Big Show Band. Union scale. For Side Show Colored Band and Minstrel want Cornet, Trombone, Wife as Maid.

Address KING BROS.' CIRCUS

Quincy, Ill., Aug. 10; Beardstown, 11; Jacksonville, 12; Edwardsville, 13, and Belleville, 15.

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U.P.C.'s, Banners and Books. Sponsored by Northwestern Producing Co. Drunks, save your time and mine. No collect phones or wires.

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CASH WITH COPY.

Your ad and remittance must reach Cincinnati no later than THURSDAY, AUG. 18

Send Your Ad Copy and Remittance Direct to CIRCUSIANA MART THE BILLBOARD PUBLISHING CO. 2160 Patterson St. Cincinnati 22, Ohio

## Cliff McDougall Dies in Calif.

GLENDALE, Calif., Aug. 6.—Funeral services for Clifford A. (Cliff) McDougall, veteran circus press agent, were held here Friday (5). He was 57 and died July 29 in a Los Angeles hospital following a cerebral hemorrhage.

Born in Iowa, McDougall entered show business as the press agent and educational director for the Al C. Barnes Circus. Later as Tox Mix's personal press agent, he handled publicity for the film star's show. He worked with several of the topflight circuses, including Sells-Floto, and his last assignment was with the Polack Bros.' Circus.

Burial was in Forest Lawn Memorial Park.

### NEED THREE GOOD MEN

That can sell advertising on Police Book.

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132 S. Water St. Decatur, Ill.

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Moose deal, phones in. \$7,000 tap list to go with. Collect and pay daily. Book and tickets. Police and Grotto dates to follow. Pat Johnson, contact.

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### PHONEMEN KING BROS.' CIRCUS

Shrine sponsor. Banners, U.P.C.'s. Men who can sell banners. No collect calls. AL LA DIEU  
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### ELEPHANT FOR SALE

Large Female, gentle, does nice Single Act, good worker, priced to sell. Consider trade on cage and hay eating Animals. Wire or come see. Address

**HENRY NOLAN**

c/o Jay Gould Circus, Huron, S. D., Aug. 8-9-10; Howard Lake, Minn., 11-12-13-14.

### PHONEMEN-NOW

Wheeling, W. Va.

Usual pay daily. We collect.

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### 10-PHONEMEN-10

For powerhouse Deals in three going cities. Men who are used to writing \$250, \$350 daily. 25% collect, pay daily. Crew Managers who can stand thorough investigation wanted. For city nearest you call

**MARGE DAWLIE**

Youngstown Hotel Youngstown, Ohio  
No collect or advances.

### 3-PHONEMEN-3

A.F.L. Labor Board . . . Reloads . . . Topnotch Labor Men can hit \$200.00 per week or better. 25% paid daily. Al Gremman, Al Parker, Harry Van Sant and Helen, contact. Three months' work. Another Deal follows.

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WANTS

Double Drummer for balance of season. Want Animal Trainer to join and work in quarters breaking. Also other useful People write as per route.

### PHONEMEN

Can use four high-class Men for terrific deals, two here and one in Charleston. Work through November. Office opens Aug. 10. Billy Reed, Craig Davis, contact; Jimmy wants you wire where I can call you. **ROBERT GENTRY**, Room 211, 817 1/2 Fourth Ave., Huntington, W. Va.

### WANTED-WANTED-WANTED

Lady to assist Domestic Animal Acts (experience not necessary), with good figure, height about 5 feet, 120 lbs. Send photo and state height, weight and age.

Write to **CHARLES PETERSON**  
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### PHONE SALESMEN

Adv., exp. preferred (2), on powerful identified Labor Deals. 14 years in the field assure aggressive workers steady all year work and paid on ALL sales weekly. Our men earn \$150 to \$300 weekly. Full cut-off on reload cards—no P.O.P. collected. NOW working Labor Day Deal in Denver for entire A.F. of L. selling tickets, banners, then reload directory sign deal in Omaha. Booked to end of year here. Paul Checo Reynolds, contact us. Can you stand prosperity, then come in or phone prepaid.

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FEMALE BLACK LEOPARD CUB  
PAIR OF TAMED BABY LION CUBS  
FIVE REGISTERED DALMATIANS  
MALE JAPANESE SACRED BEAR  
SNOW WHITE DEER  
and also partly trained  
BABY ELEPHANT

### HAWTHORN ZOO

Libertyville, Illinois

### PHONEMAN

### PROGRAM ADS

If you are experienced and will work six hours each day, you can make \$250.00 per week. "Grand Ole Opry" Show. Grotto auspices. Tom Ryan, D. B. Farnsworth, Paul Miller, contact me at once.

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No collect accepted.

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### Big Labor Day Deal

AFL, Calumet District (Hammond, Ind.). Bulletin Board, Springfield, Ill. Both ready.

Call Westmore 1-1190, Hammond, Ind.

### WANTED

Capable Organist for Circus Revue opening Sept. 3. Must have own organ, transportation and living facilities. Chas. Paterno Sr. can place you on contracting. Chippis, Sam McClure, Jack McClaskey, come on in. Chief Sugar Brown, call. Can use Indian Acts with own transportation and living quarters. Phone People, if you are reliable can place you. Need good Contracting Agent. Cal Townsend, contact me. No collect.

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### AGENT WANTED

### For NIGHT OF THRILLS CIRCUS

To book auspices in stadiums and set phones. Ed Hiller, Edlin Knight and others, write. AL PORTER, Rt. 5, Box 218, Frederick, Md. PHONEMEN, circus experience, men or women, contact H. WOLFE, Carlton Hotel, Newark, N. J.

### 6-PHONEMEN-6

Men or women. U.P.C.'s, Banners and Block Tickets. Optimist Club, pay daily. Other good deals through 1956. Phone days only or wire where I can call you.

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18 East Weideman St. Lebanon, Pa.

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### GIL GRAY SHRINE CIRCUS

Fairly experienced, sober producers only. Long season. Start immediately. Notice: Eric Noble, Don Berry, Al Dupree, Pat Cronin, contact. **RUSS JUDY**, Phone 4433, Clove Hotel, Clovis, New Mexico.

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Five sober Producers. Three months' work. Unlimited leads with cut-offs. VFW First Annual Exposition. Doc Reichert, where are you? 25% pay daily. Can place experienced Display Booth Salesman.

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313 Houston Bldg. San Antonio, Texas  
Phone: Capitol 6-2922

### (2) PHONEMEN (2)

UPC'S, BLOCK TICKETS, BANNERS for a Fire Dept. date. Office in Fire House, opens Aug. 10. Wire me c/o Western Union where to call you.

**J. F. SHAFER**

Chester, Pa.  
NO COLLECTS, PLEASE.

## Californians Mop Up In RSROA Contests

By FRANK WALEND

TOLEDO, August 6.—Californians carried away the biggest share of honors in the American Amateur Roller Skating Championships sponsored by the Roller Skating Rink Operators' Association at the Rollerade here, July 24-31. New York State was second and Michigan third.

California skaters took 19 championships, 10 second place awards and 16 thirds. New Yorkers went home with eight titles, eight seconds and four thirds. Michigan wound up with four top awards, including the queen title; nine second places and two thirds.

Colorado, Texas and Ohio each came thru with three champions; Illinois, Massachusetts and Oklahoma two each, and single titles went back to Missouri, Connecticut, Iowa, Nebraska, Florida, Indiana and New Jersey.

Suzanne Danner, representing the Great Lakes region, was crowned roller skating queen by Toledo's Mayor Ollie Czelusta in opening-day ceremonies. The queen's home rink is the Rolladium, Pontiac, Mich.

Lynn Nostave, Tulsa, Okla., became the first woman skater to be awarded a gold medal when she passed speed proficiency tests in 440 and 880-yard and one-mile events. The gold medal is roller skating's top award. Miss Nostave represented the Arena Figure Skating Club of Tulsa. She won American speed skating championships in 1952 and 1953.

The five-mile senior men's race, feature event of the week-long program, was won by Earl Wilmot, of Skateland Skating Club, Richmond, Ind. Wilmot lapped the field after four miles of the 80-lap event and held that margin over 13 competitors to the end.

A nine-year-old Denver girl, Carol Arp, set a new record in the Juvenile C speed event. She skated the one-twelfth mile in 18.4 seconds.

The Rollerade, with a seating capacity of 2,500, was jammed with overflow crowds each day of the championships. Hot and humid weather all but one day in the week was the only damper on activities.

Results:

### Skate Dancing

Senior: Gary Castro and Marilyn Roberts, San Diego, Calif.; Charles Wahlg and Miriam Centaro, Bronx, New York; Joe Pana and Doreen Varanzoff, San Leandro, Calif. Intermediate: George and Helene Hammond, Long Beach, Calif.; Michael Wahlg and Joyce McDenna, Bronx; Michael Gudzan and Shirley Blackshire, San Francisco. Novice: William Tobin and Marge Killeaney, San Diego; Jack Redding and Carol Terry, San Francisco; John Malory and Karen Lenze, San Francisco. Junior: Richard Souza and Vicky Pitts, Marysville, Calif.; Dorsey Dysart Jr. and Bonnie Ash, Springfield, Mo.; Ronald Trembath and Paulette Stewart, San Leandro. Juvenile: Richard Toon and Luann Songer, Marysville, Calif.; Gary Shoemaker and Norrin Trembath, San Leandro; Fred Smith and Beata Crabtree, Columbus, O.

### Figure Skating

Senior Men: John Matejcek, Pontiac, Mich.; Ronald Jellise, Peoria, Ill.; Gary Castro, San Diego. Senior Ladies: Carol Haller, Peoria, Ill.; Marilyn Adams, Detroit; Jon Brown, St. Louis. Intermediate Men: Rhea Pompey, Odessa, Tex.; Ronald Rancourt, Hartford, Conn.; Daniel Zagorski, Buffalo. Intermediate Ladies: Lynne Mathewson, San Leandro; Mary London, Pontiac, Mich.; Nancy Cass, Norwood, Mass. Novice Men: Dennis Prifti, Brockton, Mass.; Don Ryland, Fresno, Calif.; Jack Whipple, Fresno. Novice Ladies: Beverly Hetherington, Pontiac, Mich.; Linda Copeland, Atlanta; Eva Kreen, Waltham, Mass. Junior Boys: Terry Middleton, Peoria, Ill.; Eugene Nelson, Peoria; Leo D'Amico, Cleveland. Junior Girls: Nancy Wright, Tulsa, Okla.; Linda Jo Baker, Atlanta; Sylvia Stenovec, Portland, Ore. Juvenile Boys: Richard Toon, Marysville, Calif.; David Schafer, Dearborn, Mich.; Gary Schoenauer, San Leandro. Juvenile Girls: Fredye Tobola, Beaumont, Tex.; Dorine Polorny, Pontiac, Mich.; Luann Songer, Marysville, Calif.

### Free Skating

Senior Men: Edgar Watrous, Hartford, Conn.; John Viola, Revere, Mass.; John Matejcek, Pontiac, Mich. Senior Ladies: Susan Cowan, Greeley, Colo.; Elizabeth Klein, Elmont, N. Y.; Patricia Martino, Detroit. Intermediate Men: Kenneth Schaeffer, Brooklyn; John D. Martin, Springfield, Mo.; Roland Rancourt, Hartford, Conn. Intermediate Ladies: Patricia Kendall, Flint, Mich.; Norma Bennett, Portland, Ore.; Diane Gauraglia, San Leandro. Novice Men: Fred Cappelleri, Brooklyn; Darrell Glenn, Long Beach, Calif.; James Butler, Elyria, O. Novice Ladies: Joyce Tober, Newburg, N. Y.; Donna Lewis, Youngstown, O.; Rosemarie Ruggeri, St. Louis. Junior Boys: Frank Di Gennaro, Brooklyn; Henry Abrams, Brooklyn; Richard Mullican, Long Beach, Calif. Junior Girls: Carolyn Sliker, Springfield, Mo.; Sylvia Stenovec, Portland, Ore.; Joan Nevulis, Pittsburgh, Mass. Juvenile Boys: Allen Zytkevicz, Springfield, Mass.; Richard Toon, Marysville, Calif.; Thomas Andrew, Fresno, Calif. Juvenile Girls: Bonnie Sherer, Omaha; Luann Songer, Marysville, Calif.; Fredye Tobola, Beaumont.

### Pair Skating

Senior: Warren Colozzo and Patricia Benedict, Brooklyn; James Madden and Elizabeth Klein, Elmont, N. Y.; Michael Glatz and Patricia Pennington, Long Beach, Calif. Intermediate: Kenneth Trotter and Ruth Hessemann, Elmont, N. Y.; John D. Martin and Carolyn Sliker, Springfield, Mo.; Patrick Riley and Donna Kress, Pittsburgh. Novice: Jerry Gerig and Pat Holmok, Cleveland; Chester Brumley and Bobette Mills, Springfield, Mo.; Norman Drake and Suzie Glem, Oakland, Calif. Junior: Richard Mullican and Judith

## ROADSHOW REP

Veteran repsters everywhere will be saddened to learn of the sudden passing of Mrs. Harley Sadler at her apartment in Austin, Tex., July 29. She had been in ill health since the death of her husband, State senator, oilman and one of the greatest tent rep showmen of all times, nearly eight months ago. Peace Justice J. H. Watson returned a verdict of death due to a self-inflicted gunshot wound. According to officers, Mrs. Sadler had been drinking coffee with a brother, Seth Burnett Massengale. He said she left the room, saying she wanted to take a nap. A few minutes later he heard a shot. She has been living in the Austin apartment with her brother the last four months. The deceased appeared for many years as a performer with her husband's repertoire organization, the Harley Sadler Tent Show, which for nearly 40 years was a household word thruout Texas. The Sadler tent was possibly the best known tent repertoire show ever to take to the road in this country.

From St. Petersburg, Fla., Earle Rothman writes: "I noted and agree with the comment that most of the trouble with the tent minstrel shows is too much rag and jazz. I take them in, but I like to see more of the good oldtime drama sketches that showed the Old South to advantage and that never failed to take with audiences. Between TV and radio, the average grown person is tired of this hashed-up song and dance stuff, so they stay away. Jam style music may be all right in a night club or other indoor spot with dance floor, but under tent it is corny and too loud."

Nance, Long Beach, Calif.; Richard Souza and Vicky Pitts, Marysville, Calif.; Terry Middleton and Darlene Nelson, Long Beach, Calif. Juvenile: Richard Toon and Luann Songer, Marysville, Calif.; Roy Huckaby and Fredye Tobola, Beaumont; Vincent DiFilippo and Bonnie Mohler, Lancaster, O.

### Fours

Senior: Michael Glatz, Patricia Pennington, Tony Sakowicz and Gwen Hess, Long Beach, Calif.; Robert Delo, James Madden, Elizabeth Klein and Evelyn Meier, Elmont, N. Y.; Frank DeJohn, Kenneth Trotter, Ruth Hessemann and Merry McSweeney, Elmont, N. Y. Intermediate: Dick Watt, Linda First, Jack Odie and Ann Puerst, Lima, O.; Carl Duke, JoAnn Hickman, Robert Beutlich and Jean Nelson, Chicago; Richard Mullican, Judith Nance, Gardner Martin and Donna Linn, Long Beach, Calif. Novice: Jack Maguire, Geraldine Daniels, David Macomber and Michele Dupuy, Long Beach, Calif.; Ronald Jellise, Carol Haller, Judy Duttlinger and Garry Griffith, Peoria, Ill.; Jim Pollard, Joyce Alvin, Norman Drake and Suzie Glem, Oakland, Calif. Junior: Douglas Eley, Tina Seaburn, Jerry Tangen and Christy Cowdery, Long Beach, Calif.; Charles Parker, Cecilia Darmon, Gerald Hamlin and Nita Stewart, Pontiac, Mich.; Jerry White, Bonita Niewoehner, Carolyn Mathews and James Murphy, Richmond, Ind.

### Speed Skating

Senior Men: Earl Wilmot, Richmond, Ind.; Jim Fish, North Sacramento; Emmett O'Connell, Bronx, New York. Senior Ladies: Evelyn Kelly, Tulsa; Noreen Knapp, Redondo Beach, Calif.; Shirley Hill, Holly Oak, Del. Intermediate Men: Joe Foster, Oakland, Calif.; Ronald Watkins, Denver; Edward Ferrera, Neptune, N. J. Intermediate Ladies: Sharon Stevens, Redondo Beach, Calif.; Lynn Nostave, Tulsa; Barbara Shields, Tampa. Junior Boys: Kenneth Gilmore, Oakland, Calif.; Robert Patterson, Pueblo, Colo.; Ray Louder, Riverside, N. J. Junior Girls: Harless Monical, Greeley, Colo.; Dorrie Guider, Sacramento; Betty Hammond, Mobile, Ala. Juvenile A Boys: Fred Bennett, Wellsville, N. Y.; Jackie Byrd, Mobile, Ala.; Jerry Tomlinson, Tulsa, Okla. Juvenile A Girls: Jean Byrum, San Francisco; Karen Sevigny, Pontiac, Mich.; Joan Barrett, Greeley, Colo. Juvenile B Boys: Michael Sobie, Ventnor, N. J.; David Schafer, Dearborn, Mich.; Ronald Millmore, Hollywood, Fla. Juvenile B Girls: Billie St. Pierre, Redondo Beach, Calif.; Sally Crawford, Greeley, Colo.; Lanette Adams, Tacoma, Wash. Juvenile C Boys: Roy Huckaby, Beaumont; Walter Seger Jr., Detroit; Andrew Mortensen, Miami. Juvenile C Girls: Carol Arp, Denver; Constance Hentschel, Chicago; Barbara Sule, Brooklyn.

### Relays

Men: Ernest Biefield, Henry Abram, Donn Calvano and Robert Jonsson, Brooklyn; Eddie May, Berie Gustafson, Greg Kowalczyk and Wally Murphy, Chicago. Ladies: Noreen Knapp, Sharon Stevens, Glenda Wilson and Laverne Cowan, Redondo Beach, Calif.; Nina Marmarino, Marion Mule, Florence Speth and Barbara Zappia, Brooklyn; Phyllis Arp, Diane Dicey, Connie Douglas and Vita Lorelio, Denver. Mixed: Jerry Tarrant, Duane Crackel, Glenda Wilson and Sharon Stevens, Redondo Beach, Calif.; Stephen Goldman, Joe Mauro, Florence Speth and Barbara Zappia, Brooklyn; Payton Cherrix, James Rice, Shirley Hill and Edyth Wardell, Holly Oak, Del.

### Diaper Division

Singles: Linda Ireland, Ankeny, Ia.; Deborah Garrison, St. Petersburg, Fla.; Donna Russo, Waltham, Mass. Showmanship: Carol Hickey, Dayton, O. Speed: Jeffrey Grossman, Hollywood, Fla.; Kenneth Fournier, Flint, Mich.

## Boydston RSROA Prez; 1956 Meet Site Pends

by HAVILAND F. FEVES

TOLEDO, Aug. 6.—Election of Thomas Boydston, operator of Lincolnrink, Lincoln, Neb., as president of the Roller Skating Rink Operators' Association to succeed Robert Gould, of Gay Blades Rink, St. Petersburg, Fla., and the award of two life memberships highlighted final sessions of the convention and Board of Control meetings which closed an eight-day series at the Hotel Commodore Perry here Saturday (30).

Other new officers are: First vice-president, John Sawyer, El Torreon, Kansas City, Mo.; second vice-president, Arthur Russell, Southgate Roller-drome, Seattle; third vice-president, James J. Cicero, Cicero's Crystal Ball Rink, Ebensburg, Pa., and fourth vice-president, Ralph Fox, Crosstown Rink, Omaha, Neb. Elected to the board of directors for three-year terms were Benjamin F. Morey, Eli Skating Club, New Haven, Conn. (re-elected); Robert Gould, and Claude Robinson, Robinson's Roller Rink, Fort Worth. Arthur Litzenberger, Crystal Palace, Philadelphia, was re-elected sergeant at arms.

Life memberships, considered the highest honor in the RSROA, were conferred upon Al Kish, operator of Pearson Park Rink, Toledo, and charter member of the association, and Walter (Pops) Wolf, Ringing Rocks Park Rink, Pottstown, Pa.

William T. Brown, Portland, Ore., gave a report defining rights and privileges of life members, as distinguished from honorary members, an area which has been vaguely separated in the past. As determined by Brown and approved by the Board, honorary and life members have the privilege of voicing opinions in association meetings, but only the life members have that of voting. In effect, life membership confers all the privileges of active operator membership, but without the obligation of paying dues.

One change in membership dues was made, raising the fee for amateur associate membership from 50 cents to \$1. This new fee is effective September 1.

Intra-organizational relationships will be the object of study by a committee named with William T. Brown, chairman, and the following members: Thomas Boydston; Frank Negri, Hillside Roller-drome, Richmond Hill, N. Y.; Arthur E. Litzenberger; Claude Robinson; R. D. Martin and Charles E. Cahill, respectively secretary-treasurer and assistant of the RSROA, both of Detroit. Specific object of clarification will be rights and privileges of State and regional chapters, in relation to the national body and in relation to each other.

### Hall of Fame

A Hall of Fame, a new development, was approved by the Board. This will include pictures, plaques and other memorabilia, and is to be placed permanently in the new Board meeting room in the new headquarters building which is to be erected in Detroit. Objective of the shrine will be to perpetuate the names of men who have given outstanding service to roller skating. The first name for the Hall of Fame was also approved by the Board—the late Ralph Ware, founder of Chicago Roller Skate Company, who was nominated by the RSROA Advisory Council.

An extension of interest in connection with the 1956 American Championships was approved by the Board in a resolution to conduct a World Congress of Roller Skating, as was done at Oakland, Calif., some years ago. Specific approval was given to the entry of Australia and New Zealand skaters, particularly in singles and skate dancing, in this event. Plan is to have the champions enter this special Congress, in competition with the winners of the 1956 American championships, for international honors, immediately at the close

of American competition.

To extend the scope of this event, William T. Brown was named delegate plenipotentiary to invite European amateur skaters to participate in the Congress. Brown left for England immediately following close of the sessions, and will be in Europe a month, visiting England, France and probably Germany.

Another welcome addition to the 1956 championships, according to tentative plans by the Board, will be revival of the Victory Ball.

Decision of the rite for the 1956 American championships and convention was postponed in order to allow a check of facilities in various cities entering bids. The Board is to publish a speedy decision on this point, taking a mail vote to expedite matters rather than waiting until the Board meeting which is to be held at the Hotel Statler, Detroit, November 28-December 1. Bids for the championships were received from Seattle, Los Angeles, Oakland; Mammoth Gardens, Denver; Cleveland and Richmond, Va.

### Four Regionals

Four regional meets were approved: Midwest, upon recommendation of the Midwest Regional Council, to E. L. Pruett, Rainbow Rink, Houston, Tex.; Northwest Pacific Coast Regional Chapter, to C. W. R. Pattison, North Division Rollerade, Spokane; Great Lakes Region, to Clement Pallo, Palomar, Milwaukee, and Eastern, to Edna Betz, Lexington Roller Skating Palace, Pittsburgh.

An important change was the decision to hold separate meets for Indiana, Illinois, and Wisconsin in 1956. For several years these States have held a combined meet.

Approval was given to 12 new operator-members: Kenneth Highfield, Ocean Park Skateland, Ocean Park Pier, Santa Monica, Calif.; Ray and Reece Hubert, Hubert's Rink, Pasadena, Tex.; L. R. Kimball and A. V. Rodman, Rosecrans-Western Rink, Los Angeles; Winfield and Helen J. Hackman, Roller Gardens, Auburn, Wash.; Kenneth D. and Irene F. Robertson, Robertson's Roll-Land, Seaforth, Del.; Roy Parker, Vernon Parker, Mr. and Mrs. Wayne Parker and Velma Cooke, Moonlight Palace, Bradley, Ill.; Edwin E. Locke, Roller Skating Arena Club, Detroit; Elvin Brown, Knowlton Thomas, and Frank Ranke, Grove City (O.) Rink; Lou J. DeBenjak, Sandusky (O.) Roller-drome; A. D. Kasler, Athens (O.) Rollerade; Donald and Ella Mae Trussell, Salem (Ore.) Skateland, and John S. Fragale, Skateland, Beaumont, Tex. Three former members were reinstated: Clement Pallo, Palomar, Milwaukee; Mr. and Mrs. W. C. Eddie, Roller Frolic, Burlington, Wis., and Mr. and Mrs. Frank Holtzclaw, Frank's Rink, Boise, Idaho.

### Tax Ruling

An important new ruling by the Internal Revenue Bureau that will give operators a more favorable interpretation of tax regulations on skate rentals was presented by Charles E. Cahill, who had presented the case to the Bureau on behalf of the industry. Under the new interpretation, if a rink charges a lesser fee to skaters who own their own skate shoes and if the rink charges an extra fee to those renting skates to patrons—then the lesser of the two fees will be considered as a bona fide admission charge for purposes of the tax base. Rental charge for the rink-owned skates is then considered a bona fide service charge and is not taxable as an admission fee. Cahill said this ruling will hold true whether the charge for using rink-owned skates is made at the door or in a separate concession.

Final night of competitions was filmed by Bruce Powell, cameraman for the Gillette Cavalcade of Sports, including senior men's free style and some skate dancing events. This was to be presented Friday evening (5) on the television network.

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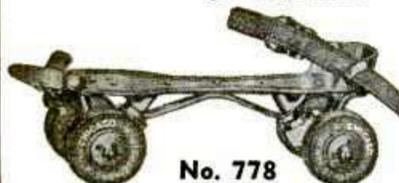
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## MERCHANDISE TOPICS

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.

Farrelloy Company, Philadelphia, has come up with a new solder that will work on all types of metal such as aluminum, copper, stainless steel, monel, inconel, nickel, chromium and evanohm. Farco all-metal solder is claimed to have the following qualifications, making it adaptable to all metals: tinning, spread, protection, non-corrosion, non-galvanic action, amalgamation, plating, ductility, machinability and tensile strength. It is suggested that the product would work out well for pitchmen, demonstrators, etc. Write for prices or samples.

Protecto germ-trap is a lightweight plastic adapter that slips snugly over the phone mouthpiece and holds a patented sanitary filter. The filter covers the mouthpiece of the phone and keeps the instrument free from germs. Easily removed from the adapter, a new sanitary disposable disk may be quickly slipped into place by the next user. The unit is small enough to be carried in the pocket or purse for temporary use in public phone. Firms may also make use of the Protecto filter holder as an advertising unit. Protecto germ-trap adapters, boxed with 25 individually wrapped filters, retail for \$1.85 nationally and are available thru office supply dealers, through the manufacturer, the Protecto Company, Decatur, Ga.

There's a new bouncing Baby Merchandiser at Ideal Greeting Card Company, Boston. This unique greeting card display with easel back is as easy to sell as a box of cigars or candy. Concessionaires can use this display containing 100 10-cent cards each individually wrapped in cellophane and containing an envelope and price ticket. Refills are simple because the seller is supplied with self-service reorder sheets. The Baby Merchandiser is a self-contained display 13 by 16 1/2 by 2

inches in size and come two dozen to a case.

New Haven Clock & Watch Company, New Haven, Conn., is introducing a new multi-pack display consisting of a four-pack display of electric alarm clocks. One has four square-faced electric clocks, one with black numerals, two with white numerals and one with a radium dial, priced to retail from \$3.98 to \$5.95. Several other assortments are available in similar multi-packs.

Those who have as yet not seen the new perfume package offered by Cel-Max, Memphis, should write the firm. The perfume called Discovery comes in a package which not only securely holds the bottle, which has beautifully fluted sides, but clearly shows the bottle and its attractive globe crown, making for quicker turnover. Cel-Max also has advertising sheets on hand. Containing a full ounce, the package is offered at 97 1/2 cents each; sample \$1.50. The firm invites you to get on the Cel-Max Bargainteer mailing list, a free service.

If you want to see what is claimed to be the greatest buy it has ever offered, drop a line to Tanross Supply Company, Miami. The firm has just stocked an imported \$75 binocular, 7 x 50, plus a \$12 Filtrol—both offered at \$19.50. These are professional-quality binoculars which can be used either day or night, are marine type and boast individual focus with tremendous light gathering power. They have wide-field achromatic lenses coated to reduce reflection or glare when looking into the sun. Covering a 381-foot area at 1,000 yards these binoculars are completely waterproof and dustproof. Included is a genuine leather plush-lined carrying case and straps.

## PIPES FOR PITCHMEN

By BILL BAKER

AFTER A LONG . . .

silence Madaline E. Ragan pipes in that she is recuperating in Troutdale, Ore., spending her time eating, sleeping, fishing and gaining weight. "I just don't know what to think when reading about the oldtimers passing away," she writes. "They will all be sadly missed in pitchdom—Glen Hosberg, Mike Sullivan, King LaMarr and Billy Beam. Billy met me at the airport when I came here and had only left here two weeks ago, heading for the tobacco markets. Our sympathy to his widow, Ethel." Madaline would like to know what success Doc Clayton is having with his med opera. She opines that most of the lads are now getting ready for the fair season, and reports that T. D. Lance and his wife, Eunice, now have their show in South Georgia. Madaline recently visited with Johnny and Billy Hicks, the old-timers, two of the best jam men in the biz. (One of those lads—Madaline didn't say which—is ahead of the Clyde Beatty Circus.) The trio cut up jackpots until the wee hours of the morning. Madaline's twin, Mary, and Chet Wedge have their jewelry stand at celebrations in Oregon. Mary recently took delivery on a new Chevrolet station wagon. "All you old-timers, pipe in," pleaded Madaline. "Where are Curley Burnett, Jack and Ruth Anthony, the Luxells, Myrtle Hutt, Ed and Tom Kennedy, Cowboy Williams, Shorty Treadway and Al and Mabel Rice?"

MRS. ETHEL BEAM . . . wife of the late Billy Beam, who died July 13 in Wolf Point, Mont., of a heart attack, writes a note of thanks to the many folks in the business who sent her messages of sympathy. Her letter, in part, reads as follows: "Thanks to all my dear

friends for the many messages of sympathy. Mr. Beam, a showman and pitchman, was well known in repertoire. For years he operated the Shufflin' Sam med show. Chief Thunder Cloud was with me at the time of my husband's death. He was buried July 20 in National Cemetery, Fort Gibson, Okla., 12 miles from Muskogee, his home. Military rites were conducted by the American Legion, Veterans of Foreign Wars and Disabled American Veterans. He was a veteran of World War I. At present I am with his mother, Mrs. Lou Beam, in the Broadway Apartments, Muskogee."

DAN DEFOE . . .

impresario of the pitch on Market Street, Philadelphia, has quit the ballyhoo business after 30 years and retired to his estate in Pine Hill, N. J. To celebrate the event he had the families of 22 workers at Kim & Cioffi, carnival and merchandise distributor, as guests for a 12-course dinner. It was reported that a great time was had by all.

WE UNDERSTAND . . .

that Bobbie Puttie recently had two red weeks working cosmetics at Murphy's, Washington.

CHRISTINE LEVY . . .

wife of Lawrence Levy, formerly of the La Renz Company, Cleveland, died August 1 in Miami.

WHITE STONE COLLINS . . .

says many of the boys in the pitch business will be glad to learn that Mr. Murray, one of the real old-time med workers around the Newark, N. J., area, is currently putting on a twin act—he's running a pitch store in Atlantic City and at the same time operates a med show on the Boardwalk.

