

The Billboard



MAY 28, 1955 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Who's Afraid of the Great Big Majors?

TV Film Producer Poll Reveals Bright Optimism in Face of Movie Firm Inroads

By LEE ZHITO
 HOLLYWOOD, May 21.—Now that most of Hollywood's major movie makers have jumped into television film production, where does this leave the veteran TV film producer? Will the might of the majors tip the TV film scales in their favor? Will the established TV film producers continue to prosper? Can there be coexistence?
 A few years ago the mere report that a major studio was casting an eye TV-ward sent reverberations of anxiety thru the ranks of the TV film producers. Times have changed. The recent, almost simultaneous entry by 20th Century-Fox and Warner Bros. into TV film failed to create the expected pall of gloom.
 This new stout-heartedness among TV film producers apparently is due more to their strength and confidence in their industry rather than a failure to properly assay the power of potential competition. Today TV film producers respect the might of the majors, but no longer fear it.
 A survey of TV film producers here resulted in a rainbow of reaction to the majors. This ranged from a feeling that the majors are bound to trigger changes but these will be for the good of the industry, to the other extreme, "whatever the majors can do, we can do."

which can bring these to life. They have the studio facilities and the financial resources that can support their TV film ventures.
 Some TV film producers, adherents to the "we can do it better" philosophy, are even unwilling to recognize that there's much fire power behind the majors' moves. They feel that any producer can buy name talent or acquire story properties if he's got the budget. One need not be a major studio to assemble the necessary components of successful film entertainment. As proof of their claim, they point to the many top movie names who have graced TV's screens via TV film.
 Hal Roach Jr., staunch champion of this position, points to his recently concluded arrangement with the Screen Directors' Guild as proof of his contention. Roach's deal with SDG allows him to feature Hollywood's foremost directors in his "Screen Directors' Playhouse" series to be sponsored by Eastman Kodak.
 For this one series, Roach proudly points out, he has an array of directorial talent of which no single Hollywood major studio can

(Continued on page 20)

TV'S SUMMER LINE-UP MAY REVIVE BANDS

NEW YORK, May 21.—TV may well "bring back the bands" this summer, judging by the number of name band shows lined up by the video networks for the warm weather season.
 The most recent example is Stan Kenton who has signed to do a weekly program for CBS-TV. The time hasn't been set, but the program will be aired mid-week, and Kenton plans to fly in and out of town for dance dates between each show.
 Another new band show slated for airing this summer is the Pee Wee King program over ABC-TV, which will originate from various points across the country from 9:30 to 10 p.m., starting Monday May 23. ABC-TV is also readying a weekly hour remote show from Frank Dailey's Meadowbrook Ballroom in Cedargrove, N. J., this summer. It will be aired either on Saturday or Sunday nights.
 In addition to these new band show plans, the webs have already announced several other music shows for the summer, including the Jackie Gleason replacement show on CBS-TV, which will feature

(Continued on page 35)

Smog Covers Small Sponsors Short on Cash for a TV Ride

Costs Forcing 'Em to Take a Walk; Y.&R. Points Out Need for Action

By JACK SINGER
 NEW YORK, May 21.—A billowing cloud of consternation is fogging the camps of smaller advertisers who want to get or keep their feet in network television.
 More and more of the smaller bankrollers are awakening to the realization that the present pace and pattern of network television growth is thrusting the medium further and further out of their reach.
Furrowed Brows
 What's furrowing their brows even more is that, except in the area of daytime and late night shows, the webs have no major blueprints on tap to cater to the needs of the advertiser with the limited budget.
 The situation has reached the point where Young & Rubicam, one of the most powerful advertising agencies in the business is privately voicing its concern to its clients and others in the industry. In presentations it is delivering on the over-all status of television,

Y&R is emphasizing that the major problem in TV today is to find ways of providing advertisers with budgets of little over \$500,000 entree into prime time network programs.
 The standard sales pattern whereby a network bankroller can buy a prime time show only on an every week or alternate week basis and must commit himself to a firm 39 or 52-week deal, Y&R indicates, must be changed if the medium is to become anything more than a tool for only the well heeled giants of commerce.
Problem Grows
 What's bringing the problem into sharper focus than ever before is that the rising costs, resulting from increasing program competition among the webs and the rising rate cards of local stations, are thinning even further the extent to which the medium sized advertiser can make use of network TV.
 Even the major bankrollers are finding the costs of saddling one product with full sponsorship of a prime time show a little too rich for their blood. A handful of the major advertisers who manufacture a number of consumer products have been able to get around this problem by setting up, in effect, their own "networks" of shows sponsored on a participation basis. Thus, Y&R points out, General Foods was able to place a recently successful one-minute Jello commercial on each of the following shows: "Our Miss Brooks," "December Bride," "Mama," Roy Rogers and Bob Hope.

Big Advantage
 This was possible, of course, only because General Foods can afford to buy all or half of each of these network programs. It would not ordinarily have been possible if Jello were manufactured by a small sized firm whose only product was Jello. Such a firm could place its commercials on prime

(Continued on page 17)

All Optimistic
 Whatever the shade of opinion, all was on the bright side. Off-the-record comment, always most likely to reflect some fears, in the case of this survey paralleled statements given for publication.
 It is recognized in some quarters that the majors have a well-stocked arsenal behind their invasion. They have the appeal of their studio name, vast storehouses of literary properties and a wealth of talent

Major Studios Aim at Webs

HOLLYWOOD, May 21.—Chief target for major motion picture studio TV film product continues to be the network and national sponsorship. The majors, with few exceptions, have left production for the syndicated field wide open to the TV film producer.
 First major studio production made for syndication was "Stories of the Century," produced by Republic Pictures' TV subsidiary, Studio City TV Productions.
 Comparatively easier selling and faster return on investment have kept the majors on the national sales pattern. From all indications, the majors will continue to adhere to this sales pattern. The syndicated field will have to wait a while for the majors' new programming fare.

NEWS OF THE WEEK

Annual Broadcasters Convention Meets in Washington This Week . . .
 Congressional education is expected to be the chief extra-curricular activity at the National Association of Radio and Television Broadcasters' convention in Washington next week. . . . **Page 2**

Billboard's TV Advisory Board Holds Session in Washington . . .
 Stations, ad agencies and TV film distributors tell one another what they should do to improve their business at a breakfast meeting in Washington Monday (23) sponsored by The Billboard's TV Editorial Advisory Board. This will be the only TV film panel at this year's convention of the National Association of Radio and TV Broadcasters. . . . **Page 10**

Lower Prices for RCA-Victor's 1955 Pre-Recorded Tape Release . . .
 RCA Victor will release its second batch of pre-recorded tapes in June at substantially lower prices than the company's first release, over a year ago. Both monaural and stereophonic tapes will figure in the release. Prices are based on a slicing scale according to the amount of music on each reel. . . . **Page 34**

"Grand Ole Opry" Unit Starts National Tour Under Canvas . . .
 "Grand Ole Opry" opens an under-canvas unit with a big top seating 2,000 and presenting a performance by talent from the parent show in Nashville. Starting in Kokomo, Ind., it will move rapidly into New York State and New England, playing one-day stands. . . . **Page 64**

Lombardo's "Arabian Nights" To Play Arenas This Autumn . . .
 An arena tour of more than 20 locations has been charted for Guy Lombardo's "Arabian

Nights" featuring Lauritz Melchior. To start in Syracuse after the Labor Day closing of its summer run at Jones Beach, the show's journey will be at dates represented by the Arena Managers' Association. . . . Page 68

Independent Radio Stations Holding Their Disk Jockeys . . .
 Independent radio broadcasters—alarmed by the growing trend of the networks and their flagships to sign up top independent disk jockey talent—are beginning to get tough about letting jocks out of their contracts. Bill Randle, Art Ford and Alan Freed are among those jockeys affected by the indies' new "stay put" policy. . . . **Page 35**

Juke Box Associations Push Their Own New Record Release . . .
 At least 12 operator associations, in as many States, are getting behind National Juke Box Music's newly released record, "A Stairway to the Moon" with special meetings, disk jockey tie-ins, mailings. . . . **Page 92**

DEPARTMENT AND FEATURES

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Music . . . 63	

'Share Costs' Trend Grows

NEW YORK, May 21.—Young & Rubicam has come up with some interesting figures that point up the trend towards greater sharing of program sponsorship among network advertisers.
 Studying the roster of network clients, Y&R finds that only 11 per cent of them sponsor a show single-handedly. Twice as many, or 22 per cent, are involved in co-sponsorship deals, 54 per cent pick up shows on a multiple-sponsorship basis and 10 per cent fit into the participating sponsorship category.

national telefilm associates, inc.
 40 West 55 St., New York 19, N. Y.
 Phone 7-2100

FABULOUS '40'
 THE GREATEST FEATURE FILM
 PACKAGE IN TELEVISION

FOR FULL DETAILS
 ... SEE OUR AD ...
 PAGES 6-7

VISIT US AT THE NARTB CONVENTION
 SUITE F303-205, HOTEL SHOREHAM
 WASHINGTON, D. C.

NARTB CONVENTION SHAPE-UP

TV Interests to Quietly Open Congressional Education Drive

WASHINGTON, May 21.—An impressive and thorough educational campaign to inform Congressmen as to the workings of the TV industry, with special emphasis on the role the networks play in it, is expected to be one of the most important by-products of the 33d annual convention of the National Association of Radio and Television Broadcasters which is to be held here next week.

Uppermost in the minds of the station executives attending the conclave at the Hotel Shoreham is a desire to see the continuance of the unprecedented prosperity the industry is enjoying. They do not wish to see TV become a political football and a source of constant unfavorable headlines.

Their major task will be to influence their Congressmen to turn any investigation of the industry over to the Federal Communications Commission, where it is expected to be conducted over a long period of time and with special attention given to a rounded picture of all aspects of the TV, good and bad. Their major fear is that a Congressional committee will take the ball and try to accomplish an 18-month task in six months. It goes without saying that all Congressmen will be briefed on all the NARTB convention activities, panels, conferences and sessions.

Several topics—subscription TV, radio, both FM and AM, and UHF-TV—are expected to be the chief matters talked about behind locked doors at the convention. UHF-TV generally is doing so well that the "Happy Days Are Here Again" theme is expected to predominate.

Subscription TV is expected to make its strongest move to split the stations from their networks. Zenith will demonstrate Phonovision all week over WMAL-TV, Washington, with receivers on hand at the Sheraton-Park Hotel. The company hopes that the demonstration will be eye-catching and give stations a much better insight into the way the system works. The CBS network answer was to get its primary affiliates to vote by 107 to 2 this week in New York to join with it in opposing pay-TV.

Fireworks Due

Some real fireworks are expected to break loose at the FM session on Monday morning. Led by Ben Strouse of WWDC-FM, Washington, the FM broadcasters will likely charge that they are one of the most neglected parts of the

entire industry. They see themselves as the orphans of the business, with interest in their welfare at an absolute minimum.

Network radio will also be the subject of much conversation. The CBS network is reported to be readying a rate cut. Broadcasters generally want strong measures to be taken to revive network radio. NBC radio affiliates are happy over the upsurge in business on its weekend "Monitor," but are hoping that the web can come up with answers for mid-week commercial TV.

In spite of a confab of UHF

telecasters to be held Sunday nights, that segment of TV has little hope of strong remedial measures coming out of the NARTB convention. The feeling on the part of many such telecasters is that even if help were blueprinted, unless it comes immediately it will be too late for the majority of stations in trouble.

The convention will be addressed by President Eisenhower, FCC chairman George C. McConaughy — in his maiden speech before the NARTB — and Mark Ethridge, Louisville publisher.

DR. IN THE HOUSE?

10,000 Jockey for Fortunes on '64G?'

NEW YORK, May 21.—Money will be used like dirt in an effort to capture the financial imagination of the American public when Revlon's "\$64,000 question" gets under way Tuesday, June 7, on CBS-TV.

Sponsor has earmarked an estimated \$250,000 in prizes every 13 weeks that he hopes contestants will win. Revlon is also hoping that about every five weeks there will be a sharp contestant that will walk away with the \$64,000 bundle given to the grand prize winner. This, of course, is in addition to about \$15,000 weekly in production costs for the show and about \$45,000 for weekly time charges.

Pre-publicity on the show has been so successful that 10,000 people have already written in hoping to get on the program. Screening will see to it that only normal individuals get a chance to play the game. No cardiac-conditions are wanted. Above \$8,000, winning contestants are given a week to ponder before they decide to risk their dough, a carry-over which should keep viewers on the hook week to week. On the \$64,000 poser, the lucky ones can bring along an expert to help snag the big fish.

Emcee will be Hal March, a comedian who has really caught on in TV this season. March, a personal choice of Walter Craig, William Weintraub agency veepee, is now on the Imogene Coca show until its wind-up in late June. He

also will be featured in "The Soldiers" which NBC-TV is likely to slot Saturdays at 8 p.m. during the summer. He intends to let the drama play itself instead of hyping it up in the usual quiz show manner.

Bergen Evans and other experts will help select the questions. And there will be guards on hand to protect the cash. And perhaps a doctor. Lou Cowan is the packager.

NBC Opens Sales Push on Fall Specs

NEW YORK, May 21.—NBC-TV is readying a sales drive on eight new nighttime enlightened spectaculars. The hour and hour and a half shows titled "Project 20" are ticketed for middle of the week viewing and will be produced by Henry Salomon.

Such advertisers as Shell Oil, Alcoa, American Telephone & Telegraph, General Dynamics and Union Carbide are being approached for sponsorship. The network feels it has a real chance for their business because it will be offering prime evening time periods which are not available otherwise on either of the top networks.

NBC's contract with its evening

Huddles Over Berle H'wood Originations

HOLLYWOOD, May 21.—Milton Berle, his producer, Irving Gray; execs of the William Morris agency and NBC began huddles this week to decide whether the show will have a West Coast origination next season. Decision is expected in about two weeks.

Gray said that one reason for the possible shift is that the show has been encountering "certain difficulties," apparently related to production, in New York, but a more potent factor may be Berle's theatrical pix commitments. The comedian is forming his own company, Milruth Productions, in association with Allied Artists.

The format of the Berle program is expected to undergo considerable revamping next season, altho Gray termed without foundation reports that it would be filmed. On the other hand, he said, certain portions may be done on celluloid.

Berle will alternate with Martha Raye for RCA Victor and Whirlpool on a three out of four weeks basis next season, with Bob Hope possibly filling in for General Foods on the fourth in the 8-9 p.m. Tuesday NBC time slot. Young & Rubicam officials said this week, however, that Hope as yet has not committed himself and may not make a final decision until next fall.

sponsors allows it to pre-empt two evening time periods each year for such special programs, shows that manifest the public service awareness on an entertainment level of its president, Pat Weaver. Among the eight enlightened spectaculars are "Nightmare in Red," a rerun of "Three, Two, One, Zero," "The Rise and Fall of a Dictator," "The Leaves of Grass," and one about the Jazz Age. Most of them concern the twentieth century.

In the event no single sponsors are willing to pick up the tab, they might conceivably be sold in thirds as have other NBC nighttime programs. The time periods will be juicy enough to tempt most advertisers.

ALL SET

ABC Ties Up Tues. Night Fall Line-Up

NEW YORK, May 21.—ABC-TV this week sewed up its Tuesday night fall programming line-up with the slotting of "Name's the Same" in the 10-10:30 p.m. spot. "Cavalcade of America" last week was given the nod to move into the 9:30-10 p.m. period. The web is thus off the hook so far as filling the 9:30-10:30 p.m. hour hold created by the bow-out of U. S. Steel and Elgin with its live drama stanza.

Meanwhile, the network switched its plans this week on filling the Tuesday night 9:30-10:30 time slot this summer with rerun kines of "Elgin Hour" and "Center State." The web, instead, will shift "Name's the Same" into 9:30-10:00 p.m. and the Dotty Mack show into the next half hour starting June 28. Inability to come to an agreement with the talent unions involved, it's understood, is the reason ABC decided against rerunning kines of its live hour-long drama.

NARTB Meet to See New B&H Projector

CHICAGO, May 21.—A new 16mm. projector for telecasting both magnetic and optical sound films is to be introduced at the National Association of Radio and Television Broadcasters convention tomorrow (22) in Washington. A product of Bell & Howell, it is reported to be the first TV projector that does not have to be electrically locked to the telecast signal. Price is pegged at under \$2,500 and model is designated the Bell & Howell 614 CBVM.

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More Switches In NBC Line-Up

NEW YORK, May 21.—NBC-TV this week made two major moves in its programming checkerboard. The network offered Saturday night 9-9:30 p.m. next season to Toni for "People Are Funny," and offered Toni's current Sunday evening 7-7:30 slot to Chrysler for "It's a Great Life."

It is believed both advertisers will take advantage of the new time periods being offered them. Chrysler's switch will leave Tuesday 10:30-11 p.m. vacant, a period likely to be the new home of Lever Brothers "Big Town." That will open up Wednesday 10:30-11. The Wednesday half hour will be available for an advertiser who wants a limited line-up of stations.

Meanwhile, Warner - Lambert cancelled its one-third ownership of Perry Como because of a possible conflict with Toni next season. Como is slated for Saturdays, 7:30-8:30 or 8-9 p.m. Warner-Lambert is already shopping at ABC-TV and CBS-TV.

McCADDEN PREPS 'ROOMMATES' PILOT . . .

"Roommates," pilot for a situation comedy series, is being prepped by Ralph Freed for filming under the aegis of McCadden Productions. Show deals with the adventures of two young girls in college, one French and the other American. Casting will begin next week.

PERRIN-PAUS GETS DEBUQUE ACCOUNT . . .

Perrin-Paus, the agency for Sunbeam and producer of its color commercials on the spectaculars, this week picked up another client, the Dubuque Meat Packing Company. Tye Robinson will be the account exec.

NBC LINES UP SAT. MORNINGS . . .

NBC-TV will most likely show a solid line-up of commercial shows next fall Saturday morning 10 to 1 p.m. Pinky Lee will be telecast 10-10:30 a.m. sponsored by Tootsie Roll; Winchell-Mahoney have already caught the interest of Lionel Trains for a pre-holiday promotion in the next half hour; General Foods will have a circus vidfilm series 11-11:30, and Kraft will remain with "Space Cadet" in the following half hour. The Dave Willock-Cliff Arquette do-it-yourself show will be lengthened to an hour and go 12-1

p.m., after its summer evening run. Reynolds will likely be the first client but a group of participation clients will be sought.

CBS AFFILS VOTE WEB POLICIES . . .

The CBS-TV affiliates, in their first full-dress meeting in New York this week, were, by all indications, highly impressed with the two days of presentations on what's in store for the season ahead made by the network's brass. They voted to support CBS-TV's anti-toll-TV stand. And they finally elected a permanent Affiliates Advisory Board, with Howard Lane of KOIN-TV, Portland, Ore., as chairman.

DOW CHEMICAL BUYS GODFREY . . .

Dow Chemical this week bought the Arthur Godfrey morning radio and TV stanza from CBS. Dow replaces Toni which dropped out after long-time sponsorship.

TUMS BUYS INTO 'COLOR SPREAD' . . .

NBC-TV continues to sell its Sunday evening "Color Spread." Tums this week bought two participations immediately after an order for 13 participations was recorded by Maybelline. Sunbeam has already bought 12 participations in the first four shows.

NEWS IN BRIEF

THE BILLBOARD SCOREBOARD

The Top New National Spot Commercial Campaigns on TV

Placed during the week of May 1-7, 1955

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product & Advertiser	Product & Advertiser
Bond Bread, General Baking	Lawn Mowers, Reo Mowers
Fluffo, Procter & Gamble	Oldsmobile, General Motors
Fruit of the Vine, Welch	"Prodigal" (Movie), M-G-M
Ice Cream, Swift	Robin Hood Flour, Int'l Mills
Joy, Procter & Gamble	Rol Aids, American Chicle

REGIONAL SUMMARIES

Eastern

Product & Advertiser	Product & Advertiser
Bobbi, Toni	Northern Tissue, Marathon Corp.
Bond Bread, General Baking	Oldsmobile, General Motors
Carnation Instant Milk, Carnation Co.	Plymouth, Chrysler
Cheekos, Bon Bon Corp.	Post Raisin Bread, General Foods
Circus, Ringling Bros.	"Prodigal" (Movie) M-G-M
Fluffo, Procter & Gamble	Revere Ware, Revere Copper & Brass
Frozen Potato Salad, Dulany Frozen Foods	Ronson Shavers, Ronson Art Metal
Home Pride Bread, Continental Baking	Silicare, Revlon
Housewares, Plastic Corp.	Tenna Rotor, Alliance Mfg.
Joy, Procter & Gamble	Tip Top Protein Bread, Ward Baking
Kool Aids, General Foods	
Men's Toiletries, Mennen Co.	

Southern

Bond Bread, General Baking	Oldsmobile, General Motors
Bread, Holsum Bread	Robin Hood Flour, International Mills
Buick, General Motors	Rol Aids, American Chicle
Duz, Procter & Gamble	Royal Triton Motor Oil, Union Oil
Flit, Esso	Slim Cheese, Beatrice Foods
Fluffo, Procter & Gamble	Speedee Wall Cleaner, Dover Products
Fruit of the Vine, Welch	Tetley Tea, Tetley Co.
Ice Cream, Swift	U. S. Rubber Goods, U. S. Rubber
Kools, Brown & Williamson	
Lava Soap, Procter & Gamble	
Maxwell House Coffee, General Foods	

Midwestern

"Blackboard Jungle" (Movie) M-G-M	Lawn Mowers, Reo Mowers
Bond Bread, General Baking	Lilt, Procter & Gamble
Chicken Dinner & Denver Sandwich Bars, Sperry Candy	Liquid Trend, Purex Corp.
D-Con Products, Ratner Promotion	Marathon Gas, Ohio Oil
Dog Food, Kasco Dog Food	Mid-Continent Gas, Mid-Continent Co.
Dr. Pepper, Dr. Peppers Bottling	Oldsmobile, General Motors
Dramex, Reardon Paint	"Prodigal" (Movie), M-G-M
Esportabs, Eastco	Pyrol, Lever Bros.
Farm Implements, Winpower Mfg.	RDX, Harry B. Cohen
G. D. Beer, Griesedieck Bros.' Beer	Reducing Agent, Tafon
Gasoline, Sacony Vacuum	Robin Hood Flour, International Mills
Gasoline & Oil, Mid-Continent	Rol Aids, American Chicle
Holiday Magazine, Curtis Publishing	Rolliton Painter, Brainscombe Co.
Joy, Procter & Gamble	Serutan, Serutan Co.
Kan Kil, Colgate	7-Up, 7-Up Bottling
Kedettes Golf Balls, U. S. Rubber	Silvercup Bread, Gordon Baking
Lady Esther, Zonite Products	Sunny Bob Fruit Flavor, Mid-west Fruit Flavors
Lawn Mowers, Wind King	Syrup, Sifers Chocolate Syrup
	Topic, Carnation Milk
	Turtle Wax, W. B. Doner
	Val Spar Paint, Valspar Paint Co.

Southwestern

Air Travel, Trans-Texas Airline	Revlon Cosmetics, Revlon Products
Fruit of the Vine, Welch	Southern Select Beer, Galveston-Houston Breweries
Necchi Sewing Machines, Necchi Co.	Tooth Cleaner, Fels
"Prodigal" (Movie), M-G-M	Tootsie Rolls, Sweets Co.

Rocky Mountain & West Coast

Arta-Imra, Artra Cosmetics	Hams Beer, Hams Brewery
Blue Seal Bread, Interstate Bakeries	Home Canning Equipment, Kerr Glass Co.
Burgermeister Beer, San Francisco Brewing	Ice Cream, Swift
Chemicals, Inc., Chemical Co.	Joy, Procter & Gamble
Cutex, Northam-Warren Corp.	Lawn Mowers, Reo Mowers
Dietonic Beverages, White Rock	Mobilgas, General Petroleum
Evinrude Motors, Outboard Motor Co.	Olympia Beer, Olympia Brewing
Fruit of the Vine, Welch	Rheingold Beer, Rheingold Brewing
	Utilities, Pacific Gas & Electric

CBS Schedules 10 90-Minute Extravaganzas

NEW YORK, May 21.—CBS-TV this week finally gave a clue as to what it is planning by way of 90-minute shows next season.

The 10 extravaganzas (CBS-TV, of course, avoids the word "spectacular") blueprinted for every fourth Saturday 9:30-11 p.m., will include three Noel Coward productions, three Paul Gregory productions, two musicals starring Bing Crosby, and two legit hits. "Our Town" and "High Tor" are under consideration. Most of these will be in color. It was promised that at least two regular shows a week will be in color.

It was also revealed that Jack Benny, in addition to his bi-weekly show, will appear in six of Chrysler's "Shower of Stars."

CBS-TV is also moving swiftly into college football coverage in the five weeks allowed for regional pick-ups next season. The network has signed the Big Ten for the Midwest, 35 to 40 stations, and also the Pacific Coast Conference. It is also bidding hard for the Eastern Collegiate Athletic Conference package for telecasting on the East Coast.

In the 8-8:30 p.m. Thursday period being vacated by the Ray Milland show, CBS-TV is installing a new show titled "Wanted," a documentary on criminals at large. The new Johnny Carson show is booked for 10 p.m. Thursday, and may be extended to a full-hour revue.

AFM Edict Kills Mooney Stanza

HOLLYWOOD, May 21.—The "Art Mooney Show," a one-hour bandstand variety type program scheduled to make its debut over KCOP, Los Angeles, May 27, was killed this week when the AFM ruled performers could not be paid live scale if the show was to be kinescoped.

Producer Louis Snader, who had planned to syndicate the kin-

WRITERS MAKE GAINS

Pay Up 30% for Live Net TV, Vidpix Work

HOLLYWOOD, May 21.—Television writers this week gained approximately 30 per cent increase in minimums in pacts signed with the nets for live TV and with four major studios engaged in telefilm activity. The latter contract is expected to set the pattern for Guild talks with the Alliance of TV Film Producers this fall.

Writers covered by the live pact are those employed on national net programs originating from New York, Chicago and Los Angeles. Although some of the terms agreed upon are extremely complicated, the basic prices are these:

For story and teleplay—one hour, \$1,100 sponsored, \$785 sustaining; half hour, \$700 sponsored, \$485 sustaining; 15 minutes, \$375 sponsored, \$270 sustaining. For adaptations the scale is cut about 20 per cent.

Special Provisions

There are special provisions for serials, comedy-variety shows and multi-weekly programs. Rerun payments are 100 per cent of minimum for each of first and second reruns, 75 per cent for third, and 50 per cent for each run thereafter. The contract, first to be concluded between the WGA and the nets, expires in March, 1958.

In talks with the majors, minimums for story and teleplay of a half-hour film anthology series with a budget of \$23,000 or more was set at \$950; for an episodic series costing \$18,000 or more at \$850, and for shows with lower budgets at \$700. Most programs presently on the air would fall in either of the first two categories, where prior minimums were \$700 (these still apply to vidpix producers until new negotiations). Actually, minimums have become more of a base peg than a going price since most established scripters are being paid considerably above minimum, with some film makers shelling out as much as \$3,000 for a half-hour teleplay.

The agreement with the majors is retroactive to November, 1953, and can be reopened in November of this year. No major changes are expected at that time, however,

scopes, said that the increase in costs would not make it worthwhile to put the program, which was to have originated from the Pasadena Civic Auditorium, on the air.

The only recently comparable case is KTLA's "Bandstand Revue," on which performers received considerable increase in pay when the show began to be syndicated.

and a WGA spokesman said the scale set will probably stay in effect for at least two or three years.

Set Pattern

Over all, the contracts should have a cost-stabilizing effect and has probably set the pattern for SAG negotiations in June.

One important aspect is that TV film writers will not receive additional pay for second runs. Beginning with the third run they will get 25 per cent of minimums (no matter what the original pay received) for every other run till the 13th, which means that they may be paid a maximum of 150 per cent of minimum.

If a telefilm is released to theaters in any form, writers must be paid 100 per cent of minimum. In the pact that the WGA concluded with the majors on theatrical pix a provision is included permitting the Guild to cancel the contract of any producer who releases a feature made after August, 1948, to TV. In other words, the Guild will negotiate with individual producers for the best terms it can get.

Deal was concluded between the Guild and 20th Century Fox, Warner Bros., Columbia and Republic.

AGVA Chills for Nitery Video

HOLLYWOOD, May 21.—Network producers and nitery owners, who have been dickering for club origination of TV shows, received warning from AGVA this week that the union would not permit performers to go on such programs unless they were paid for their stints.

The action apparently throws cold water on a number of plans to originate shows at Las Vegas hostilities, altho the nets might yet work out some agreeable arrangement. In Los Angeles, Ciro's at one time hosted a TV program, and other clubs are known to have been negotiating to put their shows on the screens for promotional purposes.

The action was apparently precipitated by a KTLA "City at Night" telecast several weeks ago, when the station set up cameras in the Ambassador Hotel's Coconut Grove and aired the Xavier Cugat show.

NIelsen TOP 10 TV WEB SHOWS

(2 weeks ending April 23)

*Indicates Film

Rank	Show & Web	Homes (000)
1.	*I Love Lucy, CBS (P&G)...	16,429
2.	*I Love Lucy, CBS (P. Morris).....	15,947
3.	Toast of the Town, CBS.....	15,824
4.	Jackie Gleason, CBS.....	15,776
5.	*Disneyland, ABC.....	15,505
6.	*You Bet Your Life, NBC.....	14,379
7.	*Dragnet, NBC.....	14,059
8.	Martha Raye, NBC.....	13,871
9.	George Gobel, NBC (Armour).....	13,423
10.	George Gobel, NBC (Pet).....	12,828

ARB's TOP 25 TV WEB SHOWS

(April, 1955)

*Indicates Film

Rank	Show & Web	April Rating
1.	Jackie Gleason, CBS.....	52.9
2.	*I Love Lucy, CBS.....	51.7
3.	Toast of the Town, CBS.....	51.3
4.	*You Bet Your Life, NBC.....	49.8
5.	Two for the Money, CBS.....	45.5
6.	George Gobel, NBC.....	45.4
7.	Jack Benny, CBS.....	43.7
8.	*Disneyland, ABC.....	42.9
9.	This Is Your Life, NBC.....	42.4
10.	I've Got a Secret, CBS.....	41.8
11.	*Dragnet, NBC.....	41.5
12.	Your Hit Parade, NBC.....	38.5
13.	Godfrey's Talent Scouts.....	38.2
14.	Person to Person, CBS.....	34.6
15.	Milton Berle, NBC.....	34.5
16.	Godfrey and Friends, CBS.....	33.9
17.	*The Millionaire, CBS.....	33.7
18.	*Life of Riley, NBC.....	33.3
19.	*G. E. Theater, NBC.....	32.6
20.	Burns and Allen, CBS.....	31.9
21.	What's My Line? CBS.....	31.9
22.	*Fireside Theater, NBC.....	31.8
23.	*Our Miss Brooks, CBS.....	31.1
24.	*December Bride, CBS.....	30.9
25.	Climax, CBS.....	29.6
25.	*Loretta Young, NBC.....	29.6

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



STEINMAN STATION
Clair McCollough, Pres.

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

Representatives:
MEEKER TV, INC.

New York
Los Angeles
Chicago
San Francisco

of 64 film series on four stations in the San Francisco-Oakland market . . .

ARB for March shows KRON-TV, Ch. 4, NBC affiliate, with . . .

10 of the top 20
15 of the top 30
none of the last 31!

JOIN WMBV-TV

and the
MOST POPULAR PROGRAMS

(7 out of the top 10)

George Gobel—Disneyland—Milton Berle—Dragnet—Max Liebman Presents—You Bet Your Life—This Is Your Life—Ford Theatre—Television Playhouse—Colgate Comedy Hour.

(Including the most popular afternoon lineup in Packerland).

Pinky Lee—Adventure Time—Howdy Doody

on the
MOST POWERFUL STATION

240,000 watts

777 feet above average terrain

in
GREEN BAY PACKERLAND

A Billion-Dollar market, covered at lowest cost per thousand and with least duplication by . . .

WMBV-TV channel 11

Exclusive NBC Affiliate

Studios in

GREEN BAY—Madison & Cherry Streets

MARINETTE—Radio-TV Park

Represented Nationally by VENARD, RINTOUL & McCONNELL, INC.



Lowendahl

Morgan

Gold

Lindquist

Bowman

Dunn



TV FILM COMMERCIALS

Top Problems Are Costs And Payments for Talent

Note: Each week a key industry topic is analyzed by The Billboard TV Editorial Advisory Board, consisting of one key executive from each of over 500 leading advertisers, ad agencies, TV broadcasters and film companies.

Advertisers have no shortage of problems in their use of TV film commercials, according to the first survey of The Billboard's new TV Editorial Advisory Board. The main problem is the high cost of production and talent payments. The next most mentioned problem was the inflexibility of film in relation to quickly changing package designs and ad themes.

Several of the local and regional advertisers and agencies on the Board claimed the cost problem as their very own. But most of the national advertisers who answered this question, including some top spenders, also cited mounting costs as their major problem. Interestingly, none of the national concerns was willing to be quoted on this point.

But, fairly typical was the statement of the advertising vice-president of one national food firm: "Film commercials must be of the highest quality, and the best creative ability available should be utilized in their creation. This, of course, means higher cost. Therefore the biggest problem is to get the best at the cheapest."

Producers of commercials and advertisers are still troubled by the schedule of re-use payments required under the contract of the Screen Actors Guild, tho it is three years since it was instituted. One agency complained that it is not the re-payments alone that are so costly but also the complicated bookkeeping that they require. Several members of the Board cited talent re-payments as the chief problem in using film commercials.

A couple of the complaints were, in a sense, laid at the door of the stations. A number of agencies stated their chief problem was clearing good time for the commercials once they were produced. A number also said they were worried about getting sound and image quality on the air after going to great expense and trouble in production.

A couple of producers of film commercials griped about lack of savvy on the part of the agencies and advertisers. They said the advertisers' chief problem was to hire advertising personnel who understand film. Of course, none of these spoke for quotation. But an example of such sentiment was: "The lack of knowledge and ability to be 'sales visualists.' Unfortunately, in spite of their professional

calling, advertising agencies are no better at this function (if as good) as the advertiser himself."

On the other hand, many agencies and advertisers showed themselves quite cognizant of their creative problems. More than a few of them said their chief problems were getting good sales ideas, getting a live, spontaneous quality in their film commercials and getting them smoothly integrated into their programs.

Several Board members said a major problem in the use of film commercials was too much repetition. This was interesting since this was the very subject of Question 1 of this survey (see last week's issue), in which the Board voted overwhelmingly that the effective re-use of film commercials is severely limited.

COMMENT IN BRIEF

BILL CAYTON, Cayton Advertising: "Many cost-cutting short cuts have been evolved, but almost invariably they seriously diminish sales impact and resultfulness." . . . A Chicago ad agency: "To make them look and sound real. Too many look and sound like re-runs of 1930 movies." . . . **MILTON STEPHAN**, Allen & Reynolds Advertising, Omaha: "Residual payments to the union. I am not against re-payments, but I do believe they are too high." . . . **HENRY HART JR.**, Horton-Noyes Advertising, Providence: "Time lag between availabilities from the spot reps and actual time confirmation from stations."

CHUCK BRANCH, Noble-Dury and Associates, Nashville: "Lack of adaptability. Live commercials can be tied in easily with the weather, the season, the current headlines, the show itself. But filmed commercials are for the most part unchangeable." . . . **LANSING LINDQUIST**, Ketchum, MacLeod & Grove, Pittsburgh: "Our principal administrative problem is the rather difficult bookkeeping job SAG requires for re-payment of actors. Taking into account bookkeeping man-hours, the American Federation of Musicians' flat fee, tho irksome, is better and cheaper."

GLENN EDGAR, advertising manager, Hollywood Brands, Centralia, Ill.: "The proper time slots on 60-second commercials is our chief problem." . . . **JOHN CHAPPEL**, KFDD-TV, Amarillo, Texas: "Chief problem seems to be on products sold at exclusive dealers. Not enough time for telling the 'friendly' dealer story."

FOR QUOTATION

WILLIAM TEMPLETON, TV director, Bryan Houston Agency, New York: "Lack of copy flexibility for timely interpretation of program."

B. H. COLLINS JR., Abbott Kimball Agency, New York: "For many of them it might be the difficulty of putting the full product story in 20 seconds, the only way most advertisers can reach the nighttime mass audience on a spot basis."

STANLEY FISHEL, executive vice-president, Fairfax Advertising, New York: "Buying time for them when and where he wants it."

WALTER COLLINS, Film Director, Fitzgerald Advertising, New Orleans: "Cost! Especially for regional and local clients. The time element is something they are not used to either. They expect much more for their money."

J. C. BOWMAN, president, Bowman Biscuit, Denver: "Ideas and production that will 'sell' but not offend."

CAL DUNN, Cal Dunn Studios, Chicago: "Many TV film commercials do not achieve the result they might because they fail to capitalize fully on the visual advantages offered by TV."

TED WESTERMAN, vice-president Wilding Pictures, New York: "Lack of intelligent, experienced people in the advertiser's own organization and in his agencies."

They usually don't pay enough to attract and hold good men."

WALTER LOWENDAHL, executive vice-president, Transfilm, New York: "Change of copy approach, product improvements, seasonality and taking local conditions into account."

NORMAND LINDQUIST, Atlas Film Corporation, Chicago: "The Screen Actors Guild contract presents a definite problem to some of the smaller advertisers. In many cases I believe this contract has hurt lesser known talent rather than helped them."

LOUIS KLOTZ, president, Biltmore Productions (studios), New York: "Repeat payments to performers."

ROY MORGAN, exec vice-president, WILK-TV, Wilkes-Barre, Pa.: "Locally, I would say that the two principal problems are price and the ability to have good commercials prepared in the local market."

JACK HARRIS, vice-president, KPRC-TV, Houston, Texas: "From the station's point of view, keeping station supplied with good prints for prolonged and repeated use."

RUSSELL YOUNG, TV director, Russell Seeds Agency, Chicago: "Print quality. We all take tremendous pains to produce the finest film commercials only too frequently to find our money, thinking and ingenuity misrepresented by poor release prints."



TED KEY
LOOK

“Commercial’s on”

—a Sarra commercial, of course!

People are looking at Sarra Commercials for

- | | |
|---------------------|----------------------|
| A&P | Jergens Lotion |
| Braun’s Bread | Kraft |
| Bromo-Quinine | Lucky Strike |
| Bulova | Cigarettes |
| Cat-Tex | Lux Beauty Soap |
| Chase National Bank | Lux Liquid Detergent |
| Chrysler Airtemp | Pabst Blue Ribbon |
| Coors Beer | Beer |
| Cunard Steamship | Pet Milk |
| Lines | P.O.C. Beer |
| Helene Curtis | Ponds Angel Skin |
| Duncan Hines | Rinso |
| Cake Mixes | Ronson Fuel |
| Eastman Kodak | and Flints |
| Evinrude Motors | Stopette |
| Hoffman Mixers | Jane Wilson |
| Hostess Cup Cakes | Meat Pies |

SARRA INC.

Specialists in Visual Selling
New York: 200 E. 56th Street
Chicago: 16 E. Ontario Street



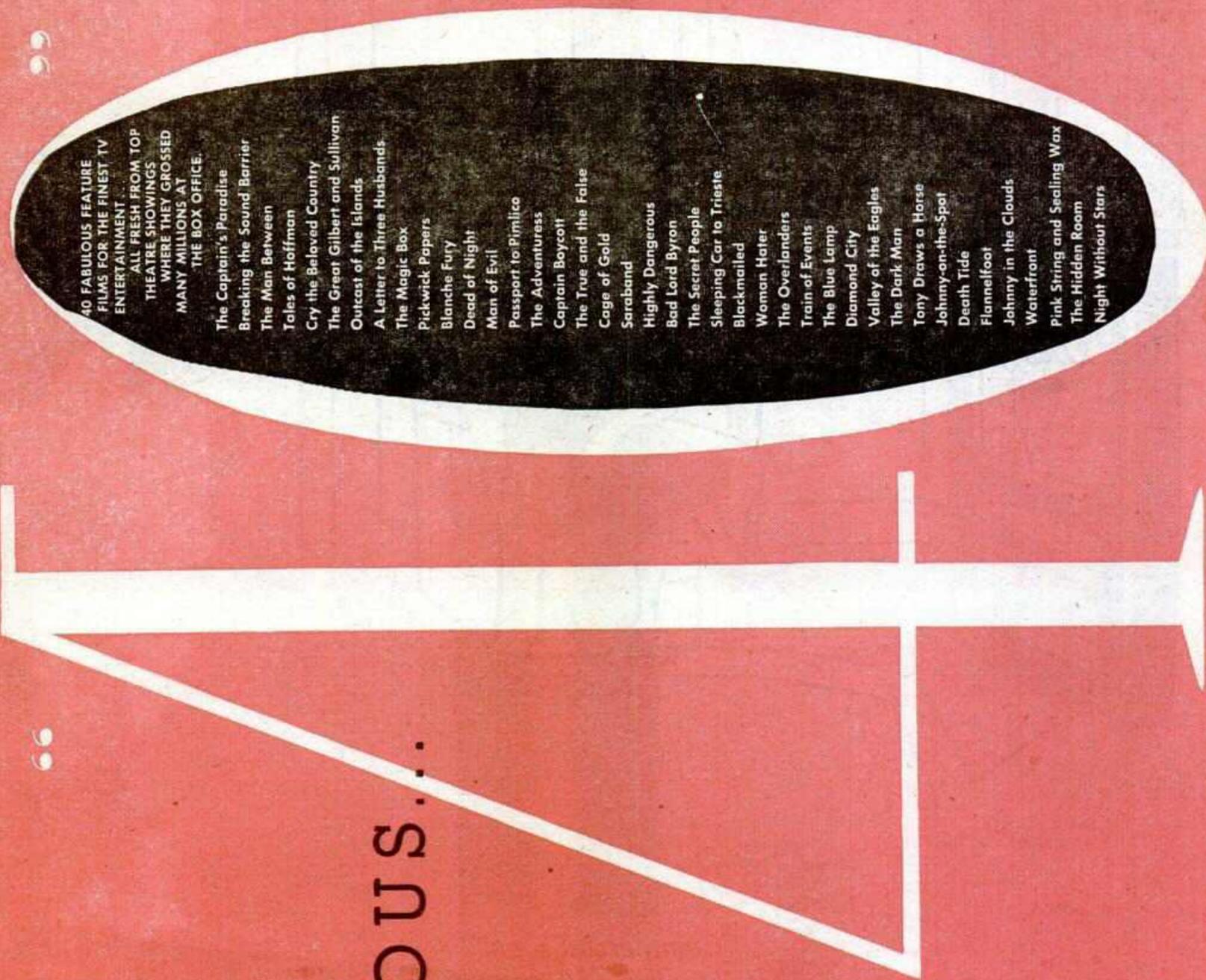
TELEVISION COMMERCIALS • PHOTOGRAPHIC ILLUSTRATION • MOTION PICTURES • SOUND SLIDE FILMS

N

FABULOUS...

I

A



- 40 FABULOUS FEATURE FILMS FOR THE FINEST TV ENTERTAINMENT... ALL FRESH FROM TOP THEATRE SHOWINGS WHERE THEY GROSSED MANY MILLIONS AT THE BOX OFFICE.
- The Captain's Paradise
- Breaking the Sound Barrier
- The Man Between
- Tales of Hoffman
- Cry the Beloved Country
- The Great Gilbert and Sullivan
- Outcast of the Islands
- A Letter to Three Husbands
- The Magic Box
- Pickwick Papers
- Blanche Fury
- Dead of Night
- Man of Evil
- Passport to Pimlico
- The Adventuress
- Captain Boycott
- The True and the False
- Cage of Gold
- Saraband
- Highly Dangerous
- Bad Lord Byron
- The Secret People
- Sleeping Car to Trieste
- Blackmailed
- Woman Hater
- The Overlanders
- Train of Events
- The Blue Lamp
- Diamond City
- Valley of the Eagles
- The Dark Man
- Tony Draws a Horse
- Johnny-on-the-Spot
- Death Tide
- Flannelfoot
- Johnny in the Clouds
- Waterfront
- Pink String and Sealing Wax
- The Hidden Room
- Night Without Stars

Bryan Houston's Report Tells Amount of Times Ad Can Run

Areas Untouched: Point of Effective Impact Decline, Viewer's Tolerance

By GENE PLOTNIK

NEW YORK, May 21. — The Bryan Houston ad agency has completed a study that gives at least half the answer to the problem of a film commercial's greatest potential longevity. The report, prepared by the agency's media analyst, Paul Keller, clearly indicates how much exposure a commercial can be expected to get in any given programming situation.

What the report does not tell is how much exposure a viewer can tolerate. Bill Templeton, the agency's TV director, pointed out that the some research can be done on this point, it is mainly a matter of instinctive judgment on an advertiser's part.

An interview survey can tell the number of times a housewife will continue to like and believe a particular commercial, but it is more difficult to ascertain whether a commercial continues to maintain

its sales effectiveness after repeated showings, he said.

Pre-Questionnaire

The Keller report was completed just before the first questionnaire on this very subject went out to The Billboard's new TV Editorial Advisory Board. (See last week's issue.) The Advisory Board was asked first of all if it thought commercials lost sales impact thru prolonged use. This is the part of the problem that the Keller study bypasses.

The board was asked secondly what it thought was the maximum period over which a film commercial retains its effectiveness. Pre-supposing a decision as to how many exposures will continue to sell the average viewer, the Keller study hits this one right on the head.

Based on an analysis of Nielsen figures of March and April, 1954, Keller determined that "audience turnover and, therefore, frequency

of exposure to TV programs falls into definite patterns." Two major factors determine the rate at which any show accumulates audience over a number of weeks, Keller's graphs proved. These two factors are the show's average rating and the type of show, that is daytime or nighttime, and frequency.

Findings

From these findings, Keller was able to generalize about the amount of exposure to the average TV family a commercial can be expected to get in any one of these programming situations. And from this he was able to determine how many different commercials are needed per year in any situation so that the average family doesn't see one commercial more than five times. (See accompanying chart.)

The limit of five viewings was purely arbitrary. If any advertiser decides his commercials have enough entertainment value so that it can profitably be seen about 10 times by the average family, then he would only need about half as many commercials as Keller's charts indicate.

The Keller study was made at a moment when the agency was planning its budget for production of filmed commercials for the coming season. The agency's officials felt they needed some statistical guide to the number of different blurbs it would need for each of its shows.

Data Breakdown

In the case of one half-hour daily show serviced by Bryan Houston, Keller's analysis ascertained that the average viewing home is exposed to 1.5 shows per week, 2.8 per month and is tuned in for 22 minutes per show. On this basis he estimated that it takes 13 weeks until the average family sees five stanzas, which means that

(Continued on page 18)

BB TO HOLD 'OPEN HOUSE'

WASHINGTON, May 21. The Billboard will maintain a hospitality suite at the NARTB convention this year, and cordially invites all those attending the sessions to drop by and visit. The Billboard's suite is in the Shoreham Hotel, in Room D-201.

THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilm Series and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. 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	Viewers Per 100 Homes	April Avg. Rating
1	Life of Riley (NBC Film)	202	16.6
2	Gene Autry (CBS Film)	227	16.4
3	The Whistler (CBS Film)	201	16.4
4	Annie Oakley (CBS Film)	211	16.3
5	Superman (Flamingo)	182	16.2
6	I Led Three Lives (Ziv-TV)	218	16.0
7	Badge 714 (NBC Film)	253	15.5
7	Waterfront (MCA-TV)	192	15.5
9	Cisco Kid (Ziv-TV)	204	15.3
10	Death Valley Days (Pacific Borax)	221	15.0
11	Stories of the Century (Hollywood TV)	193	14.9
12	Janet Dean, R.N. (UM&M)	185	14.4
13	Little Rascals (Interstate TV)	213	14.3
13	Passport to Danger (ABC Film)	168	14.3
15	Mr. District Attorney (Ziv-TV)	195	14.1
16	Meet Corliss Archer (Ziv-TV)	197	14.0
17	Wild Bill Hickok (Flamingo Films)	184	13.7
18	Star and the Story (Official Films)	194	13.3
19	Range Rider (CBS Film)	211	13.2
20	Mayor of the Town (MCA-TV)	198	13.1
21	Liberace (Guild Films)	178	13.0
22	The Falcon (NBC Film)	191	12.4
23	Eddie Cantor (Ziv-TV)	211	12.0
23	Lone Wolf (MCA-TV)	198	12.0
25	Boston Blackie (Ziv-TV)	221	11.8

HOUSTON AGENCY DATA ON COMMERCIAL'S USE

The Bryan Houston Agency's study of TV film commercials (see separate story) gives the following guide to the number of different commercials required per year, so that the average family does not see the same commercial more than five times on a weekly evening program.

Average Rating	4-Week Cumulative	No. of Stanzas Seen by Avg. Family in 4 Weeks	No. of Commercials Needed If One Is Used Per Stanza	If Two or More Are Used
5.0	12.0	1.7	2	4
10.0	21.5	1.9	2	4
15.0	30.0	2.0	2	4
20.0	37.5	2.1	3	6
25.0	45.0	2.2	3	6
30.0	51.0	2.4	4	8
35.0	57.0	2.5	4	8
40.0	62.0	2.6	5	10
45.0	67.0	2.7	5	10
50.0	71.0	2.8	6	12

Using the same limit, five exposures a year, the study also charts the number of different blurbs needed for evening shows that play twice or three times a month, also for daytime shows that play once, twice, three times or five times a week, with either continuous or discontinuous story lines.

According to the chart, the biggest requirement in commercial production would be a five weekly continuous daytime show with an average rating of 17.0. If it used more than one commercial per airing, it would have to have 28 different commercials in a year so that the average viewer would not see the same commercial more than five times.

Official Films Tills \$2.5 Million Gross

NEW YORK, May 21. — Over \$2,500,000 in gross sales was racked up by Official Films in England, Canada and the U. S. over the past 30 days, according to Herb Jaffe, executive vice-president of the firm.

Its network sale of "Robin Hood" to Wildroot and Johnson & Johnson accounted for \$1,170,000, while over \$1,000,000 was pulled in from syndication sales on its newly acquired "My Little Margie" and Stu Erwin reruns and other syndication shows on its roster.

The firm also this week sold its "Robin Hood" series to England's commercial TV and in Canada, which added a sizable hunk of additional coin to its till.

Adding further to its already heavy roster of costume stanzas to be produced overseas, Official this week set plans for production in England of a new pirate show, "Sir Henry Morgan." The stanzas, which will be produced by Hannah

Weinstein, are "Mr. Pastry," "Tangiers" and an untitled dramatic anthology, which will be the last to go before the cameras.

The firm, keeping pace with its stepped up pace of recent property acquisitions ("My Little Margie," Stu Erwin, "Foreign Intrigue"), has opened a new West Coast office in San Francisco, to be headed by Barney Mackall, and hired several new sales staffers for other offices.

Screencraft Sells 'Judge' In 42 Cities

NEW YORK, May 21.—Screencraft Pictures' entry into the half-hour syndication field has been launched with a bang, with the firm selling its first show, "Adventures of Judge Roy Bean," to American Bakeries for a 42-market-spot-booked spread in the Midwest. Young and Rubicam is American Bakeries' advertising agency.

The stanza, which hits the air this fall, will be syndicated to local sponsors in other markets by Screencraft. Peter Piech is sales manager of the firm.

The series will be produced in color at the Jerry Fairbanks Studios in Hollywood by Quintet Productions, headed by Russel Hayden, Jack Russell, Ed Berkson, Bill Vidas and Peter Piech. A Western in format, the show revolves around the exploits of Judge Roy Bean, who actually lived during the days of the Wild West. Edgar Buchanan and Jack Beutel star in the series. Hayden, executive producer, will act in some of the episodes by portraying the role of a Texas Ranger.

advertising locally than national firms, and that if they do not get good time placement, they will switch to media in which they can get equal display with national advertisers. This may not seem important to the station now, but

(Continued on page 18)

Interstate Adds 'Blinkey' Films

NEW YORK, May 21. — Its enthusiasm for kiddie stanzas heightened by the success it's achieved with its "Little Rascals" series has led Interstate Television Corporation this week to add to its roster another small fry stanza, "The Adventures of Blinkey."

The move puts the show in the hands of an established TV distributor for the first time. Up to now, sales of the series had been handled by its producer, Murray King, who sold the show to Amazo Instant Pudding for an 18-market, 26-week run that began January, 1954. Because of its limited distribution up to now, the show will be available for first run sale thru-out most of the country by Interstate, the TV film subsidiary of Allied Artists.

According to Interstate's sales chief Lloyd Lind, the "Little Rascals" stanza has now been sold in some 60 markets, with new sales continuing to mount at a steady pace.

Stations, Agencies, Distributors To Talk Healthier Industry

WASHINGTON, May 21.—Stations, ad agencies and film distributors, at a breakfast meeting here Monday (23) morning sponsored by The Billboard's TV Editorial Advisory Board, will tell one another what they should do to create a healthier TV industry.

The station spokesmen will tell the distributors (1) that they need a better formula for pricing the smaller markets, (2) that they should give more thought to providing shows for daytime and other fringe periods, (3) that they should encourage their shows' stars to help them sell sponsors, and (4) that they must set up their own semi-official Hayes office to help stations conform to the National Association of Radio and TV Broadcasters' production code.

The agency men will tell the stations (1) that if they want better shows in markets of 200,000 and less, they could get them on a spot-film basis if they made a realistic

downward adjustment of their spot rates, and (2) that they must be more forthright and co-operative with their national and regional spot sponsors.

Mickey Sillerman

Speaking from the distributors' point of view, Mickey Sillerman, executive vice-president of Television Programs of America, in a talk prepared for delivery at the Monday film panel, warns stations that if they continue to buy film on the basis of price only they will slowly but surely cut their own throats. On the one hand, they will lose audience and thus lose their advertisers to other media, and on the other hand they will reduce the competition among the distributors, thereby eventually creating a seller's market in film, Sillerman declares.

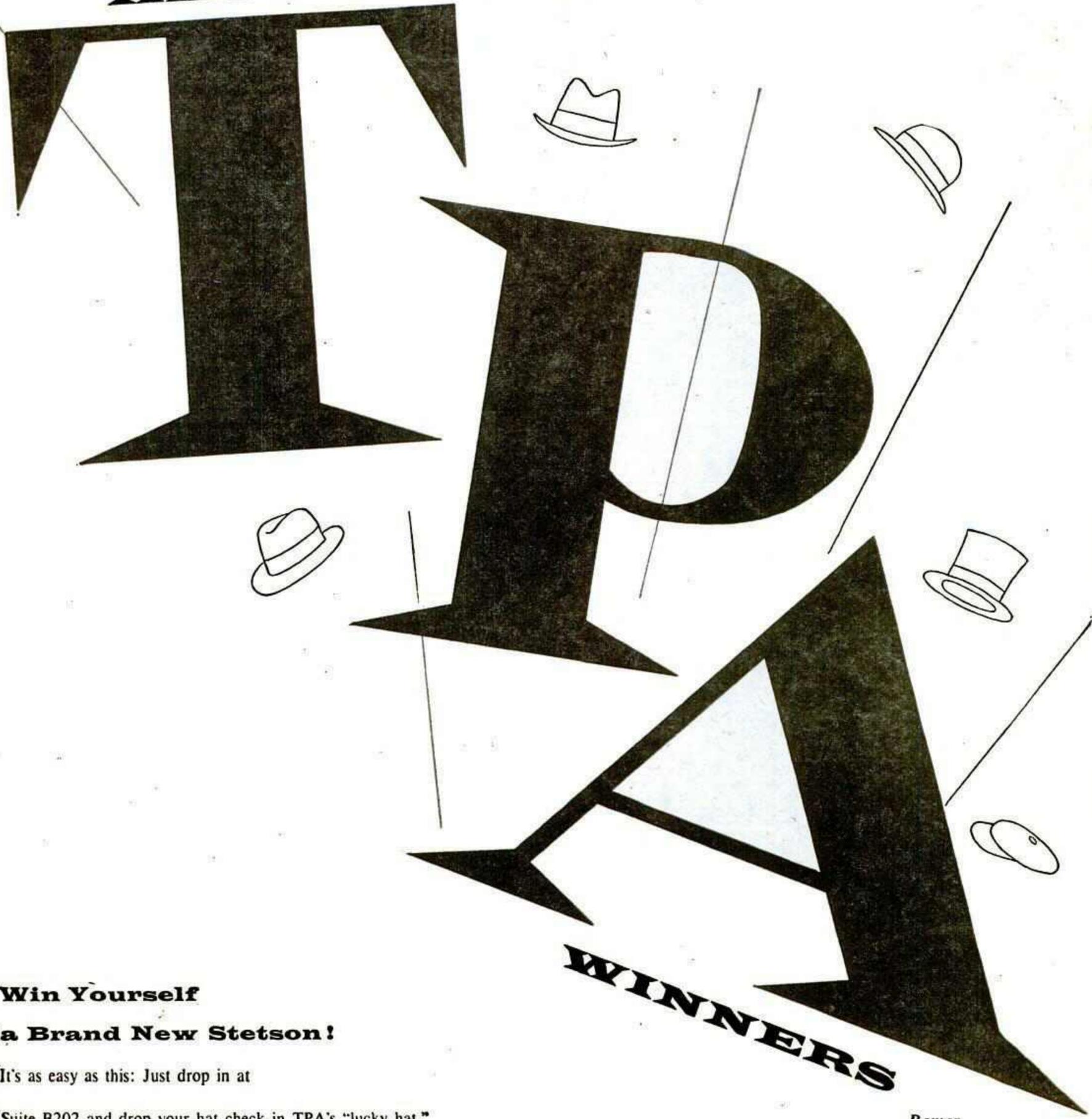
Berman Swartz, vice-president of the recently formed National Affiliated Television Stations, in his

speech prepared for Monday delivery, pleads for more group and co-operative film buying. Swartz will inform his distributor colleagues on the panel that only thru a combine buying arrangement will smaller stations be able to afford film and build up their operations enough to make good their film debts.

Bud Rifkin

Bud Rifkin, sales vice-president of Ziv-TV, will tell the assembled station execs that altho all four sources of their income—network, national spot, regional and local sponsorship—are essential to them, the last two are actually the heart of their business. The local and regional advertisers "want good time on your stations . . . not crumbs. Too many of them have been booted around by their local stations," Rifkin declares in his prepared remarks. The Ziv executive goes on to say that local and regional businesses spend more in

HATS OFF TO



Win Yourself

(a Brand New Stetson!)

It's as easy as this: Just drop in at

Suite B202 and drop your hat check in TPA's "lucky hat."

[Three drawings daily! Three Stetson winners daily!

Free Hats For Everybody!

Here's how to use your head: Come up to Suite B202.

Bring your wife . . . bring your secretary . . . bring your mother-in-law.

Get your free souvenir hats. Everybody comes out a winner.

at the NARTB Convention

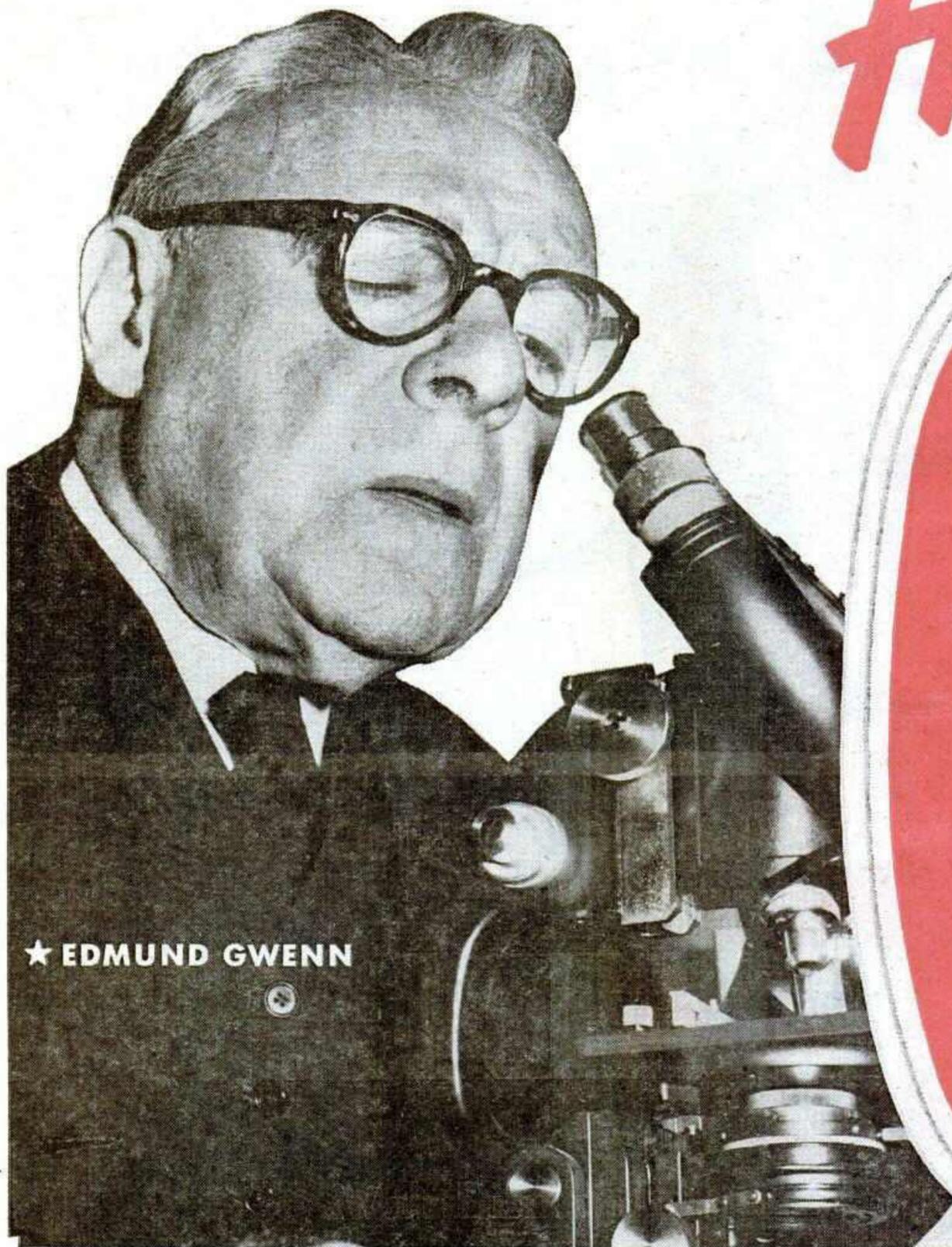


- Ramar*
- Ellery Queen*
- Lassie*
- Your Star Showcase*
- Halls of Ivy*
- Captain Gallant*
- Edward Small Features*
- Science In Action*

Television Programs of America, Inc. • Suite B202-204 Shoreham Hotel, Washington

IT'S TV'S

HOTTEST



★ EDMUND GWENN



- STIRRING TV DRAMA!
- DARING PHOTOGRAPHY!
- AUTHENTIC STAGING!

... EVERYTHING to
make this the most talked
about show on Television!



WILLIAM LUNDIGAN



OTTO KRUGER



DON DE FORE



HOWARD DUFF



ELLEN DREW



WALTER KINGSFORD

HOLLYWOOD STARS EVERY WEEK!



ST NEW SHOW!

SHI DISTINGUISHED!

ENGINE

CAUSE IT'S SCIENCE!

TION

CAUSE IT'S FICTION!

ATRE"

OF DRAMATIC HALF-HOURS!

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- **OLYMPIA BEER** 22 West Coast Markets
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• **BANKS** FIRST NATIONAL of Miami • FIRST NATIONAL of Atlanta • NATIONAL BANK of Tulsa • AMERICAN NATIONAL BANK & TRUST CO. of Chattanooga • SECURITY FED. SAVINGS & LOAN Columbia, S. Carolina.

• **UTILITIES** ARIZONA PUBLIC SERVICE in Phoenix, Yuma • NEW ENGLAND GAS & ELECTRIC in Boston • CENTRAL MAINE POWER CO. in Portland • NATURAL GAS COMPANIES in Pittsburgh • PROVIDENCE GAS CO. & BLACKSTONE VALLEY GAS & ELECTRIC in Providence • MANUFACTURERS LIGHT & HEAT CO. Wheeling, W. Virginia

• **FOODS** TOBIN PACKING CO. in Utica, Rochester, Buffalo • MARMAT PACKING in Charlotte • ACME SUPERMARKETS in Syracuse • PEVELY DAIRY in St. Louis • ASSOCIATED GROCERS in Billings • STRIETMANN BISCUIT in Huntington, W. Va. • KOTARIDES BAKING in Norfolk • HATHWAY BAKERIES in Providence • WOODHAVEN DAIRY in Mobile, Alabama • TEXAS COFFEE CO. Beaumont, Texas

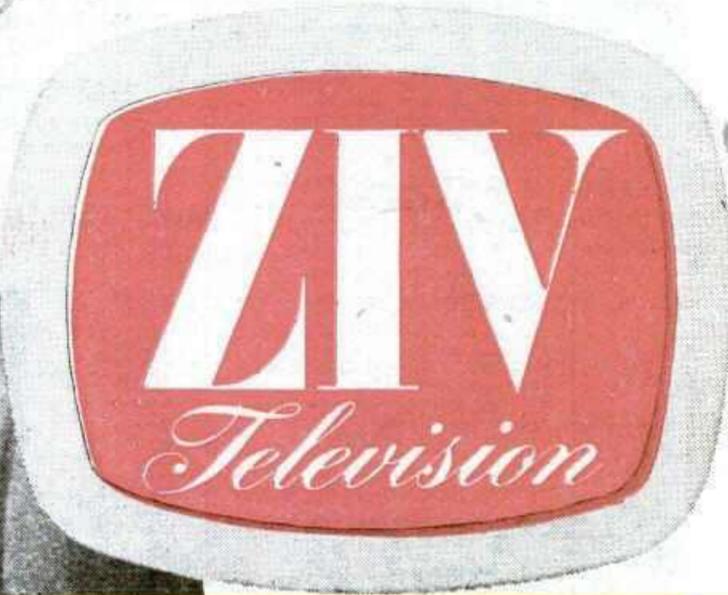
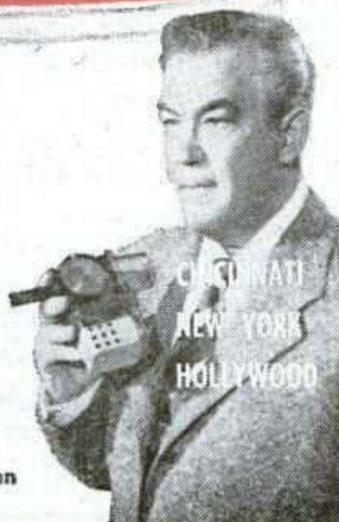
• **GASOLINE** WISCONSIN OIL CO. in Milwaukee • CONTINENTAL OIL CO. in Dallas • BELL OIL CO. Ada, Oklahoma • PHILLIPS PETROLEUM in Greensboro, N. Carolina

• **AUTOS** FORD 5 Western Markets • PLYMOUTH 2 Big City Markets • PONTIAC 1 Market

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RM. A 209, SHOREHAM HOTEL, WASHINGTON, D. C.

Every story is based on scientific facts dramatically demonstrated by your host
TRUMAN BRADLEY



AVAILABLE in Spanish, French, German and Italian

The Billboard 1955

NARTB CONVENTION

Spotlight on

TV Programming

Opportunities

New TV Film Series Not on the Air as of April 1, 1955

To those interested in TV film programming who inquire "what's n-w?" the following chart should supply the answer. Below is a summary of all available information on new TV film series not yet on the air as of April 1, 1955. Some are already in full production, while others still are in pilot film form (see information under each title).

Many of these films are now available for screening, and of these a good many will be shown at the National Association of Radio and Television Broadcasters' convention this week in Washington. For the benefit of those who may be interested in seeing films at the convention, the distributors exhibiting there have their exhibit room numbers listed, and those films which will be screened at NARTB are designated by an asterisk (*) before the title.

ABC FILM SYNDICATION

7 West 66th St., New York
NARTB Exhibit Room No. C-200

*Life Can Be Beautiful (Drama)—15 min.

Stars: Rusty Lane and Wendy Drew
How shooting: Pilot
Initial release date: May, 1955
How selling: Syndication
Producer: John L. Clark
Director: William Marceau

*Sheena, Queen of the Jungle, (Adventure)—30 min.

Star: Irish McCalla
How shooting: Series
Number completed by 9-1-55: 26
Initial release date: June, 1955
How selling: To be determined
Producer: Don Sharpe

ACADEMY FILM PRODUCTIONS

123 W. Chestnut St., Chicago

Bob Elson's Interviews of the Century (Celebrity Interview)—15 min.

Star: Bob Elson
Number completed by 9-1-55: 17
How selling: Syndication
Producer: Academy Film Productions
Director: Bernard Howard

GEORGE BAGNALL & ASSOCIATES

8827 Olympic Blvd., Beverly Hills, Calif.

Scene With a Star (Drama)—30 min.

Star: John Laurents
How shooting: Series
Number completed by 9-1-55: 13
Initial release date: Ready for sale
How selling: Ready for sale
How selling: Syndication
Producer: Karl Herzog
Director: Bill Lewis

Adventures of Young Buffalo Bill Jr. (Western)—30 min.

Star: John Laurents
How shooting: Series
Initial release date: July, 1955
How selling: National syndication, if possible
Producer: John Jay Franklin

Arabella's Tall Tales (Children)—30 min.

Star: Hollywood Children
How shooting: Pilot
Initial release date: Ready for selling
How selling: Syndication
Producer: John Jay Franklin
Director: John Jay Franklin

Hawaiian Paradise (Music)—15 min.

Star: Al Apaka
How shooting: Pilot
Initial release date: Ready for selling
How selling: National Syndication, if possible
Producer: John Jay Franklin
Director: John Jay Franklin

BRAY STUDIOS, INC.

729 7th Ave., New York

Of All Things (Variety)—15 min.
How shooting: Series
Number completed by 9-1-55: 13

How selling: National
Producer: Bray Studios
Director: Max Fleischer

CAVANAUGH-MORRIS ADVERTISING AGENCY

2994 W. Liberty Ave., Pittsburgh 16

What's the Good Word (Miscellaneous)—5 min.

How shooting: Series
Number completed by 9-1-55: 26
Initial release date: April 1, 1955
How selling: Syndication
Producer: Warren R. Smith Inc.

CBS FILM SALES

485 Madison Ave., New York
NARTB Exhibit Room No. 200A

*Eye on the World (News)—30 min.

How selling: Syndication

CHERYL TV CORP.

630 Ninth Ave., New York
NARTB Exhibit Room No. F-202

*Wrestling From Canada (Sports)—60 min.

How shooting: Series
Number completed by 9-1-55: 52
Initial release date: June 20
How selling: Syndication
Producer: Roland Beaudry

FLAMINGO FILMS, INC.

509 Madison Ave., New York
NARTB Exhibit Room No. F-207

*Hollywood Preview (Miscellaneous)—30 min.

Star: Frank Farrell narrates
How shooting: Series
Number completed by 9-1-55: 39
Initial release date: May 7, 1955
How selling: Syndication
Producers: Bruce Balaban and Dave Sanders
Director: Bruce Balaban

*Stars of the Grand Ole Opry (Music)—30 min.

Number completed by 9-1-55: 39
Initial release date: April 1, 1955
How selling: Syndication
Producer: Al Gannaway
Director: Richard Kahn

GENERAL TELERADIO

1440 Broadway, New York
NARTB Exhibit Rooms
Nos. D-204, D-209

*Gangbusters (Mystery)—30 min.

How shooting: Series
Number completed by 9-1-55: 26
Initial release date: Sept., 1955
How selling: National
Producer: Visual Drama, Inc.
Director: Bill Karn

*Uncommon Valor (Docum.)—30 min.

How shooting: Series
Number completed by 9-1-55: 26
Initial release date: May 1, 1955
Producer: Visual Drama, Inc.
Producer: Executive Productions
Director: Bill Karn

HARRY S. GOODMAN PRODUCTIONS

19 E. 53d St., New York
NARTB Exhibit Rooms
Nos. D-211, 213

*A Word From the Stars (Quiz)—30 min. and 15 min.

How shooting: Series
Number completed by 9-1-55: 52
Initial release date: Ready for sale
How selling: Syndication
Producer: Daniel S. Goodman

GUILD FILMS

460 Park Ave., New York
NARTB Exhibit Room No. D-200

*Brother Mark (Adventure)—30 min.

Star: Richard Kiley
How shooting: Series
Number completed by 9-1-55: 39
Initial release date: Oct., 1939
How selling: National
Producer: Guild Films
Director: Marion Parsonet

*Confidential File (Docum.)—30 min.

Star: Paul Coates
How shooting: Series
Number completed by 9-1-55: 39
Initial release date: 9-1-55
How selling: National
Producer: Guild Films
Director: Irvin Kirchner

*The Goldbergs (Comedy)—30 min.

Star: Gertrude Berg
How shooting: Series
Number completed by 9-1-55: 39
Initial release date: 9-1-55
How selling: National
Producer: Guild Films
Director: Marc Daniels

*Ina Ray Hutton Show (Music)—30 min.

Star: Ina Ray Hutton
How shooting: Series
Number completed by 9-1-55: 39
Initial release date: 9-1-55
How selling: National
Producer: Guild Films
Director: Marc Daniels

*I Spy (Adventure)—30 min.

Star: Raymond Massey
How shooting: Series
Number completed by 9-1-55: 39
Initial release date: 9-1-55
How selling: National
Producer: Guild Films
Director: Duke Goldstone

*It's Fun To Be Reduce (Miscellaneous)—15 min.

Star: Margaret Firth
How shooting: Series
Number completed by 9-1-55: 65
Initial release date: March 1, 1955
How selling: Syndication
Producer: Guild Films
Director: Duke Goldstone

HOLLYWOOD TV PRODUCTIONS

880 Bergen Ave., Jersey City, N. J.

Campus Glimpses (Miscellaneous)—15 min.

How shooting: Series
Number completed by 9-1-55: 26
Initial release date: March 27, 1955
How selling: National
Producer: Guided Tour Productions
Director: Jack McGowan

The Golden Girls of Golf (Sports)—15 min.

Stars: Alice and Marlene Bauer
How shooting: Series
Number completed by 9-1-55: 13
Initial release date: May 15, 1955
How selling: National
Producer: Guided Tour Productions
Director: Jack McGowan

Highlights of Medical History (Educ.)—30 min.

Star: John Scott
How shooting: Series
Number completed by 9-1-55: 13
Initial release date: May 1, 1955
How selling: National
Producer: Ted Gotthelf
Director: Dan Rubin

Modern Living (Educ.)—15 min.

Star: Alice McGowan
How shooting: Series
Number completed by 9-1-55: 13
Initial release date: June 1, 1955
How selling: Syndication
Producer: Hollywood TV Productions
Director: Jack McGowan

Travel (Travel)—60 min.

Star: John Scott
How shooting: Series
Number completed by 9-1-55: 13
Initial release date: July, 1955
How selling: National
Producer: Leo Lowenthal
Director: Jack McGowan

HOLLYWOOD TELEVISION SERVICE

4020 Carpenter St., N. Hollywood
NARTB Exhibit Room No. G-204

*Adventures of Fu Manchu (Mystery)—30 min.

How shooting: Series
Number completed by 9-1-55: 13
Initial release date: August 1, 1955
How selling: National
Producer: Studio City TV Productions
Director: F. Adreon

*Behind the Scenes (Comedy)—30 min.

Stars: Sally Fraser-Jill Jarmyn
How shooting: Series
How selling: National
Producer: Studio City TV Productions
Director: F. Adreon

EDITORIAL

NARTB—1955

With a plethora of hot issues to excite the attention of those attending this year's National Association of Radio and Television Broadcasters convention, each executive going to Washington still has his own operation in the forefront of his interests. Fundamentally, this means providing the best possible programming structure for TV advertisers.

For this reason, The Billboard dedicates this NARTB issue to supplying the greatest possible amount of program and rating information in the most compact form on TV film programs, which are becoming an ever-greater staple as local programming material.

We believe that the material published in these pages provide an invaluable guide to broadcasters and advertisers in their search for programs that perform their basic function—to entertain and to move goods.

HOME CRAFT FILMS

5009 Libbit Ave., Encino, Calif.
Sew Easy (Educational)—15 min.

Star: Lucille Rae
Number completed by 9-1-55: 26
Initial release date: March 14, 1955
How selling: Syndication
Producer: Iowa State College
Director: Steve Knudsen

KLING FILM PRODUCTIONS

1058 W. Washington St., Chicago

Yankee Privateer (Adventure)—30 min.

How shooting: Pilot

Producer: Lee Blevins

Director: Lew Landers

Wild Blue Yonder (Adventure)—30 min.

How shooting: Pilot

MCA-TV

598 Madison Ave., New York
NARTB Exhibit Room No. B-200

*Soldiers of Fortune (Adventure)—30 min.

Stars: John Russell and Chick Chandler
How shooting: Series
How selling: Syndication
Producer: Revue Productions
Director: John English

NATIONAL TELEFILM ASSOCIATES

625 Madison Ave., New York
NARTB Exhibit Rooms
Nos. F-202, 205

*The New Adventures of China Smith (Adventure)—30 min.

Star: Dan Duryea
How shooting: Series
Number completed by 9-1-55: 26
Initial release date: 1955
How selling: Syndication
Producer: Bernard Tabakin

NBC FILM DIVISION

30 Rockefeller Plaza, New York
NARTB Exhibit Rooms
Nos. D-212, 214

*Great Gildersleeve (Comedy)—30 min.

Star: Willard Waterman
How shooting: Series
Initial release date: Fall, 1955
Producer: Mathew Rapt

*Steve Donovan, Western Marshal (Western)—30 min.

Star: Douglas Kennedy
How shooting: Series
Initial release date: March, 1955
How selling: Syndication
Producer: Vi-Bar Productions

OBERLINE, INC.

6411 Hollywood Blvd., Hollywood

Capers in the Papers (Comedy)—30 min.

How shooting: Pilot
How selling: Syndication
Producer: Oliver Berliner
Director: Milt Larson

MARION RIDDICK PRODUCTIONS, LTD.

815 Stuart, Houston 6

Portrait Painting After Photographs (Educational)—60 min.

How shooting: Series
Number completed by 9-1-55: Four
Initial release date: July, 1955
Producer: Marion Riddick
Director: Marion Riddick

SCREENCRAFT PRODUCTIONS

15 W. 44th St., New York

Adventures of Judge Roy Bean (Western)—30 min.

Stars: Edgar Buchanan and Jack Beutel
How shooting: Series
Number completed by 9-1-55: 13-26
Initial release date: September, 1955

How selling: Syndication
Producer: Russell Hayden

SCREEN GEMS, INC.

233 W. 49th St., New York
NARTB Exhibit Rooms
Nos. D-219, 221

*Celebrity Playhouse (Drama)—30 min.

How shooting: Series
Number completed by 9-1-55: 16
Initial release date: October, 1955
How selling: Syndication

*Circus Boy (Adventure)—30 min.

How shooting: Series
Number completed by 9-1-55: Four
Initial release date: Fall, 1955
How selling: National
Producers: Norman Blackburn and Herbert B. Leonard

*Jungle Jim (Adventure)—30 min.

Star: Johnny Weissmuller
How shooting: Series
Number completed by 9-1-55: Four
Initial release date: Fall, 1955
How selling: National
Producer: Harold Green

*Tales of the Bengal Lancers (Adventure)—30 min.

How shooting: Series
Number completed by 9-1-55: Four
Initial release date: Fall, 1955
How selling: National
Producer: Herbert B. Leonard

*You Can't Take It With You (Comedy)—30 min.

How shooting: Series
Number completed by 9-1-55: Five
Initial release date: Fall, 1955
How selling: National
Producer: Eddie Buzzell

SQUARE DEAL PICTURES

Pines Bridge Road, Ossining, N. Y.

The Art of Living (Educ.)—15 min.

How shooting: Series
Number completed by 9-1-55: Seven
Initial release date: May 1, 1955
How selling: National
Producer: Square Deal Pictures
Director: Donn Marvin

STERLING TV CORP.

205 E. 43d St., New York
Tropic Hazard (Adventure-Docum.)—15 min.
How selling: Syndication

STUDIO FILMS

380 Madison Ave., New York

Showtime (Music)—30 min.

Star: Frankie Fontaine
How shooting: Series
Number completed by 9-1-55: 39
Initial release date: May 1, 1955
How selling: Syndication
Producer: Studio Films, Inc.
Director: Ralph Staub

UNITED PRODUCERS-DISTRIBUTORS

653 N. Almont Drive
W. Hollywood 46

Thunderbird Adventure (Adventure)—15, 30 and 60 minutes

How shooting: Series
Number completed by 9-1-55: 26
Initial release date: April 25, 1955
How selling: Syndication
Producer: Jerry Courneya
Director: Jerry Courneya

ZIV TV PROGRAMS, INC.

1529 Madison Road, Cincinnati
NARTB Exhibit Room No. A-209

Science Fiction Theater (Drama)—30 min.

Star: Truman Bradley
Number completed by 9-1-55: 39
Initial release date: April 2, 1955
How selling: Syndication
Producer: Ziv TV Programs

ZENITH INVITES MEMBERS AND GUESTS OF THE NARTB

TO A DEMONSTRATION OF PHONEVISION

ZENITH'S TESTED AND PROVED SYSTEM OF SUBSCRIPTION TV



SEE the first industry demonstration of the Phonevision Aircode system and its associated equipment.

SEE a demonstration which duplicates the entire Phonevision operation as it would be established in a community. You will see transmitting equipment, computers, and receiving apparatus installed on many television sets of different brands and models.

Discuss with Zenith officials all operational details of Phonevision, such as revenue and profit potential, business relationships, programming, etc.

BE OUR GUESTS THIS WEEK AT THE SHERATON PARK HOTEL, SUITE 800G.



36 years of experience in radionics exclusively—
25 years of development in subscription television

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

Alexanders Get 10 First-Run Features

NEW YORK, May 21.—M. & A. Alexander, West Coast feature distributor, this week had nailed down 10 first-run feature films in a proposed new 13-title package. "The Man on the Eiffel Tower," 1949 RKO release, was last week erroneously reported to have been nabbed by another distributor. It is actually part of the Alexander package.

The biggest plum in Alexander's new basket is "It's a Wonderful Life," directed by Frank Capra and released by RKO in 1947. "Life" stars James Stewart, Donna Reed, Lionel Barrymore, Thomas Mitchell and Henry Travers.

Also in the group are "The Lady Says No" with Joan Caulfield and David Niven, United Artists, 1951; "The Sword of Monte Cristo" with George Montgomery and Paula Corday, 20th Century-Fox, 1951; "Glory at Sea" with Sonny Tufts

and Trevor Howard; "Try and Get Me" with Frank Lovejoy, Richard Carlson and Lloyd Bridges, UA, 1951; "Queen for a Day" with Jack Bailey and Phyllis Avery, UA, 1951.

Also, "Without Warning," which was reported last week to have gone to Alexander; "Tokyo File 212," RKO, 1951, and "Flaming Urge" with Harold Lloyd Jr. and Cathy Downs.

In some cases the Alexanders made an outright purchase on these films, and on all of them they have world-wide rights. It is understood they intend doing some theatrical business on a few before releasing them for TV. "Wonderful Life" is expected to be available to the airwaves December 1.

Arthur Alexander was here this week to work out some of the details on the new package. He will start talking sales contracts at the NARTB convention in Washington next week.

Screen Gems Names Salk

NEW YORK, May 21.—Further expansion of Screen Gems' sales operation took place this week with the naming of Robert H. Salk as director of sales, effective August 1.

Salk, who will report directly to sales veepee John Mitchell, is currently general manager of Station Films, Inc., the Katz agency subsidiary which acts as a film buying combine for stations represented by Katz. Station Films is closing up shop this summer.

Salk was with the Katz agency since 1945, except for a one-year stint five years ago as account exec in the CBS-TV sales department.

NTA 'Fabulous Forty' Films Added by WCBS

NEW YORK, May 21.—WCBS-TV this week bought 30 pictures out of National Telefilm Associate's new "Fabulous Forty" package, which sells it out in this market. The package this week acquired a 41st title, Carol Reed's "The Fallen Idol" with Ralph Richardson and Michelle Morgan. The WCBS-TV buy included this and the 26 J. Arthur Rank pictures.

Bill Lacey, WCBS film buyer, said he will start running this pack-

TV FILM STOCK

NA Offers Shares to Investors

NEW YORK, May 21.—Another TV film outfit is offering stock to the public. This time it's North American TV Productions, owner of the new Carl Brisson show. One hundred thousand shares of common are being offered thru Baruch Brothers and Milton Blauner.

North American has made a pilot on the Brisson show, is now working out a distribution deal, and will go into full production shortly. It is also putting together a series of Negro musicals with such artists as Cab Calloway and Nat (King) Cole. This is being edited from footage out of various theatrical features. The firm also owns Guild Films' sports library, and distributes its own, "One-Tenth of a Nation," a Negro documentary series.

E. M. Glucksman is president and Joseph Plunkett vice-president. Both were formerly with RKO. Reub Kaufman, president of Guild, is a director.

age on the "Late Show" and "Early Show" in September. "Idol" will be held out of TV until October because of theatrical commitments. WCBS-TV also has Hygo's 12-title "Showmanship Package," which it will start running in July.

Meanwhile, NTA this week further sold the "Fabulous Forty" to KDKA-TV, Pittsburgh; KPIX, San Francisco; KOA-TV, Denver; WTCN, Minneapolis, and WVET-TV, Rochester, N. Y.

WOR-TV here previously bought the other 11 pictures in the package for its "Million Dollar Movie." The WOR-TV buy, a two-year deal, includes the seven produced by Alexander Korda.

NEW GT FEATURES

Firm to Unveil 13 Pic Bloc at NARTB

NEW YORK, May 21.—Next week General Teleradio Film Division will release a new package of 13 first run features, 10 of which it acquired four months ago from Moulin Productions (The Billboard, January 8), and three others that it's picked up from various sources since then. The firm will unveil its new feature film package at the NARTB convention in Washington.

In addition to its new feature bundle, the firm is currently putting together a film library package comprised of groups of short subjects. It's still in the process of obtaining TV distribution rights to the shorts and probably will not be ready to start selling this package for a few weeks.

Its new 13-feature package is made up of seven films produced by Leo Spitz and Bill Coetz, (including "Along Came Jones," "Casanova Brown," "The Stranger," "Woman in the Window," "Belle of

the Yukon"); three Nat Holt Westerns starring Randolph Scott, and three other features including "Movie Crazy," starring Harold Lloyd, and "The Strangers," a film made in Italy starring Ingrid Bergman and George Sanders. The latter picture is not to be confused with "The Stranger," one of the films in the Moulin group.

The new 13-feature package will be the second bundle of features General Teleradio will be distributing. Its first, the 30 Bank of America features, has been one of the hottest packages on the market this past year.

On the half-hour front, the firm will release next week its "Cangbustlers" series for the first time. TV release of the property had been held back pending the theatrical run-off of the "Cangbustlers" feature film.

Plan 39 More 'Favorite' Segs

NEW YORK, May 21.—Ziv-TV plans to produce another 39 episodes of "Favorite Story" later this year. There are already 78 in the can, and it has not been before the cameras for many months. Resumption of production will await the return to Hollywood of Robert Lee and Jerome Lawrence, creators of the property and Ziv's consultants on it.

Lawrence and Lee, currently busy here with their legit show, "Inherit the Wind," have been given another six months' leave by Ziv to work on another legit, "Shangri-La."

Lawrence and Lee have also created a new TV format which Ziv is considering. But no details were available on this new show.

Du Mont Ready With Simpler Color Device

NEW YORK, May 21.—Du Mont Labs next week will unveil a new device that will enable stations to originate live color shows at a fraction of the investment required to buy color cameras. The new system, named "Vitascan," used a flying spot scanner in a manner similar to the Du Mont "Multi-Scanner" and other color film projectors. In fact, the Multi-Scanner (Continued on page 18)



THE FILM DIVISION OF GENERAL TELERADIO, INC. • 1440 BROADWAY, N.Y.

Y.&R. SOUNDS ALARM

Casts Befog Small Client Net Future

• Continued from page 1

time shows only if the networks opened them up to participations.

NBC, of course, has done this with its Imogene Coca show and next season with "Color Spread." But current indications are that neither NBC nor CBS will open too many of their regular prime time weekly shows to participation sponsorship so long as there are enough advertisers around wealthy enough and willing enough to buy these shows on a 100 per cent or 50 per cent basis. The ABC might well find it feasible to sell some of its prime time programs on a participation basis, there are yet no indications that it plans to do so.

The trend this past season toward increasing use of the alternate sponsorship pattern has been accentuated by the ad agencies and sponsors. The advertisers, in order to spread their TV budgets over a number of properties so as to broaden their audience coverage, resorted to lining up alternate sponsorship deals among themselves. The webs, who were as satisfied with selling out a show to two sponsors rather than only one, were, of course, receptive to the idea and often helped an advertiser find a co-sponsor.

Possible Move

It might well be that advertisers and their agencies will attempt to extend this pattern to lining up three or more bankrollers for a show, thereby in effect opening up more nighttime network stanzas to participating sponsors. This sort of thing, however, is still far from achieving the status of a common practice.

The Y&R report, delving further into the network television picture, came up with a dim attitude towards daytime television's ability

to give an advertiser his dollar's worth at the present time. Y&R's major complaint is that while daytime's average sets-in-use figure is only 16 per cent as compared to network radio's 25 per cent figure, advertisers are still asked to pay 50 per cent of Class A rates.

Additionally, Y&R finds, daytime television has much less selling impact on a viewer, because 25 per cent of the housewife audience is not even in the same room while the TV set is on and another 25 per cent, while in the same room, is busy doing something and cannot devote full attention to the TV screen.

Color TV

In the area of color TV, the Y&R report predicts that it will take another four years before there are 16,000,000 color sets in circulation. The Y&R forecast sees 500,000 color sets in use in 1955; 4,000,000 in 1956; 8,000,000 in 1957; 12,000,000 in 1958, and 16,000,000 in 1959.

The agency report, while stressing that station spot advertising is a good investment, notes that Y&R research has found that only 38 per cent of the audience reported by Nielsen watch the station breaks. The other 62 per cent of the viewers are in the process of switching channels or doing something else that keeps them from watching the station break announcement.

More than 400 showings of the filmed TV interview between scientist J. Robert Oppenheimer and Edward R. Murrow have taken place since last February, according to The Fund for the Republic, Inc., which is sponsoring the film distribution.

M & A
ALEXANDER'S*brand-new***"7th ANNIVERSARY
TV FEATURE
PACKAGE"***13 top quality
top cast
late release
pictures*

To acquaint yourself with this New package and our complete catalog of features, westerns and half-hour shows

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HOLLYWOOD 4-3414with **"UNCOMMON VALOR"**

The picture that makes these pages come alive is one of thousands just as exciting. In 26 half-hour programs they will soon light up the nation's television screens.

This is the Leatherneck story. A story of America's most colorful fighting men . . . of headquarters and foxholes . . . of land, sea, and air . . . of unlimited drive to victory. Narrator is General H. M. "Howlin' Mad" Smith, one of World War II's great combat leaders.

For both stations and advertisers UNCOMMON VALOR offers an uncommon opportunity to build sales, prestige, and community goodwill. (A comparable U.S. Navy series is now being broadcast in many markets for the fourth time.)

Be the first in your area to attract a regular weekly audience with UNCOMMON VALOR. Write for details today, or better still wire collect.

NARTB: Visit Rooms D 204 and D 209, Hotel Shoreham, for exhibit of General Teleradio—First with the Finest in Feature Films.



18, N.Y. • HOLLYWOOD • CHICAGO • HOUSTON • ATLANTA

TV, Inc., Board Huddle Elects Floyd President

CHICAGO, May 21.—Joe Floyd, manager of KELO-TV, Sioux Falls, S. D., this week was elected president and board chairman of TV, Inc., the station-owned film buying organization. The election took place at the organization's first face-to-face board meeting here Wednesday (18). It is understood that Floyd intends to play an active part in administration, policy making and member recruitment. This will leave General Manager Herb Jacobs free to concentrate on the actual buying operation.

TV, Inc., now has 62 members firm or pending. Stations that came aboard as a result of Jacobs' recent swing thru the South are WNCT, Greenville, N. C.; WMFD-TV, Wilmington, N. C.; WCSC-TV, Charleston, S. C.; WEAR-TV, Pensacola, Fla.; WJDM-TV, Panama City, Fla., and WEAT-TV, West Palm Beach, Fla.

The other officers elected at this week's meeting were Dub Rogers, KDUB-TV, Lubbock, Tex., executive vice-president; Ed Crane, KXLF-TV, Butte, Mont., treasurer, and Jim Manning, also KXLF, secretary.

Other directors besides these and Jacobs are Gene De Young, KERO-TV, Bakersfield, Calif.; Tom Bostic, KIMA, Yakima, Wash., and Mel Wheeler, WEAR, Pensacola, Fla.

Eastern Drive

TV, Inc., has still to stage a membership drive in the Middle Atlantic States and New England. When it does have members there, it is understood those areas will probably have representation on the board. TV, Inc., is seeking a membership of 100, in smaller markets only.

Since the formation of TV, Inc., last year, the acting president has been Gene O'Fallon, president of KFEL-TV, Denver. O'Fallon has since announced he is selling the station.

TV, Inc., board and members are holding another huddle next week, at the National Association of Radio and TV Broadcasters convention in Washington. Its meeting will take place at KDUB's suite at the Sheraton Park Hotel, 7:30 p.m. Tuesday.

The next full-dress meeting of the board was scheduled for July 9 in Denver.

Stations, Agencies, Distribs

• Continued from page 10

watch out for the "elephantine" memory of these local business giants, Rifkin warns.

The agency speakers will be Ken Fleming of Leo Burnett and Jim Luce of J. Walter Thompson.

Spot Rates

It is Fleming who will exhort the small-market stations to bring down their spot rates. Says Fleming, "These stations have been crying that they are not getting their share of top programming. The networks have responded with bonus schemes, such as CBS-TV's Extended Market Plan. But these stations are overlooking another vital source of top shows: National and regional spot sponsors. They're not getting this business because in most of these markets the spot rates are higher than the gross network rates. Thanks to the current crop of syndicated films, local and regional sponsors can buy shows with

as much quality as the networks. But why should these sponsors buy time where a network sponsor won't? An analysis of 40 of these stations indicates that it would be \$40,000 a year cheaper to buy them on a network in Class C time than by spot."

Luce in his talk complains "An aggravation of a number of petty things makes buying spot film highly discouraging. One station will argue needlessly about his right of mutual cancellation, another will arbitrarily violate the client's time franchise, another will make a hot pitch on an availability without mentioning that it is opposite 'I Love Lucy,' and every time we ask for some promotion they make us feel like cheap skates."

The station spokesmen on the panel are Joe Floyd, KELO, Sioux Falls, S. D.; Tad Reeves, WBNS-TV, Columbus, O.; Dick Moore, KTTV, Los Angeles, and Harold See, KRON-TV, San Francisco.

The meeting is due to start 8 a.m. sharp at the Blue Room of the Shoreham Hotel here. It is the only TV film panel scheduled for this year's convention of the National Association of Radio and TV Broadcasters.

Du Mont Ready

• Continued from page 16

itself can be used as the source of the flying spot in a Vitascan set-up.

The reflection of the flying spot is picked up by buckets of multiplier phototubes hanging from the ceiling of the studio. These convert the reflected beam into an electronic impulse. A color picture is obtained by using color filters on the various phototubes.

One difficulty is that since the flying spot can be the only light to which the phototubes are exposed, production must take place in a light-tight studio. To provide performers with illumination, stroboscopic lights flash in the studio during the instance of blanking between scans. This flashing is, of course, so rapid (60 a second) that as far as the talent is concerned it's a steady light.

To its advantage, the Vitascan eliminates all problems of registration and it eliminates lengthy warm-ups.

Du Mont said it's ready to put the Vitascan into production immediately.

Houston's Report

• Continued from page 10

in that cycle the average family sees each commercial at least once.

On this show he also found that viewers tended to watch the same day every week. The sponsor had been using a series of five different blurbs for a certain product, the same one each day of the week. After this study, the sponsor switched to a random rotation of the commercials.

On a one-hour weekly show serviced by Bryan Houston, the study found that the average viewer sees 1.7 shows every four weeks, for 39 minutes per show. Hence, it was decided that "the problem of commercial fatigue will be acute only after a given commercial has been used a long time."

Takes Big Step

Obviously, Keller's cumulative audience graphs do not give all the answers on how much mileage you can get out of a given commercial. But it is clearly a big step in putting this crucial problem on a firm statistical basis. The report itself states: "Once the frequency of commercial exposure of the average family is known, then a test of the commercials themselves in terms of liking, believability and remembrance will give a further indication of 'how much is enough'."

The findings of the study are particularly interesting in the face of comments from several members of the Advisory Board discounting any opinions on the subject in the absence of research.

The wind-up of the Keller study on commercial rotation calls for further research on rotation as it applies to products plugged on a particular show and to shows themselves.



THE AMAZING RASCALS

COMBINE SOLID ENTERTAINMENT
WITH FULL FAMILY ACCEPTANCE!

The big talk at the convention is about
the big pull of 'THE LITTLE RASCALS.'

They grab the big audience instantly, spectacularly!

Yes, everybody, everywhere, loves 'THE LITTLE
RASCALS'—the youngsters, the adults, and especially
the man whose business it is to sell merchandise!

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TELEVISION Corporation

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NOrmandy 2-9181

CHICAGO
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WAbash 2-7937

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



Naturally

*the wildest, fastest,
bruisingest wrestling show
for TV is the highest rated*

TEXAS RASSLIN'...

STOP!
DON'T BUY
UNTIL YOU TRY
**"TEXAS
RASSLIN' "**

Audition Prints Available . . . See why TEXAS RASSLIN' is ideally suited to participating, co-op or single sponsorship. You can turn TEXAS RASSLIN' into top ratings, high sales and handsome profits. See it yourself and be convinced!

We do everything in a big, special way out here . . . and the rest of the U.S.A. is bustin' out to see what it's like.

Don't put your head in a hammer-lock . . . Take a strong dose of that BIG Texas pullin' power . . . Just try some TEXAS RASSLIN' (it pulls BIG for 62* current sponsors). *One-hour and half-hour* shows in continuous production.

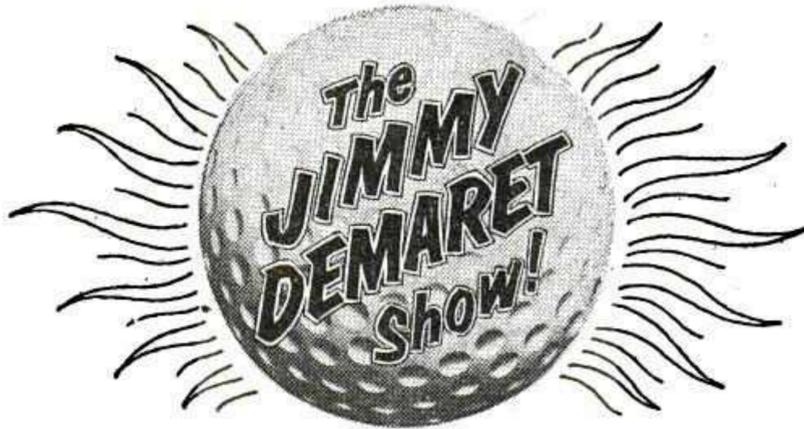
*On the increase every day

For full details and auditions phone, wire or write:

MAURICE BECK
TEXAS RASSLIN'
SPORTATORIUM
Dallas, Texas

Phone: STerling 2083 or STerling 2173

TV'S TOP STAR-STUDDED GOLF SHOW



GETTING HOTTER ALL THE TIME!

BOB HOPE



Featuring outstanding guest stars who give any audience a rise!

BOB HOPE • BING CROSBY
CARY MIDDLECOFF
SAM SNEAD • TED WILLIAMS
BOBBY JONES

plus Grand Slam product promotion that will make sales soar!

A million dollars worth of advertising—five national advertisers will promote THE JIMMY DEMARET SHOW in Life, Look, Saturday Evening Post, Newspapers, etc.

CARY MIDDLECOFF
(Master's Winner '55)



Demaret delivers polished commercials! • Golf instruction book ready for sponsor's imprint! • Colorful golf ball with sponsor's message! • Full publicity and promotion program!

Sales are already rising for these top-name regional sponsors!

CADILLAC • FORD • BUICK
BUSCHLAGER BEER • MILLER
HIGH LIFE BEER • UNION BANK
PEPSI COLA

Link up with top sponsors who have already realized the drawing power of Jimmy Demaret and his top-name guest stars!



BING CROSBY

THE PERFECT SUMMER REPLACEMENT!

Your audience will be bigger than ever because golf interest is at fever pitch!

FIRST 13 SHOWS HAVE SIZZLED MARKET AFTER MARKET! 39 SHOWS IN ALL! WRITE IMMEDIATELY FOR AVAILABILITY!



SAM SNEAD

A combination of PERSONALITY—FORMAT—STARS plus a ready-made market of over 25,000,000 rabid golfing fans have made the JIMMY DEMARET SHOW the hottest 15 minutes on television!

One of the all time money winners on the links, Jimmy has a great commercial record as well. His reputation, personality, colorful dress and salesmanship make him one of the most successful TV salesmen available.



JIMMY DEMARET

AN Award Television Corp. PRESENTATION

For further information or audition prints, phone, write, wire, Award Television, 1501 Broadway, Room 1501, N. Y. C., N. Y., WI 7-6650

TV Filmers Secure Over Movie Inroads

Continued from page 1

boast. To be sure, this is true, for in acquiring right to the entire 450-man membership of SDG, Roach has the directors that work for all the studios.

"Screen Directors' Playhouse," however, is rather unique as TV film series go. SDG concluded its pact with Roach for the sake of sweet charity. For each half-hour show directed by one of its members as part of the anthology series, SDG's educational and benevolent foundation treasury will collect \$3,000.

So far, the number of shows in the series hasn't been fully determined. Eastman is scheduled to present 52 half hours, but these will include reruns. Estimated production budget of the series is pegged at \$50,000 per half hour. Directors will include such top-drawer Hollywood names as Leo McCarey, who will be among the first to be featured; John Ford, George Stevens, SDG President George Sydney, Fred Zinnemann, Norman Taurog, Alfred Hitchcock, Mark Robson and John Sturges, among others.

Each director will helm at least one half-hour show. Roach feels that the top-flight directors will attract name actors and the top screen writers, as each will strive to make his entry in the series worthy of his name. Hence, from a standpoint of name and story property values, he feels these are available to TV film producers just as well as to the majors.