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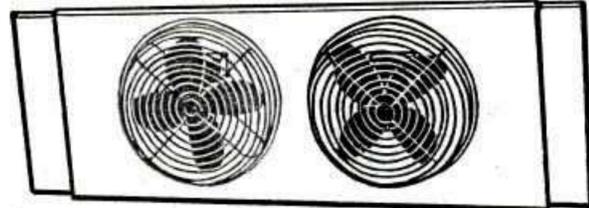
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- Arizona**  
Flagstaff—Northern Aria Square Dance Festival, Aug. 12-13.  
Payson—Payson Rodeo, Aug. 12-14.
- Arkansas**  
Dewitt Lake—Doughboy Reunion, Aug. 15-20.  
England—Fall Festival, Oct. 17-23.  
Harrison—Harrison Rodeo, Sept. 15-17.  
Lake City—Watermelon Festival, Aug. 22-27.  
Little Rock—Ark Livestock Show, Oct. 3-8. Clyde Byrd.  
Little Rock—Parade of Homes, Sept. 11-18.  
Mammoth Spring—Soldiers-Sailors-Marines' Reunion, Aug. 15-20. E. E. Sterling.  
Pine Bluff—Pine Bluff Rodeo, Sept. 20-24.  
Walnut Ridge—Band Festival, Aug. 29-Sept. 3.
- California**  
Barstow—Barstow Rodeo, Sept. 24-25.  
Bishop—Bishop Rodeo, Sept. 4-5.  
Lancaster—Lancaster Rodeo, Sept. 11.  
Los Angeles—Sheriff's Rodeo, Aug. 21.  
Oakland—N. Calif. Electrical Bureau Show, Oct. 1-8.  
Paso Robles—San Luis Obispo Co. Rodeo, Aug. 19-20.  
Plymouth—Plymouth Rodeo, Aug. 28.  
San Diego—San Diego Rodeo, Sept. 24-25.  
San Fernando—San Fernando Rodeo, Sept. 4-5.  
San Francisco—Grand National Livestock Expo., Oct. 28-Nov. 6. Nye Wilson.  
Ventura—Ventura Rodeo, Oct. 8-9.
- Colorado**  
Brighton—Brighton Rodeo, Aug. 13-14.  
Cheyenne Wells—Cheyenne Co. Rodeo, Sept. 2-3.  
Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 9-13.  
Estes Park—National Arabian Horse Show, Aug. 20-21. Dr. A. G. Fiske.  
Longmont—Legion Rodeo, Aug. 18-20.  
Loveland—Larimer Co. Rodeo, Aug. 15-16.  
Montrose—Montrose Rodeo, Aug. 17-18.  
Norwood—San Miguel Basin Rodeo, Aug. 13-14.  
Pueblo—State Fair Rodeo, Aug. 23-25.  
Ridgway—Ouray Co. Rodeo, Sept. 4-5.  
Sterling—Overland Trail Round-Up, Aug. 30-Sept. 1. W. K. Ring.
- Connecticut**  
Bethel—State Firemen's Convention, Aug. 12-14.  
Middletown—Lady of Mt. Carmel Feast, Aug. 11-14.
- Florida**  
Bonifay—Holmes Co. Livestock Show, Oct. 8. D. P. Grant.  
Live Oak—Suwannee Valley Hog Show, Oct. 17-22. Paul Crews.
- Georgia**  
Atlanta—Do-It-Yourself Show, Sept. 24-29.  
George Hoover, 6915 Red Sunset Blvd., S. Miami, Fla.  
Atlanta—Southern Jewelry Show, Aug. 28-31. Burly Sacks, 1 Peachtree Bldg.  
Waycross—Ga. Championship Rodeo, Sept. 30-Oct. 2.  
Woodbury—Pimento Festival, Oct. 12.
- Idaho**  
Boise—Western Idaho State Fair Rodeo, Aug. 23-27.  
Burley—Cassia Co. Rodeo, Aug. 18-20.  
Caldwell—Caldwell Night Rodeo, Aug. 9-13.  
Filer—Twin Falls Co. Rodeo, Aug. 31-Sept. 3.  
Gooding—Gooding Co. Rodeo, Aug. 18-20.  
Jerome—Jerome Co. Rodeo, Aug. 11-13.  
Lewiston—Lewiston Rodeo, Sept. 9-11.  
Montpelier—Bear Lake Co. Rodeo, Aug. 25-27.
- Illinois**  
Alexis—Fall Festival, Aug. 25-27. T. B. McKnight, Lions Club.  
Avon—Pat Steer Show, Aug. 18-20.  
Chicago—General Motors Powerami, Aug. 31-Sept. 18.  
Chicago—International Dairy Show, Oct. 8-15.  
Gilman—Centennial, Aug. 11-14.  
Granville—Homecoming, Aug. 19-21. Harold Thiess, Aurora.  
Kampsville—Legion Picnic, Sept. 3-5. C. W. Curtis.  
Moline—Rock Island Co. Rodeo, Sept. 2-3.  
Mount Carmel—Championship Boat Races, Sept. 17-19. Steve Bellingier.  
Peoria—Antique Show, Sept. 9-12.  
Rochelle—Farmers' Picnic, Aug. 17-18. Harold Thiess, Aurora.  
Stonefort—Soldiers & Sailor's Reunion, Aug. 22-27.  
Strasburg—Homecoming, Aug. 17-20. L. R. Hamm.
- Indiana**  
Columbia City—Old Settlers' Day & Legion Festival, Aug. 10-13. Dave Spence.  
Delphi—Homecoming Centennial, Aug. 8-13. Tom L. Baker, 2257 Madison Ave., Indianapolis.  
Hartford City—Fall Festival, Sept. 13-17.  
Lagrange—Corn School—Golden Anniversary—Street Fair, Sept. 12-17.  
Milan—Homecoming, Aug. 15-20.  
Mitchell—Perseus Festival, Sept. 26-Oct. 1.  
Odon—Old Settlers Meeting, Aug. 17-20. Lex Senoff.  
South Bend—Antique Show, Oct. 17-20.  
Terre Haute—Miners' Picnic, Aug. 12-14.  
Wabash—Diamond Jubilee & Nat'l Plowing Contest, Sept. 12-17.
- Iowa**  
Cedar Rapids—All-Iowa Rodeo, Aug. 18-19.  
Des Moines—Iowa State Fair Rodeo, Sept. 2-5.  
Fort Madison—Fort Madison Championship Rodeo, Sept. 9-11.  
Sidney—Iowa Championship Rodeo, Aug. 16-20.  
Vinton—Celebration, Sept. 5.
- Kansas**  
Abilene—Wild Bill Hickok Rodeo, Aug. 22-25.  
Atwood—Atwood Rodeo, Aug. 20-21.  
Coffeyville—Inter-State Rodeo, Sept. 2-5.  
Goodland—Northwest Kan. Rodeo, Aug. 18-19.  
Hill City—Hill City Rodeo, Aug. 11-12.  
Mound City—Linn Co. Fair Rodeo, Aug. 19-20.  
Phillipsburg—Kansas' Biggest Rodeo, Aug. 4-6.  
Scott City—Scott City Rodeo, Aug. 26.  
Wichita—Jaycee Frontier Days, Sept. 22-25.  
Winfield—Crowley Co. Rodeo, Aug. 30-Sept. 1.
- Louisiana**  
Alexandria—Lions Club Rodeo, Aug. 23-27.  
Amite—Amite Rodeo, Oct. 7-8.  
Crowley—Intl. Rice Festival, Oct. 19-20. J. W. Barnett.  
DeRidder—DeRidder Rodeo, Oct. 5-8.  
Franklinton—Franklinton Rodeo, Oct. 12-15.  
Leesville—West La. Forestry Festival, Sept. 12-17. Finley Stanley Jr., Rt. 4.  
Marksville—La. Livestock & Pasture Festival, Oct. 7-9. Kermit J. Ducote.  
Morgan City—Shrimp Festival & Bidding of Fleet, Sept. 2-4. Mrs. Elizabeth Russo.
- Maine**  
Stockton Springs—Blueberry Festival, Aug. 19.
- Maryland**  
Cunberland—Bi-Centennial, Aug. 15-20.  
Prince Anne—Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Anderson.
- Massachusetts**  
Boston—Boston Garden Rodeo, Oct. 19-30.  
Ipswich—Horse Show, Aug. 13-14.
- Michigan**  
Alton—Laird Twp. Dairy Show, Sept. 2. Mrs. Anne Pirhonen.  
Coloma—Gladiolus Show, Aug. 27-28.  
Detroit—Riviera Festival, Aug. 20-28.  
Fairgrove—Bean Festival, Sept. 5.  
Flint—Centennial, Aug. 27-Sept. 11.  
Goodells—Thumb Dist. Plowing Match, Oct. 6. Irving R. Wyeth.  
Hillsdale—Guernsey Show, Aug. 20. Lauren Goodlock, Clayton.  
Ionia—Ionia Fat Stock Fair, Oct. 31-Nov. 2. Abram P. Snyder, Court House.  
Ithaca—Gratiot Co.-Ithaca Centennial, Aug. 23-27.  
Luther—Homecoming, Aug. 18-20. Dan D. Smith.  
Messick—State Gladiolus Show, Aug. 20-21.  
Midland—Gladiolus Show, Aug. 15-16.  
Newaygo—Celebration, Sept. 5.  
Rudyard—Eastern U. P. Jr. Fat Stock Show, Aug. 11-12. Wm. Dickinson, 139 Arlington, Sault Ste. Marie.
- Minnesota**  
Duluth—Antique Show, Aug. 21-24.
- Mississippi**  
Newton—Newton State Dairy Show, Sept. 19-24. W. P. McMullan Jr.
- Missouri**  
Brookfield—Linn Co. Hoof & Horn Rodeo, Sept. 3-5.  
Brunswick—Brunswick Horse Show, Sept. 17. Lucilla Hayden.  
Camdenton—Camden Co. 4-H & Open Livestock Show, Aug. 27. Hugh Phillips.  
Cameron—Boots & Saddle Horse Show, Sept. 9-11.  
Chillicothe—Eagle Club Rodeo, Sept. 16-18.  
Gallatin—Annual VFW Picnic, Aug. 22-27. Jewell Brooks.  
Harrisonville—Cass Co. Jr. Livestock Show, Aug. 16. Joel R. Ewing.  
Herman—Homecoming, Aug. 27-28. M. F. Kappelmann, Chamber of Commerce.  
Joplin—Joplin Jr. Beef Show, Oct. 10-11. Rufus D. Brown, 112 W. 4th St.  
Kansas City—American Royal Livestock Show, Oct. 15-22. C. M. Woodard.  
King City—Tri-Co. Livestock & Horse Show, Aug. 11-12. Marvin Blair.  
Marshall—Saline Jr. Livestock & Home Economics Show, Aug. 13. J. Leo Hayob.  
Maryville—Baby Beef & Pig Club Show, Sept. 19. Kenneth Walkup.  
Milan—Junior Livestock Show, Sept. 16. Mrs. Margaret Marr.  
Monett—Lawrence-Barry Co. Dairy Show, Sept. 9-10. Helen Sager.  
Pickering—Nodaway Co. Horse & Mule Show, Sept. 9-10. C. A. Birkenholz, Box 91.  
Piedmont—Centennial, Sept. 2-5. Wm. Harris and son.  
Pierre City—FA Stock Show, Sept. 15-16. Wayne Bowen.  
Plattsburg—Jr. Livestock & Home Economics Show, Aug. 14-20.  
Queen City—Schuyler Co. Corn & Stock Show, Sept. 15-17. Geo. McCluskey.  
Salisbury—Salisbury Horse Show, Sept. 1-2.  
Sikeston—Bootheel Rodeo, Sept. 15-18.  
Sikeston—Jaycee Bootheel Rodeo, Sept. 2-5.  
St. Joseph—Buchanan Co. Interstate Home Economics Show, Sept. 21-23. Webb Embry.  
St. Joseph—Buchanan Co. Livestock Show, Sept. 18. Webb Embry.  
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock.  
St. Joseph—Pony Express Rodeo, Sept. 23-25.  
St. Louis—St. Louis Rodeo, Aug. 23-28.  
Springfield—Ozark FFA Fat Stock Show, Sept. 8-9. John L. Kirby.  
Tarkio—Atchison Co. Stock Show, Aug. 26-27. Rankin Sheets.  
Urbandale—Four Co. Dairy Show, Sept. 24. E. H. Klein.  
Windsor—Centennial, Aug. 31-Sept. 3. Harry Ordway, American Legion Post.
- Montana**  
Baker—Fallon Co. Fair Rodeo, Sept. 4-5.  
Billings—Midland Empire Rodeo, Aug. 9-13.  
Deer Lodge—Deer Lodge Rodeo, Aug. 20-21.  
Porsyth—66 Ranch Rodeo, Aug. 16-18.  
KallsPELL—Northwest Mont. Rodeo, Sept. 9-10.  
Plains—Sanders Co. Rodeo, Aug. 27-28.  
Terry—Prairie Co. Rodeo, Aug. 20-21.
- Nebraska**  
Benkelman—Dundy Co. Rodeo, Aug. 13-14.  
Burwell—Nebraska's Big Rodeo, Aug. 10-13.  
Chambers—Chambers Rodeo, Aug. 19-20.  
Genoa—Commercial Club Rodeo, Aug. 12-14.  
Gordon—Sheridan Co. Rodeo, Sept. 9-11.  
Hastings—Hastings Rodeo, Aug. 29-30.  
Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson, 201 Patterson Bldg.  
Omaha—Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2.  
Seward—Seward Co. Rodeo, Aug. 15-16.  
Sidney—Cheyenne Co. Rodeo, Aug. 27-28.  
Wahoo—Saunders Co. Rodeo, Aug. 25-27.
- Nevada**  
Ely—Nevada Fair of Industry, Aug. 25-28. Darwin Lambert.
- New Jersey**  
Newark—Veterans' Jubilee, Aug. 15-23.
- New Mexico**  
Gallup—Inter-Tribal Indian Ceremonial, Aug. 11-14. Edward S. Merry, P. O. Box 1029.  
Las Cruces—Donna Ana Co. Jr. Livestock Show, Oct. 6-8. W. A. Gunsch, Box 457, State College.  
Roswell—Eastern N. M. State Fair Rodeo, Sept. 13-17.  
Santa Fe—Santa Fe Fiesta, Sept. 2-5. Mrs. Helen Baca, P. O. Box 181.
- New York**  
DeRuyter—Firemen's Centennial Celebration, Aug. 18-21. Ray Wells.  
Syracuse—Antique Show, Sept. 27-29.  
Utica—Home Projects Show, Sept. 28-Oct. 2.
- North Carolina**  
Charlotte—Charlotte Rodeo, Oct. 4-8.  
Raleigh—Raleigh Rodeo, Oct. 18-22.  
Shelby—Shelby Rodeo, Sept. 20-24.

- North Dakota**  
Bowman—Bowman Co. Rodeo, Sept. 10-11.
- Ohio**  
Canton—Sesquicentennial, Aug. 14-21. Wallace Lafferty, 533 Market Ave., S.  
Cincinnati—Food and Home Show, Aug. 15-28. Eugene F. Zachman.  
Delphos—Homecoming, Aug. 15-20.  
Dorsey—Street Fair, July 25-30.  
Ironton—Festival of the Hills, Oct. 12-15.  
Magnolia—Band Homecoming, Aug. 10-13.  
Minerva—Homecoming & Expo of Progress, Aug. 8-13.  
Nelsoville—Parade of the Hills, Sept. 5-10.  
Orchardville—National Clay Week Celebration, Aug. 15-20. George Gibbens, Trenton Ave.
- Oklahoma**  
Ada—Elks Rodeo, Aug. 9-13.  
Anadarko—Indian Expo., Aug. 15-20.  
Ardmore—Ardmore Rodeo, Sept. 20-23.  
Elk City—Elk City Rodeo, Sept. 5-7.  
McAlester—Prison Rodeo, Sept. 8-11.  
Rush Springs—Watermelon Festival, Aug. 8-13.  
Vinita—Will Rogers Memorial Rodeo, Aug. 24-28.  
Woodward—Elks Rodeo, Sept. 1-4.
- Oregon**  
Myrtle Point—Coos Co. Rodeo, Aug. 20-21.  
Pendleton—Pendleton Round-Up, Sept. 15-17.  
Portland—Do-It-Yourself Show, Oct. 22-29. Jack Matlack, 402 Times Bldg.  
Portland—Expo of Progress & Pacific Intl. Livestock Assn., Oct. 15-22. Jack Matlack, 402 Times Bldg.  
Portland—KGW Kitchen Carnival, Oct. 1-2. Jack Matlack, 402 Times Bldg.  
Prineville—Crooked River Round-Up, Aug. 12-14.  
Redmond—Deschutes Co. Fair Rodeo, Aug. 27-28.
- Pennsylvania**  
Blairsville—Legion Mardi Gras, Aug. 8-13.  
Clymer—Golden Jubilee, Aug. 14-20. Bruce Phillips.  
Hollidaysburg—Blair Co. Lions Fair, Sept. 4-10. Frank Caravella.  
New Castle—Italian Celebration, Aug. 15-20.  
Philadelphia—Gift Show, Oct. 1-6. Donald C. Little, 200 Fifth Ave., New York.  
Philadelphia—National Aircraft Show, Sept. 3-5.  
Pittsburgh—Jr. Beef & Lamb Show, Oct. 18-20. C. L. McAdams.  
Pittsburgh—Western Pa. Pig Round-Up, Aug. 16-17. C. L. McAdams.
- South Dakota**  
Corsica—50th Anniversary Celebration, Aug. 31-Sept. 1.  
Huron—Powwow Day, Oct. 1.  
Kadoka—Labor Celebration, Sept. 5.  
Lake Preston—Watermelon Day, Sept. 5.  
Mitchell—4-H Fat Stock Show and Sale, Sept. 13-14.  
Mitchell—Corn Palace Festival, Sept. 18-24.  
Parkinson—Community Days, Aug. 29-30.  
Rapid City—Black Hills Range Days, Aug. 18-21.  
Sioux Falls—Viking Days, Oct. 7-9.  
Stickney—Golden Jubilee, Aug. 17-18.  
Yankton—Pancake Days, Oct. 6-8.  
Vermillion—Old Settlers' Picnic, Aug. 21.  
Vermillion—Days of '59, Aug. 25-26.  
Wagner—Labor Celebration, Sept. 4-5.  
Winner—Labor Celebration, Sept. 5.  
Yankton—Saddle Club Rodeo, Sept. 4-5.
- Tennessee**  
Adamsville—McNairy-Adamsville Horse & Stock Show, Aug. 13. J. D. Perkins.  
Cleveland—Bradley Co. Jr. Dairy Show, Sept. 9. W. M. Hale.  
Greenback—Loudon Co. Dairy Show, Sept. 3. Roy M. Brooks Jr.  
Lewisburg—Marshall Co. Jr. Dairy & Colt Show, Aug. 26-27. Sue Hill.  
Martin—Weakley Co. Dairy Show, Aug. 11-12. Wade Barton.  
Memphis—Memphis Rodeo, Sept. 23-30.

(Continued on page 80)

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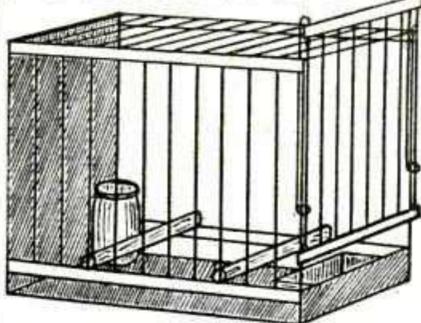
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\$800 INVESTMENT WILL RETURN \$5,000. one year. Direct Positive Photo Studio and Camera Supply Department, with A-1 location, in high traffic 5x10 in Will- mington, Delaware. Latest equipment. No experience necessary. Other interests re- sponse for selling. Sloan Camera Center, 910 Orange, Wilmington, Del. au20

COSTUMES, UNIFORMS, WARDROBES

COSTUME SALE—CHORUS SETS 4 TO 16; Gowns; Specialties, Parades, Gay '90's Strips; 5000 costumes must go. No catalog. Bargain job lots. Variety Costumes, 1658 Broadway, Room 708, New York 19, N. Y. au27

NEW BALLY CAPES, \$5; NEW CLOWN Suits, \$10; Girl Show, Bally, Strip, Min- strel Costumes, Wigs, Derbies, Top Hats, Tails, Tuxedos, Orchestra Coats, Plumes, Rhinestones. Cheap. Free list. Leroy Car- penter, 10 Eldorado Place, Westhawken, N. J. au20

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ABOUT ALL MAKES OF POPPERS—CARA- mel Corn equipment. Floss Machines, re- placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au20

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JUICE DISPENSER, \$20; ELECTRIC RE- frigerator, Root Bee Trailer, \$600; Elec- tric French Fryer, \$50; Arnold Malt Mixer, \$25; new Dormeyer "Power Chef" food mixer, crated, \$36.50. Lucille Southward, R. #1, Upper Sandusky, Ohio. au20

NEARLY NEW DIESEL LOCOMOTIVE—2 Cars, capacity each: 10 adults, 15 children; 1 1/2 ml. Track, 14" ga. Sell any part. Can be seen in operation, Skidmore Machine Shop, Paris, Tex. au20

SMALL GOING MFR. OF CARNIVAL plaster, figurines, lamps, etc., fully equipped for mass production. Send dime for catalog. A. Valentis, Perry, N. Y. au20

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BUILD KIDDIE RIDES FROM TESTED plans. Auto, Airplane, \$1. Chairplane, \$3 each. Free. 48 plan circular. Brill, Box 875, Peoria, Ill. au20

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MISCELLANEOUS

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TOP TV, COUNTRY-WESTERN SWING Band, wants bonafide live-wire agents and bookings, Photos, data, Musician, 287 South Oakland, Sharon, Pa. au13

MISCELLANEOUS

HYPNOTISM—FOR STAGE, PRIVATE carried and lecture demonstrations, For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh1756

NOW BOOKING ICE-ARAMA—AMERICA'S smartest Ice Show with own portable ice rink, William G. Cunningham's Ice and Stage Productions, 8 A LePage Ave., Dorval, Quebec, Montreal 33, Melrose 1-3104.

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**COMING EVENTS**

● Continued from page 76

Morristown—Centennial, Aug. 21-27. R. T. Bales Jr.

Nolensville—Williamson Co.-Nolensville Jr. Dairy Show, Sept. 3. Robert S. Mosley.

Petersburg—Petersburg Colt Show, Sept. 6-7. Thos. L. Warren Jr.

Shelbyville—Bedford Co. 4-H Dairy Show, Aug. 12. Mrs. Grace Fly.

Somerville—Fayette Co. Livestock Show, Oct. 21. C. W. Stroup.

Yorkville—Yorkville Jersey Cattle Show, Aug. 19. M. R. Forrester.

**Texas**

Cleburne—N. Central Tex. Rodeo, Sept. 7-10.

Colorado City—Frontier Round-Up, Aug. 24-27.

Corisiana—Livestock Show and Rodeo, Sept. 27-Oct. 1. R. W. Knight, Box 426.

Corisiana—Stock Show Rodeo, Sept. 28-Oct. 2.

Dallas—Allied Gift & Jewelry Show, Sept. 4-9. Mrs. M. Dalton, 3822 Wilshire Blvd., Los Angeles.

Dallas—Southwestern Gift Show, Sept. 4-9. Fred Sands, 3108 S. Joplin, Tulsa, Okla.

Dallas—Tex. Futurity Horse Show, Oct. 29-30. Jim Bray, 4321 N. Central Expressway.

Dublin—Dublin Rodeo, Aug. 31-Sept. 1.

Floresville—Peanut Festival, Sept. 23-24.

Georgetown—Georgetown Rodeo, Aug. 24-27.

Gladewater—E. Tex. Quarter-Horse Breeders' Show & Races, Aug. 22-23. W. C. Holcombe, Longview.

Gorman—First Annual Peanut Festival, Sept. 8-10. Arlton E. Smith.

Houston—Gift & Housewares Show, Aug. 14-16.

Kaufman—Kaufman Co. Livestock Show, Sept. 8-10. Ernest Bauerle.

Kerrville—S. Texas Sheep Dog Trials, Sept. 3.

Nocona—Chisholm Trail Round-Up, Sept. 3-5.

Orange—Orange Rodeo, Sept. 1-3.

Ranger—Ranger Rodeo, Aug. 10-13.

Rusk—Lions Club Rodeo, Aug. 11-13.

San Antonio—Charro Celebration, Sept. 15-16.

San Antonio—Expo. of Modern Living, Sept. 25-29.

San Antonio—VPW Expo. of America's, Oct. 25-30. Ralph W. Stevens, 313 Houston Bldg.

Texarkana—Fall Rodeo, Sept. 13-17.

Tyler—Tex. Rose Festival, Oct. 21-23.

Frank Bronaugh, Chamber of Commerce.

Waco—Heart o' Tex. Fair Rodeo, Oct. 3-8.

Waxahachie—Ellis Co. Rodeo, Sept. 22-24.

West—West Rodeo, Sept. 1-3.

**Utah**

Bingham—Galena Days, Sept. 26-Oct. 1.

Brigham City—Box Elder Co. Peach Days, Sept. 10-11. D. N. Mason.

Cedar City—Southern Utah Livestock Show, Sept. 9-11. Alex Williams, Mgr.

Cedar City—Suffolk Jr. Sheep Show, Sept. 2-4.

Logan—Cache Co. Rodeo, Aug. 15-20.

Richfield—S. Utah Jr. Livestock Show, Aug. 25-27. Van Jarrett, Mgr.

Tremonton—Golden Spike Rodeo, Aug. 26-27.

Vernal—Vernal Rodeo, Aug. 18-20.

**Virginia**

Suffolk—Peanut Festival, Sept. 5-10.

**Washington**

Ellensburg—Ellensburg Rodeo, Sept. 3-5.

Hi-Jinks, Aug. 18-20.

Kennewick—Kennewick Rodeo, Aug. 26-28.

Monroe—Evergreen State Fair Rodeo, Sept. 2-5.

Moses Lake—Columbia Basin Rodeo, Sept. Omak—Omak Rodeo, Aug. 13-14.

Walla Walla—Southeast Wash. Fair Rodeo, Sept. 3-5.

**West Virginia**

Charleston—Firemen's Celebration, Aug. 8-13.

Clarksburg—Police Safety Fair, Sept. 5-10.

Elkins—Mountain State Forest Festival, Oct. 6-8. Wood Crawford.

Kingwood—Buckwheat Festival, Sept. 29-Oct. 1.

Kingwood—Preston Co. Buckwheat Festival, Sept. 29-Oct. 1. Mrs. Ruth A. Deavers.

**Wisconsin**

Milwaukee—Third Ward Feast, Aug. 11-14.

Morton—Loggers' Jubilee, Aug. 8-13.

Pewaukee—Legion Fall Festival, Sept. 3-5.

Ray Romans.

Seattle—Washington Jr. Poultry Expo., Oct. 4-5. John G. Wilson.

**Wyoming**

Casper—Central Wyo. Night Rodeo, Aug. 10-13.

Douglas—State Fair Rodeo, Aug. 31-Sept. 3.

Lusk—Niobrara Co. Rodeo, Aug. 19-20.

Thermopolis—Thermopolis Rodeo, Sept. 4-5.

Torrington—Goshen Co. Rodeo, Aug. 25-27.

Wheatland—Platte Co. Rodeo, Aug. 27-28.

**CANADA**

**British Columbia**

Penticton—Peach Festival, Aug. 18-20.

**Manitoba**

Pin Flon—Rotary Horticultural Exhn. Aug. 24-27.

**New Brunswick**

Fort Beausejour—Acadian Bicentenary, Aug. 13.

Memramcook—Acadian Bicentenary, Aug. 12.

Moncton—Acadian Bicentenary, Aug. 8-13.

St. Joseph—Acadian Bicentenary, Aug. 12.

**Novia Scotia**

Bridgewater—Water Carnival, Aug. 18.

Dartmouth—Natal Day Celebration, Aug. 8-13.

Parrsboro—Old Home Week, Aug. 8-13.

**Ontario**

Gravenhurst—Night Carnival, Aug. 11-13.

Leamington—Tomato Festival, Sept. 9-10.

**Ottawa**

Blytheville (Leamington)—Intl. Flowing Match & Farm Machinery Demonstration, Oct. 11-14.

Ottawa—Parade of Progress, Aug. 11-17.

Ottawa—Winter Fair, Oct. 25-29.

St. Catharines—Niagra Grape & Vintage Festival, Oct. 1.

Sault Ste. Marie—Parade of Progress, Aug. 26-Sept. 1.

Sudbury—Parade of Progress, Aug. 18-25.

**Prince Edward Island**

Charlottetown—Old Home Week, Aug. 15-20.

Dundas—Provincial Flowing Match, Sept. 14-15.

**Quebec**

Montreal—Eastern Canada All Electrical Show, Sept. 19-23.

Montreal—Food Show, Oct. 13-18.

**Saskatchewan**

Saskatoon—Dairy Cattle Show & Sale, Oct. 13.

Saskatoon—A. R. Swine Show & Sale, Oct. 14.

**Ringling Show Drops Execs**

● Continued from page 72

sympathy move. There was no so-called labor problem. There was no connection with this move and any union.

**Meet Pending a Week**

A "meeting at the summit" had been talked of in Chicago, and a so-called showdown session by various top officials of the show was anticipated. After several delays the principals met Saturday (30) in Chicago but no decision was reached.

McClosky said that at that time North asked him to go back onto the lot and that his arrival would help morale at that time. Possible results of the meeting were known through the organization and personnel was watching closely for signs of the outcome.

**McClosky Statement**

There was no further action until the St. Paul stand. At about 8 p.m. there, McClosky said, he and the others met with Burke, who told them North had come to a decision. McClosky, Lawson and Kernan then handed Burke their prepared resignations. Reynolds learned of this and quit.

McClosky said timing of the meeting had been poor and that it left no course for him and the others except to leave then. He said that in his opinion performers and others would have been willing to double in brass at that time in order to give a performance and that the meeting might have been held at a later hour.

McClosky said he and Kernan would go fishing for two weeks and then go to Sarasota. They have plans for starting an auto thrill show in Europe and Kernan may go there soon.

**Burke's Statement**

Burke said that the group met Thursday evening, that North fired the three executives and that they then produced their resignations. Burke said that he remained as executive director and he announced the appointment of Lloyd Morgan as well as the decision to do away with the post of general manager. He said that the series of changes were made "for the good of the company."

Burke stated that bosses and department heads remained loyal to the show. He said that no policies were to be changed. After a 24 to 48-hour shake-down, he said, all the new appointments will be made.

The four assistant prop bosses, Glen Wade, Tommy Clark, Chuck White and Ray Olech, may return to their jobs if they care to, Burke said. He also repeated that all of the 30 prop men could go back to work and that six already had done so.

Burke also stated that business for the show has been good and that the recent Chicago run also earned good business.

In statements to newspapers and broadcasting stations in the Twin Cities, North charged that the discharged men had been more interested in privileges than in the show. They denied any connection with set-ups he described.

The show was expected to leave Minneapolis as scheduled early Sunday (7) for Mankato, Minn., where it had an afternoon-only schedule.

**Chicago Wind-Up**

In Chicago, the circus played to two good houses on Saturday (30), the best day of the nine. Sunday (31) finished up the stay with more light attendance. The Sunday afternoon show had been expected to draw well but fell short of this. The Chicago run as a whole was 40 per cent behind last year, it was learned.

Starting at Beloit, Wis., Monday (1), the show installed a lower scale of ticket prices. There were indications that business which has followed has shown some improvement over earlier scores.

**New Ad Copy**

New advertising copy carries a line reading "Children bring your parents," plus listings for children, \$1; adults, \$1.50, and adults accompanied by children, \$1. In a separate place the ad announces 3,500 reserved seats at \$1, another reference to the \$1-or-\$1.50 seats.

The ad also lists the \$2, \$2.50 and \$3 prices. Previously, the top price was \$4.

At Beloit the afternoon was half filled and night was three quarters. Weather was hot. The King-Cole Circus had the town well billed for its appearance there on Wednesday (3). Ringling had a three-mile haul to a new lot where earlier rain had created some mud.

Madison, Wis., one of the towns where the show had done consistently good business for years, was played Tuesday (2). The afternoon house was half of capacity. The night crowd was near capacity. High humidity and heat continued. CFA members gave a party for performers between shows.

In La Crosse Wednesday (3), Ringling had a weak afternoon and a night house that went slightly over the half mark. Last year the show drew 20,000 there. In both cases, the circus was in on the opening day of the Interstate Fair.

Burke accepted for circus business the use of a new showgrounds at a dedication of the site, attended by the mayor and others. The lot, on Losey Boulevard, is 13 acres set aside by the city as a permanent circus grounds. Between show dates it will be used as a playground. The designation of it as a permanent circus site was accomplished thru efforts of the local Circus Fans' group.

**Russians Coming**

Going to St. Paul, the wrong loading directions were received by the trainmaster and all flats had to be turned around during the night. This led to a late afternoon show at St. Paul. It drew a reported half-house. The night show which was canceled had about two thirds of a house, according to one report and a smaller number according to newspaper accounts of the refunding.

In Minneapolis, the first afternoon show was half filled and the night was three quarters.

By late Friday there were reports on the show of law suits and counter-suits, but these were not expected to materialize.

Roy (Peaceful) Allan, who began working press and radio in the past several days, was scheduled to be in charge when the Russian delegation of farmers visits the show in Minneapolis.

**Lottery, Too**

● Continued from page 55

joined by big Dyrehavsbakken amusement park. Thruout the area hundreds of Boy Scouts pass out the numbered lottery programs. Advertisers not only are listed in the sheets but their names appear daily in the listing of winners in the newspaper.

**MOTH PROOFED!**

**LUCKY RABBIT FEET**

Large and Small

Colored or White

24 on Card—Bulk or Individual Cards With or without Key Chains

New Rabbit Skin

**DAVY & DOLLY CROCKETT HATS**

\$1.00 and \$1.49 retailer

**FOX AND RACCOON TAILS**

With Comic Cards

Suction Cup **BIRDS AND MONKEYS**

For Autos and Windows

**Jobbers & Distributors**

SEND FOR SPECIAL OFFER

**CHAS. BRAND NOVELTY**

154 West 27th St., New York City

**HAWAIIAN 'TI' PLANT LOG**

Place the Log in Water and Watch the Green Leaves Grow.

**PITCHMEN SOLD OVER 1,000,000 LAST YEAR!**

Buy for 7¢, sell for 49¢ to 69¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!

"TI" logs grow by themselves into beautiful tropical plants. Flash, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-third deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information.

**SHERFYS LTD.**

2126 BOYER SEATTLE, WASH.

**Costume Jewelry Manufacturer**

Men's 3-Stone Rhinestone Rings in Display Tray ... \$2.75 Doz. Ass't.

Men's Onyx and Cameo Rings in Display Tray ... \$2.75 Doz. Ass't.

Ladies' Adjustable Rhinestone and Jeweled Rings in Display Tray ... \$2.75 Doz. Ass't.

ALSO full line of Earrings, Scarf Pins, Men's and Ladies' Boxed Sets, Religious Jewelry, Rings, Watches, Bracelets, Idents, etc. Over 150 different jewelry items! SEND FOR CATALOG! GUARANTEED LOWEST PRICES.

25% dep. on all C.O.D.'s.

**PACKARD JEWELRY CO.**

48 West 25th St., N. Y. C.

**2 OF 1,000's NEEDLE BOOKS**

With Needle Threaders, 2 numbers, containing 100 and 70 needles.

Fast 25¢ seller, \$1.00 value. GROSS

COMPLETE \$9.00 ..... \$7.20

Send Payment F.O.B. New York

**MILLS SALES CO.**

Cut Rate WHOLESALERS Since 1916

26 West 23rd St., New York 10, N. Y.

**\$1 BRINGS YOU \$6.75**

New Fast-Selling 7x11 Ultra-Blue "Eva-Catcher" SIGNS

3000 signlets. No C.O.D.

3000 Stock Signs ... \$7.00

15 Store Signs ... 1.00

15 Religious Signs ... 1.00

15 Comedy Signs ... 1.00

L. LOWY, 812 B'way, Dept. 891, N. Y. 3, N. Y.

**MAKE MONEY SELLING TIRES**

BUY DIRECT FROM MANUFACTURER

Outstanding line Regular, Square End, Reversible, Feather, Pleated, Fraternal, Knitted, Bow Ties, Tie & Kerchief Sets, Mufflers, Money Back Guarantee. We pay postage.

Special Introductory Offer

Send Only \$1.00 for 2 Sample Tires. Write Today for FREE CATALOG

**PHILIP'S NECKWEAR, Dept. 355**

20 W. 22nd St., New York 10, N. Y.

## COIN MACHINE CRISIS

### New Tax Laws Threaten French Game, Juke Trade

• Continued from page 20

added, it comes to \$24 a month per machine. Parisian operators greeted the law by pulling 60 per cent of their machines.

In Marseilles, the operators went a step further—they went on strike, with virtually every machine in town jerked from the location.

#### Profit Gone

The average local tax runs between 5,000 and 7,000 francs a machine a month, which means a total monthly tab of \$21 to \$24 a month. There are few machines in the country that can yield the operator a profit after that nut.

The law will be in effect until January 1, 1956, at which time new legislation will be considered. No change is possible before then.

The syndicate National De L'Automatique, the rough equivalent of a U. S. trade association, feels that the new law will result in so many machines being pulled from locations and such a revenue loss in general business taxes that a less stringent law will be put into effect next year.

#### Doesn't Pay

Meanwhile, French operators have pared sharply their purchases of U. S. games and juke boxes—it just doesn't pay. Fesdjian estimates that purchases of U. S. coin machines have fallen off 60 per cent in a month.

Sponsor of the law is a female member of the House of Deputies. She feels that all coin games are immoral and sees the licensing as the first step in an anti-coin cam-

paign. The law was enacted, tho, largely as a revenue measure. If it has the effect of decreasing revenue, there's a good chance it won't be extended.

Fesdjian, who returned this week from a seven-week business trip in Europe and North Africa, left Friday (5) on a four-week business trip to Chicago and the West Coast. He will discuss the new law with manufacturers and attempt to line up vending equipment for export to France after September 1. Venders are not affected by the new law.

#### Vending Drive

Fesdjian feels that soft drink and coffee machines have a bright future in France. He has already lined up the Keeney distributorship there for coffee and plans to handle the soft drink line of at least one American manufacturer.

This ties in with the government's sworn policy of encouraging the consumption of non-alcoholic drinks to cut down on alcoholism there. An attempt will be made to place hot coffee and hot chocolate venders in winter sport resorts and buildings. U. S. soft drinks are

already popular in France.

Fesdjian said that he has seen indications that both the United Kingdom and Eire will relax restrictions against the importation on coin machines.

#### Tunis, Morocco

He added that while Algeria is regarded as part of France, and hence subject to the new coin machine taxation, Tunis and Morocco have colonial status and are not affected by the law.

Meanwhile, Fesdjian said the general coin machine picture in Europe and North Africa appears bright. He explained that while the market in Morocco is limited, restrictions have been eased to the point where it is relatively easy to get games and juke boxes into the country.

The permits are issued sparingly in Spain, some U. S. equipment is getting into the country, and the potential for games and music in Italy looks very good.

Western Germany, of course, is in fairly sound economic shape and has the population, purchasing power and inclination for U. S. coin machines.

## Sees Urgent Need For State Groups

CHICAGO, Aug. 6.—“We consider that Statewide co-operative work in behalf of the industry has not and cannot be effectively administered by a national trade association.”

So stated P. W. Bullock, president of the North Carolina Automatic Merchandising Association, in an article which appears in the August issue of Vend, in speaking of the place of State associations and national associations in the vending industry.

Bullock was quick to point out that his statement did not mean that national associations do not have an important and necessary function: “As the (vending) industry grows in various trade areas, one of the answers lies in co-operative effort such as has been undertaken by NCAMA. In no way does this propose that the national association (National Automatic Merchandising Association) services to the industry are unsatisfactory. Instead we believe that association work of the nature experienced in North Carolina can greatly complement rather than conflict with the work of NAMA.”

#### Op Participation

Bullock said that his association had invited operators and key per-

sonnel from the vending industry in neighboring States to attend and participate in their annual meeting. He said the invitation was made in the belief that the experience of the North Carolina group may be of interest and value to other trade areas where a need exists for “the central handling of mutual industry problems.”

The group president reviewed progress and growth of the State association since its formal organization two years ago.

Said Bullock: “The work of NCAMA for its first formal year of existence points up the need for consistent and continuing informed representation of our industry in the legislative halls of the State. This is a job that has not been adequately done from the national level. It is also a job that cannot be done by the individual operator.”

#### Typical Work

Typical of the work which NCAMA has done on a State legislative level, Bullock sketched the example of one such accomplishment:

Thru the years, the North Carolina Legislature has recommended a tax study commission to be ap-

(Continued on page 83)

## AUSSIE OPS UP

### Coin Vending Slump Over Down-Under

By H. BOWDEN FLETCHER

SYDNEY, Australia, Aug. 6.—After a long gap, in fact since 1939, there is a revival here in the use of vending machines.

Up to 1939 when war broke out, vending machines were in common use in railway stations and other locations for the sale of cigarettes, candy, peanuts, etc. But as these machines broke down and spare parts became unobtainable they gradually disappeared and have not until recently been replaced.

About four years ago Electronic Industries, Ltd., commenced research on types of vending machines suitable for Aussie conditions and, as a result, has placed on the market a number of Australian-designed and manufactured venders. These include soft drinks, sandwiches, shoeshine, candy, sanitary towels, and an ice cream machine, which is due to be marketed in the near future.

A subsidiary company of Electronic Industries, known as Vending Machines Pty Ltd., is responsible for the design and sale of the vending machines and has offices in all the capital cities of Australia.

The machines are sold to individual operators like department stores, airway terminals and government departments. Large office buildings, privately owned, are also showing considerable interest in the

machines. Generally, machines are sold to locations and not to chain operators, but in Melbourne there has been a recent trend toward operators securing the rights to a number of locations for candy, peanut and shoeshine machines.

One operator has lodged an order for \$60,000 worth of shoeshine and candy machines for installation in bars and clubs under the name of Serv A Matic, while another operator has ordered 2,000 peanut machines for installation in suburban locations of Melbourne.

There are no government restrictions on the use of vending machines except that they must comply with the health regulations of each State.

However, there appears to be considerable sales resistance from large department stores, which consider the machines cheapen the tone of the big store. Even big profits have not induced many of them to buy.

Mantons, a large Melbourne store, installed a drink machine inside the store entrance, which became an instantaneous success. A special attendant had to be put in charge of queues of people lining up to get a cool drink during the hot weather. The machine installed at a cost of \$1,000 showed a profit of \$7,500 for the year.

Machines are covered by a

(Continued on page 94)

## IT'S ABOUT TIME

### Coin Air Conditioning Gets Under Way in Fla.

NEW YORK, Aug. 6.—The vending industry has finally hopped on the air conditioning bandwagon, and operators, in the midst of one of the worst heat waves in the city's history, say that it couldn't have chosen a better time.

The Lewyt Air Conditioner Corporation here has received an order for 230 of its units which are to be equipped with coin mechanisms for dispensing cool air at the rate of 25 cents for every four hours.

Purchaser is Gelvin & Wohl,

who will place the units in efficiency apartments in Hollywood, Fla. The meters will accept up to 14 quarters in advance, providing for up to 56 hours of air conditioning.

#### Other Rates

Irving Bottner, Lewyt vice-president, said the unit can also be equipped for 10, 15 or 20-cent operation.

The air conditioners and the meters are separate units, with the former, fitting in a wall opening.

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## April Juke, Game, Vend Exports 3 1/2% Under '54

CHICAGO, Aug. 6.—U. S. juke box, amusement game and vending machine shipments to world markets, all dropped off slightly in April, compared to the same month last year, U. S. Department of

Commerce figures show.

Total dollar volume of \$1,198,777 for the month, however, compared favorably with the first three months of the year, surpassing the January and March totals.

Juke box exports dropped \$847,715 in April, compared to \$1,255,932 in April, 1954. Games slid to \$264,103, compared to \$330,949 the previous year, altho April's game volume was by far the highest recorded thus far this year. Vending machine shipments fell from \$101,911 in April, 1954, to \$86,959 this year.

Canada was the top market for U. S. coin machines in April, posting a \$185,938 volume. Belgium, Mexico, France and Venezuela followed, in that order, all doing above \$100,000 business.

Belgium led the juke box markets with a \$125,307 volume; Mexico paced the game field, with \$51,394 in imports; Canada topped the vending machine markets with a \$40,871 trade.

Some 36 different countries were markets for U. S. coin machines, new and used, in April. Figures for later months are not yet available, due to months of preparation by the Commerce Department for each month's figures.

## Auto-Photo Co. Develops New Light Process

LOS ANGELES, Aug. 6.—Auto-Photo Company has developed a new process of electronic lighting permitting an extremely fast camera shutter speed, which improves pictures taken by their coin-operated photo machine.

An automatic stroboscopic process of electronic lighting enables the camera to stop all action or motion while the photographs are being taken. A new model photo machine is currently being manufactured by the firm incorporating this process.

According to the company, the process will eliminate distortion and blur, and produce clearer, sharper, non-fading prints.

#### Operation Simple

Operation of the machine has been simplified. The patron now drops a quarter in the coin slot, poses while four pictures are being taken, steps out of the “studio” and waits less than three minutes for the photos to be developed and delivered automatically at the outside of the machine.

It requires 30 seconds to take the four shots, the machine is capable of producing 120 strips of four-pose photos per hour.

Designed in matching grain walnut and Kalistron Vinyl, the new studio is 70 inches long, 72 inches high, and 29 inches wide. It is equipped with fireproof draperies for the door closing and dark or light backdrops. The interior is of non-breakable fiberglass and porcelain.

Coin-operated photo machine studios are currently located in department and variety stores, theaters, amusement centers, transportation depots and military bases, and business models are available for commercial, industrial and governmental use.

## Coin Machine Exports

### Leading Markets

April, 1955

Country	Photographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	196	\$ 97,030	240	\$ 48,037	475	\$40,871	911	\$ 185,938
Belgium	287	125,307	139	14,798	1	550	427	140,655
Mexico	176	73,992	1,807	51,394	11	2,367	1,994	127,753
France	85	59,898	233	32,850	62	21,332	370	114,080
Venezuela	248	90,565	40	7,998	189	6,037	477	104,600
Netherlands	199	53,240	112	12,580	....	....	311	65,820
Austria	94	62,738	....	....	....	....	94	62,738
Switzerland	74	46,239	17	7,135	....	....	91	53,374
W. Germany	72	42,143	32	8,089	1	640	105	50,872
Br. Malaya	22	8,250	200	21,508	....	....	222	29,758
Japan	4	1,115	90	26,698	....	....	94	27,813
Colombia	117	26,654	....	....	....	....	117	26,654
Other Countries	327	160,544	188	33,016	262	15,162	787	208,722
TOTALS	1,901	\$847,715	3,098	\$264,103	1,001	\$86,959	6,000	\$1,198,777

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated July 30, 1955)

Table with 4 columns: ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES. Lists top 5 machines in each category.

PINBALL GAMES

(Manufacturers with ten or more games listed below)

Table with 4 columns: BALLY, GOTTLIB, UNITED, WILLIAMS. Lists top 3 pinball games for each manufacturer.

PINBALL GAMES

Main pinball games table with columns: Manufacturer, Model, HIGH, LOW, Times Advt'd. Lists games from BALLY, CHICAGO COIN, EVANS, GENCO, GOTTLIB, and UNITED.

Table with columns: Manufacturer, Model, HIGH, LOW, Times Advt'd. Lists games from WILLIAMS and MANUFACTURERS NOT LISTED.

ARCADE EQUIPMENT

Table with columns: Manufacturer, Model, HIGH, LOW, Times Advt'd. Lists various arcade games like ABT Challenger, Advance Shockers, etc.

Table with columns: Manufacturer, Model, HIGH, LOW, Times Advt'd. Lists games from HOCKEY (Chicago Coin), Major League, etc.

Table with columns: Manufacturer, Model, HIGH, LOW, Times Advt'd. Lists games from AMI, SEEBURG, and WURLITZER.

Table with columns: Manufacturer, Model, HIGH, LOW, Times Advt'd. Lists games from Super Pennant, Base Ball, etc.

MUSIC MACHINES

Table with columns: Manufacturer, Model, HIGH, LOW, Times Advt'd. Lists music machines from AMI, SEEBURG, WURLITZER, and SHUFFLE GAMES.

Table with columns: Manufacturer, Model, HIGH, LOW, Times Advt'd. Lists games from BIKINI (Keeney), Carnival Bowler, etc.

(Continued on page 83)

# ON THE ROUTE

Altho the location owner is always present when Denver juke operator William Storey counts a located-machine's take, Storey as a policy of sending the location owner a copy of the official computation made when he returns to his office. Storey uses a business machine to make a report in triplicate on each juke box. The original and a copy go into Storey's files, and the third copy is sent to the location owner. "The average location owner has a faculty for forgetting amounts and circumstances of each machine's take," Storey says, "and when we confirm it later with duplicates, he feels better."

Under a plan worked out by Denver's Midwest Music Company and the Holiday Grill drive-in—where Midwest has a juke box—each waitress asks the customer: "Would you like a little music with your lunch?" The usual answer: Yes. The waitress then names 10 top tunes currently on the juke box, which is the signal for the customer to pull some change. Midwest has announced that play almost doubled during the first month this plan was in operation.

Denver's Coffee, Inc., was interested in placing coffee venders in relatively small plants, employing a dozen or so men, but with high expansion potential. However, in view of the small amount of coffee which would be sold, the cost of servicing and maintaining the machines was prohibitively high. Then Robert Yount, head of the firm, thought of a solution. In each of the small plants where a machine was to be located, Yount trained an employee to become an "internal operator," servicing the machine. The idea worked, and now Coffee, Inc., has successfully located scores of machines in small plants.

Whenever a business contact of Talman Andress, head of Andress Cigarette Service Company in Phoenix, Ariz., says he is going on a trip, Andress tells him, "Send me a picture postcard." And most of them do. The walls of Andress's office are covered with 5,000 postcards, all from his business contacts. Usually when the contacts return from their trips, says Andress, they enjoy finding their postcards mounted on the wall.

## DAVY CROCKETT QUITE A CARD

CHICAGO, Aug. 6.—You can't sell Davy Crockett short—or can you? Exhibit Supply came out a short time ago with a new penny card series featuring pictures of the frontier hero.

According to Frank Mercuri, vice-president and director of sales, the first four days the cards hit the market three-fourths of what had planned to be the season's stock had been sold.

## Work of 750G ABC Plant Begins

NEW YORK, Aug. 6.—Ground has been broken for the \$750,000 plant in Long Island City to be occupied by the ABC Vending Corporation.

The plant will serve as national executive headquarters and will replace the two Manhattan locations at 14th Street and 43d Street.

The office force is expected to move into the new building about January 1, with the service personnel to follow soon after.

## Canned Coke to Go To Far East Posts

NEW YORK, Aug. 6.—The Army and Air Force Exchange Service has placed an order for 100,000 cartons of canned Coca-Cola, to be packed 24 12-ounce cans to the carton. The shipment will go to armed forces men in Korea and other Far East outposts.

The move aroused speculation in vending circles as to whether the firm would can a six-ounce container for domestic consumption and automatic merchandising.

## Sees Urgent Need

Continued from page 81

pointed by the governor and to meet during the biennium with a report at the following Legislature. The purpose of this commission would be to review the whole State revenue act. In the progress of the 1955 Legislature this proposal, which had been introduced in the beginning of the session, became buried under the press of legislative duties. The NCAMA counsel intervened at the Governor's office on behalf of this perennial suggestion, and explained in detail on several calls why this legislation should not again be ignored.

"In addition to his contacts with the Governor's office, he enlisted and succeeded in obtaining the endorsement and assistance of the Chairman of the Finance Committee and also the chairman of last year's reorganization study commission to intercede with the office of the Attorney General. Out of these meetings a bill was created and referred to a single committee. This bill was finally passed."

Again, Bullock said, in the closing days of the session there were the usual attempts to hurriedly pass bills, one of which proposed an over-all 25 per cent in all Schedule B licenses many of which affect vending machine operators. "Opposition voiced by the general counsel of NCAMA was successful in defeating this move," said Bullock.

Bullock also mentions in the article other proposals by the State Legislature to get more taxes, some of which would have been from operators had it not been for the group. One would have cost the State's vending industry \$200,000.

## It's About Time

Continued from page 81

looking like a radiator grill.

Bottner feels that hotels and motels will provide excellent locations for coin air conditioners, and Calvin & Wohl plans to install the coolers in other projects.

While the diversified operator would probably be ruled out in apartment buildings, the hotel-motel field might offer possibilities.

# COINMEN YOU KNOW

## New York

By AARON STERNFIELD

**ESCAPE HEAT.** Tenth Avenue was like a ghost town this week as local coinmen trekked to the mountains, the seacoast and to their summer homes to escape the record heat wave here. Here's where some of them are sojourning:

Ted Blatt, attorney for the Associated Amusement Machine Operators of New York, is on a cruise to Nassau. Claire Morano, AAMONY office manager, and her husband, George Morano, are spending three weeks in Mexico, where she writes it is pretty cool. Pinch-hitting for Claire is Lillian Schamlain.

George Holtzman, local game operator, is cooling off for a month in New Hampshire's White Mountains. At the Juke Box Employees' Union, Drew Calland is at the Jersey Shore, and Barney Schlang is at Lake George, N. Y.

Vacations have caused a manpower shortage at the Young Distributing Company, local Wurlitzer outlet. Abe Lipsky is at the Jersey Shore, and Joe Young takes long weekends at Atlantic City. In addition, Etta Brodsky and Sophie Schlinger are in the Catskills, and Allie Goldberg is at Loch "held-ake."

Henry Slavis, service manager at Young's, got a shock while trimming his hedge with electric shears and is in Queens General Hospital. Hank Peteet, field service manager, gave up his vacation and came in from the Tonawanda, N. Y., factory to spell Slavis.

The mother of Mac Pollay, local operator, and the wife of Frank Mandia, Majestic Amusements, are sporting mink coats. The coats were given by the local Wurlitzer outlet as prizes for purchases on new boxes.

Barney Sugerman, Runyon Sales, says that sales of the new ABC Bally Bowler are good. Bob Slifer, Seacoast Distributors, is spending his vacation in the South and Midwest. Ed Ristau, Rock-Ola vice-president, visited Dave Stern and Slifer this week.

Albert Broccoli, Braddock Automatic Music, died recently. Norman Marcus has sold his Jem Music route to Bob Jacobs, Eastern Operators. Frank Hughes and Jim Toomey have sold their route to Rueben Antonoff and Bernard Antonoff, Holiday Amusements.

Bill Furst and Bill Schwartz, local Stoner Distributors, say that heat wave or not, they're doing the best business in the history of the outlet, with three solid pages of back orders.

Lou and Bernie Boorstein, of Leslie Distributors, have increased their record storage space from 70,000 to 90,000, with the one-stop carrying an average inventory of 60,000 disks. Business is up from 10 to 15 per cent compared with 1954.

Harry Stern, Williams distributors in Philadelphia, was in town with Mrs. Stern. They visited Meyer Parkoff, Atlantic-New York, and Jack Gordon, regional Seeburg sales manager.

Harry Berger, West Side Distributors, comes to the office Tuesdays and Wednesdays, spending the rest of the week in the mountains. He says West Side is turning out 35 El Dorado conversions a week.

Al Denver, president of the Music Operators of New York, is vacationing in up-State New York. Tom Borsella, service manager at Atlantic-New York, is on vacation.

Atlantic-New York officials says that the formal opening of the new plant on 56th Street and 10th Avenue will probably be in the fall. Meanwhile, the new offices are open for business, with indoor parking facilities for eight cars in the 18,000-square-foot building.

## Washington

By DELORES NEWCOMB

**CANTEEN MAKES APPOINTMENTS.** Dick Zigler has been transferred to the Chicago office of the Canteen Company and is now serving as assistant to the director of national sales. Replacing Dick in Washington is Edward J. Carroll, an executive representative. Carroll looks forward to making lots of friends for Canteen and hopes business will continue to be as good as it is. . . . Evan Griffith reports that his Pioneer Novelty Company is holding its own. Evan, president of the Washington Music Guild, reports that the Guild's latest meeting was devoted to a discussion of ways to strengthen the Guild and increase membership. Roger Griffith is vacationing with his family in Wildwood.

The local Dr. Pepper-Tru Ad Distributing Company is enjoying fine sales due to the hot weather. Manager Norman Hayter hopes the boom will continue thru September. . . . Roger Squitro, of Hirsh Machines, reports business ahead of last year for this season. . . . Kwik Cafe's coffee sales have dropped off due to the hot weather, says manager James Bowen. Milk sales have increased substantially and have served to offset the loss of coffee sales. A new routeman was added to handle the increase. Bowen and his family recently returned from a vacation on Chesapeake Bay, where they have a cottage.

## Chicago

By KEN KNAUF

**MUSIC OPS SHAPE ANNUAL BANQUETS.** Chicago music operators are paving the way for annual banquets. Recorded Music Service Association and Music Operators of Northern Illinois have scheduled their annual fetes. RMSA will hold a day-long golf outing September 8 at Bunker Hill Country Club, and MONI will stage its seventh annual shindig at the Elmhurst Country Club on the evening of October 13.

Les Rieck and Ed Ristau, of Rock-Ola, are back from their recent jaunt visiting distributors around the country. Hymie Zorinsky, head of H. Z. Vending & Sales Company, Rock-Ola distributor in Omaha, was in town visiting the plant. . . . Ben Coven, head of Coven Distributors, reports sales on his newly introduced low-priced speaker coming along well. Jerry Shuman, new salesman at Coven, formerly with Gillette Distributing Company, left to contact operators in the Waukegan area. Shuman plans to spend half his time on the road.

Two South Bend, Ind., music operators dropped into the offices of The Billboard this week to talk over their plans for developing their new association, The Music Operators' Association of St. Joseph Valley. They were Al Evans and Carl Zimmer, the latter president of the new organization. Both Evans and Zimmer report dime play in their areas coming along fine—about 85 per cent of all equipment in South Bend has been converted. . . . Nate Feinstein, of Atlas, took off for Wisconsin last week to visit his family. Morrie Minkus, also of Atlas, is preparing to take a two-week vacation with his wife to Hot Springs. When Morrie returns, Mike Blumberg will take a week.

(Continued on page 84)

## Price Index

Continued from page 82

	HIGH	LOW	Times Adv't'd
Bar, 6 player (United) (7/52)...	60.00	50.00	4
Bar, 10 Frame, 6 player (United)...	105.00	65.00	15
Barlite Bowler (Chicago Coin) (5/54) .....	325.00	295.00	10
Super Deluxe (Keeney) .....	75.00	75.00	1
Super Frame Bowler (Chicago Coin) (3/54) .....	335.00	275.00	11
Super Match Bowler (Chicago Coin) (10/52) .....	95.00	90.00	6
Super Six Shuffle Alley (United) (3/52) .....	95.00	45.00	11
Super 10th Frame (United) .....	85.00	85.00	1
Targette (United) Deluxe (8/54)...	375.00	345.00	6
Targette (United)...	375.00	325.00	6
Team Bowler (United) (1/54) .....	260.00	245.00	9
Team Bowler, 10 player (Keeney)...	69.00	69.00	1
Tenth Frame Bowler (Chicago Coin) (3/53) .....	75.00	75.00	7
Triple Score Bowler, 10th Frame (Chicago Coin)...	150.00	150.00	5
Triple Score Bowler (Chicago Coin) (6/53) .....	150.00	125.00	6
Triple Striker Bowler (Chicago Coin)...	495.00	435.00	4
Thunderbolt (Chicago Coin) .....	435.00	435.00	4

## Kent to Retire as Lorillard Chairman

NEW YORK, Aug. 6.—Herbert A. Kent will retire from chairmanship of the P. Lorillard Company board on September 1. He will continue to be connected with the firm in an advisory and consulting capacity.

Kent entered the tobacco industry in 1909 and joined Lorillard two years later as a retail salesman. In 1931 he was named Old Gold brand manager, was elected a director in 1939, and the following year he was elected a vice-president.

Three years later he became president, a post which he held until his election to the board chairmanship in 1952.

Northwestern De Luxe 1c & 5c .....	12.00	12.00	4
Northwestern 49, 1c .....	12.50	12.50	4
Northwestern Standard .....	6.95	6.95	4
103-Col. Shipman Stamp Vendor .....	23.50	23.50	1
PX (10 col.) .....	115.00	115.00	4
PX Electric .....	85.00	85.00	4
Regal 5c .....	6.95	6.95	4
Rowe Candy (5 col.) .....	55.00	55.00	4
Rowe Candy Merchant (7 col.) .....	165.00	165.00	4
Rowe Crusader (8 col.) .....	150.00	150.00	5
Rowe Crusader (10 col.) .....	160.00	160.00	4
Rowe Diplomat Electric (8 col.) .....	160.00	160.00	4
Rowe Imperial (8 col.) .....	95.00	90.00	6
Rowe Imperial (6 col.) .....	85.00	75.00	6
Rowe President (8 col.) .....	150.00	135.00	5
Rowe Royal (8 col.) .....	105.00	105.00	1
Rowe Royal (6 col.) .....	95.00	95.00	1
Silver King, 1c .....	8.50	8.50	2
Silver King, 1c Ball Gum .....	7.45	7.45	4
Silver King 1c Mids. .....	7.45	7.45	4
Silver King, 5c .....	8.50	7.45	4
Stoner Candy (6 col.) .....	135.00	135.00	4
Uneeded-A-Pak (8 col.) .....	115.00	95.00	2
Uneeded Model A .....	92.50	92.50	4
Uneeded Candy (6 col.) .....	65.00	65.00	4
Uneeded Model E (6 col.) .....	75.00	75.00	4
Uneeded Model E			

	HIGH	LOW	Times Adv't'd
(8 col.) .....	80.00	77.50	4
Uneeded Model 500 (9 col.) .....	100.00	100.00	4
U-Select-It .....	52.50	52.50	4
Victor Ball Gum .....	8.95	8.95	1
Victor Model V, 1c Cabinet .....	9.50	9.50	4
Victor Model V, B/G Wheel .....	8.50	8.50	4
Victor Tab Gum .....	8.95	8.95	1

**Use The Billboard classified pages for RESULTS!**

## VENDING MACHINES

Corn Cabinet .....	\$ 9.00	\$ 9.00	4
Corn Vendors Ball Gum .....	8.95	8.95	1
Advance D 1c B/G .....	6.45	6.45	4
Advance No. 11 Midse. ....	5.95	5.95	4
Columbus Ball G m. ....	4.95	4.95	1
Columbus 5c .....	6.95	6.95	4
Columbus 1c Bulk .....	6.50	6.50	4
Coval's Penny Pack .....	7.50	7.50	4
Gu Grenier (7 col.) .....	85.00	45.00	4
Gu Grenier (9 col.) .....	105.00	65.00	4
Gu Grenier (11 col.) .....	135.00	85.00	4
Gu Grenier Tab Gum (4 col.) .....	17.50	17.50	4
Gu Grenier Tab Gum (6 col.) .....	17.50	17.50	4
Gu Grenier Model W (9 col.) .....	95.00	95.00	3
Lectro (8 col.) .....	125.00	125.00	4
Exhibit Post Card .....	15.00	15.00	4
Feider Tab Gum (5 col.) .....	12.50	12.50	4
Hot Nut (2 col.) .....	12.50	12.50	4
Hot Nut (3 col.) .....	25.00	25.00	5
Jewels Vends, 5c .....	7.50	7.50	4
Keeney Electric (9 col.) .....	135.00	115.00	5
Master 1c & 5c Bulk .....	6.95	6.95	4
Master 1c Bulk .....	6.50	6.50	4
Master 5c Bulk .....	6.50	6.50	4
Mills Candy (5 col.) .....	55.00	55.00	4
Mills Tab Gum (6 col.) .....	17.50	17.50	4
National Candy (6 col.) .....	65.00	65.00	4
National 9M .....	265.00	225.00	2
National 918 .....	125.00	85.00	6
National 930 .....	135.00	95.00	6
National 950 .....	125.00	90.00	6
Northwestern 5c .....	12.50	12.50	1
Northwestern 39, 1c .....	7.95	7.50	8
Northwestern 33, Ball Gum .....	6.50	6.50	4

# COINMEN YOU KNOW

Continued from page 83

Avron Gensburg, Genco Manufacturing & Sales Company, is back from his vacation in the South, with Ralph Sheffield now leaving on a short vacation break to Cleveland where he will visit with his father. . . . Lou Wolcher, San Francisco, dropped in to see Chicago friends during the week. . . . Al Thoeke, United Manufacturing Company roadman, was in Kansas City this week, and heading for St. Louis. Johnny Casola is ready to leave for Memphis. Bill DeSelm, United sales manager, has returned from a Quebec vacation enthused by Canadian scenes, but with his car a bit marred by Canadian drivers.