Prestige Value

Roland Reed, head of the TV film production firm bearing his name, similarly adheres to this line of reasoning. However, Reed feels that the entry of the majors into the field will help TV film considerably. Their presence will lend prestige to the industry, and if their programming contributions are in quality, the medium will be sure to benefit. Reed, however, feels that the TV film producer is a specialist in the field, and therefore can deliver his show competitively attractive in face of the majors' bidding.

Jack Chertok contends there is no short cut to TV film production no matter who is entering the field.

He feels that if the majors are a competitive threat, the full brunt of their inroads into the field will not be felt from three to five years. He feels that it takes that much time to build a tightly knit production team and get the bugs shaken out of an operation. This, he feels, will keep the agile TV film producer ahead of the majors for the next several years. In the meantime, the rapidly expanding market will be able to absorb product from both majors and the TV film producers. As a former major studio executive, Chertok expressed respect for the vast resources and power a major can put into play, but he said conversion takes time, and it still remains to be seen how deeply the majors will move into this field.

Jack Cross (Cross-Krasne) saw good in the majors' entry. It will help separate the men from the boys in the TV film field, may cause a few mergers among producers, thus reinforcing production strength, and will offer a challenge hard to resist.

His partner, Phil Krasne, similarly saw the bright side. There is need for a broadening of TV film's source of supply. If the majors can do it, said he, it will help keep the industry rolling in high gear.

Improve Standards

William Broidy said if the majors deliver top quality product, it will help elevate the production standards of the industry. Chances are, however, that the majors will use TV film to replace their B picture production which has almost disappeared, Broidy said. Much will depend upon what the majors make, how much they sell it for and how much is produced, Broidy said.

NEW YORK, May 21. — The forthcoming "Aggie" TV film series, starring Joan Shawlee, will be produced by Mid-Ocean Productions in Europe this fall. The series had been erroneously reported as being slated for production by a differently named producer. Affiliated Artists here is the Eastern representative of Mid-Ocean Productions.

TOP THREE FILMS PER MONTH THRU A YEAR

Following is a chart of the top three non-network TV Film programs, month by month, over the past year, as rated by The Pulse, Inc., on a multi-market basis. The average rating is based on the ratings scored by each show in the 22 basic markets studied each month by The Pulse, after each market has been weighted in proportion to its TV population. The shows listed are all sold on a syndicated or national spot basis.

Rank Order	Title and Distributor	Avg. Rating
MARCH, 1954		
1.	Crown Theater (CBS Film)	19.3
2.	Superman (Flamingo Films)	18.3
3.	Favorite Story (Ziv-TV)	17.8
APRIL, 1954		
1.	Kit Carson (Coca-Cola)	18.3
1.	Superman (Flamingo Films)	18.3
3.	I Led Three Lives (Ziv-TV)	18.0
MAY, 1954		
No ratings for May.		
JUNE, 1954		
1.	I Led Three Lives (Ziv-TV)	19.3
2.	Famous Playhouse (MCA-TV)	18.9
3.	Counterpoint (United TV)	16.9
JULY, 1954		
1.	Famous Playhouse (MCA-TV)	17.0
2.	Badge 714 (NBC Film)	16.9
3.	I Led Three Lives	16.5
AUGUST, 1954		
1.	Famous Playhouse (MCA-TV)	16.8
2.	I Led Three Lives (Ziv-TV)	16.3

3.	Badge 714 (NBC Film)	15.5
3.	City Detective (MCA-TV)	15.5
SEPTEMBER, 1954		
1.	Badge 714 (NBC Film)	18.2
2.	Wild Bill Hickok (Flamingo Films)	16.3
3.	City Detective (MCA-TV)	16.1
OCTOBER, 1954		
1.	Badge 714 (NBC Film)	16.6
2.	Stories of the Century (Hollywood TV Service)	14.9
3.	I Led Three Lives (Ziv-TV)	14.3
NOVEMBER, 1954		
1.	Badge 714 (NBC Film)	16.5
2.	Gene Autry (CBS Film)	16.0
3.	Stories of the Century (Hollywood TV Service)	15.9
DECEMBER, 1954		
1.	Gene Autry (CBS Film)	17.5
2.	Superman (Flamingo Films)	17.3
3.	Stories of the Century (Hollywood TV Service)	16.2
JANUARY, 1955		
1.	Superman (Flamingo Films)	17.9
2.	Badge 714 (NBC Film)	17.0
3.	Wild Bill Hickok (Flamingo Films)	16.8
FEBRUARY, 1955		
1.	Cisco Kid (Ziv-TV)	19.5
2.	Wild Bill Hickok (Flamingo Films)	18.1
3.	Annie Oakley (CBS Film)	17.5
MARCH, 1955		
1.	Cisco Kid (Ziv-TV)	19.1
2.	Life of Riley (NBC Film)	17.2
3.	Annie Oakley (CBS Film)	17.0

Features Going TV Since April, 1954

The feature film vaults of the Hollywood majors are still closed to television, TV film distributors managed to come up with a healthy supply of first-run feature product this past year.

The following, compiled by The Billboard, is an up-to-the-minute resume of features acquired by TV film distributors and released to television since April 1, 1954.

M&A ALEXANDER PRODUCTIONS, INC.

6040 Sunset Blvd., Hollywood
Features—8
(Joe E. Brown, Dick Powell, Pat O'Brien, Rhonda Fleming, others)

Westerns—13
(Duncan Renaldo, Gilbert Roland)

British Features—5
(Peggy Cummins, Phyllis Clavert, Richard Burton, others)

7th Anniversary Feature package—13
(David Niven, Charles Laughton, Franchot Tone, Burgess Meredith, others)

ASSOCIATED ARTISTS PRODUCTIONS, INC.

345 Madison Ave., New York
Miscellaneous Features—55
(Paulette Goddard, JoAnne Dru, Ginger

Rogers, Michael Redgrave, Lili Palmer, George Raft, Ella Raines, Ann Sheridan, Adolphe Menjou, Orson Wells, others)

Sherlock Holmes—12
(Basil Rathbone, Nigel Bruce)

Hall of Fame Classics—12
(Rudolph Valentino, Douglas Fairbanks Sr., Fannie Brice, Jeanette McDonald, Lillian Gish, Gloria Swanson, Walter Huston, others)

Outdoor Action Features—6
(Richard Talmadge, others)

Westerns—32
(Tom Tyler, Rin Tin Tin Jr., others)

Cartoon, feature length—1
(“Over the Rainbow”)

ATLANTIC TELEVISION CORPORATION

130 West 46th St., New York
Features—10
(Leif Erickson, Barton MacLane, John Beal, Dennis O'Keefe, others)

GEORGE BAGNALL & ASSOCIATES, INC.

8827 Olympic Blvd., Beverly Hills, Calif.

Features—5
(Laurence Olivier, James Cagney, Stu Erwin, others)

CHERYL TV CORP.

630 9th Ave., New York

“Meledrome”—52 silent features
(William S. Hart, Dorothy Dalton, Hobart

Bosworth, others)
Features—3
(Lex Barker, Lon Chaney Jr.)

FLAMINGO FILMS

509 Madison Ave., New York
Princess features—13
(Paulette Goddard, James Mason, Joan Bennett, Franchot Tone, Janet Blair, Jimmy Durante, Terry Moore, others)

FORTUNE FEATURES

1501 Broadway, New York
Italian Features—English soundtracks—42
(Gina Lollobrigida, Vittorio Gassman, Alida Valli, Jean Gabin, others)

GENERAL TELERADIO

1440 Broadway, New York
Features—30
(John Garfield, Lili Palmer, Tony Martin, Ronald Colman, Shelly Winters, Ann Blythe, Ava Gardner, Joel McCrea, Hedy Lamarr, Barbara Stanwyck, Olivia De Havilland, David Niven, others)

Additional features—7
(Gary Cooper, Teresa Wright, others)

GOVERNOR TELEVISION ATTRACTIONS, INC.

151 West 46th St., New York
Features—28
(Alan Ladd, Victor Mature, Joan Bennett, Fredric March, William Tracy, Frances Langford, others)

Bulldog Drummond Series—8
(John Barrymore, John Howard, Ray Milland)

Laurel and Hardy Features—10
(Stan Laurel & Oliver Hardy)

HOLLYWOOD TELEVISION SERVICE, INC.

4020 Carpenter St. North Hollywood, Calif.
Diamond Group—26 features
(Judy Canova, Susan Hayward, Joe E.

Brown, Dennis Day, Eve Arden, the Weaver Brothers and Elviry, others)
The “Sparkler”—“Bill & Co.”

HYGO TELEVISION FILMS, INC.

60 West 46th St., New York
Showmanship Package—23 feature films
(Bing Crosby, W. C. Fields, Susan Hayward, Robert Cummings, Anne Baxter, Edward G. Robinson, Loretta Young, Leslie Howard, John Wayne, others)

Westerns—16 “Wild Bill Elliott”
(Bill Elliott, Tex Ritter)

12 “Frontier Marshall”
(Tim McCoy, Bill Boyd)

12 “Billy the Kid”
(Bob Steele, Buster Crabbe)

12 “Lone Rider”
(George Houston, Dennis Moore)

1 Musical Westerns
Argyle Package—33 British Feature films
(Robert Donat, Alastair Sim, Margaret Lockwood, Richard Green, Ann Todd, Gracie Fields, Michael Redgrave, James Mason, others)

83 Feature Films—
(Madeleine Carroll, Anna Sten, Maurice Chevalier, Bela Lugosi, Doris Day, George Zucco, Gale Storm, others)

INTERSTATE TELEVISION CORP.

1560 Broadway, New York
Features—28
(Gale Storm, Spring Byington, Preston Foster, Eddie Albert, Ginny Simms, Barry Sullivan, Viveca Lindfors, Lloyd Nolan, Constance Bennett, others)

MAJOR TELEVISION PRODUCTIONS, INC.

1270 Avenue of the Americas, New York
Feature Films—7
(Bette Davis, Douglas Fairbanks Jr., Charles Laughton, others)

(Continued on page 32)

119 films available from M. C. Pictures, Inc.

a) 45 FEATURES
b) 35 WESTERNS
(available in ½ hr. versions)

SPECIAL—SPECIAL!!

Now Ready—

“ACTION THEATRE”
(made in Hollywood)

Comprising 39 half-hour featurettes with a host of star names such as:

Alan Ladd • Bela Lugosi • Buster Crabbe • Forrest Tucker • Marjorie Reynolds • Mary Healy • James Dunn • Frances Gifford • Wallace Ford.

Distributed by

M. C. PICTURES, INC.
Jerome Balsom, Exec. V. P.
1501 Bway., New York, N. Y. LOngacre 3-6187

GIVE TO DAMON RUNYON CANCER FUND

Chicago's Top Television Station—WGN-TV Channel 9!

- ✓ Chicago Television's Top Morning Children's Program—"Romper Room"
- ✓ Chicago Television's Top Teenage Program—"Bandstand Matinee"
- ✓ Chicago Television's Highest Rated Feature Film Programs
- ✓ Sigma Delta Chi Award for Distinguished Service in Television Reporting
- ✓ Telecasting More Audience Building Sports Programs
- ✓ Highest Rated Week Night Half-Hour Film Programs
- ✓ Exclusive Telecasts of All Chicago Cubs and White Sox Home Day Games—1,000th Game Telecast on May 15!

AND—The Only Chicago Station To Place in BILLBOARD MAGAZINE'S Annual Nationwide Promotion Competition!

WGN-TV—THE TOP STATION FOR YOUR ADVERTISING IN CHICAGO!!

**441 N. MICHIGAN AVENUE
CHICAGO 11, ILLINOIS**
WGN, Inc., Eastern Advertising Solicitation Office
220 East 42nd Street—New York 17
Representatives: George P. Hollingbery Company



Source: Telepulse and ARB

WGN-TV's 4th Annual Film Festival screening of available film programs for the Chicago market will be held on June 22. Advertisers and agencies interested in attending, please contact WGN-TV Sales.

Free-Loan Films Available To Video Thru Distributors

No one can hope to maintain an up-to-date estimate of the number of free films available to TV stations. New ones become available almost every week thru government agencies, industrial companies, associations and universities. Many of these outlets handle their own distribution. But there are three concerns specializing in the distribution of these films, and another, Marathon, which handles both production and distribution on order. Here's what they have:

- ASSOCIATION FILMS, INC. TELE-DIVISION**
347 Madison Ave., New York
- Healthfully Yours—**
13 films on health and safety (Running time—various)
- First Semester—**
26 films (Running time—various)
- America on the Move—**
13 films on transportation (Running time—various)

- For Ladies Only!—**
23 films on home-making (Running time—various)
- Dateline America—**
26 public-service films (Running time—30 min.)
- Member of the Family—**
1 film on dog care and training
- June Dairy Month—**
8 films on Dairy products (Running time—various)
- Color Films—**
73 travel, industrial and public service films (Running time—various)
- Italian Rainbow Series—**
13 travel films in color (Running time—10 min. Nominal service charge)
- MARATHON TV NEWSREEL**
10 East 49th St., New York
- Industrial films—**
3 on helicopters, railroads, plastics (Running time—various)
- MODERN TALKING PICTURE SERVICE, INC. TV DIVISION**
219 East 44th St., New York
- 90 Films—**
Travel, industrial, women's interest, misc. (Running time—various)

Frank Luther Readies TV Cartoon Film

NEW YORK, May 21.—Decca's top kiddie recording artist, Frank Luther, is readying a series of semi-animated cartoon films for TV. Luther will handle the commentary behind the cartoon stories, which will feature some of his most popular characters, including that of "Wheatley the Whale."

Luther will also write special songs for the series. The cartoons will run about five minutes in length and will be made available either as separate segs (which can be used as inserts on live video programs) or in groups of two to make up a 15-minute program.

STERLING TELEVISION CO., INC.
205 East 43d St., New York
32 films—
Travel, how-to, safety, industrial, misc.

Hwd. TV Service Preps 'Frontier,' 'Continental'

HOLLYWOOD, May 21.—Preparatory work on two new television series began this week at Hollywood TV Service, the Republic telefilm subsidiary. The additions bring to four the number of vid-series the company is offering for the fall, with another possibly in the offing.

New shows are "Frontier Doctor," for which Rex Allen has been signed for the lead in a piece of offbeat casting, and "Hotel Continental," a European drama-intrigue series for which there is no cast as yet. Allen is expected to do some singing on the program which is being called a mature drama.

Already in production are "Behind the Scenes," a Hollywood series, and "Dr. Fu Man Chu." These, as well as the others, are first being offered for network sale, but will probably go into syndica-

tion if no such sale is forthcoming.

It's also almost certain that a second 39 of the syndicated "Stories of the Century" will be filmed. All series made in the future will be shot in color to enhance their residual value, a company spokesman revealed this week.

It's understood that Hollywood TV Service may, in addition, do a dramatic series for one of the nets next season, with an announcement expected within the next couple of weeks.

New Cartoon TV Libraries

In the past year the cartoon market for TV stations underwent a revolution. For years the stations, which were making good use of cartoons on their local kiddie shows, were struggling along with less than 1,000 subjects available and most of them silent. Then in a matter of a few months three new packages came in and upped the available supply by more than 50 per cent. What's more, most of the new supply is sound. On top of this, another sizable group of older cartoons, refurbished for TV, was put into active distribution.

Herewith is a rundown of the new cartoon libraries:

- CINEPIX, INC.**
243 West 55th St., New York
Cartoon package (100 total) includes:
22 Farmer Gray; 22 Mutt & Jeff; 10 Marty Monk; 46 Misc. & seasonal
- GUILD FILMS**
460 Park Avenue, New York
Looney Tunes Package (191 total) includes:
86 Porky Pig; 10 Porky Pig and Daffy Duck; 38 Bosco; 4 Daffy Duck; 23 Buddy; 6 Beans; 24 Misc.
- HYCO TELEVISION FILMS, INC.**
60 West 46th St., New York
156 Scrappy and Crazy Kat cartoons
- MOTION PICTURES FOR TELEVISION, INC.**
445 Park Ave., New York
Walter Lantz Cartoon (179 total) includes:
92 Oswald the Rabbit; 13 Pooch the Pup; 11 Meany, Miny, Moe; 63 Misc.

- BUY RIGHT—PRICED RIGHT OUT OF THE PAST** —39 1/2-hour biblical stories of love, adventure and existence.
- OF ALL THINGS** —a new 1/4-hr. show produced by Max Fleischer, creator of Popeye, concerning the strange and unusual.
- WILD LIFE IN ACTION** —52 1/4 hrs., children and adults—a terrific animal show for all.
- THE MAGIC VAULT** —52 1/2-hr. shows—drama and mystery.
- LAKESIDE TV CO., INC.**
1465 B'way, NYC.
LOnacre 5-4582

IN 63 MARKETS A SMASH HIT!

"Championship Bowling"

Presenting champions of the bowling world in match elimination tournament.

WALTER SCHWIMMER CO.
75 E. Wacker Drive Chicago 1, Ill.
FRanklin 2-4392

KCEN-TV in TEMPLE, TEXAS
Along with many other stations is STRIPPING
91 Episodes of

'THE RUGGLES'

Family Situation Comedy
Across the Board
You can make your sponsors happy by doing the same

TOM J. CORRADINE & ASSOC.
5746 Sunset Blvd. Hollywood, Calif.
HO. 2-4448

Associated Artists Productions, Inc.
Production and Distribution of Motion Pictures
345 MADISON AVENUE, NEW YORK 17, N. Y. MURRAY HILL 6-2323

WE WISH TO EXTEND OUR BEST WISHES TO ALL NARTB MEMBERS AS WELL AS A CORDIAL INVITATION TO VISIT US DURING YOUR STAY IN WASHINGTON, MAY 22-26. WE PROMISE A PLEASANT, SOCIAL ATMOSPHERE IN WHICH TO RELAX, REFRESH AND CHAT FOR A WHILE. THE SHOREHAM: SUITE F-218

- DISTRIBUTORS OF:**
- FEATURE FILMS
 - SYNDICATED SHOWS
 - SERIALS
 - WESTERNS
 - SHORT SUBJECTS

TOP-RATED VIDFILMS IN EVERY TV MARKET

Following is a chart showing the top-rated TV film show airing locally each month in every market surveyed by the American Research Bureau during the past year. There is a variation in the number of months each market was surveyed by ARB, with some covered monthly and others at diverse intervals.

ALBANY-SHENECTADY-TROY, N. Y.
 Oct. '54 Favorite Story (Ziv-TV)...43.3
 Feb. '55 Annie Oakley (CBS Film)...51.2

ALBUQUERQUE, N. M.
 Mar. '55 City Detective (MCA-TV)...50.0

ATLANTA
 Apr. '54 Superman (Flamingo Films)...27.7
 May '54 Superman (Flamingo Films)...33.7
 June '54 Racket Squad (ABC Film)...29.6
 July '54 Racket Squad (ABC Film)...24.5
 Aug. '54 Racket Squad (ABC Film)...20.2
 Sept. '54 Superman (Flamingo Films)...34.2

BAKERSFIELD, CALIF.
 Nov. '54 Waterfront (MCA-TV)...50.9
 Mar. '55 Waterfront (MCA-TV)...65.8

BALTIMORE
 Apr. '54 Badge 714 (NBC Film)...26.5
 May '54 Ramar of the Jungle (TPA)...19.6
 June '54 I Led Three Lives (Ziv-TV)...27.6
 July '54 Mr. District Attorney (Ziv-TV)...30.6
 Aug. '54 Mr. District Attorney (Ziv-TV)...26.3
 Sept. '54 Badge 714 (NBC Film)...24.6
 Oct. '54 Ramar of the Jungle (TPA)...21.5
 Nov. '54 Annie Oakley (CBS Film)...26.1
 Dec. '54 Cisco Kid (Ziv-TV)...26.4
 Jan. '55 Ramar of the Jungle (TPA)...30.3
 Jan. '55 Superman (Flamingo Films)...30.3
 Feb. '55 Superman (Flamingo Films)...35.0
 Mar. '55 Superman (Flamingo Films)...31.5

BIRMINGHAM
 Oct. '54 I Led Three Lives (Ziv-TV)...34.4
 Mar. '55 Lone Wolf (MCA-TV)...31.8

BOISE, IDAHO
 Mar. '55 Amos 'n' Andy (CBS Film)...69.7

BOSTON
 Apr. '54 Range Rider (CBS Film)...40.5
 May '54 Range Rider (CBS Film)...34.9
 June '54 I Led Three Lives (Ziv-TV)...21.1
 July '54 I Led Three Lives (Ziv-TV)...23.8
 Aug. '54 Boston Blackie (Ziv-TV)...28.8
 Sept. '54 Range Rider (CBS Film)...27.4
 Sept. '54 Boston Blackie (Ziv-TV)...27.4
 Oct. '54 Range Rider (CBS Film)...38.5
 Nov. '54 Range Rider (CBS Film)...37.4
 Dec. '54 Range Rider (CBS Film)...38.5
 Jan. '55 Range Rider (CBS Film)...41.6
 Feb. '55 Range Rider (CBS Film)...39.1
 Mar. '55 Range Rider (CBS Film)...42.3

BUFFALO
 June '54 I Led Three Lives (Ziv-TV)...55.9
 Oct. '54 I Led Three Lives (Ziv-TV)...41.5
 Feb. '55 Superman (Flamingo Films)...35.0

CHARLOTTE, N. C.
 Oct. '54 City Detective (MCA-TV)...57.4
 Mar. '55 Death Valley Days (Pacific Borax)...61.0

CHICAGO
 Apr. '54 Superman (Flamingo Films)...25.8
 May '54 Liberate (Guild Films)...17.0
 June '54 Inner Sanctum (NBC Film)...15.8
 July '54 Favorite Story (Ziv-TV)...23.5
 Aug. '54 Badge 714 (NBC Film)...22.0
 Sept. '54 Liberate (Guild Films)...20.6
 Oct. '54 Annie Oakley (CBS Film)...19.1
 Nov. '54 Mayor of the Town (MCA-TV)...23.9
 Dec. '54 Mayor of the Town (MCA-TV)...26.7
 Jan. '55 Annie Oakley (CBS Film)...25.5
 Feb. '55 Annie Oakley (CBS Film)...25.5
 Mar. '55 Mayor of the Town (MCA-TV)...24.6

CINCINNATI
 Apr. '54 I Led Three Lives (Ziv-TV)...41.8
 May '54 I Led Three Lives (Ziv-TV)...32.3
 June '54 Kent Theater (P. Lorillard)...28.0
 July '54 Kent Theater (P. Lorillard)...23.5
 Aug. '54 City Detective (MCA-TV)...23.8
 Sept. '54 City Detective (MCA-TV)...32.0
 Oct. '54 I Led Three Lives (Ziv-TV)...30.0
 Nov. '54 I Led Three Lives (Ziv-TV)...29.4
 Dec. '54 I Led Three Lives (Ziv-TV)...38.2
 Jan. '55 I Led Three Lives (Ziv-TV)...34.0
 Feb. '55 I Led Three Lives (Ziv-TV)...33.1
 Mar. '55 Cisco Kid (Ziv-TV)...29.1

CLEVELAND
 Apr. '54 Liberate (Guild Films)...32.4
 May '54 I Led Three Lives (Ziv-TV)...29.7
 June '54 I Led Three Lives (Ziv-TV)...28.1
 July '54 Foreign Intrigue (Official Films)...27.6
 Aug. '54 I Led Three Lives (Ziv-TV)...28.8
 Sept. '54 Liberate (Guild Films)...35.5
 Oct. '54 Liberate (Guild Films)...30.5
 Nov. '54 Liberate (Guild Films)...31.8
 Dec. '54 Annie Oakley (CBS Film)...34.7
 Jan. '55 Annie Oakley (CBS Film)...33.6
 Feb. '55 Annie Oakley (CBS Film)...38.0
 Mar. '55 Badge 714 (NBC Film)...29.2

COLUMBIA, S. C.
 Oct. '54 Amos 'n' Andy (CBS Film)...44.3
 Mar. '55 Amos 'n' Andy (CBS Film)...45.4

COLUMBUS, O.
 Apr. '54 Death Valley Days (Pacific Borax)...31.0
 May '54 I Led Three Lives (Ziv-TV)...30.9
 June '54 Mr. District Attorney (Ziv-TV)...26.3
 July '54 City Detective (MCA-TV)...30.2
 Aug. '54 City Detective (MCA-TV)...31.1
 Sept. '54 Racket Squad (ABC Film)...27.1
 Oct. '54 Liberate (Guild Films)...36.5
 Nov. '54 Liberate (Guild Films)...34.2
 Dec. '54 Foreign Intrigue (Official Films)...32.8
 Jan. '55 Death Valley Days (Pacific Borax)...35.9
 Feb. '55 Death Valley Days (Pacific Borax)...35.9
 Mar. '55 Death Valley Days (Pacific Borax)...40.8

DALLAS-FORT WORTH
 Apr. '54 Dangerous Assignment (NBC Film)...30.0
 July '54 Cisco Kid (Ziv-TV)...28.2
 Oct. '54 I Led Three Lives (Ziv-TV)...27.6
 Jan. '55 Superman (Flamingo Films)...32.6

DAVENPORT-ROCK ISLAND, ILL.
 Apr. '54 Superman (Flamingo Films)...36.4
 July '54 Racket Squad (ABC Film)...32.5
 Oct. '54 Racket Squad (ABC Film)...35.2
 Feb. '55 Range Rider (CBS Film)...43.9

DAYTON, O.
 Apr. '54 I Led Three Lives (Ziv-TV)...24.7
 May '54 City Detective (MCA-TV)...32.6
 June '54 Badge 714 (NBC Film)...25.7
 July '54 Mr. District Attorney (Ziv-TV)...23.7
 Aug. '54 Life With Elizabeth (Guild Films)...24.2
 Sept. '54 Boston Blackie (Ziv-TV)...32.4
 Oct. '54 Badge 714 (NBC Film)...33.3
 Nov. '54 Badge 714 (NBC Film)...35.1
 Dec. '54 Badge 714 (NBC Film)...34.7
 Jan. '55 Kit Carson (Coca-Cola)...39.4
 Feb. '55 Kit Carson (Coca-Cola)...33.9
 Mar. '55 Kit Carson (Coca-Cola)...36.6

DENVER
 June '54 Life of Riley (NBC Film)...34.3
 Nov. '54 Mr. District Attorney (Ziv-TV)...29.8
 Jan. '55 Death Valley Days (Pacific Borax)...32.4

DETROIT
 Apr. '54 Range Rider (CBS Film)...31.0
 May '54 Mr. District Attorney (Ziv-TV)...23.1
 June '54 Badge 714 (NBC Film)...31.7
 July '54 Badge 714 (NBC Film)...27.6

(Continued on page 24)



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

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

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The Billboard

for another outstanding promotion honor

THE 1955 SALES PROMOTION AWARD

WICU's Billboard Awards

FIRST	1954-'55	SALES PROMOTION
NINTH	1954-'55	MERCHANDISING
FIRST	1953-'54	SALES PROMOTION
FIRST	1953-'54	AUDIENCE PROMOTION
HONORABLE MENTION	1953-'54	MERCHANDISING

WICU's Other Awards

FIRST	1953	DANGER CONTEST
SIXTH	1953	BURNS & ALLEN CONTEST
FIRST	1954	LUX VIDEO THEATRE
FIRST	1954	WESTINGHOUSE PRO-FOOTBALL
SECOND	1954	STU ERWIN CONTEST
THIRD	1954	BIG STORY CONTEST
THIRD	1954	YOUR HIT PARADE CONTEST
HONORABLE MENTION	1954	BULOVA WATCH MERCHANDISING
HONORABLE MENTION	1954	NORM SPER'S FOOTBALL FORECASTS
SECOND	1955	LONE RANGER CONTEST

Plus these WIKK Radio Awards (WICU's Sister Station)

FIRST	1953	BREAKFAST CLUB MERCHANDISING
FIRST	1953	CLEVELAND BROWNS CONTEST
SECOND	1954	BILLBOARD SALES PROMOTION
FIRST	1954	CLEVELAND BROWNS CONTEST
SECOND	1954	FOOTBALL GAME OF THE WEEK CONTEST

WICU's Promotion Program

1. Average daily schedule of 17-slide program promotion spots.
2. Average daily schedule of five live program promotion spots.
3. Two daily "Program Prevues" features.
4. Daily schedule of local-spot-network program film trailers.
5. WICU's exclusive TV column in The Erie Dispatch daily.
6. WICU's exclusive 10-page TV section in The Sunday Erie Dispatch.
7. Cross on-the-air program promotion with WIKK Radio (NBC in Erie).
8. Daily schedule of program promotion advertisements in The Dispatch.
9. Streamlined merchandising program with retailer & distributor contacts.
10. WICU proves it pays to advertise on WICU.

The Nation's Best Promoted TV Station

WICU CHANNEL 12

NBC - ABC - Du Mont

Top Series

• Continued from page 23

Aug. '54 Badge 714 (NBC Film).....	41.2
Sept. '54 Badge 714 (NBC Film).....	39.8
Oct. '54 Badge 714 (NBC Film).....	25.0
Nov. '54 Wild Bill Hickok (Flamingo Films).....	28.4
Dec. '54 Superman (Flamingo Films).....	30.6
Jan. '55 Wild Bill Hickok (Flamingo Films).....	35.1
Feb. '55 Wild Bill Hickok (Flamingo Films).....	29.2
Mar. '55 Superman (Flamingo Films).....	33.9
EVANSVILLE, IND.	
June '54 Amos 'n' Andy (CBS Film).....	56.7
Oct. '54 Amos 'n' Andy (CBS Film).....	63.9
Feb. '55 Amos 'n' Andy (CBS Film).....	56.4
FARGO-GRAND FORKS, N. D.	
Dec. '54 Life of Riley (NBC Film).....	57.1
FORT WAYNE, IND.	
Feb. '55 Racket Squad (ABC Film).....	49.4
FRESNO, CALIF.	
Oct. '54 Hopalong Cassidy (NBC Film).....	44.6
Mar. '55 Waterfront (MCA-TV).....	49.4
GRAND RAPIDS-KALAMAZOO LANSING, MICH.	
Oct. '54 Liberate (Guild Films).....	27.0
Feb. '55 Range Rider (CBS Film).....	39.0
HARRISBURG, PA.	
June '54 Liberate (Guild Films).....	23.1
Oct. '54 Foreign Intrigue (Official Films).....	24.6
Feb. '55 Liberate (Guild Films).....	28.4

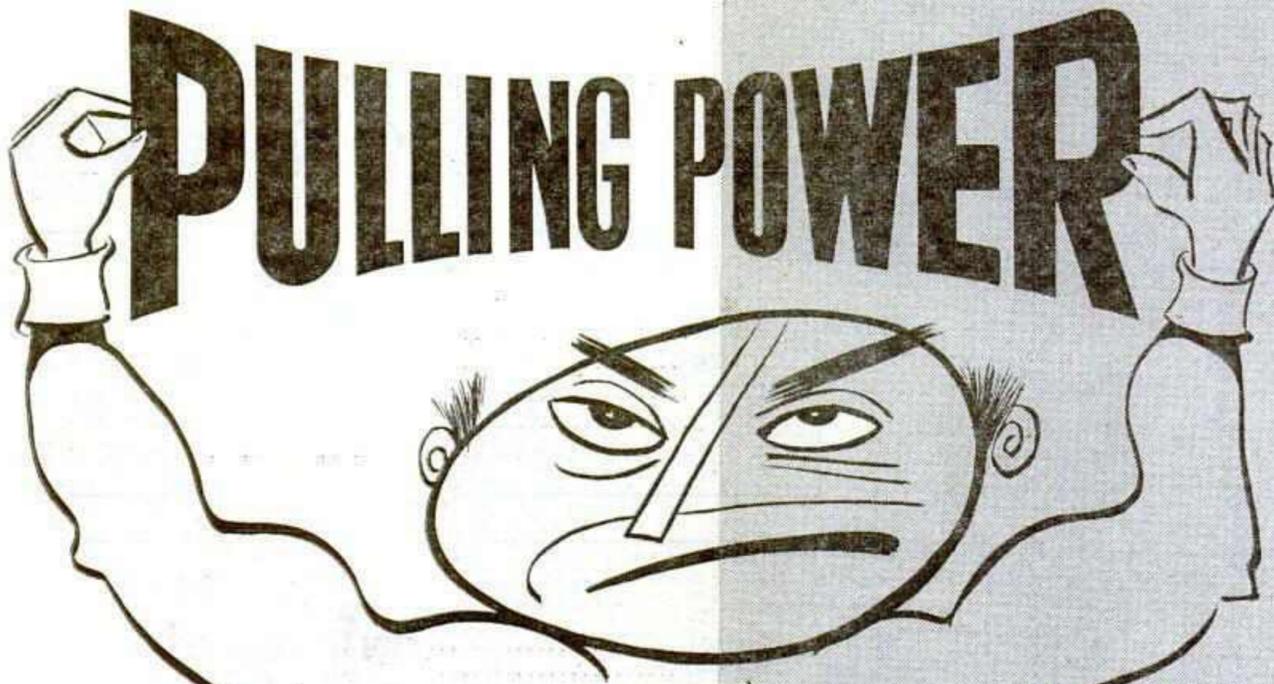
HARTFORD, CONN.	
Nov. '54 Waterfront (MCA-TV).....	23.8
Feb. '55 Wild Bill Hickok (Flamingo Films).....	26.5
HOUSTON	
Apr. '54 Amos 'n' Andy (CBS Film).....	52.2
July '54 Waterfront (MCA-TV).....	47.9
Oct. '54 Waterfront (MCA-TV).....	53.4
Jan. '55 Waterfront (MCA-TV).....	51.0
Feb. '55 Waterfront (MCA-TV).....	54.7
INDIANAPOLIS	
Oct. '54 Racket Squad (ABC Film).....	37.3
Jan. '55 Death Valley Days (Pacific Borax).....	38.6
JACKSONVILLE, FLA.	
Oct. '54 Cisco Kid (Ziv-TV).....	37.4
Mar. '55 Cisco Kid (Ziv-TV).....	48.1
JOHNSTOWN, PA.	
Feb. '55 Ellery Queen (TPA).....	62.7
KANSAS CITY, MO.	
Apr. '54 I Led Three Lives (Ziv-TV).....	24.7
July '54 Mr. District Attorney (Ziv-TV).....	30.9
Oct. '54 Liberate (Guild Films).....	20.6
Jan. '55 Cisco Kid (Ziv-TV).....	35.5
LEXINGTON, KY.	
May '54 Liberate (Guild Films).....	31.2
LITTLE ROCK, PINE BLUFF, HOT SPRINGS	
July '54 Mr. District Attorney (Ziv-TV).....	47.2
Oct. '54 Amos 'n' Andy (CBS Film).....	50.7
Mar. '55 Amos 'n' Andy (CBS Film).....	58.1
LOS ANGELES	
Apr. '54 Life of Riley (NBC Film).....	32.4
May '54 Life of Riley (NBC Film).....	28.6
May '54 Badge 714 (NBC Film).....	28.6
June '54 Badge 714 (NBC Film).....	27.5

July '54 Badge 714 (NBC Film).....	20.9
Aug. '54 Badge 714 (NBC Film).....	23.7
Sept. '54 Badge 714 (NBC Film).....	29.0
Oct. '54 Badge 714 (NBC Film).....	33.6
Nov. '54 Badge 714 (NBC Film).....	33.2
Dec. '54 Badge 714 (NBC Film).....	29.3
Jan. '55 Badge 714 (NBC Film).....	35.5
Feb. '55 Badge 714 (NBC Film).....	29.6
Mar. '55 Waterfront (MCA-TV).....	31.0
LOUISVILLE	
June '54 Liberate (Guild Films).....	31.3
Oct. '54 City Detective (MCA-TV).....	37.4
Feb. '55 Badge 714 (NBC Film).....	44.7
MEMPHIS	
Oct. '54 Favorite Story (Ziv-TV).....	40.6
Mar. '55 Cisco Kid (Ziv-TV).....	43.2
MILWAUKEE	
Apr. '54 Liberate (Guild Films).....	41.4
July '54 I Led Three Lives (Ziv-TV).....	42.8
Oct. '54 Liberate (Guild Films).....	40.0
Jan. '55 Kit Carson (Coca-Cola).....	37.0
MINNEAPOLIS-ST. PAUL	
Apr. '54 Badge 714 (NBC Film).....	29.5
May '54 Badge 714 (NBC Film).....	33.0
June '54 City Detective (MCA-TV).....	27.3
July '54 I Led Three Lives (Ziv-TV).....	26.2
Aug. '54 Badge 714 (NBC Film).....	26.1
Aug. '54 Mr. District Attorney (Ziv-TV).....	26.1
Sept. '54 Mr. District Attorney (Ziv-TV).....	32.1
Oct. '54 Life of Riley (NBC Film).....	20.8
Nov. '54 Badge 714 (NBC Film).....	31.3
Dec. '54 Wild Bill Hickok (Flamingo Films).....	28.3
Jan. '55 Wild Bill Hickok (Flamingo Films).....	28.8
Feb. '55 Wild Bill Hickok (Flamingo Films).....	30.0

Mar. '55 Wild Bill Hickok (Flamingo Films).....	28.0
MUNCIE, IND.	
Nov. '54 City Detective (MCA-TV).....	41.2
Feb. '55 Heart of the City (MCA-TV).....	47.0
NASHVILLE	
Oct. '54 Boston Blackie (Ziv-TV).....	48.7
Mar. '55 Boston Blackie (Ziv-TV).....	44.5
NEW ORLEANS	
Oct. '54 Ellery Queen (TPA).....	46.6
Mar. '55 Amos 'n' Andy (CBS Film).....	50.3
NEW YORK	
Apr. '54 Douglas Fairbanks Presents (ABC Film).....	20.1
May '54 Douglas Fairbanks Presents (ABC Film).....	21.4
June '54 Douglas Fairbanks Presents (ABC Film).....	18.2
July '54 Douglas Fairbanks Presents (ABC Film).....	17.2
Aug. '54 Douglas Fairbanks Presents (ABC Film).....	16.5
Sept. '54 Superman (Flamingo Films).....	17.1
Oct. '54 Superman (Flamingo Films).....	13.4
Nov. '54 Superman (Flamingo Films).....	24.6
Dec. '54 Douglas Fairbanks Presents (ABC Film).....	20.0
Jan. '55 Superman (Flamingo Films).....	22.1
Feb. '55 Superman (Flamingo Films).....	16.4
Mar. '55 Douglas Fairbanks Presents (ABC Film).....	19.6
NORFOLK	
Apr. '54 Badge 714 (NBC Film).....	54.4
July '54 Mr. District Attorney (Ziv-TV).....	44.9
Oct. '54 Badge 714 (NBC Film).....	45.5
Mar. '55 Badge 714 (NBC Film).....	44.6

OKLAHOMA CITY	
Oct. '54 Mr. District Attorney (Ziv-TV).....	44.9
Mar. '55 Mr. District Attorney (Ziv-TV).....	47.2
OMAHA	
June '54 Badge 714 (NBC Film).....	40.0
Feb. '55 Superman (Flamingo Films).....	41.7
PEORIA, ILL.	
Dec. '54 Racket Squad (ABC Film).....	53.2
Mar. '55 Cisco Kid (Ziv-TV).....	47.6
PHILADELPHIA	
Apr. '54 Superman (Flamingo Films).....	35.7
May '54 Superman (Flamingo Films).....	27.6
June '54 Boston Blackie (Ziv-TV).....	18.6
July '54 Mr. District Attorney (Ziv-TV).....	14.6
Aug. '54 Boston Blackie (Ziv-TV).....	18.1
Sept. '54 I Led Three Lives (Ziv-TV).....	18.3
Oct. '54 I Led Three Lives (Ziv-TV).....	21.8
Nov. '54 Superman (Flamingo Films).....	24.2
Dec. '54 Waterfront (MCA-TV).....	28.2
Jan. '55 Waterfront (MCA-TV).....	32.2
Feb. '55 Waterfront (MCA-TV).....	30.2
Mar. '55 Little Rascals (Interstate TV).....	30.8
PHOENIX, ARIZ.	
Oct. '54 Dangerous Assignment (NBC Film).....	35.3
Mar. '55 Death Valley Days (Pacific Borax).....	37.1
PITTSBURGH	
Apr. '54 I Led Three Lives (Ziv-TV).....	42.4
July '54 Liberate (Guild Films).....	43.6
Oct. '54 Amos 'n' Andy (CBS Film).....	50.2
Jan. '55 Ellery Queen (TPA).....	50.0
PORTLAND, ORE.	
June '54 Favorite Story (Ziv-TV).....	42.9
Oct. '54 Favorite Story (Ziv-TV).....	41.4
Feb. '55 Range Rider (CBS Film).....	45.9
PROVIDENCE	
June '54 Favorite Story (Ziv-TV).....	45.4
Oct. '54 City Detective (MCA-TV).....	45.6
Feb. '55 Range Rider (CBS Film).....	44.8
RICHMOND, VA.	
Oct. '54 Life With Elizabeth (Guild Films).....	54.9
Mar. '55 Star and the Story (Official Films).....	51.3
Mar. '55 Mr. District Attorney (Ziv-TV).....	51.3
ROCKFORD, ILL.	
Feb. '55 Badge 714 (NBC Film).....	42.8
ROCHESTER, N. Y.	
Oct. '54 Cisco Kid (Ziv-TV).....	27.3
Feb. '55 Hopalong Cassidy (NBC Film).....	39.0
ST. LOUIS	
Apr. '54 Favorite Story (Ziv-TV).....	39.0
July '54 Your Star Showcase (TPA).....	36.3
Oct. '54 Mr. District Attorney (Ziv-TV).....	35.1
Jan. '55 Badge 714 (NBC Film).....	39.4
Feb. '55 Badge 714 (NBC Film).....	39.9
Mar. '55 Mr. District Attorney (Ziv-TV).....	41.8
SACRAMENTO	
Nov. '54 Waterfront (MCA-TV).....	30.8
Nov. '54 Star and the Story (Official Films).....	30.8
SALT LAKE CITY	
Apr. '54 Badge 714 (NBC Film).....	50.0
July '54 Liberate (Guild Films).....	34.5
Oct. '55 Badge 714 (NBC Film).....	43.5
Jan. '55 Badge 714 (NBC Film).....	38.8
SAN ANTONIO	
June '54 Mr. District Attorney (Ziv-TV).....	30.1
Oct. '54 Badge 714 (NBC Film).....	38.2
Feb. '55 Badge 714 (NBC Film).....	36.1
SAN DIEGO, CALIF.	
June '54 Waterfront (MCA-TV).....	24.5
June '54 Death Valley Days (Pacific Borax).....	24.5
Oct. '54 Mr. District Attorney (Ziv-TV).....	27.5
Feb. '55 Death Valley Days (Pacific Borax).....	28.4
SAN FRANCISCO	
Apr. '54 Sports Spotlight (Tel-Ra).....	28.9
May '54 Stranger Than Fiction (United World).....	38.3
June '54 Liberate (Guild Films).....	29.1
July '54 Badge 714 (NBC Film).....	30.2
Aug. '54 Badge 714 (NBC Film).....	34.0
Sept. '54 Badge 714 (NBC Film).....	31.9
Oct. '54 Badge 714 (NBC Film).....	29.1
Nov. '54 Badge 714 (NBC Film).....	30.0
Dec. '54 Badge 714 (NBC Film).....	28.9
Jan. '55 Superman (Flamingo Films).....	29.7
Feb. '55 Eddie Cantor (Ziv-TV).....	26.5
Mar. '55 Liberate (Guild Films).....	26.6
SCRANTON-WILKES BARRE, PA.	
Feb. '55 Annie Oakley (CBS Film).....	32.3
SEATTLE-TACOMA	
Apr. '54 Life of Riley (NBC Film).....	45.3
July '54 Badge 714 (NBC Film).....	28.9
Oct. '54 Life of Riley (NBC Film).....	39.5
Nov. '54 Life of Riley (NBC Film).....	45.1
Dec. '54 Life of Riley (NBC Film).....	41.3
Jan. '55 Life of Riley (NBC Film).....	40.0
Feb. '55 Life of Riley (NBC Film).....	36.9
Mar. '55 Life of Riley (NBC Film).....	39.4
SOUTHEAST FLORIDA	
Oct. '54 Racket Squad (ABC Film).....	51.6
Mar. '55 Mr. District Attorney (Ziv-TV).....	50.3
SPOKANE	
Nov. '54 Waterfront (MCA-TV).....	55.5
Feb. '55 Waterfront (MCA-TV).....	51.1
SPRINGFIELD, MO.	
Oct. '54 Badge 714 (NBC Film).....	43.9
Oct. '54 City Detective (MCA-TV).....	43.9
SYRACUSE	
June '54 Liberate (Guild Films).....	26.4
Feb. '55 Badge 714 (NBC Film).....	38.8
TERRE HAUTE, IND.	
Jan. '55 Waterfront (MCA-TV).....	51.2
TOLEDO, O.	
Oct. '54 Badge 714 (NBC Film).....	46.7
Feb. '55 Badge 714 (NBC Film).....	45.3
TULSA, OKLA.	
Oct. '54 Life of Riley (NBC Film).....	50.7
Mar. '55 Boston Blackie (Ziv-TV).....	49.8
WASHINGTON	
Apr. '54 Superman (Flamingo Films).....	24.4
May '54 Superman (Flamingo Films).....	21.3

THERE'S PLENTY OF



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A Guide to TV Film Series Now Doing a Job for Their Sponsors

There are currently over 250 different TV film series on the air, on a local, regional or national spot basis. The chart below gives the most complete and up-to-date information on these series currently available. All have been broadcast prior to April 1 of this year. For series which were not broadcast up to that date, please refer to another chart in this issue.

For the benefit of those attending the National Association of Radio and Television Broadcasters convention in Washington this week, we list the exhibit room numbers of distributors who will be represented there. Films which will be screened at the convention for those interested are designated by an asterisk (*) before the title.

- ATLAS TELEVISION CORP.**
15 W. 44 St., New York
NARTB Exhibit Room No. F-200
- ***Captain Z-Ro (Children's)**—30 min.
Star: Roy Steffens
Number completed by 9-1-55: 26
Initial release date: 1954
Producer: Kathleen Rawlings
Director: David Butler
- ***Hollywood to Broadway (Interview)**—15 min.
Star: John Conte
Number completed by 9-1-55: 13
Initial release date: 1954
Producer: Emanuel Demby
- ***Your Family Theater (Drama)**—30 min.
Number completed by 9-1-55: 39
- ADVERTISERS' TELEVISION PROGRAM SERVICE, INC.**
9100 Sunset Blvd., Hollywood

- Mr. and Mrs. North (Mystery)**—30 min.
Stars: Barbara Britton and Richard Denning
Number completed by 9-1-55: 57
Producer: John Loveton
- ABC FILM SYNDICATION, INC.**
7 W. 66 St., New York
NARTB Exhibit Room No. C-200
- ***Douglas Fairbanks Jr. Presents (Drama)**—30 min.
Star: Douglas Fairbanks Jr.
Number completed by 9-1-55: 78
Initial release date: January, 1954
Producer: Douglas Fairbanks Jr.
- ***John Kieran's Kaleidoscope (Educ.)**—15 min.
Star: John Kieran
Number completed by 9-1-55: 104
Initial release date: 1949
Producer: Paul Moss
Director: Paul Moss
- ***Passport to Danger (Adventure)**—30 min.
Star: Cesar Romero
Number completed by 9-1-55: 39
Initial release date: November, 1954
Producer: Hal Roach Jr.
- ***The Playhouse (Drama)**—30 min.
Number completed by 9-1-55: 52
Initial release date: November, 1953
Producer: Meridian Pictures
- ***Racket Squad (Mystery)**—30 min.
Star: Reed Hadley
Number completed by 9-1-55: 98
Initial release date: November, 1953
Producer: Hal Roach Jr.
- THE BIG FIGHTS, INC.**
9 E. 40 St., New York
- World's Greatest Fights in Action (Sports)** 15 min.
Number completed by 9-1-55: 52
Producer: The Big Fights, Inc.
- The Big Fights (Sports)**—60 and 30 min.
Number completed by 9-1-55: 52
Producer: The Big Fights, Inc.

- GEORGE BAGNALL & ASSOCIATES, INC.**
8827 Olympic Blvd., Beverly Hills, Calif.
- Let's Draw (Children's)**—15 min.
Stars: Frank Webb and Valerie Landon
Number completed by 9-1-55: 52
Producer: Howlett Productions
Director: J. Howlett
- The Sewing Room (Educ.)**—15 min.
Star: Elizabeth Chapin
Number completed by 9-1-55: 13
Producer: Zohler Productions
- Sports Mirror (Sports)**—15 min.
Stars: Paul Zimmerman and Braven Dyer
Number completed by 9-1-55: 26
Producer: Wickham Films Production
- Spotlite on Hollywood (Interviews)**—15 min.
Star: Jim Ameche
Number completed by 9-1-55: 13
Producer: Hollywood Newsfilm Service Productions
- This Is Hawaii (Music)**—30 min.
Number completed by 9-1-55: 26 or 39
Producer: John Jay Franklin
- CAVANAUGH-MORRIS ADVERTISING AGENCY**
2994 West Liberty Ave., Pittsburgh
- What's the Good Word (Animated)**—5 min.
Number completed by 9-1-55: 52
Initial release date: April 30, 1954
Producer: Warren R. Smith, Inc.
- TOM CORRADINE & ASSOCIATES**
5746 Sunset Blvd., Hollywood
- The Ruggles (Comedy)**—30 min.
Star: Charlie Ruggles
Number completed by 9-1-55: 91
Initial release date: 1952
Producer: Robert and June Raisbeck
Director: Robert Raisbeck
- CORONET FILMS**
65 E. South Water St., Chicago
- American Heritage (Documentary)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films

- Animal Adventures for Children (Children's)** 15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Career Planning (Educ.)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Dating, Marriage and Family Living (Educ.)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Democracy at Work (Educ.)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Exploring Science (Educ.)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Getting Along Socially (Educ.)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Home Management (Woman's)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- How Others Live (Documentary)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Nature in Action (Educ.)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Personality Development (Educ.)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Reading Enjoyment (Educ.)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Sports Skill (Sports)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Stories for Children (Children's)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- The World of Yesterday (Documentary)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Your Days at School (Educ.)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- Your Health and Safety (Educ.)**—15 min.
Number completed by 9-1-55: 13
Producer: Coronet Films
- CONSOLIDATED TV SALES, INC.**
c/o George Bagnall Associates
8827 Olympic Blvd., Hollywood
- Crusader Rabbit (Children's)**—5 min.
Number completed by 9-1-55: 195
Producer: Jerry Fairbanks

- Front Page Detective (Mystery)**—30 min.
Star: Edmund Lowe.
Number completed by 9-1-55: 39
- Going Places With Uncle George (Misc.)**—10 min.
Star: Dick Elliott
Number completed by 9-1-55: 26
Producer: Jerry Fairbanks
- Hollywood Half Hour (Drama)**—30 min.
Number completed by 9-1-55: 26
Producer: Jerry Fairbanks
- Jackson and Jill (Comedy)**—30 min.
Stars: Helen Chapman and Todd Karnes
Number completed by 9-1-55: 13
Producer: Jerry Fairbanks
- Paradise Island (Music)**—15 min.
Star: Danny O'Neil
Number completed by 9-1-55: 26
- Public Prosecutor (Mystery)**—15 min.
Star: John Howard
Number completed by 9-1-55: 26
Producer: Jerry Fairbanks
Director: Lew Landers
- Ringside With the Rasslers (Sports)**—60 min.
Number completed by 9-1-55: 52
Producer: Jerry Fairbanks
- Television Closeups (Misc.)**—5 min.
Number completed by 9-1-55: 26
Producer: Jerry Fairbanks
- CBS TV FILM SALES, INC.**
485 Madison Ave., New York
NARTB Exhibit Room No. 200-A
- ***Aros 'n' Andy (Comedy)**—30 min.
Stars: Tim Moore and Alvin Childress
Number completed by 9-1-55: 78
Producers: Freeman Gosden and Charles Correll
Director: Charles Barton
- ***Annie Oakley (Western)**—30 min.
Star: Gail Davis
Number completed by 9-1-55: 52
Producer: Lou Gray
Director: Wallace Fox
- ***Gene Autry Show (Western)**—30 min.
Star: Gene Autry
Number completed by 9-1-55: 78
Producer: Armand Schaefer
Directors: Frank McDonald, William Berke, George Archinbaud
- ***Cases of Eddie Drake (Mystery)**—30 min.
Star: Don Haggerty
Number completed by 9-1-55: 13
Producers: Harlan Thompson and Herbert L. Strook
Director: Paul Garrison
- (Continued on page 26)*

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**Films on Air**

↳ Continued from page 25

\*Files of Jeffrey Jones (Mystery)—30 min.  
Star: Don Haggerty  
Number completed by 9-1-55: 39  
Producer: Linsley Parsons  
Directors: George Blair and Lew Landers

\*Holiday in Paris (Music)—30 min.  
Number completed by 9-1-55: 13  
Producer: John Nasht  
Director: John Nasht

\*Life With Father (Comedy)—30 min.  
Stars: Lurene Tuttle and Leon Ames  
Number completed by 9-1-55: 26  
Producer: Ezra Stone  
Director: Ezra Stone

\*Newsfilm (News)—15 min.  
Producer: CBS Newsfilm

\*The Range Rider (Western)—30 min.  
Stars: Jack Mahoney and Dick Jones  
Number completed by 9-1-55: 78  
Producer: Lou Gray  
Director: William Berke

\*San Francisco Beat (Mystery)—30 min.  
Star: Tom Tully  
Number completed by 9-1-55: 39  
Producer: Cecil Barker  
Director: Don Siegel

\*The Whistler (Mystery)—30 min.  
Producer: Joel Malone  
Director: Joel Malone

•  
**CHERYL TV CORP.**  
630 Ninth Ave., New York  
NARTB Exhibit Room No. F-202

\*View the Clue (Quiz)—15 min.  
Number completed by 9-1-55: 39  
Initial release date: January, 1954  
Producer: John Ettlinger

•  
**FLAMINGO FILMS, INC.**  
509 Madison Ave., New York  
NARTB Exhibit Room No. F-207

\*Beulah (Comedy)—30 min.  
Stars: Ethel Waters, Hattie McDaniels  
Number completed by 9-1-55: 78  
Initial release date: 1950  
Producer: Hal Roach Studios

\*Cowboy G-Men (Adventure)—15 min.  
Stars: Russell Hayden and Jackie Coogan  
Number completed by 9-1-55: 39  
Initial release date: 1953  
Producer: Henry Donovan

\*Superman Cartoons (Children's)—15 min.  
Number completed by 9-1-55: 16  
Initial release date: 1949  
Producer: Paramount Pictures

\*Superman (Adventure)—30 min.  
Star: George Reeves  
Number completed by 9-1-55: 39  
Initial release date: 1953  
Producer: National Comics

\*Telecomics (Children's)—15 min.  
Number completed by 9-1-55: 165  
Initial release date: 1950  
Producer: Flamingo Films

\*Televideo Theater (Drama)—30 min.  
Number completed by 9-1-55: 29  
Initial release date: 1952  
Producer: Screen Televideo Productions

\*Top Secret (Adventure)—15 min.  
Star: Paul Stewart  
Number completed by 9-1-55: 26  
Initial release date: 1954  
Producer: Marion Parsonnet

\*TV's Baseball Hall of Fame (Sports)—15 min.

Star: Marty Clickman  
Number completed by 9-1-55: 77  
Initial release date: 1953  
Producer: James B. Harris

\*Wild Bill Hickok (Western)—30 min.  
Stars: Guy Madison and Andy Devine  
Number completed by 9-1-55: 26  
Initial release date: 1952  
Producer: William F. Broidy

•  
**FACTS FORUM, INC.**  
720 Mercantile Securities Bldg.,  
Dallas

Answers for Americans (Discussion)—30 min.  
Star: Hardy Burt  
Initial release date: July, 1954  
Producer: Facts Forum, Inc.

Factors Forum With Dan Smoot (News  
Commentary)—30 and 15 min.  
Star: Dan Smoot  
Initial release date: July, 1953  
Producer: Facts Forum, Inc.

•  
**GENERAL TELERADIO FILM  
DIVISION**  
1440 Broadway, New York  
NARTB Exhibit Room Nos.  
D-204, D-209

\*Animated Fairy Tales (Children's)—15 min.  
Number completed by 9-1-55: 13  
Initial release date: 1954  
Producer: Primrose Productions

\*Exclusive (News Commentary)—15 min.  
Star: Fulton Lewis Jr.  
Number completed by 9-1-55: 26  
Initial release date: 1955  
Producer: Fulton Lewis Jr.

\*The Greatest Drama (Documentary)—15 min.  
Number completed by 9-1-55: 39  
Initial release date: 1953  
Producer: 20 Century-Fox Movietone News  
Director: Michael Sklar

•  
**HARRY S. GOODMAN**  
19 E. 53d St., New York  
NARTB Exhibit Rooms  
Nos. D-211, 213

\*Bert and Elmer (Comedy)—15 min.  
Stars: Johnny Coons and Bob Shreve  
Number completed by 9-1-55: 13

Initial release date: 1952  
Producer: Galbreath Productions

\*Cyclone Malone (Children's)—15 min.  
Number completed by 9-1-55: 65  
Initial release date: 1953  
Producer: Carl Hittleman  
Director: John Gaunt

\*Dilemma (Drama)—15 min.  
Number completed by 9-1-55: 13  
Initial release date: 1952  
Producer: Galbreath Productions  
Director: R. Galbreath

\*Jump Jump of Holiday House (Children's)—15 min.  
Star: Mary Hickox  
Number completed by 9-1-55: 65  
Initial release date: 1951  
Producers: Mary and Harry Hickox

\*Streamlined Fairy Tales (Children's)—5 min.  
Number completed by 9-1-55: 13  
Initial release date: 1952  
Producer: Harry S. Goodman

•  
**MITCHELL GERTZ AGENCY**  
338 N. Rodeo Drive, Beverly Hills,  
Calif.

Nothing New Under the Sun (Variety)—3 min.  
Number completed by 9-1-55: 13  
Producer: Mitchell Gertz Agency

•  
**GUILD FILMS CO., INC.**  
460 Park Ave., New York  
NARTB Exhibit Room No. D-200

\*Frankie Laine Show (Music)—30 min.  
Stars: Frankie Laine and Connie Haines  
Number completed by 9-1-55: 39  
Initial release date: Sept. 1, 1954  
Producer: Guild Films  
Director: Duke Goldstone

\*Liberace (Music)—30 min.  
Star: Liberace  
Number completed by 9-1-55: 117  
Initial release date: Jan, 1953  
Producer: Guild Films  
Director: Duke Goldstone

\*Life With Elizabeth (Comedy)—30 min.  
Star: Betty White  
Number completed by 9-1-55: 65  
Initial release date: Sept. 1, 1953  
Directors: Duke Goldstone, Bill Berke

\*Conrad Nagel Theater (Drama)—30 min.  
Star: Conrad Nagel  
Number completed by 9-1-55: 26  
Initial release date: Dec. 1, 1954  
Producer: Andre Luotto  
Director: John Mantley

\*Joe Palooka (Adv.)—30 min.  
Stars: Joe Kirkwood, Cathy Downs  
Number completed by 9-1-55: 26  
Initial release date: Dec. 1, 1953  
Producer: Guild Films  
Director: Bill Berke

\*Vitapix Wrestling (Sport)—1 hr.  
Number completed by 9-1-55: 52  
Initial release date: 1954

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**8840 Olympic Blvd., Beverly Hills. Phone CRestview 5-0188**

**How selling: Syndication**  
**Producer: Vitapix**  
**\*Florian ZaBach Show (Music)—30 min.**  
 Star: Florian ZaBach  
 Number completed by 9-1-55: 39  
 Initial release date: Sept. 1, 1954  
 Producer: Guild Films  
 Director: Duke Goldstone

**HOLLYWOOD TELEVISION PRODUCTIONS**  
 880 Bergen Ave., Jersey City, N. J.  
 NARTB Exhibit Room No. G-204

**\*Guided Tour (Educ.)—15 min.**  
 Star: Dwight Weist  
 Number completed by 9-1-55: 48  
 Initial release date: June 5, 1954  
 Producer: Hollywood TV Productions  
 Director: Jack McGowan  
**\*Stories of the Century (Drama)—30 min.**  
 Stars: Jim Davis and Kristine Miller  
 Number completed by 9-1-55: 39  
 Initial release date: April 1, 1954  
 Producer: Studio City Television Prod., Inc.  
 Directors: Wm. Witney, Frankin Adreon

**IMPERIAL WORLD FILMS, INC.**  
 49 E. Oak St., Chicago

**Raymond Massey Reads the Bible (Rel.)—4 min.**  
 Star: Raymond Massey  
 Number completed by 9-1-55: 64  
**Wrestling from International Amphitheater (Sports)**  
 Stars: Lou Thesz, Verne Gagne, Yukon Eric, Russ Davis, announcer  
 Number completed by 9-1-55: continuous  
 Producer: Imperial World Films, Inc.

**INDEPENDENT PRODUCERS' FILM EXCHANGE**  
 6325 Santa Monica Blvd., Hollywood

**Chummy's Animal Theater (Child)—3½ min.**  
 Star: Chummy, a chimpanzee  
 Number completed by 9-1-55: 104  
 Producer: J. A. Eisenbach  
 Director: J. A. Eisenbach

**INTERNATIONAL NEWS SERVICE**  
 235 E. 45th St., New York  
 NARTB Exhibit Room No. F-209

**\*INS-Telenews Daily Newsfilm Service (News)—15 min.**  
 Number completed by 9-1-55: Continuous  
 Producer: Hearst-Metrotone News, Inc.  
**\*INS-Telenews This Week in Sports (Sport)—15 min.**  
 Star: Harry Wismer  
 Number completed by 9-1-55: Continuous  
 Producer: Harry Robert, Hearst-Metrotone News  
**\*INS-Telenews Weekly News Digest (News)—15 min.**  
 Number completed by 9-1-55: Continuous  
 Producer: Hearst-Metrotone News, Inc.

**INTERSTATE TELEVISION CORP.**  
 1650 Broadway, New York  
 NARTB Exhibit Rooms  
 Windsor Park Hotel

**\*Hans Christian Andersen (Child)—30 min.**  
 Stars: Bernard Brothers and others  
 Number completed by 9-1-55: 26  
 Initial release date: June, 1953  
 Producer: Carl Moseby  
**\*Ethel Barrymore Theater (Drama)—30 min.**  
 Stars: Ethel Barrymore and others  
 Number completed by 9-1-55: 13  
 Initial release date: June, 1953  
 Producer: Interstate TV  
**\*Little Rascals (Child)—10 and 20 min.**  
 Star: Jackie Cooper, Spanky McFarland, others  
 Number completed by 9-1-55: 87  
 Initial release date: April, 1954 (for television)  
 Producer: Hal Roach  
**\*Popular Science (Educ.)—15 min.**  
 Number completed by 9-1-55: 78  
 Initial release date: Nov., 1954 (for television)  
 Producer: Paramount Pictures

**KELSEY-FRASER PRODUCTIONS, INC.**

2132 Fordem Ave., Madison, Wis.  
**TV Kitchen (Women's)—30 min.**  
 Star: Mr. Florence Pierce  
 Number completed by 9-1-55: 26  
 Initial release date: Jan., 1954  
 Producer: Kelsey-Fraser Productions, Inc., & Kling Film Productions  
 Director: Ed Morgan

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**KLING FILM PRODUCTIONS**  
 1058 W. Washington Blvd., Chicago  
**Oral Roberts (Rel.)—30 min.**  
 Star: Oral Roberts  
 Number completed by 9-1-55: 39  
 Initial release date: May  
 Producer: Fred A. Niles  
 Director: E. Lukas

**LAKESIDE TELEVISION CO., INC.**  
 1465 Broadway, New York

**The Bible (Rel.)—15 min.**  
 Number completed by 9-1-55: 39  
 Initial release date: 1955  
**Fun With Felix (Child)—15 min.**  
 Stars: Felix Greenfield, Jacquie Loughery, Pat Hall, Linda Lombard, Glenn Connelly  
 Number completed by 9-1-55: 26  
 Initial release date: 1954  
 Producer: Fletcher Smith  
 Director: Bob Orben  
**The Magic Vault (Drama)—30 min.**  
 Stars: Various  
 Number completed by 9-1-55: 52  
 Initial release date: June, 1954  
 Producer: Lakeside Television Co., Inc.  
**Opera and Ballet (Music)—15 min.**  
 Number completed by 9-1-55: 13  
 Initial release date: 1954  
**Out of the Past (Rel.)—30 min.**  
 Number completed by 9-1-55: 39

Initial release date: Oct., 1954  
 Producer: Bernard Schulman  
**Where in the World (Docu.)—15 min.**  
 Number completed by 9-1-55: 78  
 Initial release date: Jan., 1954  
 Producer: Lakeside Television Co., Inc.  
**Wild Life in Action (Docu.)—15 min.**  
 Number completed by 9-1-55: 52  
 Initial release date: Jan., 1953  
 Producer: Lakeside Television Co., Inc.

**MCA-TV**  
 598 Madison Ave., New York  
 NARTB Exhibit Room No. B-200

**\*Abbott and Costello (Comedy)—30 min.**  
 Stars: Bud Abbott and Lou Costello  
 Number completed by 9-1-55: 52  
 Producer: TCA  
**\*Biff Baker, USA (Adv.)—30 min.**  
 Star: Alan Hale, Jr.  
 Number completed by 9-1-55: 26  
 Producer: Revue Productions, Inc.  
 Director: Richard Irving  
**\*City Detective (Mys.)—30 min.**  
 Star: Rod Cameron  
 Number completed by 9-1-55: 65  
 Producer: Revue Productions, Inc.  
 Director: H. Daugherty  
**\*Counterpoint (Drama)—30 min.**  
 Number completed by 9-1-55: 26  
 Producer: Bing Crosby Enterprises, Inc.  
 Director: Bernard Girard

**\*Curtain Call (Drama)—30 min.**  
 Number completed by 9-1-55: 13  
 Producer: Gross-Krasne  
**\*Famous Playhouse (Drama)—30 min.**  
 Number completed by 9-1-55: 200  
 Producer: Revue Productions, Inc.  
**\*Follow That Man (Mys.)—30 min.**  
 Star: Ralph Bellamy  
 Number completed by 9-1-55: 82  
 Producer: Wm. Esty  
**\*Heart of the City (Drama)—30 min.**  
 Stars: Patrick McVey and Jane Nigh  
 Number completed by 9-1-55: 91  
 Producer: Gross-Krasne  
 Director: Charles Haas

**Hollywood Offbeat (Mys.)—30 min.**  
 Star: Melvyn Douglas  
 Number completed by 9-1-55: 13  
 Producer: M. Parsonnet

**I Am the Law (Mys.)—30 min.**  
 Star: George Raft  
 Number completed by 9-1-55: 26  
 Producer: Cosman

**\*Guy Lombardo and His Royal Canadians (Music)—30 min.**  
 Star: Guy Lombardo  
 Producer: Guy Lombardo Films, Inc.  
 Director: Herbert Sussan

**\*Lone Wolf (Mys.)—30 min.**  
 Star: Louis Hayward  
 Number completed by 9-1-55: 39  
 Producer: Gross-Krasne  
 Director: F. Gately

**\*Man Behind the Badge (Mys.)—30 min.**  
 Star: Charles Bickford (Host & Narr.)  
 Producer: Bernard Procter  
 Director: Paul Landres

**\*Mayor of the Town (Drama)—30 min.**  
 Star: Thomas Mitchell  
 Number completed by 9-1-55: 39  
 How selling: Syndication  
 Producers: Gross-Krasne with Rawlins-Grant  
 Director: J. Rawlins & M. Grant

**\*Playhouse 15 (Drama)—15 min.**  
 Number completed by 9-1-55: 78  
 Producer: Bernard Procter

**\*Rocky Jones, Space Ranger (Adv.)—30 min.**  
 Star: Richard Crane  
 Number completed by 9-1-55: 39  
 Producer: Roland Reed Productions  
 Director: H. Morse

**\*Royal Playhouse (Drama)—30 min.**  
 Number completed by 9-1-55: 52  
 Producer: Bing Crosby Enterprises, Inc.

**\*Telesports Digest (Sport)—30 min.**  
 Star: Bob Wilson (Narr.)  
 Producer: Tel-Ra Productions

**\*Touchdown (Sport)—15 & 30 min.**  
 Star: Byram Saam (Narr.)  
 Number completed by 9-1-55: in 8th year  
 Producer: W. Wallace Orr, Tel-Ra Productions  
 Director: Dan Endy  
 (Continued on page 28)

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- LOONEY-TUNES
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- JOHNNY MACK BROWN WESTERNS
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 IN CANADA: S.W. CALDWELL, Ltd., TORONTO

**Films on Air**  
 • *Continued from page 27*  
 \*Waterfront (Adv.)—30 min.  
 Star: Preston Foster

Number completed by 9-1-55: 65  
 Producer: Roland Reed Productions  
 Director: Phil Karlson  
 \*Where Were You? (Docu.)—30 min.  
 Star: Ken Murray  
 Number completed by 9-1-55: 26  
 Producer: Bing Crosby Enterprises, Inc.

**MORTON TELEVISION PRODUCTIONS, INC.**  
 64 E. Lake St., Chicago  
 This Is the Story (Drama)—15 min.  
 Star: Ed Prentiss  
 Number completed by 9-1-55: 52  
 Initial release date: Feb. 1, 1952  
 Producer: Morton Jacobson  
 What's Wrong With This Picture? (Quiz)—15 min.  
 Star: Local Personality  
 Number completed by 9-1-55: 260  
 Initial release date: Oct. 10, 1952

**CHARLES MICHELSON, INC.**  
 45 W. 45th St., New York  
 Capsule Mysteries (Mys.)—5 min.  
 Star: Glenn Langan  
 Number completed by 9-1-55: 39  
 Initial release date: Jan., 1955  
 Producer: Charles Michelson  
 Director: Gil Braun

**NATIONAL TELEFILM ASSOCIATES**  
 625 Madison Ave., New York  
 NARTB Exhibit Rooms  
 Nos. F-203, F-205

\*The Bill Corum Sports Show (Sports)—15 min.  
 Star: Bill Corum  
 Number completed by 9-1-55: 26  
 Initial release date: 1954  
 \*Bobo the Hobo (Children's)—15 min.  
 Number completed by 9-1-55: 26  
 Initial release date: 1954  
 \*China Smith (Adventure)—30 min.  
 Star: Dan Duryea  
 Number completed by 9-1-55: 26  
 Initial release date: 1953  
 Producer: Bernard Tabakin  
 \*Christmas Carol (Drama)—30 min.  
 Star: Vincent Price  
 Number completed by 9-1-55: 1  
 Initial release date: 1953  
 \*Design for Living (Religious)—5 min.  
 Star: Fletcher Harding  
 Number completed by 9-1-55: 39  
 Initial release date: 1953  
 \*Find a Hobby (Miscellaneous)—15 min.  
 Number completed by 9-1-55: 26  
 Initial release date: 1953  
 \*The Hal Roach Laff Time Show (Comedy)—30 min.  
 Number completed by 9-1-55: 7  
 Initial release date: 1953  
 \*Hand to Heaven (Religious)—30 min.  
 Number completed by 9-1-55: 13  
 Initial release date: 1955  
 \*The Health and Happiness Club (Miscellaneous)—5 min.  
 Number completed by 9-1-55: 105  
 Initial release date: 1953  
 \*Holiday (Travel)—30 min.  
 Stars: Joan Fontaine, Ida Lupino, Edmond O'Brien  
 Number completed by 9-1-55: 13  
 Initial release date: 1953  
 \*International Playhouse (Drama)—30 min.  
 Number completed by 9-1-55: 26  
 Initial release date: 1953  
 \*The James Mason Show (Miscellaneous)—15 min.  
 Stars: James and Pamela Mason, Richard Burton  
 Number completed by 9-1-55: 26  
 Initial release date: 1954  
 \*Lamb in the Manger (Religious)—30 min.  
 Star: Maureen O'Sullivan  
 Number completed by 9-1-55: 1  
 Initial release date: 1953

\*Layman's Call to Prayer (Religious)—5 min.  
 Number completed by 9-1-55: 52  
 Initial release date: 1953  
 \*Man's Heritage (Religious)—60 min.  
 Star: Raymond Massey  
 Number completed by 9-1-55: 1  
 Initial release date: 1954  
 \*Man's Heritage (Religious)—10 min.  
 Star: Raymond Massey  
 Number completed by 9-1-55: 13  
 Initial release date: 1954  
 \*M.D. (Miscellaneous)—5 min.  
 Number completed by 9-1-55: 39  
 Initial release date: 1953  
 \*Music of the Masters (Music)—15 min.  
 Number completed by 9-1-55: 13  
 Initial release date: 1953  
 \*Orient Express (Drama)—30 min.  
 Number completed by 9-1-55: 26  
 Initial release date: 1953  
 Producer: John Nasht  
 \*Pantomime Quiz (Quiz)—30 min.  
 Number completed by 9-1-55: 13  
 Initial release date: 1953  
 \*The Passerby (Drama)—15 min.  
 Number completed by 9-1-55: 26  
 Initial release date: 1954  
 \*Play of the Week (Drama)—30 min.  
 Number completed by 9-1-55: 26  
 Initial release date: 1953  
 \*Police Call (Mystery)—30 min.  
 Number completed by 9-1-55: 26  
 Initial release date: 1954  
 Producer: Bernard Prockter

**NBC FILM DIVISION**  
 30 Rockefeller Plaza, New York  
 NARTB Exhibit Rooms  
 Nos. D-212, D-215

Adventures of the Falcon (Adventure)—30 min.  
 Star: Charles McGraw  
 How shooting: Series  
 Number completed by 9-1-55: 39  
 Initial release date: June, 1954  
 Producer: Federal Telefilms, Inc.  
 Director: Buster Collier  
 Badge 714 (Mystery)—30 min.  
 Star: Jack Webb  
 Number completed by 9-1-55: 122  
 Initial release date: June, 1953  
 Producer: Sherry TV  
 Captured (Mystery)—30 min.  
 Star: Chester Morris  
 Number completed by 9-1-55: 26  
 Initial release date: June, 1953  
 Producer: Phillips H. Lord  
 Dangerous Assignment (Adventure)—30 min.  
 Star: Brian Donlevy  
 Number completed by 9-1-55: 39  
 Initial release date: March, 1952  
 Producer: Donlevy Development Corp.  
 His Honor, Homer Bell (Comedy)—30 min.  
 Star: Gene Lockhart  
 Number completed by 9-1-55: 39  
 Initial release date: December, 1954  
 Producer: Galahad Productions  
 Director: Derwin Abbe  
 Hopalong Cassidy (Western)—30 min.  
 Star: Bill Boyd  
 Number completed by 9-1-55: 52  
 Initial release date: June, 1952  
 Producer: William Boyd Productions  
 Inner Sanctum (Mystery)—30 min.  
 Number completed by 9-1-55: 39  
 Initial release date: October, 1953  
 Producer: Galahad Productions  
 Director: Alan Neuman  
 Life of Riley (Comedy)—30 min.  
 Star: William Bendix  
 Number completed by 9-1-55: 104  
 Initial release date: November, 1952  
 Producer: Hal Roach Studios, Inc.  
 Director: Abby Berlin  
 The Lilli Palmer Show (Miscellaneous)—15 min.  
 Star: Lilli Palmer  
 Number completed by 9-1-55: 26  
 Initial release date: September, 1952  
 Producer: Charles Kebbe  
 Paragon Playhouse (Drama)—30 min.  
 Star: Walter Abel  
 Number completed by 9-1-55: 39  
 Initial release date: October, 1952  
 Producer: Douglas Fairbanks Jr.  
 Victory at Sea (Documentary)—30 min.  
 Number completed by 9-1-55: 26  
 Initial release date: April, 1953  
 Producer: Henry Salomon  
 The Visitor (Drama)—30 min.  
 Number completed by 9-1-55: 44  
 Initial release date: March, 1953  
 Producer: Marion Parsonnet  
 Watch the World (News)—15 min.  
 Star: Don Goddard  
 Number completed by 9-1-55: 26  
 Initial release date: June, 1953  
 Producer: George Wallace  
 Weekly News Review (News)—15 min.  
 How shooting: Weekly  
 Number completed by 9-1-55: ?  
 Producers: NBC news and Special Events Dept.

**OFFICIAL FILMS**  
 25 W. 45 St., New York  
 NARTB Exhibit Rooms  
 Nos. C-203, C-205  
 Colonel March of Scotland Yard (Mystery)—30 min.  
 Star: Boris Karloff  
 Number completed by 9-1-55: 26  
 Producer: Hannah Weinstein  
 \*Dateline Europe (Adventure)—30 min.  
 Star: Jerome Thor  
 Number completed by 9-1-55: 78  
 Initial release date: October, 1951  
 Producer: Sheldon Reynolds  
 \*My Hero (Comedy)—30 min.  
 Star: Robert Cummings  
 Number completed by 9-1-55: 39  
 Initial release date: 1953  
 Producer: Four Star Productions  
 \*Overseas Adventure (Adventure)—30 min.  
 Star: James Daly  
 Number completed by 9-1-55: 39  
 Initial release date: October, 1953  
 Producer: Sheldon Reynolds  
 \*Secret File, U.S.A. (Adventure)—30 min.  
 Star: Robert Alda  
 Number completed by 9-1-55: 26  
 Initial release date: 1954  
 Producer: Triangle Productions

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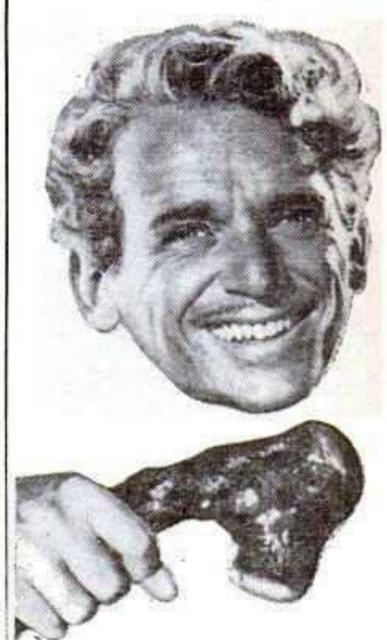
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 631 NINTH AVENUE - NEW YORK

**\*The Star and the Story (Drama)—30 min.**  
Number completed by 9-1-55: 39  
Initial release date: September, 1954  
Producer: Four Star Productions

**\*Terry and the Pirates (Adventure)—30 min.**  
Number completed by 9-1-55: 18  
Initial release date: January, 1953  
Producers: Dougfair Corporation

**\*This Is Your Music (Music)—30 min.**  
Stars: Joan Weldon, Byron Palmer  
Number completed by 9-1-55: 39  
Initial release date: October, 1954  
Producer: Jan Productions  
Director: Jack Denove

**PACKAGED PROGRAMS, INC.**  
634 Penn Ave., Pittsburgh

**Mr. Rump Bump (Children's)—5 min.**  
Number completed by 9-1-55: 30

**Home Is Happiness (Women's)—15 min.**  
Number completed by 9-1-55: 130

**PARAMOUNT TELEVISION PRODUCTIONS**  
5451 Marathon St., Hollywood

**Bandstand Revue (Music)—30 min.**  
Stars: Leighton Noble, Anita Gordon, Mercer Brothers  
Number completed by 9-1-55: 26  
Initial release date: March, 1955  
Producer: Klaus Landsberg

**Wrestling From Hollywood (Sports)—60 min.**  
Number completed by 9-1-55: 104  
Director: John Silva

**MARION RIDDICK PRODUCTIONS, LTD.**  
1102 Eberhard, Houston

**Modelette TV Acting (Children's)—30 min. and 15 min.**  
Number completed by 9-1-55: 26  
Initial release date: January, 1955  
Producer: Marion Riddick

**RADIO & TV PACKAGERS, INC.**  
11 E. 40th St., New York

**Jungle (Miscellaneous)—15 min.**  
Number completed by 9-1-55: 39

**RIVIERA PRODUCTIONS**  
1713 Via El Prado, Redondo Beach, Calif.

**Punch and Trudy (Children's)—15 min.**  
Number completed by 9-1-55: 6  
Initial release date: June, 1953  
Producer: F. W. Zens  
Director: Bill Schaefer

**Teletunes (Music)—3 min.**  
Number completed by 9-1-55: 10  
Initial release date: 1953  
Producer: F. W. Zens

**WALTER SCHWIMMER CO.**  
75 E. Wacker Drive, Chicago

**Championship Bowling (Sports)—60 min.**  
Number completed by 9-1-55: 26  
Initial release date: September, 1954  
Producer: Peter DeMet Productions

**Eddy Arnold Time (Music)—30 min.**  
Star: Eddy Arnold  
Number completed by 9-1-55: 30  
Initial release date: January, 1955  
Producer: Joseph Csida  
Director: Ben Park

**Walt's Workshop (Educational)—30 min.**  
Star: Walt Durbahn  
Initial release date: April, 1954  
Producer: Reid H. Ray

**SCREEN GEMS, INC.**  
233 W. 49th St., New York  
NARTB Exhibit Rooms  
Nos. D-219, D-221

**\*Adventures of Rin Tin Tin (Adventure)—30 min.**  
Stars: Lee Aaker, James Brown  
Number completed by 9-1-55: 44  
Initial release date: September, 1954  
Producer: Herbert Leonard  
Director: Robert Walker

**\*All Star Theater (Drama)—30 min.**  
Number completed by 9-1-55: 117  
Initial release date: September, 1952

**\*Big Playback (Sports)—15 min.**  
Number completed by 9-1-55: 52  
Initial release date: Spring, 1953  
Producer: Ben Berenberg

**\*Jet Jackson (Adventure)—30 min.**  
Number completed by 9-1-55: 39  
Initial release date: September, 1954  
Producer: George Bilson

**STERLING TELEVISION CO.**  
205 E. 43d St., New York

**The Adventures of Fearless Fostick (Children's)—30 min.**  
Number completed by 9-1-55: 13

**Armchair Adventure (Documentary)—15 min.**  
Number completed by 9-1-55: 104  
Producer: Sterling Television

**Adventures in Sports (Sports)—15 min.**  
Number completed by 9-1-55: 26  
Producer: Telenevs Productions

**Beat the Experts (Sports-Quiz)—5 min.**  
Number completed by 9-1-55: 52

**Betsy and the Magic Key (Children's)—15 min.**  
Number completed by 9-1-55: 39

**Building for Peace (Documentary)—15 min.**  
Number completed by 9-1-55: 26  
Producer: United Nations Film Division

**For the Ladies (Women's)—15 min.**  
Number completed by 9-1-55: 52

**Goin' Places With Gadabout Gaddis (Sports)—15 min.**  
Star: Verne Gaddis  
Number completed by 9-1-55: 26

**Into the Night (Drama)—30 min.**  
Number completed by 9-1-55: 26  
Producer: Sterling Television

**King's Crossroads (Documentary)—30 min. and 60 min.**  
Star: Carl King  
Number completed by 9-1-55: 104 or 52

**The Little Show (Drama)—15 min.**  
Number completed by 9-1-55: 78  
Producer: Sterling Television

**Movie Museum (Documentary)—15 min.**  
Star: Paul Killiam  
Number completed by 9-1-55: 100  
Initial release date: September, 1954  
Producer: Saul Turrell

**The Paul Killiam Show (Documentary)—15 min.**  
Star: Paul Killiam  
Number completed by 9-1-55: 26

**This World of Ours, This Land of Ours (Travel)—15 min.**  
Number completed by 9-1-55: 26  
Producer: Dudley Pictures Corporation

**Vid-Bits (Miscellaneous)—3 min.**  
Number completed by 9-1-55: 150

**Sterling Serenades (Music)—3 min.**  
Number completed by 9-1-55: 300

**The Vienna Philharmonic Symphony Orchestra (Music)—15 min.**  
Number completed by 9-1-55: 13

**What's the Record? (Sports-Quiz)—5 min.**  
Number completed by 9-1-55: 48

**Wonders of the World (Travel)—15 min.**  
Number completed by 9-1-55: 26

**The World We Live In (Travel)—15 min.**  
Number completed by 9-1-55: 52  
Producer: Sterling Television

**STUDIO FILMS, INC.**  
380 Madison Ave., New York

**Studio Telescriptions (Music)—3 min.**  
Initial release date: 1951, '52 and '53  
How selling: Syndication  
Producer: Studio Films, Inc.

**TEL RA PRODUCTIONS**  
1518 Walnut St., Philadelphia

**Notre Dame Highlights (Sports)—30 min.**  
Star: Gene Kelley narrates  
How shooting: Weekly  
Initial release date: September, 1954  
Producer: George Kerrigan  
Director: Dan Endy

**National Pro Highlights (Sports)—30 min.**  
Star: Jim Leaming, commentator  
How shooting: Weekly  
Initial release date: September, 1948  
Producer: Tel Ra  
Director: Dan Endy

**Post Time U.S.A. (Sports)—15 min.**  
Star: Bryan Field commentator  
How shooting: Weekly  
Initial release date: April, 1951  
Producer: Tel Ra  
Director: Joe Arnold

**Sports Spotlight (Sports)—15 min.**  
Star: Bob Wilson narrator  
How shooting: Weekly  
(Continued on page 32)

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# The Song Hit BOX SCORE

BMI presents a four month accounting of the outstanding current song hits in the BMI repertoire as determined by two of the music trade barometers.

## The "HIT PARADE"

|                                            | January |   |    |    |    | February |    |    |    | March |    |    | April |   |   |    |    |    |   |   |
|--------------------------------------------|---------|---|----|----|----|----------|----|----|----|-------|----|----|-------|---|---|----|----|----|---|---|
|                                            | 1       | 8 | 15 | 22 | 29 | 5        | 12 | 19 | 26 | 5     | 12 | 19 | 26    | 2 | 9 | 16 | 23 | 30 |   |   |
| LET ME GO LOVER (Rumbalero)                | 2       | 1 | 3  | 2  | 1  | 2        | 3  | 4  |    |       |    |    |       |   |   |    |    |    |   |   |
| HEARTS OF STONE (Granite-Regent)           |         |   |    | 6  | 5  | 6        | 6  | 2  | 2  | 4     | 5  |    |       |   |   |    |    |    |   |   |
| THAT'S ALL I WANT FROM YOU (Weiss & Barry) |         |   |    |    |    | 7        | 7  | 7  | 3  | 5     | 6  | 6  | 7     | 7 | 7 |    |    |    |   |   |
| SINCERELY (Arc)                            |         |   |    |    |    | 4        | 5  | 6  | 2  | 3     | 4  | 2  | 5     | 4 | 6 | 5  |    |    |   |   |
| TWEEDLEE DEE (Progressive)                 |         |   |    |    |    |          | 6  | 7  | 3  | 4     | 1  | 4  | 2     | 2 | 4 | 4  | 4  |    |   |   |
| KO KO MO (Meridian)                        |         |   |    |    |    |          |    | 5  | 7  | 2     | 5  | 6  | 6     | 5 |   |    |    |    |   |   |
| OPEN UP YOUR HEART (Hamblen)               |         |   |    |    |    |          |    |    |    | 7     |    |    |       |   |   |    |    |    |   |   |
| BALLAD OF DAVY CROCKETT (Wonderland)       |         |   |    |    |    |          |    |    |    |       | 3  | 3  | 1     | 1 | 1 | 1  | 1  | 1  |   |   |
| DANCE WITH ME, HENRY (Modern)              |         |   |    |    |    |          |    |    |    |       |    |    |       |   |   |    |    |    | 6 | 7 |

## The "HONOR ROLL OF HITS"

|                                            | January |   |    |    |    | February |    |    |    | March |    |    | April |    |    |    |    |    |   |   |   |
|--------------------------------------------|---------|---|----|----|----|----------|----|----|----|-------|----|----|-------|----|----|----|----|----|---|---|---|
|                                            | 1       | 8 | 15 | 22 | 29 | 5        | 12 | 19 | 26 | 5     | 12 | 19 | 26    | 2  | 9  | 16 | 23 | 30 |   |   |   |
| LET ME GO LOVER (Rumbalero)                | 2       | 2 | 1  | 1  | 1  | 1        | 2  | 4  | 5  | 8     |    |    |       |    |    |    |    |    |   |   |   |
| THIS OLE HOUSE (Hamblen)                   | 7       | 8 | 8  | 9  |    |          |    |    |    |       |    |    |       |    |    |    |    |    |   |   |   |
| HEARTS OF STONE (Granite-Regent)           | 8       | 6 | 4  | 4  | 3  | 4        | 3  | 2  | 3  | 3     | 5  | 7  | 8     | 10 |    |    |    |    |   |   |   |
| THAT'S ALL I WANT FROM YOU (Weiss & Barry) |         |   |    |    | 9  | 7        | 7  | 8  | 9  | 7     | 9  | 9  | 10    | 9  | 9  |    |    |    |   |   |   |
| NO MORE (Maple Leaf)                       |         |   |    |    | 10 | 10       |    |    | 10 |       |    |    |       |    |    |    |    |    |   |   |   |
| SINCERELY (Arc)                            |         |   |    |    | 6  | 6        | 5  | 3  | 2  | 2     | 2  | 2  | 2     | 3  | 3  | 3  | 4  | 8  |   |   |   |
| EARTH ANGEL (Dootsie Williams)             |         |   |    |    |    |          | 9  | 6  | 6  | 5     | 6  | 6  | 7     | 8  | 10 |    |    |    |   |   |   |
| OPEN UP YOUR HEART (Hamblen)               |         |   |    |    |    |          |    |    |    | 10    | 10 | 9  | 7     | 7  | 8  | 9  | 9  |    |   |   |   |
| TWEEDLEE DEE (Progressive)                 |         |   |    |    |    |          |    | 10 | 8  | 6     | 4  | 4  | 4     | 4  | 4  | 4  | 3  | 7  |   |   |   |
| KO KO MO (Meridian)                        |         |   |    |    |    |          |    | 8  | 7  | 4     | 4  | 3  | 5     | 5  | 6  | 6  | 10 |    |   |   |   |
| BALLAD OF DAVY CROCKETT (Wonderland)       |         |   |    |    |    |          |    |    |    | 7     | 3  | 3  | 1     | 1  | 1  | 1  | 1  | 1  |   |   |   |
| DANCE WITH ME, HENRY (Modern)              |         |   |    |    |    |          |    |    |    |       |    |    |       |    |    |    |    |    | 7 | 7 | 5 |

The numbers in the above tabulation indicate the week-to-week positions of BMI-licensed song hits among the seven on the "Hit Parade" and the top ten selections of the Billboard "Honor Roll of Hits."

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# KELO

JOE FLOYD, President

NBC (TV) PRIMARY  
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## TOP SHOWS BY AGE & SEX

The following chart summarizes the audience composition charts which have appeared in The Billboard each week during the past six months. It shows the non-network TV film series which are most popular with men, women, teen-agers and children, based upon the number of viewers of each of these types per 100 viewing homes. The top five programs each month are shown under each audience composition category.

### • Top Vidfilms Among Men

| Rank Order           | Title and Distributor                        | Men Per 100 Homes | Avg. Rtg. |
|----------------------|----------------------------------------------|-------------------|-----------|
| <b>OCTOBER, '54</b>  |                                              |                   |           |
| 1.                   | Foreign Intrigue (Official Films)            | 85                | 11.7      |
| 2.                   | Biff Baker, U.S.A. (MCA-TV)                  | 83                | 4.2       |
| 2.                   | Counterpoint (MCA-TV)                        | 83                | 4.3       |
| 2.                   | Inner Sanctum (NBC Film)                     | 83                | 8.3       |
| 5.                   | China Smith (NTA)                            | 82                | 4.3       |
| <b>NOVEMBER, '54</b> |                                              |                   |           |
| 1.                   | Foreign Intrigue (Official Films)            | 89                | 12.0      |
| 2.                   | Biff Baker, U.S.A. (MCA-TV)                  | 85                | 6.4       |
| 2.                   | City Detective (MCA-TV)                      | 85                | 10.8      |
| 2.                   | Ellery Queen (TPA)                           | 85                | 13.4      |
| 2.                   | Inner Sanctum (NBC Film)                     | 85                | 8.4       |
| <b>DECEMBER, '54</b> |                                              |                   |           |
| 1.                   | Foreign Intrigue (Official Films)            | 89                | 11.4      |
| 2.                   | Biff Baker, U.S.A. (MCA-TV)                  | 85                | 6.4       |
| 2.                   | City Detective (MCA-TV)                      | 85                | 12.1      |
| 2.                   | Ellery Queen (TPA)                           | 85                | 11.3      |
| 2.                   | Inner Sanctum (NBC Film)                     | 85                | 8.2       |
| <b>JANUARY, '55</b>  |                                              |                   |           |
| 1.                   | Foreign Intrigue (Official Films)            | 89                | 11.0      |
| 2.                   | Police Call (NTA)                            | 87                | 6.4       |
| 3.                   | Ellery Queen (TPA)                           | 85                | 13.3      |
| 3.                   | City Detective (MCA-TV)                      | 85                | 13.3      |
| 3.                   | Biff Baker, U.S.A. (MCA-TV)                  | 85                | 4.0       |
| 3.                   | Inner Sanctum (NBC Film)                     | 85                | 7.5       |
| <b>FEBRUARY, '55</b> |                                              |                   |           |
| 1.                   | Eddie Cantor (Ziv-TV)                        | 90                | 13.9      |
| 2.                   | Foreign Intrigue (Official Films)            | 89                | 9.5       |
| 3.                   | Police Call (NTA)                            | 87                | 6.8       |
| 4.                   | Biff Baker, U.S.A. (MCA-TV)                  | 85                | 4.2       |
| 4.                   | City Detective (MCA-TV)                      | 85                | 12.9      |
| 4.                   | Ellery Queen (TPA)                           | 85                | 12.6      |
| 4.                   | Inner Sanctum (NBC Film)                     | 85                | 7.4       |
| <b>MARCH, '55</b>    |                                              |                   |           |
| 1.                   | Inner Sanctum (NBC Film)                     | 89                | 7.6       |
| 2.                   | Biff Baker, U.S.A. (MCA-TV)                  | 88                | 3.6       |
| 2.                   | Boston Blackie (Ziv-TV)                      | 88                | 11.8      |
| 4.                   | Col. March of Scotland Yard (Official Films) | 87                | 4.5       |
| 5.                   | Foreign Intrigue (Official Films)            | 86                | 10.2      |

### • Top Vidfilms Among Women

| Rank Order           | Title and Distributor             | Women Per 100 Homes | Avg. Rtg. |
|----------------------|-----------------------------------|---------------------|-----------|
| <b>OCTOBER, '54</b>  |                                   |                     |           |
| 1.                   | Liberace (Guild Films)            | 97                  | 10.6      |
| 2.                   | Favorite Story (Ziv-TV)           | 93                  | 10.2      |
| 3.                   | Dangerous Assignment (NBC Film)   | 92                  | 6.9       |
| 3.                   | Foreign Intrigue (Official Films) | 92                  | 11.7      |
| 5.                   | Janet Dean, R.N. (UM&M)           | 90                  | 7.6       |
| <b>NOVEMBER, '54</b> |                                   |                     |           |
| 1.                   | Liberace (Guild Films)            | 99                  | 13.1      |
| 2.                   | Favorite Story (Ziv-TV)           | 96                  | 10.2      |
| 3.                   | Janet Dean, R.N. (UM&M)           | 95                  | 8.0       |
| 4.                   | Life With Elizabeth (Guild Films) | 91                  | 6.4       |
| 4.                   | Counterpoint (MCA-TV)             | 91                  | 2.0       |
| <b>DECEMBER, '54</b> |                                   |                     |           |
| 1.                   | Liberace (Guild Films)            | 99                  | 13.3      |
| 2.                   | Favorite Story (Ziv-TV)           | 96                  | 11.8      |
| 3.                   | Janet Dean, R.N. (UM&M)           | 95                  | 8.4       |
| 4.                   | Life With Elizabeth (Guild Films) | 91                  | 7.0       |
| 5.                   | Dangerous Assignment (NBC Film)   | 90                  | 5.6       |
| 5.                   | Foreign Intrigue (Official Films) | 90                  | 11.4      |
| <b>JANUARY, '55</b>  |                                   |                     |           |
| 1.                   | Liberace (Guild Films)            | 99                  | 13.6      |
| 2.                   | Favorite Story (Ziv-TV)           | 96                  | 10.8      |
| 3.                   | Janet Dean, R.N. (UM&M)           | 95                  | 8.7       |
| 4.                   | Police Call (NTA)                 | 94                  | 6.4       |
| 5.                   | Life With Elizabeth (Guild Films) | 91                  | 7.8       |
| <b>FEBRUARY, '55</b> |                                   |                     |           |
| 1.                   | Liberace (Guild Films)            | 99                  | 11.8      |
| 2.                   | Favorite Story (Ziv-TV)           | 96                  | 12.4      |
| 3.                   | Janet Dean, R.N. (UM&M)           | 95                  | 9.0       |
| 4.                   | Police Call (NTA)                 | 94                  | 6.8       |
| 5.                   | Life With Elizabeth (Guild Films) | 91                  | 7.8       |
| <b>MARCH, '55</b>    |                                   |                     |           |
| 1.                   | Foreign Intrigue (Official Films) | 93                  | 10.2      |
| 1.                   | Liberace (Guild Films)            | 93                  | 11.1      |
| 3.                   | Janet Dean, R.N. (UM&M)           | 92                  | 9.1       |
| 4.                   | Favorite Story (Ziv-TV)           | 91                  | 12.1      |
| 4.                   | The Whistler (CBS Film)           | 91                  | 15.5      |
| 4.                   | Police Call (NTA)                 | 91                  | 6.6       |

### • Top Vidfilms Among Teens

| Rank Order           | Title and Distributor                  | Teens Per 100 Homes | Avg. Rtg. |
|----------------------|----------------------------------------|---------------------|-----------|
| <b>OCTOBER, '54</b>  |                                        |                     |           |
| 1.                   | Cisco Kid (Ziv-TV)                     | 32                  | 12.6      |
| 2.                   | Meel Corliss Archer (Ziv-TV)           | 31                  | 10.6      |
| 3.                   | Amos 'n' Andy (CBS Film)               | 24                  | 10.2      |
| 3.                   | Range Rider (CBS Film)                 | 24                  | 9.9       |
| 3.                   | Rocky Jones (MCA-TV)                   | 24                  | 7.0       |
| 3.                   | Terry and the Pirates (Official Films) | 24                  | 6.9       |
| <b>NOVEMBER, '54</b> |                                        |                     |           |
| 1.                   | Cisco Kid (Ziv-TV)                     | 34                  | 13.7      |
| 2.                   | Meel Corliss Archer (Ziv-TV)           | 28                  | 10.5      |
| 3.                   | Terry and the Pirates (Official Films) | 27                  | 5.7       |
| 4.                   | Rocky Jones (MCA-TV)                   | 26                  | 7.1       |
| 4.                   | Dick Tracy (Combined TV)               | 26                  | 4.6       |
| <b>DECEMBER, '54</b> |                                        |                     |           |
| 1.                   | Cisco Kid (Ziv-TV)                     | 34                  | 12.8      |
| 2.                   | King's Crossroads (Sterling TV)        | 30                  | 7.0       |
| 3.                   | Corliss Archer (Ziv-TV)                | 28                  | 12.2      |
| 4.                   | Terry and the Pirates (Official Films) | 27                  | 8.4       |
| 5.                   | Dick Tracy (Combined TV)               | 26                  | 4.2       |
| 5.                   | Rocky Jones (MCA-TV)                   | 26                  | 7.9       |
| <b>JANUARY, '55</b>  |                                        |                     |           |
| 1.                   | Cisco Kid (Ziv-TV)                     | 34                  | 14.7      |
| 2.                   | Life of Riley (NBC Film)               | 33                  | 16.6      |
| 3.                   | King's Crossroads (Sterling TV)        | 30                  | 6.0       |
| 4.                   | Meel Corliss Archer (Ziv-TV)           | 28                  | 12.5      |
| 5.                   | Police Call (NTA)                      | 27                  | 6.4       |
| 5.                   | Terry and the Pirates (Official Films) | 27                  | 6.9       |
| <b>FEBRUARY, '55</b> |                                        |                     |           |
| 1.                   | Cisco Kid (Ziv-TV)                     | 34                  | 19.5      |
| 2.                   | Life of Riley (NBC Film)               | 33                  | 16.2      |
| 3.                   | Corliss Archer (Ziv-TV)                | 28                  | 12.3      |
| 4.                   | Police Call (NTA)                      | 27                  | 6.8       |
| 5.                   | Eddie Cantor Show (Ziv-TV)             | 26                  | 13.9      |
| 5.                   | Dick Tracy (Combined TV)               | 26                  | 6.2       |
| 5.                   | Rocky Jones (MCA-TV)                   | 26                  | 8.9       |
| <b>MARCH, '55</b>    |                                        |                     |           |
| 1.                   | Cisco Kid (Ziv-TV)                     | 31                  | 19.1      |
| 1.                   | Life of Riley (NBC Film)               | 31                  | 17.2      |
| 3.                   | Foreign Intrigue (Official Films)      | 25                  | 10.2      |
| 3.                   | Meel Corliss Archer (Ziv-TV)           | 25                  | 12.9      |
| 3.                   | Joe Palooka Story (Guild Films)        | 25                  | 5.3       |
| 3.                   | Kit Carson (Coca-Cola)                 | 25                  | 10.3      |

### • Top Vidfilms Among Kiddies

| Rank Order           | Title and Distributor             | Children Per 100 Homes | Avg. Rtg. |
|----------------------|-----------------------------------|------------------------|-----------|
| <b>OCTOBER, '54</b>  |                                   |                        |           |
| 1.                   | Superman (Flamingo Films)         | 97                     | 12.6      |
| 2.                   | Wild Bill Hickok (Flamingo Films) | 95                     | 12.5      |
| 3.                   | Time for Beany (Consolidated TV)  | 94                     | 7.2       |
| 4.                   | Gene Autry (CBS Film)             | 93                     | 13.0      |
| 4.                   | Rocky Jones (MCA-TV)              | 93                     | 7.0       |
| <b>NOVEMBER, '54</b> |                                   |                        |           |
| 1.                   | Gene Autry (CBS Film)             | 99                     | 16.0      |
| 2.                   | Cisco Kid (Ziv-TV)                | 98                     | 13.7      |
| 2.                   | Hopalong Cassidy (NBC Film)       | 98                     | 10.5      |
| 2.                   | Time for Beany (Consolidated TV)  | 98                     | 7.1       |
| 5.                   | Wild Bill Hickok (Flamingo Films) | 96                     | 13.6      |
| <b>DECEMBER, '54</b> |                                   |                        |           |
| 1.                   | Gene Autry (CBS Film)             | 99                     | 17.5      |
| 2.                   | Cisco Kid (Ziv-TV)                | 98                     | 12.8      |
| 2.                   | Hopalong Cassidy (NBC Film)       | 98                     | 10.7      |
| 2.                   | Time for Beany (Consolidated TV)  | 98                     | 9.4       |
| 5.                   | Wild Bill Hickok (Flamingo Films) | 96                     | 15.2      |
| <b>JANUARY, '55</b>  |                                   |                        |           |
| 1.                   | Gene Autry (CBS Film)             | 99                     | 16.4      |
| 2.                   | Cisco Kid (Ziv-TV)                | 98                     | 14.7      |
| 2.                   | Hopalong Cassidy (NBC Film)       | 98                     | 12.3      |
| 4.                   | Wild Bill Hickok (Flamingo Films) | 96                     | 16.8      |
| 5.                   | Dick Tracy (Combined TV)          | 95                     | 4.1       |
| <b>FEBRUARY, '55</b> |                                   |                        |           |
| 1.                   | Gene Autry (CBS Film)             | 99                     | 16.9      |
| 2.                   | Hopalong Cassidy (NBC Film)       | 98                     | 10.0      |
| 2.                   | Cisco Kid (Ziv-TV)                | 98                     | 19.5      |
| 4.                   | Wild Bill Hickok (Flamingo Films) | 96                     | 18.1      |
| 5.                   | Dick Tracy (Combined TV)          | 95                     | 6.2       |
| <b>MARCH, '55</b>    |                                   |                        |           |
| 1.                   | Abbott & Costello (MCA-TV)        | 107                    | 12.7      |
| 2.                   | Hopalong Cassidy (NBC Film)       | 99                     | 11.5      |
| 3.                   | Annie Oakley (CBS Film)           | 98                     | 17.0      |
| 3.                   | Dick Tracy (Combined TV)          | 98                     | 5.9       |
| 5.                   | Superman (Flamingo Films)         | 96                     | 16.7      |
| 5.                   | Cisco Kid (Ziv-TV)                | 96                     | 19.1      |
| 5.                   | Gene Autry (CBS Film)             | 96                     | 16.4      |



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THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

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

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

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

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

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

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

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

INDIANAPOLIS 3 STATIONS

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

- 1. I Love Lucy, WFBM... 68.1
2. Jackie Gleason, WFBM... 63.6
3. Godfrey's Talent Scouts, WFBM... 59.2
4. I've Got a Secret, WFBM... 57.8
5. Toast of the Town, WFBM... 54.3
6. Academy Awards, WFBM... 51.4
7. Studio One, WFBM... 46.5
8. Our Miss Brooks, WISH... 44.3
9. Jack Benny, WFBM... 43.1
10. Burns and Allen, WFBM... 38.4

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Favorite Story (Drama), Ziv... 37.5
2. Badge 714 (Mys.), NBC... 28.5
3. Lone Wolf (Mys.), MCA-TV... 26.9
3. Secret File, U.S.A. (Adv.), Official... 26.9
5. City Detective (Mys.), MCA-TV... 22.9
6. Annie Oakley (West.), CBS... 22.4
7. Liberace (Music), Guild... 21.2
8. Racket Squad (Mys.), ABC... 19.3
9. Mr. District Attorney (Mys.), Ziv... 18.2
10. Wild Bill Hickok (West.), Flamingo... 17.7

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

SEATTLE-TACOMA 4 STATIONS

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

- 1. Academy Awards, KOMO... 49.6
2. You Bet Your Life, KOMO... 46.3
3. George Gobel, KOMO... 41.8
4. This Is Your Life, KOMO... 41.7
5. Dragnet, KOMO... 41.1
6. Toast of the Town, KTNT... 39.9
7. Ozzie and Harriet, KING... 39.2
8. I Love Lucy, KTNT... 39.0
9. Your Hit Parade, KOMO... 37.0
10. Loretta Young, KOMO... 35.8

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Annie Oakley (West.), CBS... 34.4
2. Waterfront (Adv.), MCA-TV... 34.2
3. Life of Riley (Comedy), NBC... 33.9
4. Badge 714 (Mys.), NBC... 32.8
5. Death Valley Days (West.), Pacific Borax... 32.6
6. Wild Bill Hickok (West.), Flamingo... 30.7
7. Little Rascals (Comedy), Interstate... 23.7
8. Stories of the Century (West.), Hollywood... 23.4
9. Follow That Man (Mys.), MCA-TV... 20.6
10. Stu Erwin (Comedy), Official... 19.5

DALLAS-FORT WORTH 3 STATIONS

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

- 1. I Love Lucy, KRLD... 49.0
2. George Gobel, WBAP... 45.2
3. Disneyland, WBAP... 43.8
4. December Bride, KRLD... 39.7
5. This Is Your Life, WFAA... 38.8
6. I've Got a Secret, KRLD... 38.6
7. Toast of the Town, KRLD... 38.3
8. Our Miss Brooks, KRLD... 37.8
9. Your Hit Parade, WBAP... 37.2
10. Academy Awards, WFAA... 35.6

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Superman (Adv.), Flamingo... 23.4
2. Cisco Kid (West.), Ziv... 22.4
3. I Led Three Lives (Adv.), Ziv... 21.8
4. Ramar of the Jungle (Adv.), TPA... 21.6
5. Wild Bill Hickok (West.), Flamingo... 19.7
6. Kit Carson (West.), Coca-Cola... 18.9
7. Lone Wolf (Mys.), MCA-TV... 16.7
8. Foreign Intrigue (Adv.), Official... 14.4
9. Racket Squad (Mys.), ABC... 13.8
10. Mr. and Mrs. North (Mys.), ATPS... 12.5

KANSAS CITY, MO. 3 STATIONS

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

- 1. George Gobel, WDAF... 49.6
2. Academy Award, WDAF... 46.3
3. You Bet Your Life, WDAF... 44.1
4. This Is Your Life, WDAF... 40.5
5. I Love Lucy, KMBC... 40.2
6. Disneyland, KCMO... 38.7
7. Dragnet, WDAF... 37.5
8. I've Got a Secret, KMBC... 35.8
9. Loretta Young, WDAF... 35.2
10. Your Hit Parade, WDAF... 34.0

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Death Valley Days (West.), Pacific Borax... 33.9
2. Cisco Kid (West.), Ziv... 27.1
3. I Led Three Lives (Adv.), Ziv... 23.0
4. Stories of the Century (West.), Hollywood... 22.1
5. Mr. District Attorney (Mys.), Ziv... 21.8
6. Championship Bowling (Sports), Schwimmer... 16.8
7. The Whistler (Mys.), CBS... 15.0
8. Life of Riley (Comedy), NBC... 14.7
9. Superman (Adv.), Flamingo... 13.9
10. Annie Oakley (West.), CBS... 13.3

MINNEAPOLIS 5 STATIONS

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

- 1. Academy Awards, KSTP... 53.8
2. I Love Lucy, WCCO... 52.9
3. George Gobel, KSTP... 50.6
4. Jackie Gleason, WCCO... 48.8
5. Toast of the Town, WCCO... 47.6
6. Godfrey's Talent Scouts, WCCO... 44.6
7. You Bet Your Life, KSTP... 42.5
8. Person to Person, WCCO... 42.3
9. Your Hit Parade, KSTP... 40.4
10. This Is Your Life, KSTP... 40.2

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

- 1. Badge 714 (Mys.), NBC... 24.7
2. I Led Three Lives (Adv.), Ziv... 23.6
3. Mr. District Attorney (Mys.), Ziv... 20.9
4. Life of Riley (Comedy), NBC... 17.0
5. Wild Bill Hickok (West.), Flamingo... 15.9
6. Liberace (Music), Guild... 15.7
7. Victory at Sea (Docum.), NBC... 15.3
8. Little Rascals (Comedy), Interstate... 14.1
9. Hopalong Cassidy (West.), NBC... 14.0
10. Lone Wolf (Mys.), MCA-TV... 12.1

BALTIMORE 3 STATIONS

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

- 1. Jackie Gleason, WMAR... 59.5
2. This Is Your Life, WBAL... 52.2
3. I Love Lucy, WMAR... 52.0
4. Toast of the Town, WMAR... 49.5
5. I've Got a Secret, WMAR... 45.6
6. Two for the Money, WMAR... 45.0
7. Talent Scouts, WMAR... 42.3
8. You Bet Your Life, WBAL... 42.0
9. Academy Awards Program, WBAL... 41.7
10. Beat the Clock, WMAR... 40.8

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. I Led Three Lives (Adv.), Ziv... 28.6
2. Wild Bill Hickok (West.), Flamingo... 26.6
3. Ramar of the Jungle (Adv.), TPA... 24.5
4. Cisco Kid (West.), Ziv... 24.0
5. Superman (Adv.), Flamingo... 23.7
6. Death Valley Days (West.), Pacific Borax... 18.5
7. Annie Oakley (West.), CBS... 17.0
8. Hans C. Andersen (Child.), Interstate... 16.3
9. Mr. District Attorney (Mys.), Ziv... 14.6
10. Badge 714 (Mys.), NBC... 14.0

(Continued on page 32)

Continued from page 31

Table with columns: Rank Among Films, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating. Includes sections for CLEVELAND (3 STATIONS) and ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER.