Al Simon and Al Dinsello, Albert Simon, Inc., New York, visited at the Chicago Coin Machine plant during the week. . . . Dropping in at Exhibit Supply were George McCain and his wife, Hot Springs, and Sam London, Milwaukee. . . . Walter Harrison, J. H. Keeney &

**NEW ELECTRIC SCOREBOARDS**  
SLIM JIM MODELS (Overhead), 15-21 pts. and 15-21 and/or 50 pts. . . . \$139.50  
WALL MODELS, same type scoring as above. . . . 95.00

**USED OVERHEAD SCOREBOARDS**  
1 Monarch 15-21 & Frames . . . \$ 75.00  
1 Genco 15-21 & Frames . . . 85.00  
4 Rock-Ola . . . ea. 75.00

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

**MID-STATE COMPANY**  
2369 Milwaukee Ave. Chicago 47, Ill.  
Tel.: Dickens 2-3444

**MONARCH RECONDITIONED BUYS**

BINGO GAMES	KEENEY BOWLERS	CIGARETTE MACHINES
United Stars . . . \$ 45	DeLux . . . \$ 50	Unecda 15 Col. . . \$45
United Leader . . . 45	Super DeLux . . . 75	Unecda 9 Col. . . 45
United Zingo . . . 45	Bonus . . . 200	Unecda 8 Col. . . 35
Bally Frolics . . . 125	Diamond . . . 225	Rowe 10 Col. . . 65
Bally Variety . . . 425	Un. League Bowler . . . 240	DuGrenier 7 Col. . . 45
		DuGrenier 9 Col. . . 45
		DuGrenier 11 Col. . . 85

CHARLEY PIERI Write for Latest List  
**Monarch Coin Machine, Inc.** Lincoln 9-3996-7-8  
2257-59 N. Lincoln, Chicago 14, Ill.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923  
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

Are you **SHORT on TIME** but **LONG on coins to SORT?**  
Then you need a **KING KOIN SORTER**

Are you ready for the big summer business? Let us help you with your coin sorting problem. **THREE models to choose from:**

All steel at . . . \$24.75  
Steel case with plastic drawers at . . . \$27.50  
All plastic interlocking sorter at . . . \$27.50

Used successfully by hundreds of operators. May we send you one on approval?  
**KING KOIN SORTER COMPANY**  
Department "B"  
Box 1043 Lincoln, Nebraska

**"BUY THE BEST—WE DO"**

BINGOS	UNITED ALLEYS	ARCADE EQUIPMENT
A.B.C. . . . \$ 65.00	5 Player . . . \$ 40.00	Bally Big Inning . . . \$125.00
Atlantic City . . . 90.00	6 Player . . . 50.00	Chippewa Hockey . . . 75.00
Brite Lites . . . 65.00	DeLux . . . 40.00	C.C. Hockey . . . 75.00
Beauty . . . 165.00	Cascade . . . 90.00	Ex. Sportland Gun . . . 295.00
Beach Club . . . 185.00	Royal . . . 195.00	Spark Plug . . . 75.00
Coney Island . . . 65.00	Olympic . . . 110.00	Steeple Chase . . . 75.00
Cabana . . . 165.00	Super . . . 75.00	Mut. Driveyourself . . . 99.00
Frolics . . . 110.00	10th Fr. Stars . . . 95.00	Drivemobile . . . 295.00
Dude Ranch . . . 265.00	Chief . . . 275.00	Bat-A-Score, Sr. . . 65.00
Gayeties . . . 395.00	Ky. League Bowler . . . 40.00	C.C. Basketball . . . 195.00
Hi-Fi . . . 250.00	Ky. w/Bottle Pins . . . 40.00	DeLux Photo . . . 265.00
Ice Frolics . . . 250.00	Genco 8 Player . . . 65.00	Ex. Gun Patrol . . . 145.00
Nevada . . . 295.00	Ky. Dominoes . . . 100.00	Ex. Six Shooter . . . 110.00
Palm Springs . . . 225.00		Evans Bat-A-Score . . . 165.00
Surf Clubs . . . 260.00		Evans Ski-Roll . . . 95.00
Spot Lites . . . 65.00		Genco Basketball . . . 250.00
Singapore . . . 325.00		Genco Rifle Gallery . . . 275.00
Tropicana . . . 350.00		Flying Saucers . . . 95.00
Tropics . . . 175.00		Lite League . . . 75.00
Yacht Club . . . 110.00		Midget Movies, latest . . . 135.00

**CIGARETTE AND CANDY VENDORS**  
Mercury 9 Col., new \$210.00  
Lehi 12 Col., new 225.00  
Super Six, new 115.00  
Super Nine, new 155.00  
National 930, used 95.00  
National 950, used 110.00  
PX 10 Col., used 115.00  
Electro 8 Col., used 125.00  
Keeney Elec., 9 Col. 135.00  
PX Electric . . . 85.00  
6-Col. National Candy 65.00  
5-Col. Rowe Candy 55.00  
5-Col. Mills Candy 55.00  
6-Col. Unecda Candy 65.00  
10 3-Col. Shipman Stamp Vendors, like new, Ea. 23.50

**COUNTER GAMES, USED**  
Pop-Ups . . . \$15.00  
Advance Shockers . . . 15.00  
Pistol Target Skill . . . 15.00  
Merc. Grip Scales . . . 20.00  
Got. 3-Way Grippers . . . 20.00  
Wizard Fortune Teller . . . 15.00  
Whiz . . . 20.00  
Daval Best Hand . . . 15.00  
Gypsy Fortune Teller . . . 10.00  
Ex. Derby . . . 10.00  
S.K. Grip Vue . . . 20.00  
Smiley . . . 10.00  
Three-of-a-Kind . . . 18.00  
Bat-A-Ball . . . 15.00  
ABT Skill Guns . . . 20.00  
ABT Target Skill . . . 20.00  
ABT Elec. Skill Gun . . . 20.00  
ABT Challenger . . . 20.00  
Pikes Peak . . . 15.00  
Zipper Skill . . . 19.00  
Jr. League Ball . . . 15.00

**FIVE BALLS**  
Army & Navy . . . \$ 75.00  
Chinatown . . . 75.00  
Disk Jockey . . . 65.00  
Four Corners . . . 75.00  
Guys & Dolls . . . 110.00  
Just 21 . . . 25.00  
Rose Bowl Gun . . . 25.00  
Struggle Buggy . . . 125.00  
Twenty Grand . . . 75.00

**NEW**  
ABT Challenger . . . \$49.50  
Advance Shockers . . . 24.50  
Kickers & Catchers . . . 39.50  
Ship. 5c Wizard Card Vendor . . . 19.50  
Genco Play Ball, non-coin operated . . . 10.00

**Cleveland Coin MACHINE EXCHANGE, INC.**  
2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715  
Terms: 1/3 deposit with all orders, balance C.O.D.

Company's chief engineer, has retired. Paul Huebsch, general sales manager, is vacationing at Stonigate Lodge, Pike Lake, Wisconsin. . . . Johnny Oomens, secretary of the Chicago Automatic Phonograph Bowling League, started making the rounds of sponsors to set teams in order. Oomens says the season promises to be the best yet, with 16 teams and a new bowling alley on tap.

## Miami

By RAOUL SHAPIRO

**COLLECTIONS IN MIAMI DOWN.** The summer slack period and many people away on vacations has slowed business here to a walk. Most coinmen up and down the State are complaining, too, even though this is a normal reaction at this time of the year. Juke box operators seem to have been harder hit than game operators. As one operator who operates games and music explained, business can be stimulated by switching games around, but little can be done about music.

With so many coinmen coming from or going on their vacations, it's hard to keep track of what's what. Back from a three weeks' trip out west is Danny Hudson, route man for Music Makers, Inc. And is Rex glad. Also back from a quickie is Ozzie Truppman, of Bush Distributing Company. He sure doesn't look as if he spent any time outdoors. He'll need a week in Miami to regain his tan. Marvin Leiber, Pan American Distributing Company, also back on the job from a trip up north and west. Marvin announced that he is putting another man on the road so that his accounts will be better serviced.

Down for a visit to his branch office this week was Bill Binkley, of Binkley Distributing Company. Bill is such a regular guy, it's always a pleasure to talk to him. One of the hardest working guys in the business is Harry Silverman, Ace Music Company. Met him the other day after he had switched seven games and he still had strength to smile. We felt tired after just listening to the work he did. Another guy who seems to go on and on is Walter Wheeler, Supreme Service Company. You can pick the day or hour and bet even money Walter is out on a call. Those two-way radios he has installed in all his service trucks sure make for fast service in any part of the city. And with his mother at the short-wave radio, you can bet nobody stalls.

Ruth Hoskinson back on the job at Budisco after a leave of absence for about a month. And that air conditioning at Budisco feels wonderful these hot days. The fastest moving record there this week is still Mindy Carson's "Wake the Town and Tell the People." Almost forgot to welcome back Dave Shedd, Miami manager of Binkley Distributing Company. Dave says he had a wonderful vacation, and that he was glad to be back on the job, wouldn't have minded another couple of weeks' rest. And who can blame him. . . . Saw Harry Goldberg, of H.&G. Novelty Company, unloading a batch of cigarette machines. Tho the sweat was pouring off, he handled the machines as if he were 25 years younger. Where does that man get the energy?

## Los Angeles

By JOEL FRIEDMAN

**MUSIC MEET DRAWS CROWD.** The meeting of the Los Angeles division of the California Music Merchants' Association drew its biggest turnout thus far, with MOA president George Miller in town. . . . Mr. and Mrs. C. A. (Shorty) Culp were in from Oklahoma City last week for a visit with Wayne Copeland at Sierra Distributors. Culp and Copeland both are pleased with the progress the firm has made in handling the Wurlitzer line since they took it on.

Phil Robinson, Chicago Coin Company, is enthused with the reaction from operators with the firm's new Bull's Eye Bowler. . . . Gang at Paul Laymon Company indicate the new Bally Congress and ABC Bowlers are the firm's best yet, with orders received for the game overshadowing all previous games. . . . Fred Snodgrass, Albuquerque, N. M., coinman, was in town last week visiting with distributors along coin row. . . . Jack Simon, Simon Sales Company, has decided not to take a vacation this summer with business at its peak right now. Jack attributes much of the new-found success of the firm to diversification and getting out and beating the bushes.

Lyn Brown, Lyn Brown Company, has a big chain in line to take on kiddie rides, with Lyn remodeling a good number of his rides in anticipation. . . . Johnny Ketchersid, Long Beach operator, was shopping for equipment this week.

## Milwaukee

By BEN OLLMAN

**OPS EYE NEW BUILDING.** Allen Nilva, Paster Distributing Company executive from the St. Paul office, is spending the week at the new Milwaukee headquarters of the firm. Office Manager Sam Cooper reports a steady stream of local and up-State operators stopping by to view the shiny, new building. Now that the AMI factory in Grand Rapids has wound up its vacation period and is once more turning out equipment, sales and deliveries have shown a decided climb, reports Sam.

Rusty Simington, veteran routeman for the George Schroeder Company coin firm, achieved a fisherman's dream a few weeks back during his vacation. He landed a 42-pound muskie in Northern Wisconsin's Chippewa Flowage. To date it is the largest muskie caught on record this season in Wisconsin, and Simington stands to win some prizes unless some one yanks out a bigger one.

Despite the torrid temperatures and uncomfortable humidity the (Continued on page 85)

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

**COMPLETE LINE BALLY BINGO PARTS**

SHUFFLE ALLEYS	ARCADE
Bally Blue Ribbon . . . Write	Keeney Sportsmen (Moving Target) . . . \$249.50
Bally Gold Medal . . . Write	
Chi. Coin Bonus Score Bowler . . . Write	<b>PINBALLS</b>
Bally Magic Bowler . . . Write	GAYTIME . . . WRITE
Bally Jet Bowler . . . \$375.00	GAYETY . . . \$445.00
Chicago Coin Starlight . . . 295.00	Variety . . . 425.00
United Deluxe 6-Player . . . 49.50	United Leader . . . 45.00
United Imperial . . . 200.00	Atlantic City . . . 95.00
United Cascade . . . 100.00	Palm Spring . . . 250.00
Leader . . . 235.00	Surf Club . . . 285.00
Keeney Pacemaker . . . 165.00	Ice Frolic . . . 250.00
Chi Coin Criss Cross Target . . . 235.00	Williams Star Pool . . . 210.00
	Williams Screamo . . . 145.00
<b>ARCADE</b>	<b>MUSIC</b>
Bally (Kiddie Gun) Bulls Eye . . . Write	Rock-Ola 1448 . . . Write
Chicago Coin Deluxe (Baseball) . . . Write	Rock-Ola Hi-Fi Select . . . \$725.00
Bulls Eye . . . Write	Rock-Ola Comet 1438, 120 Select . . . 599.50
Chicago Coin (Baseball) Bulls Eye . . . Write	Seeburg M-100A . . . 295.00
Bally Hot Rod . . . Write	Wurlitzer 1100 . . . 125.00
Jolly Champion . . . Write	
Exhibit Sportland (Moving Target) . . . \$225.00	

**CALDERON DISTRIBUTING Co**  
450 Massachusetts Avenue Indianapolis, Indiana  
ME-Irose 4-8468

**COBRA CARTRIDGES**  
Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.  
**ELECTRONIC INDUSTRIES**  
P. O. Box 2008 Mesa, Arizona

**ARCADES & LOCATIONS**  
Machines Rebuilt the Muvves Way  
Look and Work Like New

Bally Big Inning . . . \$125.00
Evans Bat-a-Score . . . 125.00
Scientific Pitch Em and Bat Em . . . 145.00
Light League Baseball . . . 75.00
Texas Leaguer Baseball . . . 50.00
All American Baseball . . . 85.00
Rock-Ola World Series . . . 85.00
Foot Vitalizer, Exhibit . . . 55.00
Chicago Coin Goalie . . . 85.00
Chicago Coin Basketball Champs . . . 175.00
Chicago Coin Midget Skee Ball . . . 165.00
Drivemobile, Mutoscope . . . 165.00

Free-Supplement to 1955 Catalog—300 Illu's.

**MIRE MUVVES**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
43 YEARS SERVICE • EST. 1912

**CLOSEOUT BARGAINS**  
Any make or model phonograph ready for location at Low Cash Box Prices plus \$20 for crating.  
Any Reasonable Offer Considered

**SEACOAST DISTRIBUTORS, INC.**  
1200 North Avenue Elizabeth, N. J.  
Phone: Blgelow 8-3524  
594 Tenth Avenue New York, N. Y.  
Phone: BRyant 9-4654

**SAM SOLOMON'S SPECIALS!**

5—9M NATIONAL CIGARETTE VENDORS . . . \$165 (Like New)

5—KEENEY ELECTRIC CIGARETTE VENDORS . . . \$135 (Excellent Condition)

**UNIVERSITY COIN MACHINE EXCHANGE**  
858 N. High St., Columbus 8, Ohio  
Tel.: AXminster 4-3529

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## Joint Operations A Growing Trend

CHICAGO, Aug. 6.—Joint operation in industrial locations—operating firms installing non-competing equipment in factories, and channeling commissions and service thru one firm—is a growing trend, reports Vend, automatic merchandising magazine, in its August, 1955, issue.

Small and medium-sized operating firms are going into joint operations for one major reason: Big national and multi-State operating companies are getting bigger, offering fully diversified installations to more factories.

In order to meet this competition the smaller firm must compete on a similar full-line scale to protect its locations. Joint operation

relieves the operator solving his problems of heavy expenditures for additional equipment, extra servicemen, trucks and product inventories.

### Operation Break-down

The usual break-down in a joint operation follows these lines: candy and cigarettes handled by one firm, refrigerated and hot beverage units by the second. Says Vend: "The inference is obvious. A distinct line separates the two product groups in several ways. Insurance, handling, trucking, machine design and servicing procedures and costs are not complementary."

According to Vend, joint location ventures have worked out smoothly in most cases and mutual agreements between operators sharing locations have not posed problems.

Joint operation is growing because a host of overhead, space and product complexities has prevented most medium and small operators from offering full-line service. According to one Midwestern operator, joint operation means more dollars in the pocket, builds more security for participating firm than if either were to undertake the whole job alone. He stated that it

(Continued on page 88)

## Heat-Wave Melts Vending Machine Sales

CHICAGO, Aug. 6.—The current heat wave—nine days in a row of 90-plus heat—caused a temporary slump in vending sales.

A survey of local operators made by The Billboard last week showed that when the heat reaches a certain point, sales drop.

The natural business slow-down during a heat-wave is caused by the fact that the consumer chooses to remain at home. The number of shopping excursions is brought to a minimum.

Vending machines, therefore, depending to a great extent on "impulse" buying, get fewer chances to sell their products.

Even the summer items are stocked, i.e., ice cream, soft drinks, and sandwiches, when the consumer is not out shopping, the vended products cannot be sold.

### Additional Factor

Another result of the heat wave—and additional cause of the vending slump—is product spoilage both in machines and in storage, and the breaking-down of refrigeration equipment within the venders.

However, one operator reported that his machines—the majority of which were located in air-conditioned supermarkets—were enjoying high sales. This also serves to re-emphasize the value of the supermarket location.

Altho a consumer cuts his shopping to a minimum, food is one product he must buy. Taking the present consumer buying habits into

(Continued on page 87)

## NATD Awards Prize to Apco

NEW YORK, Aug. 6.—Samuel Kresberg, president, and M. B. Rapp, executive vice-president, of Apco, Inc., recently received an engraved bronze plaque from Joseph Kolodny, managing director of the National Association of Tobacco Distributors, for Apco's design of the "Most Original Exhibit" at the 23d annual convention of the NATD.

The presentation was made here at an NATD luncheon. In making the presentation, Kolodny commented that "the wholesale tobacco distributors' mode of operation fits snugly into the requirements of effective and efficient automatic merchandising."

He added that "tobacco distributors currently operate more than 50 per cent of the cigarette machines on location and that "it is only a matter of time before the tobacco distributor assumes as important a role in the other phases of commodity and industrial vending."

## HIGHER-VALUED SLUGS SLUGGED IN NEW BILL

WASHINGTON, Aug. 6.—A bill has been introduced in Congress which seeks to prohibit the use of slugs of denominations greater than a nickel in vending machines.

At present, the law only prohibits slugs for use up to 5 cents.

Since many vending machines now take dimes, quarters and half dollars, operators have complained of the widespread use of larger slugs.

## Petition Stops Ore. Cig. Tax

PORTLAND, Ore., Aug. 6.—A 3-cent-per-pack Oregon cigarette tax, which operators claim would have raised the price of vended cigarettes to 30 cents, was forestalled this week thru the filing of a petition.

The action puts the issue before Oregon voters in the 1956 general election as a referendum proposal.

The petition, containing 23,955 signatures, was filed with the State Elections Bureau the day before the tax was due to go into effect by the Oregon Tobacco Dealers Association.

## Future Plans Discussed At Informal NVA Meet

CHICAGO, Aug. 6.—As a prelude to a National Vendors Association board of directors meeting, an informal session of NVA officers and directors was held last week (28) by Rolfe Lobell, of Leaf Brands, Inc.

Termed "rather sudden" by one of the attending directors, the meeting discussed, on a general level, this year's convention, the time and program for the 1956 meet, and ways and means of increasing the membership.

As decided at the session, next year's convention will be conducted in Chicago during the latter part of May. No hotel was named.

It was agreed that not enough time was available for manufacturers to exhibit their products at this year's convention, July 15-17 at the Conrad Hilton. The situation is to be remedied, it was decided, by not scheduling as many speeches in 1956.

From the experience of this year's meet, July was named an

unsatisfactory month for the convention, the factor being too much heat in July.

The month of May meeting was agreed upon, the opinion also being that a better "buying-appetite" exists in the spring.

As a means of attracting new members, it was proposed that lower dues be offered for the first year of NVA membership.

It was also emphasized at the meeting that all of the topics discussed were merely of a preliminary nature, and would be raised again at a forthcoming major meeting of the board of directors, the time of which would be announced in the next few weeks.

Among those present at the session, at which Rolfe Lobell presided, were Milton Raynor, NVA legal counsel; Alvin Kantor, Confection Specialties, Inc.; Harry Bell, Lawndale Candy Sales; Phillip Sparacino, S & S Sales; Jane Mason, Leaf Brands, and Paul Crisman, King and Company.

## NATD ANALYSIS MAINTAINS:

# Sloppy Warehousing Can Cost Cig Vender \$4,000 Per Man a Year

NEW YORK, Aug. 6.—According to a cost analysis released by the National Association of Tobacco Distributors, an inefficient warehouse operation can cost a tobacco vender more than \$4,000 a year in gross revenue per serviceman.

The study, involving several cigarette vending operations, was presented in the form of a comparison between Company A, a firm with soft spots in its warehousing procedure, and Company B, which has an efficient warehouse set-up.

Both servicemen report for work at the same time—7:30 a.m., but Company B man gets on the route by 7:45 a.m., a full 30 minutes before the other routeman. He is able to service 21 locations, as against 20 for the Company A man, and handle 28 machines, as against 25 for the other man.

### Step by Step

When the Company A man arrives at the warehouse, his first step is to get a dolly and go to the cigarette storage area. The Company B man's first step is to get the

dolly and proceed directly to the special, closet-high stock lockers which are only a few feet away from the loading platform.

Next move for the Company A man is to load the dolly with cigarettes—about 4,000 packs—matches, as well as loose cartons of less popular brands.

Meanwhile, the Company B man opens his locker, places cigarettes and matches on the dolly and signs for stock on the inventory form which hangs on the locker door. He then proceeds to the panel truck and loads.

### Ready for Route

The Company A man must then return to the loading dock to be checked out for stock before he loads the panel truck. While he is doing this, the Company B man is filling his cigarette carrier with sufficient stock for the first call.

In slack periods during the day Company B warehouse personnel fill lockers with enough cigarettes and matches for the next day's route. The quantity is determined

## Dr. Pepper Bows 2-Selection Unit

New 400-Cup Machine to List at \$666; Set 3-Year, No-Money-Down Financing

DALLAS, Aug. 6.—A low-cost dual-cup vending machine has been announced by Dr. Pepper Company.

The 400-cup-capacity machine, already field tested, will sell for \$666.89. The price includes a 25-cent mechanical coin changer.

A three-year, no down-payment finance plan is available for the machine, whose cost, according to the firm, is almost 30 per cent below the average price for comparable models.

The machine, numbered B-402, is manufactured by SerVit, Inc., a subsidiary of Victor Products, Inc., and is similar in appearance and operation to Dr. Pepper's single-flavor machine, the M-250, introduced two years ago.

Features of the B-402 include: (1) Two-flavor cabinet with two three-gallon sirup drums and a 400-cup stack. (2) A one-third-horsepower compressor. (3) Three-gallon pre-cool tank and three-stage cooling to assure 34-degree drinks during fast draw periods. (4) Simple (one moving part) continuous carbonator. (5) Delivery valve which accurately mixes homogenized drink.

Shipping weight of the new machine is 377 pounds. Exterior dimensions are 21¾ inches deep, 22½ inches wide and 62¼ inches high. Sirup capacity is 768 cups.

The dispensing mechanism is coin operated, using the National Rejector mechanical actuator and

## Scott Bows New Vending Coffee

LOS ANGELES, Aug. 6.—J. T. Scott & Company has announced a new instant coffee designed expressly for vending machines.

Named Sunset Brand, the coffee was reportedly developed by a group of men who have direct connection with South American growers. Among those interested in the parent firm is orchestra leader Eddie LeBaron and his brothers.

J. T. Scott, Western distributor, said that plans were under way for national distribution of the product, and samples are available to distributors and operators.

coin changer. The coin changer can be adjusted without extra parts to accommodate sales prices of 5, 6, 7, 10, 11 and 12 cents.

Cabinet sides and back are insulated by three-quarter-pound density fiberglass. The top uses two-pound density fiberglass and the bottom is insulated with two-inch Styrofoam.

Temperature of the refrigeration system is controlled by a Ranco type "A" control and the flow of refrigerant is controlled by a thermo-expansion valve. Freon 12 is the refrigerant agent and the system is also equipped with a three-gallon pre-cool tank for water.

According to Leonard Green, Dr. Pepper president, the new machine "is designed to fill the industry's need for a small, low-priced, coin-operated dual-cup vender."

## Vari-Vend Sets New Chicago Office-Showr'm

CHICAGO, Aug. 6.—Vari-Vend, Inc., manufacturer of an 11-selection refrigerated vender, announced this week a new combination office and display showroom to be opened here September 1.

According to Robert N. High, vice-president and director of sales, the new office-showroom will be at 4355 Sheridan Road.

A showing of the vender to prospective distributors from the U. S. and Canada has been tentatively scheduled for August 21-23 at the new office.

The new Vari-Vend unit is designed to accommodate 160 half gallons of milk, 264 quarts or 396 third-quart cartons or any combination. List price will be \$1,495 f.o.b. factory.

## Cadbury Bows 60-Count Paks

CHICAGO, Aug. 6.—Two new 60-count packings, designed primarily for vending machines, have been announced by Cadbury-Fry, Ltd., chocolate product manufacturers.

The packages contain the firm's 10-cent Caramello and the 10-cent Dairy Milk chocolate bars.

The two Cadbury bars, made in England, will continue to be available in the conventional 24-count box.

## COLD WEATHER HOT IN VENDING

NEW YORK, Aug. 6.—What everyone talks of, but no one does anything about, is now a vended product—the weather.

Another coin-operated air conditioning unit is being installed in a rental housing development in Florida.

It is predicted that coin air conditioners will soon be available in motels, hotels and some apartment houses thruout the country.

Most conditioners will dispense cool comfort at the rate of 25 cents for four hours. Many will accept up to 14 quarters in advance as prepayment for a maximum of 56 hours of air-conditioning.

### Phillip Morris Sales Down, Earnings Off

NEW YORK CITY, Aug. 6.—Net consolidated earnings of Phillip Morris, Inc., for the first six months of 1955 were \$4,907,879 or \$1.52 per share—a drop of 16 cents per share from the corresponding period in 1954.

Sales for the period were \$129,598,927, compared to \$143,164,104 last year.

Net consolidated earnings for the corresponding period in 1954 were \$5,459,541 or \$1.68 per share.

### NATD Analysis

Continued from page 86

ployer at \$2.35 each. Weekly cost of warehouse time is \$8.80 per man for Company A and \$2.95 per man for Company B.

The Company A man can service 125 machines a week for a gross of \$645. The Company B man services 140 machines a week for a gross of \$722.50.

Weekly sales per machine are figures at 120 packs. Cost per carton—with tax—is figured at \$1.92, with an averaging 15 cents per carton commission bringing the cost to \$2.07.

Selling price per carton is \$2.50, leaving a gross profit per carton of 43 cents and a gross profit per machine per week of \$5.16.

Thus, Company B, with an average of 15 more machines per man per week serviced, is able to run \$77.50 a week or \$4,030 a year ahead of its competitor in gross revenue per serviceman.

## Nu-Matic to Distribute Hot Coffee Dispenser

NEW YORK, Aug. 6.—The Nu-Matic Machine Corporation, Eastern distributor for the hot dog vender made by McCann, has taken on the Eastern distributorship for the Del Instant Coffee Maker.

Harr Gerstein, Nu-Matic head, feels the non-coin unit can be placed in locations which do not have the traffic to warrant automatic coffee equipment.

The price to operators is \$199.50, with a suggested lease charge to locations of \$12.50 a month. The machine uses a soluble coffee with a hot water line. Capacity is 60 cups, and 120 cups with a booster tank.

#### Metered Water

A switch actuated by the handle starts the cycle. The precise amounts of soluble coffee and electrically heated water for each cup are metered into the mixing chamber.

For cleaning action, the past portion of automatically measured water is delayed to rinse the mixing chamber. Available in stainless steel or baked enamel, it is 15 inches deep, 14 inches wide, 29 inches high and weighs 70 pounds. It operates on 110 volts.

Manufacturer is the Del Manufacturing Company, Los Angeles. Gerstein feels that it is more economical for small locations to lease the machine from an operator

than to subsidize a vender. Ingredient cost is about 1.5 cents a cup.

#### Mailing List

Meanwhile, Dick Lavoie, Nu-Matic sales and promotion head, said the firm is readying a mailing to 5,000 plants to stimulate business for the hot dog vender. Replies will be given to local operators.

Latest operator to install hot dog units is Max Isacoff, Somersworth, N. H., who will place a unit at the University of New Hampshire at Durham.

### Ark. Property Tax Ruled for Venders

LITTLE ROCK, Aug. 6.—Arkansas' attorney-general's office ruled last week that vending machines, the already subject to a privilege tax, should be placed on the Lee County assessor's tax books as well.

The ruling was in response to a query, the county assessor asking if the machines should be assessed for county, city and school taxes.

The attorney-general quoted from the State law which states that all property, whether real or personal, is subject to taxation.

### Parliament Tear-Tab

NEW YORK, Aug. 6.—Philip Morris, Inc., announced this week that all Parliament packages, both king-size and regular, will feature a 3/32-inch cellophane tear-tab at the bottom of the pack to facilitate removing the cellophane wrap.

### IBT TO CHECK UNION LABELS

CHICAGO, Aug. 6.—Members of the International Brotherhood of Teamsters are being urged by the union to check all vending machines to see if they are stamped with the new Teamsters Union label.

A label identifies a vending machine as being one serviced by union teamsters working under proper working contracts in the U. S. and Canada.

The union members are instructed, whenever they do not see a label on a vending machine, to notify the operator that the patronage of union people will be denied to his machines.

### Heat Wave Melts

Continued from page 86

consideration, the majority of food-buying, now, is taking place in supermarkets, most of which are air-conditioned. They afford, therefore, that much more chance for a

vending machine, based on "impulse" sales, to succeed.