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

TV FILM SALES

ADVERTISERS TV PROGRAM SERVICE

MR. AND MRS. NORTH Jordan Motors: WSBT, South Bend, Ind.

CBS TV FILM SALES

THE WHISTLER Holmes Pontiac Co.: KSLA, Shreveport, La.

ANNIE OAKLEY Sustain: WBR, Birmingham, Ala.

RANGE RIDER Jones Sausage Co.: WLVA, Lynchburg, Va.

FLAMINGO FILMS

GRAND OLE OPRY Ballard & Ballard: WFBC, Greenville, S. C.

GUILD FILMS

FLORIAN ZABACH Sustain: KHOL, Axtel, Neb.

CONRAD NAGEL PRESENTS Sustain: KHOL, Axtel, Neb.

HOLLYWOOD TELEVISION SERVICE

STORIES OF THE CENTURY Ward Ice Cream Co.: KFS, Fort Smith, Ark.

Gasteria: WISH, Indianapolis

INTERSTATE TV

LITTLE RASCALS Goldsmith Dairy: KFDA, Amarillo, Tex.

MCA-TV

PLAYHOUSE 15 Sustain: WBR, Birmingham

ABBOTT AND COSTELLO Ferrall Co.: KFEO, St. Joseph, Mo.

MAN BEHIND THE BADGE Rheingold Beer: WIRI, Peru, N. Y.

MAYOR OF THE TOWN Lincoln Bank and Learburg Clothes: WSYR, Syracuse

FAMOUS PLAYHOUSE Mitchell Air Conditioners: KTTS, Springfield, Mo.

WATERFRONT Thrift Drug Stores: KDKA, Pittsburgh

Coastal Chemical Co.: WTOG, Savannah, Ga.

Memphis Packing Co.: WHBQ, Memphis

Skelly Oil Co.: KVOO, Tulsa, Okla.

Canadian Breweries, Ltd.: WGR, Buffalo

NBC FILM DIVISION

BADGE 714-A Sustain: Rapid City, S. D.

BADGE 714-B Sustain: WFFA, Montgomery, Ala.

CAPTURED Sustain: KLFY, Lafayette, Ind.; KELO, Sioux Falls, S. D.; WGN, Chicago; KOTA, Rapid City, S. D.

VICTORY AT SEA Sustain: KOTA, Rapid City, S. D.

DANGEROUS ASSIGNMENT Sustain: KOTA, Rapid City, S. D.

LIFE OF RILEY-B Sustain: KOTA, Rapid City, S. D.

LIFE OF RILEY-C Safeway Stories: KLVO, Missoula, Mont.

Sustain: WXIX, Milwaukee; KSTP, St. Paul-Minneapolis; KOTA, Rapid City, S. D.; KFBB, Great Falls, Mont., and Butte, Mont.

LIFE OF RILEY-D Safeway Stories: KLVO, Missoula, Mont.

Sustain: KFBB, Great Falls, Mont.

HIS HONOR, HOMER BELL Sustain: WFSA, Montgomery, Ala.

STEVE DONOVAN, WESTERN MARSHAL Sustain: WFSA, Montgomery, Ala.

HOPALONG CASSIDY-ONE HOUR Sustain: WFSA, Montgomery, Ala.

THE FALCON Sustain: KHOL, Axtel, Neb.

OFFICIAL FILMS

TOWN AND COUNTRY TIME Weidemann Brewing: WHIZ, Zanesville, O.

TERRY AND THE PIRATES Participating: KDKA, Pittsburgh

STAR AND THE STORY Patterson Drug: WLVA, Lynchburg, Va.

Sustain: WBR, Birmingham

SECRET FILE, U.S.A. Keith Sausage: WLVA, Lynchburg, Va.

Sustain: WBR, Birmingham

COLONEL MARCH OF SCOTLAND YARD Old Virginia Brewing: WLVA, Lynchburg, Va.

Sustain: WRBC, Birmingham

MY HERO Reams Furniture Co.: WLVA, Lynchburg, Va.

WALTER SCHWIMMER PRODUCTIONS

EDDY ARNOLD TIME Bowman Biscuit: KTXL, San Angelo, Tex.

CHAMPIONSHIP BOWLING A-Q Beer and Canada Dry: KOB, Albuquerque, N. M.

Participating: WFAA, Dallas

SCREEN GEMS, INC.

RIN TIN TIN Brooks Potato Chips: KYTV, Springfield, Mo.

Dairy Producers and Seegar Packing Co.: WCOV, Montgomery, Ala.

Holsum Bread: KTXL, San Angelo, Tex.

Sustain: WDSU, New Orleans

BIG PLAYBACK Budweiser Beer: WALA, Mobile, Ala.

TOP PLAYS OF '55 Sustain: WEAR, Pensacola, Fla.

JET JACKSON Brooks Potato Chips: KYTV, Springfield, Mo.

Sustain: WEAR, Pensacola, Fla.

TEXAS RASSLIN', INC.

TEXAS RASSLIN' Sustain: KRBC, Abile, Tex.; KVOG, Bellingham, Wash.; WEHT, Evansville, Ind.; KMBC, Kansas City, Mo.; WOAV, Oak Hill, W. Va.

ZIV TELEVISION PROGRAMS

SCIENCE FICTION THEATER Bromo Seltzer (co-sponsor): WBAL, Baltimore

Conoco: WFAA, Dallas

Manufacturers Light & Heat Co.: WTRF, Wheeling, W. Va.

Olympia Beer: KFYP, Bismark, N. D.

Olympia Beer and White King: KZTV, Reno, Nev.

CISCO KID Bost Bread: WFBC, Greenville, S. C.

Sustain: WTOG, Washington

Top Series

Continued from page 24

June '54 Foreign Intrigue (Official Films).....17.1

July '54 Badge 714 (NBC Film).....21.9

Aug. '54 Mr. District Attorney (Ziv-TV).....17.4

Sept. '54 Badge 714 (NBC Film).....18.8

Oct. '54 Badge 714 (NBC Film).....21.8

Nov. '54 Superman (Flamingo Films).....26.6

Dec. '54 Superman (Flamingo Films).....27.8

Jan. '55 Superman (Flamingo Films).....24.0

Feb. '55 Superman (Flamingo Films).....28.3

Mar. '55 Superman (Flamingo Films).....25.0

WITCHITA, KAN. Apr. '54 I Led Three Lives (Ziv-TV).....37.8

Jan. '55 I Led Three Lives (Ziv-TV).....41.1

WILMINGTON, DEL. Oct. '54 Annie Oakley (CBS Film).....20.0

Feb. '55 Waterfront (MCA-TV).....32.2

WINSTON-SALEM, N. C. Oct. '54 Life With Elizabeth (Guild Films).....38.8

Feb. '55 Death Valley Days (Pacific Borax).....38.8

YOUNGSTOWN, O. May '54 Racket Squad (ABC Film).....25.9

Nov. '54 Kit Carson (Coca-Cola).....27.5

Feb. '55 Ramar of the Jungle (TPA).....28.8

Feature Films

Continued from page 91

MCA-TV LTD. 598 Madison Ave., New York

Western-67 (Roy Rogers) 56 (Gene Autry)

NATIONAL TELEFILM ASSOCIATES, INC. 625 Madison Ave., New York

The Fabulous Forty-40 Features (Stewart Granger, Alec Guinness, Moira Shearer, Jean Simmons, Dane Clark, Maurice Evans, Eva Arden, James Mason, Audrey Hepburn, others)

Additional Features-6

QUALITY FILMS, INC. 1040 N. Las Palmas, Hollywood

Features-10 (Joan Bennett, Charles Boyer, Fred MacMurray, Mickey Rooney, Robert Montgomery, others)

UNITY TELEVISION CORP. 1501 Broadway, New York

Lucky 13 Series-13 Action-Mystery British features (Dermot Walsh, Jill Esmond, others)

Films on Air

Continued from page 29

Initial release date: 1952

Producer: Tel. Ra

Director: Dan Wise

MAURICE BECK c/o TEXAS RASSLIN' FILMS

Cadiz and Industrial Blvd., Dallas

Star: Rassin' (Sports)-30 and 60 min.

Star: Lou Thesz

How shooting: Weekly

Initial release date: April, 1952

Producer: Texas Rassin' Films, Inc.

TELEFILM ENTERPRISES 38 E. 57th St., New York

Fabian of Scotland Yard (Mystery)-30 min.

Star: Bruce Seton

How shooting: Series

Number completed by 9-1-55: 39

Initial release date: October, 1954

Producer: John Larkin

TELEVISION PROGRAMS OF AMERICA, INC. 477 Madison Ave., New York

NARTB Exhibit Rooms

Nos. B-202, 204

\*Ramar of the Jungle (Adventure)-30 min.

Star: Jon Hall

Number completed by 9-1-55: 52

Producer: Leon Fromkess

Your Star Showcase (Drama)-30 min.

Star: Edward Arnold

Number completed by 9-1-55: 52

Initial release date: 1954

\*Adventures of Ellery Queen (Mystery)-30 min.

Star: Hugh Marlowe

Number completed by 9-1-55: 32

Initial release date: 1954

Producer: Norvin Productions

\*Captain Gallant of the Foreign Legion (Adventure)-30 min.

Star: Buster Crabbe

Number completed by 9-1-55: 39

Initial release date: February 1, 1955

How selling: Syndication and national

Producer: Frantel, Inc.

U.M. & M., INC. 509 Madison Ave., New York NARTB Exhibit Rooms Nos. 203, 205, 207

\*Sherlock Holmes (Mystery)-30 min.

Star: Ronald Howard

Number completed by 9-1-55: 39

Initial release date: October, 1954

Producer: Sheldon Reynolds

Director: Steve Previn

\*Paris Precinct (Mystery)-30 min.

Stars: Louis Jourdain and Claude Dauphin

Number completed by 9-1-55: 26

Initial release date: December, 1954

Producer: Etoile Productions

Director: Andre Hakim

\*Duffy's Tavern (Comedy)-30 min.

Star: Ed Gardner

How shooting: Series

Number completed by 9-1-55: 39

Initial release date: December, 1953

Producer: Hal Roach Jr.

Director: Harvey Foster

\*Janet Dean, R.N. (Drama)-30 min.

Star: Ella Raines

Number completed by 9-1-55: 39

Initial release date: March, 1954

Producer: Cornwall Productions

Directors: Peter Godfrey and Robert Aldrich

\*Junior Science (Educ.)-15 min.

Star: Gerald Wendt, narrator

Number completed by 9-1-55: 39

Initial release date: July, 1954

Producers: Milton Sabotsky and Harvey Cort

Director: Harvey Cort

\*Flash Gordon (Adventure)-30 min.

Star: Steve Holland

Number completed by 9-1-55: 39

Initial release date: January, 1954

Producer: Intercontinental TV Films

Director: Wallace Worsley Jr.

\*Tim McCoy (Western)-15 min.

Star: Tim McCoy

Number completed by 9-1-55: 39

Initial release date: 1954

Producer: Mercury International

Director: David Monohan

\*Washington Merry-Go-Round (News)-15 min.

Star: Drew Pearson

How shooting: Weekly

UNITY TV CORPORATION 1501 Broadway, New York

NARTB Exhibit Room No. E-107

Crusade in Europe (Documentary)-15 min.

Star: Dwight D. Eisenhower

UNITED PRODUCERS-DISTRIBUTORS 633 N. Almont Drive, W. Hollywood

Lash of the West (Western)-15 min.

Star: Lash LaRue

Number completed by 9-1-55: 39

Initial release date: 1952

Producer: National Television Films

Chimp Shows (Comedy)-15 min.

Number completed by 9-1-55: 13

Initial release date: June, 1954

Producer: Jerry Courneya

Adventures of Noah Beery Jr. (Miscellaneous)-15 min.

Star: Noah Beery Jr.

Number completed by 9-1-55: 15

Initial release date: June, 1954

Producer: Jerry Courneya

All American Sports (Sport)-various lengths

Number completed by 9-1-55: 17

Initial release date: February, 1954

LOUIS WEISS & CO. 655 N. Fairfax Ave., Hollywood NARTB Exhibit Rooms Nos. D-211, 213

\*Little Story Shop (Children's)-15 min. Number completed by 9-1-55: 5 Initial release date: 1953 Producer: Lew King

\*Jim and Judy in Teleland (Children's)-5 min. Number completed by 9-1-55: 52 Producer: Charles J. Basch Jr.

\*Canine Comments (Miscellaneous)-15 min. Number completed by 9-1-55: 13 Initial release date: 1953 Producer: David Wade

The Thrill of Your Life (Variety)-30 min. Number completed by 9-1-55: 13 Initial release date: 1952

\*Craig Kennedy, Criminologist (Mystery)-30 min. Star: Donald Woods Number completed by 9-1-55: 26 Initial release date: 1951 Producer: Adrian Weiss

ZIV TELEVISION PROGRAMS

1529 Madison Road, Cincinnati

NARTB Exhibit Room No. A-209

Boston Blackie (Mystery)-30 min.

Number completed by 9-1-55: 58

Initial release date: 1951

Producer: Ziv-TV

Cisco Kid (Western)-30 min.

Star: Duncan Renaldo

Number completed by 9-1-55: 156

Initial release date: 1950

Producer: Ziv-TV

Eddie Cantor Comedy Theater (Comedy)-30 min.

Star: Eddie Cantor

Number completed by 9-1-55: 39

Initial release date: January, 1955

Producer: Ziv-TV

Favorite Story (Drama)-30 min.

Star: Adolph Menjou

Number completed by 9-1-55: 78

Initial release date: December, 1952

Producer: Ziv-TV

I Led Three Lives (Mystery)-30 min.

Star: Richard Carlson

Number completed by 9-1-55: 78

Initial release date: September 15, 1953

Producer: Ziv-TV

Meet Corliss Archer (Comedy)-30 min.

Star: Ann Baker

Number completed by 9-1-55: 39

Initial release date: September 12, 1954

Producer: Ziv-TV

Mr. District Attorney (Adventure)-30 min.

Star: David Brian

## LEGIT

### 'Rainbow' Gives City Center a Pot of Gold

By BOB FRANCIS

The third and last revival of the City Center's light opera season, "Finian's Rainbow," in this reporter's opinion finds the troupe at its best. It may be, of course, that after eight years, a show that was basically a liberal social message (and "Rainbow" is likely the only successful musical ever to get away with it) could conceivably lose its steam. Consequently, to find that it has lost none whatever

of its original charm may make it seem all the brighter. But somehow that really doesn't fit the case. Everybody connected with this revival seems bent on making it a bang-up job, and they do.

To begin with, an exceptional cast has been assembled. Will Mahoney has been temporarily reclaimed from vaude for the title role, and none better could be thought of. Wise, wily and warm, with three decades of stagecraft behind him, Mahoney is a tower of strength in holding the song-and-dancer on an even keel.

Helen Gallagher makes a spritely Sharon both vocally and dance-wise. She is, of course, better in rousing swing numbers than with a ballad item like "Glocca Morra." But overall hers is a charming and polished performance. Merv Griffin partners her admirably in the love interest. Donn Driver makes as good a leprechaun as you want, provided you can't have David Wayne, and Anita Alvarez dancing is as much of a delight as it was on the opening night of the Broadway original. There are further helpful contributions from Eddie Bruce, Frank Borgman, Jack Bryan and Rosetta LeNoire.

You'll almost have forgotten how fine are the old tunes like "Glocca Morra," "Look to the Rainbow," "Old Devil Moon" and "If This Isn't Love" until you hear them again, and how packed with fun is this combination of fantasy and modern satire. Times have changed but "Rainbow" still fits. It's a great show.

proving steadily and is a natural for an intimate room. His material is sharp and original, particularly when he gets into his nonsense fable about the sleeping beauty. Likewise, Helen Streiff, once an outstanding member of the Four-some quartet, is contributing a single. Looks like a smart move on her part. The gal has personality, a fine voice and a rep of blues, specialties and standards for excellent change of pace.

Clarence William's Trio does its customary good job of show cutting. Francis.

Ruthie James, Bob Lawrence  
Bar of Music, Hollywood

Bar of Music has come up with a doubleheader win combination in its current show. Both headliner Ruthie James and Bob Lawrence are comparative unknowns, but they capture the customers early with their easy-going personalities, and encores are in order.

Miss James is a bouncy little brunette who harbors a surprisingly large voice and can put a nice twist into a song. Her sex is naughty but not too blue, and the

Danny Crystal

Steuben's Vienna Room, Boston

This suave comic, back from his Australian tour with Johnnie Ray, kicks the laughs and the customers around with a good load of material while taking off on everyone in sight, including Rudy Vallee and network announcers. His take-off of three guys trying out for a part in a musical not only displays his versatility but shows this lad to be a singer of no small talent.

Core of the show is Don Dennis, singing emcee who came for two weeks and stayed seven years. His voice is the equal of many top stars, and his treatment of "Unchained Love" is a stunner. Bob DeVoe and Maggie Nelson keep the show's tone with fresh and clever adagio sequences. The Migel Twins get in some fast kicks and licks with their acrobatic stepping. Music is by Tony Bruno and his ork. Dewar.

Paul Valentine

The Elegante, Brooklyn

Singer makes a considerably triumphant return to this big room and really has the customers eating out of his hand. His rep is substantially the same, with emphasis on the love ballad side, but Valentine's projection and salesmanship improves each time out. His "Sorrento" and "Babalou" continue as standouts. He should be a natural for big class clubs and hotel rooms.

The bill also spotlights the excellent clowning of Jack De Leon who builds to sock reception with his ballgame impression routine, fine, original material. Also on hand is the stepping of young Bill and Joyce Reedy, a highly promising duo, who sell their wares ingeniously. Given more room to work in, their act should be a hefty click.

Emseering of Bob De Grace ties the show together admirably, and Russ Currie and his band boys supply solid musical background. Francis.

Jeff Chandler

Riviera Hotel, Las Vegas, Nev.

Las Vegas' newest expensive hotel comes down a notch this week, after a highly successful opening with Liberace. Showgoers are served (or inflicted with) film star Jeff Chandler, who maybe should have stayed in Hollywood.

Chandler mimics rather well, emotes in a dramatic monolog and sings badly in an ineffectual imitation of Frank Sinatra.

The real star of the show, altho in second slot, is clever Rose Marie, who has personality and talent and would have gone over in the starring spot, except that she isn't a name attraction.

Tiresome is the utility performance of the chorus boys and girls who are required to plug everything in the Riviera from casino to kitchen to bedrooms. Oncken.

Ada Moore

Village Vanguard, New York

Negro chantress continues her effective doubling stint from her stage chores in "House of Flowers." Miss Moore is justifiably popular with Vanguard habitués and clinches the show for a fine finish with such items as "You Made Me Love You," "Free and Easy" and, of course, her own sultry version of "Love for Sale."

Also on the agenda is Nernie West. The young mimic is im-

## BROADWAY SHOWLOG

Performances Thru May 21, 1955

### DRAMAS

|                                 |            |       |
|---------------------------------|------------|-------|
| All in One                      | 4-19, '55  | 39    |
| Anastasia                       | 12-29, '54 | 165   |
| Anniversary Waltz               | 4-7, '54   | 469   |
| Bus Stop                        | 3-2, '55   | 93    |
| Cat on a Hot Tin Roof           | 3-24, '55  | 67    |
| Inherit the Wind                | 4-21, '55  | 36    |
| Lunatics and Lovers             | 12-12, '54 | 184   |
| Tea and Sympathy                | 9-30, '53  | 684   |
| Teach Me How to Cry             | 4-5, '55   | 55    |
| The Bad Seed                    | 12-8, '54  | 188   |
| The Desperate Hours             | 2-10, '55  | 116   |
| The Honeys                      | 4-28, '55  | 28    |
| The Seven-Year Itch             | 11-20, '52 | 1,046 |
| The Teahouse of the August Moon | 10-15, '53 | 671   |
| Witness for Prosecution         | 12-16, '54 | 180   |

### MUSICALS

|                      |            |     |
|----------------------|------------|-----|
| Ankles Aweigh        | 4-18, '55  | 40  |
| Can-Can              | 5-17, '53  | 844 |
| Comedy in Music      | 10-2, '53  | 631 |
| Damn Yankees         | 5-5, '55   | 20  |
| Fanny                | 11-4, '54  | 228 |
| Finian's Rainbow     | 5-18, '55  | 5   |
| Pajama Game          | 5-13, '54  | 422 |
| Phoenix '55          | 4-23, '55  | 33  |
| Plain and Fancy      | 1-27, '55  | 132 |
| Silk Stockings       | 2-24, '55  | 99  |
| The Boy Friend       | 9-30, '54  | 268 |
| The House of Flowers | 12-30, '54 | 164 |
| Three for Tonight    | 4-6, '55   | 53  |

### CLOSING

|               |           |     |
|---------------|-----------|-----|
| South Pacific | 5-4, '55  | 15  |
| Bamboo Cross  | 2-21, '55 | 104 |

### COMING UP

|                    |           |  |
|--------------------|-----------|--|
| Once Upon a Tailor | 5-23, '55 |  |
| Seventh Heaven     | 5-26, '55 |  |

timing in her comedy routines is tops.

Lawrence, still young, has been out of showbiz a number of years, but should shoot right up in his comeback. He lets few things faze him, and rattles off an impressive number of imitations. There are probably better mimics around, but none with more easygoing ways. In such routines as the "TV emcee" and "Sam Spade" he exhibits a fine sense of the bizarre, and about the only criticism that can be made is that at times he continues beyond the point at which he ought to stop. Spielman.

Marguerite Piazza  
Cotillion Room, New York

Several months of playing around the country have evidently tautened and strengthened Marguerite Piazza's routines. When she unveiled her act in this room last January, it packed top-flight, imaginative showmanship. The showmanship is still there, but time and break-in have given the overall additional slickness of pace. Miss Piazza should definitely repeat the fine draw that she brought to the Cotillion at the first of the year.

Her rep has not changed one whit. It includes a bit of classic long-hair chanting, a touch of commedia dell'arte, her most well-bred striptease (behind curtains) allowing an amusing specialty, ballads, folk songs, and a hot jazz wind-up. It adds to a brilliant exhibition of diversified talent.

Assistant Jack Bunch continues with her. Bunch doubles as an able panto dancer and propman and registers well on his own account. Stanley Melba and his ork again contribute top musical backing. Francis.

## NIGHT CLUB

### Simpkins, Maize Rich Pastry to 'Paris' Tray

By BOB FRANCIS

Lou Walters has added some tasty icing to his current "Pairs a la Mode" revue at the Latin Quarter. Negro singer Arthur Lee Simpkins is back in the stellar slot, and Joe Maize and His Cordsmen are just what the doctor would order in the way of a novelty lift for the show.

Simpkins is just about as versatile chant-wise as anybody in his field. He can jump from standard ballads to swing, to grand opera, to novelties or an Irish Come-All-Yez at the drop of a hat. He can turn on the vocal heat and switch to a John McCormick falsetto with equal ease and equally effective results. He is not only quite a guy vocally, but he gets splendid salesmanship via the use of a hand mike and has the customers completely with him from start to finish. It's easy to understand why he is a favorite in the room.

Last month Joe Maize and His Cordsmen (Chubby Dorin, Joe Tobia and Johnny Cassinire) made a stand-out initial local appearance at the Palace Theater. This is one of the best comedy instrumental acts this reporter has seen in years, and Walters has made a canny booking. Maize can not only play a trick Hawaiian guitar but actually make it talk. The quartet offers fine musicianship with a wonderfully original overlay of rough-house comedy. It's great stuff. A smart move, also, by Simpkins was to utilize the ad lib backing of Tobia and Cassinire (accordion and electric guitar) for a couple of Italian numbers. The trio registered a hefty click.

Otherwise the show continues as previously with the regular handsome chorus line; the male and fem quartets, the Harmonizers and the Melodears; the Christianis' excellent acrobatics; Lillian D'Honau

Little Jack Little  
Palace Theater, New York

Little Jack Little returns for another stint at the piano to vocalize as he did in the days when radio was new. His memory lane routine of his old numbers, many of which he wrote himself, is still sock with the customers. Little always does a fine job.

Filling out the eight-act agenda are the monolog clowning of Eddie White, Ben Wrigley's standard comedy routines, Stan Kramer's solid marionette act, diminutive Yvonne Moray's booming vocalizing and the superb hand-balancing of Los Gatos Trio.

Lott and Joe Anders, unicycle jugglers, provide an excellent wind-up, and the Three Tapateers, Negro stepping trio, get the show off to a moderate start.

This is an over-all good bill. Francis.

supplying the production steeping specialties, and Holgar and Dolores offering their spectacular adagio turn.

This is a line-up that ought to do real business in the room.

Rosemary Clooney  
Sands Hotel, Las Vegas, Nev.

As cute as a freshly-washed debutante is Rosemary Clooney in her first Las Vegas appearance since becoming a wife and mother. She brings down the house with the recorded numbers that made her a million and flashes personality rare among seasoned performers doing a two-a-night chore.

La Clooney capitalizes heavily and successfully on her family role, choosing numbers to remind the audience that her celebrated marriage and publicized motherhood can be assets in more ways than one.

The second spot on the show is taken ably by comic Joey Bishop, who is funny enough, but could profit by observing (not imitating) those with less smutty material.

The Copa girls of the chorus line haven't changed their routine in weeks, but it's still right and original. Oncken.

The Four Aces  
Palladium, London

The Four Aces are known in Britain for one record, "Tell Me Why," and topping the Palladium after Johnnie Ray takes more of a rep than that these days. They also are climaxing a bill already over-loaded with music and singing, so their impact is lessened. However, they make a pleasant impression.

Likewise, Kitty Kallen is known here only for "Little Things Mean a Lot." But what she sings she sings prettily to a reception that is warm, if not wild.

Supplying the comedy is Don Tannen, who starts slowly but builds well, and a local comic, Stan Sennett, who started magnificently and tailed off toward the end. This is just an average bill. Vance.

Ethel Waters  
The Crescendo, Hollywood

The none of the brilliance long associated with Ethel Waters' stage career is lost in her current bistro stand, one vaguely gets the feeling that attendance here is based solely on curiosity. Virtually all of Miss Waters' repertoire consists of standards and tunes she's made famous in either pix or the theater, i.e., "Cabin in the Sky," "Stormy Weather" and "Porgy." Songs are handled in an intimate styling in addition to exceptional poise and charm, with ringsiders voicing a well deserved note of approval. Marriane Roberts accompanies on piano. Friedman.

## 50G Martin-Lewis Suit

MILWAUKEE, May 21. — Ray Mitchell, Milwaukee ticket agency operator and promoter, filed suit this week against Dean Martin and Jerry Lewis for \$50,000. Mitchell charged that Martin and Lewis arrived two hours late for a performance at the Milwaukee Arena and also failed to fulfill publicity commitments which led to slim gate and resultant financial losses.

## DRAMATIC & MUSICAL ROUTES

King and I: (Shubert) Detroit.  
Kismet: (Taft) Cincinnati.  
Pajama Game: (Moore) Seattle 24-28.  
Seven-Year Itch: (Forrest) Philadelphia.  
Solid Gold Cadillac: (Biltmore) Los Angeles.  
Tea and Sympathy: (Geary) San Francisco.  
Teahouse of the August Moon: (Curtain) San Francisco.

## NIGHT CLUB

### Cole Cracking Chez Records Again

By STEVE SCHICKEL

Nat (King) Cole, in his second appearance at the Chez Paree, seems once more destined to break records. Last year he broke all house records in his three-week stand. This year, before he even opened, he broke opening night records with a reservation list so long that four shows were scheduled in place of the regular two. To maintain some semblance of order, the house hired ushers to handle the crowds lined up in the lobby while waiting for their show to come up.

Cole garnered heavy mittings from his entrance thru to his final beg-off. He ran thru a list of 12 tunes and in each instance the applause attained the status of roars. Included in his repertoire

were such numbers as "Unforgettable," "A Blossom Fell," "Mona Lisa," "This Can't Be Love," and "Darling Je Vous Aime Beaucoup." He also dug into his bag of past hits to please the audience requests and included "Route 66," "Nature Boy" and "Too Young." Nat carried himself in his regular informal manner and at no time did he let the audience down with anything less than a perfect delivery.

Another native Chicagoan on the bill, Sheky Greene, filled the comedy sector. Altho only one year has gone by since the youngster made his smash debut into the bigtime, Sheky has grown in stature and talent to match with the best in the business. His routines are a natural for this house, and he

plays the audience to the hilt. His dialects, mugging, and comic foot work, are all well studied and carry him thru to a beg-off.

The third act on the bill, and also Chicagoans, is the dance team of Consola and Melba. The duo have made many appearances here and as usual garner heavy applause. Their best routine, their sight gimmick of having bubbles flood the floor during their dance of "I'm Forever Blowing Bubbles," drew even more applause than usual. The reason was a new set of bubble makers which blows bigger bubbles and more of them.

All in all, the trio of acts provide a diversified bill, loaded with talent, and plenty of drawing power. The next five weeks should tell a happy story at the club.

## Free Disk Practice Ups Juke Importance

Pop Competition Boosts One-Stop Supply;  
Ops' Hit Making Potential a By-Product

By IS HOROWITZ

NEW YORK, May 21.—Competitive forces at work in the launching of new pop records, which have led to the more frequent use of free giveaway disks as battle weapons, has, as one of its by-products, elevated the juke box operator to new importance as a factor in hit making.

Main target for kicking off wax versions of hotly contested ditties has become the one-stop, which is reportedly unusually receptive to the incentive of free records. If two or more etchings of a new tune come out about the same time, diskeries now rate exposure at the one-stop level almost critical to maximum action.

And the influence of the one-stop, while it is reaching farther afield, is still primarily centered on the buying habits of the juke box operator.

### Minor Force

For some years it has almost been standard commentary for diskery execs to rate operators as a

minor force in launching a new disk. Their buying habits are conservative, it has been said, and they go on a record only after it has proved its commercial appeal. They follow, rather than lead. This, even though manufacturers have never under-rated the value of operator purchasers in swelling total sales.

It's no secret that current tussling on behalf of more than a half dozen versions of "Chee Chee-oo Chee" has landed thousands of free copies in the hands of one-stops. The diskery objective is to load up with their version, since one-stops are wary of stocking too many competing slicings of the same title.

In outlying areas, one-stops often fill operator requirements on a standing-order basis and are felt to favor naturally a waxing that gives them the higher profit edge. It must be stressed, however, that this only holds up when near-equal waxings are battling it out. Free copies of an obvious dog find no takers.

### "Chee" Offers

One-stops have been on the receiving end of "Chee Chee-oo Chee" offers that have ranged from one free copy for every three bought, to a straight one-for-one in areas where the issue is still in doubt.

Further, the giveaway device has expanded to include dealers also. In one Southern territory, at least, dealers have been offered 25 free for 25 purchased, on the initial order.

On a smaller scale, a similar hassle is beginning to rage with two opposing etchings of "Alabama Jubilee."

There will be others, diskery execs mourn, as they insist that "It's what's in the grooves that counts," but state that they have to resort to the giveaway to protect themselves from the competition.

## Leo Rogers Buys Bruce-Kraft Firms

NEW YORK, May 21.—Bruce and Marble Records were taken over this week by the one-time retailer Leo Rogers. Rogers, who previously held a part interest in the diskeries, acquired the interests of Monte Bruce and Morty Kraft, including the Belvedere Music, Inc. publishing firm and Nu-Way Enterprises Inc.

Bruce and Kraft meanwhile have started their own label, Scope Records, which will issue both pop and rhythm and blues wax. The Leslie Sisters are their first artists. They also have set up a new publishing firm, BC Music Company, affiliated with Broadcast Music, Inc.

## 'CROCKETT' NOW ON PIANO ROLL

HOLLYWOOD, May 21.—"Ballad of Davy Crockett," the left field song of the year, took another giant step toward immortality this week.

With 10 major versions of the song on record, several kidisks, EP's, albums and song folios available, the Disney Music firm covered all fields with the arrival here of the first "Ballad of Davy Crockett" on a piano roll. QRS firm in New York cut the roll and is expected to produce same in sufficient quantities for the Wonderland Music Store, Disney's retail disk operation.

## CHS Inks Right To Commodore Mail Orders

All Foreign, But No  
Domestic Retail  
Rights in Contract

NEW YORK, May 21.—The Concert Hall Society, operator of mail-order disk clubs, this week inked a unique deal for the mail-order rights to the Commodore Record catalog. CHS, which runs the mail-order Jazztone label, also licensed all foreign rights to the historic jazz company's masters.

Unlike the earlier purchases by CHS of the Dial and Pax jazz lines, CHS is not acquiring domestic retail rights to Commodore. Many of the same recordings issued on Jazztone will continue to sell in stores on Commodore. Dial and Pax were purchased outright.

According to CHS' Sam Josefowitz, this lease arrangement does not indicate any curtailment of new recording by Jazztone, altho the Commodore line currently includes 45 LP's, plus many unreleased masters.

### Commodore History

Commodore is the oldest independent jazz label in the world, having been founded in 1934 by Milt Gabler as an appendage to his Commodore Music Shop operation. The diskery originally started as a re-issue label, but in 1937 Gabler began to record such artists as Jack Teagarden, Eddie Condon, Billie Holiday, Bobby Hackett, Roy Eldridge and many others. In recent years, or since Gabler became a recording executive at Decca Records, Commodore has done very little new recording.

Among the important sides acquired by Jazztone are several of the late Jelly Roll Morton's last recordings, which were acquired by Commodore some years back when the latter company purchased General Records from Hazard Reeves.

## AB-PT Makes Disk Entry Plans Official

Announcement Made at Shareholders'  
Meet; Clark Seen Heading Operation

NEW YORK, May 21.—American Broadcasting-Paramount Theaters, Inc., officially announced its intent of entering the record business at its annual shareholders meeting here Tuesday (17). Unofficially, of course, the trade has known about the project for some time.

The deal for Cadence sales chief Sam Clark to move in as head of the new AB-PT disk operation is still very hot, altho no contracts can be signed until the AB-PT board of directors meets to consider the over-all platter program June 7.

Meanwhile, Clark has indicated that if the deal goes thru he will effect an amicable parting from his co-ownership deal (with Archie Bleyer) of Cadence Records, and will also divest himself of his distribution firms in Boston. AB-PT originally negotiated to buy Cadence, but when the deal didn't jell, they opened separate negotiations with Clark. Bleyer couldn't be reached for comment, but it is believed that he rejected the AB-PT offer because he prefers to continue working for himself.

AB-PT has made several attempts to take over an already

established label (e.g., Cadence, Dot, Kapp, etc.) but it now appears practically certain that the record operation will start from scratch, always pending, of course, the approval of the board. According to AB-PT executive veepee Robert O'Brien, the new label will ultimately cover all categories of music—pop, classical, country and western, rhythm and blues, and kiddie. Initially, tho, emphasis will be on pop.

### Disney Figures In

Altho O'Brien did not confirm it, trade rumors were strong that Walt Disney's forthcoming "Mickey Mouse Club" afternoon show will figure prominently in the new diskery plans, the most likely way being in connection with the efforts to revive interest in Mickey as a merchandising character.

Disney has several separate deals with other record companies, but it's almost a certainty that some of his characters will be represented wax-wise on the new AB-PT label.

Once it gets underway, the new label will operate thru independent distributors. However, it isn't likely that its first release will be out much before the first of the year, since the first project on the agenda will be to build a substantial catalog, either thru the purchase of small catalogs from other labels, or on its own.

All of which brings up the question of the artist and repertoire job. Many have been rumored for the post—Alan Livingston, Mitch Miller and Mercury's Hugo Peretti-Luigi Creatore combo, etc.—but the strongest candidate this week reportedly was Percy Faith.

## Wing Diskery Signs Ketter, First 2 Artists

NEW YORK, May 21.—Mercury's new subsidiary label, Wing, set a steady course this week with the signing of Warren Ketter as national promotion manager and with the inking of its first two artists, Lola Dee and Nick Noble, both formerly on Mercury.

Altho the label's sales manager job has yet to be filled, about a dozen distributors have been set, and the first Wing releases should be out by mid-June.

Under the aegis of its new artist and repertoire chief Lew Douglas, Wing will launch a heavy drive in the mood music field this summer with the release of 20 12-inch LP's. Mercury is keeping the identity of the LP artists a secret, but the mood music disks reportedly were recorded in Europe. The first five albums in the series will be included in Wing's initial June release.

Ketter, at one time associate producer of Dave Garroway's NBC-TV show, comes to Wing from Decca where he was Midwestern promotion manager for the label. He will headquarter in Chicago.

## Victor Realigns Merchandising, Sales Set-Ups

NEW YORK, May 21.—In a realignment of sales and merchandising responsibilities this week RCA Victor filled several posts left vacant as a result of the recent promotion of Larry Kanaga and Bill Bullock. Two weeks ago Kanaga was upped to a veepee slot and named operations manager, and Bullock was advanced to commercial sales and merchandise manager (The Billboard, May 14).

Bullock this week said that Bob

(Continued on page 39)

## Double-Fold LP Sleeves Stay at Cap

HOLLYWOOD, May 21.—Capitol Records will continue to issue double-fold sleeves for LP's, Lloyd Dunn, vice-president of the firm's merchandising division, declared here this week.

Dunn noted that this particular type of album "is not new to the record industry, and has been used successfully with added sales appeal. Capitol is using two thicknesses of chipboard with the grain running opposite of each other, and in no case have we received any report or complaint of warpage."

"Current double-jacketed LP's and EP's on the market stand up," Dunn added. "Where special information on liner notes is necessary, the use of double-fold sleeves, if properly designed, is most attractive and warranted."

RCA Victor last week discontinued the use of double-fold LP's on certain sales.

### STILL AT IT

## Booking Battle Of Dailey Vs. Larkin, Reed

NEW YORK, May 21.—The country and western dance promotion "feud" between ballroom operator Frank Dailey and two WAAT, Newark, N. J., deejays, Don Larkin and Lyle Reed, is still bubbling in New Jersey (The Billboard, May 14).

Larkin and Reed chalked up one for their side last week, when Hank Snow decided to accept the deejays' bid to play the Terrace Ballroom in Newark, June 6 and 7, rather than appear at the Meadowbrook, in Cedar Grove, N. J., on those dates as previously announced by Dailey.

At the same time, the spinners reported that Faron Young's one-nighter at the Terrace Monday (16) night drew more than 2,000, a record attendance figure.

The Young date was the first dance sponsored by Larkin and Reed since they pulled out of a three-way promotion deal with Dailey to sponsor a series of c.&w. dances at the Meadowbrook, and moved the shindigs over to the WAAT-owned Terrace Ballroom.

### AFM Claims

Each faction claims the American Federation of Musicians is on his side, but according to Young, AFM execs advised him that in view of the split between the deejays and Dailey, his contract

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## Herbert Gets 4G Settlement

NEW YORK, May 21.—Herbert Music Company, Inc., received \$4,000 in a settlement of a song infringement suit prior to trial before Federal Judge Edward A. Conger this week. Herbert Music had charged that M. Witmark's tune, "Wanted," was infringed and copied from the plaintiff's "Truly."

According to the complaint Johnny Mercer and Antone Iavello wrote "Truly" prior to December, 1949. The defendant, it was charged, published the tune "Wanted," written by Jack Fulton and Lois Steele, in February, 1954. Abner Greenberg represented Herbert.

### THIS IS THE CRISIS!

## Music Printers Decry Pop Sheet Business Doldrums

NEW YORK, May 21.—It's no secret that the pop sheet music business has been in the doldrums a long time, but its condition was sharply highlighted recently when the Music Printers and Allied Trades called a meeting to discuss the sad state of affairs.

The printers in attendance, including some of the biggest in the field, stated they would have to turn increasingly to commercial printing in order to keep their plants running at a profit.

Dave Kuperman, of Kuperman & Del Gurcio, said that if no upturn for the better was forthcoming, music printing could become a

lost art, that large music printers would perhaps allocate one or two presses to take care of the dwindling sheet music business and convert the remaining plant equipment to the commercial trade, which is more profitable than music printing.

Kuperman said the printers had lost a lot of money in the past year. "We print hit songs, put out one edition—and then we're dead," he said. "We thanked God for 'Davy Crockett,'" Kuperman said, but added that printers can't live on one song. "We live on sheets, orchestrations, etc." As a consequence, he is revamping his plant.

Kuperman echoes the thoughts of music printers in general. The last straw, they feel, was the rhythm and blues trend—which perhaps was good for some segments of the music business, but which narrowed the income on sheet sales.

Another printer remarked that it cost him \$1,500 just to open his plant every morning, and that it was just plain silly to take seriously orders from large publishers for 50 copies of sheet music for which the publisher is billed about \$28.

An interesting aspect of the situation was noted by Larry Rich-

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## NBC Fan Club Show Switches To Pop Motif

NEW YORK, May 21.—NBC's new 90-minute Friday night "Party," featuring a weekly get-together of recording stars' fan clubs, was originally designed to help the web cash in on the rhythm and blues vogue. However, since the new series went into audition-production, the web has decided the r.&b. fad is on the wane, so when the show finally hits the air June 17 (8:30-10 p.m.), the general musical motif will be pop-ish.

NBC's first choice for the emcee role was r.&b. deejay Alan Freed. However, Freed's station, WINS, turned down the deal, because NBC wouldn't agree not to air the show in the New York area. Under the new pop-policy, of course, the emceed field choice is considerably wider, and Bill Silbert and Bobby Sherwood are the hottest candidates for the spot at the writing.

### Host Artists

Parker Gibbs will produce the show, which will feature a top record artist as host each week, records and a live dance band, with teen-age studio audiences invited to dance while the show is on the air and afterwards. Bands lined up include Bill Haley and his Comets, Dan Terry and Richard Maltby.

NBC has contacted the presidents of more than 500 fan clubs, and the web plans to issue membership cards in a National Radio Fan Club (designed to help push their idols' records) to the members of all the organizations. Membership in the NRFC will entitle card holders to special discount record purchases and other benefits. Each NRFC chapter will have its own charter, and the show will be programmed record-wise on the basis of requests from club members.

In July the 90-minute show will be increased to a two-hour seg.

## House-Band Policy Looms For Palladium

HOLLYWOOD, May 21.—The possibility that the Hollywood Palladium might close its doors to traveling name bands and institute a house band policy was seen this week with the report of such plans being contemplated by the Palladium management in conjunction with maestro Orrin Tucker and Klaus Landsberg, general manager of television station KTLA, Los Angeles.

The Palladium execs or Landsberg could not be reached for comment, Tucker has been rehearsing a new band of 19 men for more

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## BRING BACK BANDS?

### Tele's Summer Skeds May Resuscitate Orks

• Continued from page 1

four different name bands each Saturday night; Sid Caesar's Monday night replacement on NBC-TV, a situation comedy hour about a dance band on tour, with Bobby Sherwood's orchestra and singer Bill Hayes; ABC-TV's Lawrence Welk program, "Champagne Music," which starts July 2 on Saturday nights and will originate from Hollywood. On the local TV scene, Art Mooney starts his own TV show over KCOP, Hollywood, beginning May 20.

### Road Bands?

General Artists Corporation's veteran band booker, Howard Sinnott, has high hopes that the up-

## 'ROCK AROUND' AT PRINCETON

PHILADELPHIA, May 21.—Bill Haley's "Rock Around the Clock" disk generated a feverish—tho harmless—riot at Princeton University Tuesday (17) night. The Philadelphia Enquirer reported that lively strains of the disk first emanated from one of the student dormitories. Other phonographs joined in, making a mad medley which led to chanting and stamping by the staid Princetonians. About midnight they gathered on the campus, set fire to a can of trash and paraded thru the streets until an assistant dean dampened their hilarity by pointing up the advantages of a more -edate mode of life.

## Council of SPA Hears Shimkin Royalty Plan

### Exec Asks Writer Okay on Percentage On Retail Prices

NEW YORK, May 21.—Arthur Shimkin, manager of both the Little Golden and Bell diskeries, met with the Council of the Songwriters' Protective Association Friday (20) to seek the writers' endorsement of his plan for percentage payment of disk royalties.

Shimkin, who also is seeking eventual recording copyright protection, had been canvassing major publishers on his idea of paying royalties based on a percentage of the retail price, rather than on the statutory rate as set by the Copyright Act of 1909.

According to Shimkin, nearly all publishers have been concerned with the writers' attitude, should an arrangement be invoked. If he obtains SPA's endorsement of the plan, publishers may feel free to make percentage deals with any label.

Specifically, Shimkin proposed

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## Columbia Girds for Biggest Jazz Push

NEW YORK, May 21.—On June 1, Columbia Records will launch what it describes as "the biggest jazz promotion in our history."

Spearheading the campaign will be a special 12-inch LP entitled "I Like Jazz," which will be offered for sale at the special bargain retail price of 98 cents. Simultaneously, the diskery will make available a 36-page, categorical jazz catalog, to be offered at no charge. Unusual radio promotion and point-of-sale material will also figure in the

## Indie Stations Balking at 'Farm Club' Role Re Deejays

### Three Thumb Down Deals by Network Flagships to Sign Randle, Ford, Freed

By JUNE BUNDY

NEW YORK, May 21.—Alarmed by the growing trend of the radio-TV networks and their flagships to lure away indie deejay talent, independent radio broadcasters across the country are starting to talk tough with their leading spinners. This week, for instance, three important indies—WNEW and WINS here and WERE, Cleveland—laid down the "don't leave" law to Bill Randle, Art Ford and Alan Freed.

Randle's deal to take over a two-hour afternoon spot on WCBS here across the board fell thru early this week, when his home-based Cleveland station, balked at "certain terms of the contract proposed by CBS-Radio." Randle, who has been commuting here from Cleveland every week to do a Saturday afternoon show for WCBS, supposedly was all set to start the daily WCBS show here

in June, with WERE agreeing to an arrangement whereby he would broadcast his Cleveland show via a remote line from a Manhattan office building.

However, when the final contracts were sent to WERE this week, the station objected to a clause which would permit Randle to pull out of his Cleveland contract for good after December 31 of this year, rather than staying on for the duration (three years) of his present contract with the station to a daily three-hour seg Monday thru Friday, and five hours on Saturdays this fall, which (combined with his daily five-hour session on WERE) they were afraid would put too much pressure on the spinner unless he could drop out of the Cleveland show at the end of the year.

### Deal Now Off

WCBS general manager Carl Ward this week said that Randle is

definitely out of the picture for the daily 4:15 to 6 p.m. show, and that the station is looking around for another spinner to fill the spot. But Randle has a firm 18 months to go on his contract for the WCBS Saturday show, and will continue

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## Music-Record Store Mapped For Disneyland

HOLLYWOOD, May 21.—Disneyland, the mammoth amusement park scheduled to open July 19 at Anaheim, Calif., will contain its own retail music-record shop, operated by Walt Disney Studios.

Retail shop marks the first such venture by any show business firm as large as the Disney organization. Store is to be called the Wonderland Music Store, with Cathy Paige from the Disney Music publishing firm in New York, scheduled to head the operation here.

According to Jimmy Johnson, vice-president of the Disney firm, the Wonderland store will combine the features of a modern record outlet with that of the music shop of old vintage, i.e., the possible inclusion of a player piano, piano rolls, etc.

Disney store will not carry a full line of records, but will limit its inventory to disks and albums in keeping with the motif of Disneyland. Johnson disclosed the shop will not carry any phono equipment, tho it will carry sheet music. Charles Hansen Publications has been appointed sole selling agents for all of the Disneyland music firm's songs.

## DISK PRICES

### RCA Distrib Issues Gag 'Guarantee'

NEW YORK, May 21.—Probable artist and repertoire staff changes are a fruitful source of rumor around Tin Pan Alley, but for dealers record prices are more important, and they brew their own brand of speculation.

There has been no dearth of price talk this spring, most of it as unsubstantial as an early morning fog. So it was not unusual for Associated Distributors, RCA Victor's outlet in Indianapolis, to send its dealers a tongue-in-cheek price guarantee. Victor is sending out the document to its other distributors as "a study in the use of propaganda or psychology in a buyers' market." It reads, part:

"1) We will guarantee prices on all items ordered on the 1955 summer restocking plan against price decreases until July 1, 1955.

"2) All records are billed as of price date of shipment, and prices are subject to change without notice.

"3) We do not guarantee any prices against increase."

## BBC TO DECIDE ON 'LOVE' BAN

LONDON, May 21.—The British Broadcasting Corporation will sit in judgment this week over Lena Horne's version of "I Love to Love," released here in HMV's May supplement. Previously the BBC censors had banned Johnnie Ray's "Such a Night," Eartha Kitt's "I Want to Be Evil" and Marie Bryant's "Tomato."

## Western Disk Trade Hit by Truck Strike

### All Major Diskers Save Decca Affected; Prolongation Would Bring Complications

By JOEL FRIEDMAN

HOLLYWOOD, May 21.—The record industry in the 11 Western States faced a virtual halt at week's end as major trucking operations thruout the area were shut down as the result of a strike called by the AFL Teamsters' Union.

The negotiations were being carried on by federal mediation authorities with both the union and California Trucking Association, little hope for an immediate solution to the problem was seen.

With all the major recording companies save Decca Records

maintaining disk manufacturing facilities on the coast, the strike could take on further ramifications ostensibly affecting future production should it continue for several weeks.

Diskers here were not impaired by the strike to any great extent Friday (20), tho executives of the companies foresaw complications. Spokesmen for a number of firms indicated that shipments were being made with truck lines not linked with the California Trucking Association, tho these lines were expected to shut down by Monday (23). In this event, local pressing plants will be forced to use either parcel post, air freight or railway freight. In all instances, plants will have to make their own deliveries to either shipping depots of the airlines or railways and post office substations.

### Okay Air Freight

Distributors in the 11 Western States were known to have already okayed the shipment of phonograph records by air freight, the most expensive means of disk delivery. A shipment of 45 r.p.m. records from plants in Los Angeles to Dallas, for example, would add approximately 3 cents to the cost of a record.

Local deliveries in Los Angeles were not affected by the strike on

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## 'Cha Cha Cha' Roadshow in Rainbow Plan

NEW YORK, May 21.—Rainbow Records, which has been shifting its emphasis steadily to rhythm and blues and "cha cha cha" recording, is formulating plans to send its own mambo-meringue-cha cha cha show on the road in September.

The diskery's topper, Eddie Heller, already has lined up such Rainbow diskling talent as Alfreddito, Mickey (Guitar) Baker, Pepe Adorno, Randy Carlos and Johnny Conquet for the junket, which Heller's own office will book.

In the r.&b. field, Heller has inked new artists pacts with the duo Mickey and Sylvia, and also with the Bradford Boys quartet.

Last week, Rainbow issued its first group of EP's for juke ops, complete with title strips, featuring material from its standard catalog. The diskery also added a new distributor, Trans-Disc in Boston.

## Decca Cuts 12-Inch Band Music Album

NEW YORK, May 21.—Decca Records, in conjunction with musical instrument companies and educational publishers, has recorded an ambitious 12-inch LP of band music. Titled "The American Symphonic Band," the set was cut by Decca's a.&r. chief Milt Gabler with a 60-piece band conducted by Dr. William D. Revelli, noted band authority connected with the University of Michigan.

Album is aimed at the educational field, which in recent years has become increasingly important to the publishing and instrument manufacturing segments of the music business.

surge of bands on TV may spark a new revival for bands on the road by creating new audiences for dance promoters across the country. However, Sinnott observed that the video shows will only be good showcases (dance-date-wise) if the bands are allowed to play danceable music rather than "flag wavers."

In line with this, Sinnott asserted that Du Mont's "Cavalcade of Bands," which was aired a few years ago, actually discouraged promoters from booking bands at the time, because, he opined, the TV show gave them the impression that the bands couldn't play music with a danceable beat.

## VOX JOX

By JUNE BUNDY

**JAZZ JOX:** Maury Bloom, WXRA, Kenmore, N. Y., is an unusual jazz deejay, indeed, in that he has five sponsors (a local jazz record dealer and four major jazz labels). Bloom juggles the show with a full-time job as record buyer for the Music House retail chain in Buffalo. A musician himself, Maury has been piloting his jazz record show, "Well Get It," since 1949. Over 3,500 listeners belong to his "Hot Club" fan organization. Jack Smith co-produces the program and occasionally takes over the mike when Bloom is out of town. Bloom showcases the best in modern jazz on his airer, and a couple of years ago Norman Granz had Charlie Parker and Dizzy Gillespie record a new theme for the show aptly titled "Bloomdido." . . . Mitch Reid, all-night deejay over WOR, New York, emceeds a new Jazz Festival at Cafe Society this week.

Jazz Dee-Jayne Shanley, KRIS, Corpus Christi, Tex., is piloting a weekly Saturday morning show with platter programming devoted strictly to the "modernists" — Brubeck, Getz, Parker, Peterson and Tjader. However, Miss Shanley, who describes herself as a "modern music" jockey, reports, "Like the rest of the jazz brotherhood, I am handicapped by a lack of sides, since we, too, are not receiving enough jazz releases from record companies. I have had to depend on my personal collection."

**GIMMIX:** Alan Dary, WORL, Boston, dished out a steady diet of "Goover Peas" to his listeners May 11, when he spun Rusty Draper's waxing of that ditty for one solid hour. Fortunately, Dary is also the station's program director; so there were no squawks from that department. . . . Dick Dixon, KGFL, Roswell, N. M., is conducting a "top five" record contest in co-operation with a local dealer who contributes disks and albums as awards. . . . Fred Mitchell, WOHO, Toledo, has more than 3,500 members in his "Hitch With Mitch" fan club. The club's creed is: "Feathered biped vertebrates tend to be gregarious according to their respective plumage."

**COUNTRY CLEANUP:** Buck Matthews, WCTC, New Brunswick, N. J., notes that the rhythm and blues field isn't the only disk category in need of a lyric clean-up. WCTC, says Buck, is conducting a quiet campaign to clean up country and

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## DEALER DOINGS

By GARY KRAMER

**VISIT TO BOSTON:** Making a round of calls to Boston's leading record stores this past week was a pleasant experience for the writer of this column. Buyers and clerks were friendly and more than willing to show off their stores and talk about the tastes of their customers.

First stop was Book Clearance House, where a wide selection of books and LP's draw a high percentage of local highbrows. Manager Manny Josephs quipped, "Yes, Boston is lousy with culture, and this works out very well for us. Boston and Cambridge make the best classical record market to be found anywhere outside New York." Josephs made it sound like a snap, but observation tended to show that Josephs' knowledge of records and his ability to point out the qualities of those that made an impression upon him would make selling easy anywhere. He has one pet peeve: "The quality of the needles in most phonographs are so poor that after very little use they mar records. It is the retailer who suffers most from this, for many returned LP's, even after being played once, have been ruined. The customer thinks that the fault is in the LP and doesn't want to believe that it is in the needle."

Homer's is a good all-round record store. The classical buyer has a quiet, authoritative manner that seems to inspire confidence in customers. His dry sense of humor livens up the busy hours of his young staff members, which included Miss Fontaine and Bill Ross in the pop department. . . . The Hartstone family has been active for a long time in the Krey stores, and they get competent assistance from Paul Dwinell in the Washington Street store and from Mary Beadle in the Boylston Street shop.

The accent is on youth in Mosher's big store on Tremont Street, too. Joe (Sal) Salano knows his pop records and he certainly puts them over the counter in volumes that would be impressive for someone twice his age. . . . Henry Thoma manages the spacious, well-ordered record department at Jordan Marsh's. The hi-fi listening booths and self-service racks act like magnets on customers. . . . Mrs. Edith Washington does a sizable trade, primarily in classical LP's with the businessmen and State House employees in the neighborhood of the J. G. Kaufman store on Province Street.

The musicians' store in the city is still Boston Music. For everything connected with music, the store has a large department. The manager has few free seconds to relax from the job of moving quantities of sheet music, instruments, records, etc., that are stocked in the store. Supervisors of classical and pop purchases also were so busy with customers that they could scarcely take time to answer the telephone.

## JUKE BOX WRAP-UP

Juke box operator associations in at least 12 States support new National Juke Box Music, Inc., release, "A Stairway to the Moon," RCA Victor label, featuring Sonny Graham, Miss Juke Box of 1955, and Hugo Winterhalter. Tie-in promotion with disk jockeys hold State meetings encouraging use of song on boxes.

Detroit music operators launch program to bring recording artists and the juke box business closer together. Program calls for artists to introduce new recordings at meetings. Kick-off first event June 6.

American, British merger in juke box manufacturing in England is paying off handsomely in both sales and production. AMI, Inc., gets together with British interests to form AMI, Ltd. Model resembles American box but has a few modifications. Firm also beginning to hit the export market. Field wide open, says firm director.

Juke box operators put business on sound basis with contracts. More operators using written protection with location owners than ever before. Days of trying to explain to a judge that "a contract was never signed because we were friends" are slipping by fast. With investments in locations up to \$3,000, operators are heading for the contract forms.

For full details on these stories see Music Machines department on Page 92.

## VAUDE BAN ON 'KISMET' TUNE

LONDON, May 21.—In answer to requests for "Stranger in Paradise" at their Palladium opening the Four Aces' leader, Al Alberts, told the audience they'd been forbidden to sing the song in Britain. This follows action taken by Jack Hylton who is presenting "Kismet" here.

To protect the show — of which "Stranger" is one of the biggest hits—Hylton has put an embargo on its use in vaude, altho the tune is currently topping sheet music sales here and is featured in 19 disk versions. Despite the Hylton ban the Aces sang the song on a British Broadcasting Corporation TV spot here later in the week.

## MME. BARCLAY

### Owner of French Disk Firm Here

NEW YORK, May 21.—Nichole Barclay, co-owner of several French record lines, was in town last week to renew her contract to distribute Mercury disks in France. In addition to inking a new five-year deal with Mercury prexy Irving Green, Mrs. Barclay acquired French distribution rights to Mercury's new subsidiary label, Wing.

During her stay in the United States Mrs. Barclay also held confabs with manufacturers about a 24-track tape juke box, invented by Frenchman M. Rameil. Mrs. Barclay, as Rameil's partner, has registered the new tape box here and hopes to sell U. S. patent rights to an American firm.

At the same time, Mrs. Barclay arranged for Sheldon Music to take over U. S. publishing rights on "L'Enfant de la Balle," published in France by Barclay Music, and currently one of the top-selling tunes in France as recorded by Eddie Constantine for Barclay's French-Mercury label. Sheldon will release the song here with English lyrics under the title, "Doodlin'." Another Barclay tune has been taken over here by Robbins, Feist and Miller.

## 3 Nets Name Reps For NARTB AM Bd.

WASHINGTON, May 21.—Radio networks of ABC, CBS and the NBC this week named their representatives to the National Association of Radio and Television Broadcasters radio board. The new directors, who will serve two-year terms, effective immediately, are Charles T. Ayres, vice-president in charge of ABC radio; Arthur Hull Hayes, president CBS radio, and Charles R. Denny, vice-president in charge of NBC owned stations and NBC spot sales.

Mutual Broadcasting System will continue to be represented by E. M. Johnson, vice-president in charge of production, station relations and engineering.

## Fraternity Skeds Andersons, Bellamy

CINCINNATI, May 21.—Harry Carlson, personal manager to Dick Noel, singer with Don McNeill's "Breakfast Club," and topper of Fraternity Record Company, with headquarters here, left for Chicago with the Four Andersons, a kid singing group he discovered here recently. The kids, Bev, 11; Bonnie, 13; Babs, 16, and Bill, 17, will cut "I Thought You Might Be Lonely" and "Lies" at the Universal studios in Chi Monday (23), with Lew Douglas, arranging and conducting for the session.

At the same time, Carlson has a session set for Vic Bellamy, who will wax the old standard, "Gold Mine In the Sky" b/w "Don't Come Weepin', Creepin', Sneakin' Back to Me." All four sides are slated for immediate release.

## INVENTORY NEED

### Stock Control Stands Between Profit, Loss

HOLLYWOOD, May 21.—Inventory control, something generally regarded by the record dealer with only casual interest heretofore, can spell the difference between profit and loss for the present-day retail disk operation.

The continued dominance of package merchandise in the overall sales picture of the record industry has cued a sharper need for effective inventory control at the dealer level. With recording companies, both large and small, issuing LP's and EP's at a pace never before equaled, the dealer's problem in keeping up with what he has to sell is much more acute.

It's axiomatic in the retail disk business that you can't sell what you don't have. Of late, traders have found that dealers, as a rule, don't know what they have to sell and therefore the dire need for inventory controls.

Virtually all of the major recording companies have expressed preference for a particular type of inventory control, with some firms going to the extent of setting up specific control systems for the dealer. More important, say record company execs, is not what type of system is maintained, but the recognition that a system need be maintained.

What makes the need for controls so sharp today, say diskers, is the fact that sales plans are presented to dealers months in advance, and without any effective information to which a dealer can refer, "how can he intelligently order, much less reorder, when he's actually sold his stock?"

#### Haphazard Operation

Fall sales plans, for example, are generally presented to record dealers in late summer and early fall months. Without knowing what volume was accomplished in the

## Multiplexing Study Set for NARTB Meet

WASHINGTON, May 21.—The multiplexing controversy recently highlighted by conflicting comments of two Washington radio stations will get heated discussion during the FM meeting at the National Association of Radio and Television Broadcasters' convention here (22-26). The FM session, to be held Monday (23) in the Shoreham Hotel, will be presided over by Ben Strouse, WWDC-FM, Washington, chairman of the NARTB radio committee.

Use of multiplex is expected to ease the entry of many FM stations into the background music field.

WWDC's successful plea last week to the Federal Communications Commission for a stay of rules amendment to limit simplex operation brought opposition from WGMS, Washington, at the FCC (21). WWDC's declared inability to obtain multiplexing equipment in time to meet FCC's deadline also brought protest from the Multiplexing Services Corporation, New York. The company claims it has "taken prompt action to make equipment available to industry."

These and other angles of the "potential and practicality" of multiplexing will be gone over by NARTB's FM speakers, A. Prose Walker, manager, NARTB engineering department; William S. Halstead, Multiplex Engineering Corporation, New York, and Dwight Harkins, KTYL, Mesa, Ariz. A follow-up panel discussion will include: Edward A. Wheeler, WEAW, Evanston, Ill.; Lloyd Jaquet, WGHE, New York; Raymond S. Greene, WFLN-FM, Philadelphia; Donald K. Deneuf, Rural Radio Network, Ithaca, N. Y.; Edward Davis, the Musicast stations, San Francisco, and John H. Bose, Electronic Research Laboratories, Columbia University, New York.

previous year, i.e., in background music, the task of ordering new merchandise becomes more of a haphazard operation, with dealers generally relying solely on gross volume of business to influence the size of their order.

Those dealers who have used inventory controls of one sort or another appear to have proven the old line of reasoning against big inventory wrong. They point out that with a control system, and the maintenance of a perpetual inventory, they can guard against any dead stock, the latter especially true in the case of package goods.

Tho no accurate figures are available, those dealers who do use controls are found to be in a definite minority. Of those using a system, the green-sleeve method has been found to be most popular with single records. Latter system merely requires the insertion of a green tinted disk sleeve between selections, with the sleeve indicating how much stock was ordered.

#### Numerous Systems

A number of systems appear to be in use for package merchandise, with card-index or ledger posting most widely advocated at the present time. Album numbers are posted as a sale is made, with the card carrying information relating to number of albums ordered and received, date of delivery, etc. A glance at the card showing total stock ordered minus those albums sold would supply the dealer with a record of stock on hand.

The tab, or ticket method, proposed to dealers by Capitol Records some months ago appears to be gaining favor of late. A perforated tab with adhesive backing is affixed to each album or package carrying the album number. Lower half of the tab is torn off and deposited near the cash register as each sale is made, with a clerk tallying the total sales at the end of the business day. Latter are then transposed to ledger sheets for each album, thereby showing a continuous record of sales activity.

Department and syndicate stores have been known to favor the foregoing method over others inasmuch as most of their other departments already operate on similar methods with most clerks familiar with the necessity to maintain a daily inventory.

As the mountain of music reaching record dealers increases, and in particular LP's and EP's, the need for inventory controls at the dealer level likewise has shown an increase. Programs stimulated at the record company level appear to be making definite headway, with the likelihood of inventory control becoming a reality thruout the industry gaining momentum.

## Marks Files 'Paper' Suit

NEW YORK, May 21.—The Edward B. Marks Music Corporation has filed an injunction suit in New York Federal Court charging infringement of their copyright, "Paper Doll." Named as defendants were Stratton Music, Inc.; Sheldon Music, Inc.; and Kapp Records. The defendants allegedly infringed by publishing and recording a tune titled "Paper Valentine."

According to the complaint "Paper Doll" was written by the late Johnny Black prior to 1915, and upon renewal in 1943 Mrs. Black reassigned the rights to Marks. Complaint charges that "Paper Valentine" was copied from Black's work.

In addition to an injunction, the suit asks for damages sustained, an accounting of profits, plus delivery of the offending masters and other material during pendency of the action.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Gabe Tucker, who recently returned to Nashville to take over the personal management of Ernest Tubb and Justin Tubb, with offices at 417 Broadway there, infers that Justin will be guest on the Pee Wee King show over the ABC-TV network from Chicago Monday night, June 6. Ernie's latest on Decca is "It's a Lonely World" b/w "Have You Seen (My Boogie Woogie Baby)?" . . . Helen Hall, of "Big D Jamboree," Dallas, seriously injured in a recent auto crash, is reported mending nicely at Methodist Hospital, Dallas. A cheery note from friends would help the time pass more quickly.

Kenny Roberts, now in his fourth year at Station WHIO, Dayton, O., and his business manager for the last five years, Iz Nathan, of Hit Records, Cincinnati, have mutually agreed not to renew their pact. Roberts, who is heard daily over WHIO-TV, Monday thru Friday, at 5 p.m., is presently handling his own bookings. He's set for the Trotwood, O., Horse Show, May 28; the Frigidaire Family Picnic, Dayton, May 29; LeSourdesville Lake Park, Middletown, O., June 4, and the Greenville, O., Horse Show, June 5. Kenny and his family will move into their new \$30,000 ranch-type home near Dayton in two weeks.

Ford Rush, veteran talent booker, is now working in that capacity at WWVA, Wheeling, W. Va. Bud Mesner, Maybelle Geiger and Smokey Pleacher have recently left the "WWVA Jamboree," the last named to work clubs in the Detroit area. New on the WWVA show are Wayne Rainey and Bill Callahan, comedian. . . . Elvis Presley, Ferlin Huskey, Martha Carson, the Carlises, J. E. and Maxine Brown and Onie Wheeler kick off a tour arranged by Bob Neal, Presley's personal manager, with a matinee performance Sunday (29) at North Side Coliseum, Fort Worth, followed by a night show at the Sportatorium, Dallas. The doubleheader was arranged with Ed McLemore, Dallas promoter. On Monday (30), the unit shows Fair Park Auditorium, Abilene, Tex.; Tuesday (31) the group appears at Midland, Tex., and Odessa, Tex.; Wednesday, June 1, Guyton, Okla.; Thursday (2), City Auditorium, Amarillo, Tex., and Friday (3), Lubbock, Tex. Neal set the details with Slim Willet in Abilene, Cecil Holifield in Odessa, Al Rogers in Guyton and Amarillo, and Dave Stone and Hi-Pockets Duncan in Lubbock.

WLW's "Midwestern Hayride" begins as a summer replacement for the "Red Buttons Show" over the NBC-TV network Friday (27). It'll be heard weekly, 7-7:30 p.m., EST. This marks the fourth summer in the last five that the show has replaced one of the top TV segs during the hot months. The following Friday, June 3, "Hayride" begins its regular weekly combination show-square dance at Milt Magel's Castle Farm, Cincinnati. The NBC television shows will originate from the Crosley studios in Cincinnati.

Kitty Wells and Johnnie and Jack joined Roy Acuff and His Smokey Mountain Boys in entertaining at the opening of Roy's Dunbar Cave at Clarksville, Tenn., on Mother's Day. Eddie Hill served as emcee. In addition to the cave attraction, the spot offers swimming, fishing, boating and dancing, and remains open daily until Labor Day. . . . Cowboy Copas is slated to do a re-release on his "Tragic Romance," which he originally waxed in 1944 and which has proved an all-time

(Continued on page 56)

# RHYTHM-BLUES NOTES

By BILL SIMON

Baton is following M-G-M's lead in bringing out an LP package of rock and roll instrumentals for lindy hoppers. Two bands are featured—Frank Culley's and Buddy Tate's. Frank (Floor Show) Culley, the jumpin' tenor man, has inked an exclusive deal with Baton.

Ruth Brown was at the Crown Propellor in Chicago last week. Atlantic execs Jerry Wexler and Ahmet Ertegun flew up there Sunday (15) to set up new record dates and read over new material with the thrush. Atlantic has signed the blues singer Margie Day for its subsidiary Cat label. The chirp, who cut formerly for Dot ("Little Red Rooster") and Decca, taped her first Cat sides last Wednesday (11).

Memphis Slim, the great veteran blues warbler and pianist, works the Howard Theater, Washington, this week, then will go out on a series of location dates. He's working currently as a solo act.

Baton Records has found a name for its new vocal group. It's the Miracles, and its first release will hit the stands next week. The Hearts have a new release coming on the same label, and one of the tunes happens to be the old-familiar "All My Love Belongs to You," which was Bull Moose Jackson's big hit about seven years ago.

"The Top 10 R.&B. Revue," 1955-'56 edition, is shaping up at Shaw Artists, and impresario Lou Krefetz should have the big package on the road August 31. Naturally, Krefetz's own act, the Clovers, will be among the headliners, and other talent set includes the Paul Williams band and emcee Al Jackson. Possibilities for the roster are Gene and Eunice, the Cadillacs, the Five Keys, Bill Doggett and a top girl singer.

After a series of operations, T-Bone Walker is reported healthy again and back in action. For the present he's taking it fairly easy, working scattered club dates around Chicago, but in mid-June he plans to team up with Buddy Griffin for a tour. T-Bone also will start recording for Atlantic. . . . Charlie and Ray, who broke into the big time via "I Love You Madly" on Herald, have been held over for their second four-day stint in two weeks at the Royal Peacock, Atlanta nitery. . . . Lovely Stator is out on a big deejay-visiting jaunt sponsored by Capitol Records

The Royal Jokers are in town from Detroit to sign with one of the top r.&b. labels and also to cut their first date. . . . M-G-M's Baby Dee, after all these years, has changed her name to Pamela Dodge. She hasn't looked like a baby for some time. . . . Lowell Fulsom and Choker Campbell will team up for a week at the Palm, Hallandale, Fla., starting June 6. . . . M-G-M artist Ray Reed is doing one-nighters in Ohio. Don Angelo is handling his promotion. . . . Songwriter Lincoln Chase, who teed off "That's All I Need" and "The Message" on his first Columbia vocal date, is readying four more original tunes for his second session.

## ALL HANDS

### 'Heaven' to Get Decca, Pub Push

NEW YORK, May 21.—Decca Records, in order to kick off the promotion on its forthcoming original cast album of "Seventh Heaven," is scheduling a big promotion along with Chappell Music, Inc., who has the score, and Gant Gaither, producer of the show.

On May 25, the day before the Broadway opening, the entire theater will be turned over to Decca for a special matinee performance. Some 1,200 dealers, disk jockeys and juke box operators will be invited to attend. TV personalities are also expected to appear.

In addition to the album, Decca is releasing a flock of singles on the show tunes. These include "If It's a Dream" by Kitty Kallen; "If It's a Dream" and "Where Is That Someone for Me?" by Gloria De Haven, one of the stars; "Blessings" by Marian Caruso, and "A Man with a Dream" by Sammy Davis Jr.

Decca is allocating a large quantity of the albums for deejay promotion.

Also on the original cast album kick, the label is rushing out "Ankles Aweigh."

### Holland Grabs Export Trade

NEW YORK, May 21.—Holland now exports 50 per cent more records than it imports, according to the Netherlands Chamber of Commerce in the United States. Most of the exports go to Belgium, Western Germany and Italy.

With disk exports still in the increase, a total of more than 1,800,000 were shipped out of Holland in 1954, a number valued at almost a half-million dollars. Annual exports before the last war were under 10,000 records. Total annual record production in Holland is now about 4,000,000.

Entry of the Philips Company into records a few years ago is thought to have been a prime stimulant to the industry expansion in that country.

### Kenton Gets CBS TV Show

HOLLYWOOD, May 21.—Maestro Stan Kenton will helm a television show of his own on CBS network, with the kickoff date set for July 7. Show has been titled "Music '55."

Kenton will act as host and moderator of the show, packaged in a musical variety format. Kenton will interview a weekly performing and non-performing artist, in addition to discussing contemporary music.

Show, which replaces the Ray Milland series for the summer, will air on a sustaining basis and marks Kenton's first scheduled appearance on video. Present plans call for the show to emanate from New York.

### Leisig to Open Up Management Firm

NEW YORK, May 21.—Lloyd Leisig, publicist for the pop division of Columbia Records for the past three years, will leave the diskery June 15 to open his own W-L Management Corporation.

Leisig's clients will include the Columbia artists Tony Bennett and Jill Corey, and also writer Robert Paul Smith and comic John Meyer. He intends also to package several TV shows. Miss Corey, currently at the Blue Angel here, has just been signed to a CBS-TV contract. Smith, author of the legit show "The Tender Trap," which now is being filmed by M-G-M, will be doing TV scripting in New York.

Bennett formerly was handled by Chauncey Olman who now is concentrating on clients Pearl Bailey and Billy Daniels.

## STILL GOOD

### Rodgers on Charts With 'Jailhouse 2'

NEW YORK, May 21.—Jimmie Rodgers, the nation's first great country recording artist who died in 1933, still packs enough power to make The Billboard's Best-Selling Country and Western chart. The great warbler, who also wrote the current Webb Pierce click, "In the Jailhouse Now," hit the No. 12 spot this week with his "In the Jailhouse Now No. 2," which was recorded July 12, 1930.

Rodgers' original "In the Jailhouse" was cut in February, 1928, and was a fair hit, altho "No. 2," which came out in a depression year, outsold it about three to one. (Pierce's version, incidentally, combines lyrics from both Rodgers versions.)

In the new issue, however, Victor's c.&w. artists and repertoire chief Steve Sholes has dubbed in a new instrumental background to supplement Rodgers' original two-guitar backing. The new accompaniment is headed up by Chet Atkins and his electric guitar, an instrument that didn't exist in Rodgers' day.

According to Sholes, several other Rodgers disks have been similarly doctored and more will follow if the new-found Rodgers success continues.

### Record Stars For Steamers

NEW YORK, May 21.—The City Investing Company, which operates a fleet of eight excursion steamers (formerly part of the Wilson Line), is scheduling a flock of top recording names to play the moonlight and day cruises. Sam Tabak, of the Meyer Davis organization, is handling the talent bookings. The ships operate out of New York, Washington, Philadelphia, Baltimore and Houston and will employ a total of 14 orchestras.

Talent already scheduled includes Bill Haley and the Comets, Philadelphia, tonight; Sonny Gale, Washington, tonight; Georgia Gibbs, Washington, May 27-28, and in Baltimore, May 29, 30-31; Sunny Gale, Philadelphia, 28-30; Joan Weber, New York, May 28 and 29.

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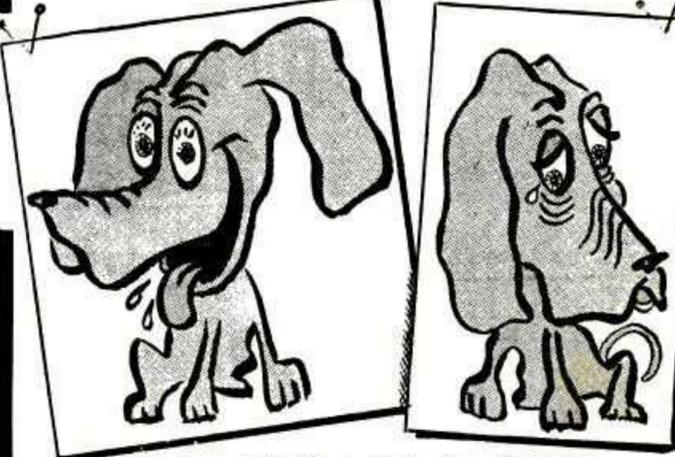
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**A MAN WITH A DREAM** | **A "MISS YOU" KISS**  
MGM 30881 78 rpm • K 30881 45 rpm

**ART MOONEY and his Orchestra**  
**PADDLIN' MADELIN' HOME** | **ALABAMA JUBILEE**  
MGM 12000 78 rpm • K 12000 45 rpm

**LEROY HOLMES and his Orchestra**  
**JUST FOR THE BRIDE AND GROOM**  
and  
**SAMARRA** Love Theme from MGM film "The Prodigal"  
MGM 11992 78 rpm • K 11992 45 rpm

**SAM (THE MAN) TAYLOR**  
**HARLEM NOCTURNE**  
and  
**RED SAILS IN THE SUNSET**  
MGM 11977 78 rpm • K 11977 45 rpm

**BILLY ECKSTINE**  
**ONLY YOU**  
and  
**LOVE ME OR LEAVE ME**  
MGM 11984 78 rpm  
K 11984 45 rpm

**ROGER ROGER and his Orchestra**  
**IT'S YOU**  
and  
**PLEASE DO**  
MGM 30880 78 rpm  
K 30880 45 rpm

**TOMMY EDWARDS**  
**WELCOME TO MY HEART**  
and  
**SPRING NEVER CAME AROUND THIS YEAR**  
MGM 11993 78 rpm  
K 11993 45 rpm

**TOMMY ALEXANDER and his Orchestra**  
**TREES and MINE**  
MGM 11994 78 rpm  
K 11994 45 rpm

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# Victor Readies 2d Tape Issue for June

New Releases, Re-Issues in Monaural, Stereophonic Sound to Get Lower Price

NEW YORK, May 21.—RCA Victor is readying its second release of pre-recorded tape after the lapse of more than a year since it first was turned out to market.

The new tapes will carry a substantially lower list price than the earlier reels, with the pricing policy fixed according to a sliding scale depending on the duration of musical content.

The 17 titles issued in March, 1954, will be repackaged, repriced and turned out in their new format together with 11 new items in mid-June. Both stereophonic and monaural tapes will be included in the June release.

While it is not believed that Victor expects heavy sales of its tapes at this time, company thinking is apparently pegged on future potential. It is thought that the diskery is proceeding on the basis of nurturing and gradually exploiting the market potential for pre-recorded tapes until such time as the consumer demand is heavy enough for sustained action.

Thus, no quick follow-up to the June release is set. Another six months may elapse before another issue is readied.

Under Victor's new price policy, monaural tapes will list at \$6.95 per reel playing 32 minutes. Forty-two minutes of taped music will cost consumers \$8.95. These two prices refer to five-inch, dual-track reels (7 1-2 i.p.s.). There will be no differential in price in the case of different musical categories.

The company's first release, a year ago, pegged Red Seal tapes at \$14.95, Bluebird classical at \$12.95 and pop at \$10.95.

The new price structure adds \$2 to the list price of tapes for each additional 10 minutes of music. Thus, 52-minute reels will list

at \$10.95, 62-minute reels at \$12.95, etc. All tapes \$10.95 and over will be on seven-inch reels, also dual-track, 7 1-2 i.p.s. Each reel container will carry the suggested list price in print, a departure from standard Victor policy.

Stereophonic tapes will list at twice the suggested price for monaural reels, and they will be made available in two versions: one suitable for playback on machines with in-line or "stacked" heads, and the other to be played "displaced-head" machines.

Pop items in the June release will consist of sets by Hugo Winterhalter ("Great Themes of Television"), the Three Suns ("Soft and Sweet") and Henri Rene ("Passions in Paint"). All these are also available on 12-inch LP's. Also in the pop category will be a set not yet released on disk, Hal Schaeffer's "Just Too Much."

On the classical side the new release will consist of the following items: Offenbach's "Caiete Parisienne," Brahms' First Piano Concerto with Arturo Rubinstein as soloist, Arturo Toscanini's reading of Moussorgsky's "Pictures at an Exhibition" and Robert Irving's performance of "Les Sylphides." All are currently available on LP.

Two of the three stereophonic issues have been available on disk. These are Rolf Liebermann's "Concerto for Jazz Band and Symphony Orchestra," with the Sauter-Finegan band and the Chicago Symphony under Fritz Reiner, and Richard Strauss' "Ein Heldenleben," also by Reiner and the Chicago ork. The third, still to be released on vinyl, is a new recording of the Brahms Violin Concerto. Here the soloist is Jascha Heifetz, with Reiner and the Chicago ork as collaborators.

## Indies Balk at 'Farm Club' Role

Continued from page 35

to broadcast from here on a weekly basis.

A strong contender for the daily WCBS show reportedly is Norm Prescott, who joined WNEW four months ago. Interestingly enough, Prescott also divides his air time between here and his home town station. In addition to his regular Friday thru Tuesday broadcasting schedule over WNEW, he tapes a daily show which is aired over WORL, Boston.

However, WNEW isn't feeling too kindly towards the network flagships these days. This week, for instance, the indie station reportedly rejected a deal whereby deejay Art Ford would have taken over a nightly (11 p.m. to midnight) TV show on the DuMont TV web's outlet, WABD.

In past years, WNEW (under the previous management of Bernice Judis) has released deejays from contracts on request—sometimes for free and more recently on a buy-out arrangement (e.g., Bob Haymes to WCBS; Alan Edwards to WRCA, etc.).

### Ford Deal Nixed

This time tho, the station said a flat "no" to Ford's offer. to buy out his contract—which still has more than three years to go—for \$100,000. Ironically, Ford has appeared over practically every local TV station within the last five years, but his WNEW contract has a clause whereby he must ask the station's permission to do them.

The last time WNEW said "no" to Ford was a couple of years ago when Ted Cott, then programming veepee of the NBC-Radio web, wanted Ford to take over the emcee spot on the network's Saturday afternoon "Roadshow." Coincidentally, Cott is now general manager of WABD.

WNEW reportedly also refused to let spinner Lonny Starr accept a bid from NBC last week to take over the emcee job on the web's forthcoming 90-minute teen-age music show, which has a tie-up with more than 500 fan clubs.

Alan Freed of WINS was supposedly originally set for the NBC show, but the indie station management refused to let him do the show if it was heard in New York, and the deal finally fell thru last week.

## Truck Strike

Continued from page 35

Friday (20) and little chance of any tie-up in this area or other metropolitan cities was seen. Thus far, the strike affects only interstate shipping, with the major distribution centers of San Francisco, Portland, Seattle, Dallas, El Paso, Denver and Salt Lake City most likely to be hard hit.

The major disk firms were girding for the worst, with tentative plans for a shift of disk production being scheduled by Capitol, RCA Victor and Columbia. In the event production in these companies was tied up, a major portion of same could be shifted to plants in Indianapolis, Terra Haute, Ind., and Scranton, Pa.

A total of 24 pressing plants that ship an estimated average of 200,000 records weekly would be seriously affected by the truck strike.

### Capitol's Plan

Dave Lawhon, Capitol Records plant manager here, disclosed the firm is currently shipping "all 78's and large orders of 45's by rail, and smaller EP orders by parcel post."

"Air freight will be utilized only for emergency orders," he added. "Carloading firms are still picking up our merchandise and indicate they will continue to do so. In the event their trucks cease to operate, we are assured we can deliver our merchandise to rail heads in our own trucks, with no interference to our drivers, and the consignee will be permitted to do the same. Loss of time in transit in the switch of truck delivery to rail is averaging two days to most points in the West."

## Printers Decry Pop Doldrums

• Continued from page 34

mond, head of Music Dealers Service, who pointed out that the consumer's taste for sheet music was still very strong when the right material came along.

Wonderland's "The Ballad of Davy Crockett," for instance, is estimated as heading for the 1,000,000 sales mark. Another tremendous seller is Shapiro-Bernstein's "Melody of Love," which is estimated as having already sold 600,000. Still another is Frank Music's "Unchained Melody," which is figured as heading for a real smash sales figure. In the lower register, such songs as "A Blossom Fell," "Young and Foolish" and "Cherry Pink" are figured as indicating a strong sheet music potential.

Richmond and others feel that these signs indicate that if rhythm and blues has run its course in the pop field, "maybe the sheet music business is coming back." Cause for mild optimism are the few tunes and figures mentioned above. But as Richmond notes: "It begins to look better, but summer is coming on."

During the past year, sheet music business has been so rough that jobbers figured that out of a list of their 20 best sellers, they could count on virtually no business on tunes below the first three.

The bitterness of individual publishers is marked, and is not un-mixed with frustration. They feel they lost control of the music business long ago to the mechanical companies. Not only that, but during the past year they lost control

## Columbia Girds

• Continued from page 35

selections are either out-of-print or never before released performances.

As part of the costly promotion, which of course is aimed at hyping the entire Columbia jazz line, the diskery is supplying this sampler to all radio stations gratis.

The diskery also is preparing five additional LP's covering specific jazz types, for distribution exclusively to stations, who must only give a definite commitment as to broadcasting time in order to receive the disks free of charge. Local Columbia salesmen will call on the program directors to outline the idea.

The gratis sets, together with script material for a one-hour show, will embody "Jazz-Ragtime to Cool," "Jazz Vocals-Blues to Swing," "Dixieland, Now and Then," "Swing," and "Modern Jazz." Material for each of these LP's will be drawn from current Columbia catalog platters.

Dealers will be provided with quantities of catalogs, counter cards, a display dispenser, blow-ups, pennants, throwaways and browser cards.

This month, the Columbia dealers who regularly receive the Columbia Retailer will receive a copy of "I Like Jazz" instead.

## Still at It

• Continued from page 34

(signed when Larkin and Reed were promoting the dances with Dailey at the Meadowbrook) was nullified, thereby leaving it up to him to decide which ballroom he would play this week. Young decided to go along with the jockeys.

Meanwhile, Dailey is going ahead with plans to promote country and western dances on his own at the Meadowbrook, and is negotiating with several acts—including Pee Wee King, Redd Stewart and Homer and Jethro—to fill the June 6 and 7 dates vacated by Snow.

The reasons given for the original split are conflicting. Larkin and Reed contend that their deal with Dailey called for them to put up the money for talent and collect admissions, while the ballroom owner got his via the take on food and drinks. Consequently, they state, when Dailey wanted a cut of the gate, they quit.

Dailey, however, insists the arrangement was only set up on a temporary basis, with the understanding that if the food and drink take wasn't satisfactory, the boys would cut him in on the admission gate.

of the pop publishing field to the r.&b. upsurge.

Meanwhile, the music printer's attitude is: "What am I going to do? Wait for a hit?" As of July 1, they enter into a new pact with the lithographers—who will henceforth work only 35 hours per week for the same weekly scale. This is another incentive driving the printers to increasingly lucrative commercial business.

## Victor Realigns

• Continued from page 34

Yorke, merchandise manager, will now have all phases of merchandising under his wing, including duties formerly handled by Bullock.

Jack Burgess, meanwhile, who continues as field force manager, will bring in Harry Jenkins as manager of sales planning. Jenkins, who has served the company as field rep in the Chicago, Milwaukee and Minneapolis territories, formerly handled merchandise administration in the firm's Indianapolis plant.

Brad McCuen, Charlotte, N. C.; Knoxville, and Richmond, Va., field man, will take over Jenkins' desk in the Chicago office. McCuen's replacement still remains to be chosen.

## SPA Council

• Continued from page 35

to acknowledge in any contract with a publisher sanctioning percentage royalties that the diskery would not avail itself of the compulsory licensing provision of the Copyright Act.

At present, any diskery may release a recording of a song that previously has appeared on another label, provided it pays royalties at the statutory 2-cent rate. Further, Shimkin warrants that his diskery will not reduce its retail price on any disk without prior consent of the publisher.

Several weeks back, Shimkin initiated his pitch for royalty readjustment when Bell Records sought to dispose of returned and outdated pop records at a reduced figure. He pointed out at that time that, unless royalties could be adjusted percentage-wise, the disks would be scrapped, with writers and publishers losing out entirely on any share of revenue.

He also noted that, by paying even the special rate of 1 1/4 cents royalty per side on a 39-cent disk, Bell was paying the highest percentage rate in the business. He proposed simply that the same high percentage rate be applied against disks sold at a lower price.

The new SPA Council, meeting for the first time, considered Shimkin's exposition momentous enough to postpone its regular election of officers, which had been scheduled for the same session. Further discussions are to be held.

## House-Band Policy

• Continued from page 35

than eight weeks now. Band is being styled with a view toward both TV presentation as well as a dance group, with tentative plans in the works for a weekly telecast to emanate from KTLA's new studios.

Should present plans bear fruit, it is expected that the Palladium will operate on a Wednesday thru Sunday schedule. Current booking schedule includes only the Les Brown ork, opening May 24; Harry James, opening June 21, and Ralph Martiere, opening July 22 for three weeks. According to current reports, Tucker would ostensibly go into the Palladium early in August for four months, with a two-year option.

The band business became further involved this week, tho, when Jimmy Palmer, maestro currently at the Palladium, took exception to Landsberg's reported efforts to sign his pianist, Jack Melick. Landsberg's tactics will be brought to the attention of Local 47, American Federation of Musicians, said Bobby Phillips, of Associated Booking, agent for the Palmer band.

A Bullseye!

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ENOUGH FOR TWO

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**DJ STUDENTS TO AIR SHOWS ON WVNJ . . .**

Fred Darwin, announcer at WPAT, Paterson, N. J., and director of Broadcast Coaching Associates, a New York school devoted to teaching the disk jockey trade, has arranged to give his students actual broadcast experience. Beginning Monday (23) and every Monday, the students will serve as deejays over WVNJ, Newark, N. J. They will work in teams, introducing record releases and interviewing record talent.

**JACK MILLS CLOSES EUROPEAN DEALS . . .**

Jack Mills, president of Mills Music, now in Italy huddling with key publishers, have covered Paris, Copenhagen, Amsterdam, Brussels and Madrid since his arrival in England April 18.

In Copenhagen, Mills closed a deal with the Imudico firm giving Mills Music first rights in the United States for the works of Svend, Gyldmark, Hans Schreiber, Hans Peter Nielsen, Ulrich Newmann and Borge Roger-Henrichsen, well-known Scandinavian songsmiths. In return Imudico acquired reciprocal rights to the works of Leroy Anderson.

**DECCA OPENS BRANCH IN BIRMINGHAM . . .**

Decca Records has opened a new distributing branch in Birmingham, Ala. Manager is E. J. Jones. Decca now has 28 branches and 15 independent distributors.

**KAYE, KENTON DRAW RECORD CROWDS . . .**

Sammy Kaye and Stan Kenton have been playing to unusually large dance crowds this month. Kaye broke three ballroom records last week, and Kenton chalked up a \$14,697 gate gross for a one-nighter May 9 at Los Angeles' Loyola University. Kaye drew 2,356 people for a \$4,123 gross May 17 at the Coliseum, Davenport, Ia., thus breaking the ballroom's six-year gate record. In Pottstown, Pa., on May 12, he broke a five-year attendance record, drawing 1,808 for a \$3,128

# MUSIC AS WRITTEN

gross, and in Taunton, Mass., on May 13, he broke a seven-year house record at Roseland Ballroom, pulling in 1,780 people for a gross of \$2,877.

**STANDINGS IN MUSIC SOFTBALL LEAGUE . . .**

In music loop softball this week, Raleigh Records slaughtered the Dec-Rods 25-3, Decca-Coral beat Label "X" 13-12, London downed ASCAP 10-4 and Columbia won over Variety 9-2. In the league standings, Raleigh, London and Decca-Coral are tied for first place with two victories and no defeats. Columbia and ASCAP are even at one and one, Variety, Label "X" and the Dec-Rods share the cellar with two losses and no victories. Raleigh is the high scoring team with 41 runs in two games.

**BBC PRESENTS FIRST TV DEEJAY SHOW . . .**

England's British Broadcasting Corporation presented its first disk jockey program this week, featuring one-time top bandleader Jack Payne. The BBC has in the past been shy of record spots on TV because of the technical snags of getting pace into a purely aural show.

**M-G-M RECORDS RE-SIGNS ADAMS . . .**

Rush Adams, M-G-M Records pactee, has been renewed by the diskery for another two years. Adams continues with his "bandstand revue" television show from KTLA, Hollywood, and recently completed his first album for M-G-M.

**SHIRLEY SHAININ TO ASSOCIATED BOOKING . . .**

Shirley Shainin, for many years with Universal Attractions in New York, has joined Associated Booking Corporation in Los Angeles. Miss Shainin brings the Ink Spots with her to be represented for

Universal in the West by ABC. She is expected to take an active hand in the representation of talent here.

**New York**

"You're the Answer to My Prayer," the tune cut by Varetta Dillard for Savoy and published by Savoy Music, has been dealt to Hill & Range. The latter has purchased 25 per cent of the tune, along with the selling rights. . . . Orkster-arranger Sid Bass cut several indie dates with warblers **Bernie Knee** and **Randy Sabatini** last week. . . . **Sonny Graham**, RCA Victor's "Miss Juke Box," has signed with General Artists Corporation. . . . Belgian publisher **Jacques Kluger** returned to Europe Friday (20). He'll be back, however, within a few weeks.

The Pugh Furniture Company of Charleston, W. Va., has been named distributor for Columbia phonographs and needles in the Charleston area. . . . **Tommy Valando's** Laurel Music is reviving the seven-year-old hit "Far Away Places." The peg of the new campaign is the new Coral waxing by **Bobby Sherwood's** 30-piece ork, and Valando is hoping to get some re-releases of the original major artist versions. There have been 26 recordings of the Kramer-Whitney opus. . . . **Felicia Sanders** has been booked into the Waldorf-Astoria from June 1 thru 28.

**Lillian Briggs**, vocalist (and lady trombonist), has been signed by **Marve Holtzman** for Epic Records. GAC is handling the thrush. . . . **Rosemary Clooney** has been booked for three weeks at the London Palladium beginning July 18. . . . **Paul Werth**, formerly with Decca, has joined Bethlehem Records to take charge of promotion and artists relations. . . . **Lorene Younglove**, program director of WIND, Chicago, is in town for two weeks on vacation. **Gene Davis** of WAKR, Akron, also is

expected in this week. . . . **Noe Kramer** is handling promotion for **Gisele MacKenzie**.

The Paddock, Yonkers, N. Y., nitery, is running jam sessions every Monday night with name jazz stars and with NBC deejay **Al (Jazzbo) Collins** as emcee. . . . Mambo maestro **Al Castellanos** has signed a three-year deal with Mardi Gras Records. . . . Prestige and New Jazz Records are converting much of their 10-inch LP line to 12-inch. The older tapes are being reprocessed by engineer **Rudy van Gelder** to meet present day hi-fi requirements.

**Gene Jimae**, 11-year-old harmonica virtuoso and owner of the Genie label, has recoupled his original "Song of India" disk with a trick harmonica arrangement of "Riders in the Sky."

The Five Keys are due at the Copa in Pittsburgh for the week starting June 9. . . . The **Chordettes** are getting frequent bookings at affairs sponsored by the SPEBSQSA, Inc.—that is the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, of course.

Decca pop a.&r. chief **Milt Gabler** will head for the Coast May 31 for recording sessions and to scout talent and material. . . . **Bill Glaseman**, Decca's North Central division manager, has been in New York for a series of meetings.

As the result of activity on his Label "X" recordings, **Richard Maltby** will take his own band on the road starting Friday (27). The Associated Booking Corporation is handling the band. **Claire Nelson** has signed on as vocalist. . . . **Orrin Keepnews** and **Lill Grauer**, props of Riverside Records and producers of the Label "X" Vault Originals jazz re-issues, are preparing a new book, "A Pictorial History of Jazz," which will be published in the fall by Crown Publishers.

Columbia musical director **Percy Faith** is spending 10 days in Flor-

ida. . . . Dot Records has signed **Gale Storm** and the **Esquire Boys**. Dot's **Hilltoppers**, who had been out of actual circulation for 15 months while lead **Jimmy Sacca** was in Japan, have set three temporary replacements for other members now in the Army, and will start touring once more. . . . **Irwin Zucker**, promotion man with M-G-M Records and the diskery's local distributors for the past two years, and previously with Decca, has opened his own public relations firm. On June 1, he will leave on a three-month coast-to-coast tour on behalf of his clients in the music business.

**Hollywood**

**Herb Newman's** Era Record Company inked former RCA Victor pactee, **Gogi Grant**, in addition to singers **Bert Convy** and **Doris Allen**. . . . **Vicki Young** set for a four-week engagement at the Roosevelt Hotel, New Orleans, Opening May 26. . . . **Freddie Martin** and **Orchestra** join singer **Connie Russell** and the acrodance team of **Chiquita and Johnson** at the Coconut Grove May 31. . . . **Hal Neely**, national sales manager for Allied Record Manufacturing Company, off on a sales trip to New York and the NARTB convention in Washington. . . . Theme music for "East of Eden" has been recorded for Decca by **Victor Young**. . . . **Jack Webb's** Mark VII Music will publish "Sing a Rainbow" and "He Needs Me," Both from his upcoming "Pete Kelly's Blues" film at Warner Bros.

**Arthur Hamilton** clefted both tunes. . . . **Dootsie Williams** gets a gold record, marking the sale of the Millionth copy of "Earth Angel." . . . **Jan Valerie** has been signed for a European tour by the William Morris agency. . . . **Bob Rubian**, owner of a fish market in Newport Beach, Calif., has been signed by Capitol Records. . . . Special material writer **Jackie Barnett** teamed on his first pop tune with **Sammy Fain**, with Paramount Music publishing the song, tagged "Finally." . . . **Murray Arnold** cut five sides with **Monte Kelly's** ork for Marquee Records.

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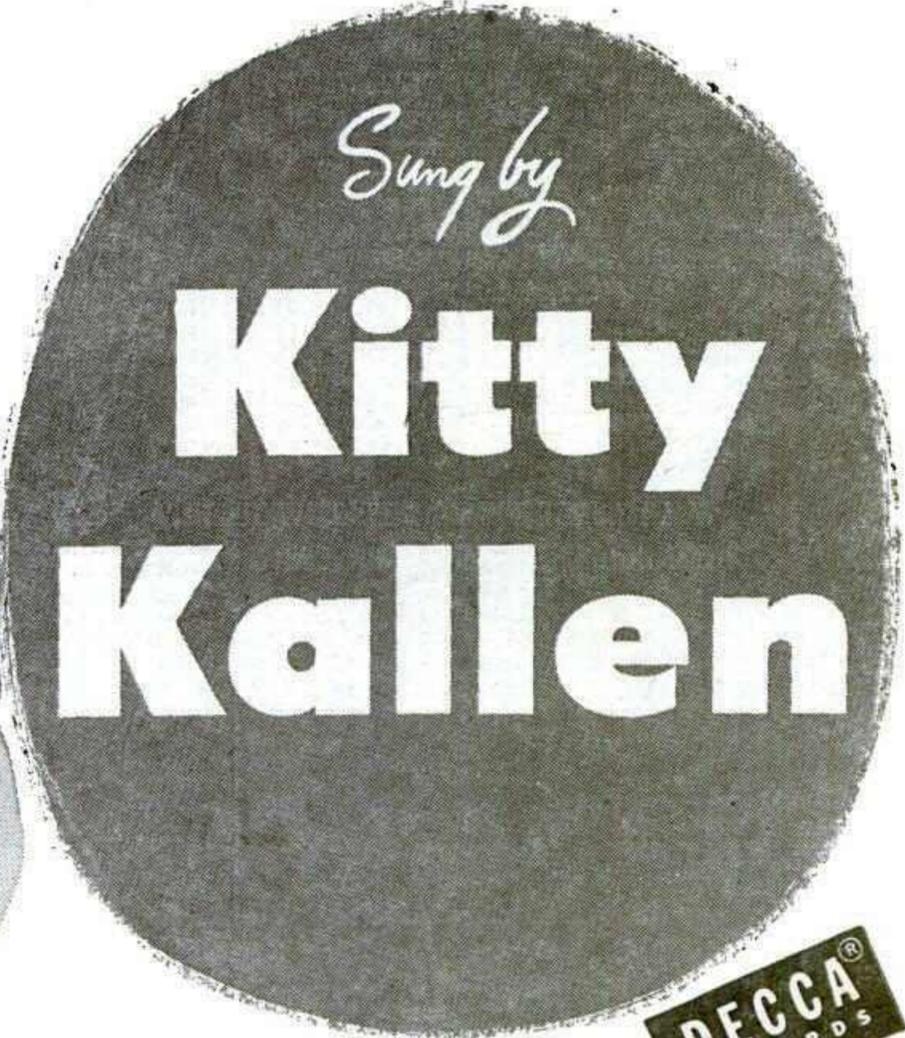
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# PHONOS—HI FI

By STEVE SCHIKEL

## PARTS SHOW FEATURES GROWING COMPONENTS . . .

High fidelity components were one of the chief attractions at the 1955 Electronics Parts Distribution Show in Chicago this week. Indications were they are beginning to become a more important factor in parts jobber operations, with one major distributor predicting that the volume of the chief hi-fi component manufacturers may chalk up a \$10,000,000 increase this year over 1954 sales. It was generally agreed by jobbers that hi-fi components demand is strongest in the medium price range. Twenty per cent more distributing firms were represented at the show this year than in 1954, and as of Thursday (19) night, total show attendance was 9,449.

## BERLANT SETS \$1.5 MIL. SALES GOAL FOR 1955 . . .

The Berlant Concertone audio division of American Electronics, Inc., Los Angeles, held a sales meeting during the Parts Show this week at which time the firm's sales manager Edward Altschuler reported that Berlant hopes to more than double its 1954 sales record of \$600,000 this year, and has set \$1,500,000 as the 1955 sales volume goal. Berlant is pushing the sale of complete hi-fi package units by its distributors.

## UNDER-\$300 TAPE SETS TOP 250,000 SALES . . .

Home tape recorder sales on models price-tagged under \$300 last year topped the 250,000 sales mark, while 10,041 tape recorder sales were chalked up in the over \$300 list price bracket, according to the Magnetic Recording Industry Association.

The tape recorder sales report, based on Armour Research Foundation statistics, was given at a meeting of the association in Chicago this week. It was also reported that 5,534,000 tape reels were sold in 1954, most of which were for home use. The MRIA now has 27 members, having doubled its membership in the past year.

Joseph F. Hards of Magne-Tronics was re-elected as MRIA president at the meeting. Also re-elected were Russell Tinkham, Ampex, vice-president; Her-

man Kornbrodt, Audio Devices, secretary; Victor Machin, Shure Brothers, treasurer, and board members Everett Olson, Webster-Chicago, and Paul Jensen, Minnesota Mining. An important item on the meeting's agenda was the first presentation of an educational program for dealers, which would feature a traveling tape recorder clinic set up to explain the uses and promotion of tape recorders.

## NEW E.M.I. TONE ARM TO CARRY ANGEL TAG . . .

A new transcription-type tone arm and pick-up manufactured by Electric and Musical Industries International, Ltd., of England, was introduced by Kingdom Products, Ltd., New York, at the Chicago Parts Show this week. The new tone arm will be marketed under the Angel name and will feature EMI's Angel Records label trademark. The tone arm retails at \$89.50, including magnetic cartridge with an LP diamond stylus. According to Adolph Gross, Eastern regional representative for Kingdom, other hi-fi components will be marketed under the Angel label in the future. Kingdom is United States distributor for E.M.I.

## WILCOX-GAY UNVEILS 6 NEW TAPE RECORDERS . . .

The Wilcox-Gay Corporation displayed six tape recorders at its Congress Hotel showroom at Chicago's Parts Show this week. Highlighted model was its new 5U Imperial upright portable tape recorder, which will be ready for shipment in two weeks. The portable unit, which lists at \$269.95, has four speakers, a power output of nine watts, remote control and remote cut-in control on the microphone.

According to Wilcox-Gay prexy Leonard Ashbach, the company at present has back orders for 14,000-15,000 tape recorders. Wilcox-Gay is dumping the battery-operated radio-phonograph introduced at last year's Music Show. The model, which then listed at \$89.95, has been promoted by Hudson-Ross, Chicago, recently at \$39.95, less batteries and power pack, and \$49.95 with power pack. The factory has dumped about 3,000 units and has 3,000 more to go.

# LINER NOTES

By IS HOROWITZ

## CAMDEN TO TIE IN WITH MISS LAWRENCE BIOPIIC . . .

Camden Records, which is the only label with recordings of Marjorie Lawrence, has set a promotion to tie in with showings of the biopic of the soprano, "Interrupted Melody." The diskery has three EP's and an LP by Miss Lawrence. Distributors are being sent mailer pieces to be passed on to dealers, as well as counter easels carrying stills from the movie. National release of the film is set for July 1, but test play date info and their locations are also being furnished Camden distributors.

M-G-M Records, of course, has the sound track album which, incidentally, features the voice of Eileen Farrell.

## CLASSICAL REPS PREPARE SECOND HI-FI DEBATE . . .

With one go already under their belts, two classical disk men in New York are preparing for their second debate on the respective merits of the hi-fi standards hewed to by their respective companies. The debaters are Ward Botsford, of Vox, and Pete Munves, of Columbia. And the scene of the battles is the Freedom House in New York City. Those whom the diskery reps are trying to sway are members of the Society of Recorded Music.

## MENDELSSOHN LEAVES FOR EUROPE SUMMER . . .

George Mendelssohn, president of Vox Records, left today (21) for Europe for a summer's stay that will be filled with recording activity. Sessions have been scheduled in Paris, Milan, and Stuttgart and Bamberg, Germany. Mendelssohn, whose company has a number of affiliates in Europe, will also take a look-see at their operations during his visit. He makes at least two extensive European trips a year.

## REMINGTON OPENS PLANT, PITCHES TO INDIES . . .

Remington Records, which is reopening its contract pressing department in Webster, Mass., is pitching for indie classical business and quoting prices of 35 to 38 cents per 12-inch vinyl LP, depending on

quantity ordered. Don Gabor, prexy, claims he will have 78 presses working in the Webster plant. Additional service will include the supply of covers and labels.

Gabor, meanwhile, is exploring the possibility of opening another factory in Puerto Rico. The negotiations are still in the very early stages, Gabor says that his hope, if the deal goes thru, is to manufacture phonographs there in addition to records.

## RCA SENDS DISTRIBS SAT. EVENING POST REPRINTS . . .

RCA Victor has sent its distributors quantities of promotional mailing pieces carrying reprints of a full-page Saturday Evening Post advertisement (issue of May 21) plugging current push albums. The folder also carries a page plug for self-service, showing some of the store fixtures manufactured by the W. L. Stensgaard firm and sponsored by the diskery. Distributors will be passing on these mailers to dealers next week.

## ANGEL GIVES 'MIREILLE' PLUSH TREATMENT . . .

Angel's upcoming release of its three-disk performance of Gounod's opera "Mireille" is being handed special plush treatment, and the price will reflect the lavish approach. List price of the set which, incidentally, won a Grand Prix du Disque in Paris, is \$17.85. A 48-page souvenir book, similar in treatment to that in the label's Diaghilev album, comes with the factory-sealed set. It will be the first complete recording of the opera in the LP catalog.

## BAROQUE TO MODERN IN WESTMINSTER SERIES . . .

There will be works covering all periods from the baroque to the modern in Westminster's first release in its new dual-price 18,000 series, due out in a few weeks. These records will come in a de luxe package at \$4.75, and a standard set at \$3.75. Included in the initial release is a recording of Shostakovich's Fifth Symphony by the Philharmonic Symphony of London, conducted by Artur Rodzinski, a set of concerti grossi by Geminiani, plus compositions by Beethoven, Tchaikovsky and Schumann.

Ben Bart's Universal Attractions has organized a new jazz department to be headed by Don Palmer, former Charlie Ventura manager. The first attraction signed is Mary Ann McCall, former Ventura, Woody Herman and Artie Shaw vocalist. . . Arnett Records, a new Chicago diskery, has issued its first wax featuring warbler Kyle Kimbro. . . Pianist Cy Coleman opened Friday (20) at the Composer for a six-week stay. Coleman is now recording exclusively for Benida Records, and his first LP for the label will be issued next week.

## Charles H. Hansen Opens Disk Firm, Issues First Sides

NEW YORK, May 21.—Charles H. Hansen, the music publisher and folio specialist, has formed his own record company, Hansen Records. His first release, which features thrush Evelyn Knight with the Quincy Jones ork, will be issued this week.

Altho Hansen's first effort is a name-artist pop disk, his recording activities will, in style, parallel his publishing activities,

which indicates a concentration on standard package material. Hansen's entry in the record field involves practically no change in his present operation. He maintains a staff of 40 people, including his own promotion department and five salesmen on the road.

According to Hansen, the diskery is to be operated as a distinct entity, rather than as a showcase for Hansen publications. Of the items already recorded, all belong to other publishers, altho the Knight sides are both Bob Merrill songs, and Hansen is selling agent for the Merrill-Murray Kaufman firms.

## • Best Selling Popular Albums

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

### LP'S

1. CRAZY OTTO . . . . . Decca DL 8113
2. STARRING SAMMY DAVIS JR . . . . . Decca DL 8118
3. THE STUDENT PRINCE—Mario Lanza . . . . . RCA Victor LM 1837
4. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . . . Capitol W 509
5. IN THE WEE SMALL HOURS—Frank Sinatra . . . . . Capitol W 581
6. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . . . Capitol H 352
7. MUSIC FOR TONIGHT—Steve Allen . . . . . Coral CRL 57004
8. BENNY GOODMAN IN HI-FI . . . . . Capitol W 565
9. BRUBECK TIME—Dave Brubeck . . . . . Columbia CL 622
10. HOLIDAY IN ROME—Michel LeGrand . . . . . Columbia CL 647
11. I LOVE PARIS—Michel LeGrand . . . . . Columbia CL 555
12. I LOVE YOU—Eddie Fisher . . . . . RCA Victor LPM 1097
13. ARTHUR GODFREY PRESENTS CARMEL QUINN . . . . . Columbia CL 629
14. SOFT AND SWEET—The Three Suns . . . . . RCA Victor LPM 1041
15. MUSIC TO REMEMBER HER—Jackie Gleason . . . . . Capitol W 570

### EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . . . RCA Victor ERB 1837
2. STARRING SAMMY DAVIS JR . . . . . Decca ED 2214-6
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . . . Capitol EBF 352
4. CRAZY OTTO, PART 1 . . . . . Decca ED 2201
5. CRAZY OTTO, PART 2 . . . . . Decca ED 2202
6. IN THE WEE SMALL HOURS—Frank Sinatra . . . . . Capitol EBF 581
7. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . . . RCA Victor EPBT 3057
8. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . . . Capitol EAP 509
9. I LOVE YOU—Eddie Fisher . . . . . RCA Victor EPB 1097
10. SHAKE, RATTLE AND ROLL—Bill Haley . . . . . Decca ED 2168
11. ARTHUR GODFREY PRESENTS CARMEL QUINN . . . . . Columbia B 491
12. LES AND MARY—Les Paul & Mary Ford . . . . . Capitol EBF 577
13. PETER PAN—Original Cast . . . . . RCA Victor EOC 1019
14. BENNY GOODMAN IN HI-FI . . . . . Capitol EAP 565
15. LITTLE GIRL BLUE—Joni James . . . . . M-G-M X 272

## • "Classical Possibilities"

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates a profitable sales run. Watch for a complete "Classical Best Seller" chart next week.

1. TCHAIKOVSKY: VIOLIN CONCERTO; RAVEL: TZIGANE; SINDING: SUITE IN A MINOR—Heifetz, Philharmonia Orchestra (Susskind) . . . . . RCA Victor LM 1832
2. LEONCAVALLO: I PAGLIACCI—Callas, La Scala Orchestra (Sefafn) . . . . . Angel 3527
3. J STRAUSS: WALTZES—Andre Kostelanetz Orchestra . . . . . Columbia ML 4993
4. PROKOFIEFF: VIOLIN CONCERTO NO. 1; LALO: SYMPHONIE ESPAGNOLE — Milstein, St. Louis Symphony (Golschmann) . . . . . Capitol P 8303

## • Reviews and Ratings of New Classical Releases

VERDI: A MASKED BALL (1-12")—Zinka Milanov, Roberta Peters, Sopranos; Marian Anderson, Contralto; Jan Peerce, Tenor; Leonard Warren, Baritone; Metropolitan Opera Orchestra; Dimitri Mitropoulos, Cond. RCA Victor LM 1911 . . . . . 51

The appearance of the sorceress Ulrica is limited to Scene II of Act I of this opera, Marian Anderson's debut in this role last January made it the focus of interest that night. Similarly, the Miss Anderson is heard only in the lengthy aria, "Re dell'abisso," in this album, that is undoubtedly the prime sales factor. This passage is well suited to the dark and rich color of her voice, and her interpretation of this aria will last as a memorable experience.

CHOPIN: MAZURKAS (1-12")—William Kapell, Piano. RCA Victor LM 1865 . . . 80

Here is an LP that's likely to become one of the best-selling piano albums in short order. Victor has rounded up 17 Mazurkas recorded by Kapell in 1952, only a year or so before he was to die in a plane crash, a loss still mourned wherever great pianism is appreciated. Standout performances of works intimately understood by a towering artist.

CHOPIN: PIANO CONCERTO NO. 2; SAINT-SAENS: PIANO CONCERTO NO. 4 (1-12")—Alexander Brailowsky, Piano; Boston Symphony, Charles Munch, Cond. RCA Victor LM 1871 . . . 79

A coupling that makes good sense musically and commercially. It holds lots of popular piano music and the price is right. The Saint-Saens is awarded the more convincing reading, but the Chopin is also accomplished at a high level. The recording, in its balance of piano against orchestra and warm sound, is of the very best. Good sales here.

KIRSTEN FLAGSTAD SINGS SCHUBERT, BRAHMS AND STRAUSS SONGS (1-12") — RCA Victor LM 1870 . . . . . 77

In the later years of her operatic career, Kirsten Flagstad found a new one in the singing of lieder. In an album of familiar masterpieces such as this, Miss Flagstad is seen at the epitome of the latter art. Included are Schubert's "Die junge Nonne," "Die Liebe hat gelogen" and two selections from "Die Winterreise"; Brahms' "Liebestreu," "Meine Liebe ist grün" and "Sind es Schmerzen, sind es

Freuden"; five Richard Strauss selections plus three songs in English by Tyson, Edwin McArthur (her accompanist) and Deems Taylor. In this field, a nonpareil.

DOMENICO SCARLATTI: SIXTY SONATAS (4-12") — Ralph Kirkpatrick, Harpsichord. Columbia SL 221 . . . . . 76

The Valenti, on Westminster, has almost established a disk career with his Scarlatti harpsichord recitals, there are many for whom Kirkpatrick remains the ideal interpreter. The latter has an immense (and deserved) reputation for scholarship, and his editions of the sonatas, are much in use. Here he gives illuminating performances of 60 sonatas, arranged, chronologically, in diskings of great realism. This is not merchandise for the quondam buyer, but it should find eager buyers among a select group, with the potential enlarged thru exploitation of the school and library market. Packaging is distinctive and the notes voluminous.

DVORAK: SYMPHONY NO. 4 (1-12")—Philharmonia Orchestra; Wolfgang Sawallisch, Cond. Angel 35214 . . . 75

This issue may dwell in the shadow of the eminently satisfying version by Bruno Walter and the New York Philharmonic, tho it shapes up as a highly creditable reading of the beautiful work. Inclusion of the lilting, lovely Scherzo is a plus for the disk too. The Scherzo is closely related to the popular Slavonic Dances, and it may be the item to tip buyers' preference to this package.

THE LIFE OF CHRIST (1-12")—Roland Hayes, Tenor; Reginald Boardman, Piano. Vanguard VRS 462 . . . . . 75

The Aframerican songs contained in this cycle will be thrice familiar to the many followers of the superb musician. Hayes, tho his voice has understandably lost some of its luster, has suffered no diminution of the ability to convey a song with beauty and meaning. A most desirable package for vocal collectors.

BRAHMS: VIOLIN AND PIANO SONATAS, NO. 1 IN G, AND NO. 2 IN A (1-12")—Szymon Goldberg, Violin; Artur Balsam, Piano. Decca DL 9720 . . . 73

Suave readings of the standard works, distinguished by close interpretive agreement on the part of two distinguished collaborators. This is the only coupling

(Continued on page 44)

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and his orchestra

b/w  
**BARRACUDA**

Record No. 3131



Hey Man!  
I'm too pooped to pop!



## • Reviews and Ratings New Classical Releases

• Continued from page 42

of the sonatas and this fact may help the entry buck the only effective catalog competition, that of Stern and Zakin on Columbia.

**RAVEL: SHEHERAZADE: TROIS POEMES DE STEPHANE MALARMÉ; DEUX MELODIES HEBRAÏQUES (1-12)**—Suzanne Danco, Soprano; L'Orchestra de la Suisse Romande; Ernest Ansermet, Cond. London LL 1196 .....72

While hardly a mass market item, this is assured steady, intense devotion from the connoisseur clientele. To anyone conditioned to the ethereal, arty music of the early 20th Century avant-garde, this group of performances has to border on the sublime. Ansermet is one of the top ranking Ravel authorities, and his handling of the complex orchestration leaves nothing to be desired.

**MOZART: SERENATA NOTTURNA IN D MAJOR, K.239; SIX NOTTURNI FOR VOICES AND WOODWIND; PIANO CONCERTO NO. 14 IN E FLAT (1-12)**—Grete Scherzer, Piano; London Baroque Ensemble; Karl Haas, Cond. Decca DL 9776 .....71

In toto, this is a well-rounded program for Mozart lovers. The little-known Notturmi—light, airy serenades—are available for the first time on LP. This version of the sparkling concerto is first-rate, clean and articulate, and very well recorded. The Serenata has been around in several satisfactory diskings. In all, there's nothing here to tax the intellect too much. It's breezy, graceful and gracious listening fare.

**A CONCERT OF ENGLISH MUSIC (1-12)**—London Philharmonic; Sir Adrian Boult, Cond. London LL 1169 .....71

Here's a finely-engineered disk which will be savoured by the discriminating. No warhorses here; rather, compositions of three 20th Century English composers beautifully performed by the orchestra under the baton of Sir Adrian Boult. The pieces are Holst's imaginative "Ballet Suite, Op. 39," from "The Perfect Fool"; two tone poems by Butterworth, "A Shropshire Lad" and "The Bands of Green Willow," and a third tone poem, Bax's "Tintagel."

**POP CONCERT FAVORITES (1-12)**—Philharmonia Orchestra of Hamburg; Hans-Jürgen Walthers, Cond. M-G-M E 3144 .....70

Volume 5 in a series of pop concert favorites, this is an album likely to appeal to new collectors of classical material, for there's quite a diverse collection on the disk. Included are: Saint-Saens' "Phaeton," Gounod's "Cortège" from the "Queen of Sheba," Hoegger's "Pacific 231," Tschai's "Pinocchio Overture" and Gounod's "Funeral March of a Marionette."

**SHOSTAKOVITCH: STRING QUARTET NO. 4; STRING QUARTET NO. 5 (1-12)**—Tchaikovsky Quartet; Beethoven Quartet. Vanguard VRS 6021 .....69

Fairly recent chamber works never before available on LP, these Shostakovich scores face a good reception from fanciers of chamber, and especially, contemporary music. Surely they are among the most interesting in the form written in the last decade. Performances by the Russian ensembles are outstanding and the recording, dubbed from imported tapes, is quite adequate. Good vinyl for the serious collector.

**FAURE: PIANO QUINTET NO. 2 (1-12)**—Gaby Casadesu, Piano; Gallet String Quartet. M-G-M E 3166 .....68

Most chamber music savants should be susceptible to this soaring French work, especially in this beautifully played and recorded version by thorough French performers. The underrated Faure, who influenced and was influenced by Debussy, was primarily a Romantic, tho in sections of this work one detects a playful touch that could derive from such a longhair "bebopper" as Satie. This version has the field practically to itself, and stylistically anyone would have to go far to top it.

**MOZART: SONATAS FOR VIOLIN AND PIANO, NOS. 7, 13 AND 16 (1-12)**—Walter Barylli, Violin; Paul Badura-Skoda, Piano. Westminster WL 5394 .....67

Serious playing, somewhat dry on the part of Barylli, and lending an academic note to the whole. The appeal is more to the head than the heart, but there are some who like their Mozart that way. Lifelike recording.

## • Reviews and Ratings of New Popular Albums

**DAMN YANKEES** .....84  
Original Broadway Cast (1-12)  
Victor LOC 1021

The musical fantasy with a baseball theme drew rave notices when it opened on Broadway this month, and dealers should chalk up a hefty sales run with this original cast album. Two tunes from the Adler-Ross score—"Whatever Lola Wants" and "Heart"—are already up there on the top 30 best sellers, and dealers have a natural inspiration for display ideas, since the album's release coincides with the baseball season. A provocative picture of the show's fem star, Gwen Verdon, on the LP's cover is another sales-plus. Miss Verdon thrushes seductively on "Lola" and "A Little Brains, a Little Talent" while Stephen Douglass registers well with "Near to You" and "A Man Doesn't Know." Most of the score has been covered extensively record-wise, with disks out by Eddie Fisher, Perry Como, Jaye P. Morgan, Patti Page, the Gaylords, Sarah Vaughan, Dinah Shore and others.

**PLAY ME HEARTS AND FLOWERS**...78  
Johnny Desmond (1-10)  
Coral CRL 56124

Johnny Desmond's hit record of "Play Me Hearts and Flowers," (which he introduced on NBC-TV's "Philco Television Playhouse" in March) is still up there in the top 30 best sellers, and this LP should reap some of the sales benefits of the tune's TV tie-up promotion. In addition to the title tune (also the title of the TV play), Desmond warbles three other sentimental ditties—"I'm So Ashamed," "If I Could Only Tell You," and "A Woman's Loveliest When She's Loved." The flip-side of the LP features four movie themes (previously released as singles)—"The High and the Mighty," "My Own True Love," etc. A still from the TV show is used to advantage on the cover.

**P.S. I Love You** .....77  
Gordon Jenkins Ork (1-12)  
Decca DL 8109

Here is a romantic package of mood music programming for deejays. Gordon Jenkins, his orchestra and chorus are featured on 12 nostalgic oodies, including the title tune, "Again," "The Touch of Your Hand," "All the Things You Are," "The Way You Look Tonight" and "My Funny Valentine." Vocal solos are competently handled by Bob Stevens, Four Hits and a Miss, and Bonnie Lou Williams. The package's musical mood of sweet serenity is carried over to the cover, which features a close-up photo of the usual beautiful girl. Good retail action, too.

**HIPSTERS, FLIPSTERS AND FINGER POPPIN' DADDIES KNOCK ME YOUR LOBES** .....76  
Lord Buckley (1-10)  
RCA Victor LPM 3246

This could be a sleeper. Buckley, a notorious man-about-the-jazz-joints and lilted niter comic, has

committed to disk some of his frequently hilarious parodies on great literary passages, all done in various shades of bop lingo. In some he is the pompous Shakespearean; in others he is the hipster-raconteur. Material includes his versions of "Friends, Romans, Countrymen," and soliloquys from "Hamlet" and "Macbeth," plus "Boston Tea Party" and "Hiawatha." It's appeal may prove broader than that of the earlier bop nursery tales. Fine, off-beat party stuff—and perfectly okay for the family trade.

**MUSIC FROM ACROSS THE SEA**...73  
Sidney Torch Ork (1-12)  
Coral CRL 57007

Britain's Sidney Torch and his orchestra are featured here with lush, deep-toned treatments of 12 lovely instrumentals. With the exception of an Alec Wilder's "I'll Be Around" and a couple of George Siravo melodies, most of the tunes are unfamiliar. But they all convey a haunting mood of melodic melancholy and deejays should find them eminently suitable for romantic programming. The cover features an eye-catching montage photo, with a close-up of a beautiful girl projected against a lonely expanse of ocean.

**LOST LOVE** .....73  
The Coronet Orchestra (1-12)  
M-G-M E 3167

This is a British group of some 50 musicians. They present here 12 lush sides, performed excellently and recorded with good sound. This album is a good addition to the growing category of mood music. Tunes include "Lost Love," "Stranger in Town," "Adrift," "Tango of Love," etc.

### Jazz

**SCOTT'S FLING** .....77  
Tony Scott Septet (1-12)  
RCA Victor LJM 1022

Here's one of the brightest figures on the modern jazz scene. Tony Scott, known to connoisseurs for some years as a brilliant, highly-trained clarinetist, will reach a wider jazz audience via this well-produced showcase. The performance from the technical and imaginative points of view is excellent. Included in the 12 numbers are standards by Gershwin, Harry Warren and Al Dubin, plus a number of Scott originals.

**CHARLIE CHRISTIAN WITH THE BENNY GOODMAN SEXTET AND ORCHESTRA** .....77  
(1-12)  
COLUMBIA CL 652

The death of guitarist Charlie Christian in 1942, at the age of 24, cut short a career that was beginning to portend important new developments in the jazz field. His innovations in the basic swing concept of Goodman, with whom he was associated in the last two years of his life, are in the main line of evolution of modern jazz. Some of the material

(Continued on page 56)

# WATCH THESE GO!

That "Moulin Rouge" Sound  
Captured Again in a  
Thrilling New Picture  
Song Performance!

## not as a stranger

From the Stanley Kramer Production  
("Not As A Stranger")

by

## PERCY FAITH

and his orchestra  
Vocal by Bernadine Read  
b/w The Fiddling Bullfighter

4-40512



A New Hit from  
the Continent  
Destined to Sweep the Country!

## pizzicato waltz

by

## GEORGE LIBERACE

and his orchestra  
b/w Skiddles

4-40509



"Columbia" and Trade Marks Reg. U.S. Pat. Off. Marcas Registradas Printed in U.S.A.



Be sure to see the May issue  
of McCall's now on the newsstands for the wonderful story "THE MAN WHO MAKES MONEY RECORDS"

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

# The Billboard Music Popularity Charts

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

## Chart Comments

The influence of TV and movies on the record market continues to show its effect this week, with nine out of the top 11 best-selling pop disks tied up with one of the two media. The movie tune disks include "Cherry Pink and Apple Blossom White" from Jane Russell's picture "Underwater;" three versions of "Unchained Melody" from the film "Unchained;" "Honey Babe" from the movie, "Battle Cry," and the revived Bill Haley disk, "Rock Around the Clock," featured in M-G-M's "Blackboard Jungle."

TV, of course, is still ably represented by three platter versions of "The Ballad of Davy Crockett." The two disk newcomers to the top 30 best-selling pop platters this week also feature tunes with movie and TV tie-ins. Sammy Davis Jr.'s "Love Me Or Leave Me" (the oldie revived in Doris Day's new M-G-M musical by the same title) shows up for the first time in the number 24 spot, while Felicia Saunders' lyric version of TV's "Medic" theme, "Blue Star," moves up into the number 30 slot.

"Unchained Melody" dominates both the pop and the rhythm and blues charts this week, with Roy Hamilton and Al Hibbler high up on both lists. Hamilton maintains his number one spot on the r.&b. chart, while Hibbler's version of the same tune jumps up from number nine to the number two slot this week.

Mario Lanza's "Student Prince" LP was finally knocked out of its number one spot on the best-selling album chart this week. However, the Bavarian mood still surrounds the top LP slot, since Decca's "Crazy Otto" package has moved into the royal box. Frank Sinatra's new album, "In the Wee Small Hours," makes its first appearance on the LP chart in the number five spot this week, while Michel LeGrand's "Holiday in Rome" shows up for the first time as number 10 (giving LeGrand two LP's on the top 15); and The Three Suns' "Soft and Sweet" makes its initial appearance as number 14.

## Best Selling Sheet Music

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

| This Week                              | Last Week | Weeks on Chart |
|----------------------------------------|-----------|----------------|
| 1. Ballad of Davy Crockett             | 1         | 12             |
| 2. Unchained Melody                    | 2         | 7              |
| 3. Cherry Pink and Apple Blossom White | 4         | 8              |
| 4. Melody of Love                      | 3         | 20             |
| 5. Open Up Your Heart                  | 5         | 18             |
| 6. Dance With Me Henry                 | 6         | 6              |
| 7. Whatever Lola Wants                 | 8         | 5              |
| 8. Blossom Fell                        | 13        | 2              |
| 9. Heart                               | 11        | 2              |
| 10. Tweedle Dee                        | 7         | 15             |
| 11. How Important Can It Be?           | 10        | 15             |
| 11. Darling Je Vous Aime Beaucoup      | 11        | 7              |
| 13. Play Me Hearts and Flowers         | 9         | 6              |
| 14. Young and Foolish                  | 14        | 6              |
| 15. Two Hearts                         | 15        | 3              |

# HONOR ROLL OF HITS



## The Nation's Top Tunes

For survey week ending May 18

| This Week                              | Last Week | Weeks on Chart |
|----------------------------------------|-----------|----------------|
| 1. Unchained Melody                    | 1         | 8              |
| 2. Cherry Pink and Apple Blossom White | 3         | 10             |
| 3. Ballad of Davy Crockett             | 2         | 14             |
| 4. Dance With Me, Henry                | 4         | 9              |
| 5. Whatever Lola Wants                 | 6         | 5              |
| 6. Melody of Love                      | 5         | 21             |
| 7. Heart                               | 11        | 3              |
| 8. Blossom Fell                        | 14        | 3              |
| 9. Tweedle Dee                         | 8         | 18             |
| 10. How Important Can It Be?           | 7         | 16             |

### Second Ten

|                                   |    |    |
|-----------------------------------|----|----|
| 11. HONEY BABE                    | 11 | 4  |
| 12. OPEN UP YOUR HEART            | 10 | 19 |
| 13. BREEZE AND I                  | 19 | 6  |
| 14. PLAY ME HEARTS AND FLOWERS    | 9  | 9  |
| 15. TWO HEARTS                    | 15 | 8  |
| 16. DARLING JE VOUS AIME BEAUCOUP | 13 | 13 |
| 17. DON'T BE ANGRY                | 18 | 4  |
| 17. ROCK AROUND THE CLOCK         | -  | 1  |
| 19. HEY, MR. BANJO                | -  | 1  |
| 20. MOST OF ALL                   | 17 | 4  |
| 20. LEARNIN' THE BLUES            | 20 | 2  |

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

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

## Tunes with Greatest Radio-TV Audiences

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

| Radio                                                    | Television                                                |
|----------------------------------------------------------|-----------------------------------------------------------|
| All of You (R)—Chappell—ASCAP                            | All of You (R)—Chappell—ASCAP                             |
| Ballad of Davy Crockett (R) (F)—Wonderland—BMI           | Ballad of Davy Crockett (R) (F)—Wonderland—BMI            |
| Besame Mucho (R)—Peer—BMI                                | Bella Note (R) (F)—Disney—ASCAP                           |
| Breeze and I (R)—E. B. Marks—BMI                         | Chee Chee-oo Chee (R)—Hill & Range—BMI                    |
| Chee Chee-oo Chee (R)—Hill & Range—BMI                   | Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP    |
| Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP   | Dance With Me, Henry (R)—Modern—BMI                       |
| Dance With Me, Henry (R)—Modern—BMI                      | Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP          |
| Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP         | Heart (R)—Frank—ASCAP                                     |
| Heart (R)—Frank—ASCAP                                    | Hey, Mr. Banjo (R)—Mills—ASCAP                            |
| Hey, Mr. Banjo (R)—Mills—ASCAP                           | Honey Babe (R)—Witmark—ASCAP                              |
| How Important Can It Be? (R)—Aspen—ASCAP                 | It's a Sin to Tell a Lie (R)—Bregman, Vocca & Conn—ASCAP  |
| I'll Never Stop Loving You (R)—Feast—ASCAP               | Learnin' the Blues (R)—Barton—ASCAP                       |
| Is This the End of the Line? (R)—Broadcast—BMI           | Mambo Rock (R)—Myers—ASCAP                                |
| It's a Sin to Tell a Lie (R)—Bregman, Vocca & Conn—ASCAP | Medic (R) (F)—Young—ASCAP                                 |
| Jim, Johnny and Jonas (R)—Red River—BMI                  | Melody of Love (R)—Shapiro-Bernstein—ASCAP                |
| Keep Me in Mind (R)—Famous—ASCAP                         | Mr. Sandman (R)—E. H. Morris—ASCAP                        |
| Land of the Pharaohs (R)—Remick—ASCAP                    | Oh, Yeah (R)—Jungnickel—ASCAP                             |
| Learnin' the Blues (R)—Barton—ASCAP                      | Play Me Hearts and Flowers (R)—Advanced—ASCAP             |
| Love Me or Leave Me (R)—Bregman, Vocca & Conn—ASCAP      | Playmates (R)—Joy—ASCAP                                   |
| Melody of Love (R)—Shapiro-Bernstein—ASCAP               | Prize of Gold (R)—Shapiro-Bernstein—ASCAP                 |
| Play Me Hearts and Flowers (R)—Advanced—ASCAP            | Sluefoot (R)—Robbins—ASCAP                                |
| Silver Moon (R)—Harms—ASCAP                              | Something's Gotta Give (R)—Robbins—ASCAP                  |
| Something's Gotta Give (R)—Robbins—ASCAP                 | Tweedle Dee (R)—Progressive—BMI                           |
| Strange Lady in Town (R) (F)—Witmark—ASCAP               | Two Ladies in de Shade of de Banana Tree (R)—Harwin—ASCAP |
| Tweedle Dee (R)—Progressive—BMI                          | Two Lost Souls (R)—Frank—ASCAP                            |
| Two Hearts, Two Kisses (R)—Hill & Range—BMI              | Unchained Melody (R) (F)—Frank—ASCAP                      |
| Unchained Melody (R)—Frank—ASCAP                         | Vida Mia (R)—Peer—BMI                                     |
| Whatever Lola Wants (R)—Frank—ASCAP                      | Whatever Lola Wants (R)—Frank—ASCAP                       |
| World Is Mine (R)—Paramount—ASCAP                        | Young and Foolish (R)—Chappell—ASCAP                      |
| Young and Foolish (R)—Chappell—ASCAP                     |                                                           |

## England's Top Twenty

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

|                                                          |  |
|----------------------------------------------------------|--|
| Stranger in Paradise—Frank (Frank)                       |  |
| Cherry Pink and Apple Blossom White—Maddox (Chappell)    |  |
| Softly, Softly—Cavendish (Sherwin)                       |  |
| Under the Bridges of Paris—Southern (Hill & Range)       |  |
| Unchained Melody—Frank (Frank)                           |  |
| Tomorrow—Cavendish (Reis)                                |  |
| Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein) |  |
| Prize of Gold—Victoria (Shapiro-Bernstein)               |  |
| Where Will the Dimple Be?—Cinephonic (Rogers)            |  |
| 1 Wonder—Macmelodies (Leeds)                             |  |
| Ready, Willing and Able—Berry (Daywin)                   |  |
| Open Up Your Heart—Duchess (Hamblen)                     |  |
| If Anyone Finds This I Love You—Michael Reine (Ardmore)  |  |
| Unsuspecting Heart—Berry (Teepec)                        |  |
| Let Me Go, Lover—Aberbach (Hill & Range)                 |  |
| A Blossom Fell—John Fields (Shapiro-Bernstein)           |  |
| Mobile—Leeds (Ardmore)                                   |  |
| Tweedle Dee—Robbins (Progressive)                        |  |
| Earth Angel—Chappell (Williams)                          |  |
| Don't Worry—Lawrence Wright (Williams)                   |  |

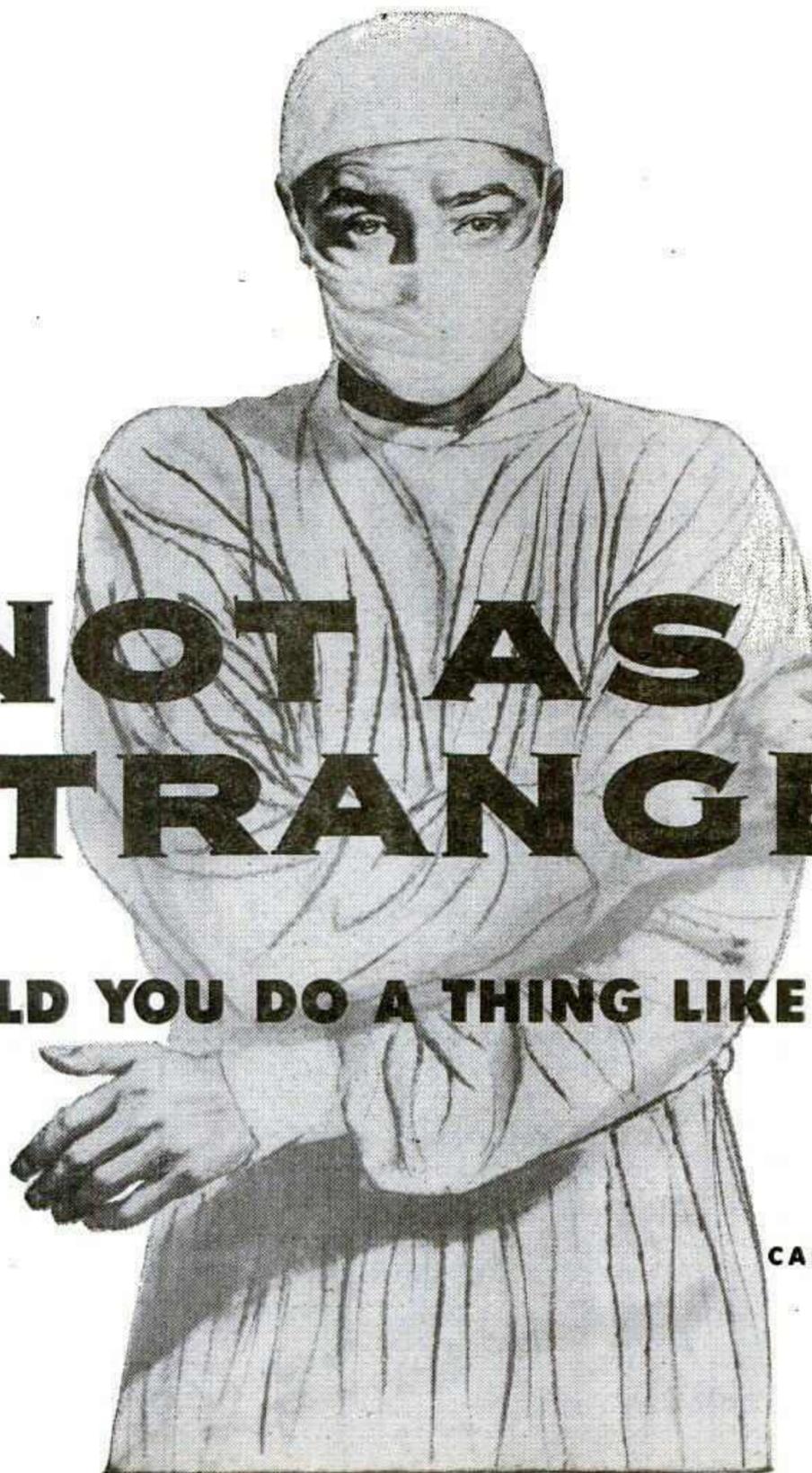
# FRANK SINATRA sings



*(Co-Star of Stanley Kramer's production  
"Not As A Stranger" Released by United Artists)*

# NOT AS A STRANGER

**HOW COULD YOU DO A THING LIKE THAT TO ME**



CAPITOL RECORD NO. 3130



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Best Sellers in Stores

For survey week ending May 18

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                                                               | Week | Chart |
|-------------------------------------------------------------------------|------|-------|
| <b>1. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado</b>          | 1    | 13    |
| Marie Elena Rumba (ASCAP)—Vic 20-5965                                   |      |       |
| <b>2. UNCHAINED MELODY (ASCAP)—L. Baxter</b>                            | 3    | 8     |
| Medic (ASCAP)—Cap 3055                                                  |      |       |
| <b>3. DANCE WITH ME, HENRY (BMI)—G. Gibbs</b>                           | 2    | 10    |
| Every Road Must Have a Turning (BMI)—Mercury 70572                      |      |       |
| <b>4. BALLAD OF DAVY CROCKETT (BMI)—B. Hayes</b>                        | 4    | 14    |
| Farewell (BMI)—Cadence 1256                                             |      |       |
| <b>5. UNCHAINED MELODY (ASCAP)—A. Hibbler</b>                           | 6    | 8     |
| Daybreak (ASCAP)—Dec 29441                                              |      |       |
| <b>6. BALLAD OF DAVY CROCKETT (BMI)—F. Parker</b>                       | 5    | 12    |
| I Gave My Love (BMI)—Col 40449                                          |      |       |
| <b>7. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford</b>            | 7    | 11    |
| Farewell (BMI)—Cap 3058                                                 |      |       |
| <b>8. BLOSSOM FELL (ASCAP)—Nat (King) Cole</b>                          | 11   | 4     |
| IF I MAY (BMI)—Cap 3095                                                 |      |       |
| <b>9. UNCHAINED MELODY (ASCAP)—R. Hamilton</b>                          | 9    | 6     |
| From Here to Eternity (ASCAP)—Epic 9102                                 |      |       |
| <b>10. ROCK AROUND THE CLOCK (ASCAP)—B. Haley</b>                       | 14   | 3     |
| Thirteen Women (BMI)—Dec 29124                                          |      |       |
| <b>11. HONEY BABE (ASCAP)—A. Mooney</b>                                 | 10   | 6     |
| No Regrets (ASCAP)—M-G-M 11900                                          |      |       |
| <b>12. CRAZY OTTO MEDLEY (ASCAP)—J. Maddox</b>                          | 8    | 17    |
| Humoresque (BMI)—Dot 15325                                              |      |       |
| <b>13. WHATEVER LOLA WANTS (ASCAP)—S. Vaughan</b>                       | 12   | 6     |
| Oh, Yeah (ASCAP)—Mercury 70595                                          |      |       |
| <b>14. DARLING JE VOUS AIME BEAUCOUP (ASCAP)—Nat (King) Cole</b>        | 12   | 13    |
| SAND AND THE SEA (BMI)—Cap 3027                                         |      |       |
| <b>15. BREEZE AND I (BMI)—C. Valente</b>                                | 17   | 8     |
| Jalousie (ASCAP)—Dec 29467                                              |      |       |
| <b>16. LEARNIN' THE BLUES (ASCAP)—F. Sinatra</b>                        | 21   | 3     |
| IF I Had Three Wishes (ASCAP)—Cap 3102                                  |      |       |
| <b>17. TWEEDLE DEE (BMI)—G. Gibbs</b>                                   | 15   | 18    |
| You're Wrong, All Wrong (ASCAP)—Mercury 70517                           |      |       |
| <b>17. DON'T BE ANGRY (BMI)—Crew Cuts</b>                               | 15   | 5     |
| CHOP CHOP BOOM (BMI)—Mercury 70597                                      |      |       |
| <b>19. IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith &amp; The Redheads</b> | 20   | 9     |
| My Baby Just Cares for Me—Epic 9093                                     |      |       |
| <b>20. MOST OF ALL (BMI)—D. Cornell</b>                                 | 22   | 3     |
| DOOR IS STILL OPEN (BMI)—Coral 61393                                    |      |       |
| <b>21. HEART (ASCAP)—E. Fisher</b>                                      | 26   | 2     |
| Near to You (ASCAP)—Vic 20-6097                                         |      |       |
| <b>21. HEY, MR. BANJO (ASCAP)—Sunnysiders</b>                           | 24   | 2     |
| Zoom, Zoom, Zoom (ASCAP)—Kapp 113                                       |      |       |
| <b>23. TWO HEARTS (BMI)—P. Boone</b>                                    | 19   | 9     |
| Tra-La-La—Dot 15338                                                     |      |       |
| <b>24. LOVE ME OR LEAVE ME (ASCAP)—S. Davis Jr.</b>                     | —    | 1     |
| Something's Gotta Give (ASCAP)—Dec 29484                                |      |       |
| <b>25. MELODY OF LOVE (ASCAP)—B. Vaughn</b>                             | 18   | 25    |
| Joy Ride (ASCAP)—Dot 15247                                              |      |       |
| <b>26. HOW IMPORTANT CAN IT BE (ASCAP)—J. James</b>                     | 23   | 15    |
| This Is My Confession (ASCAP)—M-G-M 11919                               |      |       |
| <b>27. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—A. Dale</b>          | 30   | 3     |
| I'm Sincere (BMI)—Coral 61373                                           |      |       |
| <b>28. PLAY ME HEARTS AND FLOWERS (ASCAP)—J. Desmond</b>                | 25   | 10    |
| I'm So Ashamed (ASCAP)—Coral 61379                                      |      |       |
| <b>29. HEART (ASCAP)—Four Aces</b>                                      | —    | 1     |
| Sluefoot (ASCAP)—Dec 29476                                              |      |       |
| <b>30. BLUE STAR (ASCAP)—F. Sanders</b>                                 | —    | 1     |
| My Love's a Gentle Man—Col 40508—BMI                                    |      |       |

## This Week's Best Buys

**CHEE CHEE-OO CHEE (Hill & Range, BMI)**  
**TWO LOST SOULS (Frank, ASCAP) — Perry Como and Jaye P. Morgan—RCA Victor 6137**

The Victor version of the much recorded "Chee Chee-oo Chee" has been profiting from the head start in distribution that it enjoyed in many areas. The Como-Morgan disk has taken a definite lead over its competitors and is now selling well in Philadelphia, Baltimore, Buffalo, Pittsburgh, Chicago, Milwaukee, Detroit, St. Louis, Durham and Atlanta. Action is primarily on "Chee Chee-oo Chee," but with some significant reports on the flip as well. A previous Billboard "Spotlight" pick.

**BLUE STAR (Chappell, ASCAP)—Felicia Sanders—Columbia 40508**

This vocal version of the "Medic" theme has begun kicking up a lot of action in widely scattered territories. New Orleans, Denver

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

and Kansas City are currently reporting it in their top ten, and the combined national reports place the record in the No. 30 position of the national retail chart. Dealers and operators not yet on this disk ought to be aware of the untapped potential here. Flip is "My Love's a Gentle Man" (Montauk, BMI)

**SMACK DAB IN THE MIDDLE (Roosevelt, BMI)—Mills Brothers—Decca 29511**

With "Opus One" still a good, steady seller, this more recent release is coming up nicely, too. Currently on the Dallas-Fort Worth chart, the disk is also showing good sales in Los Angeles, St. Louis, Nashville, Charlotte, Detroit, Milwaukee, Cleveland, Pittsburgh, Buffalo, Baltimore and Philadelphia. Flip is "Kiss Me and Kill Me With Love" (Chappell, ASCAP). A previous Billboard "Spotlight" pick.

## Most Played in Juke Boxes

For survey week ending May 18

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

| This Week                                                               | Week | Chart |
|-------------------------------------------------------------------------|------|-------|
| <b>1. DANCE WITH ME, HENRY (BMI)—G. Gibbs</b>                           | 1    | 9     |
| Every Road Must Have a Turning (BMI)—Mercury 70572                      |      |       |
| <b>2. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado</b>          | 2    | 8     |
| Marie Elena Rumba (ASCAP)—Vic 20-5965                                   |      |       |
| <b>3. BALLAD OF DAVY CROCKETT (BMI)—B. Hayes</b>                        | 3    | 12    |
| Farewell (BMI)—Cadence 1256                                             |      |       |
| <b>4. CRAZY OTTO MEDLEY (ASCAP)—J. Maddox</b>                           | 4    | 15    |
| Humoresque (BMI)—Dot 15325                                              |      |       |
| <b>5. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford</b>            | 5    | 7     |
| Farewell (BMI)—Cap 3058                                                 |      |       |
| <b>6. UNCHAINED MELODY (ASCAP)—L. Baxter</b>                            | 6    | 4     |
| Medic (ASCAP)—Cap 3055                                                  |      |       |
| <b>7. UNCHAINED MELODY (ASCAP)—A. Hibbler</b>                           | 7    | 5     |
| Daybreak (ASCAP)—Dec 29441                                              |      |       |
| <b>8. UNCHAINED MELODY (ASCAP)—R. Hamilton</b>                          | 9    | 4     |
| From Here to Eternity (ASCAP)—Epic 9102                                 |      |       |
| <b>9. SINCERELY (BMI)—McGuire Sisters</b>                               | 7    | 19    |
| No More (BMI)—Coral 61323                                               |      |       |
| <b>10. WHATEVER LOLA WANTS (ASCAP)—S. Vaughan</b>                       | 12   | 3     |
| Oh, Yeah (ASCAP)—Mercury 70595                                          |      |       |
| <b>11. HOW IMPORTANT CAN IT BE? (ASCAP)—J. James</b>                    | 10   | 14    |
| This Is My Confession (ASCAP)—M-G-M 11919                               |      |       |
| <b>12. BLOSSOM FELL (ASCAP)—Nat (King) Cole</b>                         | —    | 1     |
| IF I MAY (BMI)—Cap 3095                                                 |      |       |
| <b>13. TWEEDLE DEE (BMI)—G. Gibbs</b>                                   | 13   | 24    |
| You're Wrong, All Wrong (ASCAP)—Mercury 70517                           |      |       |
| <b>14. MELODY OF LOVE (ASCAP)—Four Aces</b>                             | 15   | 20    |
| There's a Tavern in the Town (ASCAP)—Dec 29395                          |      |       |
| <b>14. PLAY ME HEARTS AND FLOWERS (ASCAP)—J. Desmond</b>                | 11   | 8     |
| I'm So Ashamed (ASCAP)—Coral 61379                                      |      |       |
| <b>14. HONEY BABE (ASCAP)—A. Mooney</b>                                 | 17   | 2     |
| No Regrets (ASCAP)—M-G-M 11900                                          |      |       |
| <b>17. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—A. Dale</b>          | —    | 3     |
| I'm Sincere—Coral 61373                                                 |      |       |
| <b>17. HEY, MR. BANJO (ASCAP)—Sunnysiders</b>                           | —    | 1     |
| Zoom, Zoom, Zoom (ASCAP)—Kapp 113                                       |      |       |
| <b>19. MELODY OF LOVE (ASCAP)—B. Vaughn</b>                             | 13   | 16    |
| Joy Ride (ASCAP)—Dot 15247                                              |      |       |
| <b>20. BOOM BOOM BOOMERANG (BMI)—DeCastro Sisters</b>                   | 17   | 2     |
| Let Your Love Walk In (ASCAP)—Abbott 3003                               |      |       |
| <b>20. IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith &amp; The Redheads</b> | —    | 1     |
| My Baby Just Cares for Me—Epic 9093                                     |      |       |

## Most Played by Jockeys

For survey week ending May 18

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

| This Week                                              | Week | Chart |
|--------------------------------------------------------|------|-------|
| <b>1. CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado</b> | 1    | 7     |
| Marie Elena Rumba (ASCAP)—Vic 20-5965                  |      |       |
| <b>2. UNCHAINED MELODY—L. Baxter</b>                   | 2    | 8     |
| Medic (ASCAP)—Cap 3055                                 |      |       |
| <b>3. DANCE WITH ME, HENRY—C. Gibbs</b>                | 3    | 8     |
| Every Road Must Have a Turning (BMI)—Mercury 70572     |      |       |
| <b>4. UNCHAINED MELODY—A. Hibbler</b>                  | 5    | 6     |
| Daybreak (ASCAP)—Dec 29441                             |      |       |
| <b>5. BALLAD OF DAVY CROCKETT—B. Hayes</b>             | 4    | 12    |
| Farewell (BMI)—Cadence 1256                            |      |       |
| <b>6. WHATEVER LOLA WANTS—S. Vaughan</b>               | 7    | 5     |
| Oh, Yeah (BMI)—Mercury 70595                           |      |       |
| <b>7. UNCHAINED MELODY—R. Hamilton</b>                 | 6    | 4     |
| From Here to Eternity (ASCAP)—Epic 9102                |      |       |
| <b>8. BREEZE AND I—C. Valente</b>                      | 8    | 6     |
| Jalousie (BMI)—Dec 29467                               |      |       |
| <b>9. HEART—E. Fisher</b>                              | 13   | 3     |
| Near to You (ASCAP)—Vic 20-6097                        |      |       |
| <b>10. LEARNIN' THE BLUES—F. Sinatra</b>               | 10   | 4     |
| IF I Had Three Wishes (ASCAP)—Cap 3102                 |      |       |
| <b>11. BLOSSOM FELL—Nat (King) Cole</b>                | 12   | 3     |
| IF I MAY (ASCAP)—Cap 3095                              |      |       |
| <b>12. WHATEVER LOLA WANTS—D. Shore</b>                | 20   | 3     |
| Church Twice on Sunday (ASCAP)—Vic 20-6077             |      |       |
| <b>13. PLAY ME HEARTS AND FLOWERS—J. Desmond</b>       | 9    | 9     |
| I'm So Ashamed (ASCAP)—Coral 61379                     |      |       |
| <b>14. DON'T BE ANGRY—Crew Cuts</b>                    | —    | 1     |
| Chop Chop Boom (BMI)—Mercury 70597                     |      |       |
| <b>15. BALLAD OF DAVY CROCKETT—Tennessee Ernie</b>     | 11   | 10    |
| Farewell (BMI)—Cap 3058                                |      |       |
| <b>16. BALLAD OF DAVY CROCKETT—W. Schumann</b>         | —    | 6     |
| Let's Make Up (BMI)—Vic 20-6014                        |      |       |
| <b>17. BALLAD OF DAVY CROCKETT—F. Parker</b>           | 17   | 8     |
| I Gave My Love (BMI)—Col 40449                         |      |       |
| <b>18. HEART—Four Aces</b>                             | —    | 1     |
| Sluefoot (ASCAP)—Dec 29476                             |      |       |
| <b>19. HOW IMPORTANT CAN IT BE—J. James</b>            | —    | 13    |
| This Is My Confession (ASCAP)—M-G-M 11919              |      |       |
| <b>20. ROCK AROUND THE CLOCK—B. Haley</b>              | —    | 1     |
| Thirteen Women (ASCAP)—Dec 29124                       |      |       |

# NEW RELEASES



## "THE MAN FROM LARAMIE"

(FROM THE COLUMBIA PICTURE "THE MAN FROM LARAMIE")

AND

## "THE THREE OF US"

MERCURY 70639

# EDDY HOWARD

*A NEW VOICE THAT MUST BE HEARD!*

## KITTY WHITE

IN

### "Why Does A Woman Cry"

AND

### "The Magnificent Matador"

(ALSO PERFORMED BY KITTY ON THE SOUND TRACK)

MERCURY 70638

*TWO GREAT SIDES BY A GREAT ARTIST!*

## GUY CHERNEY

SINGS

### "The Kentuckian Song"

(FROM THE MOTION PICTURE STARRING BURT LANCASTER)

AND

### "If We All Said A Prayer"

MERCURY 70637

### BEST SELLING RECORDS BY ACTUAL SALES!

|                                                                                                                                                                                     |                                                                                                                                                                            |                                                                                                                                                                             |                                                                                                                                                                                                             |                                                                                                                                                                                           |                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Georgia Gibbs</b><br>"Dance With Me Henry"<br>AND<br>"Every Road"<br>MERCURY 70572         | <br><b>Sarah Vaughan</b><br>"Whatever Lola Wants"<br>AND<br>"Oh Yeah"<br>MERCURY 70595  | <br><b>The Crew Cuts</b><br>"Don't Be Angry"<br>AND<br>"Chop Chop Boom"<br>MERCURY 70597 | <br><b>Ralph Marterie</b><br>"Oh My Beloved Daddy"<br>(O MIO BABBINO CARO)<br>AND<br>"Ciribiri Mambo"<br>MERCURY 70614 | <br><b>Rusty Draper</b><br>"Eatin' Goober Peas"<br>AND<br>"That's All I Need"<br>MERCURY 70619       | <br><b>Patti Page</b><br>"I Love To Dance With You"<br>AND<br>"Near To You"<br>MERCURY 70607 |
| <br><b>The Gaylords</b><br>"Chee Chee-oo Chee"<br>AND<br>"Who's Got The Pain"<br>MERCURY 70630    | <br><b>The Crew Cuts</b><br>"Story Untold"<br>AND<br>"Carmen's Boogie"<br>MERCURY 70634 | <br><b>Richard Hayman</b><br>"Gobelues"<br>AND<br>"Celeste"<br>MERCURY 70616             | <br><b>The Harmonicats</b><br>"Bo Diddley"<br>AND<br>"Southern Cross"<br>MERCURY 70629                                 | <br><b>Chuck Miller</b><br>"House Of Blues Lights"<br>AND<br>"Can't Help Wonderin'"<br>MERCURY 70627 | <br><b>David Carroll</b><br>"Till We Meet Again"<br>AND<br>"Blue Scarecrow"<br>MERCURY 70606 |
| <br><b>Vic Damone</b><br>"Don't Keep It A Secret"<br>AND<br>"A Man Doesn't Know"<br>MERCURY 70624 | <br><b>Buddy Morrow</b><br>"23° N 82° W"<br>AND<br>"Blue Prelude"<br>MERCURY 70626      | <br><b>Dinah Washington</b><br>"I Diddie"<br>AND<br>"Last Thing I Do"<br>MERCURY 70600   | <br><b>Ella Johnson</b><br>"Someday"<br>AND<br>"Break My Heart In Two"<br>MERCURY 70628                                | <br><b>Mercury RECORDS</b><br>CHICAGO 1, ILLINOIS                                                    |                                                                                                                                                                                   |

the fabulous big ballad hit!

# NO ARMS CAN EVER HOLD YOU

b/w  
COME BACK, COME BACK

(Don't Leave Me, Sweetheart)

CORAL 61434 (78 RPM) and 9-61434 (45 RPM)

Now  
on



# JEFFREY CLAY

With Chorus and Orchestra directed by NEAL HEFTI

## CORAL RECORDS

America's Fastest Growing Record Company

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending May 18

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

#### Atlanta

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

#### Balti.-Wash.

1. Unchained Melody, L. Baxter, Cap.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Dance With Me, Henry, G. Gibbs, Mer.
4. Unchained Melody, A. Hibbler, Dec.
5. Rock Around the Clock, B. Haley, Dec.
6. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
7. Don't Be Angry, N. Brown, Sav.
8. Honey Babe, A. Mooney, M-G-M
9. Learnin' the Blues, F. Sinatra, Cap.
10. Ballad of Davy Crockett, B. Hayes, Cdc.

#### Boston

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Love Me or Leave Me, S. Davis Jr., Dec.
4. Ballad of Davy Crockett, F. Parker, Col.
5. Unchained Melody, L. Baxter, Cap.
6. Unchained Melody, R. Hamilton, Epi.
7. We'll Go a Long, Long Way Together F. Waring, Dec.
8. I Belong to You, R. Flanagan, Vic.
9. Whatever Lola Wants, S. Vaughan, Mer.
10. Heart, E. Fisher, Vic.

#### Buffalo

1. Rock Around the Clock, B. Haley, Dec.
2. Unchained Melody, L. Baxter, Cap.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Learnin' the Blues, F. Sinatra, Cap.
5. Blossom Fell, Nat (King) Cole, Cap.
6. Most of All, D. Cornell, Cor.
7. Love Me or Leave Me, S. Davis Jr., Dec.
8. Honey Babe, A. Mooney, M-G-M
9. Dance With Me, Henry, G. Gibbs, Mer.
10. Something's Gotta Give McGuire Sisters, Cor.

#### Chicago

1. Honey Babe, A. Mooney, M-G-M
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Dance With Me, Henry, G. Gibbs, Mer.
4. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
5. Love Me or Leave Me, S. Davis Jr., Dec.
6. Breeze and I, C. Valente, Dec.
7. Chop Chop Boom, Crew Cuts, Mer.
8. Cherry Pink and Apple Blossom White P. Prado, Vic.
9. Two Hearts, P. Boone, Dot
10. Sobbin' Blues, R. Carlyle, X

#### Cincinnati

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

#### Cleveland

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Rock Around the Clock, B. Haley, Dec.
3. Dance With Me, Henry, G. Gibbs, Mer.
4. If I May, Nat (King) Cole, Cap.
5. Unchained Melody, L. Baxter, Cap.
6. Unchained Melody, A. Hibbler, Dec.
7. O Mio Babbino Caro, R. Marterite, Mer.
8. Whatever Lola Wants, S. Vaughan, Mer.
9. Blossom Fell, Nat (King) Cole, Cap.
10. Dixie Danny, Laurie Sisters, Mer.

#### Dallas-Fort Worth

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, L. Baxter, Cap.
3. Dance With Me, Henry, G. Gibbs, Mer.
4. Ballad of Davy Crockett, F. Parker, Col.
5. Ballad of Davy Crockett, T. Ernie, Cap.
6. If I May, Nat (King) Cole, Cap.
7. Smack Dab in the Middle Mills Brothers, Dec.
8. Chop Chop Boom, Crew Cuts, Mer.

#### Denver

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Dance With Me, Henry, G. Gibbs, Mer.
3. Unchained Melody, L. Baxter, Cap.
4. Ballad of Davy Crockett, F. Parker, Col.
5. Rock Around the Clock, B. Haley, Dec.
6. Ballad of Davy Crockett, W. Schumann, Vic.
7. Blue Star, F. Sanders, Col.
8. Unchained Melody, R. Hamilton, Epi.
9. Crazy Otto Medley, J. Maddox, Dot
10. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.

#### Detroit

1. Unchained Melody, A. Hibbler, Dec.
2. Opus One, Mills Brothers, Dec.
3. Most of All, D. Cornell, Cor.
4. Blossom Fell, Nat (King) Cole, Cap.
5. Don't Be Angry, Crew Cuts, Mer.
6. Heart, Four Aces, Dec.
7. Love Me or Leave Me, S. Davis Jr., Dec.
8. Cherry Pink and Apple Blossom White P. Prado, Vic.
9. Dance With Me, Henry, G. Gibbs, Mer.
10. Breeze and I, C. Valente, Dec.

#### Kansas City

1. Honey Babe, A. Mooney, M-G-M
2. Ballad of Davy Crockett, T. Ernie, Cap.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Blue Star, F. Sanders, Col.

5. Unchained Melody, A. Hibbler, Dec.
6. Dance With Me, Henry, G. Gibbs, Mer.
7. Don't Be Angry, Crew Cuts, Mer.
8. Hard to Get, G. MacKenzie, X
9. Learnin' the Blues, F. Sinatra, Cap.
10. Two Hearts, P. Boone, Dot

#### Los Angeles

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, L. Baxter, Cap.
3. Ballad of Davy Crockett, F. Parker, Col.
4. Dance With Me, Henry, G. Gibbs, Mer.
5. Unchained Melody, R. Hamilton, Epi.
6. Crazy Otto Medley, J. Maddox, Dot
7. Love Me or Leave Me, L. Horne, Vic.
8. Learnin' the Blues, F. Sinatra, Cap.
9. Whatever Lola Wants, S. Vaughan, Mer.
10. Breeze and I, C. Valente, Dec.

#### Milwaukee

1. Unchained Melody, L. Baxter, Cap.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Ballad of Davy Crockett, F. Parker, Col.
5. Dance With Me, Henry, G. Gibbs, Mer.
6. Hey, Mr. Banjo, Sunnysiders, Kap.
7. Breeze and I, C. Valente, Dec.
8. If I May, Nat (King) Cole, Cap.
9. Ballad of Davy Crockett, T. Ernie, Cap.
10. Honey Babe, A. Mooney, M-G-M

#### Mpls.-St. Paul

1. Unchained Melody, L. Baxter, Cap.
2. Dance With Me, Henry, G. Gibbs, Mer.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Ballad of Davy Crockett, F. Parker, Col.
5. Rock Around the Clock, B. Haley, Dec.
6. Whatever Lola Wants, S. Vaughan, Mer.
7. Unchained Melody, R. Hamilton, Epi.
8. Ballad of Davy Crockett, T. Ernie, Cap.
9. Honey Babe, A. Mooney, M-G-M
10. Crazy Otto Medley, J. Maddox, Dot

#### New Orleans

1. Ballad of Davy Crockett, T. Ernie, Cap.
2. Dance With Me, Henry, G. Gibbs, Mer.
3. Rock Around the Clock, B. Haley, Dec.
4. Unchained Melody, L. Baxter, Cap.
5. Unchained Melody, A. Hibbler, Dec.
6. Cherry Pink and Apple Blossom White P. Prado, Vic.
7. Ballad of Davy Crockett, F. Parker, Col.
8. Blue Star, F. Sanders, Col.
9. Blossom Fell, Nat (King) Cole, Cap.
10. Honey Babe, A. Mooney, M-G-M

#### New York

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Unchained Melody, A. Hibbler, Dec.
4. Dance With Me, Henry, G. Gibbs, Mer.
5. Crazy Otto Medley, J. Maddox, Dot
6. Learnin' the Blues, F. Sinatra, Cap.
7. Unchained Melody, L. Baxter, Cap.
8. Sand and the Sea, Nat (King) Cole, Cap.
9. Whatever Lola Wants, S. Vaughan, Mer.
10. Honey Babe, A. Mooney, M-G-M

#### Philadelphia

1. Unchained Melody, A. Hibbler, Dec.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. Dance With Me, Henry, G. Gibbs, Mer.
5. Whatever Lola Wants, S. Vaughan, Mer.
6. Hey, Mr. Banjo, Sunnysiders, Kap.
7. Honey Babe, A. Mooney, M-G-M
8. Heart, E. Fisher, Vic.
9. Crazy Otto Medley, J. Maddox, Dot
10. Ballad of Davy Crockett, F. Parker, Col.

#### Pittsburgh

1. Unchained Melody, L. Baxter, Cap.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Blossom Fell, Nat (King) Cole, Cap.
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Learnin' the Blues, F. Sinatra, Cap.
6. Heart, E. Fisher, Vic.
7. Unchained Melody, A. Hibbler, Dec.
8. Dance With Me, Henry, G. Gibbs, Mer.
9. If I May, Nat (King) Cole, Cap.
10. Chop Chop Boom, Crew Cuts, Mer.

#### St. Louis

1. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Blossom Fell, Nat (King) Cole, Cap.
4. Hey, Mr. Banjo, Sunnysiders, Kap.
5. Unchained Melody, R. Hamilton, Epi.
6. Cherry Pink and Apple Blossom White P. Prado, Vic.
7. Is This the End of the Line? J. James, M-G-M
8. Dance With Me, Henry, G. Gibbs, Mer.
9. Rollin' Stone, Fontane Sisters, Dot
10. Honey Babe, A. Mooney, M-G-M

#### San Francisco

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Ballad of Davy Crockett, F. Parker, Col.
3. Unchained Melody, L. Baxter, Cap.
4. Dance With Me, Henry, G. Gibbs, Mer.
5. Crazy Otto Medley, J. Maddox, Dot
6. Tweedle Dee, G. Gibbs, Mer.
7. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
8. Unchained Melody, A. Hibbler, Dec.
9. Whatever Lola Wants, Hi-Lo's, Stil.
10. Sincerely, McGuire Sisters, Cor.

#### Seattle

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Ballad of Davy Crockett, F. Parker, Col.
3. Truly, Dinning Sisters, Ess.
4. Unchained Melody, A. Hibbler, Dec.
5. Unchained Melody, L. Baxter, Cap.
6. Dance With Me, Henry, G. Gibbs, Mer.
7. Breeze and I, C. Valente, Dec.
8. Rock Around the Clock, B. Haley, Dec.
9. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
10. Whatever Lola Wants, S. Vaughan, Mer.

# BRILLIANT

## PERFORMANCES AND SOUNDS

**RALPH FLANAGAN**

HAS A BIG FOLLOW-UP TO  
"I BELONG TO YOU"!

**ON THE BEAT**

**SWEETHEART OF SIGMA CHI**

20/47-6141

**TONI ARDEN**

STARTS WITH A SMASH  
FOR HER FIRST RCA VICTOR  
RELEASE!

**I'LL STEP ASIDE**

20/47-6142

"NEW ORTHOPHONIC" HIGH FIDELITY

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



**IT'S A HIT  
"DID THE MAMBO COME  
FROM IRELAND!!?"**

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On sale in the  
**W. T. GRANT STORES**  
Greenbrier Recording Co., Inc.  
White Sulphur Springs, W. Va.

**The Billboard Music Popularity Charts**

**• Reviews of New Pop Records**

**THE CREW CUTS**  
A Story Untold .....87  
MERCURY 70634 — A Billboard  
"Spotlight" 5-21-'55. (Rush, BMI)  
Carmen's Boogie....82  
Take-off on the Bizet melody is  
punched across infectiously. Side  
should get lots of deejay play.  
(Broadcast, BMI)

**EDDY ARNOLD**  
The Kentuckian Song.....80  
VICTOR 6139—A classy side. Eddy  
Arnold sings this folk-flavored song  
with fine phrasing and style to a lush  
poetic accompaniment by Hugo Win-  
terhalter. Tune is from the pic. "The  
Kentuckian." Great for deejays.  
(Frank, ASCAP)

**The Cattle Call....80**  
A beautiful tune, one of Arnold's  
earliest hits, gets a beautiful re-  
reading. Arnold's solid vocal is  
backed by a lush Winterhalter ar-  
rangement. A chorus adds to the  
flavor of this folk-type tune. An-  
other strong one for the jockeys.  
(Forster, ASCAP)

**THE HEARTBEATS**  
Finally.....79  
JUBILEE 5202—The Heartbeats, an  
unsophisticated group, have a gener-  
ous amount of the spirit that sells in  
today's market. They create an iden-  
tifiable sound in this shuffle-beat ren-  
dition of a pretty ballad. Side could  
pull some action. (Pamasons, BMI)

**Boil and Bubble....65**  
Brisk rhythm opus is chanted with  
rough enthusiasm. (Pamasons, BMI)

**LEREOY HOLMES ORK**  
Just for the Bride and Groom .....79  
M-G-M 11992—This pretty minor key  
waltz has flavor similar to "The  
Anniversary Waltz." Could have  
standard spin value. (E. H. Morris,  
ASCAP)

**Samarra....76**  
This is the love music from M-G-M's  
flick, "The Prodigal." It's lush, ori-  
ental exotica that could be in heavy  
demand if the film clicks. Another  
excellent job by orkster Holmes.  
(Robbins, ASCAP)

**DEAN MARTIN**  
Chee Chee-oo Chee .....78  
CAPITOL 3133—The novelty import,  
already heavily represented on wax,  
is here given another fine perfor-  
mance. This one is good enough to  
win action on its own, and if the  
ditty builds there ought to be some  
good loot for this slicing to rake in.

**Ridin' Into Love....76**  
Western flavor of the ballad, flavored  
liberally with a slow shuffle beat,  
will please many. Martin hands it a  
warm rendition and the ork backs  
him strongly. Good listening.

**THE MULCAYS**  
Diane.....78  
CARDINAL 1037—The Mulcays and  
their electric harmonicas, suavely  
backed by the excellent guitarist Er-  
nest Tavares, do a superb job on this  
popular standard. This swiny item  
should have top juke box potential.  
(Miller, ASCAP)

**Echoing Hills....74**  
This composition by Jimmy and Mil-  
dred Mulcaev evokes a quiet, dreamy  
mood, and is tastefully performed by  
them and Tavares. (Blasco, ASCAP)

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

**NAT (KING) COLE**  
My One Sin (Mellin, BMI)  
The Blues from "Kiss Me Deadly" (Winneton, BMI)—  
Capitol 3136—Cole currently is riding high on the charts  
with the double-faced hits, and this new coupling has  
the potential to score in similar fashion. "My One Sin"  
is perhaps the most typical Cole item. An intimate  
appealing ballad. The flip, which is a number per-  
formed by Cole in the Mickey Spillane movie, could  
benefit heavily from the picture plugs.

**GISELE MacKENZIE**  
Hard to Get (Witmark, ASCAP)—Label "X" 0137—This  
is the number introed by the Hit Parade thrush last  
week on NBC-TV's initial "Justice" seg. Her launching  
was highly effective and should account for heavy  
action, especially since it's an appealing piece of material  
rendered in warm, personable style. This, incidentally,  
is Miss MacKenzie's first "X" release. Flip is the folkish  
"Boston Fancy" (Sheldon, BMI)

**ALAN DALE**  
Sweet and Gentle (Peer, BMI)—Coral 61435—Now that  
Dale has broken into the hit class with his chart-  
worthy "Cherry Pink," the warbler could ride even  
higher with this follow-up. The tune is also Latin-  
based. This time it's a cha cha cha, which is a slower  
edition of the mambo, and the apparent successor to  
the latter in popularity. It has an appealing lilt, smooth  
lyrics, and Dale does a great deal for it. Flip is a  
full-voiced "You Still Mean the Same to Me."

**BULAWAYO SWEET RHYTHMS BAND**  
Bulawayo Rumba .....78  
LONDON 1519—Fast rumba is played  
in a distinct, out-of-this-world manner  
by the South African band that was  
originally responsible for the intro-  
duction of "Skokian." Should get  
lots of deejay spins, and it could also  
pull in loot. Could even be an r.&b.  
sleeper.

**Hondo Chiwutsi....76**  
This is on the monotonous side, but  
the sound is different enough to  
catch attention.

**THE LANCERS**  
Leave the Door Partly Open .....77  
CORAL 61416—The group has an  
attractive piece of material in this  
bright novelty. A simple, retentive  
melody, fresh lyrics and a catchy beat  
combine to make this an easy seller.  
(Pincus, ASCAP)

**Lucky Black Cat....73**  
The Lancers turn in another slick  
reading in this fast, cheerful ditty.  
The arrangement is an attractive one  
and sets off the humor of the lyrics  
aply. (Hollis, BMI)

**BILLY VAUGHN ORK**  
Waltz You Saved for Me .....76  
DOT 15374—Full sound, sweet sax,  
and sweeping motion characterize  
Billy Vaughn's reading of this old  
Wayne King favorite. Danceable  
stuff.

**Billy Vaughn's Boogie....73**  
Another instrumental. Typical boogie  
beat, with the ork producing good  
sound.

**KITTY KALLEN**  
Forgive Me .....75  
DECCA 29548—A wistfully appealing  
reading of an attractive ballad. Jock-  
eys and jukes are bound to give it  
considerable play. (Bourne, ASCAP)

**If It's a Dream....73**  
The thrush contributes a warm, sin-  
cere vocal, on a beautiful ballad  
from the forthcoming Broadway mu-  
sical version of "Seventh Heaven."  
(Chappell, ASCAP)

**THE THREE RAYS**  
There He Goes .....75  
CORAL 61417—The fem trio pipes  
with poignancy and feeling on a wis-  
tful ballad with fine lyrics. Should  
garner jockey play. (Riverside,  
ASCAP)

**Mister Clarinet Man....73**  
A swiny vocal treatment of a bouncy  
little rhythm tune, with a good beat  
and listenable clarinet solo work.  
(Felt, ASCAP)

**DICKIE VALENTINE**  
It's Only for You .....75  
LONDON 1568 — Youthful sounding  
and sincere warble of a tender pledge  
of love with weeper overtones. This  
side could win strong teen-ager favor  
with sufficient exposure.

**Lazy Gondolier....75**  
Soaring ballad, which had a good run  
recently in a Mantovani waxing, is  
awarded a pleasing vocal rendition  
here by Dickie Valentine. Figures to  
get good spin action.

**ACQUAVIVA ORK**  
A "Miss You" Kiss .....74  
M-G-M 30881—A lush, melodic in-  
strumental interpretation of a haun-  
ting theme from the forthcoming legit  
musical "Seventh Heaven. Good late  
night deejay programming material.  
(Chappell, ASCAP)

**A Man With a Dream....73**  
Another lovely instrumental rendition  
of an appealing ballad from the  
"Seventh Heaven" show. (Chappell,  
ASCAP)

**JIMMIE KOMACK**  
Rock-a-Bye Your Baby  
With a Dixie Melody .....74  
CORAL 61414—Komack wraps up  
the oldie with showmanship, consid-  
erable vocal charm and a fascinating  
bi-lingual approach to the lyric—half  
French, half English. The disk has a  
Chevalier-like breeziness. Good jockey  
wax. (Mills & Warock, ASCAP)

**This Is the Place....72**  
The old burlesque tag line cleaned up  
with a set of innocuous lyrics. Comic  
Komack sings the novelty with ease

and appropriate bounce. Jukes should  
play. (Korwin, ASCAP)

**KITTY WHITE**  
Why Does a Woman Cry .....74  
MERCURY 70638 — Folk-flavored  
lyric makes an interesting item for  
deejays. Kitty White packs a lot of  
schmaltz into the reading. (Kohn,  
ASCAP)

**Magnificent Matador....74**  
More schmaltz, both the tune and the  
vocal. Lush fiddles and a chorus  
makes this a fancy item for the  
jocks. (Miller, ASCAP)

**JEFFREY CLAY**  
No Arms Can Ever Hold You .....74  
CORAL 61434—A pretty ballad done  
in fine style by the former Sammy  
Kaye vocalist. Plenty of jocks will  
give it a good try.

**Come Back—Come Back....74**  
Another in the same groove.

**STAN KENTON ORK**  
23 Degrees North—82 Degrees West....73  
CAPITOL 3134—Imaginative use of  
the brass makes this slicing a treat  
for the ear. Add an intriguing beat  
and the result is a slicing that should  
snare a good many spins and sales.  
Kenton fans will rate it a tour de  
force.

**Falling....69**  
Ballad is performed ably by song-  
stress Ann Richards and ork in this  
coolish waxing. Strictly for the fans.

**MARCO POLO**  
Sweet Mary Ann .....73  
CORAL 61418—The bright ditty, with  
one chorus in Italian, is belted out in  
lively fashion by the re-named Jimmy  
Saunders. (Merge, BMI)

**You Said....73**  
Change of pace here. It's a slow  
ballad, nicely done. (Pielawa, BMI)

**TOMMY EDWARDS**  
Welcome to My Heart .....73  
M-G-M 11993—Warm warbling by Ed-  
wards on a lovely ballad. Jockeys  
should spin. (Lowell, BMI)

**Spring Never  
Came Around This Year....73**  
A charming ballad receives a moving  
vocal interpretation. (Famous,  
ASCAP)

**QUEEN'S HALL LIGHT ORK**  
Honey Child .....73  
DECCA 29507—Instrumental charac-  
terized by lush string work. Nice for  
deejays. (Chappell, ASCAP)

**Orchid Room....72**  
Another instrumental—this one's the  
theme from "Robert Montgomery  
Presents." Pleasant. (Chappell,  
ASCAP)

**WINIFRED ATWELL**  
The Black Mask Waltz .....73  
LONDON 1544—There's some fancy  
keyboard work in this attractive waltz  
rendition, with Miss Atwell supported  
in lush fashion by the ork under  
Chacksfield.

**Song of the Sea  
(Cancion Del Mar)....71**  
Standard continental melody is beau-  
tifully played by the pianist and the  
Chacksfield ork. Pleasant program  
wax.

**THE TOP-NOTCHERS**  
Jersey Bounce .....73  
TOWN AND COUNTRY 1004—This  
is an attractive vocal version of the  
big swing era standard by a prom-  
ising group. Should get fairly heavy  
spins, the better recording would  
have enhanced its chances. (Lewis,  
ASCAP)

**I Wanna Love You....71**  
Spirited male group renders a catchy  
Italian flavored ditty in spinworthy  
style. (Morris, ASCAP)

**DICK JURGENS ORK**  
Elmer's Tune Mambo .....73  
CORAL 61419—Jurgens had a big  
wax hit in "Elmer's Tune" some  
years ago. His mambo version of the  
ditty is an amusing novelty, and  
should get spins. It's an instrumental

(Continued on page 54)

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The Billboard Music Popularity Charts
POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 52

but carries the usual grunt-and-groan punctuation. (Robbins, ASCAP)

Don't Break the Heart That Loves You...70
 A sincere vocal job by Stan Vann on an okay ballad. (Valando, ASCAP)

HARRY JAMES ORK
The Great Lie...73
 COLUMBIA 40503—There's a lot of the old James swing-era excitement in this exuberant opus. Good James trumpet. Jocks should dig this. (Herman, ASCAP)

Three for the Show...70
 An old Rameau melody gets a burlesque beat and growl trumpet treatment from James. Should have dance appeal for the rock and rollers. (Music Makers, ASCAP)

JOHNNY TUBA QUARTET
I Love That Song...72
 CROWN 151—The Three Debs vocalize with the jangly group on an old-timey Hoffman tune with a polka flavor. Has much of the appeal of a "Hey, Mr. Banjo." (Leeds, ASCAP)

Dreamboat...72
 Group has an unusual sound with tuba, tonky piano and banjo. Has some sleeper potential. (Leeds, ASCAP)

GUY CHERNEY
If We All Said a Prayer...72
 MERCURY 70637—Sacred item gets a heartfelt vocal and good production by ork and chorus. Nice for jocks. (United, ASCAP)

The Kentuckian Song...72
 The pretty film tune is done tastefully here, with smooth vocal and folk-flavored backing. (Frank, ASCAP)

S. BOLIVAR ORK
Lemon Meringue...72
 SEECO 4167—Fanciers of the meringue will have a ball with this side. Great dance beat, and good color for listening. (Harvard, BMI)

Sweet and Gentle...72
 Barry Frank warbles the new cha-cha-plug in appealing style while the ork lays down an irresistible dance beat. Could get spins. (Peer, BMI)

GEORGE WRIGHT
Davy Was Crockett!...72
 HIFI 501—This is a medley of folk tunes, with "Davy Crockett" woven in. It's metronomic organ, which perhaps aspires to a Crazy Otto appeal, but which is eminently suited to skating rink and carousel use. Excellent full range sound. (BMI)

Melody—Of Love?...71
 The reason for the playful titling isn't too apparent. "Melody of Love" is grouped with "The Waltz of the Bells" in another good skating side. (ASCAP)

BOB STEWART
You Are My Destiny...72
 M-G-M 11991—Stewart sings out with heart on an attractive tune, with a nice set of lyrics. (Broadcast, BMI)

But I Don't Care...71
 An effective warbling job on a pretty ballad. (Shapiro-Bernstein, ASCAP)

EILEEN BARTON
He Asked Me...72
 CORAL 61413—Eileen Barton sings out in her customarily "cute" style on an appealing little ditty about a gal whose boy friend asks her for dates seven days a week. Melody is based on a familiar classic. (Hamilton, ASCAP)

How Could You Forget Me?...70
 The Thrush tries an r.&b. weeper-style here with only so-so results. Tune is an effective ballad. (Pincus, ASCAP)

TOMMY ALEXANDER ORK
Mine...72
 M-G-M 11994—A tasteful upbeat instrumental interpretation of the Gershwin show tune. Good juke wax. (New World, ASCAP)

Trees...70
 A lyrical instrumental treatment of the lovely oldie. (Vogel, ASCAP)

ROBBIN HOOD
Mirror, Mirror...72
 M-G-M 11997—M-G-M's new canary Robbin Hood (the erstwhile Wendy Wayne) sings sincerely on a pretty tune. The label is putting a big push behind the disk (packaging it in a gold-colored sleeve, etc.) so it's bound to get a certain amount of jockey play. (Miller, ASCAP)

One Love Is Enough for Two...69
 An okay thrashing job on a pleasant tune with a cute lyric. (Miller, ASCAP)

JERRY CORNELL
St. Louis Blues...72
 FINE 55-3-31—The great standard is chanted with heart and understanding by Jerry Cornell.

Please Don't Talk About Me (When I'm Gone)...68
 A fair reading of the fine oldie on this side.

PAULETTE GIRARD
Bon Bon Bon...72
 CASTLE 501—There's considerable child-like charm in what might be an adaptation of a French folk tune. The vocalist and children's chorus concoct an unusual side that could serve as an effective programming change of pace. (Coliseum, BMI)

That's Paris...68
 The musical comedy thrush, with Mat Mathews' accordion ensemble and children's chorus, demonstrates

an appealing, atmospheric Parisian-type waltz tune. (Coliseum, BMI)

MICKEY KATZ
Davy Crockett...72
 CAPITOL 3144—This was bound to happen. Katz digs into the click ballad and it'll never sound the same again. A good bet for those who like the chanter's Yiddish-flavored parodies.
Tweedle Dee...68
 More of the same.

FLOYD CRAMER
Sweet Adeline...71
 M-G-M 11990—A showmanly piano performance of the oldie, with some interesting variations arrangement-wise. Should play from juke.
Howdy Ma'm...70
 A catchy instrumental version of an attractive rhythm tune, with standout piano solo work. Good for boxes.

FRED DENISE ORK
What My Mother Wants to Know...71
 TICO 257—This is derived from a noted operatic aria, and makes a nice bolero-mambo.
Cha Cha Cha Mambo...70
 Adequate Latin item with vocal by Patti Prince.

DELTA RHYTHM BOYS
Headin' for the Bottom...71
 DECCA 29528—Okay chanting of the "Ankles Aweigh" tune by the Rhythm Boys, with good instrumentation by George Siravo's ork. (Chappell, ASCAP)

Babylon...68
 Fair performance of the Oriental-flavored ditty on this side. (General, ASCAP)

SONNY KING
No Doggone Lonely...71
 NOCTURNE 1003—Sonny King chants a lively vocal here, and he's backed with okay instrumentation. (Kronides, BMI)

You Shouldn't...60
 A slow ballad. Pretentious; and it just doesn't come off. (Kronides, BMI)

GARY CROSBY
Ayuh Ayuh...70
 DECCA 29538—Gary belts out a novelty lyric of pleasant living in the tropics. There's a touch of r.&b. in the backing. (Warman, BMI)

Mississippi Pecan Pie...70
 Another novelty ditty. (Ardmore, ASCAP)

BOYD BENNETT
Oo-Oo-Oo...70
 KING 1475—Big Moe is vocalist on this country rock and roll side. May have some pop appeal. (Jay & Cee, BMI)

Tennessee Rock and Roll...70
 Bennett's orking is in the rock and roll vein, with more than a little country flavor. Danceable stuff, with another good Big Moe vocal. (Jungnickel, ASCAP)

EWING SISTERS
Dare Devil...70
 CROWN 150—The girls deliver a catchy tune in the style of the 'twenties, with appropriate orking. Good job may get spins. (Criterion, ASCAP)

Oink, Oink, Oink...70
 (My Guy, Guy, Guy) The gals swing thru a rhythmic boogie novelty with plenty of spirit. (Modern, BMI)

THE SPORTSMEN
Hot Rod Hop...70
 KEY 503—According to the record sleeve, this record was made with the technical direction of the editors of Hot Rod magazine. Several other gimmicks are invoked and the general enterprising air is carried onto the disk itself. It's all quite interesting. (HR, ASCAP)

Ooh, Pretty Baby...67
 As usual, the group does a fine job, but the material is very slight. (Pop, BMI)

ANNETTE BERNARD
I Had the Craziest Dream...69
 JUKE BOX 100—An appealing vocal job by the sweet-voiced Detroit canary on the lovely oldie. (Bregman, Vocco & Conn, ASCAP)

Time Was...69
 Same comment. (Southern, ASCAP)

THE ENCORES
Time Is Moving On...69
 HOLLYWOOD 1034—Get your kicks while you can, is the message here. The group, sparked by a strong lead and to catchy shuffle beat, packs a solid punch and will rate considerable deejay play. (Maxwell, BMI)

Ha-Chi-Bi-Ri-Bi-Ri...68
 The Encores give the oldie ("Ciribiribin") a new lease on life with this clever arrangement. The lyrics are fresh and appealing, and are read with spirit. (Maxwell, BMI)

LOS CHAVALS DE ESPANA
Zambra Gitana...69
 SEECO 4166—This is highly colorful Spanish gypsy stuff played by the instrumental ensemble, replete with tambourines. Atmospheric quality will spice any disk-spinning seg. (E. B. Marks, BMI)

Luna Gitana...68
 The popular nite club act, with Luis Tamayo handling the solo vocal, turns in a representative slice of old Spain for the fans. (Peer, BMI)

GEORGIA CARR
Sitting Alone...68
 BIG 602—Tune and orking are in

the "Tennessee Waltz" vein, and the thrush does an acceptable job. (Village, BMI)

The Horse and Carriage Ran Away...68
 The old familiar "Mazeltov" tune is the base for this operation. The ork is conducted by Sid Prosen, writer, publisher and owner of the label. (Hometown, ASCAP)

TONY CROMBIE ORK
Love You Madly...68
 LONDON 1532—Unbilled thrush sings the Duke Ellington item with cool phrasing. Okay late evening program material.
Stop It...67
 Quick beat jazz playing by the Tony Crombie ork will provide kicks for those who like it bright and swiny.

THE LIMELIGHTERS
My Baby and a Lemon-a-Lime...68
 PIC 6—Cute novelty is rendered for an appealing performance by the boys. A good seasonal entry, now with the weather getting warmer. Deejays will probably hand it spins if urged. (Mellin, BMI)

I Love a Melody...66
 Rapid beat is the main attraction on this side, otherwise undistinguished. (AQV, BMI)

JIMMY BOYD
I Wanna Haircut With a Moon on Top...68
 COLUMBIA 40504—The lad wants to look like Pop. Boyd fans may continue to absorb such fabrications. (Witmark, ASCAP)

How Come?...66
 Young Boyd is still suffering the vicissitudes of youth in this tired endeavor. (Cahn, ASCAP)

LEE VINCENT ORK
Esquire Man...68
 BLACK GOLD 4610—This is material for Eartha Kitt—the chick has eyes only for a cat with a Cadillac and plenty of swank—but, lacking Miss Kitt, we have a sultry enough temptress in Marie Johnson, vocalist with the Vincent band.
Wouldn't You Like to Know?...64
 Miss Johnson gives a smooth styling to this provocative ballad. She has a pleasing voice with some nice lush tones that raise goose pimples when she zeroes them in.

ROBERTA LEE
Stay on the Right Side, Sister...67
 "X" 129—This revival of the "Cotton Club" oldie is unlikely to mean much in the present-day market. (Robbins, ASCAP)

The Lord Don't Treat His Children That Way...67
 Miss Lee's individual sound is about all that distinguishes this waxing of a musical comedy-type religious song. (Dayton, ASCAP)

CARRETTA ORK
Dream World...67
 CORAL 61415—A pretty string instrumental from far out in the ozone. Fine for late evening listening. (Stratton, BMI)

Music Box Clock...66
 The bright, tinkling sounds of this side should grab their quota of listeners, too. A very slick job that does Carretta credit. (Vim, ASCAP)

WEIRNAUT BROTHERS
Growl and Groan...66
 ACAMA 109—The vocal group eggs on the saxophonist to a higher and higher pitch of excitement and the tenor man really deserves billing for the wild job he does. The material is cute and could have been built into something a little more substantial. (Jose, ASCAP)

Ring the Bell...64
 This novelty is a crazy, mixed-up potpourri of sounds that might just be screwy enough to stir up a little noise in some areas. (Acama, BMI)

THURL RAVENSCROFT AND THE SKY BOYS
Mad, Baby, Mad...65
 FABOR 4005—The bass and group jump thru a fairly desperate ditty here. (Dandelion, BMI)

Never Doubt My Love...64
 The oft-employed recording voice of bass-singer Ravenscroft isn't too effective in this solo effort. (Dandelion, BMI)

BIG BEN
Diza Diza Doo...64
 DE LUXE 2033—Pretty ordinary banjo work on the standard. (Mills, ASCAP)

Bye Bye Blackbird...64
 Same comment. (Remick, ASCAP)

LARRY ROGERS
Gliuseppe Gliuseppe...63
 DIVA 1003—Italian dialect novelty has some rhythmic appeal, but that's about all. (BMI)

Wherever You Are...60
 Rogers, a Como follower, sings this lugubrious material in rather uneven fashion. (BMI)

PAUL PAGE
My Dream Came True...60
 PARADISE 2009—A cry ballad of slight proportions, but read with warmth and style by Page. The backing (vibes, organ and piano) is thin and uninspired. (Souvenir, ASCAP)

Wanderlust...55
 The singer struggles valiantly to put across this bit of fluff, but in vain. (Souvenir, ASCAP)

SONNY DALLAS
She's My Girl...59
 CORONA 1005—Dallas demonstrates one of his own tunes here.
You've Got Me Thinkin' 'Bout You...59
 Ditto.

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Reviews and Ratings of New Popular Albums

Continued from page 44

here was previously re-issued, but among new items of interest are an "Air Mail Special" with a second chorus by Christian spliced in from an unissued take, a "Breakfast Feud" spliced together from three previously unissued takes, and an impromptu warm-up of this dazzling technician and other members of the sextet while waiting before a record session for Goodman.

RUSTY 76
Rusty Dedrick, Trumpet (1-10")
Esoteric ESJ 9
It is fully distributed and displayed, this set will make the public aware of a new, giant-size jazz talent. Dedrick appears to be a blend of Berigan, Louis Armstrong and Miles Davis. His tone is full and pure in the manner that has accounted for Rubby Braff's recent popularity, but his musical invention goes much farther. Dedrick shows talent also as a writer in both semi-legit and jazz idioms, and as an arranger for winds. Some of the numbers here feature him with wind ensemble, and others with rhythm alone. His rhythm section consists of Dick Hyman, piano;

Don Lamond, drums, and Eddie Salfanski on bass—which means additional name value. The element of "discovery" will appeal to many jaded jazz buyers.

RAMPART AND VINE 73
Rampart Street Paraders (1-12")
Columbia CL 648
This attempt to bring New Orleans to Hollywood engaged the efforts of some of the finest musicians now working in the latter city. While not trying to play in a strictly traditional manner, Dixieland is the basis for their music-making. The spirit is there, but differences in approach and thinking give an uneven quality to these arrangements of New Orleans and pop standards. Admirable as the blowing of musicians like clarinetist Mutt Matlock, tenor man Eddie Miller, trumpeter Clyde Hurley and trombonist Abe Lincoln may be individually, as an ensemble they fall short of complete rapport.

LET'S HAVE A SESSION 72
Billy Bauer's Rhythm Section (1-10")
Ad Lib LP 5501
Billy Bauer, guitarist with one of the early Herman Herds, has assembled three other rhythm men working as network staff musicians in New York to produce some unusual "background" music. While this makes pleasant listening for its own sake, it is intended mainly for the instrumentalists that would like to blow along with the rhythm section in his own home. All the tunes are standards and the liner notes helpfully provide the key of each selection. The com-

mercial possibilities of this LP should be obvious, especially to younger instrumentalists.

LONDON BROIL 71
(1-10")
Angel ANG 6004
Four of England's top jazz bands offer two samples each of their wares, and for the most part it is pretty old-fashioned music, by American standards, it is certainly not lacking in vitality or variety. Dixieland is the major source of inspiration for Freddy Randall's band, and the leader's trumpet and the solo clarinet of Archie Semple are outstanding. Kenny Baker's Quartet projects a style that approximates swing and they make a very pleasant thing of "Peg O' My Heart." Very interesting is the Basie-like solo in "Sure Thing," played by pianist Max Harris with the Jack Parnell ork. The most modern band is the Johnny Dankworth group, with the leader doing some exciting things with his alto solos. These brief tastes of English jazz should whet appetites for more.

Children's

NOW WE KNOW (SONGS TO LEARN BY) ALBUM 2 80
(1-EP)
Columbia J 4-236
Columbia has launched a remarkable series of entertaining educational songs, of which this package is the first designed specifically for the 5-9 age group. The ditties are by Hy Zaret and Lou Singer, and this batch is sung by Tom Glazer, who needs no introduction to the moppets. Subjects include "Why Are Bananas Picked Green?" "Why Do Stars Twinkle?" "How Do the Seeds of Plant Travel?" and others. The answers are offered in light, breezy, articulate song. This may lack the immediate impact of a "Davy Crockett," but it will probably sell steadily for a long, long time. Schools should be a sure-fire market for it, too.

FOLK TALENT AND TUNES

Continued from page 37

have in the country field. Song was written by "Grand Ole Opry's" Grandpa Jones. Copas' newest on the King label is "Pledging My Love" b/w "Ashamed of Myself." . . . Jimmy Dickens' newest on Victor is "A Ribbon and a Rose" and "Salty Boogie." Del Wood, pianist with Jimmy's group, has just hit the racks with a Victor album—her first.

On the basis of the success enjoyed by his show for the Houston Fire Department recently, Ed Mc-Lemore, Dallas promoter, has set a similar venture for the police department at Beaumont, Tex. Pegged for June 20-21, show will feature Marty Robbins, Elvis Presley, the Maddox Brothers and Rose and Retta, Sonny James, the Belwe Twins, the Texas Stompers and either the Chellette Sisters or Charline Arthur. . . . Arlie Duff (Decca), composer of "Y'All Come" and "Poor Old Schoolteacher," has moved to Jasper, Tex., where he plans to buy a ranch and raise fancy cattle. Arlie has his own c.&w. disk show for two hours each afternoon over KTXJ. Jasper, on which he plugs his own Decca waxings. His latest on that label is "Hillbilly Heaven." Duff is also selling radio time in the area, and, to keep his entertaining hand in, is making an occasional weekend personal in the territory.

Jack Turner, Montgomery, Ala., picker and singer, hopped into Nashville May 16 for another Victor session. . . . The Chellette Sisters, kiddie trio from Port Arthur, Tex., were guests on "Big D Jamboree" in Dallas last Saturday (21), along with Charlie Walker, Decca diskster. Next Saturday (28) finds Slim Whitman and Texas Bill Strength in the "Big D" feature slot. . . . Jimmy Martin, the Osborne Brothers and the Sunny Mountain Boys are set for Decoration Day (30) at Buck Lake Ranch, Angola, Ind. They follow with the Morgan Theater, Grundy, Va., 31; Alamo Theater, Salyersville, Ky., June 1; Strand Theater, Prestonsburg, Ky., 2; Elkhorn City, Ky., 3; Pikeville, Ky., 4; Memorial Hall, Alpena, Mich., 5; Gaylord, Mich., 6; Marquette, Mich., 7; Escanaba, Mich., 8; Keego Harbor, Mich., 12, and Sunset Park, West Grove, Pa., July 3.