Another operator, who is also a distributor, stated that his vacuum-packed nut packages were selling well. Unless a product is vacuum-packed or refrigerated it will spoil in the heat, he said, hence the high sales of his vacuum-packings.



**SUPER V**  
The Ideal Capsule Vender

featuring the greatest earning power ever built into a Bulk Vender at 1¢, 5¢ or 10¢ play. Cabinet of two-tone solid oak . . . trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 950 100-count ball gum. Also vends ROCKET CHARMS with 100-count gum.

Packed and sold 4 to the case

Less than 25 cases  
**\$71.80** per case

25 cases or more  
**\$67.80** per case

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We can give you immediate delivery on all VICTOR'S profit-making vending machines.

We carry the largest variety of CHARMS in the world.

We can ship your LEAF BALL GUM orders the same day they are received. We stock tons and tons of all shapes and sizes.

All parts for VICTOR machines on hand.

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the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also Hersheys and charm candies.



Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

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Master 5¢ Bulk Porc.	6.50
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#### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	5.56
Pistachio Nuts, Vendor's Mix	5.2
Pistachio Nuts, Sheik	4.5
Cashew Whole	5.7
Cashew Butts	5.3
Peanuts, Jumbo	4.5
Spanish	3.6
Mixed Nuts	5.5
Almonds, 489 ct., 5 lbs.	35
Tabby-Letz, 520 ct.	30
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	32
Licorice Gums	32
Licorice (similar to M & M), 500 ct.	40
Assorted Fruit Charms, 100 ct.	42
Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	8.28
100 ct.	30
Adams Gum, all flavors, 100 ct.	47
Wrigley's Gum, all flavors, 100 ct.	47
Beech-Nut, 100 ct.	47
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Paris, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

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#### ROWE CIGARETTE VENDORS

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Imperial, 8 Cols., 240 Cap.	90.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
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President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	135.00
DUGRENIER MODEL W, 9 COLS., 270 CAP.	95.00

#### UNEEDA CIGARETTE VENDORS

Model A, 8 Cols., 240 Cap.	\$ 92.50
Model E, 6 Cols., 180 Cap.	75.00
Uneeda Model E, 8 Cols., 240 Cap.	80.00
Model 500, 9 Cols., 350 Cap.	100.00

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U-Select-It, 74 Cap., Wall Model	\$ 52.50
Stoner Candy Pre-war, 160 Cap.	135.00
National Model 918, 162 Cap.	115.00

#### SUPER SPECIAL!!

ROWE DIPLOMAT CIGARETTE VENDOR  
8 Cols., 340 Cap.  
VENDS AT 25¢ and 30¢  
**\$145.00**

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED  
WRITE FOR INFORMATION  
All Equipment Unconditionally Guaranteed  
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**VICTOR STANDARD TOPPER**  
Case of 4, \$50  
4 Standard Toppers, plus 25 lbs. of Gum, plus 1,000 Charms... \$61.00

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.

## German Flower Unit To Make U. S. Preem

NEW YORK, Aug. 6.—The first shipments of a flower vender made by Telefonbau-Normalzeit, Frankfurt-On-Main, Germany, are due to arrive here next week.

U. S. distributor is the Tele-Norm Corporation, headed by Fred Marcus. Distribution will be handled by the New York office, but Marcus said that he may consider distributorships for other sections of the country.

The mechanically operated unit has one column with six compartments and will sell for under \$500, f.o.b. New York. Stands with and without casters are available.

### Coin Chute

Each column has one coin chute, and all compartments must vend bouquets at the same price. Dimension of the vender are 56 inches high, 18.5 inches wide and 8.7 inches deep.

The machine is also available in a 12-compartment version, to list for around \$650.

While the venders are also available in multi-section compartments, the flower unit holds one bouquet per compartment.

### \$1 Limit

Marcus said the machines may be set for 25 cents, 50 cents, 75 cents or \$1, using combinations of quarters or 50-cent pieces.

He added that the venders have been in operation in Germany for six months, mostly in front of florist shops for after-hour and weekend

sales. Some venders, he said, are filled three or four time a day.

Marcus feels that hospitals are probably the best locations in this country, but he added that florist shops and supermarkets should also be good stops.

The Frankfurt firm also makes a film vender, which is expected to be introduced here soon. The plant employs 10,000 persons, engaged mostly in the manufacture of parts for the German and U. S. telephone industries.

## Joint Operations

Continued from page 86

removes the necessity of hiring additional routemen to service one particular type of equipment and product—as cigarettes—in a beverage operation, and eliminates stock-room conflict, storage and insurance costs applying only to the one product.

### Contract-Holder

Where plant management has questioned the appearance of different uniforms and/or different firm names, the contract-holder (operator) has pointed out, the Vend article continues:

"The plant is still dealing with a single operating firm, receives its commission checks from and makes all services calls, to that firm.

Where an operator covers a fairly large area, he is likely to have joint location agreements with two operators with non-competitive lines. This usually means that the agreement is put on paper. In instances where only one other firm is part of the joint operation plan, there is usually a strong personal association between the operators."

There is one important factor, the story explains, protecting each party to the joint location agreement. That is the factor responsible for the existence of the plan in the first place: Neither firm is safely able nor desirous of entering the product field represented by the second firm.

Altho the operator holding the location contract makes all commission payments, answers service calls (for relay to the second firm when they involve the latter's equipment), he charges no commission or bookkeeping fee for the other operator. This is because in some locations he may be the "second firm" and the other operator holds the contract, performing the same service.

Vend concludes: "From present indications, joint operation in industrial locations will grow. There is no doubt it has kept many small and medium-size operations in the industrial field who would otherwise have bowed out. Until the average automatic merchandising firm can acquire more capital, better financing, the trend toward joint operations will continue. It's a workable means of keeping alive in today's high-cost, high-competition industrial vending market for the average operator with plans for the future."

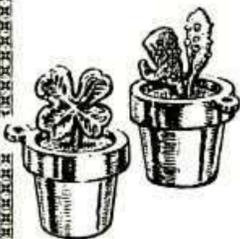
## Beech-Nut Earnings Up: 10c Per Share

CANAJOHARIE, N. Y., Aug. 6.—Earnings per share of \$1.05—an increase of 10 cents per share over the same period in 1954—was shown in the Beech-Nut Packing Company's semi-annual statement of earnings for the first six months of 1955.

The unadvised net earnings for the first six months of this year was \$1,610,640 compared to the equivalent \$1,459,840 of last year. The firm's capital stock totals 1,531,334 shares.

The amount of \$1,988,616, equal to \$1.30 per share, reported for the same period in 1954 included non-recurring income of \$528,776, equal to 35 cents per share from refund of excess profits taxes and interest for the years 1940 thru 1945.

**THIS**—is a GIMMICK



ONE of the VERY BEST

## New VACUUM-PLATED FLOWER POT CHARMS

with Plastic CACTUS and 4-LEAF CLOVERS

Step by step we kept improving this item because we had faith in it.

NOW—our faith is confirmed. The minute we VACUUM-PLATED these Flower Pots in GOLD—it made it.

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SOLD more of these at the recent CONVENTION than any other item in our line. To SEE IT is to BUY IT.

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World's FIRST and LARGEST CHARM MANUFACTURER

## RAKE SPECIALS!!



**SILVER KING**  
1c or 5c Bulk  
1c Charm  
Completely Reconditioned  
\$8.50 Each

### CHARMS

Cig Packs	3.00 M
Western Series, Metal	3.00 M
Color on Color Plastic	2.25 M
Guns, Assorted, Metal	2.50 M
Faces, Assorted, Metal	2.50 M
Solid Rings, Metal	9.00 M
Color on Color Rings, Ass.	10.00 M
Ship in Bottle	10.00 M
Spark Plugs	10.50 M
Records	10.00 M
Record Albums	5.00 M
Action Lockets	7.50 M
Gold Teeth	9.50 M
Davy Crockett Buttons	6.75 M
Davy Crockett Mix	10.50 M
Davy Crockett Blocks	10.00 M
Davy Crockett Pins	15.00 M
Billiard Balls	15.00 M
Flashlights	12.50 M
Binoculars	15.00 M

5% DISCOUNT on orders of 10,000 or more assorted!  
1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609-A Spring Garden Street  
Philadelphia 23, Pa.  
Lombard 3-2676

## Supplies in Brief

### Sugar

The price of domestic raw sugar held steady at above 6 cents per pound for two weeks in June for the first time in six months. The average price was 5.90 per pound from January thru May as compared with 6.11 cents for the same period last year. The price of refined cane sugar in New York remained at 8.55 cents per pound or .35 cents below last year's price. Sugar deliveries for the first six months of 1955 were about the same as for the corresponding period in 1954. Stocks of sugar held by primary distributors on June 4, 1955, were about 5 per cent larger than a year ago. A change in pattern was shown when stocks decreased 95,000 from the end of April to the end of May. In the previous three years, stocks averaged 60,000 tons larger at the end of May than in April.

### Peanut Supplies Down

The peanut supply in off-farm locations at the end of June was down to 277 million pounds—38 per cent below last year's supply for the date, according to the Agriculture Department. No peanuts were owned or held under government loan by Commodity Credit Corporation as of June 30. Disappearance of edible grades was 17 per cent under the disappearance last season. A reported 475 million pounds of shelled peanuts (including imported varieties) were used in making candy, salted peanuts, peanut butter and miscellaneous products. This was only 3 per cent below the total used for the same period last year.

### Glass Containers Up

Shipments of machine-made glass containers during June totaled 12,330 thousand gross, an increase of 9 per cent over the same period in 1954, according to an announcement by the Department of Commerce. The total shipments for the first six months of 1955 were 65 million gross, or an increase of 3 per cent over the first half of 1954. Returnable beverage bottles showed an increase of 8 per cent during June over the same period for 1954, while nonreturnable bottles took a slight drop. Shipment of bottles for dairy products were down slightly compared with June, 1954, but showed a little increase over the previous month of May.

### Tobacco

Cigarette consumption in the 1955-'56 marketing year may increase slightly, the Department of Agriculture reports. It is expected to be at least as high as the 1954-'55 estimate. During the fiscal year ending June 30, 1955, cigarette output in the United States was estimated at 406 billion—about 2 per cent lower than the previous year. During the current fiscal year, retail prices have increased

for several leading king-size, non-filter brands, due to price advances by manufacturers. In a few areas, higher State and local tax levies raised retail prices on all cigarettes. Consumption of smoking tobacco in the current year is estimated at about 2 per cent over last year—the first halt in the decline for smoking tobacco in several years.

**EMPTIES MACHINES FASTER!**

**LEAF Rain-Blo BALL GUM**

NEW! Red-Hot "Ball of Fire" Bubble Gum!

**R. R. WHITEHEAD**  
1075 Woodland Avenue, S. E.  
Atlanta, Georgia

## WATER SQUIRTS

Sensational—kids love them. Perfect vending. Stickers supplied.

## FULL LINE OF DAVY CROCKETT ITEMS

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Or send 35c for regular sample kit of charms.

Nat'l Headquarters  
Oak Acorn Machines & Paris



## Penny King Company

2538 Mission St. Pittsburgh 3, Pa.



World's Largest Selection of Miniature Charms

HELP YOURSELF TO MORE VENDING PROFITS



Get VEND Every Month Thru a Money-Saving Subscription



More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 50c  
2160 Patterson St., Cincinnati 22, Ohio  
 1 year \$4  3 years \$8

Payment enclosed  Please bill me  
(Foreign rate, one year, \$8)

Name .....

Address .....

City..... Zone... State.....

Occupation .....

SAVE MORE MONEY—MAKE MORE MONEY  
Subscribe to The Billboard TODAY!

## GET ON THE PRICE BANDWAGON FOR DAVY CROCKETT ITEMS!!

RING SERIES #3—A complete assortment of six rings characterizing the story of Davy Crockett.

AVAILABLE IN:  
Copper Inlay.....\$13.25 M  
Nickel Inlay.....13.50 M  
Simulated Gold Inlay.....13.75 M

RINGS, SERIES #1 and #2, Assorted. AVAILABLE IN:  
Copper Inlay.....\$13.75 M  
Nickel Inlay.....14.00 M  
Simulated Gold Inlay.....14.25 M

CHARM SERIES—Beautifully designed and detailed charms relating the Crockett story in ten phases.

AVAILABLE IN:  
Copper Inlay.....\$ 5.50 M  
Silver Inlay.....6.00 M  
Simulated Gold Inlay.....6.25 M

PADLOCK—Opens and closes without key. Has many uses for kiddies.

AVAILABLE IN:  
Two Tone Plastic.....\$12.00 M  
Copper Plated.....16.00 M  
Nickel Plated.....16.35 M  
Simulated Gold.....16.85 M

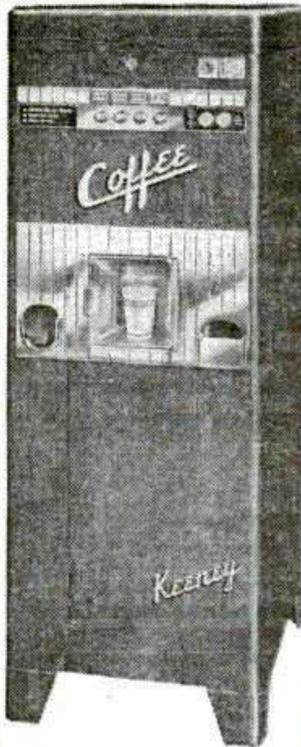
Operators from all over the country have written that the PRICE CROCKETT CHARMS are keeping volume up.

IMMEDIATE DELIVERY! ORDER TODAY!

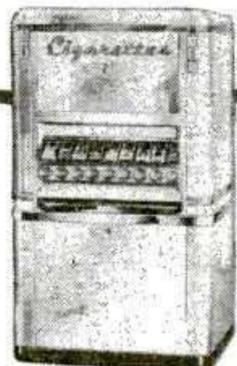
Paul a. Price co. inc.  
55 Leonard St., N. Y. 13, N. Y. COllundt 7-5147-8

New OPPORTUNITY FOR PROFITS WITH THE

## Keeney Deluxe HOT COFFEE VENDER



ALMOST UNBELIEVABLE PROFITS are being amassed in many locations everywhere with this new Keeney Hot Coffee Vender. Unit has 300-cup capacity, mixes all-dry ingredients instantly to provide deliciously flavored, invigorating coffee. Set any price from 5c up to 10c. Patron inserts dime or quarter and correct change returns automatically as the cash box fills up fast! Machine meets all local health requirements. Easy to refill. Size: 19 1/2" W. x 15 1/2" D. x 52" H.



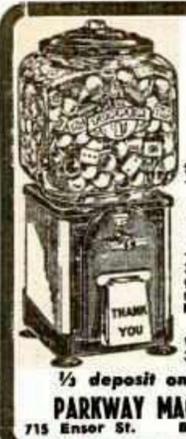
## The Keeney Deluxe Electric CIGARETTE VENDER

- 9 double columns dispense regular or king size from front and rear
- 432 pack capacity • Coin changer optional
- Price adjustment on each column
- Swing-up top • 3-way match vending

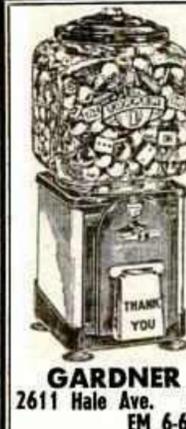
The pack you see—is the pack you get!

write TODAY FOR NEW CIRCULARS JUST OFF THE PRESS!

J. H. Keeney & CO. INC.  
3400 W. FIFTEETH STREET, CHICAGO 21, ILLINOIS



**VICTOR'S TOPPER**  
1/4 BALL GUM MACHINE, \$12.50 each, \$12.00 100 or more.  
AMERICA'S FINEST BALL GUM VENDOR  
30 day money back guarantee if not satisfied. No questions asked.  
Write for FREE 32-page catalog.  
1/3 deposit on all orders.  
**PARKWAY MACHINE CORP.**  
715 Ensor St. Baltimore 2, Md.



**VICTOR'S TOPPER**  
1/4 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

**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

**BALL and VENDING GUMS**  
LOW Factory Prices  
**BUBBLE • CHICLE CHLOROPHYLL and TAB**  
Bubble Ball Gum, 140-170 & 210 ct. . . . .25¢ lb.  
Chicle Ball Gum, 130 ct. . . . .34¢ lb.  
Clor-o-Vend Ball Gum . . . . .40¢ lb.  
Clor-o-Vend Chicks, 320 ct. . . . .40¢ lb.  
Chicle Chicks, 320 & 520 ct. . . . .36¢ lb.  
Bubble Chicks, 320 & 520 ct. . . . .27¢ lb.  
Tab (short stick), 100 ct. . . . .38¢ box  
5-Strick Gum, 100 packs . . . . \$1.90  
F.O.B. Factory, 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

**Great Time-Saving PENNY WEIGHING SCALE**  
CAPACITY \$10.00  
SPRINGS ARE PRECISION CALIBRATED.  
HEAVY SHEET METAL BASE.  
TIN SCOOP.  
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.  
Skilled handworkmanship is employed in building this scale to assure reliability and accuracy.  
There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.  
**\$18.50**  
**ORDER TODAY**  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

## VENDING CONSULTANT

# Miami Milk Operator Opens Advice Bureau

NEW YORK, Aug. 6.—William C. Lewis, a Miami lawyer who operates a 22-machine milk vending route, has opened a consulting service for dairies considering mechanical milk dispensing.

While Lewis has a background of 20 years in the dairy field, he didn't begin his vending operations until December, 1954, when he organized Lewis Enterprises, Inc.

First unit was a Rowe half-pint vender. Now the firm has 14 indoor and eight outdoor units in apartment houses, high-traffic causeways, gas stations, offices, hospitals and the University of Miami. Daily sales averages are 30 for quart venders and 20 for half-pint machines.

### Dairy Item

Lewis feels that milk vending is not limited to a specialized operating company like his own, "but rightfully belongs to the dairies and should be operated by them just as they operate wholesale and retail routes."

According to Lewis, venders do not compete with home delivery or store sales, but actually increase milk consumption, with most vending transactions impulse sales.

Lewis maintains that it takes at least 300 families to support a one-quart vender. Type of family, too, he feels is an important consideration.

### Credit Risks

For example, in certain sections of Miami, dairies have found it uneconomical to maintain delivery routes because residents are considered poor credit risks. Lewis installed a vender in one of these districts and the stop was a profitable one.

Six venders have been installed in the University of Miami summer school, and four more will be added in the fall. The units are in the laundry and dormitory areas. To notify the students of the machine placements, Lewis circulated brochures and maps, giving the building locations and starring the sites of the venders.

The brochure reminds the stu-

dents that ice-cold milk is available 24-hours a day, seven days a week, and that the vender eliminates "running up big milk bills" and "waiting for the milkman's delivery."

### Started in 1938

Lewis started in the dairy business in Pittsburgh in 1938 in partnership with his father, a former vice-president of National Dairies. In 1950 he sold the business and joined Meadow Gold Dairies, Inc., as vice-president of the Pittsburgh operation.

In 1952 he was named general manager of the Miami Home Milk Producers' Association, and two years later he started his own vending company and opened a Miami law office.

Milk for the vending operation is bought from Land O'Sun Dairies and sold for 27 cents a quart and 10 cents a half pint.

## PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you  
Good indoors or out  
Produces up to 200% profit  
Wins Customers for Locations  
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
Dept. B  
3206 Grace St. N.W., Washington 7, D. C.  
Send more details  Send scale   
\$20 deposit enclosed   
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## General Vending Develops Rack For 'Steinies'

PHILADELPHIA, Aug. 6.—The General Vending Machine Corporation has announced a new vending rack designed to handle "steinie" bottles.

The usual "rack-type" venders on the market (which have bottles hanging from a slatted metal rack) are dimensioned to dispense standard 12-ounce bottles up to about 2 1/2 inches maximum bottle diameter. The "steinie" bottle is 2 3/4 inches or more in diameter and causes interference between rows of these bottles in the standard vending rack.

The special "steinie" rack developed by General will accommodate the larger-diametered bottle, and the rack is adaptable to most General venders.



## 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) 788

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_

## Four Indicted in Vending Fraud

KANSAS CITY, Mo., Aug. 6.—Four men were indicted by a federal grand jury last week (28) on charges of using the United States mails to defraud in connection with offers to sell vending machines.

The indictment alleges the four, operating here under the name of Netco Enterprises, offered vending machines for sale thru advertisements, collected more than \$45,000 thru the mails, and sent no machines in return.

The fraudulent vending machine business was said to be in operation from October, 1953, to February, 1954.

Those indicted are Roy L. Baker, of Kansas City; Clarence V. Rhodes, of Van Nuys, Calif.; Lawrence A. Wolf, of Los Angeles, and Gene McCullough, who gave no permanent address.

## Union News Spurs Ice Cream Effort

NEW YORK, Aug. 6.—The Union News Company is taking a lively interest in ice cream vending, according to Bob Arnold, head of the firm's automatic merchandising division.

With UNC's New York locations pretty well covered with ice cream machines, a major effort to place the units in Philadelphia is under way, while other machines have been placed in railway depots in Springfield, Mass.; Hartford, Conn., and Boston.

Next week, more ice cream machines will be placed in transportation terminals at Providence, Detroit, Buffalo and Bridgeport, Conn.

The machines are mostly five-selection Hebls.

## To Test Gum Machs. On Cleveland Buses

CLEVELAND, Aug. 6.—The Cleveland Transit System, operator of this city's public transportation network, has purchased 14 gum machines for its buses on a trial basis from Automatic Mobile Vendors Company, Springfield, O.

The machines are in on a 60-day trial basis and will be placed in other buses and even perhaps the new \$30,000,000 rapid transit system if the experiment is profitable, according to Howard G. Cumler, transportation superintendent.

In a trial of other gum vending machines a year ago CTS found that passengers were buying gum at the rate of 1,400 to 1,500 pieces a week per bus. These dispensers were difficult to service, handle and keep track of for CTS. It cost

more than the system earned.

Under the present contract Automatic will maintain and service the machines.

Each dispenser holds 50 pieces of gum and will be checked each night. CTS will get 10 per cent of the haul, \$1.50 weekly on 1,500 sticks.

At that rate each bus in service could earn \$75 in gum revenue annually.

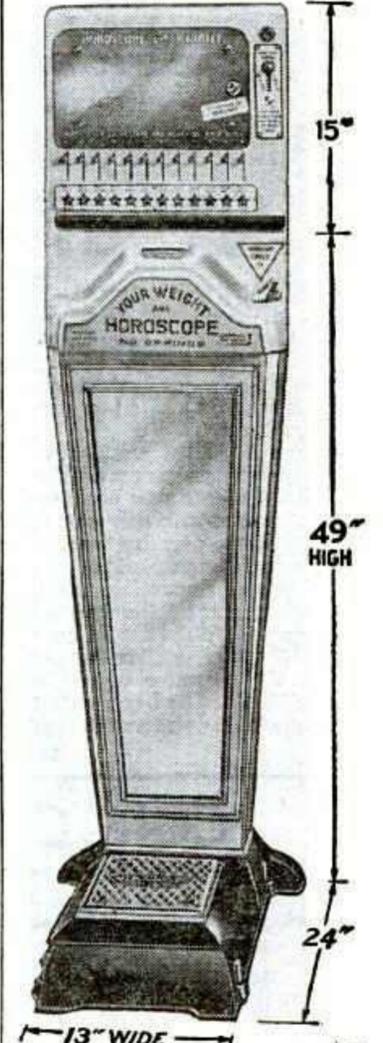
**NEW & PROFITABLE FIELD FOR OPERATORS!**  
**COIN OPERATED ELECTRIC ALARM CLOCK FOR MOTELS**  
EXTRA INCOME  
6"x10"x3" ON TIME CLOCK  
U. S. Patent No. 2579009  
Electric Movement  
By SESSIONS GUARANTEED

HERE'S THE STORY: NO MERCHANDISE, MOTELS ACCEPT EAGERLY AS SERVICE' COMMISSIONS NO FACTOR. WHY? BECAUSE CLOCK GIVES FREE TIME TO MOTEL CUSTOMERS, A NEEDED FEATURE MISSING TO NOW. ONE GOES IN EACH MOTEL BEDROOM. 10 MIN. INSTALLATION. YOUR INCOME FROM 10¢ OPERATED ALARM. NO SERVICE CALLS. COLLECT TWICE A YEAR—

**ONTIME CLOCK CO.**  
1093 S. Bedford Dr.  
Los Angeles 35, Calif.  
RUSH ME INFORMATION TODAY ON HOW I CAN HAVE EXCLUSIVE RIGHTS IN MY TERRITORY FOR THE MONEY-MAKING ON TIME CLOCK.  
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**EMPTIES MACHINES FASTER!**  
**LEAF Rain-Blo BALL GUM**  
NEW! Red-Hot "Ball o' Fire" Bubble Gum!  
**PENNY KING COMPANY**  
2538 Mission Blvd.  
Pittsburgh, Pennsylvania

**WATCH SALES SOAR INTO HIGH KEY WITH GUGGENHEIM'S KEYS TO MORE PROFIT!**  
NEW—AUTHENTIC KEYS  
PLASTIC KEYS . . . . \$1.65 per M  
COPPER PLATED . . . . 3.50 per M  
SILVER PLATED . . . . 3.75 per M  
GILT INLAID . . . . 4.40 per M  
VACUUM PLATED . . . . 4.40 per M  
**Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393



**5¢ HOROSCOPE SCALE**  
TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.  
**\$25.00 DOWN**  
BALANCE \$10.00 PER MONTH  
**WATLING MFG. CO.**  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889  
Telephone: COLUMBUS 1-2772  
Cable Address: WATLINGITE, Chicago

## Used Juke Prices Hold Steady Level

6-Month Check Shows Little Change; BB Price Index Reveals \$5-\$30 Cuts

CHICAGO, Aug. 6.—In spite of a severe heat wave currently blanketing the country, which would normally cut into juke box sales and usher in a flock of special trade-in allowances at the operator level, a spot check with distributors this week revealed that the used juke box market is practically the same as it was six months ago.

Discounts and special deals on phonographs, therefore, are being enjoyed by operators who are doing new machine purchasing only. Use equipment prices are holding their own.

The Billboard's advertised used coin machine price index reflects this steady market. The average selling price of phonograph equipment, valued below \$300, dropped approximately \$10 since last January, a normal decline. Equipment valued over \$300 dropped in price from \$5 to \$30 on an average.

### Price Index

The price index, however, reveals that there is considerably more used equipment available on the market today than six months ago. Both old and relatively new used equipment advertising has increased. A good indication that used prices may fall somewhat faster during the next few months, especially since the trade will be-

gin to anticipate manufacturers to introduce new models as winter approaches.

The reason for the increase in used equipment now available on the market, according to the majority of distributors contacted, is a result of the current trend to high fidelity multi-selection equipment.

Other distributors credited dime play as a major reason for the increase of older equipment trade-ins. As one distributor put it: "An operator who is converting his route to dime play usually finds a large number of his locations will oppose the change unless they can be convinced that they're going to make more money and have newer equipment. Thus, the operator, in an effort to convert his entire route, will purchase new equipment, stepping down the machines in the locations, and trading in his older pieces."

Distributors agreed that the major reason for used equipment holding a steady price could be attributed to new locations opening up. Home sales, rentals and donations were also given as reasons.

## N. Jersey Ops Face Rugged License Fees

WAYNE, N. J., Aug. 6.—Juke box operators in this North Jersey community face an annual license fee of \$10 a year a box, plus distributor licenses which could run from \$100 to \$300 a year.

The second and final reading was held here Tuesday (2), but the hearing has been continued to September 6, after representatives of the Music Guild of New Jersey, the local tavern association, and the Tri-County Operators' Association appeared to challenge the law.

With 12 music operators currently servicing the township, the licensing arrangement could average \$130 each, or \$43 per location per year for the 33 locations.

### May Pull Boxes

According to Dick Steinberg, executive director of the Music Guild of New Jersey, the new licensing structure could result in the removal of most of the equipment.

Maurice Shapira, MGNJ counsel who appeared at the hearing, said there is a possibility that the ordinance may be altered at the September hearing.

Frank G. Bucko, representing the Tri-County Operators' Association, also appeared at the Tuesday session.

## Locals Support MOA Membership Drive

OAKLAND, Calif., Aug. 6.—The recently launched individual membership drive of the Music Operators of America is now in full swing, with State and local associations thruout the country supporting the effort, according to George A. Miller, president and general business manager.

MOA's membership roster now tops the 3,000 mark.

Al Denver, president of the Music Operators of New York, indicated that the MOA office could expect more than 100 individual members from the New York area alone.

Other associations reported backing the MOA drive include the California Music Merchants' Association, which has already turned in over 100 memberships; the Connecticut Music Operators' Association, headed by Jimmy Tolisano; the New Mexico Music Guild, headed by Harry Snodgrass, and the Montana Music Operators' Association, led by Martin Britz.

The plan to open MOA memberships to individual operators was

adopted during the organization's annual convention in Chicago last March. Previously, membership was restricted to local associations.

The membership dues in MOA are \$25 a year.

## South Bend Ops Sked Meet to Frame Bylaws

SOUTH BEND, Aug. 6.—The newly formed Music Operators' Association of St. Joseph Valley has scheduled a meeting here next Wednesday for the purpose of drawing up bylaws.

Carl Zimmer, elected president during the group's organizational meeting July 13, said that members would study sample copies of bylaws used by other music operator associations and draw up their own.

The group also plans to lay the groundwork necessary to incorporate the association, Zimmer said. He announced that a local lawyer would probably be retained to prepare the necessary papers within the month.

Al Evans, appointed grievance committee chairman, said that every operator in the area was urged to attend the coming meeting, which will be held in the offices of Carl Zimmer.

### Plan Solid Front

Operators in this area, prior to the formation of the new association, met informally to discuss local problems. However, with dime play conversions in this city nearly hitting the 85 per cent mark, operators decided to form a solid front, with an eye to a co-operative organization and an advertising program.

The group decided to sponsor a half-hour radio program for 10 weeks, commercial time devoted to explaining the reason for the increase in the juke box music price a nickel to a dime. The cost of the program is divided between members.

Dime play is expected to be adopted in all towns and villages within a 40-mile radius of South Bend by the end of October.

## MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

**INDEPENDENT DISTRIBUTORS ARE FORMING** subsidiary operations to accommodate the multitude of indie diskeries, the more active of whom don't want to be carried by an outlet nominally handling a competing line.

**WING RECORDS, FORMED ONLY TWO MONTHS AGO**, already is riding with a click in Nick Noble's "The Bible Tells Me So." The diskery has set a whirlwind pace since its launching by parent company, Mercury Records.

**ONE-STOP CHAIN**, Leslie Distributors, opens its fourth outlet in Buffalo and places veteran juke box man in charge.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

## Chi Ops, Locations Battle Anti-Juke Bill

CHICAGO, Aug. 6.—Chicago juke box operators and tavern owners have joined forces in the battle against anti-juke box legislation.

Local operators and locations have sent scores of letters and wires to Washington blasting Cong. James C. Murray's recently intro-

duced juke box bill, aimed at removing the juke box royalty exemption from the 1909 Copyright Act.

The bulk of the correspondence landed in the office of Cong. Charles A. Boyle, a member of the Judiciary Committee to which Murray's bill was assigned.

Boyle said that his Capitol Hill office was swamped with protests from what seemed like every location and music operator in Chicago.

Recorded Music Service Association, the local operators' organization, has urged every member to write Boyle, protesting the bill. And over 2,900 additional sample wires and letters have been prepared by RMSA for distribution among operators and locations. These form letters and wires will be passed out to members during the next association meeting, scheduled for August 16.