Mal Mallory, Capitol chief in New Orleans, visited the writer last Wednesday (18) while in Cincinnati on the tail-end of a disk jockey trek to lay the groundwork for a new ditty which he claims is nothing short of dynamite. He played into New York Wednesday afternoon with a dub on the number and says he'll have something to announce on the new tune soon.

Coral recorder Marvin Rainwater, regular on "Ozark Jubilee," Springfield, Mo., and winner on a recent Arthur Godfrey "Talent Scouts" TV show, played a week with the Old Red Head and clicked so handily that he was held over for last week. And the rumor's being bandied about that Rainwater may wind up with a permanent spot on the Godfrey show. . . . Newest addition to "Ozark Jubilee" is Vonnie Taylor, Capitol waxer. Guest with "Ozark" on its network TV show last Saturday (21) was Mac Wiseman; next Saturday's guest is still open at this writing, but Smiley Burnette is a sure-shot for June 4.

"Ozark Jubilee," starring Red Foley, heard each Saturday night over the ABC-TV network from the Jewell Theater, Springfield, Mo., has built its listener area to 72 stations in 44 States. Chicago and Philadelphia, which carried the show originally, but forced to drop it some weeks ago due to previous commitments, came back into the fold last Saturday (21). The show's biggest mail pull has come out of the Philly sector. KWTO, Springfield, inaugurates another radio network show June 28. An amateur seg, labeled "Talent Round-Up," it will be heard each Tuesday night, 7:30-8:30 p.m., EDT. Slim Wilson will emcee.

Bristol, Tenn., will turn out in force next Saturday (28) to honor their famous native son, Tennessee Ernie Ford, with a mammoth homecoming celebration.

Charles Wright, Dallas agent, has inked Jimmy Littlejohn, the Tall Texan, to a personal management contract. Littlejohn cut a session for Columbia May 1, with his "Never, Never, Never" schedule for immediate release. . . . Denver Duke and Jeffery Null, gospel singers heard on Balkan Records, are now being handled promotion-wise by Vokes Promotions, New Kensington, Pa. . . . Buddy Williams and His Smiling Buddies, heard regularly on WEDO and WKJF-TV, McKeesport, Pa., have just cut a session for Blue Ribbon Records with Bailin'-Wire Bob Strack, of KWKH, Shreveport. First release, "Scratch My Back" b/w "And Then I'd Say I Do," is due out soon. Williams mans the country wax table at WEDO. He and his boys have just concluded a fortnight's stand at the White House, Scottsdale, Pa.

With the Jockeys

The BSD (Best Selling Disk) Label makes its bow soon, with a country & western release as its (Continued on page 62)

VOX JOX

Continued from page 36

western disk lyrics, which, he says, "have been getting dingier by the release." At the same time, the station is sponsoring a general fan organization tagged the Central Jersey Hill-Country Fan Club, with membership approaching 200 as the drive goes into its second month.

CHANGE OF THEME: Bill Bennett, singing deejay at WAND, Canton, O., shared billing with Lou Monte a couple of weeks ago, when Bennett emceed the floor-show at the Casablanca, a local Canton nitery. . . . Movie mag editor Joan Williams and Ted La Grosse start a new deejay show, "Moods in Music," for Stanley Motors over KBLA, North Hollywood, Calif., this month. The program will feature platters and commentary about the movie scene. . . . Bill Bernard has joined CKCW, Moncton, N. B., Canada, and says he can "use anything from c.&w. to longhair" in the way of disks for his two daily shows. . . . Bob Stiche, formerly with WMPS, Memphis, has joined KOWH, Omaha, where he is conducting a daily two-and-a-half-hour morning show.

Mark Lee Woods, WJKO, Springfield, Mass., sends in the following station personnel changes: Ioe Daboul, former skipper of the Record Hall, has left radio for good to sell roofing and siding, while Linda Carol has taken over his spot, and newcomer Phil Drumheller has moved into a 7 to 9 a.m. slot on the "TNT" show, and Fran Henry is working "Sunday Serenade" from 3 to 5 p.m. Drumheller is also temporarily subbing for Woods on "The Beat" show, while the latter handles some extra-curricular work in the promotion field. . . . Jerry Johnson is handling record promotion in the 11 Western States for Giselle MacKenzie's new label "X" disk.

YESTERYEAR'S TOPS—

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

- MAY 26, 1945
1. My Dreams Are Getting Better All the Time
 2. Candy
 3. Laura
 4. Sentimental Journey
 5. Dream
 6. There! I've Said It Again
 7. I'm Beginning to See the Light
 8. Bell-Bottom Trousers
 9. Just a Prayer Away
 10. Yah-Ta-Ta, Yah-Ta-Ta
- MAY 27, 1950
1. Third Man Theme, The
 2. My Foolish Heart
 3. Bewitched
 4. Sentimental Me
 5. If I Knew You Were Coming I'd've Baked a Cake
 6. Hoop-Dee-Do
 7. It Isn't Fair
 8. Dearie
 9. Old Pianc Roll Blues, The
 10. Daddy's Little Girl

Keith Silver and his wife Joanne are piloting the "Saturday Night Party" over WGAW, Gardner, Mass., from 8:30 to 11. . . . Nick Reyes, KLYN, Amarillo, Tex., has extended his deejay schedule to Saturdays and now spins 'em an hour and 45 minutes daily. Incidentally, Reyes says his program is now rated as Amarillo's most popular teen show. . . . Les Cunningham has left his program director spot at KMCM, McMinnville, Ore., to take over the same post at Dalles, Ore. . . . Dyan-Shine has bought Al Levy's "Campus Rumpus" show over WDET. Al will be polling college students for opinions on new disks in exchange for free show shine kits.

Dean Griffin, formerly program director at WHSY, Hattiesburg, Miss., has moved over to new daytime Station WBKH in the same city and in a similar capacity. He'll also handle two daily deejay shows. . . . Jim Scott has left WAUD, Auburn, Ala. . . . Tom Anastasi has replaced Bob McCormack as station manager of WCHS, Worcester, Mass., while Dick Turlick is the new chief announcer and Jack Schatzel has taken over program director duties. . . . Ken Krizan, KCUL, Fort Worth, has a new show, "Man on the Beat," a request program.

Librarian Julie Godsey, WCPO, Cincinnati, writes to tell us about some new programs, including Bob Braun's "Platter Premier," which features disks by new artists along with bio info on them, and "Wax Museum," which features records by deceased artists as well as living disk favorites. Miss Godsey says the station would like to get taped interviews from current recording artists for re-broadcast over the latter show.

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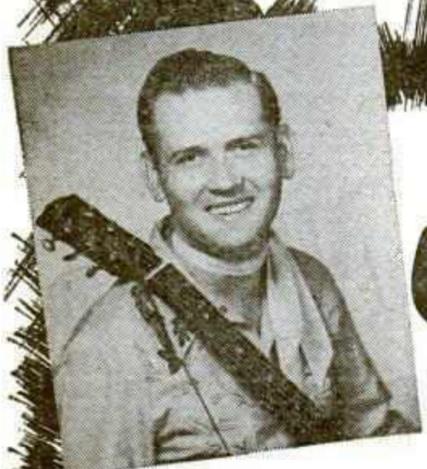
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c/w

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DOT 1245



Jimmy
Newman's

BLUE
DARLIN'

c/w

Let Me Stay in Your Arms

DOT 1260



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending May 18

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

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....	1	17
<i>I'm Gonna Fall Out of Love With You</i> (BMI)—Dec 29391		
2. MAKING BELIEVE (BMI)—K. Wells.....	2	12
WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419		
3. YELLOW ROSES (BMI)—H. Snow.....	3	8
WOULD YOU MIND? (ASCAP)—Vic 20-6057		
4. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie.....	4	10
<i>Farewell</i> (BMI)—Cap 3058		
5. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young.....	5	9
<i>Forgive Me, Dear</i> (BMI)—Cap 3056		
6. I'VE BEEN THINKING (BMI)—E. Arnold.....	6	17
<i>Don't Forget</i> (BMI)—Vic 20-6000		
7. MAKE BELIEVE (BMI)—R. Foley & K. Wells.....	7	13
AS LONG AS I LIVE (BMI)—Dec 29390		
8. IN TIME (BMI)—E. Arnold.....	9	6
TWG KINDS OF LOVE (ASCAP)—Vic 20-6069		
9. LOOSE TALK (BMI)—C. Smith.....	8	30
<i>More Than Anything Else</i> (BMI)—Col 21317		
9. THERE SHE GOES (BMI)—C. Smith.....	11	3
OLD LONESOME TIMES (BMI)—Col 21382		
11. ARE YOU MINE? (BMI)—G. Wright & T. Tall.....	10	17
<i>I've Got Somebody New</i> (BMI)—Fabor 117		
12. IN THE JAILHOUSE NOW, NO. 2 (BMI)—J. Rodgers.....	—	1
<i>Peach Pickin' Time Down in Georgia</i> (BMI)—Vic 20-6092		
13. IT TICKLES (BMI)—T. Collins.....	12	5
<i>Let Down</i> (BMI)—Cap 3082		
14. I'LL BABY SIT WITH YOU (BMI)—F. Huskey.....	—	1
<i>She's Always There</i> (BMI)—Cap 3097		
15. IF YOU AIN'T LOVIN' (BMI)—F. Young.....	13	27
<i>If That's the Fashion</i> (BMI)—Cap 2953		
15. SATISFIED MIND —P. Wagoner.....	—	1
<i>Itchin' for My Baby</i> —Vic 20-6105		

• Most Played in Juke Boxes

For survey week ending May 18

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....	1	16
<i>I'm Gonna Fall Out of Love With You</i> (BMI)—Dec 29391		
2. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young.....	2	8
<i>Forgive Me Dear</i> (BMI)—Cap 3056		
3. MAKING BELIEVE (BMI)—K. Wells.....	3	9
WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419		
4. WOULD YOU MIND (BMI)—H. Snow.....	4	3
YELLOW ROSES (BMI)—Vic 20-6057		
5. I'VE BEEN THINKING (BMI)—E. Arnold.....	8	14
<i>Don't Forget</i> (BMI)—Vic 20-6000		
6. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie.....	5	6
<i>Farewell</i> (BMI)—Cap 3058		
7. LOOSE TALK (BMI)—C. Smith.....	7	26
<i>More Than Anything Else in This World</i> (BMI)—Col 21317		
8. IT TICKLES (BMI)—T. Collins.....	9	2
<i>Let Down</i> (BMI)—Cap 3082		
9. MAKE BELIEVE (BMI)—R. Foley & K. Wells.....	6	7
AS LONG AS I LIVE (BMI)—Dec 29390		
10. ARE YOU MINE? (BMI)—G. Wright & T. Tall.....	10	15
<i>I've Got Somebody New</i> (BMI)—Fabor 117		

• Most Played by Jockeys

For survey week ending May 18

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW —W. Pierce.....	1	17
<i>Dec 29391—BMI</i>		
2. LIVE FAST, LOVE HARD, AND DIE YOUNG —F. Young.....	2	9
<i>Cap 3056—BMI</i>		
3. MAKING BELIEVE —K. Wells.....	3	12
<i>Dec 29419—BMI</i>		
4. WOULD YOU MIND? —H. Snow.....	5	7
<i>Vic 20-6057—ASCAP</i>		
5. CUZZ YORE SO SWEET —S. Crum.....	6	6
<i>Cap 3063—BMI</i>		
6. ARE YOU MINE? —G. Wright & T. Tall.....	4	20
<i>Fabor 117—BMI</i>		
7. YELLOW ROSES —H. Snow.....	11	5
<i>Vic 20-6057—BMI</i>		
8. I'VE BEEN THINKING —E. Arnold.....	7	18
<i>Vic 20-6000—BMI</i>		
9. BALLAD OF DAVY CROCKETT —Tennessee Ernie.....	9	6
<i>Cap 3058—BMI</i>		
10. BALLAD OF DAVY CROCKETT —M. Wiseman....	—	2
<i>Dot 1240—BMI</i>		
11. DAYDREAMING —J. Newman.....	—	6
<i>Dot 1327—BMI</i>		
12. IN THE JAILHOUSE NOW, No. 2 —J. Rodgers.....	—	2
<i>Vic 20-6092—BMI</i>		
13. WHOSE SHOULDER WILL YOU CRY ON? —K. Wells.....	7	8
<i>Dec 29419—BMI</i>		
13. LOOSE TALK —C. Smith.....	12	30
<i>Col 21317—BMI</i>		
13. AS LONG AS I LIVE —K. Wells & R. Foley.....	13	14
<i>Dec 29390—BMI</i>		

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• This Week's Best Buys

SATISFIED MIND (Starrite, BMI)—Porter Wagoner—RCA Victor 6105
SATISFIED MIND (Starrite, BMI)—Jean Shepard—Capitol 3118

This tune is shaping up as one of the most heatedly competitive ones in some time. The Wagoner version had the advantage of earlier distribution, and is on the national retail list this week, besides several territorial charts. The Shepard record has not been available quite so long, but all major hillbilly markets report it coming up very fast, with a strong possibility of its hitting the charts soon, also. Flip of the Wagoner disk is "Itchin' for My Baby," while that of the Shepard record is "You Can Take Possession." The latter was a previous Billboard "Spotlight" pick.

IT'S A LONELY WORLD (Tubb, BMI)—Ernest Tubb—Decca 29520
Tubb has a fast-moving seller in this recent release. In addition to good sales reports from Southern markets like Richmond and Nashville, Middle Western and Eastern sources also indicated excellent initial sales. Flip is "Have You Seen" (Hudson-Dart, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

WEBB PIERCE

I Don't Care (Cedarwood, BMI)

Your Good for Nothing Heart (Forrest, BMI)—Decca 29480—Any Pierce release means plus business for jukeboxes and retailers. About the only question with this fine issue is which side will show up first. The material is distinctive, and Pierce's warbling is pure TNT.

RED FOLEY AND BETTY FOLEY

Satisfied Mind (Peer, BMI)—Decca 29526—This tune is taking off via the Porter Wagoner disking on Victor, and the Jean Shepard version on Capitol (a previous Billboard Spotlight). Foley's fans assure plenty of action on his version, which derives additional appeal from the presence of Foley's daughter. Flip is "How About Me?" (Red Top, BMI)

• C & W Territorial Best Sellers

For survey week ending May 18

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

Birmingham

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young, F. Young, Cap.
3. Making Believe, K. Wells, Dec.
4. I've Been Thinking, E. Arnold, Vic.
5. Yellow Roses, H. Snow, Vic.

Charlotte

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. There She Goes, C. Smith, Col.
4. Live Fast, Love Hard and Die Young, F. Young, Cap.
5. Old Lonesome Times, C. Smith, Col.
6. Breaking in Another Heart, H. Thompson, Cap.
7. In Time, E. Arnold, Vic.
8. Yellow Roses, H. Snow, Vic.
9. That's What Makes the Juke Box Play, J. Work, Dot
10. Are You Mine?, G. Wright & T. Tall, Fab.

Cincinnati

1. In the Jailhouse Now, W. Pierce, Dec.
2. Are You Mine?, G. Wright & T. Tall, Fab.
3. Making Believe, K. Wells, Dec.
4. In the Jailhouse Now No. 2, J. Rodgers, Vic.
5. Haunted Hungry Heart, S. Whitman, Imp.

Dallas-Fort Worth

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Lovin' Season, S. James, Cap.
5. Make Believe, K. Wells & R. Foley, Dec.
6. Silver Bells, C. Atkins & H. Snow, Vic.
7. Making Believe, L. Frizzell, Col.
8. Live Fast, Love Hard and Die Young, F. Young, Cap.
9. Rusty Old Halo, Carlisles, Mer.

Houston

1. In the Jailhouse Now, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. In the Jailhouse Now No. 2, J. Rodgers, Vic.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Forgive Me Dear, F. Young, Cap.
6. In Time, E. Arnold, Vic.
7. Jole Blon, H. Choates, Sdy.
8. Making Believe, K. Wells, Dec.
9. Making Believe, J. Work, Dot
10. Daydreaming, J. Newman, Dot

Memphis

1. In the Jailhouse Now, W. Pierce, Dec.
2. Yellow Roses, H. Snow, Vic.
3. Whose Shoulder Will You Cry On?, K. Wells, Dec.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. You're Right, I'm Left, She's Gone, E. Presley, Sun
6. Live Fast, Love Hard and Die Young, F. Young, Cap.

Nashville

1. Live Fast, Love Hard and Die Young, F. Young, Cap.
2. Whose Shoulder Will You Cry On?, K. Wells, Dec.
3. In the Jailhouse Now, W. Pierce, Dec.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Making Believe, K. Wells, Dec.
6. There She Goes, C. Smith, Col.
7. I've Been Thinking, E. Arnold, Vic.
8. Making Believe, J. Work, Dot
9. That's What Makes the Juke Box Play, J. Work, Dot
10. As Long as I Live, K. Wells & R. Foley, Dec.

New Orleans

1. Making Believe, K. Wells, Dec.
2. Ballad of Davy Crockett, T. Ernie, Cap.
3. Yellow Roses, H. Snow, Vic.
4. In the Jailhouse Now, W. Pierce, Dec.
5. There She Goes, C. Smith, Col.
6. No One Dear, But You, B. Deckelman, M-G-M
7. Would You Mind?, H. Snow, Vic.
8. I'll Baby Sit With You, F. Huskey, Cap.
9. Old Lonesome Times, C. Smith, Col.
10. It Tickle, T. Collins, Cap.

Richmond, Va.

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young, F. Young, Cap.
3. Ballad of Davy Crockett, M. Wiseman, Dot
4. Making Believe, K. Wells, Dec.
5. In Time, E. Arnold, Vic.
6. Would You Mind?, H. Snow, Vic.

St. Louis

1. Live Fast, Love Hard and Die Young, F. Young, Cap.
2. It Tickle, T. Collins, Cap.
3. If Lovin' You Is Wrong, H. Thompson, Cap.
4. I'll Baby Sit With You, F. Huskey, Cap.
5. Making Believe, K. Wells, Dec.
6. I've Been Thinking, E. Arnold, Vic.

• Reviews of New C & W Records

RED SOVINE

I Hope You Don't Care 80
DECCA 29529—Clever story ditty, a strong piece of material, gets a thoroughly enjoyable performance. This side could win Sovine plenty of new friends. Almost a sure bet for juke action, this also could sell many copies. (Cedarwood, BMI)

I'm Glad You Found a Place for Me 74

Cheerful ditty figures to please many listeners in this slick rendition. (Cedarwood, BMI)

TABBY WEST

I Love You Too Much to Leave You . . . 78
DECCA 29518—Tender weeper is delivered with an abundance of charm. This face has a good chance of

building into a successful commercial entry. Recording is outstanding. (American, BMI)

Crew Cut and Baby Blue Eyes 73

Tabby West sings of the charms of her feller. A cute disking that should earn its share of spins. (Tannen, BMI)

DANIEL JAMES

Through the Barroom Door 77

STARDAY 518—A moving, mournful reading of a weeper with effective lyrics about a guy's distress when he looks "thru the barroom door" and sees his sweetie cavorting with another man. Should grab off juke play. (Starrite, BMI)

Magic Wands and Wishing Wells 76

(Continued on page 60)

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Itchin' For My Baby

20/47-6105

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The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending May 18

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		5	UNCHAINED MELODY (ASCAP)—R. Hamilton... From Here to Eternity (ASCAP)—Epic 9102	
2.	9	6	UNCHAINED MELODY (ASCAP)—A. Hibbler.... Daybreak (ASCAP)—Dee 29441	
3.		3	BO DIDDLEY (BMI)—B. Diddley..... I'M A MAN (BMI)—Checker 814	
4.	2	7	DON'T BE ANGRY (BMI)—N. Brown..... It's Really You (BMI)—Savoy 1155	
5.		9	WHAT'CHA GONNA DO? (BMI)—Drifters..... Gone (BMI)—Atlantic 1055	
6.	5	12	MY BABE (BMI)—Little Walter..... Thunder Bird (BMI)—Checker 811	
7.	6	3	THAT'S ALL I NEED (BMI)—L. Baker..... BOP TING A LING (BMI)—Atlantic 1057	
8.	8	15	WALLFLOWER (BMI)—E. James..... Hold Me, Squeeze Me (BMI)—Modern 947	
9.	3	10	FLIP, FLOP AND FLY (BMI)—J. Turner..... Ti-Ri-Lee (BMI)—Atlantic 1053	
10.	13	3	AIN'T IT A SHAME? (BMI)—F. Domino..... La, La (BMI)—Imperial 5348	
11.	10	18	I'VE GOT A WOMAN (BMI)—R. Charles..... COME BACK (BMI)—Atlantic 1050	
12.	12	7	MOST OF ALL (BMI)—Moonglows..... She's Gone (BMI)—Chess 1589	
13.	11	6	DOOR IS STILL OPEN (BMI)—Cardinals..... Misirlou (BMI)—Atlantic 1054	
14.	—	1	I DIDDIE (BMI)—D. Washington..... IF IT'S THE LAST THING I DO (ASCAP)— Mercury 70600	
15.	14	4	CHOP CHOP BOOM (BMI)—Dandertiers..... My Autumn Love (BMI)—States 147	

• Most Played in Juke Boxes

For survey week ending May 18

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		11	MY BABE (BMI)—Little Walter..... Thunder Bird (BMI)—Checker 811	
2.	6	18	I'VE GOT A WOMAN (BMI)—R. Charles..... COME BACK (BMI)—Atlantic 1050	
3.	2	10	FLIP, FLOP AND FLY (BMI)—J. Turner..... Ti-Ri-Lee (BMI)—Atlantic 1053	
4.	2	4	BO DIDDLEY (BMI)—B. Diddley..... I'M A MAN (BMI)—Checker 814	
5.	4	2	UNCHAINED MELODY (ASCAP)—R. Hamilton.... From Here to Eternity (ASCAP)—Epic 9102	
6.	4	17	PLEDGING MY LOVE (BMI)—J. Ace..... No Money (BMI)—Duke 136	
7.	—	3	DON'T BE ANGRY (BMI)—N. Brown..... It's Really You (BMI)—Savoy 1155	
8.	—	4	DOOR IS STILL OPEN (BMI)—Cardinals..... Misirlou (BMI)—Atlantic 1054	
9.	—	1	AIN'T IT A SHAME? (BMI)—F. Domino..... La, La (BMI)—Imperial 5348	
10.	10	2	BOP TING A LING (BMI)—L. Baker..... THAT'S ALL I NEED (BMI)—Atlantic 1057	

• Most Played by Jockeys

For survey week ending May 18

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1.		15	WALLFLOWER—E. James..... Modern 947—BMI	
2.		12	MY BABE—Little Walter..... Checker 811—BMI	
3.		11	FLIP FLOP AND FLY—J. Turner..... Atlantic 1053—BMI	
4.		9	WHAT'CH GONNA DO—Drifters..... Atlantic 1055—BMI	
5.		5	DON'T BE ANGRY—N. Brown..... Savoy 1155—BMI	
6.		4	UNCHAINED MELODY—R. Hamilton..... Epic 9102—ASCAP	
7.		19	PLEDGING MY LOVE—J. Ace..... Duke 136—BMI	
8.		13	CLOSE YOUR EYES—Five Keys..... Cap 3032—BMI	
9.		2	BOP TING A LING—L. Baker..... Atlantic 1057—BMI	
10.		8	MOST OF ALL—Moonglows..... Chess 1589—BMI	
11.		7	DOOR IS STILL OPEN—Cardinals..... Atlantic 1054—BMI	
12.		2	DON'T YOU KNOW?—F. Domino..... Imperial 5340—BMI	
13.		1	THIS IS MY STORY—Gene & Eunice..... Aladdin 3282—BMI	
14.		2	BO DIDDLEY—B. Diddley..... Checker 814—BMI	
15.		2	AIN'T IT A SHAME—F. Domino..... Imperial 5348—BMI	

• Reviews of New R & B Records

VARETTA DILLARD
You're the Answer to My Prayer87
SAVOY 1160 — A Billboard "Spotlight" 5-21-'55. (Savoy, BMI)

Promise Mr. Thomas....80
A change of pace from the flip, this side is a rollicking fast-moving item, Miss Dillard's fine vocal is strongly supported by a swell arrangement. Merits strong juke box play. (Savoy, BMI)

LOYD LAMBERT AND BAND
King Cotton80
SPECIALTY 553 — A strong instrumental, featuring fine percussion work and horn solo. There's a terrific beat and the musicians have great style on this side. One to watch. (Venice, BMI)
Heavy Sugar....76
Slow and bluesy on this side. Good work, tho' not the flash of the flip. (Venice, BMI)

MISTER RUFFIN
A Touch of Heaven77
SPARK 115—Ruffin has an emotional ballad into which he can pour his big voice and put it thru all the vocal tricks of which he is capable. This tailor-made material could go a long way if given proper exposure. (Quintet, BMI)
Bring It On Back....76
A jumpy blues that is strong on performance wherever it falls down material-wise. Loud and happily extrovert, the youngsters will find this especially appealing. (Quintet, BMI)

CHUCK WILLIS
One More Break76
OKEH 7055—Willis pleads tearfully with his girl and gives one of his typically moving performances. The material is not distinctive enough, however, to make a strong impression. (Berkshire, BMI)
I Can Tell....74
A pretty blues that teams Willis and the harmony efforts of the Sandmen. Willis fans will like. (Berkshire, BMI)

JOHNNY OLENN
Sally Let Your Bangs Hang75
TNT 1016—A hilarious novelty that gets a very effective reading from Oleenn and a wild, but solid beat from the ork. This is a pretty frantic tidbit that deejays will not be slow to latch on to. (TNT, BMI)
Candy Kisses....73
Oleenn goes all out to build this slow
(Continued on page 62)

A DOUBLE
HEADED **HIT!!**




ROY MILTON'S
New and Greatest
Record

"FOOLS ARE GETTING SCARCER"

b/w
"I CAN'T GO ON" DOO 363 & **DOOTONE HAS HIM**

THE PENGUIN'S LATEST SMASHES

"KISS A FOOL GOODBYE"
"BABY LET'S MAKE LOVE"
DOO 362

SPECIAL "PENGUIN'S" EP ALBUM
4 HITS ON 1 RECORD
EP # 101

BEST SELLER

"HEAVEN & PARADISE"
DON JULIAN'S MEADOWLARKS
DOO 359



A SOLID HIT!!
BILLY BROOKS
singing
"SONG OF THE DREAMER"

b/w
"MAMBO IS EVERYWHERE"
DUKE #142

A BIG ONE
"YOU GOT ME CRYING"

b/w
"SITTING HERE DRINKING"
by
JOHNNY OTIS
PEACOCK #1648

CLIMBING FAST
"I'M DETERMINED"

b/w
"GOING HOME TO JESUS"
by
BROTHER CLEOPHUS ROBINSON
PEACOCK #1741

New Release HONEY BABE

b/w No Happy Home
By "Arthur Gunter"
EXCELLO 2058

I'VE BEEN MOANING SO LONG

b/w Waiting for the Lord
By "Blair Gospel Singers"
NASHBORO 555

WHERE COULD I GO

b/w Nothing Will Move Me
By "Christland Singers"
NASHBORO 556

Get on Excello 2056 which
was in our last release
IT'S LOVE, BABY
(24 hours a day)

We have the original
record on
ROLLIN' STONE
By the Marigolds
EXCELLO 2057

Wire or phone for prompt
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NASHBORO RECORD CO., Inc.
177 3rd Ave., N., Nashville 3, Tenn.
Phone 42-2215
Western trade, order from Monarch.

No. 1 IN MOST CITIES

● **"DON'T BE ANGRY"**
Happy Brown—Savoy 1155

No. 1 IN PHILADELPHIA

● **"EVERYBODY NEEDS
SOMEBODY"**
Jimmy Scott—Savoy 1154

PICK-OF-THE-WEEK IN ALL TRADE JOURNALS

● **"YOU'RE THE ANSWER
TO MY PRAYER"**
b/w "PROMISE MR. THOMAS"
Varetha Dillard—Savoy 1160

LATCH ON TO THE ORIGINAL FROM
SAVOY! IT WILL BE COVERED!

SAVOY RECORD CO., INC.
58 Market St., Newark, N.J.

A BIG SMASH!
ETTA JAMES'
HEY! HENRY
#957

Modern RECORDS
9317 W. Washington Blvd., Culver City, Calif.

GIVE TO DAMON RUNYON CANCER FUND

The Billboard Music Popularity Charts

• This Week's Best Buys

THE VERDICT—The Five Keys—Capitol 3127
Like their last record, this is losing no time in making an impression on both the pop and r.&b. markets, with early reports predominating in the latter. Best sales were reported this past week in Boston, New York, Buffalo, Baltimore, Nashville, Richmond and St. Louis. Flip is "We Make Um Pow Wow." A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

B. B. KING

I'm in Love (Modern, BMI)
Shut Your Mouth (Modern, BMI)—RPM 430—Perhaps the most revealing commentary on these sides is simply that they're typical B. B. King performances. This is an artist that rarely misses, and these two strong faces should keep his string alive.

LITTLE WALTER

Roller Coaster (Arc, BMI)
I Got to Go (Arc, BMI)—Checker 817—Little Walter, another consistent hit maker, offers two highly distinctive and varied sides here. "I Got to Go" is a rhythmic mixture of blues and folk styles with that wild harmonica going in back of the vocal. "Roller Coaster" is all instrumental, loaded with rich flavor and a rollicking, exciting beat.

NOTE: In the May 14 issue, The Billboard picked as a Spotlight Review the Five Keys recording of "The Verdict" (Capitol 20716). Thru an error, the review failed to list the flip side of the record, "Me Make Um Pow Wow" (Lowell, BMI).

• R & B Territorial Best Sellers

For survey week ending May 18

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. That's All I Need, L. Baker, Atl.
2. What'cha Gonna Do? Drifters, Atl.
3. Wallflower, E. James, Mod.
4. Rollin' Stone, Marigolds, Exc.
5. I'm a Man, B. Diddley, Che.
6. Switchie, Witchie, Titchie Moonglows, Chs.
7. Bop Ting a Ling, L. Baker, Atl.
8. Ain't It a Shame, Fats Domino, Imp.
9. I Wanna Ramble, Little Jr. Parker, Duk.
10. As Long as I'm Moving, R. Brown, Atl.

Balti.-Wash.

1. Unchained Melody, A. Hibbler, Dec.
2. Door Is Still Open, Cardinals, Atl.
3. What'cha Gonna Do? Drifters, Atl.
4. Unchained Melody, R. Hamilton, Epi.
5. I've Got a Woman, R. Charles, Atl.
6. Chop Chop Boom, Danderliers, Sta.
7. Don't Be Angry, L. Baker, Atl.
8. Close Your Eyes, Five Keys, Cap.
9. You Don't Have to Go, J. Reed, VJ
10. As Long as I'm Moving, R. Brown, Atl.

Charlotte

1. Don't Be Angry, L. Baker, Atl.
2. Rollin' Stone, Marigolds, Exc.
3. Unchained Melody, R. Hamilton, Epi.
4. Most of All, Moonglows, Chs.
5. Wallflower, E. James, Mod.
6. Door Is Still Open, Cardinals, Atl.
7. Bop Ting a Ling, L. Baker, Atl.
8. Flip, Flop, Fly, J. Turner, Atl.
9. Don't Take It So Hard, E. King, Kng.
10. As Long as I'm Moving, R. Brown, Atl.

Chicago

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

Cincinnati

1. Unchained Melody, R. Hamilton, Epi.
2. Unchained Melody, A. Hibbler, Dec.
3. Don't Be Angry, N. Brown, Sav.
4. Switchie, Witchie, Titchie Midnighters, Fed.
5. Door Is Still Open, Cardinals, Atl.
6. Chop Chop Boom, Danderliers, Sta.

Detroit

1. Unchained Melody, A. Hibbler, Dec.
2. What'cha Gonna Do? Drifters, Atl.
3. Chop Chop Boom, Danderliers, Sta.
4. Rock Around the Clock, B. Haley, Dec.
5. I Diddle, D. Washington, Mer.
6. My Babe, Little Walter, Che.
7. Jump With Me Baby, B. B. King, RPM

Los Angeles

1. Bo Diddley, B. Diddley, Che.
2. Unchained Melody, R. Hamilton, Epi.
3. Ain't It a Shame, Fats Domino, Imp.
4. Don't Be Angry, N. Brown, Sav.
5. Flip, Flop, Fly, J. Turner, Atl.
6. Unchained Melody, A. Hibbler, Dec.
7. Most of All, Moonglows, Chs.
8. My Babe, Little Walter, Che.
9. Story Untold, Nutmegs, Her.

New Orleans

1. Bo Diddley, B. Diddley, Che.
2. Ain't It a Shame, Fats Domino, Imp.
3. Wallflower, E. James, M-G-M
4. Don't Be Angry, N. Brown, Sav.
5. Flip, Flop, Fly, J. Turner, Atl.
6. Bop Ting a Ling, L. Baker, Atl.
7. Unchained Melody, R. Hamilton, Epi.
8. Don't Take It So Hard, E. King, Kng.
9. I'm a Man, B. Diddley, Che.
10. When It Rains It Pours B. Emerson, Sun

New York

1. Unchained Melody, A. Hibbler, Dec.
2. This Is My Story, Gene & Eunice, Ala.
3. Don't Be Angry, N. Brown, Sav.
4. Story Untold, Nutmegs, Her.
5. My Babe, Little Walter, Che.
6. I've Got a Woman, R. Charles, Atl.
7. If It's the Last Thing I Do D. Washington, Mer.
8. Unchained Melody, R. Hamilton, Epi.
9. Flip, Flop, Fly, J. Turner, Atl.
10. That's All I Need, L. Baker, Atl.

Philadelphia

1. Unchained Melody, R. Hamilton, Epi.
2. My Babe, Little Walter, Che.
3. Don't Be Angry, N. Brown, Sav.
4. Unchained Melody, A. Hibbler, Dec.
5. I Diddle, D. Washington, Mer.
6. Chop Chop Boom, Danderliers, Sta.
7. If It's the Last Thing I Do D. Washington, Mer.
8. This Is My Story, Gene & Eunice, Ala.
9. Door Is Still Open, Cardinals, Atl.
10. Come Back, R. Charles, Atl.

St. Louis

1. Unchained Melody, R. Hamilton, Epi.
2. Bo Diddley, B. Diddley, Che.
3. You Don't Have to Go, J. Reed, VJ
4. My Babe, Little Walter, Che.
5. All Right, OK, You Win E. Johnson, Mer.
6. I'm a Man, B. Diddley, Che.
7. Chop Chop Boom, Danderliers, Sta.

• Reviews of New R & B Records

• Continued from page 61

ballad into a personal vehicle and succeeds in projecting it expressively. (TNT, BMI)

CLIFTON CHENIER AND BAND

Ay-Tete Fee75
SPECIALTY 552—Clifton Chenier knocks out a rocking, rolling number here, with danceable beat and flavor. There's an attractive vocal. Fine for the boxes. (Venice, BMI)
Boppin' the Rock72
Instrumental with boogie beat and full sound. (Venice, BMI)

BUDDY GRIFFIN ORK

You Keep Me Guessing75
CHESS 1597—Attractive ballad with a free-wheeling beat is sung strongly by Buddy and Claudia. Support by the ork is effective. This side could win spins and earn some loot. (Arc, BMI)
I Got a Secret70
Buddy is joined by Claudia in an

effortless chant that moves well. Okay wax. (Arc, BMI)

GUITAR SLIM AND BAND

I Got Sumpin' for You74
SPECIALTY 551—Slim belts out a jump blues. There's a sharp and raucous backing, with plenty of beat and honking horns. A nice disk. Good for the boxes. (Venice, BMI)
You're Gonna Kiss Me72
A slow and bluesy item here, with a Deep South appeal. (Venice, BMI)

THE VARIETEERS

Call My Gal, Miss Jones74
HICKORY 1025—Humorous hunk of material is given a gay ride. There's some spin potential here, with the appeal likely to be as strong in pop and r.&b. areas. (Acuff-Rose, BMI)
Minnie, Come Home70
Rhythmic group chant by the boys

RHYTHM & BLUES RECORDS

FOLK TALENT AND TUNES

• Continued from page 56

first offering. The platter, "Let's Make a Fair Trade," published by San-Lyn Music, b/w "Now Or Never," published by Miracle Music Company, was cut by Tommy Tompkins. The "Fair Trade" side of the recording was written and published by Jack Swanson, co-writer of "Elfie the Elf," and former Jubilee Records artist. Deejays and artists may obtain copies of the platter by writing Jack at 414 Cortland Avenue, Syracuse 5, N. Y. . . . Slim Pickins and Eddie Thorpe are now deejaying a six-day, two-hour-and-45-minute c.&w. show over WWPB, Miami. Thorpe, who penned the tune, "Two Kinds of Love," has recordings out on Deluxe Records under the name of Jimmy Thorpe. WWPB is in need of country & western wax, the boys report.

Mary Ann Johnson types that her first M-G-M recording, "Blue Teardrops" b/w "Keep the Change," has been given heavy spinning by deejays, with many of the jockeys reporting favorable reaction on the release. Mary's latest release on M-G-M is "Lend Me Your Handkerchief" b/w "Just What I Always Wanted." . . . David Childs sends out a call to the record companies from WLSM, Louisville, Miss., for more country & western material. He infers that only Decca has been sending him the wax. Childs advises that he'll be on hand at the Jimmie Rodgers celebration in Meridian, Miss., May 25-26, with his tape recorder, and asks c.&w. artists to stop by for taping.

Guesting with Rex Lawrence over KOCA, Kilgore, Tex., recently were J. E. and Maxine Brown, Elvis Presley and the "Louisiana Hayride" band. Also dropping by Lawrence's turntable recently was Faber Robinson, of the Abbott Recording Company. Lawrence reports that Tommy Scott's Four Star recording of "Dance With Her, Henry" is pulling lots of spins. . . . Buz Walker is now whirling the country & western stuff over WTJH, East Point, Ga. . . . Cowboy star Tim Holt was in for a personal at Sunset Park, West Grove, Pa., Sunday (22), with Don Barry (Red Rider) scheduled to follow, reports Bill Price, WCOJ, Coatesville, Pa. Price serves as emcee and advertising manager for the park. . . .

Jerry O'Dell Talley, KGAF, Gainesville, Tex., typewrites that he recently staged a show at Gainesville ball park, with Elvis Presley, Scotty and Bill, Onie Wheeler, Frank Starr and the Rock-A-Way Boys. KGAF has added another c.&w. show, "Juke Box Review," heard at 6 a.m. daily, to its schedule, adds Talley. . . . For those deejays interested in folk instrumentals, Buddy Durham, WVVA, Wheeling, W. Va., has just the thing. He recently recorded six old-time fiddle tunes on a 78 r.p.m. platter and advises that a copy of the cutting may be had by writing him at WVVA.

Jay Bee Ham relays from WFTC, Kinston, N. C., that the "Country Style Jamboree," held every Saturday night in the Armory in Kinston, is getting bigger every week, and now has more local sponsors than it can carry. The jamboree broadcasts over WFTC each Saturday from 8:30-9 p.m., and

then features dancing until midnight. . . . Featured at the Georgia Poultry Festival held in Gainesville, Ga., May 14, were the Duke of Paducah, the Carter Sisters, the Wilburn Brothers and Marvin Rainwater. The show, in the City Park, was emceed by Elmer Snodgrass, who spins the c.&w. platters over WCGA, Gainesville. . . . C.&w. deejay Marty Roberts, of WCKY, Cincinnati, has a new release out on Coral, "Black Horses" b/w "Ought to Be a Law Against You."

"I've been picking one tune each week as my spotlight tune," writes Clarence Kneeland, WICH, Jewett City, Conn. "It's not necessarily the best one of the week, but one which I believe, with a little extra push, could go places. I play my selection on every program for the week. Tunes given the treatment so far include Red Foley's 'Nobody,' the Carlises' 'Bargain Day, Half Off,' Chet Atkins' 'Hey, Mr. Guitar,' George Morgan's 'I'd Like to Know,' and 'Kvi Vi Vi Vitt,' by Chester Smith and Hazel Hauser on Capitol."

Buddy Williams, WEDO, MeKeesport, Pa., is spinning the wax every Saturday from 6-7 a.m. Williams records for Blue Ribbon Records. . . . Eddy Arnold's recording of "Cattle Call" is stirring up action in Nathan Street's WKSJ, Pulaski, Tenn., area, he reports. Release is proving a success on both country & western and pop shows. . . . About the "Louisiana Hayride," Frank Page, KWKH, Shreveport, (Continued on page 63)

Vee-Jay #137 "GREAT DAY"

Parts I and II
by
Reverend Lofton's 250-Voice Choir
★ ★ ★
Vee-Jay #139

"FEED ME TILL I WANT NO MORE"

b/w
"I WANT TO BE A CHRISTIAN"
by
The Lockhart Singers
★ ★ ★
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"CLIMBING HIGH MOUNTAINS"

b/w
"THE FOUNTAIN"
by
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Checker #817

"ROLLER COASTER"

b/w
"I GOT TO GO"
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"AS LONG AS I'M
MOVING"
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Atlantic 1059

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HOCUS-POCUS

By JAY MARSHALL and FRANCES IRELAND

This is the second in a series of articles by Jay Marshall, well-known American magician, emcee and comedian, and his wife, Frances Ireland, operator of the L. L. Ireland Magic Company, Chicago, who recently flew to London for the international magic conclave sponsored by the London Magic Circle. They are currently touring the Continent and are due back in the States in early June. In this and succeeding articles, Jay and Frances will relate their experiences with theatricals in England and on the Continent.

WE TOLD you a bit about British theaters in our initial article, all most favorable. Our unfavorable discovery was that they are very cold. In America, one goes into a theater from the cold street expecting a rush of warmth. Not so here. You shiver in your wraps inside when it is cold outdoors. The explanation we received is that Britain, great producer of coal, is more in need of dollars, so exports the coal. It is therefore in such short supply that it is used sparingly. Gas heat is not used here, and oil seems to be a new idea and expensive. Warmest place in London (also one of the highest priced) was the Savoy Hotel where Jay worked.

All theaters have bars in the lobby or lounge rooms and most have light lunch as well. Women serve tea or coffee or refreshments at your seat if desired. This makes considerable mess on the always-carpeted floors, so the moment the performance is over, batteries of cleaning women with baskets go thru the rows of seats, picking up the rubbish. It provides employment, to say the least. No popcorn is sold anywhere. All theaters are spotlessly clean, well kept up, with courteous personnel. Ticket window people (often women) are pleasant, and in no way related to the ogres often found in our native ticket windows.

Theater tickets are printed on thin paper (not cardboard), and come in booklets from which the seller tears the ticket. They are almost square, and are scored for tearing again when the usher seats you and returns the stub. All houses have special windows for future bookings (as they say) of tickets for advance performances, plus one for "today's performance." This one is often smugly posted: Sold Out.

The shows start at the advertised time, not 15 minutes later as ours usually do. Matinees are often on

Tuesday or Thursday, so that on any given day, it is possible to see a matinee somewhere. This would seem to help business. No theater is open on Sunday, but the cinemas open in the late afternoon. All shows end with the playing (and sometimes singing) of "God Save the Queen," for which everyone respectfully stands and waits until the last note before leaving.

We were struck with the extreme youth of some of the theatrical employees. Page boys of 14 are common, but did not seem so strange to us as a musical combo playing at the Windmill Theater, in which the piano player was perhaps 14, and the other two not a day over 15. Here and there you see an undeveloped little girl-kid just starting out in show business and looking as tho she ought to creep back into the shell until her womanhood caught up with her. The law permits teenagers to work. Salaries are not good, according to American standards, but for these beginners they are really pitiful.

Theater programs are sold by ushers at 6 pence, sealed with a label so they cannot be resold. They also have the larger pictorial souvenir programs for more money. There are no free programs.

We saw the Crazy Gang in "Joker's Wild," a much funnier but similar show to Olsen and Johnson. The Crazy Gang consists of five old-time comics. Nervo and Knox, Bud Flanagan, Naughton and Gold and a big cast. This show, in its various versions, of which "Joker's Wild" is the current one, has been a great favorite for years. Another wild comic show was "Talk of the Town," featuring the very popular comedians, Jimmy Edwards and Tony Hancock. A much more restrained form of fun, but good fun at that, was Robert Morley, writer and star of "Hippo Dancing," now in its second year.

(To be continued in the June 11 issue.)

BURLESQUE BITS

By UNO

Justice Aron Steuer reserved decision in Supreme Court May 16 on a motion to compel License Commissioner Edward J. McCaffrey to issue a license for burly shows in the Orpheum, Brooklyn. Application by Thomas J. Phillips, executive director of the Burlesque Artists Association, was twice rejected by the commissioner. The New York Civil Liberties Union submitted a brief in behalf of Mr. Phillips, stressing the fact that the word burlesque does not mean dirty and that the commissioner does not have the power of a censor. . . . Gypsy Rosalie Gore sends word of the death of her uncle, Abe Gore, comic, who passed away May 3 while working at the State and Harrison theater in Chicago. The deceased, a principal with the original cast of "Abie's Irish Rose," had been a long-time sufferer of a heart ailment. . . . Vida Van Dyke, featured exotic, following a tour of Western theaters, returned to her home in Utica, N. Y., where she celebrated a birthday on May 27. . . . Columbus, O., dailies on May 10 pictured and storied Geraldine Garner, billed then at the Gayety as "Sequin," as much disturbed when an intruder tried to enter the bathroom window while she was in the tub in her suite at the Town

Hotel. . . . Feature acts in Calumet City, Ill., where strips now wear net bras, panties and fringes consist of Jennie Lee, followed by Evelyn West, at the Follies Berge; Lana Richards, Show Club; Revere and Ruche, 21 Club, and Sally Rand, coming in to the Rip-tide Club. . . . Harry Kane, former house singer, is now owner and host of the Vogue Room on East 57 Street, Manhattan. . . . Dagmar, who closed recently at the Silver Slipper, Las Vegas, Nev., will soon leave on an extended tour of niteries in Australia.

Alice Marion writes from Los Angeles of the death of her husband, Harry Marion, youngest son of the late Dave Marion Snuffy, the Cabman, on May 12 at the family home 732 S. Mansfield Ave. In show biz Harry was at one time advance man for the Clyde Beatty show. Burial was on May 16 under Masonic auspices. . . . The Munz family name is disappearing from showdom with the closing and planned demolition of the Century theater in Detroit after some 40 years. The late Charles V. Munz operated the former Palace theater, leading Detroit burly house, for many years, and the operation of the Century was carried on by his son, David Munz who is now retiring. . . . Bob Ridley, house singer, is mourning the loss of his wife, Mollie, who died on May 17 at their home in Philadelphia. . . . Jennie Lee has been listed by Cabaret mag of Chicago, as one of the top four burly queens along with Lily St. Cyr, Evelyn West and Tempest Storm. . . . The Empire in Newark, N. J., now that it has been newly equipped with an expensive air-cooling system, will likely remain open all summer, as will Harold Minsky's Adams, nearby.

PHILLIPS WINS

Court OK's License for N. Y. Burly

By UNO

NEW YORK, May 21. — The date May 19, 1955, will go down in burlesque history as the day Justice Aron Steuer in Supreme Court directed that New York License Commissioner Edward T. McCaffrey issue a license to Thomas J. Phillips for the right to return the burlesque form of entertainment to New Yorkers.

This has come to pass after burlesque has been absent from the city since 1937 due to shows being banned because of indecency.

Major credit for the victory must go to Phillips, who, in his days following stage retirement, fought hard to establish a union for burly performers and is now executive head of the Burlesque Artists Association. Phillips had kept up a persistent battle with the License Commissioner, who had twice turned thumbs down on the license request.

A portion of the credit must also be given to the representatives of the New York Civil Liberties Union who argued mainly about the points of law involved which helped to sway Justice Steuer's mind in the final decision.

Now that New Yorkers are to be regaled with the return to burly, let us all hope they will buy and patronize it as they did in the prosperous Columbia and American wheel days. Then burlesque shows were real Broadway musical productions, cheap enough for the average working man and a training ground for performers of all kinds.

FOLK TALENT AND TUNES

Continued from page 62

La., reports: Werly Fairburn (Capitol) is with the show thru May; Leon Payne to guest-star May 28; the show played to good houses on a recent tour thru Texas, and 16 graduating classes visited the "Hayride" May 7. Page also info that KWKH and the CBS network will originate a half-hour show from Meridian, Miss., during the Jimmie Rodgers celebration this week, and that Tennessee Ernie will broadcast his CBS-TV show from that city.

Dink Embry, who mans the c.&w. turntable at WHOP, Hopkinsville, Ky., two hours a day, was commissioned a Kentucky Colonel recently by Gov. Lawrence Wetherby. . . . The Tunetoppers, a five-piece combo featuring Homer Riddle, rhythm piano; Tommy Turner, drums; Joe Parr, rhythm guitar; Bob Seay, fiddle, and Pee Wee Milton, electric guitar, is currently playing square dances on Friday and Saturday nights at Floyd's Barn, Fountain Inn, S. C., reports Joe (Uncle Dudley) Edge, who, besides emceeing for the group, twirls the c.&w. wax at WESC, Greenville, S. C.

Jimmy Logsdon (Decca), country deejay-entertainer, has signed a new one-year contract with WHLO, Louisville. Station now carries eight hours of country music per day. Logsdon's combo, the Golden Harvest Boys, now comprises Howard Whited, lead guitar; Clyde Coffey, steel guitar; Lonnie Pierce, fiddle, and Clarence Morris, bass. . . . Vic McAlpin, Nashville songwriter, has joined up with Nat Tannen's Tannen Music, New York. . . . Recent guests on Ralph Emery's "Tennessee Hayride" over WSIX, Nashville, were Bill Carlisle, Justin Tubb and those zany comics, Stan Freberg and Daws Butler. . . . Jim Reeves and Charlene Arthur stopped in at KCFH, Cuero, Tex., recently for a guest shot on Willie's Jones' platter session.

Bill Bentley, c.&w. spinner at KSTV, Stephenville, Tex., writes: "Had a visit recently from a couple of fairly new folks in the country music business, Mike Ratliff, of Ren Records, Rising Star, Tex., and one of his artists, Jimmy James.

THE FINAL CURTAIN

ALLEN—Lee C., 56, well known cookhouse operator, May 12 in Ironton, Mo. A native of Marianna, Ark., he had worked for many years on Dyer's Greater and other Midwest shows. At the time of his death, he was with Warwick Shows. Survived by his widow, Helen, and a brother. Burial in Marianna.

BLAIR—John E., 48, a pioneer in selling house trailers to outdoor show people, at St. Louis May 19. He was a former mayor and city councilman at St. Louis and formerly of Lansing, Mich. Survived by his widow, daughter, son, two brothers and a sister.

BLOOD—George, 52, superintendent of the dining department on the Ringling-Barnum circus, in Boston May 14 of a heart ailment. He had been on the show since 1923 and head of the dining department since 1937. Survived by his widow, Florine, and a son, Robert, both of Miami. (Details in General Outdoor section.)

BRAY—John Franklin, 49, former Hollywood motion picture actor, May 3 in Gladewater, Tex. He most recently appeared in "Viva Zepata," "Mr. Belvedere Goes to College," "Here Comes the Groom" and "Pale Face." He also had been cast in short subjects. Survived by his widow, three brothers and two sisters.

CANTARA—Mrs. Mary P., 74, veteran outdoor show personality, recently in Vero Beach, Fla. Survived by her husband, Simon; a son, Charleton, Vero Beach, and three brothers and a sister in Massachusetts. Burial in Crest-lawn Cemetery, Vero Beach.

CARREON—Mrs. Etta, 87, veteran circus equestrienne, May 11 in North Hollywood, Calif. Born in Davenport, Ia., she entered show business at the age of 16. Later, she performed with her husband, Carlos, in the presentation of the Black Horse Troupe, a Liberty turn. For many years they played with Polack Bros., Sells Floto, Sparks, Ringling and other shows. In addition to her husband, she is survived by a brother, Louis, Chicago, and a sister, Mrs. Elsie Higgins, North Hollywood. Burial May 13 in the Pacific Coast Showmen's Rest, Los Angeles.

CORWELL—Sara Valesca, 72, one of the original Golden Sisters, well-known vaude and legit team of years ago, recently in Toms River, N. J. Survived by her husband, Tom L. Corwell, former band leader in Norris and Rose circus shows, and a sister, Aarona.

GABRIELSEN—Holger, 58, Danish actor and producer, May 7 in Copenhagen. He was a member of the Royal Theater Company.

GARDNER—George, 73, veteran outdoor showman, May 5 in Columbus Hospital, Whiteville, N. C. For the past 16 years he was with the Central Amusement Company. Burial in Whiteville Cemetery.

GOLDEN—Happy, 75, veteran minstrel and vaude performer, at General Hospital, Cincinnati, May 22, of complications. Deceased had spent nearly 35 years on the road, dividing the time between minstrel shows and vaude. He also had appeared with several legit attractions. Golden, who made his home in Norwood, O., adjacent to Cincinnati, in recent years worked the summer season at Sandy Beach Park, Russell's Point, O., for Lou Greiner. He had been in ill health for some time and took a turn for the worse with the passing of his only sister, Rose, more than a year ago. Funeral from the Treadway Funeral Home, Norwood, May 24, with interment in Spring Grove Cemetery, Cincinnati. No known survivors.

HIATT—W. A., 75, supplier of hay and grain to circuses in Greensboro, N. C., for 55 years, in that city May 10 of a heart ailment. Besides selling feed to shows, he assisted agents in contracting the town for circus dates. Survived by his widow and two sons, Walter A. Jr. and Harold D. Burial at Greensboro.

HUMMELEIN—Mary Louise, 53, wife of John Hummelein, for many years a salesman for Paramount Pictures, Detroit, and more recently with Clark Theater Service, May 15 in Detroit. In addition to her husband, she is survived by two daughters, Mrs. Jeanne Stanley and Mrs. Helen Coulon. Burial on Kelly's Island, O.

HOBSON—Estella E., 80, of the Riding Hobsons and wife of Homer Hobson Sr., of a stroke at her Pacific Palisades, Calif., home May 13. She entered show business as a member of the Earle Sisters, dancing act, and began circus work when she was married in 1893. The Hobsons were with

They are new in the business but with the practice of visiting the deejays they are going to help themselves a lot. I am always ready to talk to any artists or artist reps who come this way. . . . "Chuck Wagon Jubilee," new show handled by Layne Hungerford, is being heard from 12:30-12:45 p.m., Monday thru Friday, over KWEW, Hobbs, N. M. Seg features a different c.&w. artist each day, with preference given to those playing in the territory.

Wild Bill Price, WCOJ, Coatesville, Pa., is using a series of taped shows to plug Sunset Park, West Grove, Pa., of which he is advertising manager. Price, who also does emcee chores at the spot, features records of artists who are due in at the park for personals. . . . Some inside help from local high school students is keeping Holly Bishop, KWIE, Kennewick, Wash., and his listeners "up" on the younger generation's favorite tunes. Bishop brings in the boys and girls to act as guest deejays on his "Jolly Holly Hour."

Sells, Forepaugh, Main, Ringling, Floto, Hagenbeck and other circuses. She retired after the 1931 season except for working as an actress at the Century of Progress, 1933. Survivors include her husband, Homer, and two sons, Homer and Herbert, Chicago. Burial in Chicago May 18. (Details in Circus section.)

HOFFLER—William C., 83, retired cyclist of the old Barnum & Bailey Circus, May 16 in Geneva, N. Y. After leaving the circus in the early 1900's he played fairs and major vaudeville circuits.

HOFFMEYER—William C., 66, for the past several years maitre d' at the Chez Paree, Chicago, May 6 in Chicago. Survived by his widow, two sons and a daughter. Burial in Rosehill Cemetery, Chicago.

KENYON—Miss Carolyn, 82, retired actress, recently in Fort Worth, Born in Iowa, she traveled with a stock company for many years. She came to Amsterdam, N. Y., with her family in 1910 and played in several productions on the New York stage. At the time of her retirement in 1912, she was acting as understudy to Grace George. Survived by her brother, W. S. Kenyon, Fort Worth. Burial in Fairview Cemetery, Amsterdam, N. Y.

LEVY—Arthur Jay, 62, well known theatrical press agent, recently in Norwalk, Conn. He was press agent for David Belasco and recently completed a cross-country tour with Melvyn Douglas. He also presented Tallulah Bankhead, Katharine Hepburn, Rosalind Russell, Joan Bennett, Ina Claire, Lenore Blilich, Jane Cowell and Irene Bordoni. Survived by his widow, Helen. Cremation May 14 in Westport, Conn.

MERROW—Frank D., 49, concessionaire with Siebrand Bros.' Shows, May 15 in Winslow, Ariz. Survived by his widow, Rose, and two brothers, Warren, Pasco, Wash., and Robert, Tulsa, Okla.

OLSEN—Lauritz, 82, well-known Danish actor, May 9 in Copenhagen. He performed leading roles in many reviews and plays.

O'ROURKE—Charles Stanley, 56, well-known Detroit radio and TV personality, May 11 in that city. Known professionally as Chuck Stanley, he started out as a song plugger with the "Red Apple Club" on Station WCX (later WJR), Detroit, and for many years was in charge of the "Happy Hour Show" over Station WMBC, Detroit. He also performed as a singer with various road shows and appeared with a stock company in Minneapolis. Survived by his widow, Ruth; a son, Charles, and a daughter.

PHILLIPS—Harris G., 66, former stage manager at the old Majestic Theater, Milwaukee, May 15 in that city. In 1928 he went with the Riverside Theater and remained there until 10 years ago. At the time of his death he was a stage employe at the Tower Theater, Milwaukee. He was a member of Milwaukee Local 18, International Alliance of Theatrical Stage Employees. Survived by a brother, Benjamin, Glendale, Calif.

PIERLOT—Francis, 79, TV actor on the Jack Carson show, May 11 in Hollywood. He began his career as a theater usher in Boston and later played roles in stock companies. He had appeared in vaudeville and on Broadway, as well as in Hollywood films. On Broadway, his shows included "Of Thee I Sing" and "Knickerbocker Holiday." A daughter survives.

RICCO—Joseph, 65, veteran outdoor showman, May 8 in Jersey City, N. J., of a heart attack. A wrestler, known as Bull Ricco, he operated an Athletic Show for many years.

ROBERTSON—Elizabeth H., 52, wife of James N. Robertson, principal owner of the Roosevelt and Cinderella theaters, Detroit, May 13 in Detroit. In addition to her husband, she is survived by a son, Edward K.

ROYLE—Mrs. Selena Fetter, 95, retired actress and widow of Edwin Milton Royle, author of "The Squaw Man" and other plays, May 10 in Van Nuys, Calif. Selena Fetter made her debut in Louisville in "Romeo and Juliet," and later appeared with Stuart Robson and William H. Crane in "The Henrietta" and with Lionel Barrymore in "The Other Girl." She had also appeared in several of her husband's plays. Two daughters, Josephine and actress Selena, survive.

SEDERHOLM—Mrs. Harriet, mother of Alfred Lunt, the actor, May 15 at Genesee Depot, Wis. Two daughters and another son also survive.

SKJERNE—Godfred, 75, renowned Danish music critic and collector of musical instruments, May 7 in Copenhagen. He was an authority on musical instruments and had charge of the Carl Claudius collection of famous instruments.

SPONG—Hilda, 80, stage star whose career spanned 65 years, May 16 in Ridgefield, Conn. Her first appearance was in 1898 in "Trelawney of the Wells" and her last appearance in 1937 in "The Lady Has a Heart." She began her career in Australia, moved to London and then to New York. Among the plays in which she appeared were "Harvest," "The Right Age to Marry," "What Never Dies," "Vells," "He Understood Women," "The High Road," "Young Sinners," "Even-song," "Only the Young," "Thorobred," "These Two," "Birthday," "One Good Year" and "Higher and Higher."

STALLINGS—Frank, 44, president of Gibson County Fair, Trenton, Tenn., May 17 in Humbolt, Tenn. At the time of his death he was making preparations for the 100th anniversary of the fair. Survived by his widow and several children. Burial in Humbolt.

WINTERS—Floyd Clinton, 70, retired vaude and rep show performer, May 11 in Tampa. Cremation in Brandon, Fla.

ZANE—Andrew, 30, Girl Show operator on the King Reid Shows, April 28 of injuries sustained in an automobile accident in Manchester Center, Vt. Survived by his widow, Jean, and a brother.

WANTED

DANCERS AND PARADE GIRLS

For the chorus of the all-summer stock show at the Globe Theater, Atlantic City, N. J. Rehearsals begin at Atlantic City, June 13, and theater opens June 17. Write, wire or call until June 11 to

PAUL MOROKOFF

Hudson Theater, New York Ave. at 38th St., Union City, N. J.
Phone: UNion 3-9772

Drive to Organize Carnival Workers Again Led by Karsh

Teamsters-Chartered Union in Field; Royal American Shows First Target

By HERB DOTTEN

CHICAGO, May 21.—Another attempt to unionize carnivals is under way.

This time it is thru the Carnival and Allied Workers' Union 447, St. Louis, chartered by the International Brotherhood of Teamsters.

Again, as in 1952, the organizer is Harry Karsh. In his previous, unsuccessful try Karsh operated under the local charter of the Carnival and Amusement Workers' Local 450, International Jewelry Workers' Union, St. Louis.

Karsh organized fewer than a dozen shows in '52 before the charter of the Carnival and Amusement Workers' Local 450 was canceled following action by the Executive Council of the American Federation of Labor.

The council requested the International Jewelry Workers' Union, St. Louis, to revoke the charter and the Jewelry Workers' Union acceded.

At the time, George F. Meany, then secretary-treasurer of the AFL Council, said the issuance of the charter to Karsh, purportedly to organize carnival workers, was irregular and outside the natural jurisdiction of the Jewelry Workers' Union.

Consistent Policy

AFL policy consistently has been to refuse issuance of charters to organize carnival workers. Within recent years it has refused three such requests, the last as recently as two weeks ago.

In refusing one of these requests, the AFL stated: "It has always been contrary to the policy of the American Federation of Labor to issue charters where there is no stability. This (carnival) work is highly seasonal and it is difficult to determine the employee's status of many of the people engaged in this business."

Harry E. O'Reilly, director of organization of the AFL, this week in Washington reiterated this as AFL policy.

"It was our policy two weeks ago when we refused the last request for such a charter—and it is our policy now," O'Reilly said.

Initial target of Karsh in his current attempt to unionize is the Royal American Shows, the largest of the carnivals and the first organized by him in '52.

Josephine McMahon, Jack Duffield Wed

CHICAGO, May 21.—Jack Duffield, of Thearle-Duffield Fireworks Company, this city, and Josephine Scott McMahon, also of Chicago, were married here Saturday (14) in the Union League Club.

Wis. State Fair Skeds 10 Auto, Cycle Races

MILWAUKEE, May 21.—A total of 10 motor speed events, including four during the fair, have been scheduled at the race track of the Wisconsin State Fair this season, Willard (Bill) Masterson, manager, announced.

The program will open on May 29 with an AMA-sponsored motorcycle race meet, and on July 3 a sports car race is scheduled. The traditional 100-mile AAA big car national championship meet will be held June 5 and a 150-mile stock car race on July 17.

The race meets during the fair will include a 100-mile stock car event on August 21; 150-mile stock

In his current effort Karsh first approached Carl Sedlmayr Sr., Royal American owner, during the Florida State Fair, Tampa, in February. When the Royal American opened its season two weeks ago at the Memphis Cotton Carnival, Karsh was in Memphis for more than a week, during which time there were repeated talks between him and Sedlmayr. Harold G. Gibbons, president of the Teamsters' Joint Council, No. 13, St. Louis, joined Karsh briefly in Memphis.

Seeks Weekly Scale

Initially, Karsh was reported as seeking a \$2.24 minimum hourly pay, double time pay for Saturdays and Sundays and welfare benefits, such as hospitalization and medical care insurance. In talks since, Karsh is reported as having abandoned efforts to obtain a minimum hourly pay, negotiating instead for a minimum weekly pay scale (one

for ordinary show help and one for ride foremen). He also is reported as having abandoned efforts for double time pay for Saturdays and Sundays.

As the Royal American Shows played Nashville this week, indications pointed to an early signing by Sedlmayr. Expectations are that Karsh will sign up the show next week during its Paducah, Ky., stand.

While Karsh concentrated his efforts upon the Royal American Shows, owners of other shows were not idle. Some consulted labor lawyers to be briefed on the rights of employers and of employees. And not a few sent out calls urging other show owners to consult lawyers who specialize in labor law.

At week's end, indications were that some of these shows will put up vigorous and determined resistance to Karsh.

Packs Bows June 10 In Jackson, Miss.

ST. LOUIS, May 21.—Tom Packs' Circus will open its 1955 summer season on June 10 with a Shrine-sponsored two-day event in Jackson, Miss., it was announced this week. The season will run thru August 20 when the show will be in Baton Rouge, heretofore included in the show's winter itinerary.

The Jackson engagement is a first for Packs and will be followed by the established trek thru Southern Illinois under auspices of the East St. Louis Shrine and its clubs, a four-day showing in Nashville, stands in Evansville, Ind.; Cape Girardeau and the 13th annual Shrine circus in St. Louis.

New dates have been booked under Shrine sponsorship in Alexandria, Va., and Birmingham, and police dates in New Castle, Pa., and Charleston, W. Va. Plans for a longer season were dropped when it became obvious that same would interfere with long established State and county fairs, the Packs' office said.

Program Staff

Tom Packs will have Jack Leontini as assistant, Al Vernon as musical director, Anita Ribero as vocalist and Bob White as announcer. Ray Goldschmidt will travel with show as auditor-treasurer and Loren Wisdom will handle the fireworks displays. John Manko will again be in charge of riggers and propmen and Charles Barekman is electrician.

The line-up of acts will include: Pat Anthony's wild animals; Antonucci's Chimps; Alarno's Trained

Pigs; the Paramount Bears; Peterson's Jockey Dogs; Harrison's Miniature Circus; Leana's Ponies; Lady Barbara's Pets; Tom Packs' Elephants with the Madisons; Pickard's Seals; Victor Julian's Dogs; Hendricks Family, equestrian car and

(Continued on page 87)

George Blood Dies; Ringling Cookhouse Boss

Served as Baker, Chef, Department Head in 31 Years

BOSTON, May 21.—George J. Blood, 52, superintendent of the dining department on Ringling Bros. & Barnum & Bailey Circus, died at his hotel here Saturday (14), final day of the show's Boston engagement. He had been with Ringling 31 years.

He had been ill for some time and had been away from the show occasionally in recent seasons because of a heart ailment. Blood was widely known among show people, food suppliers and Army quartermaster officers, who conferred with him on problems of feeding men on the move.

Blood was born in Waterloo, Ia., May 2, 1903, and was introduced to circus business by a brother, Willis, who was in the Ringling

(Continued on page 87)

ENGLISH TV, DODGEM CLASH

PONTYPOOL, Wales, May 21.—The rapid growth of television in Britain caused trouble in this south Wales town between local video viewers and ride operators. Viewers complained the Dodgem cars at a nearby amusement spot caused interference with their programs. The local council came up with an answer. Install suppressors on the Dodgem cars—cost \$2 per car.

EDITORIAL

Unionization—Again

As reported on this page, another attempt is being made to organize the carnival business. The leader is the same man who spearheaded the 1952 attempt. The difference is that the charter he now holds is from the International Brotherhood of Teamsters. In '52 it was a local charter issued thru the Jewelry Workers' Union—a local charter which was revoked upon the request of the American Federation of Labor.

The teamsters and the jewelers are members of the same union family—the American Federation of Labor. What is important in the unionization effort is a clash with basic AFL policy, a policy we salute as patently realistic.

Repeatedly, the AFL has refused to issue charters to organize workers in this field.

Why? Because AFL policy—and we quote—"Always has been contrary to issuing charters where there is no stability. This (carnival) work is highly seasonal and it is difficult to determine employee's status of many of the people engaged in this business."

This statement of policy was reiterated this past week by Harry E. O'Reilly, chief of organization of the AFL, to Herb Dotten, outdoor editor of The Billboard.

Why the teamsters are going contrary to this policy we do not know.

But from where we sit, after being a part of the outdoor show business for more than 60 years, we heartily endorse the AFL statement of policy.

The seasonal nature of carnival operations, the doubling between jobs and the number of ride and show operators and concessionaires who would be classed as "independent contractors" are but some of the reasons why a union intent primarily on serving the interests of its dues-paying members would find it virtually impossible to function in the field.

Don't misunderstand. We recognize the rights of carnival workers—or any workers—to organize and seek benefits. But we question the possible benefits of unionization for carnival employees, whether organization comes from within or without.

Carnival workers owe it to themselves to be vigilant and vitally concerned with the intent and character of those with whom they deal regarding employment, union membership or any other business relationship. Show workers know from past experience that because they are transients they do not always enjoy the same consideration and protection given employees of permanently located businesses in the communities they play.

Again, don't misunderstand. The Billboard is not deviating a jot from its traditional position that has earned it the reputation of being a "labor" paper. This publication played a major role in organizing Equity, in helping curb abuses to which performers were subjected during the heydays of vaudeville. It helped in the organization of the American Federation of Radio Artists, the Four A's and most recently of AGVA.

At the same time, The Billboard has been quick to expose anything within these groups which are not in the best interest of the performer. We felt the Ringling circus strike in 1938 was wrong and said so. We felt the AGVA insurance plan was wrong, and said so. We feel just as strongly now.

We are opposed to the efforts of the teamsters' chartered union to organize the carnival field.

We endorse the policy of the AFL in refusing to organize the field for the same sound reasons it gives.

ONE-STOP CENTER

Rides, Pool, Rink Set For Detroit Fun Spot

DETROIT, May 21.—The strong trend towards the establishment of one-stop outdoor amusement centers received further impetus here this week with the announcement that Wonderland Amusement Park would be constructed for a spring 1956 opening.

David Korman, theater owner, said construction would begin on June 1. The location is at John R. and Fourteen Mile Roads in north-end Royal Oak Township, about

midway between two existing major parks.

An integrated amusement center is planned. Included will be a kiddieland with some 18 rides, a drive-in theater, and a swimming pool that will be utilized as an ice-skating rink in the winter. Korman's objective is to make part of the facilities available to the community on a public service basis.

While the center as a unit will not be opened until next spring, the drive-in theater is expected to be ready for a trial run this summer.

'Grand Ole Opry' Tenter Opens With Edgar, Wehle in Charge

KOKOMO, Ind., May 21.—A new tent show, "Grand Ole Opry" Tent Show Unit No. 1, opened here Monday (16) and will go to the East and New England, playing one-day stands.

The show is backed by James Edgar, formerly of Sparks Circus and other shows. General manager is Billy Wehle, former operator of Billroy's Comedians under canvas. Superintendent is Charlie Webb. Marshall Green opened as agent but was forced by a leg ailment to close after booking early stands. The advance now has J. S. Ramsey and Gene Christian.

Performance includes country and western musicians from WSM,

Nashville, and the "Grand Ole Opry." About 50 persons are with the show, including working personnel.

Equipment includes a 60-foot round top with three 30's, seating about 2,000. Unit moves on four trucks. It was framed by Wehle at Henderson, Ky.

Ring Nights Okay

BURNSVILLE, N. C., May 21.—Ring Bros.' Circus had a good night but light afternoon here Friday (13). Canton, N. C., Thursday (12) had a one-quarter afternoon and three-quarter night.

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- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

KING AMUSEMENT CO.
Mt. Clemens, Mich.

CONEY ISLAND, N. Y.

By UNO

Fred and Ida Sindell continue to serve an elaborate and highly entertaining 50-minute show under their Cavalcade of Variety banner on Surf Avenue and West 12th Street, the same if not better as in the past. For their freaks they have Kokomo, the mule-faced boy; Bobbie Reynolds, magician and inside lecturer; Alzora and Johanna, the "strangest family in the world" from the swamps of Georgia; Eunice Martin, snake dancer and contortionist; Margie, the "smallest woman in the world," managed by Mrs. Frances Schmeisser; Aunt Jemima; Jerie Iko, fire dancer; and Carl Holley, alligator skin boy, as extra added attraction. Also offered are Schumpert Prince Eko, sword swallower and lecturer and Theodore Poole, a sword-box illusionist.

A new feature for the Sindells is the Harlem Rock 'n' Roll group of eight girls, a blues singer, a comedian and four musicians and a band headed by Mitch Ayres. Edith Esposito is ticket taker and assistant interior supervisor. Mary Cox and Julius Heffner are ticket sellers. Fred General from Hamilton, Ont., old-time outdoor showman, is maintenance superintendent and Jimmie Hurd and Justin Wagner are outside talkers and general managers, two men the Sindells always rely on for any interior or exterior department emergency. Also operated by the Sindells are two major rides, Whirlaway and Rocket, on the Bowery and West 12th.

Wonderland (formerly Feltman's) Park has for concessionaires the Carto Brothers, and their kiddie and adult rides covering the most territory; Jack Merr, prexy and manager of the J. & M. Enterprises, golf course, high striker and basketball; Whitey Dunn, guess-your-age and ball game; Johnnie and Betty Dusling, fish pond and Shoot-til-U-Win; Joe Franklin, old-time movies; Sid Stampler, balloon game; Johnnie Garrow, fun house and nickel pitch with Judy Myers managing; Irving Shapiro, duck pond and pan and coke bottle games; Nathan Faber, arcade, pokerinos and skeeball game managed by Stanley Faber; Nick Garafalo and Dominick Sabina, shooting gallery and Looper Plane; Abe Rapps and Ben Sharken, carousel; Alex Silverman, novelty stand; Morris Joffe and Irving Harrison, popcorn and confections, and Joe Bartolini and Bill Caruta, Bud-Dee's eatery and bar.

Nick Vouriotis is entering on his eighth season appeasing the appe-

titles of customers at his Metro food show on Stillwell Avenue near the BMT terminal. Most of his trade comes from local businessmen and workers which testifies to the good dishes and coffee served by him and his brother assistants, Frank and Pete. . . . Flanking the Metro on one side is Joe Salvia's large newsstand, the only spot on the island where The Billboard copies are sold and have been the last 30 years. . . . On the other side is Joseph Spinelli who manufacturers and sells ices and home made pizza pies with the assistance of bakers Philip Orlando and Donetto Tusto. The latter is the manager. Chief seller is Grace Terra. The Spinelli establishment is 11 years old this season.

New Kid Spot Bows May 30 In Bridgeport

BRIDGEPORT, Conn., May 21.—A new kiddieland that will service the Bridgeport-Milford-Stratford area will open here May 30 under the title Playland, Inc. Raymond W. Ganim is president; Louis Prussin, secretary, and Neil Ahren, treasurer.

The fun spot is located on the main road from Bridgeport to two large beaches, Short Beach and Lordship. Ganim estimated they will draw from an area that is populated by over 250,000 and is highly industrial.

To date the spot has scheduled eight rides. Six are from the Allan Herschell Company, Inc., including Boats, Roller Coaster, Sky Fighters, Tanks, Jolly Caterpillar and a 36-foot Merry-Go-Round. The Boat is already set up, with the others to be erected in the near future. Two other rides, from Standard Kiddie Rides, are a Ferris Wheel and a Choo-Choo.

The new park is laid out on 3½ acres of land adjacent to the Bridgeport Airport. It will be black-topped and landscaped.

Ill. State Contracts Crew Cuts

SPRINGFIELD, Ill., May 21.—The Crew-Cuts, Mercury recording artists, have signed for a one-day appearance at the Illinois State Fair, Strother G. Jones, fair manager, announced. The quartet will head up the fair's grandstand show August 20.

The four Canadian school mates were named the "Most Played Group of 1954," by The Billboard.

Jones also announced that "Holiday on Ice," will again be a fair attraction, to operate in the tented ice show area for nine nights. A one-hour show will be given each night at 6:30 p.m. and a 2½ hour show each night at 8:30 p.m.

Martin Books Crabbe, Hayes In N. E. Parks

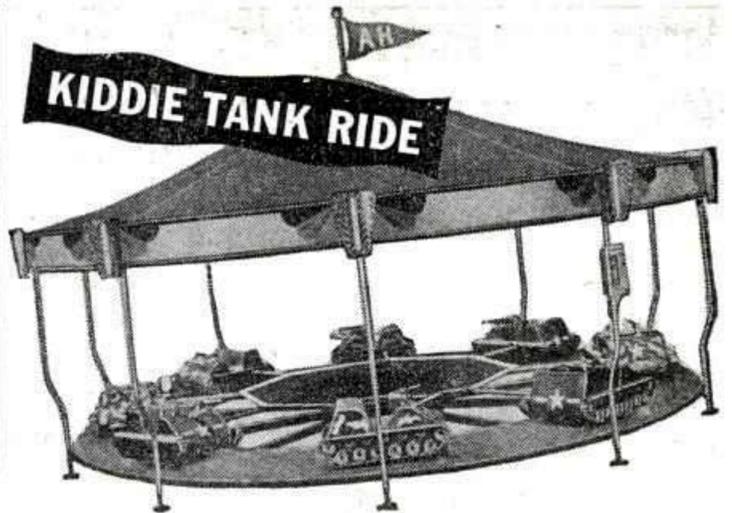
BOSTON, May 21.—Al Martin has booked two park appearances in New England for Buster Crabbe, who is riding high in moppet popularity with his "Captain Gallant" TV series, plus park dates for cowboy comic Gabby Hayes.

Crabbe, procured thru Hattie Althoff of New York, will be the feature of a sports show at Canobie Lake Park in Salem, N. H. from May 26 thru 29. He will also appear at Riverside Amusement Park in Agawam, Mass. on July 3-4.

Hayes will be at Paragon Park at Nantasket Beach on June 4, heading a Western Jamboree show which will include the Three Azelias, cowboy singers, and other acts. There will be an admission fee for the three shows in the park ball-room.

Hayes is also booked into Kennewood Park in Pittsburgh, June 12, and Lincoln Park in North Dartmouth, Mass., June 18.

ILLINOIS FIREWORKS
WORLD'S LARGEST MANUFACTURERS AND EXHIBITORS
Known everywhere. Catalogue mailed upon request. Write or call Box 792, Danville, Ill. Ph. 1716



TANK RIDE RATED TOPS BY SUCCESSFUL OPERATORS

ORVILLE N. CRAFTS
CRAFTS 20 BIG SHOWS
NO. HOLLYWOOD, CALIF.

"The Allan Herschell Kiddie Tank Ride has always been one of our best money rides. It does business when others don't. The buzzing guns are a terrific attraction for the kids. It has given me no trouble whatsoever in two years."

BEN C. HIRSCH
VALPARAISO, IND.

"One of the best money-grossing rides in the business. No other kiddie ride can out-gross it. Never required any maintenance and it's so easy to put on the truck we leave it to the last."

O. J. RUSSELL
UNCLE JOHN'S KIDDIELAND
VINCENNES, IND.

"Our top ride. The day it arrived our kiddieland was mobbed with kids trying to get a ride."

SUMNER RITTENBERG
PLAYLAND CENTERS
BOSTON, MASS.

"The Tank Ride is a completely safe ride, as well as a good money-maker. Never had the slightest trouble with it. Very fast to load and unload."

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ALLAN HERSHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"
NORTH TONAWANDA, NEW YORK

RIDES HIGH IN QUALITY, SAFETY AND PROFITS

Rides built by National over 30 years ago are still in operation and considered too good to replace.

National Is Famous for . . .

- ★ Complete Kiddielands
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- ★ Kiddie Ferris Wheel (For Safety and Profits)
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THE TILT-A-WHIRL Ride

"Best Buy in Rides Today"



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any SIZE...any CAPACITY...any PRICE RANGE...

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- All rides complete, including fences, electric signs, ready to operate. Terms arranged. illus. circular free.

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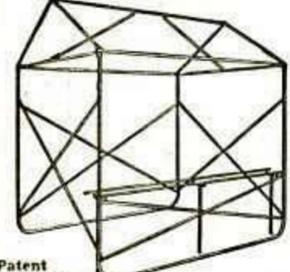
FOR ALL OCCASIONS . . . ANYWHERE

RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:

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3. Expert operators available to completely set up and fire any display.
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10. "Fire Them Yourself" displays are shipped fully assembled, ready to set up and fire. Simple instructions included.
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SECRETARIES AND ENTERTAINMENT CHAIRMEN
WRITE FOR OUR BIG SPECIAL CATALOG

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"CHAMPION" DEMOUNTABLE TUBULAR STEEL TENT FRAMES

Sizes and Styles for Every Outdoor Purpose—Shows, Carnivals, Fairs, Concessions, Refreshment Booths, Etc.

No lumber, no construction costs. Strong, rigid framework of rust-proof steel tubing. Hinged construction makes it easy to erect while standing on the ground—no step-ladder needed. Write today.

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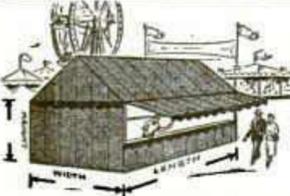


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CONCESSION TENTS AND STEEL FRAMES

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Flashy Trimmings • Any Color • All Sizes • Flameproof or Regular
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We are moving to NEW and LARGER Quarters. Increased Production, No Disappointments, Spring Delivery on All Rides. Full Line of New Rides priced from \$900.00. THE FAMOUS TEEN-AGER CARRY-US-ALL for as little as \$5,500.00. Time sales arranged for particulars. Address:

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CASH WITH ORDER PRICES . . . 10M \$12.50 - ADDITIONAL 10M'S SAME ORDER, \$2.60
Above prices for any wording. Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.

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Complete line. Write for catalog and terms.

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707 East Greenleaf Street
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New Navy Installation Aids Va. Park, Nu-Pike

LONG BEACH, Calif., May 21.—With the Navy to open its new landing spot here May 25, the site will be right in the front yard of Virginia Park and its counterpart, Nu-Pike, both owned and operated by the Long Beach Amusement Company.

Work on the new landing, moved here from the local harbor where shipping improvements are underway, is definitely a break for the local amusement zones.

Business on the over-all for both the Nu-Pike and Virginia Park is ahead of the same period a year ago, L. P. (Pat) Murphy, general manager, said. Weekend weather has been either threatening or rainy, cutting down on the best time of the week for patronage.

Many Folks of Show Realm at Hughes Rites

NEW YORK, May 21.—A goodly representation of show business personages attended the burial rites on Tuesday (17) of Joseph H. Hughes, for more than 20 years associated with the George A. Hamid agency as a booker. Hughes, 70, was found dead in his apartment Saturday (14). Services were in Riverside Memorial Chapel.

Hughes has been connected with many phases of the entertainment world, starting in 1907 when he became a treasurer at Hubert's Museum in New York. He long treasured the memory of how he found the job. Frank Anderson of the museum had placed a help wanted ad which became misplaced in the female wanted section of a newspaper. Finding nothing available in the usual columns, Hughes browsed thru the female section and found the ad, reading "Bright young man wanted as treasurer in theater." Anderson agreed that Hughes was bright for having located the item, and he was hired.

Hughes subsequently was treasurer of Frank A. Robbins Circus, then press agent, then concessionaire, then partner with A. Cohen in Stevens Bros. Shows, then partner in World's Standard Shows. Other enterprises found him as hotel night clerk and manager, theater manager, real estate office manager, night club manager in Panama and talent booker.

It was back in 1928 when Hughes became associated with the Hamid agency, the offer being made by cabie during his time in Panama. Since then he had traveled many thousands of miles and was well known and liked by talent buyers and sellers alike.

The burial was in National Showmen's Rest in Ferncliff Cemetery, Hartsdale. Among those at the rites was Hughes' daughter, Jane, who came in from North Dakota; her mother died several years ago. There were a great number of floral pieces from acquaintances who were unable to attend the services.

Attending the services were Mr. and Mrs. George A. Hamid and the entire staff of the Hamid organization, the Raab family, National Showmen's Association past presidents Phil Isser and Joe McKee, Mr. and Mrs. David Solti, Charles Young, Roger Littleford Jr., James McHugh, Mack Kassow, Frank Conklin from Canada, Dr. Jacob Cohen, Leonard Traubé, David Brown, Sam Rothstein, Herman Cohen, Al Janpol, Moe Elk, Frank Blatsky, Thomas Coffey, Louis Light, Ike Weinberg, Midge Cohen, Dorothy Packman, Ethel Stillman, Anna Halpin, Julia Taffet, Regina Torres, and Ethel Weinberg. Hughes was a long-time member of the NSA.

A relative, Dr. Sargent, offered a special prayer, Dr. Allen E. Claxton conducted the services, and Louis D. King, club chaplain, offered the eulogy.

Altho the parks operate the year round, Decoration Day is considered the opening of the regular season.

Murphy said that at this time the advertising for the two parks had not been completely outlined. Minute films are running in the West Coast Theater houses in Santa Ana, Compton, San Pedro and other first-run theaters. Murphy said the program will probably follow closely that of 1954 when there were special tie-ins with kid television shows. In 1954 the television promotion included minute films and ticket promotions on programs of Captain Jet, Webster Webfoot, Commander Comet and the Jack McElroy shows. Each ran for two weeks, giving the parks a span of eight weeks. Personal appearances were made in connection with three of the shows, McElroy being the one who did not appear.

Nu-Pike and Virginia Park will also use 24-sheet boards, bus cards and newspaper space in addition to the TV coverage. Kid matinees will again be featured Wednesdays after school closes. The first is scheduled for June 22. All rides are 10 cents for children 12 years old and under. In connection with this campaign, approximately 4,000 window cards will be distributed.

A. W. McAskill has revamped his illusion attraction "Belles of 1955" on the Nu-Pike. Floyd Hildgoss opened panda bear pitches on both the Nu-Pike and Virginia Park midways.

Kaye Band Set for Hamid Quebec Show

NEW YORK, May 21.—Sammy Kaye and his band will be featured in a special Coliseum show which George A. Hamid & Son will produce and stage for the Quebec Provincial Exhibition. The nine-day event, which opens September 2, has budgeted \$60,000 for talent.

Hamid, who left here yesterday to visit the Hamid-Morton Circus in Montreal and go over plans for the Quebec show with exhibition officials, said that a French-Canadian theme would mark the production.

The Kaye band will open the show with its famed "want to lead a band" participation scheduled for about 35 minutes.

French Acts
Acts include the Daccis, French comedy act, and La Mourette, also a French favorite novelty presentation, recently featured on the Ed Sullivan television show.

Other acts are the Rameses, Egyptian acro turn; Bobby Wahling and Yvette, cyclists; Edna and Leon, acro; Hurricanes, adagio foursome; Del Rays, only aerialists in the production, and Capt. Hyer, equestrian, on Starless Night, only animal act scheduled.

A line of girls, the Manhattan Rockets, will appear in several production numbers, including the finale with 110 people.

A local band, headed by an imported leader and three instrumentalists, will play the show.

Hamid was accompanied by his scenic designer and builder, Pete Barutta, from Trenton, N. J. Barutta will survey the Coliseum preparatory to creating and building special sets for the production.

Yorkton, Sask., Adds New Hall

YORKTOWN, Sask., May 21.—The Yorktown Exhibition board has started construction of a large building to be known as Jubilee Hall. It will be used this summer as a meeting place for old-timers and visitors during the three-day fair. In future years it will house the display work of 4-H clubs.

Florida Senate Okays \$300,000 For State Aid

TALLAHASSEE, Fla., May 21.—The Senate Appropriations Committee has approved a bill which would provide \$300,000 in State funds to assist counties in erecting permanent fairgrounds buildings and livestock pavilions.

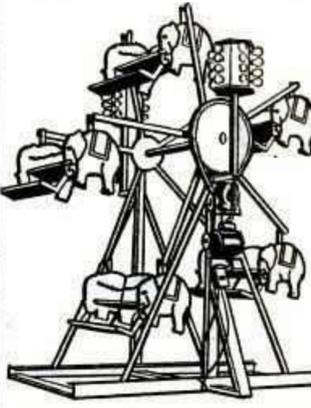
As introduced by Senator Stratton of Callahan, the bill would have made \$500,000 available to the counties. The latter would have been required to match 25 per cent of the State money.

The committee, however, amended the bill to trim \$200,000 for the State contribution, limit the amount any county could draw to \$20,000 and require the counties to match 50 per cent of the State funds.

Von in York

YORK, Pa., May 21.—Von Bros.' Circus played to half and three-quarter houses here Monday (16) under Lions Club auspices. Weather was good, but lot was in a poor location.

KIDDIE FERRIS WHEEL



This beautiful new Ride has a capacity of 15 kiddies. Requires floor space of 7'x9', has over-all height of 10'.

FULL PRICE \$1,095.00

Terms Arranged

KING AMUSEMENT COMPANY
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Horses for Kiddie Rides

NEW TYPE, REINFORCED THROUT

Made entirely of Select, Weather-Proofed Wood with All Laminated, 35 Ply, Cross-banded construction.

LEGS WILL NOT CRACK OR SPLIT!



Overall Size:
35" L, 24" H, 6 1/2" W.

READILY MOUNTED

Horses come equipped with a full depth hole in front of saddle for rod suspension mounting. Also equipped with a pocket in underside for underneath mounting.

PRIMED . . . \$31.50 EACH

Shipped via express collect. Remit in full with order or half down for C.O.D. Larger and smaller sizes also available. Send for FREE BULLETIN NO. S-3.

COLADONATO BROS.
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TENTS ALL SIZES ALL TYPES

Well Made for Over 75 Years

Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

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"SID" T. JESSOP—GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

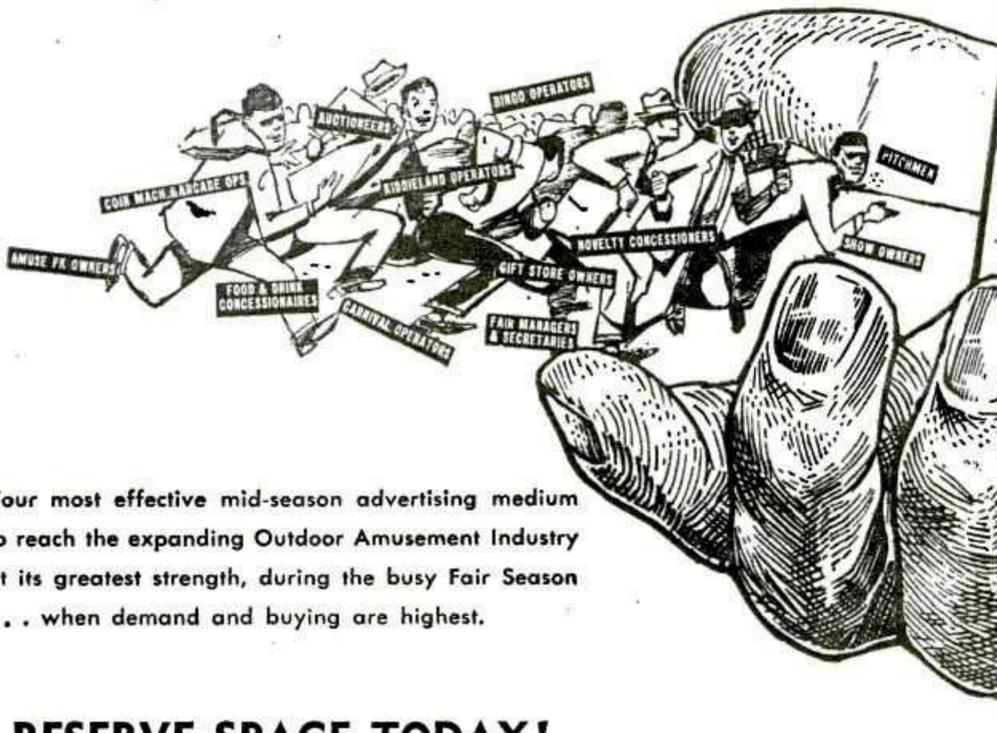
The Readers of the Billboard's 45th Annual SUMMER SPECIAL

DATED JUNE 25

Will Be Your Best Customers and Prospects!

The decided trend of more and more people turning to all forms of Outdoor Amusement and Recreation forecasts another record-breaking year in attendance at Fairs, Amusement Parks and Recreation Centers of every nature.

During the peak months of July, August, September and October, when the greatest majority of equipment, supplies and services are most needed by Billboard readers, their foremost reference and buying guide will be our most complete, helpful and timely SUMMER SPECIAL.



Your most effective mid-season advertising medium to reach the expanding Outdoor Amusement Industry at its greatest strength, during the busy Fair Season . . . when demand and buying are highest.

RESERVE SPACE TODAY!

Make sure complete copy instructions reach us in time to give your ad maximum attention. If we can be of help in preparing your copy and layout, we will be more than glad to do so, FREE OF CHARGE . . . finished art and cuts billed at cost.

**ADVERTISING
DEADLINE
JUNE 15**

- Traditionally a great result-producing Special Issue featuring:
- A complete list of Fair Dates with all last-minute changes and additions.
- Special editorial articles on Food and Drink Concessions . . . profitable tips . . . trends . . . as well as all the important late news and developments.
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Does your present popping oil have all these features?

- Made of Pure Peanut Oil
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*** Only if it's Popsit Plus!**

NO OTHER SEASONING AT ANY PRICE OFFERS ALL THE ADVANTAGES OF POPSIT PLUS. No wonder it's America's best selling popcorn oil—preferred by more theatres, carnivals and outdoor operators because it does the best job. Try Popsit Plus in your own refreshment stand . . . your local distributor will gladly give you a sample supply.



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It's Digestible! Made Only of Pure Peanut Oil

LIQUID POPCORN SEASONING
made by
C.F. Simonin's Sons, Inc.
PHILA. 34, PA.

AUDITORIUMS-ARENAS

New Entry for Expo Field Readied by Baker of Omaha

By TOM PARKINSON
A brand new type of exposition is in the making. It is the Your-Own-Business show being mapped and sold by the L. William Baker organization of Omaha.

The exposition is scheduled to be in Chicago in the late summer or early fall and will be the first of its kind any place. Booth buyers will offer plans and ideas for people to go into extra business, part-time jobs and retirement occupations.

Baker, trade show manager for 35 years, sees this type of show as something a step or two beyond the "do-it-yourself" idea. If the Chicago experiment works out as is expected in the first couple of years, the Baker firm will expand the idea to include four or five similar annual expositions around the country. They aren't worried about others coming into the field because Baker believes he is about the only one with adequate contacts to find the potential space buyers. As he states, it will be an exposition touching on as many as 400 different fields.

Baker sees it all as action to put the "Business Opportunities" ad columns of newspapers into exposition form. He has gone a step further and enlisted the co-operation of the classified ad departments of The Chicago Tribune, other newspapers and Popular Mechanics. Other papers and magazines will work with him on some phases.

Research, Baker reports, reveals that one in three adults is in the market for a new or

additional business. The percentage is higher in the retirement age bracket. Men with small capital and the urge to get into a business of their own will be drawn to the show. Along with them will be the heads of families that feel need for a part-time job on the side, and the wives and mothers that want to work a couple of hours a day.

Offering job ideas to these people will be several main classes of exhibitors, as Baker envisions the show. Franchise deals will put forth ideas for getting into business with a drive-in ice cream shop, a rug-cleaning set-up, a furniture, polish or cosmetic line, a vending machine route and many more. Business brokers dealing in several lines are expected. Maybe one will offer beauty shops for sale, another may have a list of shoe shops, drugstores, hobby shops or similar small businesses available.

The show will seek out operators of small factories who need greater distribution, and get them together with manufacturer's agents who can add to that distribution. Show officials see it as a "boon to new businesses" and a new opportunity for these agents who represent a number of small manufacturing lines.

It is a big order and one that will build slowly, Baker concedes. But in July he will turn full attention to promotion of the exposition. That is when the idea is expected to start germinating into something new for the exposition field.

Our New "Perfection"

This is the Candy Floss machine that HAS EVERYTHING. Precision built spinnerhead, volt meter, heater rheostat, lightweight, all aluminum. No vibration, rubber mounted motor. You will be glad you decided on the PERFECTION. Free parts with each machine. Write today for full information.

ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Ave. Nashville 4, Tenn.

SNOW BALL
Ice Shaver

A Style and Size for Every Need
Write for full particulars
CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

BIG PROFITS
with SOFT ICE CREAM

Sani-Serv DIRECT DRAW DAIRY FREEZER
WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
1348 STADIUM DRIVE-INDIANAPOLIS, IND.

BIG PROFITS
THE BIG SENSATION FOR '55
ORANGE WHIP
America's Fastest Growing Drink Sensation.
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SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

20-30 ARENA DATES

Indoor Tour for 'Arabian Nights'

NEW YORK, May 21. — Guy Lombardo's "Arabian Nights" extravaganza starring Lauritz Melchior will play a 20-30 arena route from Coast to Coast beginning after the Labor Day closing weekend at the Jones Beach amphitheater.

The production's final date out on Long Island will be September 5, a Monday, and the road trek will get underway September 12 in the War Memorial in Syracuse. Total route will include at least two-thirds of the 30-member Arena Managers' Association locations, with a few other dates interspersed along the way. It is understood the dates include Los Angeles' Pan-Pacific Auditorium.

The 200-member show gets rehearsals underway next Wednesday (25) in New York City, when dance workouts are scheduled. Singers begin June 2, swimmers June 6, and the entire cast starts workouts at Jones Beach June 13. The preview is set for Wednesday, June 22, with the regular opening on the following night. All casting has been done with the exception of a couple of specialty acts.

Grossed \$1,100,000
This will be the second edition of the production which grossed a reported \$1,100,000 last season. The same price scale and performance policy will be followed this summer, with tickets at \$1.10, \$2.20, \$3.30 and \$4.40, tax included, and shows seven nights a week at 8:30 with no matinees. Jones Beach capacity is 8,200.

Many details of the road trip have yet to be worked out, and the key figures in the production will keep their eyes peeled thru the summer so that they can perform any modifications necessary for arena showings. Last year, for example, one scene of the two-act musical took place in water, featuring a huge whale replica. It is expected that the two-hour show this year will have about 12 minutes of water activity. One of the acts in the show is the Lottie

Mayer Disappearing Water Ballet, which has performed at numerous outdoor events in portable tanks, so their appearance would not have to be sacrificed indoors. It is understood the whale may be retained by using wheels to roll it across stage. The Mayer water act toured extensively as a feature with another arena show, "Hippodrome," which also incorporated the "Dancing Waters" spec.

"Arabian Nights" may be the largest book show to tour the arenas if all members make the trip. George Marion Jr. has been tightening up the story line and inserting more humor than in 1954, and Rod Alexander has been brought in to provide fresh choreography. Other credits are unchanged.

Melchior will be supported by a cast including Helena Scott, William Chapman, Ralph Herbert and Hope Holiday. Premiere danseuse is Kathryn Lee, and also signed is Nirska, butterfly dancer whose costume has 350 yards of silk with a 26-foot wingspread. Pembroke will direct the 52-piece orchestra. Score is by Carmen Lombardo and John Jacob Loeb, who have included two new numbers for Melchior.

Leon Leonidoff is again staging and directing the production. Instrumental in the show booking is the William Morris agency. Herb Berger will be general manager.

Frank Stallings Dies Suddenly

HUMBOLDT, Tenn., May 21.—Funeral services were held here Wednesday (18) for Frank Stallings, veteran manager of the Gibson County Fair, Trenton, who died Tuesday (17) in a hospital here.

Death came after a brief illness. His wife and daughter survive.

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SAY YOU SAW IT IN THE BILLBOARD!

Raab to Handle Northeast for Hamid Agency

NEW YORK, May 21. — Babe Raab will handle sales and service in the Northeast territory for the George A. Hamid & Son talent agency, it was announced here yesterday. Raab, a Hamid nephew, has been active in agency affairs for some three years and worked closely with Joseph H. Hughes, veteran field representative who died last week.

In making the announcement, George Hamid Sr. said that a number of inquiries had been received from customers in Canada, New York and the New England States following the death of Hughes. He pointed out that Raab had accompanied Hughes on sales trips on a number of occasions and was well known to most of the talent buyers in the area.

Hamid said that he and his son, George Jr., would also step up their activity in the territory.

Atlanta Fair To Conduct Youth Contest

ATLANTA, May 21.—The Southeastern Fair this year will name an outstanding boy and girl in a state-wide contest, E. Lee Carteron, general manager, announced.

Under the plan, school system superintendents will receive nominations from individual high schools. Each superintendent will appoint a committee to select the top boy and girl in the group. A citizens committee in each congressional district will then judge all nominees, and the 10 outstanding boys and 10 outstanding girls will be invited to the fair to attend a dinner where the finalists will be selected. Prizes will be \$50 bonds.

Dixon, Calif., Gate Off 702

DIXON, Calif., May 21.—Altho an opening day attendance record of 3,809 was set by the Dixon May Fair, the event ended its three-day run here Sunday (15) with a total gate of 19,385, a mere 702 under 1954. Bob McClure, secretary-manager, said, however, paid attendance was up approximately 1,000 over last year.

Schools here closed at noon opening day, Friday (13), for the students to attend the 80th annual exposition.

A horse show was featured Friday night along with El Coyote, Mexican roping champion. A highlight of that day's program was the presentation of Bill McGaw's Tournament of Thrills. Bozo the Clown (Larry Valli) appeared on the independent midway thruout the entire run. Another presentation was the Jungleseum, a display of wild animals. Saturday's outstanding event was the sheep dog trials.

Sweeney Adds Press Agents

DES MOINES, May 21.—National Speedways, Inc., has added three new publicity men to its staff. Al Sweeney, top man in the organization, announced.

Beryl Miller, formerly with the Des Moines Register; Pete Moosman, Drake University Delphic, and Wayne Panter, Lubbock (Tex.) Journal have joined to work under publicity chief Moke Cosby.

Sweeney further reported he signed to provide auto races at the Burlington (Ia.) Hawkeye Fair this year. A big car still date will be held under the lights on June 18 and a late model stock car race during the fair on August 12.

CATERPILLAR SWAPPED FOR BAND ORGAN

NEW YORK, May 21. — How much is an old Caterpillar ride worth? It's worth a band organ and \$1,000. The curious swap came about last week after the Geist family at Rockaways' Playland noticed an ad by A. Karst and Son, of Forest Park, Hanover, Pa., offering the organ for sale. The trade was proposed and accepted, and now the Queens funspot is in possession of its organ, weighing 3,500 pounds and standing 8 feet high and 11 wide. It has a keyboard which can be used in lieu of music rolls. What will the park do with it? "Frankly," vice-president Dick Geist says, "we don't know."

Joe Bradbury, Chamblee, Ga., visited Ring Bros.' Circus. . . . Bob Printy, the old circus wrestler, visited Paul Nelson, Joe Rossi, Charles Brady and the band on Mills Bros.' Circus at Huntington, Ind., where he also talked with the King-Cole billposters. . . . Paul M. Conaway is in Texas on business.