Boyle's statements were included in an article appearing in The Chicago Sun Times Tuesday (2), which briefly reviewed the accomplishments and work being done by the two freshman congressmen—Boyle and Murray—from Illinois.

## N. Illinois Ops Sked 7th Annual Banquet Oct. 13

CHICAGO, Aug. 6.—The 7th annual banquet of the Music Operators of Northern Illinois has been scheduled for October 13 at the Elmhurst Country Club.

Jerry Shuman heads the banquet committee, assisted by Louis Arapia, Bob Gnarro, Paul Brown, Andy Hesch and Barney Poss.

Following the banquet there will be dancing along with entertainment by top recording artists.

## Net Sales Dip At Wurlitzer In 1st Quarter

CHICAGO, Aug. 6.—Net sales of the Rudolph Wurlitzer Company during the first quarter, April-June, totaled \$7,583,241, compared with \$9,643,849 for the corresponding period last year, announced R. C. Roling, president.

Roling said that the decrease was entirely due to a reduction in defense work.

Net earnings for the same period were \$107,225, or 13 cents per share, compared to \$290,096, or 35 cents a share, in 1954. It was pointed out, however, that earnings for the first quarter in 1954 included a tax refund amounting to \$100,000.

Roling said that all divisions of the company operated at a profit during the first quarter. He added that prospects for fall and winter business were exceptionally good.

## 30-Second Ad Jingles Okayed By MOA Execs

OAKLAND, Calif., Aug. 6.—The executive officers and directors of Music Operators of America have adopted a proposal to substitute 30-second jingles for 2-minute commercials in MOA's juke box advertising program.

George A. Miller, president and general business manager of MOA, said that the vote was unanimous for the change, with only one officer returning a negative vote.

Rodney Pantages, originator of the plan and responsible for the proposal to change the length of the advertising disk (The Billboard, August 6), after hearing the decision of the executive board, said that he intended to begin contacting national advertisers immediately.

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

August 9—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Arkon.

August 10—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

August 10—Music Operators' Association of St. Joseph Valley, biweekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

August 15—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

August 15—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

September 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

September 8—Massachusetts Music Operators' Association, monthly meeting, Hotel Kenmore, Boston.

September 11-12—South Dakota Phonograph Operators' Association, quarterly meeting, Deadwood, S. D.

September 12—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

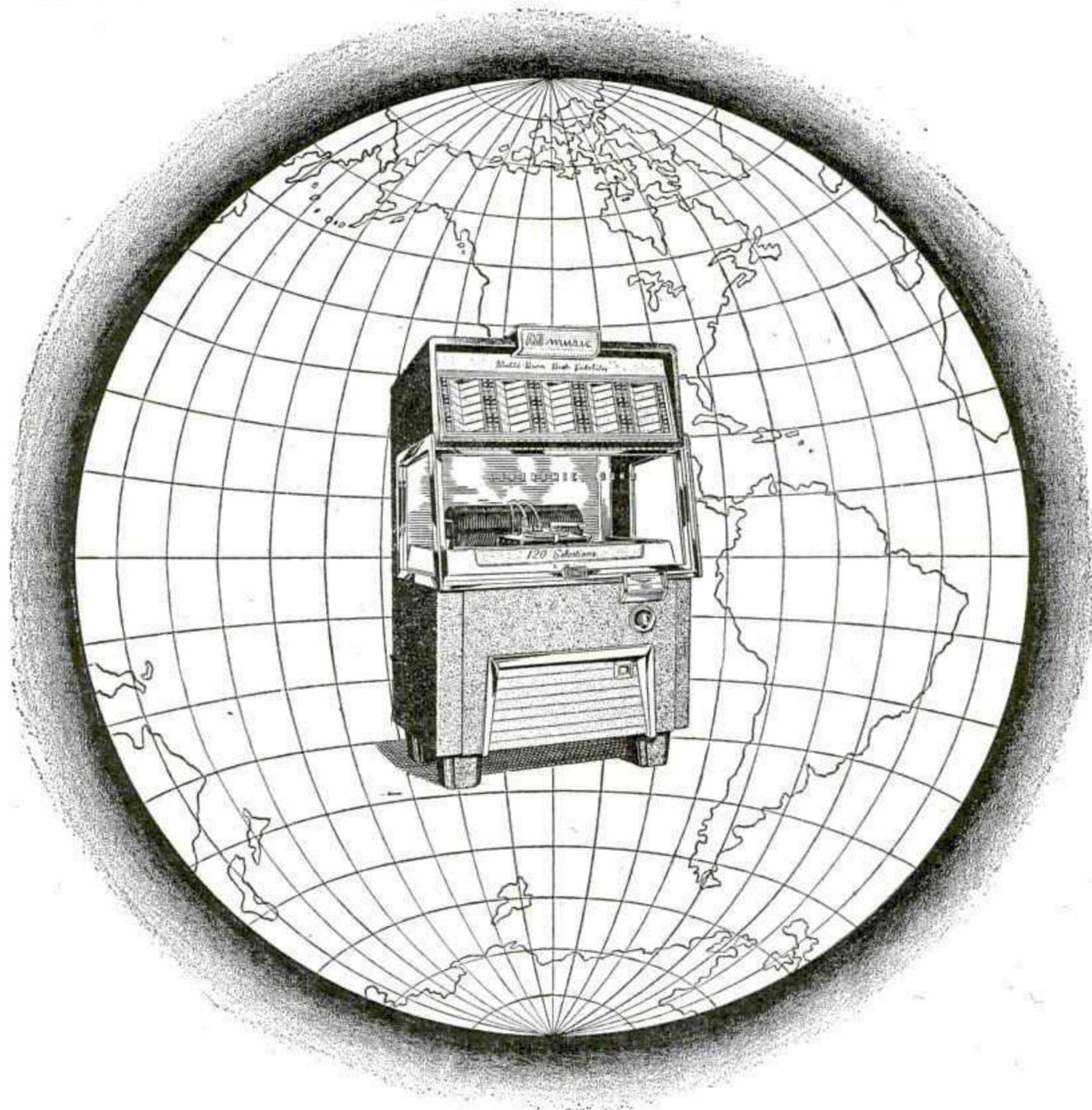
October 8—Music Operators of New York, 18th annual banquet, Grand Ballroom, Waldorf-Astoria Hotel, New York.

October 13—Music Operators of Northern Illinois, seventh annual banquet, Elmhurst Country Club, Elmhurst.

November 6-9—National Automatic Merchandising Association, annual convention, Conrad Hilton, Chicago.

# Grand Rapids

is the Fine Furniture Capital of the World!



The automatic phonograph that upholds this city's great tradition of craftsmanship and high style is the **AMI Model "F"**, the Only Automatic Phonograph with a Built-in Multi-Horn System that reproduces music with true High Fidelity throughout the entire range.

*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

## MOA Insurance Keys 3 Calif. Assn. Groups

LOS ANGELES, Aug. 6.—Three divisions of the California Music Merchants' Association met this week in their respective areas. The Oceanside group met Monday, the Los Angeles division met Tuesday and operators in the Long Beach area met Wednesday.

George A. Miller, head of the State association, was on hand for all three meetings.

Miller explained at each meeting the advantages accruing from MOA's national health and accident insurance policy. He also reported on the association's efforts to combat local taxes and license fees considered unfair to juke box operators.

## R. C. French Adds New Sales Staffer

VANCOUVER, B. C., Aug. 6.—R. C. French, head of R. C. French & Company, announced this week that a new staff member, Stewart Robertson, had joined his sales department.

# ROCK-OLA

## MODEL 1448

**Worth More  
When You Buy It**

**Worth More  
When You Trade It**

## APRIL EXPORTS HIT \$847,715

CHICAGO, Aug. 6.—U. S. juke box exports hit \$847,715 in April, according to the U. S. Department of Commerce.

The April figure brings this year's four-month total to \$3,738,176, an increase of nearly 20 per cent, compared with the corresponding period last year, when the total was \$3,132,602.

Leading purchaser was Belgium, with \$125,307. Canada's \$97,030 ranked second and Venezuela's \$90,565 was third. Other leading markets were Mexico, Austria, France, Netherlands, Switzerland and Western Germany. (See export chart in amusement section.)

## Chi Op Assn. Meets Aug. 16

CHICAGO, Aug. 6.—The Recorded Music Service Association will hold a meeting at the Bismarck Hotel on August 16, with copyright legislation discussions expected to be the key topic.

According to Phil Levin, president, RMSA has prepared over 2,900 form letters and wires protesting bills aimed at removing the juke box royalty exemption from the 1909 Copyright Act. The form letters will be given to operators for distribution among their locations.

The association's annual golf outing, skedded for September 8, will also be aired during the meeting. Joe Filitti, chairman of the event, will report on the progress made to date.

## Sisney Opens Disk One-Stop In Peoria, Ill.

PEORIA, Ill., Aug. 6.—Charles Sisney, head of Peoria Telematic Company, Magnecord distributor and background music firm, has opened a record one-stop for juke box operators here.

Sisney explained that he plans to charge operators 5 cents over cost for records and that the store will feature a self-service layout.

The new one-stop, located right next door to Telematics' main headquarters at 107 N. Glendal Avenue, is currently undergoing a complete interior decorating job.

Sisney was formerly a juke box operator here, selling his route only recently to devote all of his time to operating background music.

## Up-to-Date Disks Via 2c Post Card

MILWAUKEE, Aug. 6.—Stu Glassman, head of Radio Doctors, one-stop here, is keeping operators up to date on approximately 30 records—the very latest releases as well as those climbing the popularity charts—with the aid of a 2-cent post card.

Glassman lists 30 top-selling disks, gives the name or names of the most popular artists, classifies each time as pop, jump, western or polka, and provides space for operators to order both 78's and 45's.

The post card works well, said Glassman, "Operators read over the tunes listed and either check the numbers they'll buy next time they are in or mark how many they want and return the card."

## PITTSBURGH

### Weekly Disk Feature Ups Teen Demand

PITTSBURGH, Aug. 6.—A new record news feature appearing in The Pittsburgh Sun-Telegraph is rapidly gaining local popularity and at the same time boosting a demand for new records, says Morris Vinocur, president of the Monarch Music Company.

The paper is devoting a full page every Saturday to popular records on a local and national level. It sketches disk jockeys, recording artists, latest releases and makes hit predictions.

Each week eight lists of the top 10 tunes are compiled; six lists according to local deejays, one list representing the top 10 in this section of the country, and the eighth list carries the nation's top 10 tunes according to The Billboard's "Honor Roll of Hits."

Vinocur explained that the feature was already creating an increased demand for new disks among teen-agers.

### Expect 1,000 At NY Op Fete

NEW YORK, Aug. 6.—A record attendance of 1,000 is expected for the 18th annual banquet and show of the Music Operators of New York October 8 at the Grand Ballroom of the Waldorf-Astoria Hotel.

Al Denver, MONY president, said that committees for program arrangements and tickets will be named soon.

### Jerry Shuman Joins Coven Sales Staff

CHICAGO, Aug. 6.—Ben Coven, head of Coven Music Corporation, Wurlitzer distributor in this area, announced this week that Jerry Shuman had joined his sales staff.

Shuman, who was associated with Gillette Distributing Company, a record one-stop, for the past 17 years, will spend about 50 per cent of his time calling on Chicago accounts and the other 50 per cent traveling the State, according to Coven.

### Top 50 Mark at AMI's Plant Service Schools

GRAND RAPIDS, Mich., Aug. 6.—AMI, Inc., announced this week that over 50 distributors and operator servicemen have completed the firm's week-long factory service schools here since they were launched this spring.

The classroom sessions were for men with a thoro understanding of the mechanics of a juke box. Slide films were used to show the interaction of various parts of a machine, and factory specialists discussed the functions of component parts, such as sound systems, electrical circuits and the record mechanism. Instruction also covered the use of modern testing equipment and various techniques for short-cutting service problems.

All servicemen made a tour of the AMI plant, tracing the flow of materials thru the manufacturing

## Op Calling Cards Supplied by Coven

CHICAGO, Aug. 6.—A new service for operators has been launched by Coven Music Corporation, Wurlitzer outlet here. The firm now supplies operators with business calling cards.

The card is standard size, with the Wurlitzer emblem and musical staff printed across the top. The operator's firm name, address and phone number, as well as the operator's name and/or the name of one of his staff members, is printed on the lower half of the card. There is no charge to operators for the cards.

Ben Coven, head of the firm, said the cards were purchased from Wurlitzer. "When an operator requests an order of cards, we make up plates with the data he supplies, saving the plate for future requests," he explained. He said that 150 cards were issued with each request.

The card is white, with the Wurlitzer emblem printed in red, yellow and black. The operator's data is in black.

## Air Dime Play At Mass. Meet

BOSTON, Aug. 6.—The spotty situation of dime conversions in this area was discussed at the July meeting of the Massachusetts Music Operators' Association, at the Hampton Court Hotel in Brookline.

Non-members in attendance were urged to join and a few were brought into the fold. It was agreed by operators that future meetings would be open only to dues-paying members. Three distributors were represented at the meeting.

Lucas Foster, of Guild Associates and recording secretary, reported on the proposal to have suppliers join the group. He said that most of the suppliers said they would rather not join as associates, feeling that they could do more good if they were allowed to join the open session after the regular meeting in a discussion period.

However, it was felt that the recommendation of the body would be that distributors would be asked to join as associate members.

Decals, numbered for each operator, are to be issued within a short time. Each operator will be assigned a number which will be placed on all of his machines as an identification. It was also decided that future meetings would be held at the Hotel Kenmore in Boston. Next one is scheduled for September 8. Meetings will be held the second Thursday of the month.

President Dave Baker announced that the proceeds of the Cerebral Palsy Campaign hit nearly \$9,000. Operators were congratulated on their generous contributions to the crippled children fund.

and assembly processes for a better understanding of the completed product.

The school is directed by Al Mason, assisted by Clifford Bitting and other AMI technicians.

The last factory service school was completed July 29. The instruction sessions will be resumed in September.

## COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **DIRECTOR TELLS PURPOSE OF NCMMA.** Al Schlesinger, managing director of National Coin Machine Distributors' Association, tells the whys and wherefores of the association's existence. (Page 97, The Billboard, August 6.)
- **SUPERMARKET: NEW HORIZON FOR OPS; OPENING LISTED.** The spectacular growth of supermarkets in recent years and the subsequent change in consumer buying habits have resulted in the supermarket becoming a major location for coin machines. In special chart, Billboard lists 56 supermarkets opening during the month of July. (Page 97, The Billboard, August 6.)

- **COMPLETE TEXT OF BUSH'S NABV SPEECH.** The complete text of an address delivered at the National Association of Bulk Vendors' convention last month, by Major C. Bush of the Beech-Nut Packing Company on the subject of selling and merchandising gum thru vending machines. (Page 98, The Billboard, August 6.)
- **MOA INSURANCE DRIVE BEGINS.** The Music Operators of America's recently adopted national accident and health insurance program begins with first of 10 detail and application mailings to members. Full insurance details given. (Page 102, The Billboard, August 6.)
- **LIMIT ON AD DISKS PROPOSED.** Music Operators of America considers change in recently introduced juke box advertising program, of duration of the records from the intended two minutes to 30 seconds. (Page 102, The Billboard, August 6.)
- **SENATE OK'S COPYRIGHT STUDY.** Despite vigorous protest by the juke box industry, the Senate Appropriations Committee okays Copyright Register's request for \$20,000 for a study of the revision of the Copyright Act of 1909. (Page 38, The Billboard, August 6.)

IF YOU MISSED READING THE AUGUST 6 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**

## COINMEN YOU KNOW

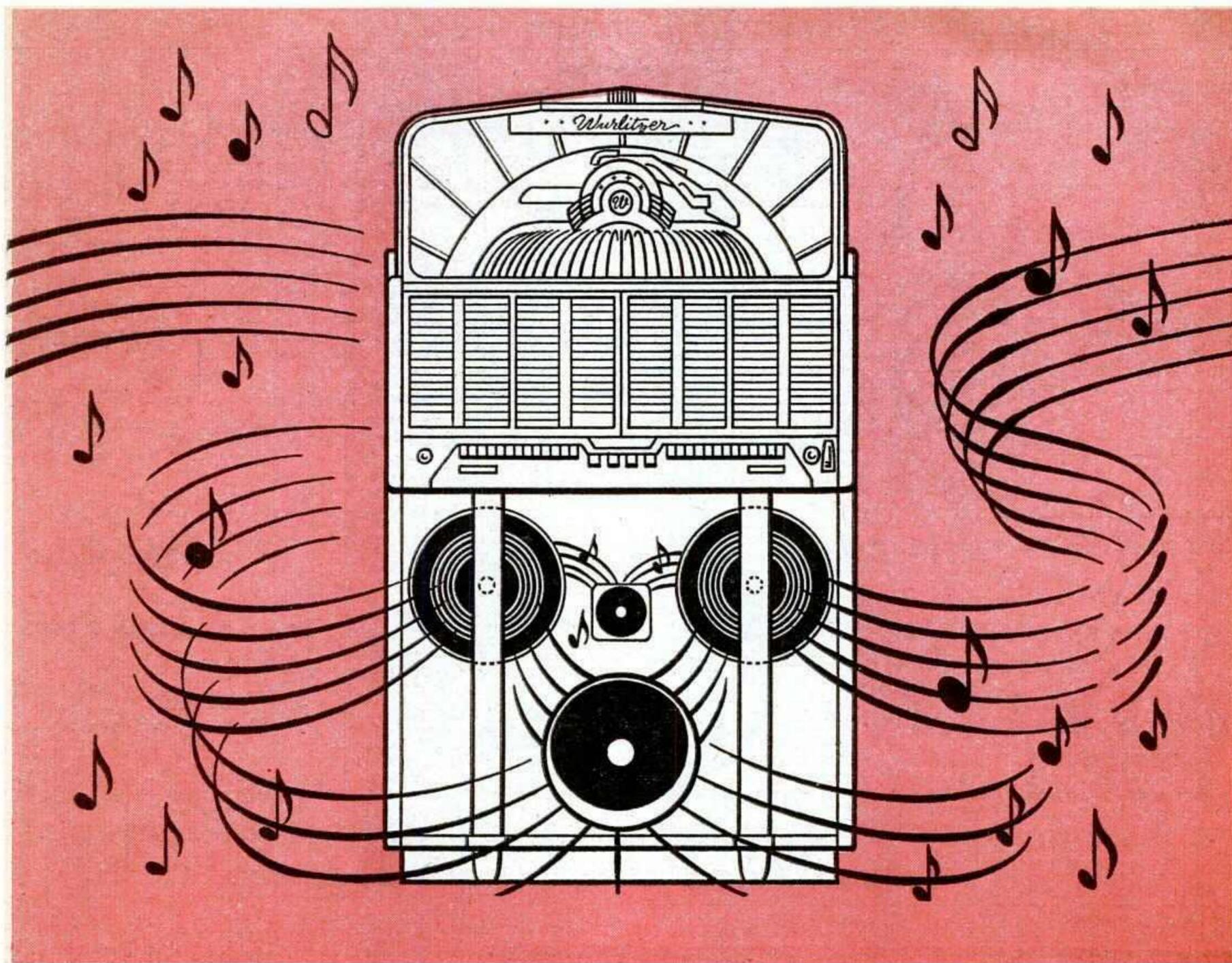
● Continued from page 85

Bud Nichols, manager of S. H. Lynch & Company, local Seeburg distributor, is covering lots of territory in a new air-conditioned Oldsmobile. . . . Mickey Whitaker, local operator, is passing out cigars. He became the father of a daughter, Myra Jo, born July 13. . . . Jimmy Jory, operator for City-Wide Cigarette Company, and Felix Connor, with Santone Distributing Company, are among those back in town after vacations. . . . Vernon Ellis, local operator and secretary of San Antonio Phonograph Operators' Association, says juke box patrons have "gone crazy" over "Pancho Lopez," a take-off on the hit "Davy Crockett" ballad. . . . Next to hit the top locally, he predicts, will be "Yellow Rose of Texas."

### Cincinnati

By ELINOR C. BATTE

MORE OF SAME. Members of the Automatic Phonograph Owners' Association are still sizzling in the heat wave, with predictions of more of the same during August. . . . Melvin Lieberman, son of Al Lieberman, (Continued on page 95)

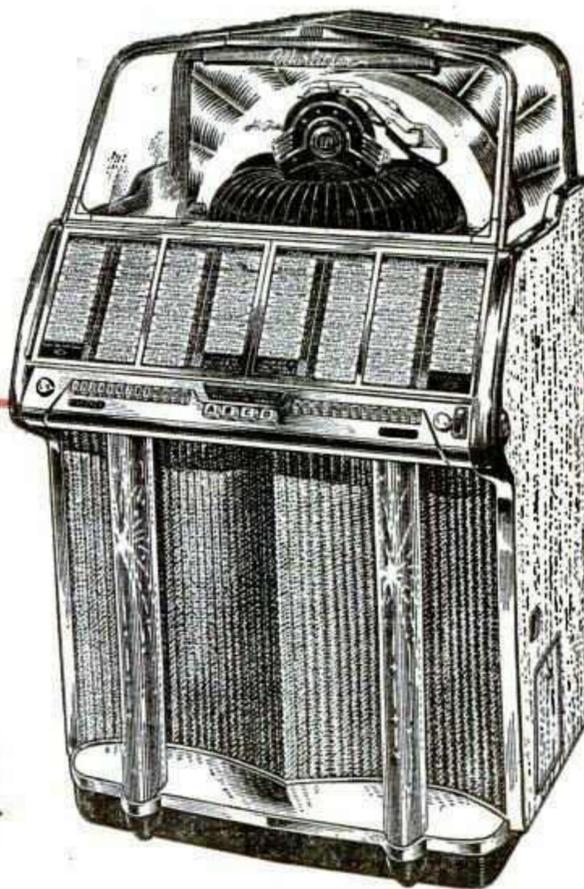


# TRUE HIGH FIDELITY

THE WURLITZER 1800 offers the truest high fidelity ever achieved in the automatic phonograph field.

With more speaker cone area than any other juke box, it produces the finest music and assures the highest earnings.

## WURLITZER 1800



THE YEAR'S TOP PHONOGRAPH  
IN BEAUTY - IN TONE - IN EARNINGS

# WURLITZER

The Official  
Musical  
Instruments in

# Disneyland



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK • ESTABLISHED 1856

## Game Mfrs. Preem 60 New '55 Models

See Top Year; Bowlers Lead Parade, Guns, 5-Balls, Baseball Units Strong

CHICAGO, Aug. 6.—Manufacturers of coin-operated amusement machines have introduced more than 60 new models thus far this year, with indications that this year's crop will surpass 1954 output.

Among the 1955 games are 14 shuffle bowlers, 11 five-ball pinballs, 8 gun games, 6 baseball games, 6 shuffles other than bowlers, 4 in-line pinballs, 4 kiddie rides, 2 fortune tellers and 7 novelty games of various types.

While last year some 113 new models were bowed, the industry

still has the fall season to look forward to this year, when output usually reaches its peak.

Shuffle bowling games continue to rate on top of the game popularity list, where they have been continually since their initial introduction. Gun games, especially the new-type .22 rifle units, were still going strong early in the year, but seem to have tapered off since then, with only one new model produced in the past two months. Some 15 new guns were bowed last year, when the rifle units were at their peak.

This has been a good year thus far for five-ball pin games, with expanding sales reflected by the large number of new models already introduced. Restrictions on in-line pinball operations in areas that were open to these games last year have affected this market, with only four new units introduced this year, but these games still are in top demand in many areas of the country.

The big game trend this spring was to baseball games with which the player presses buttons to pitch and bat balls into holes and ball tiers on the playfield. This type game is generally considered a seasonal item, but could prove a year-round attraction. An impressive output of half a dozen different models of baseball games have been bowed this year. The latest of these, United Manufacturing

(Continued on page 98)

### OP DIPLOMACY

## Revamps Rides To Suit Spots, Gets Results

DENVER, Aug. 6.—Keeping eyes and ears open to the needs of his kiddie ride locations has helped Frank Thorwald, operator here, to retain many choice locations and gain new ones.

Thorwald has painted Merry-Go-Round horses in colors requested by locations, changed his rides from one type of animal figure to another, put Merry-Go-Round units on wheels so that they could be rolled out of the way for cleaning and relocation, and added or removed musical attachments with the rides according to the desire of the particular spots.

Thorwald, who is a distributor and operator for leading lines of kiddie rides, has landed top locations in Denver department stores. In some cases, these stores had apparently inflexible rules against "outside enterprise" in this way.

Typical is the children's shoe departments of the Denver Dry Goods Company, where Thorwald's Merry-Go-Round, in front of the children's shoe department, is a continuous attraction. The shoe management has found that the mere presence of the ride, exciting the attention of youngster from afar, is often enough to create a dozen additional shoe sales per day.

Two drawbacks were in evidence soon after the Merry-Go-Round was

(Continued on page 98)

## Aussie Ops Experience Revival in Coin Trade

Continued from page 81

three-month manufacturers' service guarantee and after that, service is maintained on a charge basis, with prompt attention to all calls a feature of the service.

Railway stations, which were a major vending machine location in the prewar days, are not in the picture now. The railway department has its own kiosks located on all major platforms and will not permit the installation of vending machines. But gradually locations are being granted on less important stations where there are no kiosks. The railway, however, uses coin machines for the sale of tickets at all its main stations.

Country sales of the vending machines has been a major factor in the sales campaign of Vending Machines Pty Ltd., which sent a salesman out, fitted with a caravan and utility truck. He would carry the vending machines on the truck and his family in the caravan and, on arriving at a country town, would pull up in front of the most

likely store and, with a long electric lead, hook up one of his machines and stage a practical demonstration alongside the footpath.

This promptly brought the crowds to look, and almost without exception, sold one or more machines. A local agent would then be appointed to handle service requirements and future sales.

The country agents are brought down to the capital cities and given four days intensive training in the mechanics and servicing of the vending machines and they then in turn become fully responsible for the handling of all machines in their territory. This system is proving entirely satisfactory.

Import of vending machines into Australia is uneconomic, as the duty is 66 per cent from sterling areas and totally prohibited by dollar areas. The industry here has been forced to design its own types and there are no overseas machines currently being manufactured under license.

## Keeney Ships Challenge, New Shuffle Game

CHICAGO, Aug. 6.—Challenge Bowler, a new six-player shuffle bowling game, was shipped to distributors this week by J. H. Keeney & Company.

Both the Challenge Bowler, and the Deluxe Challenge Bowler, the match-play model of the game, are being delivered.

The game combines scoring depending on the speed with which the puck is delivered by the player, and the timing of each shot.

Players delivering the puck with an even speed score higher than players shooting the puck too fast or too slow. Any of four different scores are possible on strikes and spares, depending on puck speed.

### Speed Factor

In addition to the speed factor, the player's shot is affected by traveling lights that move in front of the pins, offering three different values for strikes or spares, depending on the position of the traveling lights when the pins are tripped.

Deluxe Challenge offers players a chance to match their scores with a number that flashes on the backglass at the end of the game, and also a chance to match this number with flashing diamond, horseshoe, trophy and star symbols.

A carry-over match feature gives added awards to players accumulating five diamond matches or five horseshoe matches. Diamond and horseshoe matches are lighted up and "held" in special match-play panels at the top corners of the backglass.

### NEW LOOK UP NORTH

## Denmark Gets First Modern Coin Games

COPENHAGEN, Aug. 6.—While there are numerous ancient or rebuilt amusement machines in Arcades and amusement parks throughout Scandinavia, there are, for the first time since the war, now a number of new modern American-made amusement games in operation in Copenhagen.

Operators of these games are Poul Kristensen, who owns the Miniature Train, kiddie rides and other concessions in Tivoli Summer Garden, and Tony Hansen, who is associated with Stefansen Bros. in various enterprises in the suburban park, Dyrehavsbakken, where he

operates a large coin-machine Arcade.

Kristensen has a temporary stand, in front of the building site of the park's new Concert Hall, where he has installed a battery of four new Seeburg Shoot-the-Bear rifle games, and a smaller stand in the kiddie playground, where there are three new Seeburg Coon Hunt rifle games. Both stands are attractively arranged and are doing big business. In front of the park's coin-machine Arcade is a Bally Champion horse ride, which also does well.

### American Machines

In Tony Hanson's Arcade in Dyrehavsbakken are three Bally Bright Lights, two Genco Basket Ball, one Genco Black-Lite Invader, one Seeburg Coon Hunt, one Bally Atlantic City, one Exhibit Jet Gun, and one Exhibit Gun Patrol.

Other new American machines—not amusement—operating in Tivoli and Dyrehavsbakken are Manley Popcorn Machines. There is also one in the lobby of the midtown Scala Cinema. The machines in the parks are a novelty to park patrons, who flock around them to watch the corn pop—and usually make a purchase. A good idea noted is the placing of a neatly folded paper

(Continued on page 98)

## FAHR MIT—GO ON, GET IN

BERLIN, Aug. 6.—A new coin-operated car designed to test drivers' road habits, has been produced by a German firm.

Named Fahr Mit (Get In), the machine is being considered for shipment to the British game market. Thus far, however, the British are not "getting in."

### \$3 MIL LOCATION

## New Air Terminal Spots Game Room

By BENN OLLMAN

MILWAUKEE, Aug. 6.—General Mitchell Terminal, Milwaukee's new \$3,200,000 airport building, has installed a coin machine game room to provide travelers and visitors with a recreation area.

Mitchell Novelty Company, one of Milwaukee's top coin machine firms, was selected to operate the Game Room in the nation's newest, up-to-the-minute, plush air terminal.

Twenty-five pieces of equipment are currently on location in the Game Room, which began operations in conjunction with the airport opening, June 20. Included are a Sidewalk Engineer bulldozer game, shuffle bowling games, a Photomatic, basketball game, Round the World Trainer, a baseball game, recording machine and several kiddie rides. The rides, of course, include an airplane unit.

### Airport Design

Highlight features of the airport building are wide open expanses of glass walls, beautiful, functional modern design and escalators which take passengers almost to the doors of the planes.

Airport planners weighed the idea of providing travelers with a recreation area. They took into consideration the necessity of earning revenue for the building to help repay the long-term investment. The room had to have sufficient attraction to catch and hold interest of both adults and children. As a result, they set aside a generously proportioned Game Room in addition to restaurants, taverns, barber shop and a merchandise and gift center.

On a close bid basis, Mitchell Novelty Company, headed by Joe Beck and his brother, Erv Beck, was awarded the deal. Three other local coin firms entered bids, but Mitchell's offer of \$4,800 per year, or 50 per cent of the gross receipts, whichever is greater, won the three-year contract.

### Good Deals

We really won't know definitely how good a deal we have until at least six months or so goes by," said Erv Beck. "Our experience, however, during the first month of operation, indicates that it should be a profitable arrangement."

Coin chutes on all machines located at the airport building are set at the same price levels as those prevailing thruout the area. Price tags range from dime play for games, to 35 cents for the Photo-

matic and the record machine. The agreement with Milwaukee County also requires that Mitchell Novelty assume the obligation of keeping the Game Room clean and orderly. Arrangements have been made with an airport employee to put in some extra time cleaning up the Game Room for Mitchell after his regular daily stint is over.

Regular checks of the coin boxes are made, as specified in the contract, by the Mitchell routeman and a bonded airport worker, both of whom certify the amounts collected.

The tremendous flow of publicity in local newspapers, radio

(Continued on page 99)

## Blinker New Chicago Coin Bowling Game

CHICAGO, Aug. 6.—Chicago Coin Machine Company began shipments this week of Blinker Bowler, companion game to the Bull's Eye Bowler, introduced a few weeks ago.