Weather, Helicopter Boom Hunt's Early Stands in Pa.

FLENSIDE, Pa., May 21.—Hunt Bros.' Circus has been enjoying excellent business at its early stands, mostly confined to Pennsylvania.

Success is accredited to two factors. First, the weather has been excellent despite the normally treacherous nature of the elements at this season. Second, and according to show officials the most important, is the use of the show-owned helicopter for ballyhoo purposes.

The flying machine, which hovers over each town several days in advance but always returns for a last-minute push to help each daily stand, is credited by the Hunts with building attendance to the point where all of the seats have to be erected daily. Additionally, three shows are sometimes necessary to accommodate the crowds.

Besides ballyhooing the performance, the helicopter adds additional dollars to the office wagon thru the sale of advertising messages over the machine's public address system. Still something of a novelty, even in the thickly populated Eastern industrial areas, the helicopter attracts considerable at-

tention even before announcements are literally shouted from the skies.

A service feature which has won considerable praise from the public is the new portable comfort station. The model sanitation unit has won the approval of health officials everywhere, show officials said, and completely eliminated the need for concern over ordinances and regulations.

The show's novel big top, new this season and constructed entirely with cable instead of rope, has been working out excellently, virtually from the start. The builder, Arthur E. Campfield of New York, this week checked the top with the owners. Altho a few minor adjustments were thought to be necessary several weeks ago, they were eliminated in the process of moving and using the tent.

The show has played a number of suburban dates around Philadelphia well in advance of the Ringling Circus, which arrives in the Quaker City this weekend for a week's stand. For the next few weeks the show will probably confine its activities to New Jersey.

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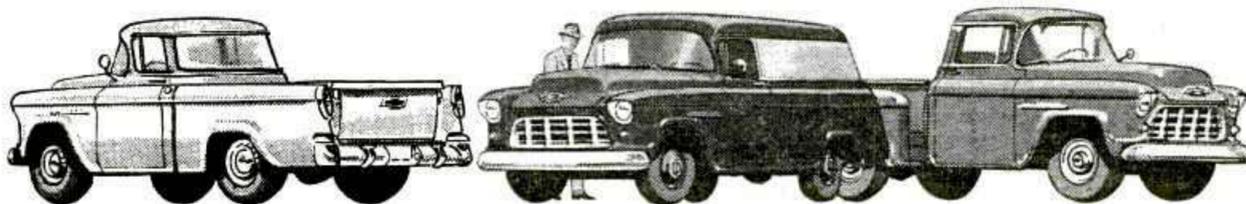
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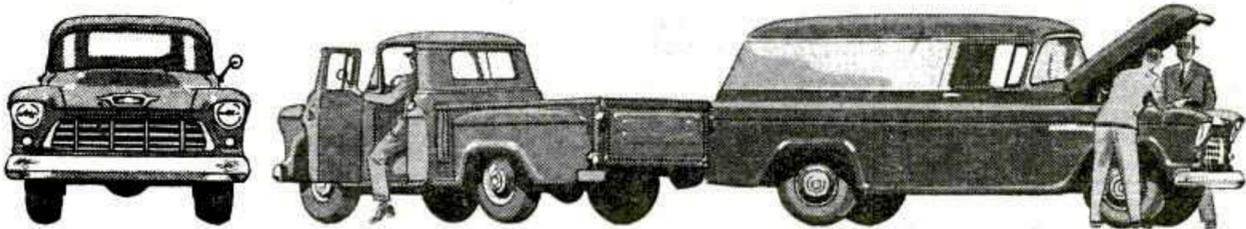
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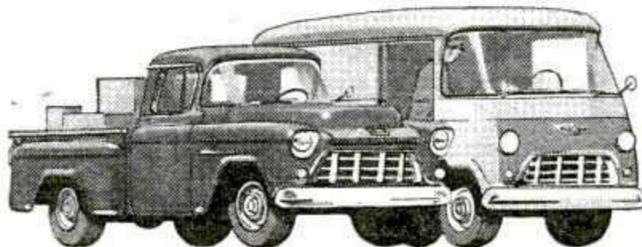


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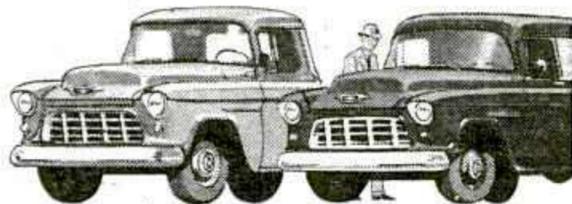
New Engines—New Ride!

A new 12-volt electrical system sparks all six new Task-Force engines. That means faster, surer starts; increased generator capacity. New suspension, front and rear, provides a smoother, more stable ride for both the driver and the load.



New Power Steering—Power Brakes!

Driving's easier and safer with these power helpers. Power Steering is available on all models as an extra-cost option. Power Brakes are standard on 2-ton models; optional at extra cost on all others. Tubeless tires are standard on 1/2-ton models!



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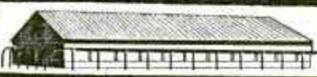
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Ice Rink-Ozone Theater Sets May, October Bow

KANSAS CITY, Mo., May 21.—The 63d Street Drive-In Theater, initial phase of a year-around project with an ice skating rink for winter patronage, will be ready for opening by the last week in May, officials of the E. & S. Theater Enterprises, Inc., 221 West 18th Street, announced this week.

The mammoth combination project is at 63d Street, James A. Reed Road and U. S. Highway 50 on a 47-acre site. The theater, with a capacity of 1,000 cars, has a 50 by 100-foot screen and a concession building 30 by 80 feet.

Construction of the 63d Street Skating Rink, which will cover eight acres fronting on 63d Street and James A. Reed Road, will begin in July with its opening scheduled for October 15.

The Morris Hoffman Contracting Company, which has the construction contract, also will handle engineering of the rink equipment. Contracts for the refrigeration equipment will be let in June. Adjoining the rink will be a rink house about 40 by 100 feet for housing the refrigeration apparatus,

refreshment concessions, restrooms, and a sports shop.

Adjacent to the rink will be parking for 1,000 cars and spectator seats. It has been designed so that at a later date a unique, roof-type structure can be added, which will permit use of the rink in good and bad weather. The structure will have a roof with skylights and the sides will slide up so that skating will be indoor and outdoor with roof covering. That feature will cost about \$50,000 and bring the total cost of the rink investment to \$200,000, the same amount spent on the theater.

The rink proper will be 100 by 200 feet, capable of accommodating 1,200 skaters at the same time. It will be owned and operated by the 63d Street Ice Skating Company, a subsidiary of E. & S. Theater Enterprises Inc., of which E. S. Sutter is president and Alex Schniderman, secretary-treasurer. Manuel Morris is the architect on the summer-winter project.

Carnival Routes

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Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- Alamo Expo.: Odessa, Tex.
- American Beauty: Booneville, Mo.; Brookfield 30-June 4.
- Amusements of America: Raritan, N. J.
- Badger State: St. Cloud, Minn.; East Grand Forks 31-June 5.
- Baker United: (24th & Northwestern) Indianapolis 23-30; Noblesville 31-June 4.
- Beam's Attrs.: Jennerstown, Pa.; Mason-town 30-June 3.
- Becht. Lee: Norwood, O.; Washington C. H. 30-June 1.
- Bee's Old Reliable: Winchester, Ky.; Hazard 30-June 4.
- B. & H.: Charlotte, N. C.

(Continued on page 79)

Circus Routes

Send to
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- Bailey Bros. & Cristiani: Logan, Utah, 24;
- Burley, Idaho, 26; Caldwell 26-27; Baker, Ore., 28
- Beatty, Clyde: San Jose, Calif., 24; Palo Alto 25; Modesto 26; Richmond 27; Vallejo 28; Fairfield 29; Woodland 30; Willows 31; Red Bluff June 1; Klamath Falls, Ore., 2 (night) and 3; Alturas, Calif., 4; Susanville 5.
- Carson, Tex.: Fruita, Colo., 26.
- Cole, Geo. W.: Villisca, Ia., 24; Griswold 25; Greenfield 26; Stuart 27; Guthrie Center 28.
- Davenport, Ben, Merchants Free Circus: Hobart, Okla., 27; Watonga 28; Woodward 30; Buffalo 31; Guyman June 1; Liberal, Kan., 2.
- Davenport, Orrin: Regina, Sask., 24-29; Edmonton, Alta., 30-June 5.
- Franklin, Don: McCune, Kan., 24; Mound Valley 25; Elk City 26; Coffeyville 27-28.
- Gould, Jay: Hector, Minn., June 3-5; Dawson 6-7; Sisseton, S. D., 8-9; Garden City 10-12; Ipswich 13-14; Lidgerwood, N. D., 15-16.
- Hagen Bros.: Watertown, Wis., 24; Fond du Lac 25; Appleton 26; Green Bay 27; Manitowish 28.
- Hamid-Morton: Quebec and Chicoutimi, Que., 24-29.
- Hunt Bros.: Clementon, N. J., 24; Pitman 25; Penns Grove 26; Paulsboro 27; Oaklyn 28; Port Dix 30; Princeton 31; New Hope, Pa., June 1; Doylestown 2.
- Kelly-Miller: Franklin, Ind., 24; Greenfield 25; Shelbyville 26; Greensburg 27; Rushville 28.
- Kelly-Morris: Plano, Ill., 25.
- King Bros.-Cole Bros.: Huntington, Ind., 24; Goshen 25; South Bend 26; Battle Creek, Mich., 27; Grand Rapids 28; Hastings 29; Kalamazoo 30; Lansing 31; Jackson June 1; Ann Arbor 2; Monroe 3; Pontiac 4; Chatham, Ont., 7; St. Thomas 8; Brantford 10.
- Mills Bros.: Benton Harbor, Mich., 24; Grand Rapids 25; Lansing 26; Mount Morris 27; Midland 28; Adrian 30; Temperance 31; Wayne June 1; Coldwater 2; Columbia City, Ind., 3; Marion 4; Auburn 6; Union City 7; Lima, O., 8; North Baltimore 9; Sandusky 10; Elyria 11.
- Polack Bros. Eastern: Albuquerque, N. M., 25-26; Grand Junction, Colo., 29-30; Butte, Mont., June 2-4; Idaho Falls, Idaho 7-8; Las Vegas, Nev., 11-13; Twin Falls, Idaho, 17-18.
- Polack Bros. Western: Stockton, Calif., 24-28; Los Angeles 30-June 5; Bakersfield 9-11; Tulare 13-14; Fresno 15-18.
- Ringling Bros. and Barnum & Bailey: Philadelphia 24-28; Scranton, Pa., 30; Wilkes-Barre 31; Allentown June 1; Reading 2; Lebanon 3; Lancaster 4; Woodbury, N. J., 5; Wilmington, Del., 6; Bridgeton, N. J., 7; Red Bank 8; Newark 9-10; East Paterson 11.
- Tatham Bros.: Georgetown, Ill., June 1-4.
- Von Bros.: Logan, Pa., 24; Castaneo 25; Jersey Shore 26; Dubois 27; Hughesville 28; Port Carbon 30; Delano 31.

DANISH 13TH

Friday 13th Starts Chain Of Mishaps

COPENHAGEN, Denmark, May 21.—Friday the 13th started off a large series of mishaps affecting Danish circuses and outdoor show spots. On Friday, Circus Schmidt Bros. found the lot at Naestved so muddy that it was unable to pitch its tents for the weekend performances. The same day Bent Larsen, a member of the Three Svendys, equilibrist, fell and broke a shoulder during the performance of Circus Mische, in Randers.

On Saturday (14) Vern Orton, of the Sensational Ortons, was hit on the forehead by a rain-soaked trapeze during the afternoon show in front of the open-air stage in Copenhagen's Summer Tivoli. The Ortons were able to complete their act.

On Sunday (15) Erik Edskov, brakeman on Tivoli's Scenic Railway, nearly knocked himself out while the train was dropping down a steep dip. His foot slipped and he struck his head on the brake handle. After bringing the train safely in he passed out and was taken to the hospital for treatment. On the same afternoon a bolt of lightning hit the terrace of Tivoli's Divan II Restaurant.

On Monday (16) the big top of Circus Belli was ripped and blown down in an early-afternoon gale at Tonder, but a quick repair job made it possible to put on the night show. Back on Friday (6) Eddie Polo had broken a rib by diving 50 feet onto a foam-rubber mattress at a carnival in Aarhus.

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- Ice Vogues of 1955: Jacksonville, Fla., 24. (Reopens July 11 in Calgary, Alta.)

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RIDE SPOT FOR SALE

Fairytown Ride Pact Awarded to Nunley's

NEW YORK, May 21.—Nunley's, the multiple-park operation in Queens and Long Island, is selling one location and picking up another, according to Mrs. Miriam Nunley. New enterprise is the Fairytown, U. S. A., operation in Middle Island, which will open for the Decoration Day holiday with four Nunley rides operating on a concession basis.

Mrs. Nunley said the complications of her expanding business have prompted her to offer the

Broad Channel location for sale, and several prospective buyers have begun negotiations.

Broad Channel consists of a large tract of land and a carousel building, housing a Merry-Go-Round, concrete-walled set boat ride, and some 60 arcade pieces. The building is on a main approach to the Rockaway resort area, fronting on Cross Bay Boulevard at the bridge, and is across from Weiss' large eatery, which does a heavy summer business.

There will be an MGR swap between Nunley's Broad Channel and Bethpage ride spots, and the one at Bethpage will be the ride included in the sale. It has 44 horses, staggered 2-and-1, and is 48 feet wide. Reason for the transfer is that the larger capacity Broad Channel ride is needed at Bethpage, largest of the company holdings and in a more heavily trafficked locale. The bigger machine has 48 horses in three-abreast fashion, plus two coaches and two boats which will be removed and replaced with horses. Much of the property at Broad Channel is undeveloped as yet, and the amount to be included in the sale depends on the deal made with the buyer.

Out at Fairytown, Nunley's will have a Herschell MGR, Schiff wet boat ride, Pinto fire engines, Man-

(Continued on page 83)

L. A. Groups Seek Okay On Fun Zone

LOS ANGELES, May 21.—Two groups have proposed establishing an amusement zone on the beach in Venice before the Los Angeles City Department of Recreation and Parks.

One of the groups is the Long Beach Amusement Company in Long Beach, operators of the Nu-Pike and Virginia Park. Mason Kight, president, has appeared before the parks committee with both the civic group and the park organization going further into the study of the proposition.

The other group is understood to be headed by John Lorman, veteran showman.

The Billboard learned that a petition of 3,000 names has been submitted in favor of the establishing of the area in that section. Venice pier was world renowned for years before it was dismantled several years ago.

A spokesman for the parks department said that the commission was primarily interested in free parks and recreational centers. However, the amusement zone project is said to have the endorsements of several civic groups.

Ray's Belmont Buys Coaster, Names Staffer

SAN DIEGO, Calif., May 21.—Construction was started this week on a new \$50,000 kiddie Coaster at Jack Ray's Belmont Park at Mission Beach here. The Philadelphia Toboggan Company built the ride and Joe Funk is installing it.

Robert Freedman, formerly with Flint Park in Michigan and a nephew of Flint owner, Dr. L. H. Firestone, has been appointed head of Belmont's picnic and promotion department. He will move from Los Angeles to take over the position.

PHILADELPHIA, May 21.—Riverview Beach Park, at nearby Pennsville, N. J., opens its summer season today (21), featuring the German hot-rod ride and a new miniature golf course.

Tie-Ups Cut TV Act In on Palisades' Kiddieland Revenue

Section Gets Merry Mailman Tag; Combo Tickets Sold Via Television

PALISADE, N. J., May 21.—A unique tie-up at Palisades Amusement Park has a New York Television station participating actively in revenue from the spots kiddieland. The plans, in the works for several weeks, became reality today with the opening of Merry Mailman Kiddie Park, new title for the moppet section.

Ray Heatherton was set for the opening in his Merry Mailman garb, known to the metropolitan area's kiddies who take in his nightly WOR-TV program. He will shake hands, entertain the kids and perform other duties to help the promotion along.

Heatherton and his producer-partner, Sandy Howard, are in on a percentage deal pertaining to all revenue derived from special combination tickets. He is plugging the section heavily on television with the TV station's blessing and financial interest, since it is understood the outlet is deriving revenue from a slice of the Heatherton-Howard interest.

Free Entry With Ticket

The combination offers kids 10 rides for \$1, plus free admission to Palisades. Usual kiddie ride price is 12 cents for one, five for 50 cents. Gate admission, however, is

25 cents, and the kiddies save that price under the new policy. The new tickets are wheel-shaped and are hole-punched at each ride used, and the discs are adorned with a picture of Heatherton.

Signs and huge cutouts of the Merry Mailman were installed this week and park owner Irving Rosenthal was anticipating kid crowds of some 15,000. At least 50,000 for the season, under the \$1 rate plan, is the minimum target. The Merry Mailman's moppet

(Continued on page 83)

KIDDIE PARK

Established excellent location in Queens. Large gross, low rent, sufficient parking. Roller Coaster, Ferris Wheel, Schiff Boat Ride, Rocket, Choo-Choo Train, room for more. Small cash, balance on mortgage.

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FOR SALE

Three Kiddie Rides—32-Passenger Adult Train, 200 feet; portable track has clutch and governors; safe for anyone to run. Five Fiber Glass Boats, 20 passenger, with sweeps, lights. Large Smith & Smith Rocket Ride with machine guns, 24 passenger, 3 hp. electric motor, fence. Train and boats shipped from factory and used very little. Restaurant and Drive-in, fully equipped, living quarters. 16 acres of nice woods, modern rest rooms, miniature golf, will sell all together or separate. Lays between Old 13 and new State Road 13, one mile south Syracuse, Ind.; on west side of Lake Wawasee. R. H. HUNNICUTT, RFD #3, Syracuse, Ind.

WANT TO BUY #16 ELI WHEEL

Can use #12.

Must be in A-1 shape.

Lakeview Amuse. Corp.
16 W. 4th St. Tulsa, Okla.

KIDDIE CAR RAILROADS
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

WANTED TO BUY FERRIS WHEEL
For permanent installation in park. Must be good and cheap.
Hydro Park Committee
Hydro, Okla.

WANT
Wheel Man, must be experienced, sober and reliable for park location. No tear-down or set-up. If married can use wife on Concessions. Salary \$50.00 per week. Wire Western Union or call Biloxi 9453. Address:
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Prefer Man and Wife for two Hanky Parks in good location on percentage. Call
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Have two good store locations on pier for straight sale of merchandise, gifts, glass blower, etc. Season June 25 thru Labor Day. Flat rent or percentage.

MAX TUBIS
ATLANTIC CITY 5-7585

WANTED FOR NEW JOYLAND PARK CHARLESTON, WEST VIRGINIA

Scale and Age, African Dip, Mug Concession, High Striker or any other park-type Concession. Good opening for Live Pony Ride. Can place Park Promoter. Must know your business. Marshall Green, please call Walnut 5-1531, Charleston, W. Va. P.S.: Can place Clown for park. No time for letters, phone.

85-Foot Fall Kills Rider

REVERE BEACH, Mass., May 21.—Hundreds of spectators saw a man fall to his death Sunday (15) from the top car in a Ferris Wheel here, 85 feet in the air. Julio Ortez, a native of Cuba, hit the concrete midway. Riding alone, he was reportedly rocking the car when he flipped into space. The wheel is owned by Robert Paul, Inc.

The wheel, one of two operating at the site, stopped with the car containing Ortez at the highest point. He stood up and was moving his body to make the car sway, when he fell thru the steel girders. The wheel was put into operation only three weeks ago to replace one blown down in a hurricane last fall. It was located in an enclosure at 160 Revere Beach Parkway.

Canobie Lake Begins Name Band Schedule

SALEM, N. H., May 21.—Canobie Lake Park opened the season in good fashion last weekend by starting a series of name band and artist appearances at its Lake Ballroom. Sabby Lewis was the opening attraction and drew well. Lionel Hampton was booked in for last night with his orchestra, and the Count Basie organization will play tonight.

Al Martin Agency of Boston has

booked in next week's sports show plus a Sunday (29) appearance of Bill Hayes, "Davy Crockett" record vocalist. It is intended to put the sports shows on annually if they click, according to Maurice J. Holland. On the program, to run five days beginning Thursday (26), are Buster Crabbe as Captain Gallant, Sharkey the Seal, and five Indians.

Scheduled for future dates are the Les Elgart orchestra, June 4;

(Continued on page 78)

MINIATURE GOLF

Holmes Cook Miniature Golf Courses have been chosen by the leading Amusement Parks in the country: Coney Island, Cincinnati, O.; Dorney Park, Allentown, Pa.; Frigidaire Recreation Park, Dayton, O.; Kennywood Park, Pittsburgh, Pa.; Kiddie City Amusement Park, Douglaston, L. I. We invite your comparison with so-called less expensive courses. No Cook Course Has Ever Failed.
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PARK CONCESSIONS CORPORATION, OCEAN VIEW AMUSEMENT PARK NORFOLK, VIRGINIA. MR. GREENSPOON, JUSTICE 7-3511.

Mich. Assn. Seeks Aid Clarification

30 Annuals Represented at Two-Day Short Course on Fair Management

LANSING, Mich., May 21.—The Michigan Association of Fairs and Exhibitions has gone on record as favoring changes in present State aid practices that has resulted in repayment of premium money to some organizations at the expense of bona fide fairs. This action, in the form of a resolution, was taken by representatives of 30 of the State's fairs at the association's annual fair school here in the Porter Hotel Friday and Saturday (13-14).

The resolution stated that the original law establishing funds to aid and encourage the fairs was obviously intended to be used as aid for bona fide fairs of the State. For many years it was a ruling of the Department of Agriculture that this money be appropriated and distributed to fairs in an amount equal to 50 per cent of the pre-

miums paid out. In recent years, the resolution said, the department has paid up to 100 per cent of the premiums paid by certain organizations, obviously not within the intent of the original law, and which practice has resulted in a constant reduction in aid to established and bona fide fairs.

The association said that a more fair and equitable distribution of these funds would be achieved by a more positive definition of an agricultural fair and asked that the Legislature amend present laws pertaining to these funds to be used by the Department of Agriculture as a guide in the distribution of the aid money.

State Fair

The association also went on record as favoring the continuation of the Michigan State Fair at Detroit.

President Roy Brigham presided at the two-day session. He reported passage of a house trailer bill by the Legislature that gives control of trailers on fairgrounds to the governing board of the fair. This was meant to clarify confusion that arose in some sections of the State thru conflicting interpretation of the State's trailer laws.

Other topics discussed included Sunday programs, free versus paid gates, games of skill, advertising and publicity, sanitation, spraying of grounds from the air, fire prevention, insurance and youth fairs.

Harry B. Kelley, veteran association secretary-treasurer, assisted President Brigham in conducting the meetings. Guests included George McIntyre, Edward Zemer and Dale Ball, of the State Department of Agriculture.

Sessions were held Friday afternoon and Saturday morning, with a dinner session on Friday evening. Pictures of the Monroe County Fair were the highlight of the dinner meeting.

No. Swanzey, N. H., Mends Race Track

NORTH SWANZEY, N. H., May 21.—Plans are under consideration by the Cheshire Fair Association to improve the race track for stock cars at the Cheshire fairgrounds.

Roy M. Forsythe, president of the Monadnock Stock Car Racing Association, has requested the improvements, which include plans to lower the stage opposite the grandstand to permit spectators to see the back stretch of the track. This is the only project which has not yet received the approval of the fair directors.

Fair Dates

Copyright 1955
The Billboard Pub. Co.
The complete list of Fair Dates was published in the issue dated April 9. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

Alabama

Greenville—Butler Co. Fair Assn. Oct. 17-22. E. O. Harrison
Opelika—East Alabama Fair Assn. Oct. 3-9. Frank F. Colpepper.

Arizona

Kingman—Mohave Co. Fair. Sept. 3-5. Harry R. Phillips.

Arkansas

Batesville—Independence Co. Fair & Livestock Assn. Sept. 13-16. Mrs. Bertie Gray.

Berryville—Carroll Co. Fair & Livestock Show. Sept. 7-10. Kathleen Simpson.

Fayetteville—Washington Co. Fair. Sept. 20-23. L. O. Graham.

Forrest City—St. Francis Co. Fair & Livestock Show Assn. Oct. 10-15. J. R. Porter.

Harrisburg—Poinsett Co. Fair Assn. Sept. 28-Oct. 1. Melba Lee Moore.

Huntsville—Madison Co. Fair Assn. Sept. 22-24. LeRoy Barber.

Magnolia—Columbia Co. Fair & Livestock Show. Sept. 26-Oct. 1. W. E. Williamson.

Mountain View—Stone Co. Free Fair Assn. Sept. 15-17. J. E. Cash.

Morrilton—Conway Co. Fair Assn. Sept. 21-24. Garland Davis.

Mulberry—Crawford Co. Fair Assn. Sept. 22-24. C. D. Chestain.

Piggott—Clay Co. Fair Assn. Sept. 15-17. Ira Hartness.

Waldron—Scott Co. Fair Assn. Sept. 8-10. Mrs. Rhea Brown, Blackfork.

Warren—Bradley Co. Fair & Rodeo. Sept. 8-10. John M. (Jack) Nelson.

California

Cloverdale—Cloverdale Citrus Fair. Feb. 22, 1956. J. LeRoy Wehr.

Colorado

Burlington—Kit Carson Co. Fair & Rodeo. Aug. 11-13. Melvin D. Butterfield.

Connecticut

Mansfield—Echo Grange Fair. Sept. 10. Arthur Arnold.

Wethersfield—Wethersfield Grange Fair. Sept. 14-15. Clarence Long.

Wilton—Fairfield Co. 4-H Fair Assn. Aug. 19-20. Joan Rumble.

Florida

Crestview—Legion Harvest Fair, Inc. Oct. 3-8. Harry A. Bert King.

East Palatka—Putnam Co. Agrl. Assn. Nov. 7-12. H. E. Maltby, Palatka.

Georgia

Brunswick—Exchange Club Fair. Oct. 17-22. N. L. Williams.

Conyer—Rockdale Co. American Legion Fair. Sept. 26-Oct. 1. A. R. Barksdale.

Metter—Candler Co. Fair. Oct. 10-15. L. C. Anderson.

Idaho

Cambridge—Washington Co. Fair & Rodeo. Aug. 27-29. Chuck Ferdon.

Emmett—Gem Co. Fair & Rodeo. Aug. 11-14. E. J. Johannessen.

Filer—Twin Falls Co. Fair & Rodeo. Aug. 31-Sept. 3. Tom Parks.

Gooding—Gooding Co. Fair & Rodeo. Aug. 25-27. L. W. Lucke.

Jerome—North Side Fair & Rodeo. Aug. 8-13. Eleanor G. Wiswall.

Meridian—Dairy & Stock Show. May 26-28. Harold J. Cox.

Montpelier—Bear Lake Co. Fair & Rodeo. Aug. 25-27. Glenn L. Barnson.

New Plymouth—Payette Co. Fair & Rodeo. Aug. 18-20. John Wagner.

(Continued on page 86)

FLA. EXECS STUDY MIDWAY PROBLEMS

Well-Attended Two-Day Short Course Touches on Legislation, Exhibits

GAINESVILLE, Fla., May 21.—Midway problems and possible solutions was one of the high points of the annual short course on fair management conducted here Monday and Tuesday (16-17) by the Florida Federation of Fairs, Livestock Shows and Expositions. Headquarters was in the Thomas Hotel, with actual sessions held at the University of Florida, all of which were well attended.

The discussion of carnivals followed a general analysis of a survey that was delivered by T. L. Barrineau, secretary-treasurer of the Florida fair association. Topics studied were contract provisions, games and ethics. Speaking for the carnivals were Hal Eifort, Gooding Amusement Company; Tom Baker, Miller Amusement Enterprises; C. C. (Specks) Groscurth, Blue Grass Shows, and Les McGee, Royal Exposition Shows.

Receipts

The subject of sharing fair gate receipts with the carnival producer received a long discussion. Groscurth pointed out that the average carnival owner does not expect any share of these receipts unless he thought it justified by the many expenses some fairs think should be passed on to the midway operator. These have included in the past furnishing exhibit tents, free acts, general fair advertising and electricity for fair exhibits.

For the most part the two-day program was confined to open forum discussions with no lengthy speeches. One of the high points

of the conclave was the presentation of a number of representatives of youth organizations, including Barbara Halliday, Fredna Haas, Colin Williamson and Jimmy Cummings. The quartet made up a panel that answered questions on youth activities.

Other topics discussed were legislation, value of fairs, exhibits, insurance and agriculture.

Eastern States Mulls All-Pay Gate Policy

SPRINGFIELD, Mass., May 21.—The possibility of inaugurating an "everybody pays" admission policy with all passes eliminated has been proposed to the directors of the Eastern States Exposition by Jack Reynolds, general manager.

Reynolds points out in the current issue of the Exposition News that the average fair operates thru the sale of two things—admissions and space. To give either one away jeopardizes running a show on a business-like basis.

While many problems are involved, Reynolds noted that the plan had been adopted successfully elsewhere and that everyone profits when everyone pays.

Charter Franklin, N. C.

FRANKLIN, N. C., May 21.—Macon County Fair Association, Inc., with offices here, has obtained a State charter. It is a non-stock corporation. The incorporators were W. W. Sloan, Wayne Proffitt and T. H. Fagg, all of Franklin.

Regina Ex Claims 219G Insurance

REGINA, Sask., May 21.—City council is claiming \$219,385 from insurance companies for damage incurred by the Grain Show Building in a fire which destroyed the west and south wings of the building January 28.

The claim will cover damage to the two wings, contents of the wings and damage to the neighboring Industrial Building and two other buildings. Insurance held on the property totaled \$240,000.

129G Fire Destroys Memphis Cattle Barn

MEMPHIS, May 21.—A three-alarm fire struck the Mid-South Fairgrounds here Wednesday (11), destroyed a wood cattle barn and caused damage estimated at \$129,000. The barn, which was 41 years old, was valued by the fair at \$125,000 and contained \$4,000 in equipment. G. W. (Bill) Wynn, fair manager, said.

Firemen used 17 pieces of equipment to control the blaze, which was fed by 500 bales of hay stored in the structure. The fire was confined to the one building and no other damage resulted.

Cause of the blaze was not determined, but Wynn said it has been a constant problem to keep high school-age boys out of the barn. Insurance coverage on the barn and other Memphis Park Commission buildings was increased the first of the year after a survey indicated the coverage carried then was too low.

The fire will not interfere in any way with the fair, which is scheduled for September 23-October 1, Wynn said. Equipment stored in the building included wire fencing, wood posts, feed troughs and watering tanks for the rodeo arena.

Plans were under discussion this week for replacement of the building. The barn was built in 1914 by Frank Fuller, who managed the fair from 1911 to 1939.

Rochester, N. H., Mulls Headliner

ROCHESTER, N. H., May 21.—Rochester Fair officials are negotiating for a name act to headline the Sunday afternoon and evening show September 18 to replace the customary thrill show.

Reports are that either the McGuire Sisters or the Mariners will be the headliners.

Decorah, Ia., Adds Seats

DECORAH, Ia., May 21.—The Wineshiek County Fair will construct permanent bleachers at each end of its present grandstand to increase the total capacity to 4,000, Leon Brown, secretary, announced.

Each addition will be 75 feet wide and will extend to a height of 15 rows. Two new ticket offices will be installed at the end of each of the bleachers. A new, modern entrance will be built this year and all the buildings will be given a coat of paint, Brown said.

FAIRS—CELEBRATIONS AVAILABLE THE INTERNATIONAL ORCHESTRA

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CIRCUS PULLS

New Features Aid Meeker Early Takes

SPOKANE, Wash., May 21.—The re-framed Meeker's Shows, which this year features a circus and commercial exhibits under canvas, has been more than holding its own at early spring spots, Ralph Meeker, owner-manager, disclosed.

Leading feature of the show this year is its circus unit, which operates behind sidewalls and is fronted by two semi-trailers set up to form a main entrance. Talent includes Hap Henry, with his elephants, ponies and dogs; Al, Dianne and Grey, aerialists; the Larabees, whips, guns and acro, and Betty Willis at the Hammond organ. Jim Redder handles the ringmaster chores.

Also new to the midway is a rest room trailer equipped with mechanical chemical toilets and hot and cold running water.

Show is carrying 16 rides, six of them kid devices. In the major lineup are twin Ferris Wheels, Scooter, Tilt-a-Whirl, Caterpillar, Octopus, Roller Coaster, Rock-o-Plane, Rolloplane and Merry-Go-Round. On the back-end is the Robber's Roost, Funhouse, Monkey Drome, Rocky Road to Dublin, a new dark ride, Ten-In-One, and a new jungle show featuring pythons, monkeys, sloths and armadillos. Front end has 30 concessions.

The Meeker org opened at the Apple Blossom Festival in Wenatchee, Wash., April 25-30 and scored well. Moses Lake, Wash., with no sponsor, was another red one. Show was here this week for the Lilac Festival and will then trek to Everett, Wash.

Riley Joins Late Openers

OWENSBORO, Ky., May 21.—Louis T. Riley Amusement Rides has joined the growing ranks of late openers and will not bow its No. 1 unit until May 31 at Mount Vernon, Ind. Riley's second unit has been playing celebrations, recently closing at the Hartford, Ky., Farmer's Festival.

W. T. (Bill) Hopkins is supervising the crew here in winter quarters. All 12 rides have been repainted and trucks and other gear are in shape for the tour. Crew members included Tom Steele, Joe Wills, Wayne Harper, Don Hopkins, Ted Johnson, Charles Taylor, Carroll Joynes, White Sulzinger and Charles Murdock.

The No. 1 unit, managed by Bill Hopkins, will carry five rides and will play Ohio, Indiana and Kentucky. Colonel and Mrs. Riley will each have a set of rides playing church bazaars and 4-H fairs in Kentucky and Indiana.

Hopkins recently visited Royal Midwest Shows at Madison, Ind., where he talked with Roxie and Bill Harris and Bud Birchman. He also stopped off to see friends on Tennessee Valley Shows and the entire crew turned out for the Blue Grass Shows' opener here.

Visitors here included C. S. Peck, Arnold Maley, C. C. (Specks) Groscurth, Casey Seneff and Jerry Saddlemeier.

Harris Inks Ind. Cele

WILMINGTON, O., May 21.—Royal Midwest Shows has signed to provide the midway contract at the Lawrenceburg, Ind., Firemen's Festival, Bill Harris, manager, announced. Event is scheduled for June 13-18. Lucas Judy, president of the fire company, signed for the sponsors.

CHANGING TIMES AFFECT DOLLY'S MAGIC KORNER

NEW YORK, May 21.—It took a good many years but the McCormicks have finally changed the name of their novelty store on 47th Street and Broadway. The couple are both active in the National Showmen's Association, with John McCormick also being concession boss of the New Jersey State Fair. Their store had the title "Dolly's Magic Korner" on the marquee until last week when they finally succumbed to mankind's irresistible desire to make a buck. The sign is covered with a new one now, reading "Davey Crockett Headquarters."

Crafts Bags Tulare, Calif., Fair Contract

NORTH HOLLYWOOD, Calif., May 21.—Crafts Shows will play the Tulare County Fair in Tulare, Calif., this fall. Contract was awarded the Crafts organization by A. J. Elliott, fair manager. Event has featured Foley & Burk Combined Shows for the last two decades.

The date, September 20-26, will be played by the show on its way south from the California State Fair & Exposition in Sacramento. Orville N. Crafts, show's owner, said he expected to place Crafts 20 Big unit, managed by Frank Warren, on the lot. Featured will be 15 major and 12 kid rides, 75 concessions and eight shows.

Twenty Big & Exposition, the latter managed by Roger Warren, will be combined for the Fresno District Fair, which follows Tulare. The line-up there will include 30 major rides, 20 kid rides, 100 concessions, and eight shows, Crafts said. Fresno lot is about 1,200 feet long and has two entrances.

Show plays the Navy Relief Carnival on North Island, near San Diego, next week for three days. Complement of rides will be 15 major and 12 kid and 60 concessions. The Crafts 80 by 280-foot big top will be used for the display of commercial products. Frank Warren will direct the operations.

Spring Biz Okay For Ed Moran

TEXARKANA, Tex., May 21.—Fair business has been the experience thus far of Southern Valley Shows, Eddie Moran, owner, announced this week. Nothing sensational, nothing too bad, was the way he described the spring season. Show opened March 1 at the Delhi, La., stock show.

Personnel, in addition to Moran, includes:

Staff: J. D. Martin, secretary-manager; Maurice Glazer, auditor; H. E. Benson, general agent; A. (Dutch) Wilson, legal adjuster; Lou Barber, ride superintendent and builder; Earl Brees, front gate; Rosie Saunders and Fern Howard, front gate tickets; Bill Ferguson, mechanic; Mulligan Spriggs, electrician and deisels; Jessie Smith, searchlight operator; O. B. Saunders, parking chief; Charles Bass and Joe Langston, sound cars; L. A. Bush, light towers; Mr. and Mrs. Cecil Edgington, clowns and publicity; and Mrs. J. D. Martin, mail and agent for The Billboard.

Ride foremen: Merry-Go-Round, M. B. McGee; Ferris Wheels (2), Robert Borderlon; Octopus, Don Donovan; Roll-a-Plane, Muscles Hughes; Tilt-a-Whirl, Lonnie Bush; Kiddie Rides, Mr. and Mrs. Felix Charneski; Scooter, John M. Morton. Shows: Side Show, Art Converse; Athletic, Ray Wheelock; Funhouse, Zeika Bush; Little Egypt, Joe Richardson; Mickey Mouse, Midnight Follies and Snake Show owned by Jack Cook, assisted by Chuck Wilson and D. E. Smith.

Concessions: A. Summers, diner and floss; Dutch Wilson, 6; Mr. and Mrs. Acker, photos; Mr. and Mrs. Qualls, popcorn; Mr. and Mrs. Ford, diggers; Louise Benson, 2; Mr. and Mrs. Dixon, 1; Mr. and Mrs. Orenshaw, 4; Mr. and Mrs. Haun, 2; Harold Kinnel, 1, and Jack Cook, 4.

IN HUDSON

Rain Finally Lets Up on Continental

HUDSON, N. Y., May 21.—The Continental Shows got its first break in the weather here in seven years. Consequently, the gross added up to one of the best of the season.

The show has played this date for 14 years. The last seven were plagued by rain with the weather so bad last year that the date had to be cancelled.

Operating conditions thruout the week were ideal. The Saturday matinee was very big and ranked high with the matinee sessions staged so far this year.

Publicity Good

Ballyhoo has aided the show greatly to date. Agent and publicist Paul LaCross has promoted four live television shows along with considerable radio and newspaper time and space.

Mr. and Mrs. Clayton Campbell have joined with their wildlife show. Mr. and Mrs. Ben Lail joined to operate another girl show which is office owned.

Schenectady and Binghamton, N. Y., which follow, are also first-in towns for the show.

Weather Cuts Midway-Mirth Spring \$\$

BARRY, Ill., May 21.—Midway of Mirth Shows has been getting more than its share of bad weather which has resulted in light turnouts and resulting low grosses.

Personnel is looking forward to its route of 12 Arkansas and Illinois fairs and three centennials in Illinois to perk up earnings. No. 1 unit, which is here, carried eight rides. The second unit, which will play celebrations, will open May 28 and join with the parent organization for fairs.

Mrs. J. W. Arbaugh entered a Centralia, Ill., hospital following a heart attack, and Tommy Davis entered a Vandalia, Ill., hospital for treatment. Mrs. Augusta Dellinger visited her Peru, Ill., home to pick up additional equipment. Billie Goodrich visited from Cedar Rapids. Cowboy Martin stopped to see his family at Quincy, Ill.

Staff and personnel include:

Staff: Esther Speroni, owner-manager; Tommie Davis, general superintendent; Lee Day, secretary; Frank LaVell, lot superintendent and mail agent; Blackie Kloth, assistant superintendent of rides; Sparkie Speanberg, electrician; Whitey Johnson, carpenter, and Roy Spears, painter. Rides: Ferris Wheels (2), Jim Gibson; Merry-Go-Round, Charles Baker; Tilt-a-Whirl, Joe Williams; Spitfire, Blackie Kloth; Kid Rides (4), Cowboy Martin; Rollowhirl, Bob Butlers; second men, Dick George, Sonny Aikens, Joe Boodi, Dick Raehl, Dad Early and Blackie Pool; kid ride owned and operated by Arlie Dorris; kid ride owned and operated by F. R. Cooney.

Concessions: Legan brothers, milk bottles, ping-pong, balloon darts, spindle and swinger; Mr. and Mrs. Ed Malbin, fish pond; Anne Kahle, photos, short range and bumper; Mr. and Mrs. Arbaugh, taffee; Charlie Kelly, spindle; Marion Thompson, six cats and buckets; Roy Spears, block pitch; Mrs. Cibull, jewelry and basket ball; John Alton, cigarette pitch; Mr. and Mrs. Bulmer, Lee Moss diggers; Frank Lane, snow balls and candy floss; Mrs. Augusta Dellinger, bingo; Eddie Krohn, popcorn and novelties; Mr. and Mrs. Ed Butters, cookhouse; Pat Garrett, lemonade shake-up; Helen and Joe Wherry, two ball games; office-owned penny pitch and nickel roll operated by Eddie Buggs and Sparkie Speanberg.

Hold Last Rites For Marie Brown

CHICAGO, May 21.—Funeral services were held here Thursday (19) for Marie Brown, long-time frozen custard concessionaire, who died early this week. She was active in the Ladies' Auxiliary of the Showmen's League of America. Her husband, the late W. O. Brown, was president of the League in 1930.

World of Mirth Ready For Plainfield Preem

RICHMOND, Va., May 21.—The World of Mirth show train will leave winter quarters here over the weekend for its opening stand in Plainfield, N. J., a date it has played over Decoration Day for the same auspices for more than 20 years.

The stand opens on Friday (27) on the Rock Avenue lot in adjacent Arbor, only a short distance from downtown Plainfield, and continues thru the following week. In

good weather the show annually gathers one of its top still date grosses there.

Rebuilding and refurbishing has progressed rapidly in quarters, with the work schedule and completion pace said to be the most complete off-season activity in recent years. The wagons were given considerable attention, as was the show train which received much re-decking.

Ad Wagons Set

The painting and decorating of wagons tied in with national advertising pacts set by Gerald Snelens, was completed last week under the supervision of the advertising representative.

More than 100 key personnel were reported in quarters early this week, with more arriving daily. A full complement of operating and working personnel was expected to be on hand by train departure time.

A scheduled early arrival is planned to make available a leisurely set-up in Plainfield. The excellent show grounds there provide a perfect assembling place for all of the show's equipment.

Billing began in the Plainfield area late this week. Also heralding the show date were a heavy schedule of radio spot announcements, probably occasioned, in part, by the showing this week of the James E. Strates Shows in South Plainfield.

Richmond Cox is expected in over the weekend.

First 3 Weeks Produce Okay \$\$ for Marks

WILMINGTON, Del., May 21.—John H. Marks' Shows here this week in its third stand of the year, has been doing okay. Organization broke in a new lot here 13 miles south of town, and the first three days saw bumper crowds. Weather cooled off about mid-week but not enough to hurt too much.

Show opened its 30th season in Richmond, Va., on May 2 and ran into a spell of ideal weather which helped all departments. Hyattsville, Md., played last week, was new to the route and with the exception of Friday night, when it rained, gave the Marks' personnel a big five days.

New to the line-up this year is Spencer's Motordrome and lions. Staff is unchanged with John H. Marks, owner; Paul Lane, general manager; Harry Schrieber, business manager; Mrs. D. F. Murphy, secretary; Al Palmer, front gate; Harry Weiss, bingo. Johnny Fulghum is putting in his second season as advertising manager and billposter.

Dallas Show Club Launches Program For New Clubhouse

DALLAS, May 21.—The Lone Star Showwomen's Club of Texas, this week named a committee to arrange for selling its present clubhouse and investigate plans for a new one.

The committee will get an appraisal on its present quarters and confer with architects and contractors on plans for a new structure. Chuck Moss was named chairman and his group includes Jack Lindsey, Ed Meek, Johnny Obluck, Johnny Anderson, T. C. Sands and Paul Julian.

Group will report to the president and finance committee chairman on May 30.

Ruback Biz Fair Despite Drought, Spending Cut-Back

AUSTIN, Tex., May 21.—Alamo Exposition Shows has been racking up fair business at most spots in Texas, altho the drought has hurt in the rural areas and spending is off, Jack Ruback, owner, announced this week. Show was here this week on the big Coliseum grounds.

Ruback did okay at two air bases, Randolph Field and Lackland, which were played after the Battle of Flowers. The latter was good, he said. The Velare Rotor was top winner. Jimmy Byers' Scrambler was second, followed by the Scooter, Tilt-a-Whirl, Merry-Go-Round, Ferris Wheels, Fly-o-Plane and Octopus. On the front end the top winners were glass and bear pitches, bingo and several other hanky panks.

Ruback is carrying Leo (Suicide) Simon as the free act.

Need for Clean Midways Seen By Chambliss

NEW YORK, May 21.—Need for continued progress in cleaning up midway operations at fairs was stressed by Norman Y. Chambliss, president of the North Carolina Association of Agricultural Fairs, in the group's monthly bulletin published this week.

Writing that bad concessions often hurt fairs, Chambliss divided up the blame for undesirable operations between the show and fair people. The latter, he said, could guard their events against happenings that might tend to discredit their shows.

He termed as an excuse, the claim of many showmen that excessive charges by the fair forced the mode of operation.

Grain Belt Sets Personnel for Bow

FULLERTON, Neb., May 21.—Grain Belt Shows have put the finishing touches on its equipment in preparation for its June 1-4 bow here, Charles Rudisill, general manager, announced. After the home base showing, org moves to St. Paul, Neb., June 6-11; followed by Grand Island, Neb., June 13-18.

Concessionaires scheduled to join for the bow include Christine Bloyd, photos; Marvin Bloyd, high striker; Bethel Ratcliff, cotton candy and candy apples; Ray Stouffer, popcorn and caramel corn; Louie Draheim, snow cones; Mr. and Mrs. Leon Walker, Penny Arcade; Mr. and Mrs. Barney Gage, duck pond, scales and add-em-up darts; Mr. and Mrs. Bill Hoffman, ball games; Mr. and Mrs. C. W. Child, cork guns and color blocks; Mr. and Mrs. Frank Robinson, balloon darts; W. Geise, jewelry; Gale Williams, bumper and clothes pins; Mr. and Mrs. J. F. Flanigan, ring-a-coke and glass pitch; Pop Sanders, coke bottles; Chuck Rudisill, roll-a-ball, over 12, set spindle and zingo, and Hopper Scotch, 2.

NEW!! CALLIOPE RECORDS

AUDIO FIDELITY RECORDS PRESENTS A HIGH FIDELITY LONG-PLAYING RECORDING OF

CIRCUS CALLIOPE MUSIC

ATTENTION CATCHING!! EXCITING!! MELODIOUS!!

A perfect reproduction of a true circus calliope.

Selections include such typical and nostalgic numbers as

Thunder and Blazes, Dixie, Robert E. Lee, Swanee, Are You From Dixie?, Spring, Beautiful Spring; Ragging the Scales, Circus Echoes, Gallant Zouaves, March Ponderosa, Quality Plus, Spurs and Saddles.

AUDIO FIDELITY AFLP 904 10" 33 1/3 LP. Playing time 25 minutes.

ORDER NOW!
Shipped prepaid
EACH
ONLY \$4.00

Also Available:

MERRY-GO-ROUND MUSIC

A PERFECT REPRODUCTION OF A MERRY-GO-ROUND BAND ORGAN

AUDIO FIDELITY LP 901 10" 33 1/3 LP. Playing Time 25 Min.

DAUNTLESS INTERNATIONAL 750 Tenth Avenue, New York 19, N. Y.

HERE TIZ

GEORGE W. NELSON SHOWS

Grand opening Monroe, Iowa, May 26-30; then to Dennison, Iowa, June 1-2-3-4, uptown on streets around courthouse; Glenwood, Iowa, June 6-9; Minden, Iowa, June 10-11; Ralston, Neb., to follow; Schuyler, Neb., for July 3-4; Graettinger, Iowa, for Labor Day.

We carry Seven Rides and are equipped to move and move it two and three times per week. If you like our type of operation and have non-conflicting Hanky Pank Concessions, I will book you, low privilege. Need Shows that can set up on streets, as we play mostly streets. Help wanted on Wheel, Octopus, Merry-Go-Round and other Rides.

Eddie Young wants Agents for Watch-La, Balloon Store, Cigarette Cork Gallery and other capable Agents.

I will be on the lot at Monroe, Iowa, May 23. All replies as per route to
GEORGE W. NELSON, Owner-Mgr.



JAMES H. DREW SHOWS

Cleanest
Finest
Most
Dependable

Annual Chamber of Commerce Festival, Weston, W. Va., May 30 to June 4; Central West Virginia Strawberry Festival, Buckhannon, W. Va., June 6 to 11.

Will place Shows with own equipment. Good opening for Monkey, Animal, Illusion, Mechanical, Glass, Arcade, Hillbilly or what have you.

Will place Concessions: Bumper, String, Bobo, Jewelry, High Striker, Long Range, Basketball, Derby and other Merchandise Concessions. X open on Custard, Hats and Novelties, Snow Balls, Age and Weight, Photos and some other outright Sale Concessions.

Note: Wonderful opportunity for legitimate Amusements. Route includes long circuit of Fairs North and South. All address this week

JAMES H. DREW SHOWS

c/o WESTERN UNION

RICHWOOD, W. VA.

MAGIC EMPIRE

Want for Rangely, Col., Rodeo, May 25-29; Franklin, Ida.-Idaho Days, June 14-15

RIDES

Will book Rides not conflicting. Foremen for Merry-Go-Round; useful Ride Help in all departments.

SHOWS

Ten-in-One, Animal Show with or without own equipment.

CONCESSIONS

A few choice Concessions still open. Need well-flashed Cookhouse or Grab Stand catering to show folks. Sell EX on Bingo, Age and Scales. Opening for P.C. Want one Pin Store and two Count Store for P.C. Want opening for (Rubby) who can cut it. Help for Skillo. Lefty Novack, contact. Shows play fifteen Fairs and Celebrations in Colorado, Idaho and Wyoming. Address all replies—write, wire or phone

James Lundgrun, Owner-Mgr. or James Keyes, Legal Adj.
As per route

RILEY'S AMUSEMENT RIDES

Opening 1955 Season—May 31-June 4, Mt. Vernon, Ind., Street Celebration; Evansville, Ind., Street Celebration to follow; Erlanger, Ky., Street Celebration same week as Evansville.

WANT CONCESSIONS of all kinds that are legitimate and clean. What have you to offer? Privilege very reasonable to good, clean Concessions. No Shows wanted. We plan Street Celebrations, County Fairs, 4H Club Fairs and School Fairs and Picnics and cannot use Shows. Interested parties contact

W. T. "BILL" HOPKINS

CONCESSION MGR., P. O. BOX #397, OWENSBORO, KY.

FLOYD O. KILE SHOWS

WANT—OPENING JUNE 12—WANT

CONCESSIONS: Due to disappointment have opening for Cookhouse that can feed show people. Bingo, Photos, Popcorn, Water Games, Ball Games, Stock Stores of all kinds. Mrs. Little, can place you (twins). This Show is carrying 8 Office Rides, 6 Shows, All Fairs and Celebrations until November. Will give you people on the lot. No grill.

HELP: Foreman for Ell, Merry-Go-Round and Caterpillar; Second Men on all Rides, Kiddy Rides, Spitfire, Rolloplane; must be semi drivers. No cars. We pay good wages for good Men; go to work now. Rides and trucks are in A-1 condition. No time to write, come in, will place you. All people contacted acknowledge. All replies:

FLOYD O. KILE, Mgr., Clinton, La., till June 10

GRAND AMERICAN SHOWS

Want for Iowa Centennial Celebrations: Riceville, May 27-30; La Port City, June 6-8. Two Celebrations Each Week Thru June and July.

Want Grind Shows with own equipment. Want Arcade. Want Hanky Panks that put out stock; also Glass Pitch, Hi-Striker and Novelties. Want Second Ride Help who have Iowa or Missouri chauffeur's license to drive semi trucks.

L. O. WEAVER, Mgr.

EDDIE'S EXPO. SHOWS WANT

Frozen Custard, Milk Bottles, Punks, Break Dishes, Coke Ring Pitch, Hats, High Striker, Penny Arcade. Shows and Rides that do not conflict. Duke Eddy wants Acts for 10-in-1. Gill wants Agents for Grind Stores. Jefferson Co. Sesquicentennial, Brookville, Pa., June 20-25, wants Shows, Rides, Concessions.

This week, Natrona Heights, Pa.; May 30-June 4, Canonsburg, Pa. P.S.: For Sale—Light Plant, 1 Ph., K.V. 10.

MIDWAY CONFAB

Ben Braustein is back on the Metropolitan Shows, it is understood.

D. Sundries Trading Company, owned and operated by Tony Vernier of Newark, N. J., is preparing 15 concessions to be operated locally at church bazaars in the Newark area and managed by Martin (Muddles) Byrnes, veteran concessionaire from that city. Vernier also expects to put together a set of rides and to operate a regular bazaar unit in the near future.

Big Al Howard is back on the I. T. Shows, manager Phil Isser reports, altho there were reports that Howard would not be with the organization this year. Isser explains that Howard had been away on a Southern ride-booking trip but that nothing came of it.

Mrs. Marie Simpson announces the May 10 wedding of Averill Meehan to Walter Wanous, World of Mirth Side Show man, at the Lamarr Hotel in Birmingham. Wedding guests included Mr. and Mrs. H. B. Kruep, Mr. and Mrs. B. Kruep, Mr. and Mrs. Bachmann, Clarence Hunter, Kim and Craig Meehan, Mr. and Mrs. Bill Jacobs. Wanous is brother-in-law to Dick Best, Side Show operator on the Royal American Shows this year, and the brother of Irene Best.

Mr. and Mrs. George (Dixie) Malanga, with their guest Joen De Marco, were parted by Dixie's Brother, John, a well-known Newark, N. J. attorney, Sunday (15). Dixie and John are concessionaires with the James E. Strates Shows, conveniently playing the week in South Plainfield, N. J.

Phil Cook, former executive secretary of the Miami Showmen's Association, and Jim Stabile have formed a company to sell jewelry items and premium merchandise to concessionaires. They have visited a number of Eastern shows. Their planned route will take them clear to the West Coast and back East in time for major fairs.

Sports Illustrated magazine has bought a yarn on carnival wrestling shows authored by William Lindsay Gresham, well-known

writer of factual outdoor show business pieces. The story is not yet scheduled. . . . Concessionaire A. Hymes is handling the novelties at the Shrine, Quebec City.

Frank Conklin flew in from Canada to attend the funeral of Joseph H. Hughes, a long-time friend and veteran field representative specializing in Dominion territory for the George A. Hamid & Son talent agency. . . . Louis (Dada) King reports that he will have a dart store with the World of Mirth this season. He has been with WOM for several seasons as secretary to the concession department and then as a stand operator. During the winter he operated the lunch stand at the National Showmen's Association.

Helen and Larry Osborn have arrived in Virginia where they are joining the Barney Tassell Shows with their popcorn and candy applies.

Visitors to Amusements of America at Perth Amboy, N. J., included Clemens F. Schmitz, Mrs. Hoffman, Police Chief Rossi of Raritan Township, Mr. and Mrs. Morris Vivona and family, Jack De Marko, and Mae S. Hong, James E. Strates Shows publicist. . . . Mike Roman observed his 62d birthday during the engagement following, on May 17 in South River, N. J. Mike has the cookhouse.

Raymond Korhn, brother of Vernon Korhn, secretary of the Greater Tampa Showmen's Association, has left with his wife from Miami for New York, where they will sail to Germany for three months. Several members of Mrs. Korhn's family are in that country. . . . Bill and Myrtle Duncan are leaving Miami to join one of the shows in the Wisconsin area. Daughters Joan and Mary Jean will accompany them.

Mr. and Mrs. Curley Hutton, of the O. C. Buck Shows, celebrated the birth of a son Saturday (14). Mother and child are at Memorial Hospital, Albany. Father is the show electrician.

A baby shower was held recently for Betty Peugh, wife of Roy, O. C.

MIGHTY INTERSTATE SHOWS

WANT

SHOWS: Want Girl Shows with own equipment; have good Girl Show territory and we work every week. Due to disappointment want Side Show with own equipment, committee money only. Will book any worthwhile Grind Shows, Penny Arcade, Fun House, very small percentage. RIDES: Will book any non-conflicting Major or Kiddie Rides. Will give good proposition to Live Pony Ride, RIDE HELP: Foremen and Second Men on all Rides. No drunks. Semi-drivers preferred. Good treatment and payday every week. CONCESSIONS: All legitimate 10¢ Concessions open. Have good opening for Short Range, Long Range, Photos, Novelties, Jewelry, Popcorn, Floss, Sno-Cone, Ice Cream, Frozen Custard. P. Venner wants Countermen for Bingo, Henry Peiham, John, Dick, Tex, Charles, Andre Welter, White or anyone who worked for him before, get in touch. Want Agents for Pea Pool, Over & Under, Ball Game. Harry Smiley wants Agents for Buckets and Six Cats. HELP: Want Show Builder and Carpenter who knows how to build show fronts on semis to join on wire. Also want Scenic Artist and Painter to join on wire. Salaries no object if you can produce.

Replies to H. B. ROSEN

Gen. Del. or Western Union, Tell City, Indiana; Bedford, Indiana, to follow.

GREATER DIXIELAND EXPOSITION

Opening Tulsa, Okla., Juneteenth Celebration, June 5.

Can place for Tulsa and the balance of season of 20 Fairs and Celebrations.

Cookhouse, Photo, Ball Games, Water Games, Watch-La, Darts, Penny Pitch, Scales and Age, Jewelry, Basketball, Coke Bottle, Hi-Striker. Will place any legitimate Hanky Pank (we carry no Flats, Percentage or Count Stores).

PLACE sober, reliable Ride Help, First and Second Men on Wheel, Jenny, Comet, Octopus, Tilt; must be licensed drivers (if you drink don't bother). Place A-1 Electrician, Transformers and Junction Boxes.

Place Grind Shows with own equipment.

Want complete set of Kiddie Rides. Will give "EX" on 4 or more Mechanical Rides. All reply:

JIMMIE HENSON, Mgr.

BOX 188

FOREST HILL, LA.

JOYLAND MIDWAY ATTRACTIONS

Want legitimate Concessions of all kinds. Good opening for Walk Through, Fun House, any Show that can play the streets. Have complete outfit for Girl Show, 60-foot 5 banner front. Good opening for Sit-Down Grab. Will book any Ride not conflicting. Marlette, May 30-31-June 1, location downtown parking lot. Parade Decoration Day, fireworks, mammoth Kid Day. 15 more to follow, all in Michigan, including Sand Lake for the 4th of July. Mexican Fiesta at Hart. Can use capable Ride Help. Top salary, for Ferris Wheel Foreman. Address all mail to

ROSCOE T. WADE

HOTEL EDDYSTONE, PARK AND SPROAT STS., DETROIT, MICH. TEMPLE 2-1200.

WANT WANT WANT

SHOWS: Side Show, Monkey Show, Animal Show, any single Attraction not conflicting.

HELP: Merry-Go-Round Foreman, other Ride Help; all must be licensed trailer drivers. CONCESSIONS: Short Range Gallery, Age and Scales, Arcade, Glass Pitch, Hanky Panks. All replies

L. J. HETH SHOWS North Birmingham, Ala.

COOK HOUSE HELP

Griddle Men and Counter

Contact me at once

Carl Parsons
Marks Shows
11th and Patterson
Philadelphia, Pa.

LEASING AGENTS REPUTABLE CARNIVALS AND CIRCUSES

may obtain reasonable rental for land in shopping center in Eastern DENVER, COLO. Inquire

ED HIGBEE
716 Peoria Ave. AURORA 8, COLO.

WANTED AT ONCE

Experienced Ride Men for Scooter, Merry-Go-Round and two Kiddie Rides for beach. Good pay. No tear-down. Must know Scooter cars repair. No drunks.

PLAYLAND

Rehoboth Beach, Del.
Phone: 6311

D. S. DUDLEY SHOWS

WANT

Ferris Wheel Foreman, Tilt-a-Whirl Foreman; sober and reliable. Rides are new. Frank Bombino, come on. Can use Hanky Pank not conflicting.

Electra, Texas, May 23 to 28.

WANTED

Concessions of all kinds. Flat rate \$15.00. \$1.00 cut-in for the ANNUAL BAINBRIDGE STREET FAIR. June 15-16-17-18. Plenty of Free Acts and Rides to draw crowd. Write

G. KILGORE
Bainbridge, Indiana

WANT TO BUY

Adult Rollocoaster, 8-Tub Short Arm Octopus, Spitfire, Kid Rides. Must be in good shape, no junk; with or without transportation. Give full details in first reply. Replies to

H. B. ROSEN

General Delivery or Western Union, Tell City, Ind., this week; Bedford, Ind., to follow.

Merry Midway Shows

Cuba, Missouri, June 1-4; Vandalia, Mo., June 7-11.

Want Concessions: Balloon Dart, Hi-Striker, Sno Ball, Scales and Age, Pitch-Tilt-U-Win or any that doesn't conflict. Want Ride Help, must drive; Wheel Foreman (Curtis Pamela, answer). Will book or lease one Ride, Octopus, Swing, Roll-o-Whirl. Contact

ALBERT BARKER, Cuba, Mo.

WANTED—WANTED

Ride Help—Second Man on Baby Q Jenny, Man on Kid Ride; must be truck drivers. No drunks. Pay every Sunday. Can use a few more Concessions, also two Shows.

STEPHEN'S SHOWS

Centerville, Iowa, this week; Sigourney, Iowa, May 30-June 4.

WANT

Girl for well framed Single-O Girl Show; young and attractive. I have wardrobe. Very good proposition. Also Fighter, 135-150 pounds, and other Help for Athletic Show, Ride Help who can drive. No collect calls. Contact

JACK BERNARD

c/o Morton's Rides—Wray, Colorado, May 23-28, or per route.

AMUSEMENT PARK LEASE

For Sale, one year lease, 5 year option. Park contains 7 Kiddie Rides, 4 Major Rides and Concessions. Also Kiddieland for Sale, with 7 Kiddie Rides, including 36 foot Herschel Merry-Go-Round.

FOX AND SONS AMUSEMENT RIDES

3860 Pacific Coast Highway
Torrance, Calif.

WANT

For Annual Decoration Day Celebration, Joliet, Ill., May 25 to 30. Custard, String, Fish, Duck, Pitch, Novelties, Seale and Age, Basketball, Glass Pitch or any Hanky Panks not conflicting. No Flats or Mitt Camps. Want Second Man on Spitfire and Kiddie Ride Man who drive. **BURKHART SHOWS & AMUSEMENTS** Joliet, Ill., this week; Aurora, Ill., V.F.W. Spring Festival next. All Celebration and Fairs.

Buck agent, in the girl show. The affair, arranged by Ann Marcassio, was attended by Kay Marchiano, Rose Ryan, Dorothy Fitzgerald, Jane Farilee, Sally Beldock, Eve Batchlor, Ethel Garland, Betty Betit, May Carpenter, Elsie Levitt, Ida May Sincely, Jayne Paulas, Margo Smith, Mrs. Nelson Beardsley, Helen Goodwalt, Vee Vogt, Sissy Broome, Ethel St. Dennis, Mitzie Crome, Catherine Valentine and Mrs. Bernie Feldman.

Mr. and Mrs. William Beldock, of the O. C. Buck Shows, recently purchased a new Buick. Bill is ride superintendent and Sally has the candy floss and ponies. Joe and Flo Shivo, also on the Buck show, are the owners of a new Buick and a house trailer.

A weekly benefit bingo game for the Miami Showmen's Association has been started on the O. C. Buck Shows. Arranged by Helen Goodwalt and Danny Dorso, the initial event was reported highly satisfactory.

Cotton Harris, Motordrome and floss operator on Gold Medal Shows, has had his share of bad luck in recent weeks. His 9-year old son, Shan Lee, recently underwent surgery to remove a straight pin he had swallowed. Then, en route to Bristol, Va., the Harris car turned over and was badly damaged. No one was injured. . . . Nat Pearl, brother of Joe Pearl, of Gold Medal, was discharged from a Baltimore hospital and is recuperating at home. Has no immediate plans for returning to the road, Joe infos. . . . Visiting the Johnny Dentons on Gold Medal at Bristol were Mr. and Mrs. Pete Graveley. He was former manager of the Concord, N. C., fair.

Mike C. Piccolo visited Gooding Shows at Uniontown, Pa., where he cut up jackies with Charlie O'Brien, Hap Berkshire, Pauline Clark, Mr. and Mrs. Larry Ackley and John Gallagan. . . . Mrs. Lee Allen, who recently lost her husband, will continue to operate the cookhouse on Warwick Shows. Rodney and Jeanette Johnson, agents for Lee Moss on the Warwick org, recently became parents of a girl. . . . Ira Billingsley, form-

erly with the Siebrand show, is confined at 2080 Linden, Memphis.

Roy (Pepsi) Jones spent several days in Chicago last week. . . . Tommy DeCarti was guest of honor at a birthday party on Royal Midwest Shows at Cleves, O. Guests, in addition to his parents M. and Mrs. Dave DeCarti, included Jimmy Birchman, Tommy Dunn, Marsha Harris, Michael Harris, Jimmie Henry, Michael Henry, Martha Ann Henry and Lou Ann Swan. . . . Babe Harris and Tony Nelson report business for their gal show with Mighty Page Shows is on the up-grade. Show features Kitty Von Dell and also has Ginger Wayne in the lineup.

A. J. Bergman is back handling tickets with Hutchens Modern Museum on Sunset Amusement Company. Show's personnel in-George Hershey, fire and magic; Lee Dalton, inside lecturer and electric chair; Ted Vining, glass blower and tattoo; Mrs. Vining, mental; Mrs. Dalton, sword ladder, and Christine, annex attraction. George MacAllen is manager.

Thelma Frenzel, cashier on Eddie Yeager's cookhouse on the Amusement Company of America Shows, is recovering from a broken hip and arm at her sister's home in Princeton, Ind. She'd appreciate hearing from friends. . . . Before joining the Paul Miller Shows at the Indianapolis Speedway Billy Logsdon took delivery on a new fireproof ten for his Single-O Show. . . . Al (Whitey) Hunt will handle publicity for the Pinky Pepper attraction at the upcoming Indianapolis Speedway event. . . . Charles Le Roy's wife, Anna, is back on the job after a long illness. Le Roy operates shows on the Thomas Joyland Shows.

John Blackley is now with the Motordrome on the World of Mirth Shows. . . . Spot worker George Harris will work a park in Chicago this season, according to Joseph Lehr, spot worker from Philadelphia. . . . Mary McHugh infos that she'll rejoin her husband, Billy, at fair time.

Hank Shelby, veteran concessionaire, has been released from a Chicago hospital and is convalescing at his home. He's still taking treatments but reports he's raring to go and will be with it this season.

Chappie (The Grinder) Harris, postals from Bluefield, W. Va., that he's having a big spring with Gold Medal Shows where he's working with John Camp's concessions. Arthur Brown recently joined to help Harris. . . . Jack Monroe reports he's got his Side Show back on Gold Medal after two year's absence. Unit was with Prell last year and Metropolitan in '53. . . . Art Frazier will have concessions on the Gentsch show this year with Roy Mitchell. Mrs. Frazier will have the penny pitch. . . . Walter B. Fox is still taking treatments for an eye condition in Mobile but expects to be okay soon. Recent visitors to his apartment included Mr. and Mrs. Eugene Masengale, S. F. Ratliff, Mr. and Mrs. Joseph E. Karr and Mr. and Mrs. John Adams.

Several Prell show staffers are sporting new house trailers. Mr. and Mrs. Abe Prell are now living in a new 40-foot Spartan and Mr. and Mrs. Al Reisinger took delivery on a 30-foot Colonial. Both were purchased from Ray Meryes. Paul Prell is waiting delivery of a new truck.

Mr. and Mrs. Joe Hatfield recently took delivery on a house trailer and car. The couple spent a successful winter season at the Sugar Bowl Club, New Orleans, where they are still going strong.

Mr. and Mrs. Walter Williams recently took delivery of a new Jolly Caterpillar from the Allan Herschell Company, Inc., and reports its making a hit with adults as well as with the small fry.

Following excellent attendance and business at Spring Lake Park, Texarkana, Tex., last week, Eddie Moran's Southern Valley Shows, upon invitation of the sponsoring police department, will play two more weeks in town, both dates on downtown lots, reports General Agent Harry Benson.

BUFF HOTTELE SHOWS

3 UNITS—WANT FOR 50 FAIRS AND CELEBRATIONS
 Hanky Pank Concessions that work for stock.
RIDE HELP: Need Foreman on several Rides, especially on Ferris Wheel, Tilt-a-Whirl and Fly-a-Plane. Elmer (Blackie) Bullard, contact Romeo Dunn. Lloyd Schemil, contact Buff Hottle.
 Unit #1 will be in Eldorado, Illinois, May 30. Unit #2 will be in Baton Rouge, May 30.
 Will book Dark Ride for season on #1 Unit.
 Bill Chalkias wants Man who can handle #2 Side Show starting in June.
 Also want Side Show Acts for both Shows. Also Girls for Girl Show. Reply to:
BUFF HOTTELE, MGR., #1 UNIT
 (St. Bernard Ave.) New Orleans, La., or **ROMEO DUNN, MGR., #2 UNIT**, Ponchatoula, La.

WALLACE BROS. SHOWS INC.

CAN PLACE FOR TOP MONEY-MAKING ROUTE
SHOWS: UNBORN, MECHANICAL, DROME, ATHLETIC, ILLUSION.
CONCESSIONS: SIX-CATS, BUCKETS, SHIV RACK, MOUSE GAME, TWO GRIND STORES, SHORT RANGE. STOCK CONCESSIONS—ALLEY, BLOWER, DARTS, BALL GAMES, BASKET BALL, COKE BOTTLES, PITCH-TILL-YOU-WIN, BUMPER, STRING GAME. HANKY PANKS OF ALL KINDS.
HELP: LOT MAN, MATINEE PROMOTER, BANNER MAN, SPITFIRE FOREMAN, MAN FOR TOWERS (SPARKS, WIRE). SECOND MEN ON ALL RIDES.
ALL REPLIES: E. E. FARROW, Mgr. Woodstock, Ill., This Week

20TH CENTURY SHOWS

30 CAR RAILROAD SHOW ON TRUCKS
WANT FOR 18 FAIRS STARTING IN 3 WEEKS
CONCESSIONS: Hanky Panks of all kinds. Will sell "EX" on Ice Cream, Custard and Photos.
SHOWS: Grind and Bally Shows. Good Wild Life. Can use good Arcade and Fun House.
RIDES: Will book, buy or lease any Major Ride not conflicting (Art Signor wants to hear from Mrs. Faye Wolf).
 El Dorado, Kans., this week; Leavenworth, Kans. (Soldiers' payday), next.
 Write or wire
JESS WRIGLEY—E. E. McCRARY—CHAS. TRAVERS

Morris Hannum Shows

One of the Great Eastern Shows

LANCASTER CO. FIREMEN'S CONVENTION, Marietta, Pa., May 30-June 4
 Also CAHILL FIELD FAIR at 29th & Clearfield Sts., Philadelphia, Pa., June 1-4 BIG DAYS

RIDES	Caterpillar, Comet, Coaster, Rockplane and Live Ponies.
SHOWS	Monkey, Arcade, Mechanical and Wildlife.
CONCESSIONS	Photos, Scales, Jewelry, Novelty, Hanky Panks of all kinds. NOTICE: Cahill Field concessionaires, contact me at once. Straight sales and strictly stock booths only for Cahill Field.
HELP	Experienced Help on Wheels, Chairplane and Octopus; Man for Downey Light Towers, drivers preferred. Need Bingo Caller. Roy Towns, wire Marion McWethy collect.

All replies to MORRIS HANNUM, Penn Harris Hotel, Harrisburg, Pa., this week (May 23-28); then Stevens Hotel, Lancaster, Pa., May 30-June 4.

PENN PREMIER SHOWS

worlds • cleanest • midway

ROTTERDAM, NEW YORK, BIG DECORATION DAY CELEBRATION
MAY 30 THRU JUNE 4

CONCESSIONS	Can place CUSTARD, Gran, Age, Scale, Novelties, Glass Pitch, Derby Racer and any other legitimate Concessions not conflicting.
RIDES	Can place any Ride not conflicting.
SHOWS	Can place to join on wire Manager for Girl Shows. Must have wardrobe, sound and girls. We have complete outfits. We have outstanding Girl Show territory with big grosses. Already have one Show in the air.
HELP	Can place Second Men on Wheels, Tilt, Octopus, Kiddie Rides. Salary every week plus bonus. Come on, we can place you. Arthur McIntyre can place Waiters and General Cookhouse Help. wire. O. D. Johnson and Buster Westbrook can place Agents for Razzle.

WANTED OUTSTANDING FREE ACTS FOR SEVERAL WEEKS' WORK
IN NEW HAMPSHIRE AND MASSACHUSETTS CELEBRATIONS. CONTACT AT ONCE.
Address all mail and wires to LLOYD D. SERFASS, Owner, Port Jervis, N. Y.
ALL phone calls
HARRY (BUSTER) WESTBROOK, Bus. Mgr., Minisink Hotel, Port Jervis, N. Y.

CARNIVAL BIRDS
 PARAKEETS
 CANARIES
 FINCHES
 CAGES
 Write us for prices
CONRICK BIRD FARM
 8900 South Western Ave.
 Los Angeles 47, Calif.
 Phone Pleasant 8-5294

T.E.N.T.S
 CONCESSION, CIRCUS, CARNIVAL
AMERICAN TENT CORPORATION
 America's Largest Builders of Fine Show Tents
 201 E. Water St. Norfolk 10, Va.
 Representative G. C. Mitchell
BILL SANDERS

STRANGE AND WEIRD ATTRACTIONS
 Shrunken Heads, Ape Boy, Wolf Boy, Devil Child and many others. Your ideas made up. Write for free folder.
TATE MANUFACTURING CO.
 2641 E. McDowell Rd., Phoenix, Arizona

HUBERT'S MUSEUM
 228 W. 42nd St. New York, N. Y.
 Open all year round
 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

C. C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
 FEATURING THOROUGHbred ENTERTAINMENT

CONCESSION: Can place Concessions of all kinds. Hanky Panks and Prize Every-time Games, Ball Games, High Striker, Derby, Glass Pitch (Newell Taylor, contact), Short Range, Penny Arcade, etc.

SHOWS: Can place any good Grind or Bally Show with own equipment and transportation such as Monkey, Animal, Wild Life, etc.

HELP: Foreman for Octopus. Can place Scenic Artist and Painter for several weeks' work.

All wire C. C. GROSCURTH, Mgr.
 Columbus, Ind., this week; then per route.

WANTED

FOR INDIANAPOLIS, IND., TIBBS & WASHINGTON STS., NOW OVER RACE DAY.

Hanky Panks of all kinds. Space limited till May 30, then Eaton, Indiana, and solid already-booked route of pay-off Celebrations and Fairs till middle of November in Indiana, Illinois and Mississippi. No Help needed now. No Shows wanted. No gypsies or racket anytime. Wires only.

PAUL T. ROBERTSON, IDEAL RIDES

ROHR'S MODERN MIDWAY

WANTS FOR FINEST STRING OF STREET FAIRS AND CENTENNIALS IN ILLINOIS

High Striker, Blower, Novelties, Pitch-Till-U-Win, Block Pitch, Arcade, Coke Bottle, Fish Pond, Ducks, Add Up Darts, Roman Targets, Basketball.

Will book Spitfire, Octopus or Flying Scooter. Want Wheel and Merry-Go-Round Foreman who can cut it. Drunks, stay where you are.

HOMER, ILL., or PHONE 11

D. J. ROHR, Chebanse, Ill.

FRAMES GREATER SHOWS

Want High Striker, Jewelry, Novelties and Hanky Panks. Want Family Shows with own equipment. Need sober Ride Help for Major Rides, Agents for Concessions and Bingo Caller.

MAY 23-28, NEW WATERFORD, OHIO; MAY 30-JUNE 4, CHICORA, PA., CENTENNIAL

Skerbeck's Great Northern Show

WANTS — WANTS — WANTS

Concessions for entire season that don't conflict. Shows with own equipment. Can place Major Ride, Roll-a-Plane, Dipper, etc.

Have some open space for Soo Locks Centennial and Marine Fair. Crystal Falls, Mich., May 23-28; Wakefield, May 30 to June 4; then Big Celebration at Ontonagon, "White Pine Copper Days."

Contact: **EUGENE SKERBECK**
 Phone—Wire—Write

HOWARD BROS.' SHOWS

WANT FOR PIKETON, OHIO, ATOMIC FAIR, WEEK MAY 23

Want Photos, High Striker, Basket Ball, Scales and Age, Ball Game. Place Foreman on Wheel, Second Man on Tilt and Octopus. Wire as per route. Need Semi Driver.

WEEK MAY 23, PIKETON, OHIO.

\$100.00 CASH REWARD FOR LOCATION OF OPAL WOLFE-TUDERS-WRIGHT

She and Harry Wright probably in cookhouse—what show? Her boys, Kenny and Frank Wolfe, game or ride men, same show. For reward, call collect

GEORGE TURNER
 PHONE: VICTOR 3-9888 OKLAHOMA CITY, OKLA.

WANTED WANTED WANTED

Shows—Fun House, Mechanical, Hanky Panks, Photo, Ball Games, Glass Pitch, etc. Ride Help on all Rides. Long season. All help contacted come on out. St. Ambrose Society, 802 Montague St., Rockford, Ill.; Rock River Business, 2900 Kishwaukee St., Rockford, Ill.; Jefferson, Wis., VFW Celebration on the square; Holy Rosary Church, Kenosha, Wis.; then per route.

BIG FOUR AMUSEMENTS
 802 MONTAGUE ST. ROCKFORD, ILL.

WANTED FOR CANADA

Good Bally Show with own transportation and equipment; must have clean front. Playing Western Canada's strongest route of Fairs, including the Pacific National Exhibition. Write or wire

JERRY CRAWSHAW, Mgr., ROYAL CANADIAN SHOWS
 1696 FRANKLIN ST., VANCOUVER, B. C.

FOR SALE—Eyerly Fly-O-Plane

This ride in first-class condition—one of the best rides on the road. Has all new working parts, extra safety cables, plenty of light including large dome. New extra parts. Will consider a first-class Fly-o-Plane Operator as partner. Can give you booking on major carnival.

Robert Zirzow, 4001 W. 95th St., Oak Lawn, Ill.

RIDE MEN WANTED

We have Merry-Go-Rounds (2 abreast), Ferris Wheels (25 Ell) and 10 other Rides that go along to make up Ride Units. This equipment is in fine shape—no repair needed. Trucks are 53-54-55 Models. We want Ride Men who will stay sober and clean and take care of this equipment. Salary \$60.00 up and sure every Wednesday.

RILEY AMUSEMENT RIDES
 P. O. BOX 397 OWENSBORO, KY.

<p>STOCK TICKETS</p> <p>1 Roll \$ 1.50 5 Rolls 4.50 10 Rolls 8.25 25 Rolls 18.75 50 Rolls 24.00 100 Rolls 44.00</p> <p>ROLLS 2,000 EACH</p> <p>Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2</p>	<p>We Manufacture TICKETS</p> <p>of every description</p> <p>Wheel tickets carried in stock for immediate shipment.</p> <p>THE TOLEDO TICKET CO. Toledo 12, Ohio</p>	<p>SPECIAL PRINTED</p> <p>Cash With Order, Prices</p> <p>2,000 \$ 6.90 4,000 7.80 6,000 8.70 8,000 9.60 10,000 10.50 30,000 15.50 100,000 33.00 500,000 133.00 1,000,000 250.00</p> <p>Roll or Machine Double coupon, double price</p>
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CLUB ACTIVITIES

Show Folks of America
 145 Turk St., San Francisco

SAN FRANCISCO, May 21.—Club hosted the personnel of Polack Bros.' Circus on Sunday (15) with a party in the clubrooms. Over 50 people were on hand.

Show was staged in a cabaret-like atmosphere with Duke Navarro producing the entertainment. Acts included Lana and Linda Callistro, Don Warner, Jeannie Ataide, Jackie Silva, Dona Theadore, Carol O'Hara, Carol Cunningham, Karen Forest, Elena Norder and Jeanne Noble.

Refreshments were served by Charlotte Porter, Mr. and Mrs. Oscar Mattley and Frances Weidmann.

Next regular meeting is set for June 6 and after that monthly meetings will be held until September.

Lone Star Show Women's Club
 Club of Texas

3105 Forest Avenue, Dallas, Tex.

DALLAS, May 21.—Main topic of the Monday (16) meeting was the appointment of a committee of seven men to look into the selling of the present clubhouse and the construction of a new one. Committee includes Chairman Chuck Moss, Jack Lindsey, Ed Meek, Johnny Obluck, Johnny Anderson, T. C. Sands and Paul Julian.

In the absence of Jule Conner, Beth Anderson read the sick list, which included Mary Ellen Liberman, Jack Woody, Sam (Blackie) Barnes and Renee Gordon.

Club has adopted a new charity, the Arthritis and Rheumatism Fund, with Margaret Pugh handling the donations. The regular dinners proved so successful they will be extended thruout the summer. Inez Carroll suggested a program be published to help the building fund and the motion was adopted. Jack Ray Lindsey and his wife, Wendy, are in Europe. Lydia Powell is visiting her sister, Mabel Welshman, here in Dallas.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, May 21.—Past President Bill Hobday conducted the regular Monday night (16) meeting with Harry Phillips, treasurer, and Al Flint, executive secretary, on the rostrum.

Lights were dimmed at the start of the meeting in memory of Frank D. Merrow, who died suddenly in Winslow, Ariz., where he was appearing with the Siebrand Shows.

Past President Harry Seber reported that the club members will be the guests of the Polack Bros.' Shrine Circus when it opens here for seven days on May 30. The following night, the show personnel will be entertained in the clubrooms.

Harry Phillips reported that the cemetery plot in Evergreen was in excellent condition and that the graves will be decorated on Memorial Day.

Jack Kenyon and Jack Dyke were reported recovering and to have been discharged from their respective hospitals.

Door prize was awarded to Acting President Hobday.

George Whitehead WANTS

Capable Agents for Count Store, Pin Store, Blower, Six Cats, Buckets and Swinger.

ADDRESS: HOTEL BECKLEY
 Beckley, W. Va.

RIDE HELP WANTED

Foremen for Ferris Wheel and Kid Rides. Second Men on all Rides, especially Tilt-a-Whirl; good salary and good treatment. Must drive semis.

H. V. Petersen, Mgr.
 Tivoli Exposition Shows
 Liberty, Mo., this week; then per route.

Miami Showmen's Association

1799 N. W. 28th Street Miami

MIAMI, May 21.—The funeral of George J. Blood, who died on May 14, took place on Tuesday (17) and many members were among those present: Harry Nelson, Alec Cunningham, Ed and Sam Crowell, Willie Lish, Buddy Friel, Sam Kelly, Freddie Harris, Lyman Truesdale, Bill Bryant, Fred Holtzman, Sigmund Eisenberg, Harry Steche, Mr. and Mrs. J. C. Weer, Harry Iser, and others.

The Masonic services were impressive. Three reception rooms were filled with people and outside a very large crowd was gathered to attend the funeral. Flowers from Montreal and as far away as California, all over the country in fact, and especially from Ringling Brothers Circus, overflowed the room. There were more than 300 floral pieces.

Al Weinberg, who was recently sent to the Veterans Hospital in Memphis, has arrived back in Miami with a good report on himself. He doesn't have to stay at the hospital any longer.

Fred Holtzman is negotiating to buy a twin-engine airplane which will take him to Tampa and back every day instead of commuting twice a week.

Ed Strassburg reports he is feeling much better and is still at home. He would like to see some of the boys.

David Fineman this week assures the office he will do his best to raise money for the Miami Showmen's Association. A letter from Charles Tommy Thompson who is with the James E. Strates Shows, says he likewise is doing his best to bring in some money to the club. Shep Blumberg, chairman of the ways and means committee, visited the Amusement of America Shows and from the report sent in, the affair was highly successful, thanks to Bill Jones' Bingo which is managed by Bobbie Negus. The report came in that Phil Cook took charge of this affair and was ably assisted by John Vivona, Shep Blumberg, and Danny Dell. A great success.

The boys of Italian-American Veterans of Miami, which include quite a few members of the Miami Showmen's Association, still gather at the club twice a month and their meetings—from reports given to the executive secretary—are very enthusiastic and quite a number of the boys show up.

The fights on TV every Monday, Wednesday, and Friday night usually draw all the in-town members to the club.

Bob Connor writes from the Battey State Hospital in Rome, Ga. He is coming along pretty good and would like to hear from his friends.

There is still quite a bit of mail for the boys who were notified last week and if they will write to the executive secretary, he will forward the mail on to them immediately.

Ladies' Auxiliary

A fund-raising social was staged in the clubrooms May 18 by Ann Kaufman and Frances Barnett. Freda Wilson, Caesara Buzzella and Estelle Brady assisted in preparing and serving luncheons. Others in attendance were Irene Moore, Eva Daniels, Ann Whitehead, Shirley Lyons, Clara Dunn, Ethel Weer, Rose Bennett, Gay Markell, Mickey Hawkins, Naomi Bantley, Bea Truesdale, Elsa Bryant, Rose Lange, Mae Nelson, Peggy Hirsh, Le'he Fleeman Arlt, Rebecca Castle, Anna Priest, Edna Lockhart, Sara Pedrick, Barbara Brofell, Elsie Keeler, Regina McLinden, Irene Kane, Sadie Goodman, Lee Cook, Rose Hicks, Bessie Weiner, Judith Soloman and Doris Winkle.

Door prizes were won by Rose Hicks, Elsie Keeler, Elsa Bryant, Edna Lockhart, Estelle Brady, Mae Nelson and Naomi Bantly. Eva Daniels won the money award and Rebecca Castle won a purse. Refreshments were served and card games were played.

FOR CONCESSIONAIRES
PARAKEETS
 (YOUNG, FINGER TAME, ASSORTED COLORS)
CANARIES—CAGES

WE SHIP ANYWHERE
 LIVE DELIVERY GUARANTEED
 Orders Filled Promptly!
 WRITE FOR CIRCULAR
Madison Sq. Pet Shop
 857 8TH AVE.,
 NEW YORK, N. Y.
 JUDSON 6-3360

CAFE and RIDES
 FOR SALE

Cafe with Exclusive Beer License for Sale, with Rock-a-Plane, 1954 Model, and Octopus Ride. Under same ownership for 15 years. To be sold as a going concern. Long percentage lease. Open all year-round. Located on Ocean Park Amusement Pier, Ocean Park, California. Reasonable price. Write

GEORGE FREIGE
 252 5th Avenue Venice, California

Concessions, All Kinds
 Wanted at Fort Cody

Western playground, astride the Continental Divide, June 1-November 1. Chuck Wagon, Indian Trading Post, Rides, Games, Photos, Western Shop, etc. Write

CAPT. OZIE WATERS
 Rollinsville, Colorado

••• **POPCORN** •••

KEMPOP 40, the sensational new yellow hybrid. Pops 20% more volume than ever before. Write for sample. Also White Hulled, Bags, Salt.

•• **INDIANA POP CORN CO.** ••
 Muncie, Ind.

WANT TO BOOK

Carnival with Rides and Concessions for Homecoming Celebration, August 27-28, 1955. Write

M. F. KAPPELMANN
 c/o Hermann Chamber of Commerce
 Hermann, Missouri

ROYAL MIDWEST SHOWS

Can place Stock Concessions of all kinds, Diggers, Photos, Girl Show with own equipment, Unborn, Wildlife and Fun House.

Wire ROXIE HARRIS
 Kenton, Ohio, this week

TEX ROBERTS WANTS

Agents for Razzle, Pin Store, Buckets, Six Cats and Swinger.

BE'S OLD RELIABLE SHOWS
 Winchester, Kentucky, this week.

WANT

Side Show People, Inside Lecturer, Half and Half, Magician, Freaks, any Working Acts. Lola Conklin, Jean Stone, others I know, answer or come on.

BILL CAMPBELL
 6th & Central, Kansas City, Kansas.

OPEN MAY 26

For Annual Firemen's Carnival and all Celebrations and Fairs to follow.

Want Ride Help and Shows. Can use some Stock Concessions.

RAINES AMUSEMENTS
 Mena, Arkansas Phone 544

WOLFE AMUSEMENTS

Bassett, Va., this week; Roanoke Rapids, N. C., following.

Jimmy Sears, contact Ben Wolfe, Wolfe Amusement Company, Bassett, Va. Call me at police headquarters. Lou Pease wants Girls for Girl Show. Man and Wife for Single-O Show. Gerry and Howard, come on.

WOLFE AMUSEMENT, Bassett, Va.

FRANK W. BABCOCK UNITED SHOWS WANT

No. 1 Ferris Wheel Men for the Number One Unit and the Number Two Unit. Apply Baltimore Hotel, 501 S. Los Angeles Street, Los Angeles 12, California. Phone Trinity 5941. Ask for Spencer or Scudder.

WANTED ASSISTANT MANAGER

One who can lay out lot, etc. Also can place some Ride Help. We carry 12 Rides. All answer: Fort Clinton, Ohio, May 24-30; then per route.

MOTOR STATE SHOWS
 JOE FREDERICK, Mgr.

WANT

Merry-Go-Round, Ferris Wheel Foreman and Second Men, and Agent for Long Range Shooting Gallery; good proposition for right man. Want to hire Merry-Go-Round for one day only, July 9; will pay \$600. Contact

MIKE PRUDENT
124 Cedar Ave., Patchogue, N. Y.

BEN LAIL DANCERS WANTED ATTENTION, BEN

Business very big out here, don't miss the boat. Chief, letter received; contact. DANCERS—Must do Strip, Exotic, Hula. Guaranteed salary plus plenty dings. Must be young, attractive, good figures, have own wardrobe. Pay nightly, salary open. Answer: Care **BILL HOLT**, Gem City Shows, or Nelson Hotel, Rockford, Ill. P.S.: Will consider Talker with two girls or more.

JACK THOMAS WANTS AGENTS

For Ball Games, Fish Pond and Blocks. We play three spots a week. Opening May 26. Replies:

c/o **ART B. THOMAS SHOWS**
Lennox, South Dakota

FOR SALE OR EXCHANGE

6-seat, never used, brand new Kiddie Ferris Wheel, duplicate of adult wheel. No cages. Will trade for 2-Abreast Kiddie Merry-Go-Round.

G. & S. Amusements, Inc.
Salisbury Beach, Mass.

CARNIVAL WANTED

Hamilton County Fair, week beginning August 20. Contact **H. E. REEDER**
McLeansboro, Illinois

WANT BLOWER AGENTS

For Sandy Beach Park
Russells Point, Ohio
CHUCK DUMA
Phone: Russells Point 4-6431
No collect calls.

SECRETARY FOR CARNIVAL OFFICE AT LIBERTY

With knowledge and experience in all office routine. Payroll, Records, S.S., W.H. Interested only in shows playing Eastern States. Address: **H. L. MASTERS** Redwood, N. Y.

2 Big Home Comings in Ohio

Waco, June 21-25, and North Industry, July 19-23.
Want two Educational Shows, Photos, Cork and Lead Gallery, Jewelry, Scales, Waffles and Games for Merchandise.
GEORGE MARLOW
911 Payne Ct., N. E. Canton 5, Ohio

WANTED

Information to the whereabouts of **PHILIP J. DeLANO**
BERMAN SALES CO.
Phone: 521 Pennsburg, Pa.

WANT FERRIS WHEEL FOREMAN

Must be sober and reliable and able to drive truck.
LEE AMUSEMENT CO.
Talladega, Ala., this week; Lanett, Ala., next week.

FOR SALE 12 Ferris Wheel Seats

Good condition
RALPH GLICK
6705 N. Jean, Chicago, Ill. ROdney 3-2808

SEARCHLIGHT CARBONS

For Sale: 60" Searchlights, Generators, Arc Lamp Assemblies, Lamp Assembly Feed Boxes and all replacement parts. **\$3.75 per car.**
PUBLICITY SEARCHLIGHT CO.
52 W. 53rd St., N. Y. PLaza 5-6980

GIVE TO DAMON RUNYON CANCER FUND

FROM THE LOTS

Skerbeck Amuse Co.

ESCANABA, Mich., May 21.—A new and completely refurbished show made its debut here under auspices at the Upper Peninsula Michigan State Fairgrounds. A combination of good weather and spending brought the date a 40 per cent higher gross than last year. Show is prepping for the big one, the Sault St. Marie (Mich.) Centennial.

Matt Gordon arrived with a new kiddieland consisting of five rides. Outstanding money winner has been the new King Pariasian ride. The new Tilt-a-Whirl arrived from Faribault, Minn., in time for the opener. Show will play several new fairs in the lower Michigan peninsula this year.

Paul Pittman is lot man and concession manager. Concessionaires are Margaret Hoffman, 3; Ray Nord, 1; Creapo, 3; Dohr, 1; Pittman, 4; Silverstein, 2; Schwartz, 2; O'Brien, 3, and Jim Lemon, 2. Helen Clintsman is The Billboard agent, and Ernie Nemitz is electrician. The cookhouse is being operated by the Clintmans. Forrest Johnson has the pony ride.

Other personnel includes Gene

Sherbeck, co-owner and manager; Pauline Skerbeck, co-owner and treasurer; Mrs. Gene Skerbeck, secretary; Sammy Goldberg, advance man; Bill James, sound car, and R. Neil Altenburg, general agent and adjuster.

New lights towers and a new lighting effect for the Octopus have been added. The back end is headed by an Altenburg animal unit managed by Bernie Kopp. Prof. Arthur Hansen has joined to frame small grind shows for the fairs.

Playtime

WAKEFIELD, Mass., May 21.—The show, while playing here last week, entertained students of the Perkins Institute for the Blind. The boys are annual guests of the carnival.

Grosses for the organization have surpassed those of 1954 thus far by one-third. The show, which carries nine rides, will go into Cape Cod in June. Concessionaires include Harry Roach, 2; Billy Burr, 4; Roger Lavell, 3; George Penney, 2; Frenchy Jacques, 3; Harry Reiss, 3; Bill Edmands, 2, and John Legasse, 5.

Weather has been good, except for the opening date in Manchester, N. H., when the show suffered rain every day of the date.

Winter Quarters

Shorter's

WATERLOO, Ia., May 21.—Shorter's Shows are nearly ready to hit the road under the supervision of Floyd and Sheldon Shorter. Last-minute touch-up is being put on the equipment, and a strong route of street celebrations, centennials and fairs have been booked.

Neva and John Rourke have returned from California and have built a new novelty stand which they will have on the show. Webb and Flo Taylor are returning with photos. Robert D. De Lap will have five concessions, and Clyde Raye will operate his foot-long hot-dog wagon. Mr. and Mrs. Harry Devlin and son are back from Chicago and have purchased a new house trailer.

A new Funhouse front has been built and several new tractors and a trailer have been added. The show will carry 7 office-owned concessions, 25 concessions, a bingo and other sub-contracted rides and shows.

Show opens May 27 in Hudson, Ia., under the auspices of the Hudson Chamber of Commerce.

Dick Wilcox

MECHANICS FALLS, Me., May 21.—The show played to fair business here last week and closed on May 14 with a winning day. The final day saw games, rides and eating stands taking care of a loaded midway.

Celebrating the marriage of William Chappas and Lillian LeFebre Wednesday (11) were Mr. and Mrs. James Billings, Dave Blotner, Georgette Marcoux, Mr. and Mrs. Don Watson, Mr. and Mrs. R. E. Wilcox, Larry Gallant, Sally and Nicky Miller, Dot and Jack Cooke, Raymond McDermott, Delois LeFebre, Mr. and Mrs. J. A. LeFebre, Mr. and Mrs. Ralph Againo, Walter Turner, Alton Lyons, Blackie Jordan and Sam Edstine.

WANTED FOR SOUTHERN VALLEY SHOWS

Agents for Count Stores, Razzle and Rolldown. Bill Ackerman, contact me at once. "Fishmouth" Babe Wallace no longer connected. Texarkana, Tex., two weeks, auspices Police Dept.

All replies: **A. WILSON**
c/o McCartney Hotel, Texarkana, Texas

DRAGO #2

WANTS FOR GRAND OPENING AT GASTON, INDIANA, JUNE 6-11

All types of Hanky Panks, Short and Long Range, Ball Games, Coke Bottles, Live Ducks, Fish Bowl, Bumpers, String or any Store that works for stock. Want Live Pony Ride. Any worth-while clean Show, no Ding. This unit booked until October 1. One still date, the rest Celebrations and Fairs. Wire

CHET PIERCE

c/o CIVIL DEFENSE CARNIVAL INDIANAPOLIS, IND.

GEORGE CLYDE SMITH SHOWS

Wanted—Ball Games, Pitch-Till-You-Win, Balloon Darts, Slum Spindle, Age & Scales, Hoop-La, String Game, Basket Ball, Short Range, Fish Pond, Duck Pond, Penny Arcade. Wanted—Side Show, Monkey Show, Girl Show, Snake Show. Agents for office Hanky Panks. General Ride Help, Truck and Tractor Drivers.

All replies **GEORGE CLYDE SMITH SHOWS**

Altoona, Pa., this week; Coalport, Pa., next week.

WOLFE AMUSEMENT

BASSETT, VA., THIS WEEK; ROANOKE RAPIDS, N. C., TO FOLLOW

Can place Buckets, Swinger and Six Cats if you can follow orders. Positively no joints here. Want Bingo; good Bingo territory, good proposition. All Hanky Panks open. Will give good deal to set of Kiddie Rides. We are going to the Potato Country.

BEN WOLFE, Bassett, Va., this week

P.S.: Geo Beardsley wants Hanky Pank Agents.

WANT BILLPOSTER

TO START JUNE 1 FOR ALL SEASON'S WORK. Must know his stuff and be reliable. (HARRY ROBINSON, ANSWER.)

WILLIAM T. COLLINS SHOWS
801 E. 78TH ST. (Phone: Rockwell 9-5097) MINNEAPOLIS, MINN.

TIVOLI EXPOSITION SHOWS

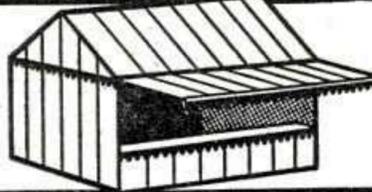
WANT FOR TWO BIG CENTENNIALS, ON THE STREETS, IOLA, KANSAS, JUNE 3-7, AND HOLTON, KANSAS, JUNE 8-11.

CONCESSIONS: Hanky Panks of all kinds, Penny Arcade, Ball Games, Basketball, Pitch-Till-You-Win, High Striker, String Game, Age and Weight, Cigarette Pan Game, Swinger and Jewelry.
RIDE HELP: Want Foreman for Ferris Wheel and also for Kiddie Rides, Second Men on all Rides; must drive semi trucks.
RIDES: Want to book Octopus and Roll-o-Plane Rides or any other Major Ride that does not conflict.
GENERAL HELP: Can use capable Grind Store Agents and good Hanky Pank Agents, also good Up and Down Help. Want Girls for Girl Show, good treatment, salary guaranteed. Can place good Side Show People on Ten-in-One.

Contact **H. V. PETERSEN, Gen. Mgr.**

Liberty, Mo., this week; then the two big Centennials starting at Iola, Kan.

ANCHOR TENTS



The Showman's Choice

Finest Materials—60 Yrs. Experience. Recognized as the Tent House of FIT—STYLE—AND QUALITY

Concessions—Show Tents—Ride Tops—Bingo—Merry-Go-Round—Cookhouse Tops
4 DAYS' SHIPMENT MOST SIZES. Phone 5-8105

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

Wanted—RIDE HELP—Wanted

Second Man for Wheel, Man for Chairplane, Tower Dumps, also useful Help in all departments. Must be Truck and Semi Drivers. If you drink or chase, stay where you are. **TIM AYLIFFE** can use Agents for office-owned Concessions.

LEE BECHT AMUSEMENTS

Norwood, Ohio, May 24-28; Washington Court House, Ohio, May 30-June 4; Miamisburg, Ohio, June 6-11.

SUNSET AMUSEMENT COMPANY

WANTS FOR DOWNTOWN DUBUQUE, IOWA

Short Range, Ball Games and Hanky Panks. Can place Six Cats with a Hanky Pank. McManus wants Pea Pool Dealer. Have room for Athletic Show with front and top. Opening for Fun House, Glass House or Unborn. Can place Second Men on Rides. Want to hear from Rockoplane Foreman for new Ride.

Newton, Iowa, this week; Dubuque, Iowa, next.

P.S.: H. E. Harbalt, write.

O.C. BUCK SHOWS

Want Caterpillar, Dipper and Scooter Foremen. Also Second Men on Rides who can drive semi. Eddie Johnson, wire. Can place Snake Show or any Grind Show not conflicting. Can also place Custard.

O. C. BUCK, Stamford, Conn.

BEE'S OLD RELIABLE SHOWS, INC.

WANTS WANTS WANTS WANTS

SHOWS: Want Shows of all kinds with own equipment; none on Show now. Railroad strike over and miners back to work, you can get it here. Have the best Fair Route and Still Dates in Kentucky; the only way you can lose is not to come.
CONCESSIONS: Want Hanky Panks of all kinds except Ponds come on. Can place Cotton Candy, Novelty, Jewelry, Custard, Ice Cream, No Snow or Popcorn.
Winchester, Ky., this week; Hazard, Ky., May 30-June 4; Pikeville to follow.

MOTOR STATE SHOWS

PORT CLINTON, OHIO, MAY 24-30

Can place few more Hanky Panks, Octopus Foreman and Merry-Go-Round Foreman. Second Men on Tilt and Octopus. Must drive. If you walk midway, can't use you. No mitt camp or flat stores. No phone calls.

JOE FREDERICK, Mgr.

PAGE BROS.' SHOWS

Want Bingo, Arcade, Diggers, Scales, Jewelry and Custard, Glass Pitch, Slum Outfits of all kinds.

Ride Help, must drive semi. Girls for Girl Show; can use Operator, must have 2 Girls and own P.-A. Book Live Pony Ride: Mt. Sterling, Ky., now.
P.S.: We have 12 Fairs starting in August.

DEL FLORE AMUSEMENTS

WANT FOR VANPORT, PA., MAY 23-28; THEN HYDE PARK, PA., MAY 30-JUNE 4; NEGLEY, OHIO, JUNE 7-11.

RIDES: Major Rides that do not conflict.
CONCESSIONS: Age, Scales, Glass Pitch, Novelties, Long Range, Six Cats, Buckets.
SHOWS: Funhouse, Monkey Show, Snake Show or any Shows of merit.

Al Del Flore, this week Vanport, Pa.

MILLIKEN BROS.' SHOWS

Want for Kenbridge, Va., week May 23; Amelia C. H., week May 30.

Any good Grind Show, Major Rides not conflicting. Prefer Octopus, Loop-o-Plane, Coaster, Hanky Panks (one of a kind). Committees in Virginia, look us over for your Celebrations. All replies:

MILLIKEN BROS.' SHOWS, as per route

AGENTS AGENTS AGENTS

Can place Agents for Razzle, Pin Store and Skillo. Only three Stores on Show. Want Crew for newly framed Bucket Store, also good Ball Game Worker. Can place Operator with two or more girls for Girl Show.

All address **KIRK DECKER**

Geo. Clyde Smith Shows, Altoona, Pa., this week; Coalport, Pa., next week.

W.G. WADE SHOWS

MEMORIAL DAY CELEBRATION**JACKSON, MICHIGAN—DOWNTOWN LOCATION
MAY 30 THRU JUNE 4**Followed by exceptionally strong route of good money dates, including
THREE CENTENNIALS and AN OUTSTANDING FOURTH OF JULY SPOT**—CAN PLACE—**

RIDES	SHOWS	CONCESSIONS
Caterpillar	Illusion	Ball Games
Rocket	Unborn	Water Games
Fly-o-Plane	Monkey	Short Range
Scrambler	Glass House	African Dip
Round-Up	Motordrome	Basket Ball
Spiffire	Wildlife	Photos
		Hanky Panks (of all kinds)

All attractions joining now will be given preference on our outstanding fair route, including the MICHIGAN STATE FAIR at Detroit.

Wanted at Once: Billposter with own transportation to litho, tack and window.

W. G. WADE SHOWS
KALAMAZOO, MICHIGAN, ALL THIS WEEK.**GOLD MEDAL Shows****WANT FOR CHARLESTON, W. VA., WEEK MAY 30**
First show in city limits in 5 years**CONCESSIONS:** Hanky Panks of all kinds. Will sell Scale and Age exclusive. Want Percentage Dealers.**SHOWS:** Can use Grind Shows of all kinds. Geek Show, Monkey Show, Wildlife, Dope Show, Funhouse and Glass Show.**RIDE HELP:** Want Ride Help for both show and amusement park in Charleston. **WIRE PIKESVILLE, KY., THIS WEEK.****P.S.:** Can use Bingo Caller. No drunks. Joe Curtis, answer. Wanted—Man with Sound Truck. Good proposition.**HELLER'S ACME SHOWS UNIT #1**Want Custard and Ride Foremen for Merry-Go-Round, Spiffire and Ferris Wheel. Also Ride Help for Unit #2. Clyde Hancock, phone me collect. Want Cookhouse. Lew Hall wants Concession Agents. **FOR SALE—Two 75 kw. Transformers; two brand new, never used Tops for Allan Herschell ten-car Kiddie Auto Ride; one Marquee, 20x20; one Bingo, 20x40, seats 140 people, with cards, blower, lights; ready to go, in fine shape. One 5 kw. Generator, one 10 kw. Generator, 3 Organs, Hurdy Gurdy—Wurlitzer double roll and one Seeburg. All address:****HARRY HELLER**

FRANKLIN LAKES, N. J. PHONE: WYCOFF 4-0333-M.

HELLER & LEWIS COMBINED SHOWS UNIT #2

Opens June 2-12, Hoboken, N. J.—Two Saturdays and Two Sundays—Heart of Town. Twenty weeks in the East—then South and Florida all winter.

WANT: Ball Games, Duck Pond, Pitch Games, Balloon Dart, Age and Scales, Grab, Coke Bottles, Bumper (Tony, answer), Novelty Jewelry, Set of Kiddie Rides, Ride Foremen on Wheel, Merry and Chairplane; semi drivers preferred. Grind Shows with own outfits. Want Electrician and Mechanic. All address:**TED LEWIS**

This week, West Kinney & Broome Sts., Newark, N. J.; next week, Riverdale, N. J.

BEAM'S ATTRACTIONS**BIG CELEBRATION MASONTOWN, PENNSYLVANIA, NEXT WEEK**
OUR BEST CELEBRATIONS FOLLOW IN JUNE**CONCESSIONS:** Want Age and Scales, Cigarette Blocks, Water Games, Cigarette Shooting Gallery, Glass Pitch, Ball Games. Will book Side Show with or without top. Talker for Snake Show, Cookhouse Help. Curly Texas Miller, contact Johnny Richmond. Copable Ride and Show People can be placed. All communications to**STEVE DECKER**

FAIRGROUNDS, JENNERSTOWN, PENNA., THIS WEEK.

COLORED ENTERTAINERS WANTED

Chorus Girls, Musicians, Comedians, Blues Singer, Novelty Acts and Specialty Dancers. James Evans wants to hear from following people: Sonny James, Garner, Richard Culph, Sam Rozelle, Dusty Tansel, Jilroy, B. R. Nolan, Mary Smith and Cora Garner. All answers:

JOE SCIORTINO

c/o Western Union or General Delivery or join Speedway City, Indianapolis, Ind., opposite Speedway, immediately.

WANT—WILBER'S WOLVERINE SHOWS—WANT

Opening at Edwardsburg, Mich., May 27-30; Dowagiac, Mich., follows, June 1-8. Legitimate Stock Concessions of all kinds (sorry, no Flats or Camps). Also want Shows with own equipment. Want to book good, clean Girl Show. Will book one Major Ride for Big Rapids Centennial, July 17-23 (Petoskey, Mich., June 29-July 4). Ride Help for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Chairplane.

Address **HENRY O. WILBER**

818 LANE BLVD., KALAMAZOO, MICH. (PHONE: 2-5526)

HARRISON GREATER SHOWS**WANT FOR ROSEBORO, N. C., in Heart of Strawberry Country—Every Day Is Payday**Can have Slum Concessions of all kinds. Good opening for Bingo, Photo, French Fries, Scales and Age, Novelties and few choice Concessions open. Buck Denby wants Agents for Razzle and Skillo for newly framed Concessions. Also one Line-Up Man. Only in four stores on this show. Good opening for Snake Show or Geek Show or any Show of merit with or without outfit. Liberal percentage. Good opening for Girl Show with or without two or more girls. Want Electrician who can handle Diesel Plants. Want A-1 Mechanic with own tools. Want Merry-Go-Round Foreman, Ferris Wheel Foreman, Chairplane Foreman. Top salary and Bonus. All Mail and Wires to **FRANK HARRIS**, Raeford, N. C., this week; then add per route.**GIVE TO DAMON RUNYON CANCER FUND****NEW DEVELOPMENTS****Cup Dispenser System
Developed for Coca-Cola**

ATLANTA, May 21.—The Coca-Cola Company has introduced a new dispensing method that enables a soft drink purveyors to serve their beverage in cups at all types of gatherings. The new system can be used in manually operated counter units, portable carts, one-man carrying packs, and coin-operated vending machines. It serves a standard quality water-treated drink automatically or manually in paper cups and can be used in arenas, stadiums, ball parks, grandstands, race tracks, theaters and other amusement centers.

The new system differs from the fountain one in that the beverage is pre-mixed at the bottling plant and delivered to the outlet in sealed, stainless steel tanks. The sirup and carbonated water are mixed as the drink is dispensed. A dispensing spout draws the pre-mixed drink from tanks thru refrigeration coils or ice. The carry pack unit features a pre-cooled 50-drink tank weighing under 35 pounds fully loaded.—Coca-Cola Company, Atlanta, Ga.

**Broiler Flashes
Meat Preparation . . .**

CLIFFSIDE, N. J.—A sandwich meat broiler that produces plenty of flash when in operation has been introduced here. A conveyor system moves meat-filled forks over an open fire, turning them over at the proper point, thus freeing the operator for other duties while the meat is being broiled. The ceramic fire bed becomes glowing coals when heated by gas. Thus it produces flavorful broiled hamburger or hot dogs, the manufacturer claims. By the addition of an optional toasting rack, the unit becomes a complete sandwich unit. Construction is stainless steel with a cast-aluminum fire bed frame. Forks are stainless steel. Dimensions are 32 by 19 by 9½ inches high. Maker states it has a capacity of about 120 eight-to-a-pound hamburgers per hour. The larger model has double this capacity.—Chicago Combustion Company, Cliff Lane, Cliffside, N. J.

**Dispensers
For Peak Loads . . .**

ERIE, Pa.—A line of soft drink dispensers, designed to permit greater output during peak periods, is being manufactured here. Sixteen models, all with a new carbonator unit make up the line. As many as four flavors, jet stream and soft soda and ice water may be dispensed from a single unit when equipped with the proper number of faucets. Non-carbonated and pulpy drinks may be dispensed when special faucets are installed. Dimensions of the dispenser with sirup compartment attached are 37½ inches wide, 20 inches deep and 40 inches high. Underbar units measure a compact 18¼ inches wide, 14¾ deep and 13¼ high with sink.—Kold-Draft Division, Uniflow Manufacturing Company, East Lake Road, Erie, Pa.

**Deep-Fryer
Heats Quickly . . .**

ST. LOUIS—Quick heating and long element life are claimed for a new deep-fryer introduced here. The unit is part of a matched line of electric equipment for counter or back-bar and has elements which swing out for easy cleaning. There are no crevices or rough joints to catch particles of food and waste. Maker points out easy installation is provided thru adjustable guide feet. A recessed control panel is a safety feature. Two lightweight, heavy duty retinned baskets are provided.—Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis, Mo.

**Milk-Cream
Dispenser . . .**

MINNEAPOLIS—A dispenser that keeps both milk and cream under refrigeration in one unit has been introduced. Maker claims the unit saves money on both bev-

erages. The cream may be adjusted to dispense the exact amount desired. Holding six quarts under constant electrical refrigeration, it can be easily removed for cleaning.—Norris Dispensers, Inc., 2720 Lyndale Avenue South, Minneapolis 8.

**Counter
Ice Crusher . . .**

NEW YORK—A counter-type ice crusher, that is said to provide uniformly sized crushed ice, is being manufactured here. The unit is designed as a companion piece to any ice cube maker. Also introduced by the same firm is a counter ice shaving machine for making snow cones. Both have controlled flow, giving as much or little crushed or shaved ice as desired.—Ice Appliances, Inc., 1775 Broadway, New York 19.

**Burger
Patty Maker . . .**

NEEDHAM HEIGHTS, Mass.—A hamburger patty maker that can turn out 40 to 80 patties per minute is being featured by a manufacturer here. The unit produces patties 2 to 8 ounces and can produce them shaped in squares or rectangles. Patty maker measures 10 by 7 by 21 inches and weighs 40 pounds. The meat, when ground, emerges from a forming unit on paper, cut to patty size by a guillotine knife.—Cube Steak Machine Company, Needham Manufacturing Company, Inc., Needham Heights, Mass.

Canodie Lake

• Continued from page 7.

Richard Maltby orchestra, June 11; Bill Haley and His Comets, June 18; Charlie Spivak orchestra, June 25; Four Lads, July 2; Louis Armstrong orchestra, July 16; Sammy Kaye orchestra, July 23, and Stan Kenton orchestra, August 20.

Holland said the series may be extended if successful. He added that he recently refused the "Big Payoff" TV package since it was felt the park could not draw enough revenue to support such a production. A "Big Payoff" road show played the Mechanics Building in Boston last month and it has been planned to show it at parks and resorts this summer. Holland estimated he could have guaranteed as high as \$7,500 which fell far short of the asking price.

WANTED

RIDE HELP: Foremen for Spiffire, Wheel, Mix-Up, Merry-Go-Round; come on. Top salary to top men. CONCESSIONS: Popcorn and Apples, Water Games, Long Range, Custard, Hanky Panks, \$18.00 per week. SHOWS with own equipment, any except Girl; excellent season deal. Invest in three-cent stamp, save money all season. Art Spencer, call Show. Wire

MGR. BOGLE SHOWS

Abilene, Kansas, now; Salina, Kansas (Airforce payday), May 30 to June 4. P.S.: Liberal reward for information as to whereabouts of W. R. Lee.

WANTED

Rides, Shows, Concessions for bona fide Celebrations, Street and 4-H Fairs starting in June, including big Annual 3-Day Celebration, July 2-3-4. Address: **E. G. BLESSINGER** c/o Assessor's Office, Court House Phones: 34658-28595 Muncie, Ind.

Thank You**MR. & MRS. IRVING ALSPACH**

Break-the-Dish Concessionaires with Mighty Page Shows, for your Buick Roadmaster purchase.

JOHNNY CANOLE

Altoona, Pa.
Phones 9347 or 3-0003

SOMEWHERE IN THE WORLD . . .

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

WALK THRU**WANTED**

Have building in good location—will lease on P.C.

PLAYLAND PARKPhone: AT 9-8659
South Bend, Ind.**RIDE HELP**For Rock-o-Plane
Twister new Scrambler**HAROLD J. LUCAS****HAPPYLAND SHOW**
Mt. Clemens, Mich.
May 26 to June 4**WANTED**

Head and Agents for 6-Cats and Buckets. Also Hanky Pank Agents.

AL BROWN**Royal United Shows**
Box 326, Sioux Falls, S. D.**FOR SALE**

One complete Cookhouse. Kitchen mounted in semi. Equipment in first-class condition. Can be seen on Johnny's United Shows as per route. Booked for season.

WHITEY ELAM**WANTED**

Wheel Man, top salary. Legitimate Concessions: Ball Games, Lead Gallery, Hoop-La, Fish Pond, Candy Cotton, Custard, Bingo, etc. Dover, Del., May 25 to June 4, #3 Unit; Oxford, Pa., June 1 to 11, #1 Unit; Millington, Md., June 15 to 25.

Van Billiard Shows**EARL KELLY WANTS**

Agents for Count Stores, Pin Store, Six Cats and Hanky Panks; also General Help. Pinky Teehan, Bob Shultz, Louie Malten, Herman Dvorak, contact.

All Replies: c/o CHANOS SHOWS
Anderson, Indiana**ELECTRICIAN WANTED**

Who can handle Diesels. Must be reliable and sober. Salary \$75.00 weekly and cut-ins. Good proposition for right man. Write

BOX 528; c/o The Billboard
390 Arcade Bldg. St. Louis 1, Mo.**CHARLES ROTH**

Wants Spot Agents. Harris and Lewis, contact.

KING REID SHOWS

Massena, N. Y., this week; then Canada.

MONICA BARESS WANTS**2 YOUNG, ATTRACTIVE GIRLS**

For second Girl Show. No experience necessary.

THOMAS JOYLAND SHOW

Beckley, W. Va., this week; Morgantown, W. Va., next.

Want Side Show People

Good Acts and Freaks. Girl for Bailly. Open with Cetlin & Wilson Shows May 27, Petersburg, Va.

Carl J. Lautherc/o Cetlin & Wilson Shows
Petersburg, Va.**SEARCHLIGHTS**

Brand-new Sperry and G. E. 60-Inch Searchlights, still crated, located Albany or Chicago, \$250. Brand-new Generators, still crated, 16.5 kw., \$550. Complete new Burner Heads and Automatic Carbon Feed Control Box, in sets, \$75.

J. PILE2329 Central St. Evanston, Ill.
University 4-5866 or Mulberry 5-3510**MERRY-GO-ROUND****FOR SALE**

NEW, 32 ft., 2-abrest, 20 jumping aluminum horses, 2 chariots. Anchor top, electric motor. Adult-size ride. Not rebuilt, all NEW. Set up now for inspection. Will deliver and set up, 35¢ per mile one way. Parts and gears will interchange with Allan Herschell, Parker horses.

Call C. A. GOREE

Phone: 4-J-2 Azle, Texas

AT LIBERTY

Legal Adjuster, General Manager or General Agent. Wire or phone

LEO M. BISTANY

Orange Hotel Daytona Beach, Fla.

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

Carnival Routes

Continued from page 70

Belle City: Milwaukee; Oconto Falls, Wis., 27-31; Kaukauna June 2-5.

Bernard & Barry: Sudbury, Ont.; North Bay 30-June 4.

Big Four Am.: (802 Montague St.) Rockford, Ill., 23-30; (2900 Kishwaukee) Rockford June 1-5.

Blue Grass: Columbus, Ind.

Blue Valley: Lathrop, Mo.

Bogle, F. C.: Port Jervis, N. Y.; Rotterdam 30-June 4.

Borderland: Uvalde, Tex.; El Dorado 30-June 4.

Brodbeck & Schrader: Garden City, Kan. Buck, O. C.: Stamford, Conn.

Burdick's Greater: Ozona, Tex.

Burke, Harry: Plaquemine, La., 23-30.

Burkhart: Joliet, Ill., 23-30; Aurora June 1-5.

Byers Bros.: Tama, Ia.

Capital City: Mount Pleasant, Tenn.

Cazavilla Am.: New Castle, Pa.

Carpenter Bros.: Willard, O., 25-30.

Carroll's Greater: St. James, Minn., 23-25; Tracy 26-28; Watertown, S. D., 30-June 4.

Cattell Greater: Kansas City, Kan.

Central States: Grand Island, Neb.

Cetlin & Wilson: Petersburg, Va., 27-June 4.

Chanos, Jimmie: Anderson, Ind., 23-30.

Cherokee Am.: Claremore, Okla.

Coleman Bros.: New Britain, Conn.

Continental: Binghamton, N. Y.

Crafts Expo., No. 2: Arvin, Calif., 25-29; Delano June 1-5.

Cross Road Am. Co.: Fruitport, Mich., 25-29.

Cunningham Expo.: Middleport, O.; Ripley, W. Va., 30-June 4.

Davis Am. Co.: Roseburg, Ore., 24-29; Princeton 31-June 5.

De Gaynor's Kiddieland: Pascobel, Wis.; Fennimore 30-June 4.

Del Flor Am.: Vanport, Pa.; Hyde Park 30-June 4.

Dickson United: Maud, Okla.

Dobson's United: Antigo, Wis., 25-30; Cornell June 1-5.

Douglas Greater: Longview, Wash.; Eugene, Ore., 30-June 4.

Down River Am. Co.: Monroe, Mich.; River Rouge 31-June 5.

Drago Am.: Peru, Ind.

Drew, James H.: Richwood, W. Va.; Weston 30-June 4.

Dudley, D. S.: Electra, Tex.

Dumont: Sweetwater, Tenn.

Dyer's Greater: Mounds, Ill., 23-25; Brookport 27-30.

Eastern Am. Co.: Belfast, Me.

Eddie's Expo.: Natrona Heights, Pa.; Canonsburg 30-June 4.

Emhoff: Madison, Wis., 26-30; Stoughton June 2-5.

Evans United: Lexington, Mo.

Fairtime: Angels Camp, Calif., 23-26; San Jose 25-30; Oakland June 1-5.

Frame's Greater: New Waterford, O.

Franklin, Don, No. 1: Coffeyville, Okla.

Franklin, Don, No. 2: (6th & Central) Kansas City, Kan., 23-June 1.

Garden State: Harmony, N. J.; Bethlehem, Pa., 30-June 4.

G. & B.: Philippi, W. Va.

Gem City: Rockford, Ill., 23-30.

Gentsch, J. A.: Oxford, Miss.

Georgia Am. Co.: Franklin, N. C.

Glades Am. Co.: Matthews, Va.; Washington 30-June 4.

Gladstone Expo.: Dresden, Tenn.; Princeton, Ky., 30-June 4.

Glass City: Grand River (Detroit); Milan, Mich., 31-June 4.

Gold Bond: Streeter, Ill.

Gold Medal: Pikeville, Ky.; Charleston, W. Va., 30-June 4.

Gooding Am. Co., No. 1: Zanesville, O.

Gooding Am. Co., No. 2: Marion, O.

Gooding Am. Co., No. 3: East Liverpool, O.

Gooding Am. Co., No. 4: Cleveland.

Gooding Am. Co., No. 5: Beaver Falls, Pa.

Gooding Am. Co., No. 6: Columbus, O.

Gooding Am. Co., No. 8: Columbus, O.

Grand American: Washington, Ia., 23-25; Riceville 27-30; LaPort City June 6-8.

Great Southern Expo.: Deweyville, Tex.

Hagensick's Rides: Ozona, Tex.; Hubbard 31-June 4.

Hale's Shows of Tomorrow: Kansas City, Mo.

Hannah's Am.: Nemaquin, Pa.; Allison 30-June 4.

Hannum, Morris: Harrisburg, Pa.; Marietta 30-June 4.

Happy Attrs.: Point Pleasant, W. Va.; Chillicothe, O., 30-June 4.

Happyland: Mount Clemens, Mich., 26-June 4.

Harrison Greater: Raeford, N. C.

Heller & Lewis Combined, No. 2: Hoboken, N. J., 2-12.

Heth, L. J.: Birmingham, Ala.

Hill's Greater: Kansas City, Mo.; Manhattan 30-June 4.

Holly Am. Co.: East Point, Ga.

Hottle, Buff., No. 1: (St. Bernard Ave.) New Orleans.

Hottle, Buff., No. 2: Ponchatoula, La.

Howard Bros.: Piketon, O.

Hugo's Novelty Expo.: North Topeka, Kan., 23-June 4.

Ideal Rides: Indianapolis, Ind.

Imperial, No. 1: Alton, Ill., 23-26; Rochester, Ind., 30-June 4.

Imperial, No. 2: Alton, Ill., 23-26; Gillespie 27-29; North Chillicothe 31-June 4.

I. T.: East Meadows, N. Y.

Johnny's United: Cullman, Ala.; Madison, Tenn., 30-June 4.

Kay Am. Co.: (Fair) Havre De Grace, Md., June 3-11.

Key City: Wilmington, Ill.

Keystone Expo.: Paolet Mills, S. C.

King Bros.: Valentine, Neb., 23-28.

King Shows, Ltd.: Port Credit, Ont., 23-28; Trenton 30-June 4.

Lagasse Am. Co., No. 1: Marlboro, Mass.

Lagasse Am. Co., No. 2: Woonsocket, R. I., 26-June 4.

Lagasse Am. Co., No. 3: Hartland, Vt., 27-30.

Leelight's Midway: Trinidad, Colo., 26-31; Olney Springs June 2-4.

Loe Star: Ravenswood, W. Va.; Bellaire, O., June 4-12.

Magic Empire: Rangely, Colo., 25-29.

Manning, Ross: Poughkeepsie, N. Y.

Marion Greater: Orangeburg, S. C.; Gaffney 30-June 4.

Marks, John: Philadelphia.

McKenna's Rides & Am.: Tomah, Wis., 26-30; Spring Green June 2-5.

Meeker's: Everett, Wash.

Merriam's Midway: Marshalltown, Ia., 23-30; Denison June 1-4.

Merry Midway: Bismarck, Mo.; Cuba June 1-4.

Metropolitan: Rome, Ga.

Midway of Mirth: Winchester, Ill.

Mighty Hoosier State: Lexington, Ky.

Mighty Interstate: Tell City, Ind.; Bedford 30-June 4.

Mighty Page: Kittanning, Pa.

Milliken Bros.: Kenbridge, Va.; Amelia C. H. 30-June 4.

Moore's Modern: Cushing, Okla.

Motor State: Port Clinton, O., 23-30.

Mound City, No. 2: Fairmount, Ill.

Mullins Royal Pine: Waterville, Me.

Nelson, Geo. W.: Monroe, Ia., 26-30; Dennison June 1-4.

Nolan Am. Co. No. 1: Barbeton, O.; Whitehall 30-June 4.

Nolan Shows No. 2: Byesville, O., 30-June 4; Leetonia 8-12.

Northern Expo.: Winner, S. D., 26-28; Dickinson, N. D., 31-June 4.

Norton's Rides: Wray, Colo.

Page Bros.: Mount Sterling, Ky.

Pan American Expo.: La Follette, Tenn.

Penn Premier: Port Jervis, N. Y.; Rotterdam 30-June 4.

Playtime: Somerset, Mass.; Norwood 30-June 4.

Playwright Am.: Chicora, Pa., 30-June 4.

Royal Greater: Jackson, O.; Zanesville 30-June 4.

Prel's Broadway: Harrisonburg, Va.

Putzka, A. H.: Rock Falls, Ill., 25-30; Wood Dale June 1-5.

Raines Am.: Meua, Ark.

Raley Bros' Expo.: Bisco, N. C.

Red Ribbon: Herrick, Ill.

Reid, King: Massena, N. Y.

Reithoffer: Dushore, Pa.; Du Bois 30-June 4.

Reithoffer Blue: Norwalk, Conn.; Springdale 30-June 4.

Riley's Am. Rides: Mount Vernon, Ind., 31-June 4.

Rocky Mountain Empire: Englewood, Colo., 26-June 5.

Rogers Bros.: Northwood, N. D., June 2-4.

Rohr's Modern Midway: Homer, Ill., 25-30.

Rose City Rides: Desloge, Mo.

Royal American: Paducah, Ky.

Royal Expo.: Beaufort, S. C., 30-June 4.

Royal Midwest: Kenton, O.

Royal United: Pipestone, Minn., 25-28; Luverne 27-29; Heron Lake 30-31; Garrettsville, S. D., June 1-2; Yankton 3-4.

Schafer's Just for Fun: Longview, Tex.

Shorter's: Hudson, Ia., 27-28; Evansdale 29-31; Green June 1-2; Sheffield 3-4.

Siebrand Bros.: Gallup, N. M.

Skerbeck: Crystal Falls, Mich.; Wakefield 30-June 4.

Smith's Funland: Burnwell, W. Va.

Smith, Geo. Clyde: Altoona, Pa.; Coalport 30-June 4.

Snapp Greater: Burlington, Ia.

Southern Valley: Texarkana, Tex.

Southland: Ferriday, La.

Stephens, C. A.: Marion, Va.

Stephen's Otto: Centerville, Ia.; Sigourney 30-June 4.

Strates, James E.: Upper Darby, Pa.

Stumbo's Tri-State: Vinita, Okla.

Sunset Am. Co.: Newton, Ia.; Dubuque 30-June 4.

Tassell, Barney: Washington, D. C.

Tatham Bros.: Petersburg, Ill.; Georgetown June 1-4.

Tennessee Valley Am.: Wheelersburg, O.; Gallipolis 30-June 4.

Thomas Joyland: Beckley, W. Va.

Tinsley, Johnny T.: Kannapolis, N. C.

Tivoli: Liberty, Mo., 23-31.

20th Century: El Dorado, Kan.; Leavenworth 30-June 4.

United Expo.: Joliet, Ill., 25-June 3.

United States: Bradshaw, W. Va.

Van Billiard, No. 1: Oxford, Pa., June 1-11.

Van Billiard, No. 2: Dover, Del., 25-June 4.

Virginia Greater: Salem, N. J.; Robeling 30-June 4.

Volunteer: Cooksville, Tenn.

Wade, W. G.: Kalamazoo, Mich.; Jackson 30-June 4.

Wallace Bros.: Woodstock, Ill.

Warwick, S. W.: Potosi, Mo.

West Coast: Redding, Calif.; Yuba City 30-June 5.

West Coast Expo.: Tracy, Calif.; Seaside June 1-5.

Wilber's Wolverine: Edwardsburg, Mich., 27-30; Dowagiac June 1-8.

Wilcox, Dick: Pittsfield, Me.

Wilson Famous: Galva, Ill.

Wolfe Am. Co.: Bassett, Va.; Roanoke Rapids, N. C., 30-June 3.

World's Finest: Hamilton, Ont.; Sault Ste. Marie 30-June 4.

World of Mirth: Plainfield, N. J.

World of Pleasure: Pontiac, Mich.; Toledo, O., 30-June 4.

Young, Monty: South Salt Lake City.

\$ Million Pier Widens Usage Of 24-Sheets

ATLANTIC CITY, N. J., May 21.—Beach Amusements, operator of the Million Dollar Pier here, has contracted with the Neptune Sign Company for 11 locations at which to publicize its Dancing Waters attraction with 24-sheet boards.

The water spectacle will be in the Hippodrome Theater. Also new for this year will be a half-dozen more stores on the pier's Italian Village. The quaintly decorated structures now total 22 exhibits and stores, according to Max Tubis.

In addition to the attractions already named, the pier offers 14 rides, a shooting gallery, Arcade and numerous food and concession locations.

The spot did big business as did most operating locations on the Easter weekend, but business has been slow since then. Weather has been poor at inopportune times to knock out a couple of Sundays, when Philadelphia motoring crowds usually visit the boardwalk area. On the basis of results so far, tho, the operators see a good season ahead whenever fair weather will permit crowds to congregate.

SIGNS GOOD

See Possible Bonanza For Holiday Weekend

NEW YORK, May 21.—Outdoor show business interests are looking to a possible bonanza Memorial Day weekend on the basis of earnings experienced to date.

The first of the three holiday sessions is held promising because many early reports of spending indicate that money is being handled somewhat more freely by fun seekers than was true at this same time a year ago.

With evidences that per capita spending is up, operators are hopeful now that good weather will prevail and that the keen interest displayed in outdoor amusements over the balmy Easter weekend will continue. On Easter, operations fortunate to be opened hit a bonanza pace that a number of managers compared with good business on the Fourth of July, the star-spangled holiday for the outdoor industry.

dise, short of supplies and unable to obtain more by mid-afternoon.

The parks and other permanent establishments permitted to operate on Sunday will benefit the most from the three-day holiday session. A number of transient operations will be moving on Sunday (29), which, with good weather, is more than likely to attract the biggest crowds.

The attendance-spending pattern marking the three-day holiday packages of the past is likely to continue. Weather factors being even, Saturday is expected to bring excellent business and Sunday a bonanza pace, with the actual holiday showing a decided dip as the public goes into its third day of fun-seeking and finds itself both tired and spent out with another work day beckoning.

Full Activity

A number of operations will get underway on a full-scale basis for the first time over the holiday weekend. Heartened by the early reports of good business, the chances are they will be fully geared and loaded with stock for any eventuality. The surprise combination of good weather and business on Easter found many operators, handling food and merchand-

NOLAN SHOWS UNIT #2

Playing all Ohio Celebrations, opening Byesville, Ohio, May 30-June 4, American Legion and Firemen's Annual Celebration; followed by Leetonia, Ohio, on the streets, June 8-12.

Want Concessions: Hanky Panks of all kinds except Bingo and Floss. Want Ride Help on all Rides, Eli Wheel, Chairplane, Parker Merry-Go-Round, Loop and Kiddie Rides.

MANAGER NOLAN SHOWS #2 UNIT
R. D. 2, Moxahala Park, South Zanesville, Ohio. Phone 2-8252.

Dallas Hikes Fem Premiums

DALLAS, May 21.—The Women's Department at the State Fair of Texas will offer premiums totaling \$8,363.50 this year, more than \$1,000 more than has ever been posted before for this department.

Premiums in the textile and clothing division come to \$3,375. Totals in other divisions are \$880 for art, \$768 in the designer-craftsman division, \$480 for hand-painted China, \$929 in the miscellaneous arts category, \$350 for foods, \$300 for home frozen foods, \$440 for antiques, \$405 for hobby collections and \$136.50 for potted plants. The Women's premium book lists 728 classes of competition. Approximately \$300 in awards will be made in the Rose Show, sponsored by the Dallas Rose Society.

A new feature of the department will be a Women's Day at the fair, when an award will be presented to a "Woman of the Year," selected for distinguished service in some field of constructive achievement of national importance.

Also new this year will be a cake-baking contest with a grand prize consisting of an all-expense-paid winter resort vacation. The contest will be sponsored by Burrus Mills, makers of a cake-baking flour.

Ohio Association Sets Committees

DAYTON, O., May 21.—Charles J. Betsch, president of the Ohio Fair Managers' Association, has announced personnel of the association's operating committees for '55.

These are:

Executive: Myers Y. Cooper, Russell S. Hull, James Murray, Goldie V. Schiele, Henry Richards, Russell Alt, N. E. Sluckey, W. J. Buss, Clair L. Hill, Byron P. Sandies, H. P. Richards, A. L. Sorensen, Gilbert Lease, Clarence Peters, Merle Stacy, Philip Heim, Russell Borland and E. W. Lampson.

Legislative: Byron P. Sandies, Russell S. Hull, Clair L. Hill, Walter J. Buss, James Murray, Russell Alt and Ross A. Winter. Educational: Myers Y. Cooper, Harry Dotson, A. L. Sorensen, Ross Winter, Russell S. Hull, E. W. Lampson, J. K. Walken-shaw, L. P. Lake, Ray Heintzelman, James Jackson, Mrs. Hamilton Shaeffer, Mrs. Elizabeth Goddard, L. W. Burns, Pearl Elliott and Byron P. Sandies. Religious: Mrs. Mary Faye Bryson, O. W. Disher, W. R. Archer and Mrs. Ray G. Smith. Grievance: Russell S. Hull, H. P. Richards, Frank Ellis, Howard Kohler, C. W. Mapes and L. P. Lake. Project and research: Byron P. Sandies, Carroll Frank, Woody Schlegel, Alva Price, C. C. Hut-singer, Ralph Evans, W. F. Archer, Stanley Campbell, S. J. Jones, Stanley Kibler, Emory Allen, W. R. Butcher, Thomas V. Stevens, H. J. Van Possen, W. G. Pindley, Thane Atwood, Corwin Nixon, Robert Hines and Carl Dahlberg.

Heavy Rain, Floods Hurt Crop Outlook In Saskatchewan

REGINA, Sask., May 21.—Heavy rains and out-of-season snow have given farmers thruout Saskatchewan one of their worst setbacks in years, which is likely to be reflected money-wise at this summer's fairs, particularly on the Class B Circuit.

Streams have swollen to record heights and inundated towns, villages and farm homes. Farm fields in many areas resemble lakes. Wheat seeding, which should have been done in early May, has been set back several weeks and late-planted grain will face the threat of rust and early frost.

A University of Saskatchewan expert estimated that the rain and snow had already cost the farmers \$50,000,000.

In Regina Premier T. C. Douglas estimated that 12,000 to 15,000 persons on 2,000,000 acres of land in Saskatchewan have experienced such flooding that they will not be able to put in a crop this year. It is doubtful if any flood in Canada has affected so many people over such a wide area, he said. He estimated 30,000 to 40,000 farmers will have wheat acreage reduced this year by 50 to 80 per cent.

The Prairie Farm Rehabilitation Administration in Regina estimated that 3,500,000 to 4,000,000 acres of farm land had been affected by flooding.

Many farmers are already in a position of having used up their main cash reserves to tide them over last year when the crops were poor.

THEY ARE HERE . . . THEY ARE READY

Two long awaited Colored Beach Parks in the third highest pay per capita area in the nation.

SUNSET LAKE

between Portsmouth and Norfolk, Va., opening June 16

JAMESVILLE, VA., BEACH

opening May 30

Colored skilled and unskilled workers, drawing regular salaries and making top pay.

Unlimited Promotion and Advertising

Can use a few more strictly legitimate Concessions and Major Rides not conflicting: Clutch Men for Ferris Wheel, Chairplane and Merry-Go-Round. Come on. Rides in the air. No set-ups or tear-downs.

Wire or write SAM TASSELL
5839 WALNUT ST., PHILADELPHIA, PA.

or BARNEY TASSELL SHOWS
c/o Chapel Oaks, Md., Fire Dept., Washington 27, D. C.

COME AND GET ON THE BAND WAGON

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Playing Madison, Tenn., week May 30; Danville, Ky., follows

Playing payroll towns in Kentucky until Fourth of July

CONCESSIONS: Wanted Cookhouse (due to disappointment), Glass Pitch, Coke Bottles, Penny Arcade, Penny Pitch (Western, come on), Fishpond, Balloon Darts, Pitch-Till-You-Win, Jewelry, Custard, Bumper, Age and Weight, High Striker and Bear Pitch. SHOWS: Snake, Monkey, Wildlife, Funhouse, 5-in-1, Freak and Illusion. HELP: Second Man for Tilt, Octopus Foreman. Must drive.

All replies JOHN PORTEMONT, Cullman, Ala., this week

GLADES AMUSEMENT COMPANY

WANT FOR WASHINGTON, VA., WEEK OF MAY 30, AND ALL SEASON

Foreman for Merry-Go-Round. Must be good and drive semi. Will book for the summer two Kiddie Rides. CONCESSIONS: Want Mug and Balloon Darts. No gypsies.

JERRY SADDLEMIRE
Matthews, Va., this week. Phone: National 5-4858. No collect calls.

PAN AMERICAN EXPOSITION

Can place for our long list of Fairs and Celebrations

CONCESSIONS: Bingo, Jewelry, Floss, Snow Cone, High Striker, Custard or Ice Cream, String Games, Slum Spindle, Age and Weight, Bumper, Hoop-La, Palmistry, Diggers and Ball Games. (Art Courtney, come on.) All Hanky Panks open. WANT SHOWS with own equipment (low percentage). Place Manager for complete Side Show. HELP: Competent Ride Help who drive, wives in ticket boxes. Also want Show Painter (Don Weber, contact). Agents for Buckets, Razzle, Pin Store and Six Cats. Now showing where the smoke stacks are smoking. All wires and correspondence: c/o SHOW or TED WOODWARD, Sec., La Follette, Tenn., now; then as per route.

C. A. STEPHENS SHOWS WANT

CONCESSIONS: Age & Scales, High Striker, Jewelry, Ball Games, Swingers, Buckets, Six Cats, String Games, Custard, Water Concessions, Cigarette Gallery and Long and Short Range. SHOWS: Neatly framed Girl Show, all season's work: Snake Show, Monkey Show, Wildlife. RIDES: Can use any Major Rides not conflicting or will lease with option to buy. Enlarging show.

Address: MARION, VA., THIS WEEK.

LONE STAR SHOWS

Ravenswood, W. Va., May 24 to 31; Bellaire, Ohio, Italian Festival, June 4-12

Can place Hanky Panks of all kinds, Bingo, Glass Pitch, Snow Balls, Novelties, etc. Can place two Girl Shows with own outfits, Ten-in-One, Snake, Illusion or any Shows of merit. Can always place good Ride Help who can drive semis.

Address all mail and wires to

MYRTLE McSPADDEN, as per route

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

RINGLING OPENS BIG IN BALTIMORE

Five Ticket Wagons at Front Door; Menagerie Top Returned to Layout

BALTIMORE, May 21.—Ringling Bros. and Barnum & Bailey Circus opened its under-canvas season here Tuesday (17) and Wednesday (18), drawing four strong turnouts.

Tuesday afternoon the circus had a three-quarter house. On Tuesday night and both afternoon and

night on Wednesday the show had near-full houses with this year's larger seating capacity. Here, for the first time in several years, the show erected a separate menagerie tent, and it is to be used regularly during the season.

Ringling used a new lot here. The new one is on Pulaski Highway, not far from the old lot, which no longer is available. Advance agents worked about six weeks to find the new site late in the winter. The show's business did not seem to be affected by baseball competition since the Baltimore Orioles were home on the second day of Ringling's run. Tuesday night's show was a half hour late.

New this year is a line-up at the front door of five ticket wagons, one for each price of ticket. Last year the show had four wagons, including one for passes. This year passes are exchanged at a folding booth. The fifth wagon is an old office wagon reactivated.

The only inside ticket box is spotted near the connection. It replaces the string of inside ticket stands that formerly were placed around the hippodrome track.

A full staff of girl ushers is being used; however, there are also some male ushers at present.

Church Holiday Gives Montreal Date Big Crowd

MONTREAL, May 21.—Hamid-Morton Circus played to 14,780 paid admissions at the 13,000-seat Forum here on Thursday (19), a religious holiday on which schools and many offices were closed.

The show was said to be running well ahead of last year, when the gross was reported to be \$91,000, for the Shrine sponsored run. Circus opened Saturday (14) and stays thru Saturday (21). The 14,000 attendance on the holiday compares with 10,000 for the same day a year ago.

Hans Sandmayer, of the Constellations, aerial thrill act, fractured a leg in an accident Tuesday (17). He inadvertently bumped a switch which started the propeller on the rigging airplane and he was struck by the prop. He managed to retain a grip on a rope, thus averting more serious injuries. The act was working with a substitute to fill out the trio.

Ontario Spots OK Clyde Show; Business Good

SARNIA, Ont., May 21.—Howard Suesz's Clyde Bros.' Circus is playing successfully in Canadian territory that has proved difficult for circuses in recent seasons.

In Sarnia for Tuesday and Wednesday (17-18), Clyde Bros. played the 2,400-seat Arena and attracted audiences of 1,500, 1,900, 2,646 and 1,570. This was the first Shrine-sponsored circus here and the auspices signed for 1956. A newspaper reporter said "public relations concerning circuses are 100 per cent improved since Clyde Bros. came."

The story was similar in Barrie for Saturday (14). Clyde Bros. had Canadian Legion auspices and played to a full house of 3,800 in the afternoon plus a crowd of 1,500 at night, with follow-up comment and reviews boosting the show.

New Mexico Towns Give Bailey-Cristiani Boost

FLAGSTAFF, Ariz., May 21.—A spurt of big business gave the Bailey-Cristiani Circus a boost in New Mexico.

Artesia (10) drew about 7,000 customers, it was reported. In Carlsbad on Wednesday (11), with schools out and Shrine auspices, the 4,000-seat location was strawed twice.

Alamogordo brought out a near-full afternoon and a full night stand for an estimated 8,000, according to the show. Optimist Club was the auspices.

\$275,000 in Boston Breaks R-B Record

BOSTON, May 21.—Excellent business and fair weather brought the Ringling Bros. and Barnum & Bailey six-day Hub stand to a new record of close to \$275,000, better than 10 per cent over last year's figure. Heavier advance sale, estimated at 40 per cent over last year, and the use of the Boston Garden's live mailing list of 35,000 reportedly did the trick.

The circus, as is usual here, opened slowly with less than full houses at the matinee and evening performances Tuesday (10), picked up a bit at both shows Wednesday, and was sold out for the rest of the week.

The children's Saturday morning show at 10 a.m. proved a success in its second year. The three shows that day helped to rack up the big take. Sunday's 5:30 p.m. show was also a sell-out. As well as the tremendous pro-

BAILEY-CRISTIANI DRIVERS GET BOW

ALAMOGORDO, N. M., May 21.—While Bailey-Cristiani Circus was moving in here, a woman near the lot called The Daily News to say "they have the most considerate drivers I've ever seen anywhere."

She added that the care drivers showed all morning was doubly appreciated in the area because children play there and the road was dusty.

The afternoon paper printed the comments. The show's night house was a full one.

Night Biz Off For Mack Show

LOGAN, O., May 21.—The Fred J. Mack Circus had a good afternoon in Barnesville Wednesday (11), and the show said afternoons up to then had been strong, but night business has been light.

Barnesville strawed the afternoon; a half house was present at night. Two days in Marietta were held back by rain the first day, cutting business to two one-quarter houses. The second day brought a three-quarter afternoon, but the night turnout still was light.

Logan's afternoon on Wednesday (18) was three-fourths, and the night house was one-quarter of capacity.

Effingham, Ill., Proves Strong For Kelly-Miller

ROBINSON, Ill., May 21.—Al G. Kelly & Miller Bros.' Circus earned a big day at Effingham, Tuesday (17), and a strong night house here Wednesday (18).

At Fredericktown, Mo., a week earlier (10), the show had half and three-quarters houses. Stilt walker Charles Sanders was hurt in a fall. At Festus, Mo., Wednesday (11), the show had a light afternoon and three-quarter take at night. Rain fell during the day, subsided a few hours before night show time, and then returned as a heavy storm during the night show.

The Sunday (15) matinee-only stand was Pinckneyville, Ill., where Kelly-Miller had a near-capacity house. Then came Effingham's near-full matinee and straw house Tuesday (17) night. Reserved seats were sold out 40 minutes before the night performance started in Effingham.

Robinson gave a one-third house in the afternoon and a full one at night. Show lot was soft. Tom Packs plays there June 16. The Kelly-Miller elephants drew good comments in Effingham and Robinson.

Ward-Bell Dampened

BREMERTON, Wash., May 21.—The Ward-Bell Circus scored well in the afternoon here Friday (13), but a cold rain ruined the night turnout. Jaycees were the auspices.

OHIO BUSINESS SPOTTY FOR KING

Dayton, Mt. Vernon Prove Strong; Canton, Columbus, Springfield Off

ASHLAND, O., May 21.—King Bros. & Cole Bros.' Circus found business spotty in Ohio, with some places big and some weak. The biggest truck show was running behind schedule on some days, with the street parade starting late.

The big days included Dayton, where the show appeared on Wednesday (11) for two strong crowds. Springfield (12) was slowed by rain and came off with half and three-quarter houses plus a huge parade crowd.

Columbus was not good enough, while Mount Vernon was the best of the string. It was played on Saturday (14) and drew a matinee crowd right at capacity and a near-full night with Kiwanis auspices. The town was several years fresh.

Dover and Canton were mediocre. An incomplete report from

Akron described a strong afternoon. In Ashland on Wednesday (18), the show had a near-full afternoon, thanks to dismissed schools, and a half house at night.

A dispatch in The Cleveland Plain Dealer chided Akron authorities for hampering the show's parade, which went on late, and then using 40 passes at night.

Kelly-Morris Plays Midwest; Program Told

COLUMBUS, Ind., May 21.—Kelly-Morris played to a big afternoon and straw house at night here. Later the show moved into Illinois, making Champaign and Clinton as well as other stands, before heading for New England.

Staff includes Bill Morris, general manager; Bernice Kelly Morris, treasurer and tickets; Captain Engerer, equestrian director; Lloyd and Lucille Waton, music; James Bagwell, concessions.

Program lists a spec, garland entry, single elephant act, ladders, clowns, Roy Hauser's dogs, Alfonso and Winister Townsend's juggling, Aero Stylites, Engerer's lions and tigers, Alfonso Repeusky's riding act, baby elephants, clowns, Win Townsend's slack wire, Great Alfonso's head-balancing, Morrisettes on webs, Liberty horses worked by Roy Hauser and Doris Hudson, and big elephant act, worked by Bill Morris and Doris Hudson. Producing clown is Bill Yates.

Hagen Adds Good Stands

HOMEWOOD, Ill., May 21.—This Chicago suburb generated two straw houses for Hagen Bros.' Circus Thursday (19), adding to a string of good days the show has had recently.

Macomb, Ill. (13), had half and one-third houses in unusual circumstances. The lot was deep mud so the Optimist Club booked the town's new armory and moved the show into it, altho the building has not yet been dedicated.

Lincoln, Ill., had a near-full afternoon and straw night on Monday (16), with Jaycee auspices. Kankakee, under the AMVETS, gave a three-quarter afternoon and near-full night. Personnel gave a hospital show there.

Estella Hobson, Retired Rider, Dies in Calif.

PACIFIC PALISADES, Calif., May 21.—Mrs. Estella Hobson, 80, wife of Homer Hobson, of the Hobson Family bareback riding act, died at their home on Friday (13). Death came unexpectedly as a result of a stroke. Funeral services were held in Chicago Wednesday (18).

Mrs. Hobson began show business as a member of the Earle Sisters, dancing act. The act was with the Hobson Circus in 1893 and she married the owner's son. They then worked on other circuses, including Sells Bros., Forepaugh-Sells and the original Walter L. Main.

They appeared with Ringling Bros.' Circus for nine years and Sells-Floto Circus for 17 years. They also were with Hagenbeck-Wallace. Mrs. Hobson retired from the ring after the season of 1931 with Sells-Floto, but she returned to show activity as an actress at the Century of Progress in Chicago, 1933. Other members of the Hobson Family continued the riding act until more recently.

The Hobsons celebrated their 60th wedding anniversary in 1953. Survivors, in addition to her husband, Homer, are two sons, Homer and Herbert, both of Chicago; a sister, Celia Dreifuss; a former daughter-in-law, Juanita Hobson Thomas, Pacific Palisades, Calif.; a daughter-in-law, Mrs. Herbert Hobson, and three grandchildren, Chicago.

Beatty Business Holds Okay; Accidents Strike in Series

SANTA BARBARA, Calif., May 21.—Clyde Beatty Circus played to good business at several recent stands. Burbank (15) gave two strong houses. North Hollywood had a turnaway afternoon and 85 per cent night house. Van Nuys had straw houses. Santa Barbara came up with half and near-full houses.

Meanwhile the show was hit by another of a series of accidents, and there were indications some personnel might be trimmed from the circus as it departed the Southern California region.

Nina Hanel fell about 30 feet when the swivel on a Spanish web rigging broke in North Hollywood. Earlier, the juggler, Truzzi, was out for a week with a knee injury. The Two Ruddis fell 20 feet and their rigging landed on

top of them when a rope was cut by a pulley, but they continued work despite some injuries. A few days later their rigging fell again, but they were not on it at the time. Wirewalker Linares was hospitalized four days for injuries received when his wire snapped and he fell to the platform. Ninon Hanel was hospitalized by a heel injury. Her daughter, Nina, was not hurt when a rope holding a swinging ladder broke. Mrs. Kathleen Hanneford was knocked unconscious by ponies and was out of the show briefly.

It was reported that two weeks' notice has been given to some acts on the show, but it was not known at once whether they would leave or the notice was given as a routine procedure. The Doug Autry concert troupe, which joined recently, has been doing only fair in this territory.

CIRCUS REVIEW

Mills Strong on Horses, Elephants, Productions

By TOM PARKINSON
CHICAGO HEIGHTS, Ill., May 21.—Mills Bros.' Circus is offering a quick-paced, well-costumed show that carries plenty of entertainment. Strong points in the program are production numbers and such show-owned acts as Liberty, menage and elephants.

The newly arrived Bulgara Troupe and the held-over Nemedils add most in the way of troupe work, and the English ballet again effectively peoples the program. Playing an important role in maintaining this show's speedy progress are Bandmaster Joe Rossi and his musicians. Paul Nelson again handles the whistle-blowing.

Opening spec is a walk-around in which the circus displays many people and considerable stock; it winds up with dancers in the rings. Concert announcements start early. Then Aldo Cristianj performs the leaps quickly.

Drouguetts, Bakers

First full-length acts to work are the Drouguetts (3), whose hat juggling is climaxed by business in which caps are thrown by the audience, and the Bakers (2), with juggling routines. Still keeping to quick-time, the show goes on with Sandor Beketow and Alabama Campbell working pony drills. Fourteen girls then make an excellent appearance in an aerial ballet number, with Christine Mays and Bluey Brazon contributing loop-the-loops and Olga Sanchez centered with her foot revolves.

Marjorie Butcher and Edith Beketow work side-ringed dog acts while Aldo Cristianj has the center for his educated horse number. It is something of a novelty and the horse is a flashy rosin back which he puts thru Liberty routines, but the turn is over-long, slowing the pace. Clowns follow in the first of a series of standard bits, this one being a balloon gag.

Bulgaras Click

The Bulgara Troupe clicks for its good appearance and capable performance. There are four in the family's horizontal bar number. Featured is a girl, one of few in bar acts. She does a blind-folded bit, and the act winds up with three members doing giant swings.

There is a concert reminder, then the Beketows display their dressage act. He rides while she dances alongside the horse. The acrobatic display includes the undistinguished Acro-Cuban teeterboard number, plus the Aldo Trio of acrobats and the Millets Girls, the English tumbling troupe.

The clowns are back to front a musical novelty such as is popular in European circuses and which producer Jake Mills includes as an experiment. In it, the Campa Brothers stand on their heads to play an upsidown xylophone and win good applause.

Big Liberty Display

Horses are a strong point with Mills Bros. Their Liberty display is brought on with proper musical fanfare which contributes toward the impressiveness of the long string of stock. In the center, Paul Nelson works a fine act of eight sorrells. The Beketows have the six unusual matched buckskins, and Campbell works six blacks.

Mauricio Drouguett has the center for good juggling, while the Linderman Boys and Schmitz Brothers are sided in hand balancing duos. Walter Bixler rides in and out with his concert troupe. The Reynosa Trio offers a triple trapeze and iron jab number that earns a good reception with the audience.

The web number is flashed with scarlet can-can wardrobe for the crowd of girls, and top hats and tails for web sitters. Production work brings forth all that can be gotten out of a web act, and the audience is impressed. Clowns box and later they have a clown wedding. Jinx Adams is not with the show and the 10-horse Roman standing hitch is out of the program.

Dolorez Sanchez performs her bounding rope act with great skill and a display of knowledge in the ways of styling and selling an act. Particularly in this act and also in others, the Sanchez Sisters demonstrated quality and class that makes them one of the best turns to come from Mexico in recent years.

Jesus Cordona, now recovered from last year's injuries, is again scoring with his cloud swing number, and another of the Reynosa troupe works a top-grade single trapeze number.

The Flying Comets (Bulgaras) have now an adequate flying return act that promises to gain speed when rigging troubles are ironed out. First with a European rigging that provided for all fliers and no catcher and long slow arcs, they now have an altered affair and expect soon to have a full Bloomington-style layout. A catcher is to join, allowing the third flier to return to his preferred post. They seem to have what it takes to come up with a good flying routine.

Class in Menage

Mills' menage number is impressive. Twelve riders in black English riding habits enter, selling the number from the first as a big event. It is of a style seldom seen in the past 10 years, and it echoes class. Another performer works a riderless horse in the center ring. Then comes a series of gaited, rearing-and-waltzing and jumping horses. The jumps, almost in the revival class, provide action to please both kids and horse lovers.

The Nemedils' perch act, even tho operating temporarily short-handed, lives up to its feature position on the program. It is a high perch number with precision and presentation to set off its strong stunts.

Bulls Still Strong

Finally come the Mills Bros.' elephants (6). The act has lost none of the zip built into it by Hugo Schmidt. Virgil Sagraves does well in keeping it up to that standard. The girls who ride each bull thru-out the number add much by their highly professional styling and ring discipline. The tableau work is sold not solely by the bulls but with good help from the people and the music. Featured bits are a head carry, head and foot carry by two bulls, swing on two trunks, and a laydown. Climax still is the elephant-powered teeterboard flip which puts a boy on another bull's head. This is watered down only temporarily because of an ankle injury. When it's all out and over, Mills Bros.' patrons know they have seen a circusful of horses, elephants and girls, plus strong displays by several of the acts. With even more wardrobe now coming from New York and with the hope of paint for poles and props, this show holds its place as a leader among the tenters.

Davenport in Texas

SEMINOLE, Tex., May 21.—B. C. Davenport's Merchants' Free Circus attracted good crowds to its gratis performance and the lineup of rides and games here recently. Street parade was called off because of a late arrival. Rain in the morning stopped before show time.

Cole Off in Missouri

ALBANY, Mo., May 21.—George W. Cole Circus found the going only fair here and in Bethany, Mo. Steady rain hurt in Bethany and turnouts were slight. Two quarter houses came out for the Legion auspices here Friday (13).

Mills Shows Matinee

CHICAGO HEIGHTS, Ill., May 21.—Mills Bros.' Circus registered a straw house for the afternoon here Thursday (19). Night turnout was light, as were the houses at Harvey, Ill. (18). Logansport, Ind., earlier gave three-quarter and one-half houses.

CIRCUSIANA MART

A Market Place for COLLECTORS' ITEMS . . . Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

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COLLECT FANCY OLD CIRCUS LETTERHEADS; growing like wildfire. Starter set, letterhead and envelope, \$1. Hundreds of titles and styles. McClintock, Franklin, Pa.

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GENUINE CALLIOPE RECORDS—5 NEW hi-fi releases on 45 and 78 r.p.m., \$1.10 each. 5 record album on 78 r.p.m., \$5.85 postpaid. Taggart, 1602 National, Rockford, Ill.

GENUINE STEAM CALLIOPE RECORDS recently recorded. Truly a collector's item. Pressed in two speeds. The 33 1/3 record has the parade displaying all its excitement on one side and steam calliope selections on the other. \$4. The 78 record consists of steam calliope music only. \$1.50. E. H. Overmann, 903 N. Seventh St., Springfield, Ill.

MINIATURE CIRCUS WAGON KITS, wild animals, acts, accessories. Illustrated catalog, 35c. Walters Hobby Shop, Dept. B, 207 French Rd., Utica 4, N. Y.

NATIONAL CALLIOPE CO. LITHOGRAPH. Size 21" by 31"; gaudy, color photographs in 8 tones, both sides, with National Co. letterhead and price list. Limited number, \$10. Lee Co., 834 N. Lancaster, Dallas, Tex. (Successors to National Calliope Co. of Kansas City.)

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WANTED

Old Circus Wagons, Bell Wagon, Steam Calliope, Miniatures, carved wood Carousel Animals, especially big size; horse drawn Band Wagon, etc. Must be in good condition. Send photo and lowest price include shipping.

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Want Balloon Ascension, Parachute Jump to augment "FLYING CIRCUS" and "ACROSS THE PACIFIC"

Just concluded professional Military Ball and Floor Show dates at Rochester, Oswego, Syracuse, Schenectady, Albany, Brooklyn, Mount Vernon, New York State; Hartford, Conn., May 6-7; Pittsfield, Mass., May 9.

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A group of four young elephants, 8-10 years old. Two males, two females. First-class condition. Quiet to handle, well broken. Will work together or can be separated. Price F.O.B. England, \$18,500. Write to

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If you are well and can immediately use up to
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Just TWO places left for TOP-MONEY producing Phonemen. If you think you can fit our special crew of successful Phonemen and know how to intelligently handle the MOST POWERFUL BACKING in Dayton, Ohio, on a BRAND-NEW DEAL—just starting—then.
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For those who know the score, there's more—here!

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Need Three Men Experienced in Selling Program Ads
GROTTO AUSPICES
With biggest GRAND OLE OPRY Show ever in Memphis in Southern League Ball Park, July 4th. Plenty of leads. Pay 25% daily. Indianapolis Grotto to follow. Contact
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WANTED
Single Man or Man and Wife to work outstanding group of trained bears. Year around job, 30 week guarantee. Send photo with Air Mail letter. Must be available at once.
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LIBERTYVILLE, ILL.

BAILEY BROS.-CRISTIANI CIRCUS
WANTS AT ONCE
Bill-Car Manager, must post and tack. Also want good Lithographer, union scale. Call:
LUCIO CRISTIANI
c/o The Leading Hotels, Burley, Idaho, May 25; Caldwell, 26-27; Baker, Ore., 28; Enterprise, 30; Pendleton, 31.

CALLIOPE
Orders now being taken for 1956 delivery. New National Calliopes restored to like new Tangley Calliopes. Only 6 machines to be delivered. Hand played instruments complete from \$1450; Automatic (roll played) from \$2500.
ROY C. LEE CO.
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\$6.00 Per Can
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239 Grand Avenue
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WANT PROMOTORS
Men and Wives. Week in each spot; Virgin Towns, three to five thousand population. Present teams averaging their takes \$150.
J. C. ADMIRE
Gentry-Mix Circus, Hotel Main, Evansville, Indiana, all this week.

3 PHONEMEN WANTED
For Sheriff's Office. Best deal in the country. Write \$400 or better a day.
Contact
RAY LANIER
Woodstock, Ill.
Phone: Daytime—2256. Nights—814.

HUNT BROS.' CIRCUS
WANTS AT ONCE
Two Assistant Boss Canvasmen. Bosses who can set seats. Also Second Cook and other useful people. Working Men, come on. Good accommodations.
Contact Per Route.

WANTED BILLPOSTERS AND LITHOGRAPHERS
Who can drive. Contact
WM. MOORE, Gen. Agt.
CLYDE BEATTY CIRCUS
Georgia Hotel, Vancouver, B. C., Canada

UNDER THE MARQUEE

By TOM PARKINSON

International Jugglers Association meets June 19-22 at Lancaster, Pa., for its annual convention. Main event will be a juggling show. Among those scheduled to attend are Harry Lind, Kenyon Brothers, Lou Meyer, Vin Carey, Carl Thorson, Art Jennings, Bill Talent, Bobby May, Rose Sisters, Stu Reynolds, Harry Otto, Lane Blumenthal, Bill Dunham and Pryde and Daye.

CFA Richard O. Polanki, Easton, Pa., visited Pat and Al Lombardi, Brenda Jones and Theo Forstal on Ringling in New York. He tells that the old Eastern lot is gone and R-B agents have been looking for a new one.

Dick (Iodine) Iannone is to have the only inside ticket box on Ringling this season. . . . Mike Petrillo is to head up the Ringling usher department, with 34 girls in the department.

Jorgen Christiansen, with Polack Eastern, stopped off recently to visit the Pete Mardos at Columbus O., and was presented with two side saddles Florence Mardo used some time ago on Ringling. Christiansen, the Pinky Madisons, Sonny Gautier, Gene Randow and Henry Kyes stopped at Sonny Moore's place for a weekend. Christiansen also stopped off at the Virgil Bakers, Fulton, Ind.

Mike Nicols, who was with Main, Ranch, Ringling, Downie, Dill-Mix, Barnett, Cole, Polack and Biller, is at Municipal Tuberculosis Sanitarium, Chicago, and would like to hear from friends.

Tommy Comstock is scheduled to join Von Bros.' Circus with his calliope and organ. . . . Tom Carroll, Chicago fan, is out of the Army. He spent a week with Bailey-Cristiani on his way home.

Visitors at the home of Rex Ingham, Ruffin, N. C., have included Gus and Casey Augspurg, heading home with their monkeys after a season of school dates; J. S. Ramsey, en route to join a "Grand Ole Opry" unit; Fred and Jack Cousins,

Virginia fans; Tex Watts, old-time bull man from Reidsville, N. C., and Cody and Ada Stanley, former Wild West people now of Greensboro, N. C. Ingham is resting up from auto crash injuries sustained last fall.

Vicky Cox, Mills Bros. publicity director, and Tony (Pickles) Edwards, Mills Bros. clown, were married at Richmond, Ind., between shows May 7.

J. Eddie Holmes writes that Howard Farrington and Pete Lindemann, contracting agents for the Kelley-Miller circus, are booking the show into Wisconsin and Minnesota for part of June and most of July.

Pete Pepke, North Warren, Pa., writes that he recently met Veo D. Powers, dog and monkey act, and that Elmer Jones, king of the two-car shows, has retired and no longer is with the county highway department in North Warren.

HiLo Merk, visiting Ring Bros., chatted with Martha and Joe Smiga, Matt and Mary Laurish, the DeRiskies, Mrs. Franco Richards and Danny Styrom. . . . Dick Conover, the Edgar Wilsons and Dr. and Mrs. Otto Schlack, Hans Dulle and M. H. Busch have been spending some time on the Mills Bros.' Circus.

A son was born on Mother's Day (8) to Mauricio and Julia Droggett, of the juggling act on Mills Bros. Circus. . . . The Mounted Posse of the Allen County Sheriff rode in Mills Bros.' spec at Fort Wayne, Ind.

From Ringling, Freddie Freeman writes that the Belvidere Hotel gave a party for Ringling people before the show left New York. . . . It was a big week for Duane Thorpe, Frankie Saluto and John-

ny Grady in Boston, their hometown. . . . Otto Griebing became a grandfather for the fifth time when his daughter, Joannie, had a boy recently. . . . Jackie Gerlich's bundle of Billboards in Boston was bigger than he is. . . . Edith Barstow is back from Europe after a world tour by air. . . . Working the Boston hospital show were Ernie Burch, Frankie Saluto, Cha Cha Moralis, Albert White, Ronnie Daniels and Johnnie Grady. . . . Visiting Ringling-Barnum were Charlotte and Everett Smith, of The Christian Science Monitor; the Rev. Ed Sullivan, the Joe Gilligans, Rusty Parent, Harvey B. Leggee, the Reverend Linn, Jim Tomlinson, George Brinton Beal, the Rev. Leo O'Day, the Reverend Linnehan and Chief Brunn. . . . Justino Loyal speaks several languages and has to prove it with his present riding display, as it includes Albertina and Zelta, French; Antoinette Bisini, Italian; Ilonka Caroli, Dutch; Nena Unus, German; Two Whirlwinds, German, and a youngster he brought back from Mexico.

Bill and Jackie Wilcox write that all is going well with their advance work on the George W. Cole Circus. . . . Thomas (Swifts) McMahon, formerly with Sells-Floto, Barnett, Wallace, Howe, Biller and King circuses, is at DePaul Hospital, Norfolk, Va., and would like to have mail.

Upcoming "Super Circus" line-ups include Baudy's Greyhounds, Machinos, tumbler; Molly the Wonder Horse, and Miss La-Rayne, trapeze, for May 29, and Theodore Kaufmann, fire-eater; Alberto Zoppe Family, riding; Miss Ruggiera, traps, and the Two Carltons, hand balancing, for June 5, reports Alex Dobritch. He also has the Triska Troupe joining Nat Lewis' Circus in Ontario.

Karl Wallenda writes that business for the Circus Dumber picked up a great deal after the earthquake, which hit during the Wallenda high-wire act, and the show stayed over a week. It plays the Panama Canal Zone for a long run next.

Ringling agent Paul Eagles worked out of Chicago last week, and contracting agents Leon Pickett, Ira Millette and Doc Hall are making Illinois towns.

William A. Temple, Des Moines fan, trekked to Baltimore to catch the recent performance of the Big Show there. . . . Robert D. Good, Allentown, Pa., fan, and his family caught the May 14 showing of Hunt Bros.' Circus in Landsdale, Pa. Good reports that the show is cashing in on its helicopter advertising and that its new seat wagons, lavatory wagon and ropeless big top with aluminum poles are creating much favorable comment. He visited with Charles Hunt Sr. and Jr., Mr. and Mrs. Scott Queen, Bandmaster Ramirez, John Cloutman and Welby Cooke.

George Clarke, retired trouper of Logansport, Ind., recently visited the Fisher family at Denver, Ind., and reports that the latter have sold their rosinback to the Jim Conley family on the King show. Clarke also visited the Mills show when it played to two packed houses at Peru, Ind., and participated in the show's memorial service for Mr. and Mrs. Jerry Mugivan.

Albert and Judy Spiller, Spiller's Seals, are returning to the States after a successful winter tour of South America. They will play fair dates for George A. Hamid & Son.

Dorrie and Vern Orton (the Sensational Ortons) opened at Tivoli Gardens, Copenhagen, May 1 to capacity crowds. It was a national holiday, necessitating the act doing three performances. Among those attending was Cyril Mills, of the Bertram Mills Circus of England, who later lunched with the Ortons. The evening of April 29 the Ortons gave a dress rehearsal for the press, resulting in feature stories in the papers.

Among visitors on the lot at the recent King-Cole Circus date in Columbus, O., were Jack Lampton,

who is recovering from a heart attack; Buck Saunders, Jake Goutermout, Tom Huffle, Harold Newton, Fred Pfennig, Harry See, Earle Meyer and Mousey Baggerley

Newsweek magazine is preparing an article on the Ringling Circus. Mention of other shows will be included to give a picture of the industry as a whole.

Levittown (N. Y.) Memorial High School staged a benefit circus Saturday (14), offering the following acts: Great Ko Ko and Bongo, "human chimps"; Tenner and Betty, rope spinners, Vic Dexter, juggler; De Dios Trio, dogs; La Flotte Duo, cyclists; Laddie Lamont, balancing; Mannie and Kanazawa, foot juggling; Six Sons of Morocco, tumbling, and Alfred Floranz and Malcolm, clowns.

Welby Cooke, Hunt Bros., tells that a surprise birthday party for Eddie Arvido included Ray Sinclair, Fran Turner, Stella Wirth, the Oliver Sisters, Cooke; Winnie Colleano and May Colleano, who were visiting the show, and the Welches.

Together for a gabfest on Kelly-Morris recently were Johnny Adams, Jess Bradley, Earl (Hoppy) Chapman and Walter Fox. . . . The big top of the Billy Smart New World Circus was used by Billy Graham for one of his revival meetings in England recently.

Calliapist Harry Shell is flashing a new wagon for his instrument. Booked into Michigan, he is looking forward to visiting with Carl Van Splunter, last of the old-time calliope builders. Shell talked with fan Ralph Miller while at the Memphis Cotton Carnival recently and borrowed Rose Killian wood carvings so copies can be made for his own wagon.

Frank Upp, Peoria, caught Hagen Bros., at Macomb and Galesburg, Ill., reporting two sell-outs at the latter. . . . Fan and publisher Harry M. Simpson is active at Camden, O., again after 15 months in a sanatorium. . . . Lucille and Lloyd Watton, of Kelly-Morris, visited their home at Shelbyville, Ill., while the show was in the area.

Charles Brady Vensel, Mills Bros. superintendent, is scheduled to be featured in an upcoming edition of the panel cartoon, "Strange as It Seems," carried by many newspapers, reports Vicky Cox, of Mills Bros.

Harold Barnes of Polack Bros.' Western Unit reports that Sacramento was the most enjoyable engagement thus far with the trailerites encamped along the riverfront with fishing and horseback riding a daily rite, and the remainder of the personnel in lush apartments for the eleven-day run. Many parties were held, along with the first all personnel party of the season. . . . Month-long siege of inclement weather ended one day before the out-of-door opening in Marysville, giving two days of perfect circus weather. The new outdoor set-up, with aluminum poles, ratchets and mechanical devices, is a sight to behold. . . . The sun missed no one and all sported sunburn. . . . The Dagenham Girl Pipers were guests of Don Cockell at the recent championship fight and reciprocated by inviting the Cockell group along with Eamon Andrews, BBC newscaster, and visiting English reporters to the birthday party of Pipe Major Winnifred Pile. Also in attendance were Louis Stern, Ross Paul, Justus Edwards, George Keller, Ginny Lowery, Karl Chaludi, Frank Doherty, Guy "Tiny" Hamilton, Lee Hester, Bill Simmons, Jimmy Carey, Kay Johnson and Harold Barnes. . . . Joe Sherman, arranged for the cast to swim in local motel swimming pools. . . . Ernie Wiswell, who sold the recent fight pools, won it himself. . . . Frank Doherty made his entrance into the ring posterior first on the horns of Albert Ostermaier's goats. . . . Krista Clarkson suffered a broken wrist and will be out of the show for a few weeks. . . . Thomas K.

Upton continues to entertain with his movies of past seasons on Polack and other shows. . . . Hildegard Baar of the Pallamedes, is assisting Frieda Wiswell in wardrobe. . . . George J. Keller recently celebrated his birthday. . . . Front page publicity was given after the opening performance in San Francisco when a woman spectator mistook an elephant's trumpet and a yellow chorus costume for a lion on the loose. Her report to the press made headlines before it was squelched. . . . David Land, head of the Dagenham Piper Band, pianed from England for a month's stay on the show, and Therese Fuchsjaeger, mother of the Klausers, arrived from Austria. Other visitors included Bob Clark who assisted Mac MacDonald with the elephants, Mr. and Mrs. Dwight Moore, Dick Clemens, Don Marks, Jake and Jean Arwood and Frenchy Manning.

Don Cossacks At Frog Fete

ANGELS CAMP, Calif., May 21.—Don Cossacks, a singing and dancing troupe of native Russians, were added to the entertainment program of the three-day Calaveras County Fair and Jumping Frog Jubilee which opened here yesterday (20).

The Cossacks were featured on the Friday night (20) program. Saturday highlight is a vaudeville show with the firing of the simulated atomic bomb and the jumping frog competitions headliners for tomorrow, the closing day.

The Cossacks were a last-minute booking, Carl T. Mills, secretary-manager said.

The midway is being played by the Fair Time Show, organization recently put on tour in the West by Alex Freedman, veteran novelty concessionaire.

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Strong UPC, ticket and program deal for DAV. 90 days' work. Begins June 1. Pays 25%. Daily pick-up, weekly pay. No luses.
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408 T&P Bldg. Ft. Worth, Texas
ED 9985

Circus Wrestler Wanted
For concert; also Assistant. Meals and sleeper berth furnished. Join on wire. Also want Truck Mechanic with tools. Address:
King Bros.' Circus
South Bend, Ind., May 26; Battle Creek, Mich., 27; Grand Rapids, Mich., 28; and Kalamazoo, Mich., 29.

TEX ALLEN
Please contact Red Perry. Indians with wardrobe; Jim Hawkes, write. Trick Riders, Cowboys and Cowgirls with own stock, Family Acts.
HARRY SWANK
BUCK LUCAS
AMERICAN ROYAL CIRCUS
Rt. 3, Pataskala, Ohio

WANT CIRCUS
for early date to play under auspices of
KIWANIS CLUB
Write or wire
Howard M. Miller, Pres.
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AGENT
Want Agent capable of booking telephone promotion for top theatrical motion picture program. We pay highest salaries in show business and guarantee year round work. Bennie Fowler, Jack Hagen, Ted Edlin and Howard Erhart, call me.
KEN MURRAY
59030, Bloomington, Ill.

PHONE MEN
Established labor newspaper. Over 15,000 cards to call from. all with last year's cut-offs of sales made. Pay daily; pick-up the same day. This is just outside of Philadelphia.
MACK WITZER
296 Avon Road, Upper Darby, Penna.
FLanders 2-1900. P.S.: B. H., call.

BAR PERFORMER WANTED
Steady work and good conditions.
Wire immediately.
RED DINGLER
c/o Hagen Bros.' Circus, as per route.

AT LIBERTY
FOR CIRCUS, PARKS, FAIRS
RIDING CONLEYS
THE ARISTOCRATS OF THE CIRCUS RING
Seven (7) people Bareback Riding Act. Six (6) people Juggling Act and other Acts. Finest, beautiful wardrobe. Just closed with King Bros.' Circus.
RIDING CONLEYS
Route 3, Phone Batavia 3-8151, Batavia, Ohio

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With Crews, Capable, Sober
America's most prominent INDEPENDENT rodeo producers. After five years of successful operation will now use advance telephone promotion plan. We have 300 head of stock, complete equipment. Promoters must finance themselves. Good deal. No hold-back. Best spots with good sponsors and population. Write fully (do not wire or phone). State where and when you can be reached by long distance.
Carl Ward—Pat Mulvey—Al White—Bill Colter—Tex Rumsower—Hal Myers—Ray Walton—Sidney Presson—Bill Tallefero—Ted Rapp—Dean McMurray—Al Keeper—Joe Candrea, write to
GENERAL AGENT
F-Bar-H World Championship Rodeo
ROUTE 3, SYENE ROAD, BOX 186, MADISON, WISCONSIN

WANT WANT WANT WANT
Bill Garvey, Bill Massey, Russ Judy, Eric Noble, Don Barry, please contact George Penny, care Bailey-Cristiani Circus, immediately. Jack Bishop, Syd Presson, contact Bailey-Cristiani Circus as per route: May 25, Burley; 26-27, Caldwell, both Idaho; 28, Baker; 30, Enterprise; 31, Pendleton, Oregon.

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Don't call unless qualified. Pleasant working conditions. Air conditioned offices. Immediate draw can be arranged if qualified. Need 4 Salesmen or Sales Women to sell TOP NATIONAL RADIO SHOWS locally. First time offered in St. Louis. If you are a Producer you can easily make \$126.50 to \$211.00 per week. Apply:
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For annual Police Book and Sponsor Membership. Collect and pay 20% daily. Only top-notch men capable of asking for money and conducting themselves accordingly need apply. Les Brown, call.
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ROADSHOW REP

"I HAVE BEEN enjoying the recent contributions to the column, especially those of John D. Finch," writes Al Pitcaithley, of Carlsbad, N. M., a former repster who now has a radic connection there. "Caroline Flounroy recently inquired about some performers, one of whom was Guy Cauffman, of the Cauffman Players, one-time popular Midwest show. According to my files, he passed away September 19, 1947, in Flint, Mich. He was survived by his widow, Constance, at that time living in Flint. Whether she is still among the living, I do not know. Another one Miss Flounroy mentioned was Dorothy LaVerne. The last time I heard of Miss LaVerne she was with the Barrier Players in Abingdon, Va. Miss Flounroy also mentioned the team of Bankson and Morris. They were with the No. 1 Hazel Cass Company in 1925 when I was with the No. 3 unit, and I haven't heard of them since. Ora Rankin, also mentioned in Miss Flounroy's comments, was from my home town of Beatrice, Neb., altho I never knew him. Many years ago he was a leading man with 'The Awakening of Helen Ritchie,' a one-nighter. I understand that he was a chiropractor in Lincoln, Neb., for many years after abandoning the tent show biz. . . . Cincinnati's first summer tent theater in the round will open on the outskirts of Finneytown, O., June 14. Alexander White, Hollywood TV writer who successfully promoted a similar venture in Indianapolis last summer, is head of the sponsoring firm, Cincinnati Summer Playhouse, and has mapped a 15-week schedule of Broadway plays. One of his backers is Richard Rosenfeld, head of Standard Concessions.

ONLY FAIR business was done by Oscar Wothan, who offers a proteon bill under auspices with his wife and daughter, on a recent west-to-east jaunt. Chief drawback, according to Wothan, was the weather. Now in Wilmington, Del., the family will move into New England before long to play resort dates. . . . From Arco, Idaho, Ralph M. Fornier writes: "As far as old-time rep performers are concerned, I want to say that my dad did a Toby style act even before 1905. I have bills of Campbell's show house of Parkersburg, W. Va., that made mention of 'that great Toby comic, Al Fornier.' I don't know that he was the best in that comic line, but he was good enough to play one-night stands with Johnny Ray of 'Hot Old Time' fame." . . . Harold Londergen, who has been promoting amateur shows in Northern Michigan to indifferent results, plans to move into the Ontario area. . . . After a long lay-off, the Carol Players will take to the road in mid-June to play Eastern resort towns. . . . A. L. Donnels, who has been taking it easy in Reno, Nev., plans to hit the road before long with his trailer museum. Earlier plans to play Wyoming and Colorado have been changed due to reports of severe storms. Donnels will head into the Northwest instead. . . . Errol Weinston writes from Sacramento that he will be active again in the Northwest, opening his solo season soon in Oregon, probably at Klamath Falls. Weinston, who works for local sponsors will be accompanied by his wife this season. . . . Carl Ledner, who put in most of the past winter in Fresno, Calif., writes from Libby, Mont., that he plans to do stroller work thru the central portion of that State this season.

Drivin' 'Round the Drive-Ins

CASE of the Torrington (Conn.) Drive-In Corporation against Theodore Zolli has been settled out of Winsted (Conn.) Superior Court, with terms of the \$50,000 suit not disclosed. The corporation had claimed breach of contract and faulty construction work when the theater was built five years ago. Counsel for defense, however, asserted there was no breach of contract because plans and specifications which the plaintiff was to provide under terms of the contract were never supplied. . . . Perakos Theater Associates opened its second Connecticut drive-in venture, the \$200,000 Southington Drive-In Theater, Wednesday (18). Melvin Siegal, formerly with ABC Vending, is resident manager. . . . Watertown (Conn.) Drive-In Theater, Inc., has filed a certificate of incorporation with the Connecticut Secretary of State, listing John D. Sirica as president; William A. Sirica, vice-president; and Fred Quatrano, secretary-treasurer. . . . The Stratford (Conn.) Board of Zoning Appeals has reserved decision on a request by James B. Sniffen for a reversal of Stratford Planning Board action denying him a waiver for a drive-in theater. Albert M. Pickus, vice-president of Theater Owners of America and owner of the Stratford Theater, Stratford, is among residents opposing the Sniffen application.

UNSEASONABLY long and heavy dust storms have cut in to outdoor business in Denver where smaller box offices have been hurt even more by extensive damage to equipment. Lem Lee, owner of three drive-ins in Denver, estimates that between 500 and 1,000 speakers had to be replaced in one week at the Monaco Drive-In. Over a 30-day period nearly 4,000 speakers have had to be repaired or replaced. . . . Newest addition to the growing chain of Lee theaters in the Rocky Mountain area is Centennial Drive-In, the plush outdoor house located on the grounds of Centennial Race Track. The purchase from TV Theaters, Inc., was announced last fortnight. . . . Steve Paluch, Perry, Mich., has set June 15 for opening of his new Hi-Vue Drive-In at Durand, Mich., now under construction. The house will be equipped with CinemaScope, and will be booked by William Clark, Clark Theater Service, Detroit. . . . James Ross, partner in the Dearborn (Mich.) Drive-In, has been elected a director of Co-Operative Theaters of Michigan, giving outdoor theaters direct representation on the board for the first time and marking the recent addition of some 24 drive-ins to the organization.

A special get-acquainted spring festival was held at the Don Drive-In at Port Arthur, Tex., to visit the twin-screen drive-in to see what it had to offer. Wayne Horton, manager, had a major price reduction of from 60 to 35 cents for adults or 80 cents per carload. Extensive work has been completed on the screen, snack bars and playgrounds. . . . J. D. Blinka, owner and manager of the Midway Drive-In at Schulenberg, Tex., has announced that CinemaScope equipment has been installed as well as a new wide screen.

Moulton Drome Presents Show

RUSH CITY, Minn., May 21.—More than 100 members of the Rhythm Rollers Skating Club of Mr. and Mrs. Warren Moulton Roller-drome here took part in an elaborate skating show held May 13 and 14 at the rink.

Directed and produced by Mrs. Moulton, the show featured a variety of numbers highlighted by authentic costumes. Special attractions were the appearances of two skating queens and two kings. They were Joan Krippner, senior queen of Forest Lake, who will represent Moulton's Roller-drome at the fall contest of the Midwest Roller Rink Operators' Association, and Joyce Anderson, junior queen of Rush City. George Schweigert and Timothy Halpin, Rush City, were the senior and junior kings. Officiating at the crowning on opening night was Paul C. Steinkopf, president of the MRROA.

In addition to the skating productions, special numbers were offered by skaters from MRROA member rinks, including Nancy Dahl, Pastime Rink, Minneapolis; Lorraine Anderson, Riverside, Red Wing; Keith Zeller, Truman, and Marshall Winegar and some skaters in trick acts from Clear Lake, Wis. Assisting Mrs. Moulton in producing the show were Mrs. Hendrickson, costumes; Walter Lundeen, Frederic, Wis., scenery, and operator Moulton, lighting effects.

South AOW Speedsters Prep for Grand Finals

ELIZABETH, N. J., May 21.—Competition having been completed in the Southern division of the America on Wheels chain's inter-rink racing league, preparations are being made for the grand finals to be held June 4 at Levittown (L. I.) Arena.

Southern teams eligible for the finals are Alexandria (Va.) Arena, which closed the season with a total of 168 points, followed by Reading (Pa.) Rink, 152; National Arena, Washington, 126, and Bladensburg (Md.) Arena, 126.

Tie-Ups Cut

Continued from page 71
TV audience is figured at some 500,000 nightly. As a rule the park admission plan is for patrons to pay at an entrance gate whether on car or afoot, at the rate of 25 cents each no matter what age. There is no charge for parking. A family group of three or four people in a car will save the admission fee for one child on each combination ticket.

Photos Offered

Heatherton has been showing park photos and pushing the tie-up strongly the last two weeks, telling kids they can get the special tickets by sending \$1 to the park, or by purchasing at the front gate. If the order is by mail the child also receives a signed photo of the Merry Mailman.

Number and frequency of personal appearances is not definite, but the agreement calls for several during the season. Heatherton has built a good personal appearance business and is also participating from revenue from an upstate kid's camp, which is an additional commitment for his time.

In addition to the ride money to be derived, the park will benefit greatly from additional expenditures of family groups. With the appeal being to children to identify themselves with their video favorite by riding in "his" kiddieland, the parents at the same time are drawn into the promotion. Once inside the front gate the entire group is exposed to Palisades' imposing array of major ride, food stands and concessions.

There is no definite arrangement for next year, all parties to the deal keeping eyes on the progress of the new tie-up, which gets rolling this afternoon.

Honors to E. Parkway In RSROA N. Y. Meet

BROOKLYN, May 21.—There were 275 boy and girl skaters entered for the 1955 New York State Amateur Championships of the Roller Skating Rink Operators Association (RSROA) at Emil Lence's Eastern Parkway Arena, 1435 Eastern Parkway. Competition began Thursday evening (12) with a new "Roller Queen" event and continued with early morning to late evening grinds thru Sunday (15).

Box office, hypod by sale of \$3.50 "season tickets" for seven sessions, ranged from fair to good. The meet's top team, according to an unofficial 5-3-1 rating, was the Eastern Parkway Club, coached by Mary and Vince LaBriola. Easterners rang up 76 points in artistic and speed contests to lead Empire Roller-drome of Brooklyn, 58; and Wal-Cliffe of Elmont, L. I., 54.

The LaBriola's are parents of Joan and Bobby LaBriola, who four times won the RSROA's American senior dance crown.

Heading the roster of new champs is Ken Trotter of Wal-Cliffe, who topped three gold medals including Senior Men's Figures and Intermediate Pairs. Elizabeth Klein, who lives in Levittown, L. I., and skates for Wal-Cliffe, was the winner in both Senior Ladies' Figures and Freestyle. The Roller Queen was Arlene Gallo of Brooklyn's Bay Ridge Roller-drome.

All place winners became eligible for the RSROA Northeastern Regional Championship, scheduled for June 23-26 at Mike and Sonny Durante's Empire Roller-drome, located down the block from Ebbeys Field, Brooklyn. State competition was limited to three skaters per event from each RSROA club and was preceded by a similar meet for New Jersey skaters at Vic Brown's New Dreamland Arena, Newark.

At one time, the New York and New Jersey competitions were run as a joint meet at one location.

Eaton's Gets 1955 MRROA Queen Contest

MINNEAPOLIS, May 21.—Eaton's Pastime Arena here was awarded the second annual queen contest of the Midwest Roller Rink Operators' Association and the date was set for October 24, it was announced following the association spring meeting held April 25 at Ordemann's Roller Rink here.

In another action the group voted to hold closed meetings in the future, with prospective members being allowed to attend one meeting without joining. Suppliers, manufacturers and other interested parties would be allowed only at morning sessions unless given special permission to attend the business session.

A suggestion that the association sponsor a float to be entered in various celebrations in the State was referred to a special committee set up to study the problem. The committee was given power to make necessary arrangements for such a float if, after study, it was found a float could be built and decorated at a cost not in excess of limits decided upon by members.

Fairytown Ride

Continued from page 71
gels dry boat ride, and a Hodges hand-car unit, which has not arrived yet. The other rides are in and will be supplemented with more units during the season, it is understood. The rides installed were among those in the former Yonkers spot on Central Avenue, which was claimed for New York Thruway work forcing Nunley's and its lessor, the Adventurers Inn, to move. The inn moved up the road, but statutes forbade reinstallation of the rides.

Including the kiddie park at Rockaway Beach, Mrs. Nunley's interests number more than 30 kiddie rides and carousels, plus food and arcade operations, which she leases out to others. Overseeing the various locations is Lou Lercari.

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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.

Kipp Bros., Indianapolis, one of the largest general wholesale and importing firms in the Midwest has announced plans for a special Customer's Week commencing the firm's founding 75 years ago. More than 800 of the company's Indiana customers will receive invitations to join the firm in the June 5-12 celebration. Buffet luncheon will be served Sunday (12) and there will be prizes and gifts for dealers' wives and children. Showrooms of the five-story building on South Meridian Street will be open from 9 a.m. to 9:30 p.m., Monday thru Thursday, and from 9 a.m. to 3 p.m. each Sunday. More than 500,000 toy and general merchandise catalogs will be sent to dealers throughout the country.

made of durable one-piece plastic with flexible grips that clamp for convenient use in autos, kitchens, bathroom, nursery or baby buggy. A package of tissue is included with each. Liberal space is provided for advertising copy. Prices range from 40 cents each for 100 to 24 cents each for 10,000.

A. Kapstrom, owner of Rodeo Leather Goods Company, Minneapolis, announces a special on his deeply sculptured leather belts. He says these are top grain cowhide Western belts with sales appeal for men, women and teen-agers. They are offered at \$9.60 a sample dozen prepaid. Fast delivery with a money-back guarantee assures satisfaction.

Cuttler & Company, Inc., New York, reports large sales of its Beauty Bar Handbag, a product made of leather-like vinyl plastic which will not peel or crack, is colorfast and washable. The Beauty Bar contains a separate compartment on one side featuring two polyethylene perfume bottles, a polyethylene cold cream jar and a two by four-inch mirror. The bag is brass trimmed, adding to its appearance, and comes in a variety of popular colors. Advantage of Beauty Bar is that perfumes, cosmetics, etc., may be carried without unsightly bulges. For a limited time, Cuttler is offering the bag at the low price of \$36 per dozen in lots of two dozen or more.

A dustless ash receiver called the Dust Dome has been made by Bastian Specialties Manufacturing, Detroit. Designed for the user of solid fuel for home heating, ashes may now be removed from stove or furnace without flying ashes. Dust Dome comes in different sizes to fit individual heating units, has no wearing parts, no operating cost and will last indefinitely.

No longer is it necessary for motorists to fumble around unfolding and folding maps. Rol-A-Map Company, Kalamazoo, Mich., has invented a map holder called Rol-A-Map which eliminates the nuisance. It mounts on the sun visor and rolls up and down like a window shade. Accommodating up to five maps, it will work with maps of almost any size, but was especially designed for the 18 by 29-inch maps available at filling stations. Price complete with any desired State map is \$1.98 retail, plus postage. It is sold on a money-back guarantee.

Krylon, Inc., Philadelphia, manufacturer and merchandiser of aerosol clear plastic sprays and enamels, has the answer for annoying candle droppings. Before lighting a candle, spray it with Krylon's clear or colored spray and a candle will burn evenly without spilling onto the table.

Central States Specialties, Inc., Chicago, has introduced two new plastic items, a rain hood to fit into a woman's purse and a tissue dispenser to hold any standard pocket-sized package of tissue. The hood is made of permanent-pleated waterproof heavy gauge polyethylene, neatly fitted into an attractive colored plastic case small enough to fit pocket or purse. They come imprinted with your message, one to five lines. Quantity prices range from 47 cents each for 100 to 30 cents each for 10,000. Central says that its tissue dispenser is a natural as a goodwill gift or premium. It is

PIPES FOR PITCHMEN

By BILL BAKER

WE WERE JUST . . . beginning to wonder where Bob Posey has been hanging out all winter when he ups and letters the report that he has been working some sales in Texas, Oklahoma, Arkansas, Missouri, Iowa and Illinois. "I haven't been coasting very much," says Bob, "and believe it or not, I haven't met a pitcher at any of the sales all winter. Sales keep you working, but I think it's better than the stores. This business of being out alone is okay, but I sure do miss the jackpots." Brother Posey ponders the time when Al H. Varner, the Akron, O., sage, operated a Hypnotic Show in theaters and sold everything to the tip, including a book on "How to Hypnotize."

H. J. MILLS . . . flashes thru the info that he's making his usual Midwest ballroom tour. He reports that business in general has been on the spotty side. However, he says it's been pretty fair in the Indiana and Ohio territories.

HOWARD THOMA . . . would like to know whatever happened to Mary Beann. Howard's query is beamed in from Los Angeles.

CHARLIE HUDSON . . . who is picking up his mail in the vicinity of West Jefferson, N. C., tells us that he opened May 2 with his five-person med show. He says

that he's ticketed to play thruout North Carolina all this season because it seems that the old free med show goes over pretty big with the natives in that region. Old Harry Day is helping Charlie with the lecturing.

SICK BAY BULLETIN . . . "Am out of the hospital, but have to stay in bed for a while," letters Madaline Ragan from her medical headquarters in Indianapolis. "I have had half of my stomach and a few other working parts cut out. Sure want to thank all my brothers and sisters in show business for all the swell letters and cards. I received over 500 cards and 150 letters. Also want to thank the blood donors as I used up 18 pints of the stuff. Want to especially thank Curley Burnett, Doc Clayton, Florence Bodsford and Herman Keller for the cold cash donations. The money came in plenty handy as my bank roll went quick on doctor and hospital bills. Mr. and Mrs. Bill Dollar, of polish note, came to see me and supplied me with The Billboard and cigarettes. Bill also gave a pint of blood. This experience has proved to me that you never really know how many friends you have until you be laid up for about a month so it looks like I won't be able to work until July 4 at least. Keep your letters and cards coming to my present address, 2053 Broadway, Indianapolis."

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COMING EVENTS

California
 Los Angeles—Home Show, June 9-19.
 Pasadena—Firemen's Rose Bowl Celebration, July 4.
 San Diego—El Cajon Community Fair & Home Show, May 25-30.
 San Diego—Portuguese Fiesta, May 29.

Colorado
 Denver—Antique Show, July 5-8.
 Estes Park—Colorado Festival, June 17-19.
 James Johnson.
 Estes Park—Apalooza Horse Show, July 16.
 Dr. A. G. Fiske.
 Estes Park—Koshare Indian Show, July 21-22.
 Glenwood Springs—Strawberry Days, June 25-26.
 L. E. Meredith.
 Greeley—Horse Show, June 25-26.
 Chamber of Commerce.

Connecticut
 New Britain—American Legion Carnival, May 23-30.
 New Britain—VFW Carnival, June 13-18.

Georgia
 Atlanta—Southeastern China, Glass & Gift Show, July 17-20.
 Foster B. Steward, 1401 Peachtree St., N.E.

Idaho
 Boise—Ada Co. Sheriff's Posse Cow Cutting Contest, June 18.
 Emmett—Emmett Cherry Festival, June 20-25.
 Clint Johnson, American Legion.
 Rigby—Jefferson Co. Pioneer Days, June 15-16.
 R. C. Swager.
 St. Anthony—Fremont Co. Pioneer Days, July 22-23.
 Robert Smith.

Illinois
 Brookport—Centennial, May 27-31.
 Chrisman—Homecoming and Street Fair, July 6-9.
 Homer Wolfe.
 Chicago—Celebration, July 4. (Soldier Field).
 Davis—Celebration, July 23-30.
 William Braull.
 Iroquois—Celebration, July 2-4.
 Lexington—Centennial, July 10-17.
 T. M. Patton.
 Marks—Homecoming, July 1-4.
 Bruno Biagi.
 Olney—Celebration, July 4.
 Onarga—Celebration, June 30-July 4.
 Pana—American Legion Veterans' Homecoming, June 28-July 4.
 Sydney DeWeerd.
 Palmyra—Terry Park Industrial Fair & Centennial, July 23-28.
 Oral H. Cooper.
 Rockford—AFL Spring Festival, May 23-28.

Indiana
 Anderson—Amvets Celebration, May 23-30.
 Indianapolis—Negro Celebration, May 26-31.
 Montezuma—VFW Community Fair, June 21-25.
 Frank Willhete.
 North Webster—Mermaid Festival, June 28-July 4.
 Lions Club.

Iowa
 Carson—Pow-Wow, July 26-27.
 Correctionville—Centennial, July 22-23.
 Iola—Allen Co. Centennial, June 3-7.
 Edward B. Porter.
 La Porte City—Centennial, June 6-8.
 Lewis—Homecoming, June 27-29.
 Osceola—Celebration, July 4.
 Riceville—Centennial, May 28-30.
 Woodbine—Celebration, July 18-19.

Kansas
 Kansas City—Antique & Home Decorator Show, June 28-July 1.
 H. K. Larsen, N. Webster, Ind.

Kentucky
 Eminence—IOOF Celebration, June 27-July 4.
 Lexington—Jr. League Horse Show, July 11-16.

Louisiana
 New Roads—Baton Rouge-Pointe Coupee Boat Festival, May 28-29.
 Dr. George Thomas, 1112 N. Blvd., Baton Rouge.
 New Orleans—Home Show, May 21-29.
 New Orleans—La. Boat Festival-Pan American Regatta, June 18-19.
 I. J. G. Janssen Jr., Box 52, Arabi.

Maine
 Houlton—Celebration, July 4.

Maryland
 Millington—Red Men's Celebration, June 13-18.

Massachusetts
 Charlestown—Celebration, June 13-18.
 Gaylord—Celebration, July 4.
 Gloucester—St. Peter's Fiesta, June 24-26.
 July 3.
 Gloucester—Legion Celebration, June 27-July 4.

Michigan
 Holly—Catholic Church Festival, Aug. 5-7.
 J. C. Patterson.
 Petoskey—Mich. Water Wonderland Festival, July 2-4.
 Chamber of Commerce.
 Menominee—Menominee Dairy Show, July 30.
 Gail E. Bowers, Court House.
 Mount Clemens—Amvet Fiesta, June 30-July 4.
 Hugh Lennox, 21337 Cass Ave.
 Port Huron—Blue Water Festival, July 18-24.
 Floyd B. Walters.
 Sault Ste. Marie—Soo Intl. Centennial Expo. & Marine Fair, June 28-July 17.

Mississippi
 Clarksdale—VFW Celebration, June 6-11.
 Mr. Matthews.
 Greenwood—VFW Celebration, May 30-June 4.
 Mr. Brown.
 Oxford—VFW Celebration, May 23-28.
 Jerry Hawkins.

Missouri
 Bollivar—Kiwanis Club Jr. Livestock Show, June 16.
 A. T. Johnson.
 Carthage—Jersey Parish No. 1 Jersey Show, June 1-2.
 Melvin West.
 Carthage—Country 4-H Show, July 26-30.
 Jerry Nutt Jr., WCAZ.
 Eminence—Celebration, July 2-4.
 Carl E. Chilton, Lions Club.
 Galatin—Jr. Lamb Show, June 9.
 Geo. H. Schmitt.
 Gerald—4-H Livestock & Home Economics Show, July 3-4.
 Hugo Schmidt.
 Jefferson City—Lions Club Festival, June 30.
 David H. Newsam.
 Maryville—County Fair Lamb Show, June 10.
 Kenneth Walkup.
 Maryville—Northwest Mo. Horse Show, July 21-23.
 Mrs. Lester Swaney.
 Moberly—Kiwanis Club Jr. Lamb Show, June 15.
 A. T. Johnson.
 Warrensburg—Centennial, July 3-9.
 C. L. Park, Station KOKO.
 Springfield—Ozark PFA Lamb Show, June 3.
 John L. Kirby.

Montana
 Plentywood—Celebration, July 2-4.

Nebraska
 Broken Bow—75th Anniversary Celebration, July 1-5.
 Dr. L. R. Wallace, Box 219.

New Hampshire
 Canopee Lake—Sports Show, May 26-30.
 Maurice Holland.

New Jersey
 Dover—VFW Celebration, July 4-9.

New York
 Albany—Spring Fair, May 23-28.
 East Meadows (L. I.)—Firemen's Celebration, May 23-28.
 Haverstraw—Old Home Week, June 6-11.
 Hicksville—Celebration, May 30-June 4.
 Hindsdale—Firemen's Field Days, June 2-4.
 Kingston—Hudson Valley Firemen's Convention, June 13-18.
 Lackawanna—Marine Corps Celebration, June 5-11.
 Fred V. Catuzza, 54 Jackson St.

Ohio
 Arcadia—Centennial, June 28-July 2.
 Bellaire—Italian Celebration, June 4-12.
 Bylesville—American Legion & Firemen's Celebration, May 30-June 4.
 Covington—Homecoming, June 14-19.
 Port Recovery—Harvest Jubilee, July 4-9.
 B. B. Burke.
 Madison—Booster Club Harvest Picnic, July 22-24.
 Mrs. Norah Austen.
 McGuffey—Homecoming, June 21-26.
 North Industry—Homecoming, July 19-23.
 Geo. Marlow.
 Portsmouth—Charity Horse Show, May 28-30.
 Waco—Homecoming, June 21-25.
 Geo. Marlow.
 Woodville—Celebration, June 30-July 4.
 Henry Herkel.

Oklahoma
 Pawhuska—Ben Johnson Memorial Steer Roping, June 26.
 Pawhuska—Osage Co. Cattlemen's Assn. Convention & Ranch Tour, June 24-25.
 Pawhuska—International Round-Up Club Cavalcade, July 29-31.

Pennsylvania
 Arnold—Old Home Week, July 11-17.
 David V. Santore.
 Brookville—Sequicentennial, June 20-25.
 Ebersburg—Cambria Co. A. L. Celebration, July 11-16.
 Roland E. Fisher, 3 S. Market St.
 Mercer—American Legion Homecoming, June 27-July 2.
 H. H. MacMillan.
 Phoenixville—Firemen's Fair, June 27-July 2.
 Ben Stevens.
 Pittsburgh—Sports Show, June 24-July 1.
 Don Slone, Pitt Post Gazette.
 Southwest Greensburg—Westmoreland Co. Firemen's Convention, June 6-11.
 H. W. Churns, 524 Alexander, Greensburg.

South Carolina
 Beaufort—Celebration, May 30-June 4.

South Dakota
 Aberdeen—Knights of Columbus Carnival, June 8-12.
 Arlington—Diamond Jubilee, June 12-14.
 Bison—Gala Day, June 23.
 Bridgewater—Diamond Jubilee, June 7-8.

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(Continued on page 87)



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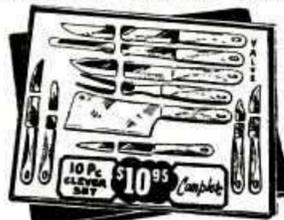
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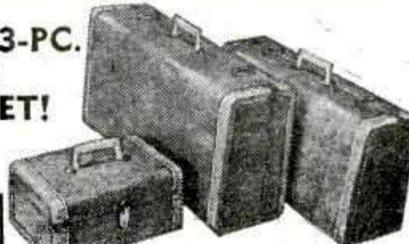
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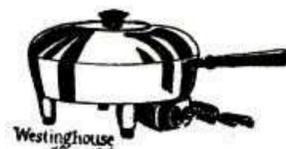
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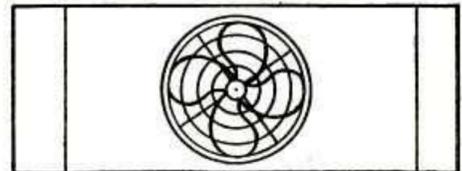
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Fair Dates

Continued from page 72
Nespeere—Lewis Co. Fair. Sept. 22-24.
Gordon Dalley.
Reburg—Madison Co. Fair. Sept. 9-10.
Jesse Welker.
Salmon—Lemhi Co. Fair. Sept. 8-10. Ben Banks.
Illinois
Harrisburg—Saline Co. Agrl. Assn. July 31-Aug. 5. Mrs. George Johnson.
Sandwich—Sycamore Farmer's Club Jr. Fair. Aug. 9-10. Robert Howey.
Kansas
Burden—Eastern Cowley Co. Fair Assn. Aug. 23-28. Ralph W. Henderson.
Kentucky
Whitley City—McCreary Co. Fair Assn. Sept. 30-Oct. 1.—Miss Ora W. Neely.
Mississippi
Aberdeen—Monroe Co. Fair & Livestock Assn. Sept. 13-17. Robert C. Couch.
Columbus—Columbus Fair & Livestock Assn. Sept. 19-24. Paul Atkins.
Forest—Southeast Miss. Livestock Show. March 15-17, 1956. Mrs. Myrtle Morris.
Vicksburg—Warren Co. Fair & Livestock Show. Sept. 9-24. Henry G. Hogaboom.
North Dakota
Minnewaukan—Benson Co. Free Fair. Sept. 15-17. V. A. Helberg.
Oklahoma
Blackwell—Kay Co. Fair Assn. Sept. 12-16. W. R. Hutchinson.
Boise City—Cimarron Co. Free Fair. Sept. 21-24. Eugene Williams.
Chandler—Lincoln Co. Free Fair. Sept. 7-10. Oran Stipe.
Dewey—Washington Co. Free Fair. Sept. 20-24. Johnny D. Pope, Bartlesville.
Holdenville—Hughes Co. Free Fair. Sept. 14-17. Jesse M. Barbre.
Hydro—Hydon Dist. Fair. Sept. 1-3. Mrs. Grace Felton.
Miami—Ottawa Co. Free Fair. Sept. 6-10. H. A. Berkey.
Wewoka—Seminole Co. Free Fair. Sept. 12-15. H. Dale Martin.
Oregon
Gresham—Multnomah Co. Fair Assn. Aug. 4-13. Duane Hennessy.
Newport—Lincoln Co. Fair Board. Aug. 25-27. Sallie P. Mitchell.
South Carolina
Kingstree—Williamsburg Co. Fair Assn. Sept. 12-17. H. C. Crawford.
Sumter—Sumter Co. Fair. Oct. 10-15. J. Cliff Brown.
Walterboro—Colleton Co. Fair Assn. Oct. 24-29. Joseph L. Schwab.