Ed Levin, director of sales, said the initial run of Bull's Eye had been sold out, and another run was scheduled to start soon. Blinker Bowler, the new game, is similar to Bull's Eye in playing features, with the exception that it is set for free game play.

With Blinker Bowler, as with Bull's Eye, each player gets a chance to match his score with a number that flashes on the backglass at the end of the first, second, fifth or tenth frame, besides competing for high scores.

### Match Score

A six-ring bull's-eye at the bottom center of the backglass flashes from ring to ring after each shot, offering higher values for making a match score, depending on which ring is lighted when the match is made.

With the Blinker Bowler, making a match while the outer ring of the bull's-eye is lighted registers one free play, with an increasing number of free plays registered, the nearer to center the bull's-eye rings are lighted.

The regular scoring system of the

(Continued on page 99)

## Ore. Pin Ban Extended To Hit Non-Coin Units

PORTLAND, Ore., Aug. 6.—The City Council Thursday (4) passed an ordinance extending the ban on pinball games to cover those without coin-chute devices.

The ordinance was aimed at outlawing machines, operators sought to introduce after four years of litigation upheld the city's 1951 ban on coin-activated pinball games.

The amendment provides a sweeping ban against all mechanical or electrical games or amusement devices that contain any element of chance, bonus or prize, whether they be coin-operated or not.

The ordinance, however, specifies that the ban does not apply to the warehousing, transportation or repairing of pinball games for use outside the city, where such games are legal.

### Mayor Against Ban

Standing alone against the four commissioners who voted for the widened ban was Mayor Fred L. Peterson, who said he preferred to let the city's ordinance be tested in

the courts. He referred to a suit by Lou Dunis, of the Portland Amusement Company, to test the city's right to ban non-coin games as well as coin-operated devices.

John F. Reynolds, attorney for pinball operators, warned the city commissioners that to enact the amendment while the Dunis case was pending was to act prematurely.

In response to a question from City Commissioner Stanley Earl, Reynolds said the operators intended to resist the ordinance by launching referendum action. This would require obtaining 12,211 names on petitions within the 30 days before the ordinance becomes effective. An identical ordinance with an emergency clause making it immediately effective without opportunity for a referendum attack, failed of enactment two weeks ago by a 2 to 2 tie vote in the City Commission.

Reynolds warned also that the amending ordinance was so broad that it would lead to protracted litigation.

# NEW COIN GAMES PRODUCED IN '55

(Listed in Order of Introduction)

Game	Mfr.	Type Unit
Safari	Williams	Rifle
Tropicana	United	In-line pin
Skill Tournament	Binks	Shuffle attachment
Criss Cross Target	Chi Coin	Shuffle target
Twin Bill	Gottlieb	5-ball
Triple Strike	Chi Coin	Bowler
Flash Skill	Binks	Shuffle attachment
Lightning	United	Bowler
Aqua Duck	Consolidated Coin	Novelty
Wild West	Genco	Rifle
Spitfire	Williams	5-ball
Arrow Bowler	Chi Coin	Bowler
Gypsy Queen	Gottlieb	5-ball
Ranger	Keeney	Rifle
Model 500	Exhibit	Rifle
Monkey Climb	I. E. C.	Novelty
Hot Ride	Bally	Kiddie ride
Manhattan	United	In-line pin
Duetto	Gottlieb	5-ball
Bull's Eye	Bally	Gun
Cayety	Bally	In-line pin
Clipper	United	Bowler
Polar Hunt	Williams	Rifle
Gold Medal	Bally	Bowler
Blue Ribbon	Bally	Bowler
Sidewalk Engineer	Williams	Novelty
Swami	Mutoscope	Fortune teller
Zelda	Mutoscope	Fortune teller
Venus	United	Shuffle target
Hollywood	Chi Coin	Bowler
Peter Pan	Williams	5-ball
Bridge Ball	Culp Products	Novelty
Race-the-Clock	Williams	5-ball
Sluggin' Champ	Gottlieb	Baseball
Big League	Chi Coin	Baseball
Palisades-Speed Lane	Keeney	Bowler
Sky Rocket	Genco	Rifle
King of Swat	Williams	Baseball
Bonus Score	Chi Coin	Bowler
Jubilee	Gottlieb	5-ball
Derby Roll	United	Roll-down
Wonderland	Williams	5-ball
King of Swat	Williams	Baseball
Triple Play	United	In-line pin
Drive-O-Rama	Automograph	Novelty
Southern Belle	Gottlieb	5-ball
Treasure Cove	Exhibit	Rifle
5th Inning	United	Shuffle baseball
Capitol Shuffle Alley	United	Bowler
Davy Crockett Horse	Capitol Projectors	Kiddie ride
Super Slugger	United	Baseball
Champion Baseball	Genco	Baseball
Sweet Add-A-Line	Gottlieb	5-ball
ABC Bowler	Bally	Bowler
Congress Bowler	Bally	Bowler
Humpty Dumpty		
Sec-Saw	Capitol Projectors	Kiddie ride
Virginia Reel	Capitol Projectors	Kiddie ride
Pan-O-Rama	Capitol Projectors	Movie Machine
Bull's Eye Bowler	Chi Coin	Bowler
Three Deuces	Williams	5-ball
Blinker Bowler	Chi Coin	Bowler
Challenge	Keeney	Bowler

## ANY UDDER FLAVORS POSSIBLE?

DENVER, Aug. 6.—The days of milk-flavored milk may be on the way out.

The advent of chocolate milk wasn't considered too great a threat to natural-milk lovers, but it should have warned them of things to come.

Denver's Universal Beverages, Inc., will soon place on the market licorice, root beer and lime-flavored milk, following a test marketing of orange, strawberry and banana-flavored milk.

The drinks are called Moo Gay, and use a patented process that allows acidic flavors to be added to milk without curdling it. The price will be 10 cents for eight ounces.

## 5th Utah County Town Bans Pins

PLEASANT GROVE, Utah, Aug. 6.—Pleasant Grove recently became the fifth town in Utah County to ban pinball games by city ordinance.

The ordinance took effect July 20. Provo, American Fork, Orem and Springville already have barred pinball games. Hitherto the games have been legal in these cities so long as they awarded only free games.

## BINGO GAMES

BIG TIME	\$495
VARIETY	395
HI FI	260
SURF CLUBS	240
ICE FROLICS	235
PALM SPRINGS	235
DUDE RANCH	215
YACHT CLUB	95
BEACH CLUB	185
BEAUTY	150
FROLICS	135
PALM BEACH	95
ATLANTIC CITY	95
NEVADA	225
HAWAII	175
RIO	145
CABANA	95
TAHITI	145

## 5-BALLS

GYPSY QUEEN	\$245
STAGECOACH	195
DAISY MAE	175
TWIN BILL	215
JOCKEY CLUB	145
RACE-THE-CLOCK	275
SCREAMO	125
SPITFIRE	95
ARMY-NAVY	95
GUY & DOLLS	85

## ARCADE

Un. Deluxe CARNIVAL GUN	\$310
Genco RIFLE GALLERY	225
Ex. SHOOTING GALLERY	195
Wms. ALL STAR BASEBALL	175
Wms. JALOPY	95
Wms. SPARKPLUG	95

10 Seeburg  
SHOOT THE BEAR  
Will Accept Best Offer

## SHUFFLE GAMES

DEL. CLIPPER	\$445
DEL. LIGHTNING	395
DEL. MERCURY	365
DEL. 11TH FRAME	245
BANNER	325
ACE	285
TEAM	245
LEADER	235
IMPERIAL	195
CLASSIC	135
DEL. COMET	265
DEL. TARGETTE	335
Bally MAGIC	425
Bally GOLD MEDAL	WRITE
C. C. SUPER FRAME	245
C. C. ADVANCE BOWLER	165

TERMS: 1/3 Deposit, Balance Sight Draft.



when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

## THE POPULAR NATIONAL

Deluxe Billiard Model  
ONLY 12 FEET LONG



### A NATURAL DISTRIBUTOR ITEM

- Space problem eliminated
- Easy to handle—simple to install
- Same league promotion as long boards
- Quick play—Higher profits

Supplements your Present Distributor Line  
Phone Orange 2-9100 or write

NATIONAL SHUFFLEBOARD COMPANY

Other Models from 9 to 22 feet

ORANGE, NEW JERSEY

## COINMEN YOU KNOW

Continued from page 92

co-owner of the B. W. Novelty Company, left for the Air Force base at Denver. He completed his basic training at San Antonio and was home for a 10-day leave before reporting at Denver.

Gene Ford, new manager at Schaffer Music Company, reports that he has moved his family to Cincinnati from Indianapolis. . . . Gordon Winfield, associated with Schaffer Music Company, is spending a two-week vacation in Canada. Dan Peterson, also with Schaffer, is on vacation.

Charles Kanter, who operates Ace Sales Company, is on a combination business and pleasure trip to Miami. He expects to be gone the month of August. . . . Mrs. Sam Gerros, whose husband owns and operates the Arcadia Sales Company, has just returned from the Lutheran Leadership Camp at Danville, Ky. She accompanied her sons, Tommy and Billie. Mrs. Gerros is entertaining her mother, Mrs. Tom Manoff, Miami, at her home in Park Hills.

## Albert Pick Hotels

IN 20 MAJOR CITIES

Moderate Rates  
Convenient Parking  
Downtown Locations  
Delicious Food

Air-Conditioned Rooms  
Radio and Television  
No Charge for Children  
Beautiful Guest Rooms

CITY	HOTEL	Rooms with Bath from
Baton Rouge, La.	Heidelberg	\$5.50
Birmingham, Ala.	King	4.00
Canton, O.	Barthold	3.50
Chicago, Ill.	Balden	4.00
Cincinnati, O.	Congress	6.00
Cleveland, O.	Fountain Square	3.75
Columbus, O.	Carler	4.75
Dayton, O.	Fort Hayes	5.00
Dayton, O.	Miami	4.75
Detroit, Mich.	Fort Shelby	4.00
Evansville, Ind.	Georgan	5.50
Flint, Mich.	Durham	4.50
Indianapolis, Ind.	Antlers	4.00
Pittsburgh, Pa.	Rosevelt	5.00
St. Louis, Mo.	Mark Twain	4.00
St. Louis, Mo.	Malbourne	4.00
Scranton, Pa.	Jermya	4.50
South Bend, Ind.	Oliver	5.00
Toronto, O.	Fort Meigs	3.50
Topoka, Kan.	Kansas	4.00
Washington, D. C.	Lee Route	5.00
Youngstown, O.	Pick-Ohio	4.20

### Free Teletype Reservations

Contact your nearest Pick Hotel for immediate teletype reservations at any other hotel in the Pick group.

IN NEW YORK call  
WATKINS 9-9048  
IN CHICAGO call  
HARRISON 7-1732



Pick Hotels Corporation  
20 N. WACKER DRIVE • CHICAGO 4



## EXPORT & AMERICAN BUYERS!

DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED  
MECHANISMS ARE STEAM CLEANED

The following models are available for prompt shipment:

SEEBURG	WURLITZER
148ML	1400-1450
M100A	1500
M100B	1550
HM100A HIDEAWAY	1550A
H146 HIDEAWAY	1650
H147 HIDEAWAY	
H148 HIDEAWAY	
	ROCK-OLA
	1428
	1434
	1436 Fireball, 120 Selections
	1438 Comet, like new
	AMI
	A
	B
	D-40

### WALL BOXES

WURLITZER 104 Selections (5204), like new	\$49.00
WURLITZER 48 Selections (4851)	25.00
WURLITZER 24 Selections (3020), 5c, 10c, 25c	9.95
WURLITZER 219 Steppers	14.95
WURLITZER 248 Steppers	35.00
SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless	14.95
SEEBURG 20 Selections, 5c, 3-wire or wireless	4.95
AMI 40 Selections Steppers	22.95
PRIVATE WESTERN UNION WIRE	• Cable Address: "DAVIS"

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WESTERN EXPORT

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1/3 Deposit Required.



## TRIMOUNT

AMERICA'S LARGEST EXPORTERS OF RECONDITIONED COIN OPERATED EQUIPMENT

SEEBURG M100A, B, BL  
WURLITZER 1015, 1100, 1250, 1400, 1500  
AMI MODEL B, C, D  
ROCKOLA 1424, 1426, 1428, 1432, 1434, 1436  
COMPLETE SELECTION OF 5 BALL PIN GAMES, BINGO GAMES AND ONE BALLS.  
ALL TYPES OF ARCADE EQUIPMENT.

*Send for Price Lists*  
New England's Largest Parts Department — let us take care of your requirements.

TRIMOUNT  
A NEW ENGLAND  
INSTITUTION  
WITH  
A WORLD WIDE  
REPUTATION.

## TRIMOUNT

40 WALTHAM STREET  
BOSTON 18, MASS.  
Tel. Liberty 2-9480

# Look at these prices

<p><b>SEEBURG</b></p> <p>M100A ..... \$335.00 M100B ..... 535.00 M100BL ..... 575.00 M100C ..... 665.00</p> <p><b>WURLITZER</b></p> <p>1600 ..... \$350.00</p>	<p><b>AMI</b></p> <p>Model B ..... \$175.00 Model C ..... 175.00 Model D-40 ..... 250.00 Model E-120 ..... 495.00</p>
--	---

*All equipment is steam cleaned and completely reconditioned. Guaranteed ready for location.*

We are exclusive distributors for J. P. Seeburg Corp., Bally Mfg. Co. Our references: Dun and Bradstreet, Bank of America.

## R. F. JONES CO.

1263 Mission Street  
San Francisco 3, Calif.  
Klondike 2-3579

SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

## FOLK TALENT AND TUNES

• Continued from page 54

recently were Little Joe and the Crowder Family. . . Hot and Curley, Jack Ford, D. Johnson and Hank Harvey, KVMA, Magnolia, Ark., played to a capacity crowd in Magnolia recently. The Chuck Wagon Gang played the Rodeo Arena there recently to some 6,000 people, report: Harvey.

Cliff Mercer, who moved from WKRC-TV, Cincinnati, two months ago to join the staff of WGN, Chicago, is now heard spinning the country & western stuff from 4-6 a.m., Monday thru Saturday, and from 8-9 p.m. (CDST), Monday thru Friday. Cliff would like to contact c.&w. artists about cutting some taped interviews. . . Bill Bentley, KSTV, Stephenville, Tex., infos that Jim Wilson's Mercury waxing of "Daddy, You Know What" has hit his audience like a storm. . . Recent guests on Ralph Emery's "Tennessee Hayride," heard over WSIX, Nashville, were Betty Amos (Mercury) and the new M-G-M recording artist, Billy Worth, who formerly had his own live show over WSIX. . . Charlene Arthur (RCA) and Helen Hall (Coral) dropped by for a surprise visit with Louise Foster at KAND, Corsicana, Tex., recently. The gals are regulars on the "Big D Jamboree" in Dallas. DeeJay Foster reports that Charlene's RCA recording of "For Old Times Sakes" is going well in her area.

Stopping off at Hopalong Joe Hoppel's mike at WLOW, Norfolk, recently were Ken Marvin and Bill Henry, Jim Reeves' manager. . . Uncle Nate (Nathan Street) of WKSR, Pulaski, Tenn., pens: "Hats off to RCA Victor for signing three great country artists—Jim Reeves, Hank Locklin and Martha Carson. The boys' first ones out on Victor are great, and I look for Martha's to be the same."

Cactus Jack Anderson, KSWV-TV, Rosewell, N. M., relays that Ray Reed and his band are going great on the station. . . Cactus Joe Wesley, WIBY, Belleville, Ill., has been making personal appearances every Sunday at Johnnie Reon's Hillbilly Park in St. Louis, along

with such well knowns as Lefty Frizzel, Marty Robbins, Carl Smith, Faron Young, Red Foley, and Lonzo and Oscar. . . Bob Ritter, formerly with WTUP, Tupelo, Miss., is now spinning his "Ritter's Record Ranch" over WMPA, Aberdeen, Miss. . . Cuzzin Bill Hamby's "Skyland Ranch," heard from 9 till noon daily over WONE, Dayton, O., is now housed in its own mobile studio and broadcasts from a different location each week. Unit kicked off a 10-area fair trek July 26. Cuzzin Bill's Enterprises are now producing records on the Skyland Label. The first release, written and recorded by Hamby, is "If Jesus Came to Your House" b/w "A Soldier's Prayer."

Paul Davis, WCRA, Effingham, Ill., recently had on his show Carl Smith, Slim Whitman and the Duke of Paducah discussing their latest recordings. . . Cousin Arnold and the Country Cousins, new in the South Carolina area, are doing a weekly half-hour sponsored show over WTYC, Rock Hill, S. C., according to A. E. Baynard, also of the station. Group also work a weekly barn dance at a lodge in Rock Hill.

### NATIONAL Reconditioned Values

**5-BALLS**

SLUGGIN' CHAMP	5250
DIAMOND LILL	210
TWIN BILL	210
FOUR BELLES	190
GOLD STAR	190
LADY LUCK	190
DRAGONETTE	180
DAISY MAE	180
HAWAIIAN BEAUTY	160
JOCKEY CLUB	155
MYSTIC MARVEL	145
LOVELY LUCY	135
GREEN PASTURES	135
PINWHEEL	130
SHINDIG	130
MARBLE QUEEN	115
QUEEN OF HEARTS	95
CORONATION	90
SKILL POOL	80

**Gottlieb Multiple Players**

SUPER JUMBO	5345
DELUXE DUETTE	290

**SHUFFLE GAMES**

C.C. DELUXE CRISS-CROSS	5215
TARGETE	345
UNITED DELUXE MERCURY	345
UNITED CLASSIC	125
UNITED 10TH FRAME STAR	95
C.C. DOUBLE SCORE BOWLER	100
UNITED CLOVER	110
UNITED CLIPPER	445
UNITED CHIEF	250

**ARCADE**

UNITED DELUXE CARNIVAL	5315
GUN	375
GENCO BIG TOP	375
GENCO RIFLE GALLERY	245

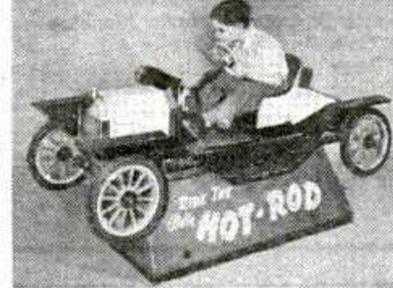
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### NATIONAL Coin Machine Exchange

1411-13 Diversey Blvd. Chicago 14  
Phone: Buckingham 1-6466

# Earn More Money with Bally Kiddie-Fun Equipment

## HOT-ROD COIN-OPERATED AUTO-RIDE



Miniature replica of early vintage automobile in eye-catching colors . . . with real horn and headlights . . . HOT-RODS take youngsters on a rolling, rocking ride. Mounted on rigid metal base, eccentric motion of HOT-ROD car creates illusion of exciting travel on a country-road . . . an illusion so attractive to boys and girls, from toddlers to teen-agers, that HOT-ROD keeps busy earning money every minute of the day.

Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1 1/2 ft. by 3 ft. of floor-space to take in coins at a rate of \$15 to \$35 per hour.

## BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY



THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic . . . with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in \$2.00 to \$8.00 per hour.

## THE CHAMPION COIN-OPERATED HORSE-RIDE



Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

# Williams KING OF SWAT

IT'S HERE!

REPLAY or NOVELTY

SINGLES · DOUBLES · TRIPLES · HOME RUNS

HOME RUNS ACTUALLY GO OVER THE FENCE!

The ball is really pitched!

PLAYERS RUN BASES

When the runner crosses home plate, the Umpire calls 'em— "SAFE"

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 arrow under G and F good for one replay . . . carry-overs from game to game . . . liting arrow under T scores 5 replays . . . then all arrows are reset.

Previous **HIGH SCORE** stays on . . . Beat previous High Score for replays! **REPLAYS FOR SCORE . . .**

"NUMBER-MATCH" scores **REPLAY!**

**SEE YOUR DISTRIBUTOR FOR: King of Swat Race the Clock - Sidewalk Engineer!**

**CREATORS OF DEPENDABLE PLAY APPEAL**  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Twin Coin Chutes:  
10c —  
3 for 25c

# Coin Machine Bill Enacted in Texas

AUSTIN, Tex., Aug. 6.—On May 20 Gov. Allan Shivers of Texas signed an act (Senate Bill No. 28) making it unlawful to break and enter into a coin-operated machine.

The bill was enacted by the 45th Legislature and filed in the office of the secretary of state May 23, 1955.

For the information of its readers, The Billboard reprints the bill in its entirety.

### An Act

Making it unlawful to break and enter into a coin-operated machine, or to work or manipulate the machinery of any coin-operated machine, with the intent to commit theft of any personal property from said machine, or for the purpose of obtaining any service thru the instrumentality of such machine; creating a felony offense, prescribing the punishment and defining certain terms; and declaring an emergency.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

Section 1. Any person who shall by fraud, or by force applied to a coin-operated machine, break a coin-operated machine, or enter a coin-operated machine, or work or manipulate the machinery of any coin-operated machine, with the purpose of committing the theft of

any money or other personal property from said coin-operated machine or for the purpose of obtaining any service from or thru the instrumentality of said coin-operated machine, shall be guilty of a felony and upon conviction therefor shall be punished by a fine of not less than one hundred dollars (\$100) nor more than one thousand dollars (\$1,000), or by confinement in county jail for not less than ten (10) days nor more than two (2) years, or by both such fine and imprisonment, or by confinement in the State penitentiary for a term of not more than five (5) years.

Section 1a. The provisions of this Act shall not apply to any coin-operated machine which may be used in any manner for the purpose of gambling, or any machine, the use of which has been declared illegal by the Legislature of this State, or any machine which may not be transported in Interstate Commerce under the laws of the United States of America.

Section 2. "Enter" as used herein includes every kind of entry except one made with the consent of the owner of such machine, or of one in lawful possession thereof, or of one authorized to give such consent.

The entry may consist of the entry of the hand, or a finger, or any part of the human body, or the

insertion or introduction into the coin-operated machine of any instrument of whatever material or materials it may be made or constructed, when such introduction is made for the purpose of taking from such machine any personal property whatever, or for the purpose of so manipulating the mechanism of such coin-operated machine as to obtain from said machine or from any person, firm or corporation any service whatever, thru or by the instrumentality or use of such coin-operated machine.

Section 3. The fact that present laws are not adequate to deter the breaking into coin-operated machines creates an emergency and an imperative public necessity that the Constitutional Rule requiring bills be read on three several days in each House be suspended; and said rule is hereby suspended, and this Act shall take effect and be in force from and after its passage, and it is so enacted.

Signed: Allan Shivers  
Governor



## BRAND NEW FACTORY CLOSEOUT Chicago Coin CRISS-CROSS TARGET SHUFFLE GAME

The Factory needed the room—we bought their entire stock of this terrific game—you get 'em for LESS THAN HALF OF ORIGINAL PRICE! Positively Brand New, in Original Crates!

Now only **\$249.50** LIMITED SUPPLY STILL AVAILABLE

### SHUFFLE GAMES

**FIRST Conditioned CHICAGO COIN**

HOLIDAY	4445
THUNDERBOLT	435
TRIPLE STRIKE	435
FIREBALL	395
STARLITE	295
SUPER FRAME	295
ADVANCE	215
TRIPLE SCORE	125

**UNITED**

MARS DELUXE	5425
RAINBOW	415
TEAM	325
LEAGUE	250
CHIEF	250
IMPERIAL	205
ROYAL	195
OLYMPIC	140
OFFICIAL	75
DELUXE	75

**GENCO**

MATCH POOL	5145
SHUFFLE POOL	95

**KEENEY**

BIKINI	5295
PACEMAKER	185
DOMINO	135
CARNIVAL	115
CLUB 10 PLAYER	95
6 PLAYER	75

1st  
AND STILL GROWING

**ARCADÉ**  
NEW CHICAGO COIN ROUND THE WORLD TRAINER—\$575.

Genco 2-PLAYER BASKETBALL ... \$275  
MIDGET MOVIES ... 145  
C.C. 4-PLAYER DERBY ... 115  
TELEQUIZ with film ... 135  
JACK RABBIT ... 95  
C.C. GOALEE ... 95  
Evans TEN STRIKE ... 85  
SILENT SALESMAN CARD VENDOR ... 35

**BINGO 5 BALLS**  
WRITE FOR COMPLETE NEW LIST

### Exclusive Distributors for CHICAGO COIN

BULLS EYE  
BOWLER  
BLINKER  
BOWLER  
HOLLYWOOD  
BOWLER  
BIG LEAGUE  
BASEBALL  
EXHIBIT  
TREASURE COVE  
SHOOTING GALLERY

### TARGET GUNS

EXHIBIT  
NEW  
TREASURE COVE

500 GALLERY	5365
SPORT AND S.C.	275
SHOOT. GALLERY	175
JET GUN	125
SIX SHOOTER	95
SILVER BULLETS	95
DALE GUN	65

**GENCO**

WILD WEST	5425
BIG TOP	395
RIFLE GALLERY	275
SKY GUNNER	145

**UNITED**

BONUS DELUXE	5375
CARNIVAL DELUXE	315

**SEEBURG**

COON HUNT	5215
SHOOT THE BEAR	150
CHICKEN SAM	95
YOU SHOOT (Rem- live ammo)	295

**GENCO UPRIGHTS**

Brand New  
SILVER CHEST \$125  
GOLD NUGGET 125

First-Conditioned  
GOLD NUGGET 95  
JUMPING JACK 85  
400 75

# FIRST

COIN MACHINE EXCHANGE, INC.  
Joe Kline & Wally Finke  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

## ... BASEBALL ...

### Breaking All Earning Records!

WILLIAMS KING OF SWAT  
GENCO CHAMPION BASEBALL  
UNITED SUPER SLUGGER

Chicoin Super Home Run \$275.00  
Wms. DeLuxe Baseball .. 195.00  
Wms. Super World Series 99.50  
Wms. Star Series..... 79.50

### 5-BALLS WMS. 3-DEUCES

<b>GOTTLIES</b>	<b>WILLIAMS</b>
Gold Star .. \$220.00	Big Ben .. \$185.00
Daisy May .. 215.00	Skyway .. 165.00
Green Pastures 195.00	Struggle Suggy .. 140.00
Diamond Lil 195.00	9 Sisters .. 140.00
Lovely Lucy 175.00	Dealer .. 140.00
Flying High 150.00	Lazy Q .. 135.00
Shindig .. 150.00	Grand Champ .. 125.00
Guys and Dolls .. 150.00	Army & Navy .. 120.00
Grand Slam 140.00	Jalopy .. 99.50
Poker Face 135.00	Hayburner .. 99.50
Queen of Hearts .. 135.00	Twenty Grand .. 95.00
Chinatown 125.00	Four Corners 89.50
Quartet .. 120.00	Saratoga .. 49.50
Skill Pool \$110.00	Samba .. 49.50
Coronation 99.50	King Arthur 49.50
Knockout .. 49.50	College Date 49.50
Joker .. 49.50	Cinderella .. 49.50
Quintet .. 49.50	

### —BINGOS— UNITED TRIPLE PLAY BALLY GAYTIME

Gayety .. \$495	Tahiti .. \$175
Variety .. 425	Beauty .. 150
Saddle & Turf (Club Model) 275	Frolics .. 130
Havana .. 195	Yacht Club .. 100
Surf Club .. 260	Palm Beach .. 100
Nevada .. 245	Atlantic City .. 110
Palm Spring 235	Golden Nugget 95
Rio .. 185	Bright Spot .. 95
Ice Frolics .. 235	Bright Lights .. 85
Dude Ranch .. 220	Coney Island .. 95
Beach Club .. 190	Spot Lite .. 75
	Genco 400 .. 53

### —ARCADÉ— UNITED DERBY ROLL

SIDEWALK ENGINEER	285.00
ROUND THE WORLD TRAINER	165.00
AUTO PHOTO	100.00
HARVARD METAL TYPER	149.50
HYDRO DUCK GUN	125.00
EXHIBIT VACUUMATIC CARD VENDOR	99.50
Air Football, New ..	5295.00
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Williams Super Jet ..	295.00
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Chi. Pistol Series ..	99.50
Wms. Star Series ..	99.50
Exh. Dale Gun ..	89.50
Mercury 13-Way Gripper ..	79.50
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Flash Hockey ..	75.00
Wms. Quarterback ..	75.00
Exh. Hi-Ball ..	75.00
Anti-Aircraft ..	99.50
Deco Space Ranger ..	325.00

### —GUNS— GENCO SKYROCKET WILLIAMS POLAR HUNT

United DeLuxe Carnival ..	\$325.00
United Carnival ..	275.00
United Bonus Gun ..	385.00
Genco Rifle Gallery ..	250.00
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Genco Night Fighter ..	150.00
Exh. Sportland ..	245.00

### —CHANGEMAKER— 3 Different Models

Dispenses 2 dimes, 1 nickel for 25c; 5 nickels for 25c; 5 pennies for nickel..... \$89.50

### —PHONOGRAPHS— SEEBURG AMU

M100C .. \$635.00	D-80 .. \$395.00
M100B .. 545.00	D-40 .. 295.00
M100A .. 299.50	Model C .. 185.00
	Model A .. 125.00

### —BRAND NEW CLOSEOUTS—

Genco 2 Player Basketball ..	\$325.00
Genco 4 Player Basketball ..	350.00
Mighty Mike Sparring Partner ..	895.00
Genco Silver Chest ..	125.00

### —UNITED— SUMMER TIME .. \$49.50

### —SHUFFLE GAMES— UNITED CAPITOL

UN. VENUS TARGETTE	UN. FIFTH INNING
United Lightnings, Match Score ..	\$445.00
United Banner, Match Score ..	345.00
United Speedy ..	345.00
United Comet, Match Score ..	375.00
United Comet, High Score ..	350.00
United Targette, Match Score ..	350.00
United Targette, High Score ..	335.00
United Ace, Match Score ..	300.00
United Rainbow, High Score ..	300.00
United Leader, Match Score ..	260.00
United Chief, High Score ..	250.00
United Team, Match Score ..	260.00
United League, High Score ..	250.00
United Imperial, Match Score ..	220.00
United Royal, High Score ..	200.00
United Classic, Match Score ..	145.00
United Olympic, High Score ..	140.00
United Clover, Match Score ..	125.00
United Cascade, High Score ..	125.00
Chicoin Holiday ..	425.00
Chicoin Criss Cross Bowler ..	295.00
Chicoin Starlite ..	325.00
Chicoin Super Frame Bowler ..	325.00
Chicoin High Speed Crown ..	225.00
Chicoin King Bowler ..	275.00
Genco Match Pool ..	149.50
Genco Shuffle Pool ..	99.50

### —CIGARETTE VENDERS— ROYAL "17" (17 Col.), Elec.— Request Circular

### EXCLUSIVE DISTRIBUTOR NEW AUTO PHOTO II

Illinois, Kentucky, Ohio, Indiana, Wisconsin.  
Order Now—for Early Delivery.

### COIN-COUNTER NEW STANDARD-RAPID

Counts and wraps Pennies to Halves. Rugged, Light, Accurate, Portable. Try One on Money-Back Guarantee..... **189.50**

1/2 deposit, balance Sight Draft or C.O.D.

# Empire

COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

# BATTING 1000

IN EVERY LOCATION!



## GENCO'S NEW 2-PLAYER CHAMPION BASEBALL

- ⊙ Balls are hit in MID-AIR!
- ⊙ Balls soar approximately 5 FEET through the air!
- ⊙ SINGLE BALL can score up to 100 RUNS! Keeps game "alive" until last out!
- ⊙ 3 OUTS per Inning—adjustable to 1, 2, or 3 innings!
- ⊙ Adjustable for MULTIPLE or SINGLE REPLAYS!
- ⊙ Exciting MATCH PLAY and HOLD-OVER feature!

- King-Size White Plastic Balls!
- REALISTIC Wooden Bat
- FULL-VIEW Glass Sides and Top!
- LIFELIKE 3-Dimensional Players

### PLAYERS ACTUALLY HIT HIGH FLY BALLS WITHOUT RAMPS!

COMPACT!  
80" long.  
25" wide

# GENCO

MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

**FOR SALE**

Variety .....	\$325.00	Bright Spot .....	\$ 65.00	Dude Ranch .....	\$185.00
Surf Club .....	225.00	Hawaii .....	195.00	Bright Lite .....	55.00
Ice Frolics .....	210.00	Gayety .....	225.00	Spot Lite .....	60.00
Beach Club .....	175.00	Hi Fi .....	220.00	Havana .....	135.00

ONE-THIRD DEPOSIT REQUIRED. All Games Guaranteed.  
Write—Wire—Phone  
**CROWN NOVELTY CO., INC.**  
920 HOWARD AVENUE Phone: Canal 7137 NEW ORLEANS, LA.

**WURLITZER 1500** ..... \$295  
**A. M. I. MODEL "C"** ..... 195  
**WURLITZER 1500-A** ..... 395

RECONDITIONED—REFINISHED LIKE NEW!  
Terms: 1/3 Dep., Bal. C.O.D.  
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**ATLAS MUSIC COMPANY**  
A Quarter Century of Service  
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

**SHAFER'S Better Quality BUYS OF THE WEEK**

Order from this list and be sure of top-quality used phonographs that will give you more years of profitable operation. Every machine is thoroughly reconditioned in our own service department—one of the finest in the country.

WURLITZER		AMI	
1500 .....	\$339.00	E-120 .....	\$549.00
1400 .....	269.00	D-80 .....	329.00
1250 .....	179.00	Model "C" .....	179.00
1100 .....	99.00	Model "B" .....	149.00
1217 Hideaway .....	149.00	Model "A" .....	99.00
ROCK-OLA		SEEBURG	
Comet 1438 .....	\$549.00	M100-A .....	\$299.00

GET OUR UP-TO-DATE ILLUSTRATED CATALOG OF COMPLETE LIST

**Shaffer Music Co.**  
In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO 849 N. High St. AXminster 4-4614  
CINCINNATI, OHIO 1200 Walnut St. MAIn 1-6310  
INDIANAPOLIS, IND. 1327 Capitol Ave. MEIrose 4-3571

**Game Mfrs.**

Continued from page 94

Company's Super Slugger and Genco Manufacturing & Sales Company's Champion Baseball, were introduced during July.

Coin-operated amusement equipment currently in shipment by Chicago firms includes:

Bally Manufacturing Company—ABC Bowler, Congress Bowler, Gay Time (in-line pin), Bull's-Eye (pistol game), Hot Rod (ride), Champion Horse (ride).

Chicago Coin Machine Company—Blinker Bowler, Bull's-Eye Bowler, Big League Baseball (baseball game).

Exhibit Supply—Treasure Cove Shooting Gallery (rifle game), Vaccumatic Card Vender (card vender).

Genco Manufacturing & Sales Company—Champion Baseball (baseball), Skyrocket (rifle).

D. Gottlieb & Company—Sweet Add-A-Line (five-ball pin).

J. H. Keeney & Company—Challenge (shuffle bowler).

United Manufacturing Company—Triple Play (in-line), Super Slugger (baseball), Derby Roll (roll-

**Op Diplomacy**

Continued from page 94

installed. The salespeople in the department disliked the continued necessity of going out of their way to furnish change to ride patrons, and were disturbed by the same tunes repeated over and over by the record and amplifier system of the Merry-Go-Round.

Sensing that these objections might be enough to result in the machine's removal, Thorwald took measures to overcome them. He made certain that the cash registers in the children's shoe department are amply supplied with dimes and that each salesperson in the department would carry a stock of change. He disconnected the music reproduction circuits in the machine so that it operates silently. This worked out to the advantage of all and probably saved the location.

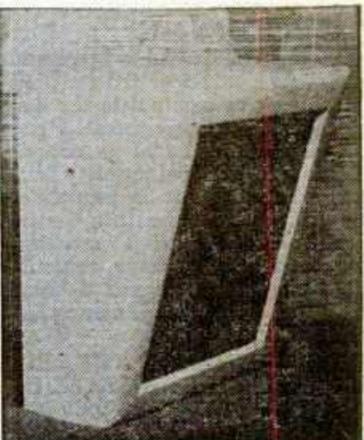
down), 5th Inning (shuffle baseball), Capitol Shuffle Alley (shuffle bowler).

Williams Manufacturing Company—Three Deuces (five-ball pin), King of Swat (baseball), Sidewalk Engineer (bulldozer game).

**NEW PRODUCTS**

Editor's Note: Following is another new product in the coin machine field. Address glossy photos and brief descriptions of products of interest to amusement game, juke box and vending machine operators, distributors and manufacturers to "New Products," The Billboard, 188 W. Randolph Street, Chicago.

Juke Box Wall Speaker. Coven Music Corporation, Chicago. Lists for \$10.95, quantity price of \$9.95 when ordered in lots of a dozen or



more. Available in two styles, both styles 12 inches by 14 inches, colored gray. Sound reproduction ranges from 53 cycles to over 12,000 cycles. Uses an 8-inch speaker.

**New Look**

Continued from page 94

napkin in each sack of popcorn. Corn is of excellent quality and is priced at 50 ore, a trifle less than 10 cents, for a fair-sized sack. This is a growing business in Denmark.

In Tivoli Summer Garden there are two coin machine Arcades and several small game booths. In these are mostly merchandise or token award games, many of which appear to be completely rebuilt machines with essential elements from old American machines—or good copies of same.

**Juke Boon**

American juke boxes are still difficult to import here and this has resulted in a big boom for the Jensen Music Automates, an IMA-AMI Juke Box, made under AMI license by the Oscar Siesbye firm. There are a large number of these IMA-AMI juke boxes in the restaurants and cafes in Dyrehavsbakken and in similar locations in other sections of Copenhagen. Tivoli Summer Garden has so much "live" music of every type that there is not much demand for juke boxes there, but there are at least four of them in the park's Arcades and in a small cafe.

Damhus Tivoli, a small but attractive suburban park operated by the Stefansen family (ride builders and operators), also has a big automatic machine Arcade, with machines similar to those in the two other parks of the city.

In all of the parks the amusement games—principally of token award format—are a big source of income. In most cases the tokens have a definite cash value—that is they can be exchanged in the Arcades for standard merchandise and, in many cases, can be used as cash in park restaurants, cafes and attractions. Of course, these machines are covered by strict regulations, which must be observed, and they are heavily taxed.

When the drastic "dollar" and import restrictions covering the purchases of amusement items from foreign countries are eventually done away with Scandinavia will be a good field for American-made amusement games and juke boxes. At present there appears to be a slight easing up of the situation—or a loop-hole has been found to get around them.

**Harrington Named**

NEW YORK, Aug. 6.—Milton E. Harrington has been elected a director of the Liggett & Myers Tobacco Company. He joined the firm in 1934 and has served as factory manager, leaf buyer, supervisor and manager of the leaf department.

**MUSIC**

10 AMI E-120 \$575  
**SPECIALS**

4 Exhibit Shooting Gallery .... \$225  
70 Swamies. Ea. 12

**BINGOS**

8 TROPICANA (NEW) \$375

Gayety ... Call Collect  
Beach Club ... \$165  
Beauty ..... 125

Largest Stock in the World of

**KIDDIE RIDES**

• New and Used  
• 100% Guaranteed  
• Send for Complete List

WE WILL ACCEPT IN TRADE SEEBURG 100 A-B-C, BL-6-R, WURLITZER 1100, 1500, 1250, 1500A, 1400, 1450



**WRITE-WIRE-PHONE (Collect)**

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

Exclusive distributors for **WURLITZER — BALLY — UNITED**



**EXHIBIT'S NEW TREASURE COVE SHOOTING GALLERY**



**Game Excitement**

- NEW "FAST-MOVING" TARGETS
- REVOLVING CLAY PIPES
- DESCENDING PARACHUTE
- WAVING "JOLLY ROGER" FLAG
- FLYING AIRPLANE
- SWIMMING DUCKS
- STATIONARY PIRATES
- NEW BONUS SCORES FOR CONSECUTIVE HITS

**Design**

- NEW MODERN "SMART-LOOK" CABINET
- ALIVE... VIVID COLORS INSIDE AND OUTSIDE
- SMALL CABINET—ONLY 28" WIDE
- "CIGARETTE-PROOF" FORMICA TOP

**Service**

- EASY ACCESS TO ALL UNITS
- HINGED CASH BOX DOOR
- SEPARATE LOCK-IN CASH BOX
- LOCATION TESTED
- TROUBLE-FREE MECHANISMS
- "CIGARETTE-PROOF" FORMICA TOP

**Special Features**

2 MODELS:

- 1 REGULAR NOVELTY
- 2 3-WAY MATCH WITH PLUG-IN MATCH PANEL
- FREE PLAY OPTIONAL

**EXHIBIT SUPPLY COMPANY**  
4128-30 W. LAKE STREET CHICAGO 24, ILLINOIS

### Blinker Game

Continued from page 94

game features Flash-o-Matic play, with traveling lights passing over strike and spare values to register scores according to the player's timing in delivering the puck. Depending on the position of the

traveling light when the puck is delivered, the player can make from 200 to 800 points for a strike; 110 to 550 for a spare.

The game is equipped for up to six players, the match feature adjustable to come up in any of four frames. Bowling scores are registered on four-drum reels on the backglass. Blinker Bowler operates on dime play.

### \$3 Mil Location

Continued from page 94

and television, has enticed thousands of visitors to the new terminal, with the peak traffic loads coming thru on weekends. Dedicatory ceremonies, during a three-day period, lured about 35,000 visitors each day.

Said Erv Beck, "We're glad to have the big traffic to help us get off to a firm start and give us a lot of experience in a short time at this new type operation."

All equipment spotted in the Game Room is new, with the exception of several bowling games and a Telegiz unit. These used pieces are spotted here temporarily while Mitchell Novelty awaits delivery on several new machines on order, according to Erv Beck.

The one drawback at the location is that visitors who drive to the airport are forced to pay 25 cents to get on the parking lot. Says Beck, "Most visitors will pay the quarter at the parking lot to come out here the first time, but whether they will do it again, is the big question." A movement is afoot among a number of interests to see what can be done to have Milwaukee County drop the parking charge, or work out some modification.

In addition to the prospects of pulling healthy earnings at the airport site, Mitchell Novelty stands to enhance its prestige considerably via this bustling location. The eyes of the Milwaukee coin machine business are focused on the Game Room—it can do much for local industry public relations.



EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey, and S. E. Pennsylvania.

### Joe Ash Says

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

CALL, WIRE OR WRITE FOR OUR **LOW PRICES** ON RECONDITIONED **MUSIC MACHINES**

666 N. Broad St. Phila. 30  
FRemont 7-4495  
Write or wire for prices

### ACTIVE

AMUSEMENT MACHINES CO.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

### EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN-AMI-GENCO-EXHIBIT

#### MUST MOVE WRITE FOR PRICES

- 1 Triple Score
- 3 Double Score
- 2 10th Frame Special
- 2 Name Bowlers
- 4 Super Match Bowlers
- 2 Chicago Coin 10th Frame
- 10 Match Bowlers
- 5 Olympics
- 4 Cascades
- 1 Clover
- 2 United 10th Frame

#### LATE SHUFFLE GAMES

- Flash \$345.00
- Feature Frame 315.00
- Super Frame 295.00
- Advance 195.00
- Chief 250.00
- Royal 195.00

#### BINGOS

WRITE FOR NEW COMPLETE LIST

#### RIDES

- Little Whip (New) Write
- Chicago Coin Round-the-World Write
- Trainer (New) Write
- Big Bronco \$400.00
- Chicago Coin Super Jet 395.00

All Orders 1/2 Deposit, Balance C.O.D. or Sight Draft

- GUNS**
- Exhibit Treasure Cove (New) Write
  - Genco Sky Rocket (New) Write
  - Genco Wild West \$450.00
  - Genco Big Top 395.00
  - Genco Rifle Gallery 275.00

#### WE HAVE A COMPLETE SELECTION OF ARCADE EQUIPMENT

#### BASEBALLS

- Genco Champion (New) Write
- Chicago Coin Big League (New) Write
- Chicago Coin Home Run \$250.00
- Wms. Pennant Baseball 145.00
- Scientific Pitch'em 175.00
- Wms. Super World Series 95.00
- Bally Big Inning 95.00

#### MUSIC

- AMI A \$125.00
- AMI C 185.00
- AMI D-80 395.00
- AMI E-120 565.00
- Seeburg 46-47 75.00
- Seeburg M100A 325.00
- Seeburg M100B 525.00
- Seeburg HF100G 825.00

## MONROE COIN MACHINE EXCHANGE, INC.

2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. Superior 1-4600)

TOTAL UP GREATER EARNINGS!...

with GOTTLIEB'S

# Sweet ADD-A-LINE

MAGNETIC APPEAL\*



- Making Rollovers to complete any vertical column of Numbers Lites SPECIAL HOLE.
- Each column completed lights additional spots on SPECIAL HOLE!
- MAKING ALL NUMBERS AWARDS SUPER SPECIAL!
- Spotting hole spots numbers and adds to SUPER HIGH SCORE.

- 4 "ON-OFF" High Score Pop Bumpers.
- 2 Super Power Flippers
- 2 Cyclonic Kickers.

\*The same magnetic appeal that made Gottlieb's **GYPSY QUEEN** the biggest Money Maker in Years!

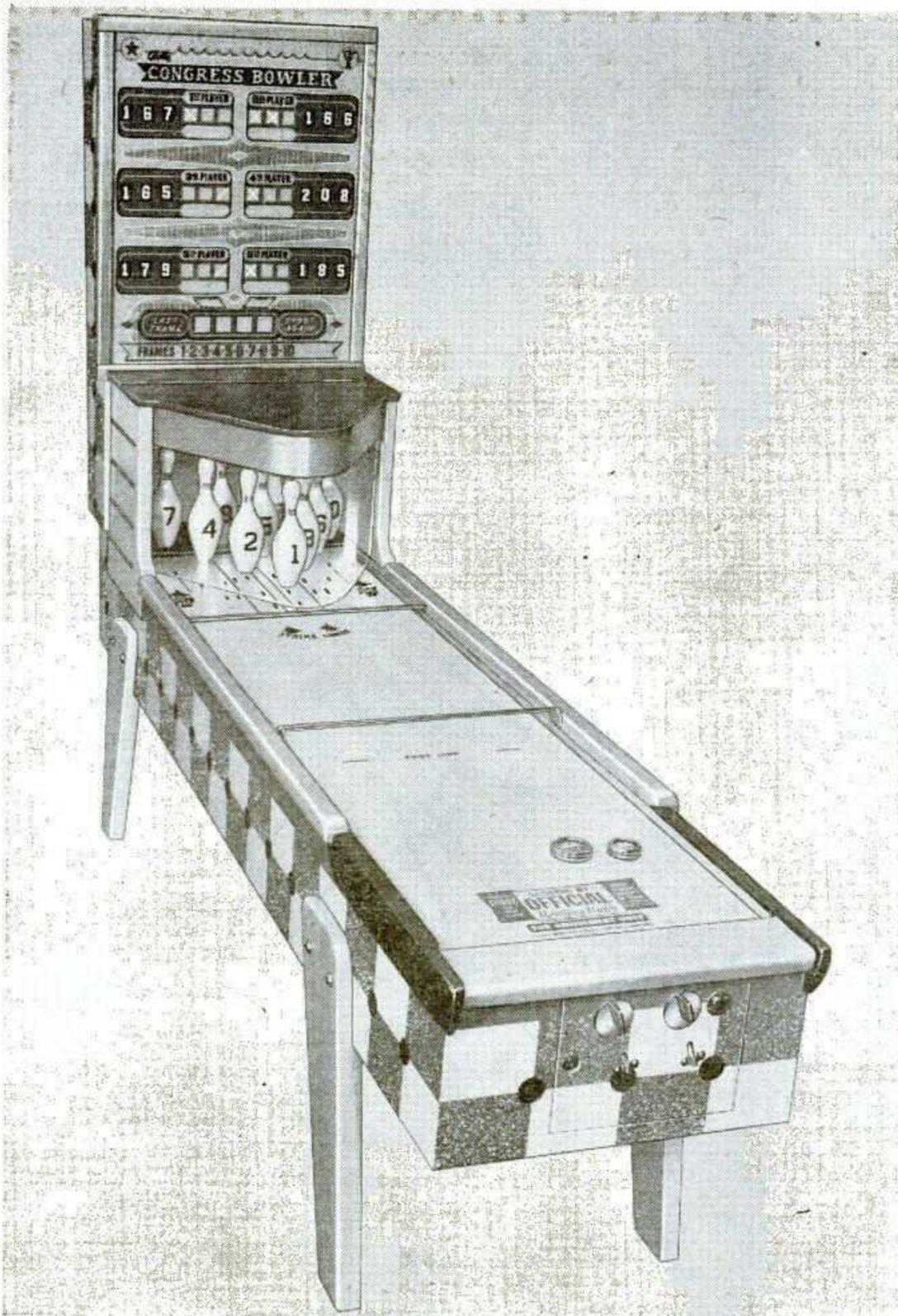
**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

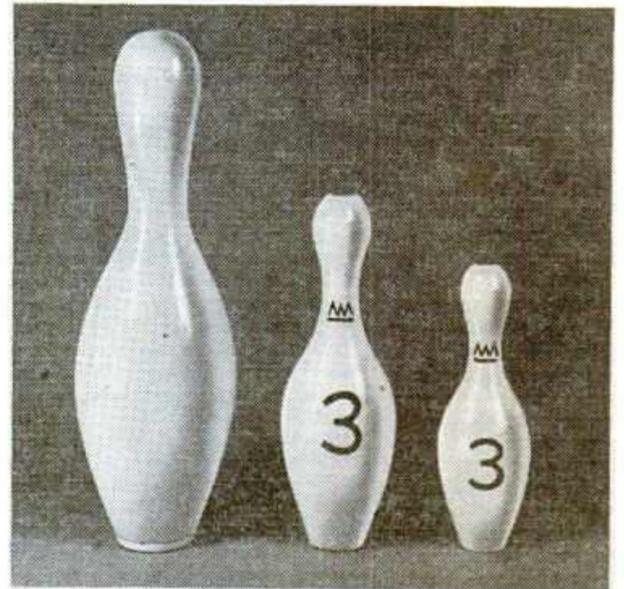
# OFFICIAL BOWLING SCORES

## ATTRACT MORE PLAYERS . . . EARN MORE MONEY

Cash in on ever-increasing popularity of bowling. 15,000,000 bowlers will keep coin-chutes busy and cash-boxes full for all operators who get in on the ground floor with first **6-PLAYER\***



**OFFICIAL BOWLING\*\*** shuffle-bowlers. Order new Ballybowlers now!



*New KING-SIZE Pins*  
*New OVER-SIZE Puck*

New king-size pins, nearly a foot high and almost as big as official bowling-alley pins, increase play appeal of new Ballybowlers. Pin at left is official pin. Pin at right is ordinary shuffle-bowler pin. Center pin is new Bally king-size pin. Matching the new king-size pin is the new Bally over-size puck with a hefty, healthy feel that adds to thrill of skill-shooting. New over-size puck is larger puck on playfield at left. Compare size with smaller old-fashioned puck.

**SPECIFICATIONS:** Overall size 8½ ft. long, 25 in. wide. Available in straight dime play or one play for a dime, 3 plays for a quarter. Light-up scores with speedy totalizing. Club-styled cabinet. 7-10 pick-up. Genuine Formica playfield. Hinged pin-hood, doors and playfield with easy-up elevator on playfield. Speedy pin re-set. Quiet operation. Sturdy, trouble-free mechanism.

\*Fun for one player . . . more fun for competitive teams of 2 to 6 players.  
\*\*Scoring for strikes, spares and blows is according to Official Bowling Rules.

ABC-BOWLER and CONGRESS BOWLER are out-earning all other bowlers in side by side competition. Get your share. Get ABC BOWLER or CONGRESS BOWLER on location now.

# ABC bowler

WITH MATCH-SCORE FEATURES  
**Congress bowler**

by **Bally**®

MANUFACTURED BY  
**BALLY MANUFACTURING COMPANY**  
2640 BELMONT AVENUE • CHICAGO 18, ILLINOIS

*It's Spectacular!*

chicago coin's  
Newest Sensation ...

# BULLS EYE BOWLER



**Exciting NEW Action-Packed Feature!**  
Player by simply Matching a Number Only  
gets Additional Scoring...  
on the "Ring-O-Lite" BULLS EYE



**Colorful  
Traveling  
Lights**  
speed along  
behind each Ring  
building up great  
suspense and animation!

Game is adjustable for  
Match Play in 1st, 2nd,  
5th or 10th Frame.

Each Player has an Equal  
Opportunity to Match  
a Number During the  
Match Frame.

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**Hollywood  
BOWLER**  
Featuring flashing "Hollywood  
Beauties!"  
Animated back glass indicates  
additional scoring!

chicago coin's  
DE LUXE (MATCH)  
**BIG LEAGUE**  
2 PLAYER—BASEBALL GAME  
★ Match a Number and Star!  
★ Special Pennant Feature!  
★ New Bull's-Eye Feature!

All Steel  
Front Door—  
National  
"Slug Rejector"  
Coin Chute

4 Drum  
Scoring!

PLUS!  
*Flash-O-Matic*  
Scoring!

**chicago  
coin**  
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Greater than GAYETY! Better than BIG-TIME!

# Bally® Gay Time

**4  
MAGIC  
LINES**

**MAGIC POCKETS**

*New*  
**Score Booster** *Lites*  
WITH SUPER-CARD PLAY-APPEAL

*New* 10-SERIES  
**Advancing  
Scores**

**CORNER SCORES  
SPOT NUMBERS  
EXTRA BALLS**

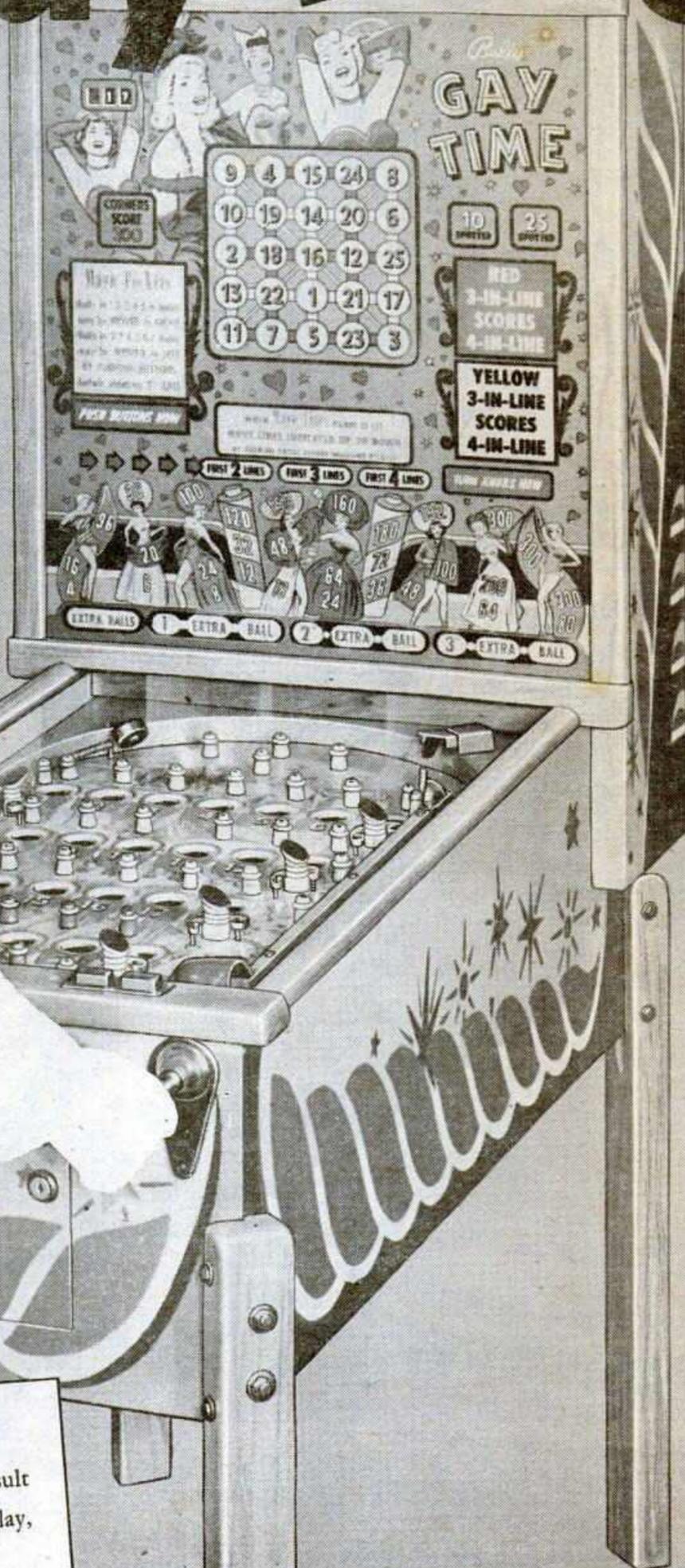
## New High-Speed Coin-Flash

New improved spin-mechanism and special fast motors result in fastest flash ever seen on a pinball glass, speedier coin-play, increased earning power.

## New Speedy Ball-Clearance

Balls from 7 top rows (Magic-Pockets) do not roll down play-field at end of game but are immediately cleared through hole at top of board.

SEE BALLY BOWLERS ON PAGE 100



Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get GAY TIME on location. Avoid delay in delivery by ordering GAY TIME today.

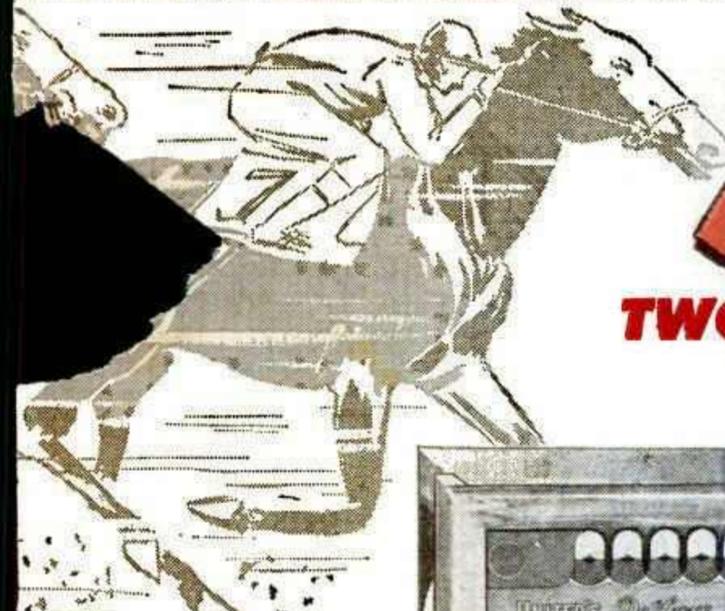
**BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois**

# NEW... DIFFERENT... HIGH-SCORE AMUSEMENT GAME

UNITED'S DELUXE

# DERBY ROLL

TWO-PLAYER BALL ROLL-DOWN



**NEW SIZE!**  
**7 FT. LONG**  
**2 1/2 FT. WIDE**  
**6 FT. HIGH**  
 TO TOP OF BACK-BOX

EXTRA STURDY CONSTRUCTION

FORMICA PLAY BOARD

TREMENDOUS CROWD-PLEASER

KEEPS BUSY HOUR AFTER HOUR

LONG LOCATION LIFE

L-O-N-G PROFITS

FASCINATING RACE-HORSE ANIMATION

ONE OR TWO CAN PLAY... IT'S FAST

EACH PLAYER GETS 3 HORSES

Horses are selected on mystery basis as coins are deposited

WIN-PLACE-SHOW-PURSE

BONUS SCORES 1000 - 800 - 600 - 400

For all horses reaching finish line

FLASH-A-MATIC TIME FEATURE

Determines which horses advance

ROLL-OVER OPENINGS WITH 4 VALUES

40 - 60 - 80 - 100

80 - 60 - 40

ROVING BONUS LIGHT

ADDS 100 TO SCORE

WINNING HORSES Posted on Back-Glass in a Flash

EQUIPPED WITH UNITED'S FAMOUS MATCH-A-SCORE FEATURE

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

6 PLAYER SHUFFLE ALLEY BOWLING GAMES

VENUS Shuffle Targette

Smooth, Quiet Skee-Skill Game

TRIPLE PLAY

Fast Action In-Line Game

See Your Distributor Now!

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

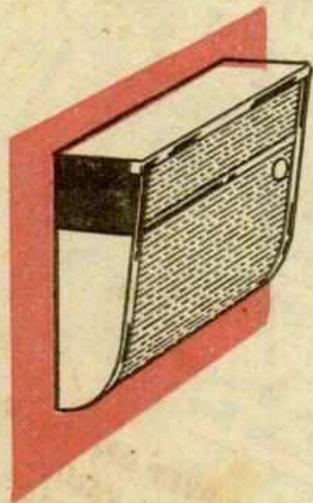
10 SHOTS 10¢ EACH PLAYER



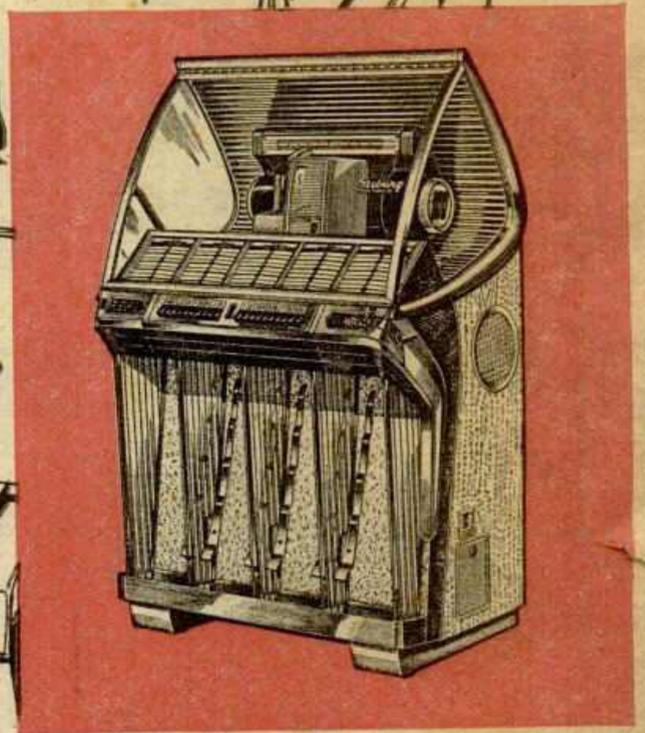
**UNITED MANUFACTURING COMPANY**  
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

DERBY ROLL IS ALSO AVAILABLE IN REGULAR MODEL WITHOUT MATCH-A-SCORE

# Selecto-matic music systems



HIGH FIDELITY  
HERE



HIGH FIDELITY  
HERE

high fidelity  
at your  
finger tips

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
I. P. SEEBURG CORPORATION  
Chicago 22, Illinois



*America's finest  
and most complete  
music systems*