South Dakota
Onida—Sully Co. Fair Assn. Aug. 22-24. John P. Neu.
Parker—Turner Co. Fair Assn. Aug. 18-20. Lawrence Montgomery.

Tennessee
Alexandria—DeKalb Co. Fair Assn. Aug. 3-6. William T. Eaton.
Cookeville—Putnam Co. Agrl. Assn. Aug. 24-27. Dibrell Boyd.
Dyersburg—Dyer Co. Fair Assn. Sept. 5-10. George O. Wilson.
Payetteville—Lincoln Co. Fair. Sept. 12-17. Thornton Taylor.
Greenville—Green Co. Agrl. Fair. Sept. 1-3. Bonabelle Barkley.
Greenville—Green Co. 4-H Club Fair. Sept. 9. Barbara Jean Russell.
Harriman—Roane Co. Fair. Sept. 1-3. W. B. Stout.
Huntingdon—Carroll Co. Fair. Sept. 19-24. J. P. Walters.
Knoxville—Tennessee Valley A. & I. Fair. Sept. 12-17. Pat W. Kerr.
Lebanon—Wilson Co. Colored Fair. Sept. 5-10. Wiley T. Bernard.
McMinnville—Warren Co. Agrl. & Livestock Fair Assn. Sept. 14-17. R. W. Smartt Jr.
Moss—Clay Co. Agrl. Fair Assn. Aug. 29-Sept. 3. B. E. Hestand Sr.
Rutledge—Grainger Co. Fair. Sept. 8-10. Mrs. Grace Dalton.
Sparta—White Co. Fair Assn. Sept. 7-10. T. Stanton Hale.
Spencer—Van Buren Co. Fair. Aug. 31-Sept. 3. Roy Phifer.
Sweetwater—Monroe Co. Fair. Sept. 24-Oct. 1. Ralph Duncan.

Texas
Cleburne—North Central Fair & Rodeo Assn. Sept. 5-10. George Cooper.
Palestine—Anderson Co. Fair. Oct. 17-23. C. O. Miller Jr.
Perryton—North Plains Fair Assn. Aug. 18-20. John Mayfield.
Rosenberg—Fort Bend Co. Fair Assn. Sept. 28-Oct. 1. M. L. Sandel.
Utah
Manti—Sanpete Co. Fair Assn. Aug. 12-14. Alan Smith.
Panguitch—Garfield Co. Fair & Livestock Show. Aug. 19-20. Rea Dodds.

Virginia
Grundy—Buchanan Co. Fair Assn. Aug. 8-13. B. D. Woods.
Weirwood—Weirwood Fair Assn. Aug. 9-12. George M. Smith, Capesville.

West Virginia
Charles Town—Jefferson Co. Fair Assn. Sept. 29-Oct. 1. Mrs. R. P. McGarry Jr.
Circleville—North Fork Comm. Fair. Oct. 5-7. Byrl L. Law, Pres.
Daybrook—Clay District Fair. Aug. 24-27. Gayle Moore, Fairview.
Dunbar—Southern W. Va. Fair. Sept. 2-10. Miss Lavonda Shear.
Polaonshee—Goodwill Grange Fair. Aug. 25-27. W. A. Williams.
Gassaway—Gassaway Lions Comm. Fair. Aug. 15-20. David N. McElwain.
Glennville—Gilmer Co. Fair. Aug. 17-20. Paul H. Woodford.
Grantsville—Calhoun Co. Fair. Aug. 29-Sept. 2. B. A. Hensley.
Helvetia—Helvetia Comm. Fair. Sept. 17-18. Mrs. Arnold Betler.
Mannington—Mannington Dist. Fair. Aug. 23-27. Goffe H. Sturm.
Martinsburg—Berkeley Co. Youth Fair. Aug. 31-Sept. 2. John J. Harvey.
Matewan—Magnolia Fair. Aug. 8-13. P. M. Ailars, Mgr.

Pennsboro—Ritchie Co. Agrl. Fair. Aug. 25-27. S. Denton Hall.
Petersburg—Tri-County Fair Assn. Sept. 14-17. R. E. Spencer.
Phillips—Barbour Co. Street Fair. Sept. 9-10. General Proudfoot.
Riverdale—Faw Paw Dist. Fair. Aug. 9-13. Patricia Tennant.
Summersville—Nicholas Co. Fair. Aug. 8-13. Mrs. Jessie Hume.
Wadestown—Battelle Dist. Fair. Aug. 31-Sept. 3. Raymond D. Tennant.

CANADA
Manitoba
Winnipeg—Red River Exhn. Oct. 22-29. Mrs. T. G. Maley.

CHINA TABLE LAMPS with RUCHING SHADES Hand-painted 24K gold decorations; decorated lustre finish. Comes in gorgeous assortment of styles & colors. \$2.50 Ea. in doz. lots. Sample, \$3.50 prepaid. We Manufacture Fine China Ware & Lamp Bases. Write for catalog. 25% dep., bal. C.O.D., F.O.B. Chicago. TIARA CERAMICS 1142 W. 63rd St. Chicago 21, Ill.

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COMING EVENTS

Continued from page 85

Canistota—Sports Day, July 14.
Chamberlain—75th Anniversary Jubilee & Water Carnival, June 3-5.
Conde—Celebration, July 4.
Custer—Gold Discovery Days Pageant, July 24-26.
Dell Rapids—Diamond Jubilee, June 9-11.
De Smet—Old Settlers' Day, June 10.
Fort Pierce—Annual Celebration, July 4.
Gregory—Celebration, July 3-4.
Hot Springs—Miss S. D. Talent & Beauty Pageant, July 16-17.
Lennox—Celebration, June 7-9.
Madison—75th Jubilee Celebration, July 3-5.
Pierre—Historical Pageant, Rodeo and Carnival, June 16-19.
Redfield—75th Anniversary Celebration, June 14-15.
Spencer—Diamond Jubilee, June 27-28.
Vermillion—Horse Show, May 30.
Waubay—Diamond Jubilee, June 13-14.

Tennessee

Martin—YMBC Celebration, June 27-July 4. Charley Pounds.
Union City—American Legion Celebration, June 20-25. Sam Nailling.

Texas

Belton—Independence Celebration, July 1-4.
Brady—Jubilee, July 2-4. Joe T. Ogden.
Fredericksburg—Horse Races, July 2-4.
Wm. M. Peimecky, Box 486.
McAllen—Celebration, July 3-5.
Marshall—Emancipation Celebration, June 13-19.
Navasota—Grimes Co. Watermelon Festival, July 3-4. Marshall S. Croft, Box 350.
Rockdale—Celebration, July 4.
Stockdale—Stockdale Watermelon Jubilee, June 24-26. Joe Meyers.

Utah

North Salt Lake City—Intermountain Jr. Fat Stock Show, June 2-3. Merrill Parkin.
Ogden—Pioneer Days, July 24-30.
Salt Lake City—Pioneer Celebration, July 20-24. Jos. Chandler, 326 S. State St.
Vernal—Unitan Basin Jr. Livestock Show, May 27-28. Marvin Smith.

Vermont

Hartland—Green Mountain Expo., May 27-30.

Virginia

Galax—Firemen's Celebration, July 4.

Washington

Spokane—Inland Empire Home Show, May 21-29.

West Virginia

Buckhannon—Central W. Va. Strawberry Festival, June 8-9. Robert Tetrick.

Wisconsin

Fond du Lac—Milwaukee Sentinel-Winnepigoland Outboard Marathon, June 26.
Fond du Lac Assn. of Commerce.
Milwaukee—Horse Show, June 3-5.
Merrill—Legion Celebration, July 1-5. Edward Priebe.

Wyoming

Casper—Rocky Mountain Oil Show, June 23-26. Darrell Booth.
Lander—Pioneer Days, June 28-July 4.

CANADA

Alberta

Calgary—Sportsmen's Show, May 21-28.
Roy Lisogar, 7 McDougal Court, Edmonton, Alta.

British Columbia

Vancouver—Sportsmen's Show, June 3-11.
Roy Lisogar, 7 McDougal Court, Edmonton, Alta.
Victoria—Sportsmen's Show, June 14-18.
Roy Lisogar, 7 McDougal Court, Edmonton, Alta.

New Brunswick

Memramcook—Strawberry Festival, July 8-10.

Nova Scotia

Annapolis Royal—350th Anniversary Celebration, July 30-Aug. 2.

Ontario

London—Miss Canada Pageant, June 26-July 2.
London—Centennial, June 30-July 9. Tom Ringler, City Hall.
Toronto—International Trade Fair, May 30-June 10.
Toronto—Intl. Air Show, June 4-5.

Saskatchewan

Saskatoon—Fat Stock Show & Sale, May 27-28.

George Blood

Continued from page 64

animal department. Following his father's trade, Blood became a baker.

Joined in 1923

In 1923 he joined the Ringling-Barnum dining department, working for the late Ollie Webb, who then headed the department. Blood remained as a baker for about six years and then served five years as a chef.

When Webb died in 1937, Blood was appointed head of the department. He brought on his brother, Archie, who died in 1951, as chef. In 1938, following closing of the show in Scranton, Pa., he was in the section which switched over to the Barnes-Sells Flote circus to complete the year.

During the period he was with the show, the department made great strides in operation and equipment. Better ranges and refrigeration, dishwashing machines, other mechanical equipment for the kitchen and such innovations as unbreakable plastic dishes were among the improvements. For most of the period he bought food not only for the personnel of the show but also for the cage animals. During war years he battled shortages, particularly in trying to get meat for animals.

Since 1926 he had been a resident of Miami, where he and his family operated a catering service. He once borrowed the Rogers Bros.' big top in which to stage a big barbecue.

Surviving are his widow, Florine; a son, Robert; his father, Ed,

Waterloo; three brothers, Willis of Coral Gables; Thomas, of Waterloo, and Capt. Russell Blood, of Puerto Rico; two sisters, Caroline Blood and Mrs. Viola-Haug, both of Waterloo, and Mrs. Lorraine Erickson, Oxnard, Calif., and Betty Segerstrom, Loup City, Neb.

He was a member of the Miami Showmen's Association and a Mason. Burial was at Miami. Pallbearers included Ringling employees and members of the showmen's club.

Packs Bows

Continued from page 64

fire jumps; Lois Hall's Valkyries, tandem and Roman riding.

The Sky Masters, dual sway poles; Les Hildalys, inverted aerial unicycle; Les Kimris, airplane display; the Brunos, breakaway high rigging act; the Flying Zucchini; the Flying LaVals; Alzanas, high-wire; Marcelli and Janis, slack-wire juggling; the Meyands, monocytele juggling; Jan Risko and Nina, comedy juggling; La Belle Norma, tight-wire; Badictons, Rola-Rola; Maxellis, Edmondos and Crowleys, trampolines; Franklin and Astrid, equilibrists; Tien Tsi Lieu and Young China, Oriental acts; Yokoi Family, cycling; Alberto Zoppe Family, bareback riding, and Victoria and Duina Zucchini, double cannon.

Clown alley will have the Bentlages as producers with Jeff Murphree, Charles Ed Lewis, Happy Kellems, Billy O'Dell, Teto Flint, Arden Beecher, Slim Collins, Emil Madrigali, Henry Boers, George Gevecker, Paul Rasche, Carl Traynor, Frank McGee,

Charles Heberle and Herb Griffin.

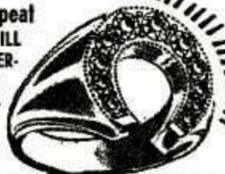
Weather conditions are the reasons for Natchez and Baton Rouge being played in August instead of November as in previous years. During the past five years Baton Rouge was played only once in two consecutive days, a day set aside as rain-date always being used. The date draws about 40,000 people in two performances.

Fireworks will be used in Jackson, St. Louis, Birmingham, Natchez and Baton Rouge, and a 10-ring format inaugurated in St. Louis last year will again be the setting in that city. The date is June 29 thru July 4, with a downtown St. Louis Shrine parade on June 27. In addition to local Shriners, temples from neighboring cities are slated to participate.

A two-day police circus in Cleveland's 88,000-capacity Indians Stadium will have Cisco Kid as special feature. Date is August 6-7.

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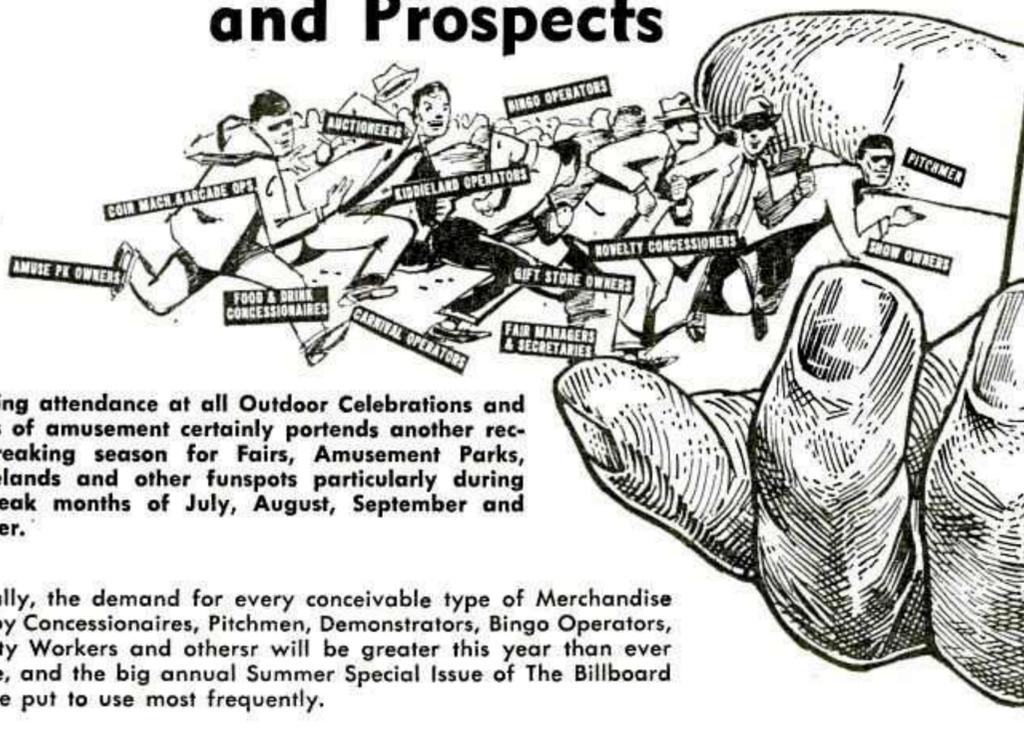
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The Readers of The Billboard's 45th Annual

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BEST BUY IN BUMPER SIGNS—4x15 INCH Sticker Bumperettes. Copy printed over brilliant day-glow background colors, \$13 hundred, postpaid. Tribune Press, Earl Park, Ind. je4

GREATER PRINTING VALUES YOU should know about! Stationery, folders, booklets, circulars. Free samples. Estimates. Mercury Press, Box 69B, Marengo, Iowa. my28

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ADVERTISING — YOU TOO CAN MAKE \$100 daily. Entirely different. Patented. Read right now. Electric Ad Clock Co., 616 Orleans, Chicago 10. np

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A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. je18

REAL TATTOO MACHINES — NEW DESIGNS; outfits \$19 and up; ready mixed colors, #12 needles. Mitt Zeis, 728 Lesley, Rockford, Ill. je25

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NOVELTIES, SOUVENIRS, GAGS, USED records. Money-making deals! Send samples and information to Ace Novelty Co., Port Allen, La., c/o R. H. Minnix. my28

WANTED TO BUY — ALL OR PART of portable roller skating rink. El Dorado's Cafe, Macy, Ind. my28

WANTED — USED MERRY-GO-ROUND, suitable for use in municipal park. Send correspondence to W. E. George, City Manager, Griffin, Ga. my28

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ONLY \$4.30 per doz. prepaid. Asst. colors — life-like reproduction of Davy on each tie. Clearance Sale on \$7.50-\$10.00 neckwear. NOW \$4.30 doz. HARRY LEINKRAM, 915 Broadway, New York 10, N. Y. my28

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IMPORTED RELIGIOUS FIGURINES, 3 1/2"-4 1/2" high. HAND PAINTED. GROSS LOTS ONLY, \$12.00. Please send check. WE PAY FREIGHT. CUSTOMCRAFT, 26 Custom House St., Providence, R. I. je4

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Just imagine — 240 big, beautiful glossy photos of the world's most exciting women. Photographs and scenes — actresses and performers — who cause men to stare and women to gawp! Now all in one amazing graphic collection. All you have to do is every day of the week, send in your name and address to the most amazing collection you have ever seen... you must be thrilled by this book taking collection of thrilling scenes and different poses in Your Money Back without question. PIX UNLIMITED, 6164-B Santa Monica Blvd., Hollywood 38, Calif. je4

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WE ARE MANUFACTURERS

All Kinds—PULL TICKET GAMES. TIP BOOKS. Buy Direct From Manufacturers at Very, Very Reasonable Prices. Columbia Sales Co., 302 MAIN ST., WHEELING, W. VA. L. Phone: Wheeling 340. je4

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Cast Aluminum, 30 inches high, \$40.00 doz. pair. Samples postpaid, \$4.95. Giant size, 50 inches high, \$90.00 doz. pair. Samples postpaid, \$12.50. Negro Hitching Post in authentic colors, \$22.50. BLOYD MFG. CO., Valley Station, Ky. je4

Pillsburg MASTER PAINTERS PRODUCTS



Formula with titanium, inside, outside, ready mixed paint in oil, white, not a re-claimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only; \$1.35 per gallon in ten-carton lots or more. Less than 40-gallon quantity, \$1.50 per gallon.

Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans per gallon in five-carton lots or more. Less than 30-gallon quantity, \$1.55 per gallon.

Pillsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Battleship gray only. This is not a re-claimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only—\$2.20 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$2.40 per gallon.

Special—3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.15 per set.

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6-Piece Screw Driver Set with rack, individually boxed. 50 to master carton—55¢ each in lots of 50 or more. In dozen lots, 60¢ each.

6-Piece Power Auger Wood Bit Set. Sizes 3/8 to 1 inch. Usable in any make electric drill, sharp spur and cutting edges. Individual self-display kit. Packed 1 dozen to box. \$13.00 per dozen. No less sold.

6-Piece Warding File Set—All differently shaped with individual uniform handles used for wood or metal. Individual self-display kit. Packed 1 dozen to box. \$9.00 per dozen. No less sold.

4-Piece Cold Chisel Sets, drop forged. Used for wood, stone or metal. Octagonal shaped. Individual self-display kit. Packed 1 dozen to box. \$6.00 per doz. No less sold.

3-Inch Professional Pattern Pruning Shear. High quality, hot drop forged steel. Fully polished, knurled handles, tempered sharp honed blades and volute spring. Locking catch. \$9.00 per dozen. Packed 6 to box. No less sold.

8-Inch Combination Plier, 15,000 volt, heavily rubber insulated handles. Polished head, drop forged, milled jaws. \$9.00 per dozen. Packed 6 to box. No less sold.

Hack Saw Frame, adjustable from 8" to 12", faced to cut at 4 angles. Complete with tungsten blade. Packed 1 dozen to box. \$6.00 per dozen. No less sold.

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916 S. HALSTED CHICAGO, ILL.

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Looks like \$100 flash. One year written guarantee with every watch. 25% dep., bal. C.O.D. NATIONAL DIST. CO. PH. 82-6473 222 CALUMET BLDG. MIAMI 32, FLORIDA



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Men's, Boys', Ladies' and Girls' Photo-Idents, \$5.50 Doz. Engagement Rings \$3.00 Doz. Wedding Rings 1.63 Doz.



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Try Our "BAKER'S DOZEN" Jar Deal! CLUB DEALS — JAR TICKETS — BINGO TICKETS RED, WHITE & BLUE — LUCKY SEVEN — NUMERAL TICKETS

SALES TERRITORIES OPEN: Write for Complete Information—Prices and Samples. GLOBE MFG. CO. 2241 SO. INDIANA AVE., CHICAGO 16, ILL. VICTORY 2-0550

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DIRECT FROM MFR.

3-Piece Retractable Set Writes Red, Blue and Green. \$54.00 per gr. \$6.00 sample doz.

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Retractable... \$39.00 Gr. Sample Doz... \$3.50

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Retractable... \$33.00 Gr. Sample Doz... \$3.00. Discounts to quantity users. MODERN PEN MFG. CO., INC. 395 Broadway New York, N. Y.

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SAVE \$34 ON THIS SPECIAL DEAL...

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For men and women. New model cases and dials. Reconditioned and guaranteed like new.

Sample Watch, \$9.95
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Send for Our New Big 100-page 1955 catalog, only 25¢ (refunded on your first order).

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Greatest gag gimmick yet!

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REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

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Forms Close Thursdays for the Following Week's Issue

ACCORDION — GOOD READER; PERMANENT for polka band. Present man on nine years. Write or wire Viking Accordion Band, Albert Lea, Minn. je4

ATTENTION—NEW ELECTRIC HOT SAND-which Dispenser, non-coin operated. Experienced franchise salesmen accustomed to selling routes thru Business Opportunity ads can gross up to \$1,000 commission monthly. No high-pressure men considered. Information given only to men who state in detail previous experience and type of deals sold in first letter, who can finance self without advance. This new unit distributed by 20-year-old company with excellent rating. Write Box 103, c/o Billboard, Chicago, Ill. je18

CIRCULATION MEN FOR SOUTHERN, central and western states; good proposition; age no handicap. Contact Gasoline News, 3134 N. High St., Columbus 2, O. my28

GUITARIST WHO DOES COMEDY ROUTINES. Needed immediately for steady working, modern trio. Fake everything. Vocalist preferred. \$100 minimum. Contact Bandleader, Moose Club, Williston, N. D. je4

NAVY MAGAZINE WANTS ADVERTISING men. Geo. L. Carlin, U.S. Navy, Retired, 210 Finance Bldg., Philadelphia, Pa. Phone LO 4-4380.

OUR MEN EARN FROM \$6,000 TO \$12,000 yearly selling Special Features for radio and TV stations from coast to coast since 1931. We have married couples (wives can earn \$60-\$80 weekly) who can travel continuously. Write Merle V. Watson, Inc., First National Bank Bldg., Peoria, Ill. je18

TWO GIRLS WITH JUGGLING OR ACROBATIC ability; 15 weeks parks and fairs. Send photo, age, salary expected. Fay Gordon, Write, Glen Henry, Box 292, Gainesville, Texas. je18

WANTED—MEDICINE SHOW PEOPLE—Harmony Singers, Hillbilly Entertainers, Dancers. Tell it all. Name lowest salary. Write Rosacool Medicine Co., Gen. Del., Manchester, Ohio. je4

WANTED—MEDICINE SHOW PERFORMERS. This is an all white show. Charlie Hudson, c/o Show, Gen. Del., West Jefferson, N. C. je4

WANTED ONE MORE COLORED COMEDIAN for medicine show now operating. Tate-Lax Med. Co., RT. #2, Box #13, Houston 18, Tex. je4

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5c a Word Minimum \$1

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Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

AT LIBERTY—CIRCUS TRAP DRUMMER; have own transportation. Sober, reliable. John H. McGoilbin, LaTosca Trailer Villa, Sarasota, Fla. je4

MISCELLANEOUS

CIRCUS CALLOPE — MOUNTED ON truck, and musician available for parades, celebrations and advertising dates in middle west. Taggart, 1802 National Ave., Rockford, Ill. my28

HYPNOTISM — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. se17

THE AMAZING SHEPHERDS—AMERICA'S most sensational mentalist team will be available from July 1 to Labor Day. A thrilling 45 minute show with audience participation, suitable for the finest resort hotels. Write for brochure. Alan Shepard, 2843 N. Burling, Chicago. je4

MUSICIANS

ALTO MAN AND TRUMPET MAN—AVAILABLE immediately. Read, fake, modern or commercial; desire work together, preferably big band. Write, call, or wire Bill Lebeberg, 3312 Washington St., Wilmington, Del. je4

ARRANGER FOR LARGE OR SMALL orch. Harlan E. Lowe, 3619 S. San Pedro, Los Angeles 11, Calif. je4

AT LIBERTY—FOR NIGHT CLUB AND radio work, preferably in Chicago. Brother and sister play large harmonica and female vocalist. Note and swing. Indian and Malayan blood. J. Bell, Jr., 732 S. Jackson Ave., Mason City, Iowa. je4

AT LIBERTY, JUNE 15—PIANO, ORGAN; sober, reliable. Steady club work only. Read. Can also furnish trio. Bill Brewer, 516 West 27th, Cheyenne, Wyo., until May 24; after, 734 S. Fourth Ave., Sioux Falls, S. D. je4

AT LIBERTY — ORGANIST, HAMMOND exp., also piano and Solovox. Write Marjorie Ekedahl, 27 Forest Ave., Jamestown, N. Y. Tel. 94244. je4

AT LIBERTY — STRING BASS; AFTER June 4, 1955. Jim Dougherty, Avery Hotel, Boston, Mass. je4

AVAILABLE ON OR ABOUT JUNE 14—Pianist; reliable. Will go anywhere. Box C-229, c/o Billboard, Cincinnati 22, O. je4

BASS MAN WILL TRAVEL. VOCALS. O. Franklin, 5823 Burehard, Los Angeles, Calif. Phone WH 6878. je4

DRUMMER — AVAILABLE JUNE 1. Dependable, reads, will travel. Twelve years' experience; all types bands. Prefer big band. 802 cards. Write Joe Barwell, 413 Circle Drive, Burlington, N. C. my28

DRUMMER—UNION; COMMERCIAL, SOCIETY, Latin, etc. Desires location change. All replies answered. Isadore Rockowitz, 102 Rauber St., Rochester, N. Y. je4

DRUMMER—UNION; EXPERIENCED ALL styles; go anywhere. Own transportation. Available June 30. Bill Griffin, 16 W. Court St., Cortland, N. Y. SKyline 6-8182. je4

EXPERIENCED BASSMAN AVAILABLE. Read and fake. Write or call Ed Meyer, 301 S. Camp Jordan Rd., Chattanooga, Tenn. 9-1008. my28

GIRL DRUMMER AND GIRL BASS player. Both sing. Male group preferred. Pianists, write. Musicians, 4322 Naples, Corpus Christi, Tex. my28

GIRL DRUMMER, VOCALIST—CAN READ, fake; Latin, dixie, pop, etc. Jazz Combo preferred. Charlotte Ponce, 2 Langdon St., Madison, Wis. je4

HAMMOND ORGANIST AND PIANIST—Will move own organ and celeste. Kim Smilo, 1600 Cabrillo, Alhambra, Calif. Phone CUMberland 33249. je4

HAMMOND ORGANIST WITH ORGAN. The music business at price you can pay. Congenial location most important. Box C-226, c/o Billboard, Cincinnati 22, Ohio. je11

JUNE 1. DRUMMER, DOUBLES VOCALS; age 27; 13 years' experience in dance combos. Play any style except Latin; don't read. Location or will travel if work is steady; no one-nighters. Union, sober, dependable. Don't misrepresent. Frank Brono, 403 Edgar Ave., Effington, Ill. Phone 118W. my28

A-I ORGANIST — RINK, COCKTAIL lounge; experienced. Available now. Address Organist, 308 W. 49th, c/o Siems, N. Y. je18

ORGANIST. OWN HAMMOND—WOULD like year round work. Experienced in roller rink and circus work. At liberty after May 22. Box C-227, c/o Billboard, Cincinnati 22, O. je4

PIANO—MODERN; EXTENSIVE SMALL combo experience. Summer job anywhere. Prefer West; sober, reliable. Jimmy Calif, Plantation Motel and Supper Club 26, Greensboro, N. C. je4

TROMBONE—ADEQUATE TONE, RANGE, technique. Good legato, blues. Sober; write. Ed Darrow, 2625 W. Paseo, Chicago 34, Mo. je4

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. je25

BEARS, ANIMALS, MONKEYS, DOGS, ACROBATS. Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind. je25

CAPT. EARL McDONALD, THE INTERNATIONAL high diving sensationist applauded by 400,000,000. Three-fourths of the population on the Bermuda Islands thrilled at its presentation, and in South America made headlines. The impact on nerves and emotions is terrific. Old attendance records at parks, fairs, celebrations are being broken consistently by this. Fox Movietone feature and two-time award winner on the public-applause meter. Free, attractive, large four-color lithograph posters. Capt. Earl McDonald, 456 Lamplier Place, Warren, Ohio. Tel. 45337. je18

"CLOWN COP CORRIGAN"—THE HIT OF any event. Always satisfies. Has open time. Jake Disch, producer, 4562 Packard, Cudahy, Wis. je18

DOGS, PONIES AND MONKEYS—THREE act or 30 minutes show. Comedy bear and mule. Maloon, 2569 W. Mich. St., Indianapolis, Ind. my28

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FLASHY PLATFORM TRAPEZE ACT—Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone, EA8brook 3312. je18

THE GREAT KELLY—"RIDE OF DEATH." Bicycle Chase Act, the world's only thrill show act crashing fire and solid glass walls. Mike Kelly, Goshen, Ind. je11

OLD-TIME BALLOON ASCENSIONS, ALSO the latest in ballooning. A. J. Hartman, 2127 Summer St., Burlington, Iowa. my28

ONE MAN OPERATED COMBINATION puppet and marionette show available for season. Ideal children's entertainment. Picture sent upon request. Write Greg King, 1607 Sansom St., Phila. Penn. Phone RI 6-1544. my28

PAMAHASKA PRESENTS AMERICA'S greatest birds; Cockatoos, Macaws, Pama-haska's Studio, 3504 N. Eighth St., Philadelphia 40, Pa. Telephone SAgmore 5536. je18

SENSATIONAL HIGH ACTS FOR YOUR fairs, parks, celebrations, carnivals, drive in theaters. Contact Lee Slade, 2646 Park Ave., Detroit, Mich. je18

THREE STANDARD CIRCUS ACTS FOR fairs, parks; will join circus comedy acrobatic act, foot juggling act. Nice troupe does, three men. Address Miller Brothers, 1895 North Kansas Ave., Springfield, Mo. je18

TOMMY, REAL TALKING DOG—NOVELTY Dog Act. Clown. Available parks, fairs, indoors, outdoors; union. Clara's Dog Act, 341 Climax, Pittsburgh 10, Pa. je18

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\$28.00 Doz. Prepaid

Sample—\$3 prepaid. Add 5% postage west of Mississippi River. Also available—Colorful Conant Mountie & mounted Indian. Same price. No C.O.D.'s under \$10 and then only with 25% deposit. Open account to firms well-rated in D & B. Send for free price lists of hundreds of other staples and novelties.

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Copy of \$150 Original

Complete Deluxe WATCH & JEWELRY \$6.90 Ensemble

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- Brand new nationally advertised watch, gold plated case and matching expansion band.
- Lustrous double-gold plated cuff-links, key chain and tie holder.
- Rich Leatherette Gift Case.
- Written service guarantee.

ABOVE PRICES FOR MINIMUM ORDERS OF 6 WATCHES OR SETS. \$1.00 ADDITIONAL FOR SAMPLES. 10% deposit with order, balance C.O.D.

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Place the Log in Water and Watch the Green Leaves Grow.



YOU CAN ALMOST SEE THEM GROW

\$70.00 per 1,000. Flash, 15 Plants, \$17.50. Grows in water or soil—Grows by itself—We ship fresh, perfect logs—no spoilage—free sales aids. (Canadiana stocked in Vancouver! Write for prices.)

ALSO • Dumb Cane
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\$16.50 Gross and up

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Durable — Tough — Brilliant

48 assorted color — 18-inch Plastic Pennants sewed on a tough heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lists \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO.
 Cincinnati 36, Ohio

NEW COIN GAMES PRODUCED IN '55

(Listed in Order of Production)

Game	Mfr.	Type Unit
Safari	Williams	Rifle
Tropicana	United	In-line pia
Skill Tournament	Binks	Shuffle attachment
Cross Cross Target	Chi Coin	Shuffle
Twin Bill	Gottlieb	5-ball
Triple Strike	Chi Coin	Bowler
Flash Skill	Binks	Shuffle attachment
Lightning	United	Bowler
Aqua Duck	Consolidated Coin Corp.	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 Rod	Bally	Kiddie ride
Manhattan	United	In-line pia
Duette	Gottlieb	5-ball
Bull's Eye	Bally	Gun
Gayety	Bally	In-line pia
Clipper	United	Bowler
Polar Hunt	Williams	Rifle
Cold Medal	Bally	Bowler
Blue Ribbon	Bally	Bowler
Sidewalk Engineer	Williams	Novelty
Swami	Mutoscope	Fortune teller
Zelda	Mutoscope	Fortune teller
Venus	United	Shuffle
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 Doll	United	Roll-down
Wonderland	Williams	5-ball

Game Mfrs. Hypo Output in 1955

CHICAGO, May 21.—Amusement game manufacturers here report steady to sharp jumps in total unit production thus far this year, compared to the same period a year ago, with new products paving the way to continued expansion.

Some 42 different models of new

coin games have already been introduced this year. A partial breakdown of these models shows nine shuffle bowlers; eight five-ball pinballs; six rifle gun games; three in-line pinballs, and a host of other types of units.

Sam Wolberg, Chicago Coin Machine Company co-owner, said game production for the firm in the first five months of the year is up 40 per cent over the same period of 1954. He explained that this was due in part to decreased demand last year, which "left a gap in the market for new games this year."

10-15% Up

Paul Huebsch, J. H. Keeney & Company, shuffle bowler and gun game manufacturers, said, "Game production has increased from 10 to 15 per cent over last year." Huebsch said a good run on gun games thru the first months of the year, and a good demand for shuffle games now has boosted business.

Sam Stern, Williams Manufacturing Company executive vice-president, reported unit game sales doubled over last year thus far. "We are running two or three different games off the production

(Continued on page 102)

INFO POST

Air Travelers Can Listen to Tower Talk

NEW YORK, May 21.—Tel-O-Tronic Industries, Inc., here is currently operating six coin machines which give the customer the privilege of eavesdropping.

The units, called Information Posts, are at the Newark (N. J.) Airport, where the first one was installed a year ago. T-O-T makes

(Continued on page 96)

Active Names Hovsepian to Sales Force

PHILADELPHIA, May 21.—Zaven A. Hovsepian has been added to the sales force of the Active Amusement Machines Company. According to Joe Ash, active head, Hovsepian will cover Southern New Jersey and Delaware.

He was formerly associated with the Jayvee Amusement Company, held various jobs in the amusement and sales fields, and promoted shuffle alley tournaments for the Mid-Jersey Machine Company.

Born in Camden, N. J., 35 years ago, he is a graduate of Rutgers University, College of South Jersey, and holds an L.L.B. degree from Rutgers University Law School.

Active is exclusive distributor in Delaware, South Jersey and Eastern Pennsylvania for Wurlitzer and D. Gottlieb & Company.

Canteen Moves to Acquire Remaining Stock in Rowe

CHICAGO, May 21.—Automatic Canteen Company of America is preparing to acquire the remaining stock of the Rowe Corporation.

Automatic Canteen already owns 52 per cent of the common stock of Rowe—262,500 shares—which it bought in January in the original Canteen-Rowe deal.

Canteen's board of directors have approved a plan for acquiring the remaining Rowe stock and all the net assets of Rowe. The plan was accepted by the Rowe board.

4 For 5 Deal

Under the plan, Rowe stockholders will be offered four shares of Automatic Canteen stock for every five shares of Rowe they hold. Formal approval of the move will come from Rowe stockholders who will get the company's recom-

mendation for the deal and will then vote on it. Approval is considered almost certain.

It is considered likely that following the move, the Rowe Corporation, i.e., the holding company which is the New York retail operation and which owns the manufacturing and operating subsidiaries, will be dissolved.

Automatic Canteen spokesmen say the Rowe manufacturing division will continue to build and sell machines to other operating companies once the deal is closed.

Controlling Interest

The purchase of the controlling interest of the Rowe Corporation by Canteen was formally approved by Canteen stockholders in January.

The purchase of 52 per cent of

Rowe's common stock by Canteen was financed thru the sale of 97,481 shares offered for subscription by Canteen common stockholders at the rate of one new share for each six shares held on the subscription record date, and from the sale of \$1.5 million of 5½ per cent 15-year subordinated debentures to Investors Mutual, Inc., and

(Continued on page 98)

Valley Returns To Coin Field With Pool Game

Bumper Pool, New 2, 4-Way Unit, First Product

BAY CITY, Mich., May 21.—Returning to the amusement game field after an absence of several years, Valley Manufacturing Company here, introduced this week a new coin-operated pool game, Bumper Pool.

Bumper Pool is designed for play by either two or four contestants. It may also be used for tournament type play.

Valley, established in 1944, was a pioneer in the shuffleboard manufacturing field, continuing its production of the Valley Shuffleboard unit until recent years. The firm is a builder of television cabinets and domestic furniture.

The company is headed by Earl Feddick, Bay City, president. Gus Wassmans is plant superintendent.

Bumper Pool is owned by Valley in partnership with Stanley and Ted Piotraczk, who operate an amusement game route at Flint, Mich., but the game will be marketed under the Valley name.

Made of hard maple construction the game is 36 by 52 inches, by 32 inches high. The game is manually rather than electrically operated, thus requiring no electrical hookup or complex installation problems.

(Continued on page 96)

FOR MOPPET TRADE

Coin Ride Shop Serves 46 States

CHICAGO, May 21.—Carousel Industries here is serving kiddie ride operators in 46 States, maintaining a repair department that looks like Santa Claus' workshop—bringing back to life broken down kiddie rides of all types for the moppets' delight.

The firm does work on more than 20 different types of coin-operated kiddie rides, including everything from reindeers to rocket ships. In addition, Carousel operates its own kiddie ride locations thruout the nation.

Irv Brodsky and Art Gold, co-heads of the firm, employ an artist, spray expert, mechanical engineer and welder at the Chicago workshop who can handle any repair job required on kiddie rides.

Kiddie rides coming into the shop are stripped down and checked by the repairmen, the old paint taken off and a new paint job sprayed on. Where bodies of

horses, space ships and other units are broken or dented, fiberglass is added to patch up the units before new paint is added. Leather work is done on the saddles used with animal rides.

The welding department does work on the metal parts of the machines and is often required to replace or relocate coin box attachments on the rides.

The basic ride item on the firm's own locations according to Art Gold, is the horse ride, but diversification on locations has been found to be the best policy, with the horse rides backed up by other types of units which are changed from location to location more frequently.

10-15% New

Gold says that 10 to 15 per cent brand-new equipment is added to the routes each year, with the great majority of the units spotted at variety store and department store chains.

Each kiddie ride is brought into the shop for a check-up and re-

(Continued on page 102)

DUKE COAXES TOURISTS WITH KIDDIE RIDES

LONDON, May 21.—The Duke of Bedford is coaxing extra cash from sightseers to his home at Woburn Abbey with coin-operated kiddie rides.

His Grace has paid particular attention to the younger visitors, with space ship rides and "Muffin the Mule" rides backed up with a bottled drink vender located on the estate.

SURVEY PANEL AIR PRO & CON

40% of Nation's Music Operators Use Written Contracts; 17% in '52

FIRST IN SERIES

This is the first article in a series dealing with written contracts and written agreements between music operators and their locations.

By JIM WICKMAN

CHICAGO, May 21.—A juke box operator whose business is located in the Midwest was recently spending an ordinary business day making his rounds, changing records, chatting with location owners and collecting receipts when he found that one of his best tavern locations had closed down for bankruptcy proceedings.

The operator promptly checked

with court officials to see if he could remove his equipment from the location. Asked for written proof that the equipment was his and not a part of the tavern's inventory, he found himself stymied. He and the tavern owner had always been the best of friends; a written agreement had never been mentioned. Consequently he took a terrific loss.

Similar instances multiplied hundreds of times have resulted in increasing numbers of operators in recent months turning to written agreements to protect their equipment investments.

Sound Business

More music operators are using more written contracts with their

locations than ever before and are changing the nature of the juke box operating business from a hail-fellow-well-met approach with location owners to a systematic, sound business relationship.

Written contracts, which spell out the obligations of both the operator and the location owner, are proof of equipment ownership, and with the cost of equipment in an installation running between \$1,000 and \$3,000, using them simply make a good business sense.

Approximately 40 per cent of the nation's operators are currently using some form of written agreements with their locations, a healthy increase over 1952's 17 per

(Continued on page 92)

NCMDA Adds 9 Distribs; Seek 80-Member Group

CHICAGO, May 21.—National Coin Machine Distributors' Association, newly re-organized distributor organization, added nine new members to its roster this week, bringing total membership to 47 firms.

Al Schlesinger, managing direc-

tor, plans to enlist at least another 35 distributors to complete the initial membership drive in the next five weeks. That would bring total membership to at least 80 distributors.

The new members enlisted this week are Wally Finke and Joe Kline, First Coin Machine Exchange, Chicago; Don Moloney, Donan Distributing Company, Chicago; Herb Perkins, Purveyor Distributing Company, Chicago; Roy E. Garrison, Garrison Sales Company, Phoenix, Ariz.; L. B. Shul-

(Continued on page 104)

Finance House Merger Likely

NEW YORK, May 21.—Standard Factors Corporation, New York finance house, a major coin machine financing company which began dealing in venter paper on a national basis last November, will merge with Nathan Straus-Duparquet, Inc., if stockholders approve.

The combine would retain the Standard Factors name. Capital resources would exceed \$25 million. The Straus Duparquet firm produces and distributes food service equipment as well as furniture.

40% of Music Operators Use Written Contracts

Survey Panel Airs Advantages; 44% of Non-Users Plan Switch

Continued from page 91

cent, according to The Billboard's Music Operator Survey Panel.

Editor's Note: This series of articles is based exclusively on reports from operators participating in The Billboard's Music Operator Survey Panel. The panel is composed entirely of music operators, representing cities in every State in the country. The purpose of the panel is to give all operators the opportunity of voicing their opinions on major problems and topics within the music machine industry.

Of the operators who replied that they were not using contracts, 44 per cent said that they thought contracts should be used and indicated that they were planning to use them, 24 per cent said that they thought contracts would be an asset to the business but had no immediate plans for their use, and 32 per cent said that they thought written agreements "a waste of time."

Written Agreements

The advantages of written agreements are obvious, agreed the Music Operator Panel (made up of 320 leading juke box operators around the country). Any operator who has ever applied for a loan, has had to prove that a juke box in a particular location belonged to him, has had a location owner argue about a previously agreed split of cash receipts, or has had unfair competition in his territory knows the value of written agreements.

Besides these advantages, operators also pointed out that good will and sound business principles went

hand in hand with written contracts.

Robert Taylor, of Portsmouth, O., emphasized the business end of a contract: "A contract enables an operator to talk to a location owner on a business-like basis without destroying good will." A spokesman from Rcyal Music Company, Central Falls, R. I., said: "A contract provides a real business understanding immediately between operators and their locations."

Good Will

Some operators looked at the written agreements more from the standpoint of good will. O. R. Smail, of Salem, O., declared: "Contracts establish very clearly the obligations of the operator to the location and vice-versa. They eliminate the possibility of ill will due to misunderstandings." L. K. Kowalik, of Richmond, Mich., voiced the same opinion: "As a result of written contracts, my locations and I have a clear understanding as to what each is responsible for."

H. H. Wood, of Orlando, Fla., pointed out the fact that contracts enabled operators to plan ahead. Wood explained: "I like to be assured of a location before investing \$1,000 in it. By using a contract, I know that my equipment is guaranteed to be in use for at least a year."

Better service and better equipment result from written agree-

ments, agreed all operators in favor of the written word. W. C. Morgan, of Santa Rosa, Calif., aptly summed up the better-equipment and service story: "Written contracts enable operators to add more equipment when necessary. The problem of investing additional money into a location and then losing the location because of some location owner whim is eliminated."

Banks honor written contracts as a sign of business stability. Declared S. Miller Sidwell of Detroit: "Written contracts provide an operator with clear cut proof of his business. Banks will often grant a loan when contracts can be produced, where they might hesitate if an operator is without them."

A spokesman for the D. C. Novelty Company, Washington, mentioned that operators have better control of their operations thru the use of written agreements. "Written contracts offer operators the opportunity of stabilizing their operations. A written agreement gives operators better control and makes it more practical to plan future operations."

But some operators surveyed who reported they were not using written contracts pointed out what they felt to be disadvantages of the written formal agreement. Duane Knutson, Automatic Sales Company, Fertile, Minn., summed up one popular view: "I think my locations would feel insulted if I asked them to sign a contract now. I have known most of them for years and we have never had any trouble that a written form would have eliminated."

John Scott, of Pomeroy, O., feels that a juke box operation should be based on "good service, good music, good will and close contact, rather than (written) contract." Pete Boody, head of Maestro Music Company, Pueblo, Colo., said: "I have felt that by giving the best service possible, I do not have to worry about contracts. If you do not have a location owner's confidence, you will wind up losing the spot even if you have a contract." But the advantages of using a written contract clearly make sound business sense. The written contract also impresses location owners with the size of the investment and with the operator's own business-like approach.

And it is undeniable that the written word will very soon take overwhelming precedence over the spoken word in business relationships between music operators and their locations for a strengthened juke box operating system in the world of business.

U. S. SKEDS NEW HEARINGS IN JUKE ANTI-TRUST CASE

CHICAGO, May 21.—The federal grand jury investigation of alleged anti-trust activities in the juke box industry will hold its second series of hearings here next week, May 23, 25 and 27, when representatives of juke box distributing firms, operating companies and operator associations from around the country will be called to submit records dating back to 1946.

The jury probe is an outgrowth of an investigation into alleged charges of monopolistic practices, restraint of trade and price fixing in the industry. Earl A. Jinkinson, local anti-trust division chief, said that approximately 60 firms had already been subpoenaed by the government.

Firms submitting records to the grand jury during the first series of hearings, held May 4, 6 and 9, included five juke box manufacturers, six juke box distributors, a score of local operating companies, three local unions and two operator associations.

10 Cities Listed

To date, distributors and operators in at least 10 cities besides Chicago have been subpoenaed. The cities are Milwaukee, St. Louis, Kansas City, Mo.; Cleveland, Youngstown, O.; Minneapolis, Detroit, Oakland, Calif.; Rockford, Ill., and Peoria, Ill.

The five juke box manufacturers called during the first hearings were AMI, Inc.; H. C. Evans & Company, Rock-Ola Manufacturing Company, J. P. Seeburg Corporation and the Rudolph Wurlitzer Company.

JUKE OP GROUPS BACK NJBM DISK

State, City Associations Hold Meets To Push Tune, Tie-In With Deeja's

CHICAGO, May 21.—At least 12 operator associations, in as many States, this week got behind National Juke Box Music's newly released record, "A Stairway to the Moon," to give it a strong send-off.

State and city associations sent letters to member operators urging their support on this new record, scheduled special meetings for the sole purpose of promoting the tune, and placed healthy orders for the tune with their record distributors.

In addition, Music Operators of America, headed by George A. Miller, sent out its second operator mailing requesting support and also for 48 disk jockeys on the West Coast to receive copies of the platter.

The tune was recorded by Sonny Graham, selected "Miss Juke Box of 1955," and released on an RCA Victor label. It is the second release by NJBM, an enterprise formed to interest the juke box industry in a third copyright organization.

The Los Angeles division of the California Music Merchants' Association labeled the tune as its first "Juke Box Record of the Week." Thru a promotional tie-in between radio Station KLAC and the Los Angeles association, the tune has

been skedded for airing via deeja Jim Ameche's daily program.

The New York Automatic Music Operators' Association informed MOA this week that it had ordered 5,000 copies of the record for distribution among its members.

In Chicago the Recorded Music Service Association is using its promotional tie-in with radio Station WAAF to promote the song in

(Continued on page 94)

Paster Distr. To Occupy New Building

MILWAUKEE, May 21.—Paster Distributing Company, AMI outlet in this area, announced this week that it will move its entire operation to a new building located at 36th Street and Fond du Lac Avenue within the next two weeks.

Sam Cooper, manager of the firm, said that the new building is completely air-conditioned, featured a showroom 60 by 150 feet, a complete service department and modern offices. He added that the location also had a parking lot large enough to hold 50 cars.

AMI, Ltd., Ups Sales, Output in England

LONDON, May 21.—A new phonograph manufacturing company has entered England's juke box business, and from all reports is chalking up giant strides in both sales and production.

The firm, Automatic Musical Instruments, Ltd., was set up following a merger between AMI, Inc., of America, and British interests.

The firm produces the BAL AMI 80-selection phonograph, Model E80-A, as a completely British product. Paul Hunger, director of the company, said that while the machine was very similar to the American product, it had a few modifications. "We have used American 'know-how' coupled with British workmanship," Hunger said.

Hunger explained that AMI, Ltd.'s, distributor organization thruout the British Isles, was similar to American manufacturers'. "At present, we have eight regional distributors, altho we expect to increase that number to 10 within another month," he declared. (See separate story for most recent distributor appointment.)

By far the greatest percentage of our sales have been to established operators, Hunger said, but we have created a large number of new operators thru our distributor organization.

The most popular locations for automatic phonographs, Hunger pointed out, has been found to be

(Continued on page 94)

Operator-Disk Artist Tie-In Sparked by UMO

DETROIT, May 21.—A program calling for a co-operative tie-in between recording artists and the United Music Operators of Michigan will be launched here June 6 at the Fort Wayne Hotel.

The program, according to Roy Small, conciliator of UMO, calls for at least one personal appearance of a recording artist at each meeting, the artists presenting their latest releases to the operator.

The Loreleis will debut their "Tears of Love" and "I Won't Let You Go," and vocalist Bob Crewe will introduce his "Rhythm and the Blues" and "Bumblebee" during the June 6 meeting, kicking off the program.

Also on the agenda for the next meeting will be a talk on "Youth Activity Co-Operation" by Morton M. Grass, attorney, publisher and president of the Business Men's Youth Club.

The meeting will also mark the

first annual election of officers in UMO. All officer posts are to be elected with the exception of the conciliator's post, whose term of office expires in January.

A board of directors meeting has been scheduled for June 3 in order to prepare and certify a list of members in good standing, entitled to vote at the meeting.

Another meeting has been scheduled for next Wednesday, when Grass and other representatives of Detroit's Youth Club will work out details of a new Metropolitan Teen Club with UMO members.

Expected to be on hand for next Wednesday's meeting are representatives of the press, inspector Francis Davey, of the Police Department Youth Bureau; Jess Ferris, of the Mayor's Youth Committee; Dick Huegeli, of United Community Service of Metropolitan Detroit, and Joseph Beattie, of Franklin Community Center.

'54 Earnings, Net Sales Up At Wurlitzer

CHICAGO, May 21.—The Rudolph Wurlitzer Company announced this week that net sales for the 1954 fiscal year ended March 31 were \$38,912,786, an increase of 11 per cent compared with \$35,017,270 the previous year.

Net earnings were \$1,400,166 compared with \$1,065,029, an increase of 31 per cent.

R. C. Roling, president of Wurlitzer, said that more pianos and electronic organs were manufactured and sold during the year than at any time in the firm's history.

Roling added that since April 1, business has been at a higher level than last year. He said that all indications pointed to a continued increase.

At a meeting of the board of directors held on May 11, a dividend of 20 cents per share was declared, payable June 1.

Long Island Operators Discuss 10-Cent Play

HUNTINGTON, N. Y., May 21.—About 20 juke box operators of the Associated Coin Machine Operators of Long Island met here Tuesday (17) to discuss 10-cent play in Nassau and Suffolk counties.

Bob Slifer, Seacoast Distributors, New York Rock-Ola Outlet, told the operators that the economic facts of life justify dime play, and that while location and customer resistance will be met with initially, dime play will benefit everyone in the long run.

Slifer told the operators to be leaders, not followers. To date, about 20 per cent of the boxes in the two counties have been converted to dime play.

According to Slifer, 10-cent coin chutes may soon be standard equipment on all new juke boxes. He said that an announcement from the Rock-Ola factory is due soon.

Perry Lowengrub, representing Runyon Sales, AMI outlet, told the operators he agreed with Slifer's statements. Irving Holtzman, ACOLI presi-

dent, presided at the meeting. Guests were James Cagiano, head of the New York Coin Machine Employees Union, and Al Cohen, head of the Nassau-Suffolk AFL Coin Machine Union.

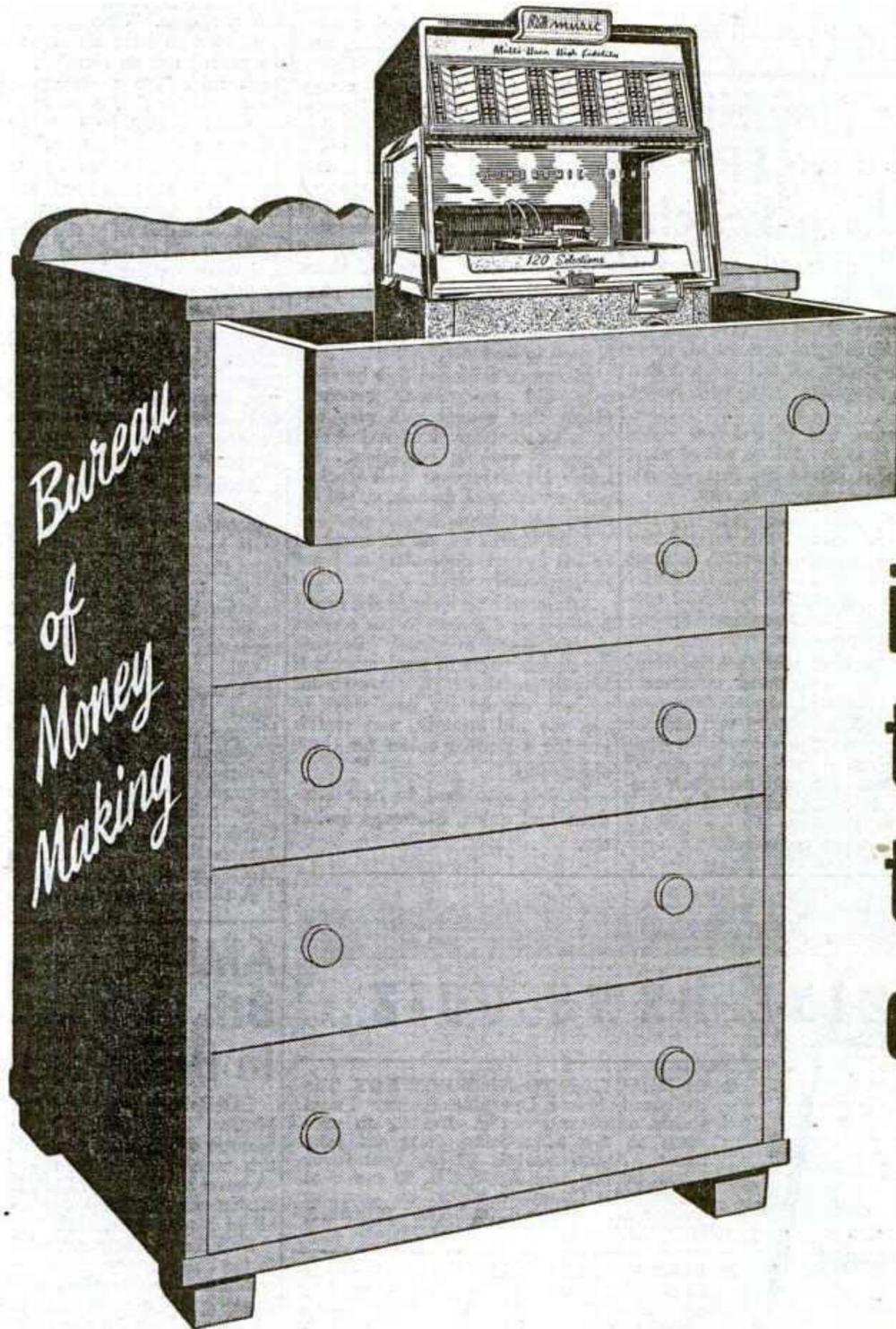
CMMA Annual Banquet Set

OAKLAND, Calif., May 21.—Final preparations for the annual California Music Merchants Association's annual banquet have been completed, announced George A. Miller, CMMA president and president and general business manager of Music Operators of America.

Miller said that four record companies — Capitol, Columbia, Decca and RCA Victor — have promised to supply top name talent for the show and that all four juke box manufacturers have assured their co-operation.

Miller said the event was ex-

(Continued on page 104)



**in
the
top
drawer**

**AMI Model "F" with Multi-Horn High Fidelity
and Sonoramic Sound**

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

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:

JUKE BOX OPERATORS ARE RATED of new importance in kicking off new pop disks, as evidenced by concentration of free giveaway wax to one-stops on hotly contested disk duplicates. Current examples are "Chee Chee-oo Chee" and "Alabama Jubilee."

JIMMIE RODGERS DISKING of "In the Jailhouse Now, No. 2," cut by the Blue Yodeler in 1930, hit the country and western best-selling chart this week. Of course, it's a re-issue.

WING, MERCURY'S SUBSIDIARY, has signed some artists and hired a promotion exec. The new label's sales staff still has to be set, however.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

AMI Sales Up 21% in 3 Mos.

GRAND RAPIDS, Mich., May 21.—AMI, Inc., reported sales during the first three months of this year 21 per cent higher than the corresponding period in 1954.

John Haddock, president of the firm, said that net earnings for the period hit \$114,586. He said that the figure represented approximately 52 cents a share, compared with earnings of \$64,738, or 29 cents a share, for the corresponding period last year.

GET INTO THE BIG MONEY WITH THE WURLITZER 1800

10c Play Hits Dayton; EP's Aid Op Switch

DAYTON, O., May 21.—William Blankenship, head of the Blankenship Phonograph Service Company, announced Tuesday (17) that he was beginning to convert his route to dime play. It is expected that other operators here will follow suit.

Dayton, one of the few major cities in Ohio still on nickel play, has about 50 juke box firms operating in and around the city.

In a recent survey made by The Billboard, operators here said that they would like to switch to dime play but wanted to wait until they had time to see the results of conversions in Middletown and Springfield, nearby cities.

Blankenship said that increased cost of records and equipment necessitated the move. However, he added, customers will still be able to hear two songs for a dime on converted machines by playing EP disks. He said that each machine is being equipped with a portion of these longer playing records when converted.

NEW \$\$

Juke Box Op Finds Rentals Check Costs

NEW ORLEANS, May 21.—Marion J. Matrenga, head of the newly established Coin Machine Trading Company, is going after the juke box rental business, and he's finding it pays off.

Matrenga, in search for a new source of revenue to check increasing costs, decided to try his hand at juke box rentals. He set up a large highway sign, painted it with bright red letters, and announced to the passing public that he had equipment to rent for private gatherings, weddings, home play rooms, office parties, banquets and clubs.

With the aid of his regular pickup truck, equipped with an electrical lift-gate, Matrenga found himself in business.

Matrenga confesses that he rents only old equipment, generally pieces that cannot pull play out on a location any longer, but still in good working condition. He keeps his showroom well stocked with a variety of models, suited for every pocketbook.

Coin chutes are either removed or left in tact, depending on what the customers want.

Matrenga also looks to the rental business as a means to cut corners on his record overhead. Because the re-sale value of used records is low, he explains, it pays an operator to look around for new ways to use the old records, and rentals provide a perfect outlet for these older disks.

Rentals also lead to new locations and sales, Matrenga points out.

Op Groups Back NJBM Disk

• Continued from page 92

a manner similar to that being done in Los Angeles. DeeJay Hal Fredricks spins the tune on his program, "Juke Box Matinee," and adds a little history of the artist as he does it.

Les Montooth, of Peoria, Ill., vice-president of MOA and a director of the Peoria Phonograph Operators' Association, said that operators in his area held a meeting and voted to back the new tune 100 per cent. "Operators in this territory who have already placed the record out on location," Montooth said, "are reporting collections excellent." He added, "We do not feel that an operator can afford not to use the tune."

Martin Britz, newly elected treasurer of MOA and head of Britz Music Company, Great Falls, Mont., said that all of the operators in his territory ordered the tune and were waiting for delivery. At an informal meeting, operators said that they were behind the move wholeheartedly.

The Nebraska Automatic Phonograph Operators' Association, Inc., announced this week that promotion of this new record would be one of the major topics discussed at its next meeting.

According to Howard N. Ellis, secretary-treasurer of the Nebraska association, operators thruout the State have already received letters from the association's headquarters urging their support. The State meeting, scheduled for June 11-12, is certain to spark operator cooperation with this new disk.

Other associations announcing their support included the Washington Music Guild, the United Music Operators of Michigan, the Washington State Music Operators' Association, the Wisconsin Phonograph Operators' Association, the New Mexico Music Guild, the North Dakota Music Operators' Association and the Connecticut Music Operators' Association.

A third MOA mailing is sched-

uled some time next week, Miller said.

The first record released by NJBM was on an NJBM label and featured "Daddy From Georgia Way" and "Early, Early in the Morning." Altho neither tune showed signs of promise, operators still purchased over 35,000 copies. The first record was recorded by Bob Chester, popular swing band leader, in the '40's. The new release, featuring Sonny Graham, is recorded by Hugo Winterhalter and his orchestra.

Op One-Stop Activity Hot In Cleveland

CLEVELAND, May 21.—A sudden burst of record one-stop activity is being witnessed here, where a one-stop was unheard of until last week.

Last week, Herb Wederven, president of Northern Music, Inc., Wurlitzer distributor, opened Cleveland's first record one-stop at his distributing headquarters. George Freidman was named manager of the new operation.

This week, M. S. Gisser, head of the Cleveland Coin Machine Exchange Company, Inc., AMI outlet in this area, announced that he intended to set-up a record one-stop in the store adjoining his building.

Gisser said, "Operators have had to chase around Cleveland for their records for years, and with record distributors scattered all over the city, they have had to waste hours of valuable time on every buying trip."

S. C. State Reps Introduce Bill To Cut Juke Hours

COLUMBIA, S. C., May 21.—State Representatives William H. Nicholson, Jr. and Alex H. Woodle, of Greenwood, have introduced a bill in the State legislature to reduce the volume and the operating hours of juke boxes in Greenwood County.

According to Nicholson, the bill calls for all juke box music to be prohibited between the hours of midnight and 7 a.m., and within hearing of a church during church hours or other religious services. The bill would also restrict the volume of the machines so that they could not be heard beyond 100 yards from the premises where they are located.

The bill would apply to any "nickelodeon, piccolo, phonograph or other mechanical or automatic music box" located at a "store, filling station, highway or other public or semi-public place" in the county.

Violation of the provisions would be subject to a fine of from \$5 to \$50 or imprisonment for not more than 30 days.

AMI Names 8th Distrib In Brit. Isles

LONDON, May 21.—Automatic Musical Instruments, Ltd., manufacturer of the BAL-AMI juke box, this week appointed the J.H.A. Swinson & Company, Ltd., Belfast, N. Ireland, its distributor covering all of Northern Ireland.

Swinson & Company, while new in the coin-operated field, has long established connections with the catering trade in Northern Ireland, handling nearly 80 per cent of all the catering equipment sold there.

Paul Hunger, director of AMI, Ltd., said that the Swinson firm would contact operators in its area and be able to suggest new locations as a result of its catering experience.

Maintenance of the BAL-AMI phonograph, Hunger said, would be handled in the same manner as it is here in London, with factory trained engineers and a complete service department.

AMI, Ltd. Sales

• Continued from page 92

cafes, snackbars and restaurants. He added that operators were eager to purchase good equipment, being enthusiastic about the future of the juke box business in this country.

At each of the distributors' offices, factory trained service engineers are on hand to help explain to operators the mechanical problems of operating a phonograph. The distributors also have their own service crews constantly on the move to supply operators with maintenance advice.

Altho the company is dealing with a comparatively new medium in this country, it has been able, with the aid of its distributors, to remove nearly all of the snags that arise when starting a new industry.

The biggest problem, Hunger said, is the government's heavy 50

per cent Purchase Tax on all BAL-AMI equipment, boosting the selling price to the operator to approximately \$1,600.

In addition to its gains here in the British Isles, AMI, Ltd., is also making a name for itself around the world.

The company's export department is beginning to mushroom, according to Hunger. He said that altho at present most of the export business is done with British Commonwealth countries, including New Zealand, Australia and East Africa, a big sales drive on the Continent is being prepared.

The BAL-AMI factory is constantly increasing its production schedules, Hunger said, and with the potential market, there is no ceiling to our output.

He said that technically the machine had proved itself almost perfect, mainly thru pilot try-out runs before the main production scheme was put underway.

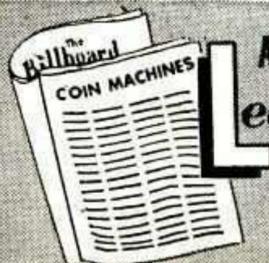
COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **DIME PLAY HITS 35 CITIES.** Complete report of dime play conversions thruout the country during the first four months of 1955. Operators in at least 35 cities add their weight to dime ranks, whole counties convert practically overnight. Manufacturers, record companies aid move. (Page 95, The Billboard, May 21.)
- **CIG WHOLESALERS EYE VENDING.** Tobacco wholesalers begin to turn more attention to multi-product vending. Tobacco firms realize that to make gains in cigarette field they must expand into package or full-line vending, especially if they want industrial accounts. (Page 96, The Billboard, May 21.)

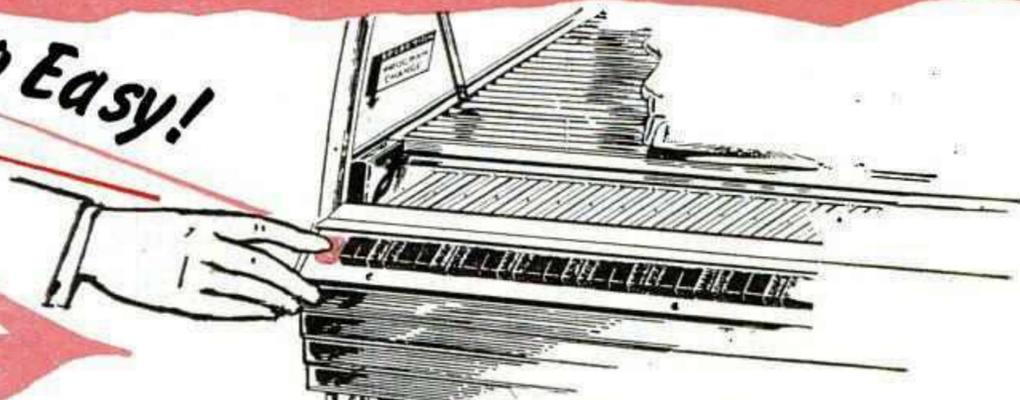
- **OP REACTION TO JUKE BOX ADV.** The Billboard Music Operator Survey Panel shows operator reaction divided on proposal to use advertising disks on juke boxes. Approximately 38 per cent favor move, 50 per cent against it, 12 per cent undecided. Complete report on operator comments. (Page 100, The Billboard, May 21.)
- **DIME FIVE-BALL BY '56.** Alvin Gottlieb, D. Gottlieb & Company executive, predicts five-ball play thruout the country to be on dime play by 1956. Points out steady increase in operator demand for 10-cent play. Sam Stern, of Williams Manufacturing Company, reports dime trend being pushed thru firm's distributor organization. (Page 106, The Billboard, May 21.)
- **INDUSTRIES STUDY VENDING.** Leading vending firms exhibit products at annual Kenilworth Clinic, Kenilworth Steel Company, to executives of some of the nation's biggest industries. Spotlight on in-plant feeding set-ups. (Page 96, The Billboard, May 21.)
- **NEW CONVERSION MFR. SET-UP.** Herman Rosenberg heads own firm to manufacture shuffle game conversions. New firm adds weight to conversion trend already growing thruout the country. List other firms now active in conversions. Mass production in offing. (Page 106, The Billboard, May 21.)

IF YOU MISSED READING THE MAY 21 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

So Fast! *So Easy!*



ROCK-OLA

HI-SPEED PROGRAM SELECTION
with the exclusive ROCK-OLA Hi-Speed Selector Panel

Fast, Functional, Fool Proof!

Displays 40 selections on standard, easy to read title strips in a single row

No Lost Time!

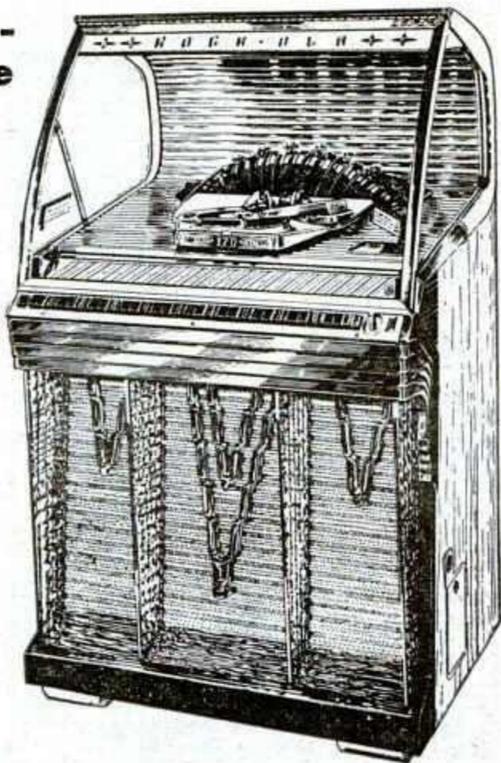
To play, simply push button directly under the song title selected.

No Blurring!

A light touch of the glowing red program selection button and "Presto" —40 new titles appear to choose from.

No Combination of Numerals

and Letters to Remember!
No risk of confusion and "wrong numbers."



ROCK-OLA MFG. CORP.
800 N. Kedzie Ave.
Chicago 51, Ill.

the all New
ROCK-OLA
Model 1448

70 MEN—400 SPOTS

La. Game Operation Success for 53 Years

By BOB LATIMER

NEW ORLEANS, May 21.—With a record of 23 years of successful amusement game operations, New Orleans Novelty Company here has built up to a 70-man business serving some 400 locations.

Investment in efficiency — improvement of equipment, personnel and service—has been the key to success for Lou Boasberg, general manager of the firm.

Boasberg has slanted every step in building his organization toward maximum service—and it's paying off.

The big New Orleans Novelty staff is concerned exclusively with the placement, operation, repair and maintenance of pinball games located both in individual locations and in four large Penny Arcades which the firm operates in various sections of the Crescent City.

Letter to Locations

Boasberg's business theories are stated in an introductory letter which is sent to every location owner immediately after placement of any of the firm's games. The letter calls attention to the fact that New Orleans Novelty concentrates on providing locations with good up-to-date equipment and on keeping the equipment new, bright looking and clean.

The letter, addressed to the location-owner by name, reads:

"May I take this opportunity of personally thanking you for allowing us to place our equipment in your place of business. I sincerely believe that as time goes on you will find that our business relations will become very pleasant, and you may be assured that we shall do our utmost to prove to you that it is to your advantage to do business with the New Orleans Novelty Company. Even tho we are just pin game operators, we take a great deal of pride in the efficiency of our organization and are most particular about the way our games look and operate. Here are a few things with which we always try to provide our locations:

"1. New and exciting games, especially selected for their beauty and player appeal. (Our locations get the newest games first).

"2. Constant changing of these games so that public interest and your revenue shall be maintained at the highest level at all times.

"3. Fast and efficient service by factory-trained mechanics — the time your game is out of order being cut to an absolute minimum.

"4. Games always kept clean, neat, level and playable.

"5. All current licenses and permits displayed prominently and neatly on the game.

"6. Free inspection of games to see that they are in working order.

"7. An efficient, friendly personnel with the highest principles and integrity."

Backs Statements

In making these statements Boasberg is not merely extending "campaign promises." He can and does back up every point with one of the best organized service organizations in the industry.

Among the 70 employees are entirely separate, independent crews which are concerned with only one phase of the operation and which "specialize" to the extreme. For example, the repair department is deliberately over-staffed, with a crew of 11 mechanics available to location owners the clock around and who are never detached from repair operations for any other type of work.

There are likewise four "cleaners" whose sole interest is machine appearance and maintenance and who travel the routes, equipped with cleaning compounds, special detergents, tools, brushes and touch-up kits for machine appearance. There are three full-time collectors, each of whom was chosen for his affability, the ability to soothe the ruffled feelings and to "keep the location owner glad he is dealing with us."

Any of the above diversified crews can call upon a specialist crew of three "movers" who are charged with the careful transportation of pin games from shop to location, from point to point, without interruption. Other crews include a staff of seven "nickel men" who devote their entire time to insuring that the cash registers at all locations are crammed with nickels and dimes for the benefit of customers, and a crew of inspectors who earn this position on a cumulative basis and are required only to see that every machine looks its best, attracts customers and is being utilized to a maximum value.

Boasberg believes in "mechanizing" every detail of route operation in such a way that there will be no sudden stumbling blocks or obstacles which can result in a dissatisfied location owner. "Over-staffing" in the form of extra men assigned to the same job has proved the most reliable method of accomplishing just this and for that reason Boasberg cheerfully maintains a staggering payroll.

Among the equipment used on the routes are two moving trucks, equipped with electric lift gates which are used for nothing but pin game transportation, and seven service trucks, each of which is a complete "rolling shop" capable of handling almost any sort of repairs from minor troubles to complete breakdowns without return trips to the shop.

Collectors Use Cars

The collectors, over the routes, buy their own cars, which are paid for on a flat-rate basis, depending upon the amount of territory covered. "We found that drivers will take better care of their own automobiles, Ralph Bosworth, sales manager, pointed out. "We can be sure at all times that the proper vehicle for the job at hand is available."

On the second floor above the main office in downtown New Orleans, the company maintains the city's largest reconditioning shop, with a staff of a dozen employees, who rotate steadily between uncrating and testing of new equipment to complete rebuilding of used games.

With dimensions of some 60 by 30 feet, the shop is equipped with its own elevator, separate departments for spraygun refinishing, electronic and electrical work, mechanical repairs and woodwork. Because of the excellent reconditioning job which Boasberg's standards has developed, New Orleans Novelty Company has a reputation for its used games, most of which are sold long before they come off the locations on specific orders.

Boasberg insists that every game be rebuilt to surpass factory standards before it is released to the customer and unconditionally guarantees every machine. The result has been that even though healthy prices are asked, there is no such thing as a "slow mover" in used game stock.

Every Game Checked

"We sell no as-is equipment at all," Boasberg said. "We don't believe that taking a chance on good-will is offset by any type of profit. Thus, every used game, when it is brought in, goes thru the same reconditioning process, whether it is a few weeks old or several years old."

With over 400 locations, which are among the top entertainment centers in New Orleans, the company operates on a set of hard-and-fast principles which are never altered. One of them is constant supply of brand-new games. Since every location is rotated an average of four times a year irrespective of the play being received when the "maturity date" comes along, an average of about 110 new units is added every three months.

Even the busiest location owner can scarcely fail to note that from four to seven different employees

Valley Returns

• Continued from page 91

Bumper Pool is equipped with rubber billiard cloth and live rubber cushions. Use of 48 inch cues is recommended, with a self-storing cue holder located below the table. It has an A.B.T. double ten-cent coin chute and a ball tripping mechanism.

Five red and five white balls are lined up on opposite sides of the playing table at the start of the game, the objective being to place each in a hole of corresponding color at the other side of the table. The central area of the table is occupied by eight strategically placed bumpers, with two more bumpers located at the middle of each end of the board, serving to create shot problems. Over 10,000 different combinations of bumper play are possible in the game, according to the firm.

The game has been on test location in the Michigan area and is now being placed on the market for the first time.

Air Travelers

• Continued from page 91

the units and has begun production. The machines will be leased to operators.

The device is basically a radio receiver, tuned to the frequency of the tower-to-pilot wave of the airport. The customer inserts a dime and gets two minutes of conversation between the fly boys and the tower officials.

Loud speakers proclaim the conversation so all nearby can hear. The theory is that when the two minutes are up, the next sport can drop his dime in so the conversation will not lose its continuity.

Inventor and developer of the device is Howard Ailor, Hamilton Scales. T-O-T president is Frost Tinklepaugh.

If the pilot and the tower aren't speaking at the moment, the customer can flick a switch and get a recorded airport facts talk. The coin chute is a straight dime ABT device.

are concerned with the operation of the pin games in his spot, in terms of installation, clean-up, collection, repairs and in providing change. Such thoroughness has probably been responsible for most of the company's "voluntary" locations in the form of owners who have actually visited the Boasberg office and impressed with what they saw, welcomed the installation of Boasberg-recommended machines.

Public Relations

Equally effective in the all-important area of route-building is the public relations program which has been in almost constant operation over the past decade. Under this plan, New Orleans Novelty Company is a consistent user of display newspaper advertising, averaging two to three two-column three-inch ads on entertainment pages of New Orleans newspapers. These ads are individually prepared by an advertising agency and are slanted directly at the potential location owner.

A typical ad shows a cartoon of a routeman saluting at the doorway, with copy pointing out "Amusement Pin Games Installed and Serviced—Let US Install in Your Place of Business the Latest, Most Up-to-Date and Attractive Amusement Pin Games."

While Boasberg agrees that widespread newspaper advertising in a city of a half million population may be costly in terms of the relatively small number of location owners involved, he points out that the average resident is thoroughly familiar with the name, that newspapers are far less critical of coin
(Continued on page 102)

Bob Jones, sales manager for Redd distributors, Allston (Wurlitzer), attended the meeting of the Connecticut Music Operators' Association at Hartford May 16, held at Tinti's Distributors. Jones made the trip with Jim Sisti, Redd field engineer, stopping at New Haven, New Britain, Meriden and Waterbury. The two visited with Charles Ezzo and bade him farewell and bon voyage on his forthcoming trip to Italy.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar week for new events scheduled in your area.

June 4—California Music Merchants' Association, annual banquet for all divisions, Leamington Hotel, Oakland, Calif.

June 4-5—National Automatic Merchandising Association, regional meeting, Region I, Sheraton-Plaza Hotel, Boston.

June 5-9—National Confectioners' Association, annual convention, Conrad Hilton Hotel, Chicago.

June 6—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

June 9—New York State Operators' Guild, Inc., annual banquet, Conrad Hotel, Kiamesha Lake, N. Y.

June 11-12—Nebraska Automatic Phonograph Operators' Association, Inc., quarterly meeting, Paddock Hotel, Beatrice.

June 13—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

June 14—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

June 15—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

June 15—United Jewish Appeal, annual banquet, Sheraton-Astor Hotel, New York.

June 18-19—National Automatic Merchandising Association, regional meeting, Regions X, XI, XII, Ambassador Hotel, Los Angeles.

June 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

June 19-20—South Dakota Phonograph Operators' Association, quarterly meeting, Pierre.

July 15-17—National Association of Bulk Vendors, annual convention, Conrad Hilton Hotel, Chicago.

COINMEN YOU KNOW

Chicago

Communications to:

Ken Snauf
Central 6-8761

National Boosts Export Shipments...

National Coin Machine Exchange is stepping up amusement game shipments to world markets, Joe Schwartz, owner, reported this week. Said Schwartz, "We are receiving daily orders from our friends overseas who are now replenishing their routes with later equipment for the American tourist rush expected this summer. The demand for good late equipment is far greater than the available supply."

Clayt Nemeroff, Monarch Coin Machines, reports smooth operations in shuffle game conversions, with operators now able to bring in a used shuffle bowler and move right out with another equipped with a Marvel conversion. Sales this week included orders from Indianapolis, Ind., and Cheyenne, Wyo.

Wally Finke, First Coin Machine Exchange, says sales activity continues strong as result of Chicago Coin Hollywood and Bonus Baseball game. Sam Kolber, export manager, is boosting export shipment thru mail contact. Joe Kline is shopping around for a likely vacation spot in the Michigan country. Fred Kleinman is the office champ at the Big League Baseball game.

Avron Gensburg and Ralph Sheffield, Genco Manufacturing & Sales Company, are working under "acoustical" difficulties this week, with installation of office and experimental room air conditioning underway. Cool air is on the way, however, and will more than make up for the present noise.

Len Micon and Al Stern, World Wide Distributors, are very happy with operators' reception of the new Rock-Ola phonograph. Joel Stern and Fred Skor are busy trying to find good used equipment for resale. No vacations scheduled as yet at World Wide.

The local prize for the loudest telephone voice could go to Vince Shay, All-State Coin Machine Exchange. Stanley Levin has taken to the golf greens in his spare time, while Mickey Schaffer gets plenty of exercise dashing from room to room of the All-State offices.

Isadore Edelman, Edelco, Inc., was in town this week to introduce a new shuffle game conversion unit, Chief Fireball. Edelman is planning a summer vacation at Schroon Lake, N. Y.

Art Gold has been holding the fort at the Carousel Industries

office while co-head, Irv Brodsky is traveling around the country visiting kiddie ride locations.

Herb Perkins and Monte West were both on hand this week to greet visiting operators at Purveyor Distributing Company. Purveyor secretary, Marie Hopp has got to be quite expert at playing the Genco Silver Chest game on display in the showroom.

New members of the National Coin Machine Distributors Association from the Windy City are Don Moloney, Donan Distributing Company; and Herb Perkins, Purveyor Distributing Company; Managing director of the association is Al Schlesinger. Gil Kitt, Empire Coin Machine Exchange, is vice-president of NCMDA.

W. R. Greiner, sales manager, The Northwestern Corporation, Morris, Ill., reports Bernie Bitterman, Kansas City vending machine distributor, a wonderful host. Greiner visited Kansas City recently.

John Conroe, J. H. Keeney & Company vice-president, and Walter Harrison, chief engineer, are out East at work on government contracts. Paul Huebsch, general sales manager, reports the latest meeting of the Keeney Key Club held at Mangam's Chateau, Lyons, Ill.

Wayne Bradfield, advertising and sales promotion manager, Rock-Ola Manufacturing Company reports the firm is still unable to catch up on orders on the new Rock-Ola phonograph Model 1448.

Phonograph operators in town were getting ready for the annual bowling tournament banquet at the Fireside Restaurant, located at the corner of Touhy and Lincoln Avenue, which was scheduled for Saturday night, May 28. Trophies will be awarded at the banquet.

Detroit

Communications to:

Hal Reves
Woodward 2-1100

Andrews Returns To Angott Music...

Angott Music got a lift last week with the return of its former sales staff member, Charles Andrews, once again an Angott salesman. . . . It's romance . . . Andrews and Madylene Gorman were wed May 7 at Columbus, O. Madylene is on the Angott office staff.

It is happy news at Brilliant Music with Ray Taylor back on the job. This is a big relief to Joseph Brilliant, tho Ray is still taking it easy on the ulcers, which caused an attack a couple of weeks back.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. Machines appear in order of frequency advertised.

MUSIC MACHINES

Table listing Music Machines with columns for Model, Price, and Times Advt'd. Includes models like AMI Model A, Evans Constellation, Rock-Ola Comet, Seeburg 46, and Wurlitzer 1015.

AMUSEMENT GAMES

Table listing Amusement Games with columns for Name, Price, and Times Advt'd. Includes ABC (United), All Star Baseball, Army & Navy, Arabian Knights, Atlantic City, Atom Jets, Band Box, Basketball Champ, etc.

MOST ACTIVE EQUIPMENT

(For four week period ending May 21, 1955)

Summary table of Most Active Equipment categorized by Amusement Games, Arcade Equipment, Music Machines, Shuffle Games, and Vending Machines.

Detailed table of Arcade Equipment listing models like ABT Challenger, Air Raider, Astro Scope, Atomic Bomber, etc., with prices and frequency.

Main table of Shuffle Games and Vending Machines listing models like Ace Bowler, Advance Bowler, Acorn Cabinet, etc., with prices and frequency.

Table listing various other coin machines and their prices, including Royal Shuffle Alley, Shuffle Alley Deluxe, Star 6 Player, etc.

Bert Mills Coffee Units Get Chocolate

Hot Chocolate Selection Added to All Java Venders; Cut Prices for Special Offer

ST. CHARLES, Ill., May 21.—The Bert Mills Corporation announced that both its 500-cup and 200-cup coffee venders will now be shipped from the factory equipped to vend both coffee and hot chocolate.

At the same time, the firm dropped the price of its 500-cup Coffee Bar to \$599 in an introduc-

1,400 MACHINES

Cig Op Asks More Columns For Service

NEW ORLEANS, May 21.—An urgent need in the New Orleans cigarette vending market is larger machines, which will help to solve the problems of over-frequent service, lack of parking space, and sporadic volume, according to Dan Cohen, head of Crescent Cigarette Service, here.

Crescent Cigarette Service, now well into its 21st year of business, is one of the largest vending organizations in the entire South, with some 1,400 machines on location thruout the Louisiana metropolis and its suburbs.

Operating eight trucks, and with a long list of veteran servicemen who have spent their entire years in the field with Crescent Cigarette Service, the firm counts heavily upon such famous tourist attractions as the old French Quarter, the Pontchartrain Beach lakefront area and glittering Canal Street, for volume.

Asks 14 and 22 Cols. In almost every location, Crescent Cigarette Service is already using 11-column machines, but is hoping for 14 and 22-column machines, which will overcome the problem of parking in the Crescent City—where narrow streets, strict prohibition against parking of any type, and the frequent towing away of offending automobiles by police trucks, are everyday hazards.

Along with the nuisance of visiting machines too often under such circumstances, are the "peaks and valleys" of volume, which are al-

(Continued on page 100)

tory price offer which will last until June 15.

Price of the machine is regularly \$720. The special price includes coin changer.

The 200-cup economy Coffee Bar, regularly listing at \$498 for coffee selection only, is priced at \$474 with both coffee and hot chocolate selections, \$499 including coin changer, during the special offer period.

Bert Mills, president, said that a new aeration process, using a sanitary container of liquid chocolate concentrate—instead of dry concentrates—is being used in the hot chocolate mechanism.

Mills said the firm also has ready a hot chocolate conversion kit for all machines from Serial No. 2000. He said the kit is priced at \$53.

Under the new price offer, a \$50 deposit is required on each machine. All units must be released for shipment before July 15.

Silver-King Names Scanlan New President

AURORA, Ill., May 21.—Silver King Corporation elected a new slate of officers headed by John E. Scanlan, newly named president to succeed Adolph Theis, who retired.

Besides Scanlan, the new officers are E. W. Ellis, vice-president; Leo G. Lauzen, secretary-treasurer, and Jack G. Chalcraft, general sales manager.

Scanlan announced expansion plans immediately following his election. He declared: "We're now engaged in re-designing some of our lines and working on additions to our complete line of venders. Our coffee machine, however, will remain unchanged."

He announced that because of improved production facilities, prices on the firm's refrigerated candy vender had been lowered. He did not announce the new prices.

American Motors Bows Bottle Unit

Kelvinator Divison Announces Three-Selection Machine for \$389

DETROIT, May 21.—American Motors Corporation has stepped into automatic selling.

The firm's Kelvinator Division announced a new three-selection upright bottle vender that dispenses 6-ounce to 12-ounce bottles or standard size cans. Called the K-174, it holds up to 180 bottles.

Priced at \$389, the machine is adaptable to vend carton milk.

H. C. Patterson, Kelvinator's commercial sales manager, said the vender was developed to meet "demands of many plants and businesses that want a rugged, mechanically-operated machine that will not jam or break down because of delicate mechanism."

Patterson said it is easily adjusted to vend any combination of 6, 7, 8, 10 and 12-ounce bottles or cans.

Financing

"A ReDisCo financing program, tailored especially for Kelvinator

commercial products, is available to assist buyers of the new machine," Patterson said.

Coin-handling mechanism can be made to function as a coin changer or on odd-cent operation. Magazines and precooler are loaded from the front of the machine by unlocking the entire front panel.

Temperature range adjusts from 34 to 40 degrees F. The cabinet measures 72 inches high, 37 inches wide and 22 inches deep; is vapor-sealed and insulated with Fiberglas.

The machine is mechanically-operated; after a coin is inserted, the selected handle is pushed down to release the bottle.

Taxes, Profit To Key NABV Convention

CHICAGO, May 21.—Taxes, profit, sanitation and new location potential will headline the business agenda and open discussions at the fifth annual convention of the National Association of Bulk Vendors July 15-17 at the Conrad Hilton.

Selling techniques, market trends and the untapped potential of the penny market will key panel discussions during Sunday morning business meetings. A movie on salesmanship will be shown. A luncheon will be held Sunday afternoon.

Business and panel discussions will be held both Saturday and Sunday. Major Bush of Beech-Nut Packing Company, will address the convention Saturday morning. Other speakers and specific discussion topics have not yet been set.

A special ladies program has been planned which includes a Saturday luncheon at the Imperial House, Mrs. Rolfe Lobell, chairman of the ladies committee, announced.

NABV's board of directors will meet Friday. Big discussion topic: Dropping the word "Bulk" from the

(Continued on page 100)

Canteen Moves to Acquire Remaining Stock in Rowe

Continued from page 91

a \$1 million short-term loan from the National City Bank of New York. Total price for the 52 per cent was \$3,937,500.

Consolidated sales of the two companies at retail exceeded \$100 million in 1954. Combined, Canteen and Rowe have better than 311,000 vending machines on location.

At the time of the original deal, Canteen announced it planned to

purchase new equipment from Rowe valued at \$2 million during the 1955 fiscal year.

Sales Breakdown

Based on 1954's volume, Canteen's product sales dollars are realized as follows: 57 per cent in candy, gum and nuts; 21 per cent cigarettes; 20 per cent beverages, and 2 per cent in miscellaneous products.

During the six-month period ended June 30, 1954, approximately 97 per cent of Rowe's total sales dollars in operating came from cigarettes. As of the same date, 93 per cent of the Rowe operating companies' machines on location were cigarette venders.

At the time of the 52 per cent purchase, Nathaniel Leverone, chairman of Canteen, and Robert Z. Greene, Rowe president and now chairman of the executive committee of Canteen, issued a joint statement which stated that

"In view of the complementary nature of the operation of Automatic Canteen and Rowe, such amalgamation of these companies would result in a well-integrated, well-managed organization in a strong position to take full advantage of the continuing growth of automatic merchandising."

NAMA REG. VIII MEET SUCCESS

KANSAS CITY, Mo., May 21.—An unusually good turnout of 172 members attended the National Automatic Merchandising Association Region VIII meeting at the Hotel President here May 14-15.

The meet brought together members from Iowa, Missouri, Kansas, Nebraska and Colorado. It was chairmaned by Dwight Hanna, Hanna Candy Company, Atchison, Kan.

NAMA REGION I MEET JUNE 4-5

BOSTON, May 21.—The Region I meeting of the National Automatic Merchandising Association will be held at the Sheraton-Plaza Hotel here June 4-5.

The meet will bring together members from the New England States. Sam Goren, Metro Automatic Sales Company, Brookline, Mass., will act as host for the regional.

Cancer-Cigarette Relationship Still Unknown Factor

NEW YORK, May 21.—Dr. Clarence Little Cook, chairman of the advisory board of the Tobacco Industry Research Committee, this week said the possible relationship between cigarette smoking and lung cancer and other afflictions is still an unknown factor.

The TIRC was organized by the tobacco companies to study the suspected relationship. The advisory board was set up by Dr. Little and eight other researchers a year ago.

Dr. Little reported that \$500,000 had been allocated to scientists at 32 recognized hospitals, educational and research institutions in 14 states.

PRICE GOES ON CROCKETT KICK

NEW YORK, May 21.—Paul A. Price, local charm manufacturer, has decided to ride along with the Davy Crockett tide. Price is currently making Crockett bracelet charms and rings. The rings, in two styles, are nickel plated and with simulated gold finishes. The bracelet charms tell the story of the bar killer in episode form.

Canned Milk to Make Vending Debut Soon

NEW YORK, May 21.—The Farm Fresh Food Products Corporation, which has been producing canned whole milk for the armed forces for three years, has entered the consumer field with canned white and chocolate milk, and plans to enter the vending field soon.

Curtis Lane, Farm Fresh vice-president, said he would announce these plans in some detail at a later date. The current production is limited to eight and 32-ounce containers, Lane said the firm is considering four and six-ounce cans for venders.

The vending development will, to some extent, depend on how the product fares in over-the-counter retail sales. Tests are currently underway in Chattanooga, with the quart selling for 29 cents and the half pint for 10 cents. Chocolate milk is slightly higher.

Jersey Plant

Farm Fresh's plant is in McMinnville, Tenn., with a 30,000 daily quart capacity. The firm is also building a New Jersey plant which will have twice the capacity, and a third plant in Tennessee is planned.

Principle selling point of the canned milk will be that it can set

on a pantry shelf for a year without deteriorating.

The whole milk contains a minimum of 3.5 per cent butterfat. The chocolate milk, made of whole milk, pure chocolate and sirup, can remain in storage a year without the chocolate setting according to Farm Fresh.

Current production is 18,000 quarts a day, of which half is going to the Army and Navy. Each batch of milk is tested before processing begins. At the dairy, the milk is pasteurized, homogenized, cooled to 40 degrees Fahrenheit and pumped thru glass pipes to the canning plant.

Jo-Lo Lists New Prices

JERSEY CITY, May 21.—Joe Tanzer, head of Jo-Lo Perfumatic, this week listed the prices for the Refresh-Man and Perfumatics. Some of the prices listed in The Billboard last week were incorrect.

The two-column Refresh-Man lists for \$39.50. The four-column Perfumatic has been reduced from \$75 to \$59.50. The two-column Perfumatic lists for \$39.50.

Sanitation Problem: Not Venders But Men

CHICAGO, May 21.—The big sanitation problem facing the vending industry is now no longer a question of mechanical reliability

in vending, but rather a question of mechanical cleanliness.

That's the heart of the vending sanitation outlook, Dr. W. L. Mallman, professor of Bacteriology and Public Health at Michigan State College, in a talk on Dairy Sanitation at the Arvell Sanitation Seminar here.

"The automatic vending industry today is experiencing the same type of sanitation problems as did other food handling methods 20 years ago."

"In the past, drink machine designers built equipment to deliver 6 ounces of liquid product with no thought to sanitation—to accessibility to—for sanitation."

Dr. Mallman added: "Sanitation rests on personnel, with proper supervision by management. If the man servicing the equipment is not keeping it clean, the company is in trouble."

Directing his remarks to the dairy industry, Dr. Mallman's subject was also directly applicable to food and beverage vending. He cited two objects in all sanitation procedures for handling foodstuffs: Health safeguards for the consumer and product quality.

Oak Distribs Get Goldmine Tab Gum Unit

CULVER CITY, Calif., May 21.—Oak Manufacturing Company's Goldmine tab gum machine is now available thru all of this firm's distributors.

The machine is designed, Harold Probasco, in charge of production, declared, to handle all tab gum brands and small Hersheys. Parts of the machine are adaptable to the Acorn model, the company's bulk merchandiser, for conversion to these items.

Oak is represented in the West by Operators' Vending Supply Company, Los Angeles, and in the East by Penny King Company, Pittsburgh.

HUM-A-TUNE



Location tested—results indicate this item will be the greatest sales booster since Playing Cards and False Teeth.

Hum-A-Tune is a miniature Kazoo . . . a small precision made instrument on which you can actually play a tune by humming on the larger end.

Send \$2.50

and receive 100 high quality filled capsules. Contains our complete assortment . . . or send 35¢ for regular sample kit of charms.



Penny King

Company
2538 Mission St., Pittsburgh 3, Pa.

THRILLING SOUNDS STIMULATE SALES! ASSORTED NOISE MAKERS



★ Musical Tone ★ Bird Call ★ Siren
Tremendous attraction . . . the sounds will thrill the kiddies and draw many more customers to your machines.
A TERRIFIC VALUE AT \$15.50 M
Comes in assorted colors. ORDER IMMEDIATELY!
For Bulk or Capsule Vending

PAUL A. PRICE CO.
55 Leonard St., New York 13

VICTOR'S 5-STAR BABY GRAND
Convertible Vendor—Instant change-over to CAPSULE VENDING ROCKET CHARMS BALL GUM & CHARMS CHICLE TREETS 100-COUNT BALL GUM
\$12.50 each less than 25 cases;
\$12.00 each 25 cases or more.
Time Payment Terms Available.
ROY TORR
LANSDOWNE, PA.

Ad No. 4 of a series
YOU'RE GOING TO HAVE A BULL SESSION
at the N.A.B.V. CONVENTION
Hotel Hilton, Chicago, Ill.
Fri. to Sun.—July 15 to 17, 1955
Talk Shop; Shoot the Bull; Give and Take Suggestions. See EPPY.
SAMUEL EPPY & CO., INC. Jamaica, N. Y.
FIRST & LARGEST CHARM MANUFACTURER

CLOSE OUT
110 12-Column Cigarette Vending Machines. Must sell. Priced below cost. Will sell all or any part of stock. All new machines. For information write or call
EDDIE COPPOLA
934 6th Ave. Des Moines, Iowa.
(Phone: 4-3245 before 5:00 P.M. or 4-3086 after 5:00 P.M.)

JUNE DAIRY PUSH

Venders to Star In ADA Promotion

CHICAGO, May 21.—Milk vending machines will play a bigger role than ever before in the dairy industry's annual June Dairy Month promotion which gets underway next week.

The American Dairy Association, which took over this year from National Dairy Association as official promotion sponsor, sent a mailing to all State chairmen of dairy associations encouraging them to have vending machines placed in public places such as banks, department stores, gas stations, to have people get well acquainted with them during June.

ADA's national promotion program includes low-cost point-of-sale posters, some of which are suitable for use on venders.

Individual operators, supplied by dairies, have arranged to use drink-more-milk, eat-more-ice cream posters in their industrial locations. Outdoor milk machines will carry large (19x25 inch) posters supplied by ADA to tell the dairy month story.

"Drink More Milk"

Smaller signs suitable for placement with half-pint and 1-3 quart card on venders and on factory bulletin boards will play up the idea: "Here (or a few steps away—arrow indicating direction) is your convenient source of cold, refreshing milk"; or "Use this convenient vender to satisfy your taste for a healthful, delicious drink of milk."

Bowman Dairy Company, Chicago, has arranged to place similar signs thru its vender locations. The dairy also plans to sponsor spot radio announcements and newspaper advertisements in the same vein. The Borden Company, which supplies independent milk and ice cream operators, is also planning point-of-sale material to play up the vended dairy product idea.

With more milk venders moving greater quantities of cartoned milk to the on-premises industrial, office and the transient customer—and supplying a larger take-home market via outdoor equipment—a vital plus market has been tapped. And the dairy industry is recognizing it.

With over 24,400 ice cream machines accounting for 4,074,800 individual sales per week last year for a 12-month total of 211,880,600 novelties (Vend magazine's 1955 Census of the Industry), this dairy product is also benefitting from automatic selling.

How much of a factor is milk and ice cream in the average vending operation? Vend's 1955 Pulse of the Industry survey revealed that approximately 12.6 per cent of participating operators have milk machines, 15.7 per cent operate ice cream venders.

In addition, a growing number of dairies who do not supply independent operators are benefitting

Colma Bows New Men's Spray Unit

WORCESTER, Mass., May 21.—Colma, Inc., has gone into production on a two-column spray dispenser for men. The unit has two separate 10-cent coin chutes and gives about 2,000 sprays from two 2-ounce bottles.

The unit has been field tested. One operator, R. A. Winkleman, Copa Cabana, Inc., Omaha, said two men's rest room locations have been grossing between \$25 and \$30 a month.

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
GRAFF VENDING COMPANY
2817 W. Davis St.
Dallas, Texas

from vending's extra volume and brand name promotion by setting up their own routes.

The government's role in the drink-more-milk campaign — besides Secretary of Agriculture Ezra T. Benson's dedicated interest in milk as a food—is to encourage the movement of dairy products thru regular channels of trade. The government wants to stop supporting the price of milk and storing huge surpluses of milk products.

The Agriculture Department's fact sheet lists highlights of the dairy marketing year which ended March 31. Among them are a 5 per cent increase in the consumption of fluid milk and several important milk products. Civilians used 115,300,000,000 pounds of fluid milk.

The department says the dairy situation has improved. During the last year, the department said, "the industry has made encouraging progress in stepping up its program."

Move to Block Oregon Cig Tax

PORTLAND, Ore., May 21.—David O'Hara, State Registrar of Election, Thursday (19) said he had been informed a referendum petition would be filed with a view to blocking the cigaret tax enacted by the 1955 legislature.

O'Hara said the petition was expected from R. A. Bradlee, secretary of Tobacco Distributors, when Governor Paul L. Patterson signs the bill into law.

The tax—three cents a package—is designed to bring in \$10,100,000 in a full biennium.

Imposition of the tax would boost machine prices to 30 cents. Vending machine operators have indicated machine prices now range from 27 to 30 cents.

Mrs. O. Schnering To Curtiss Board

CHICAGO, May 21.—Mrs. Otto Schnering, widow of the founder of Curtiss Candy Company, was elected a director at the annual stockholders' meeting Monday (9).

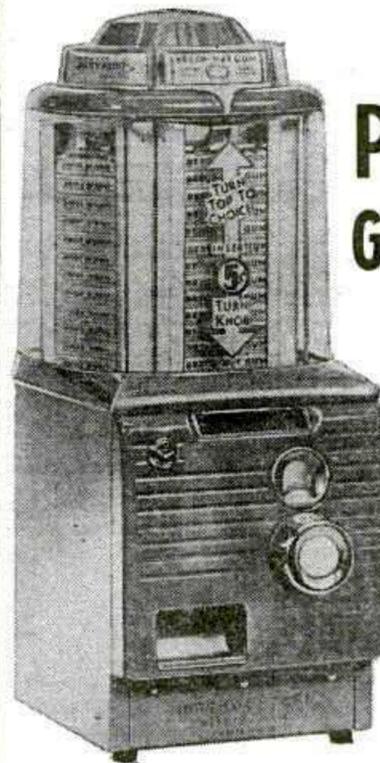
Re-elected directors were Mrs. Schnering's sons, Robert and Phillip Schnering, president and vice-president respectively; William D. McFarland, I. N. Walker, Philip J. Reddy, William C. Jakes, Gunnar C. Macki and David R. Corbett.

The candy firm also announced the election of a new vice-president, George B. Cox. Cox has been personnel director since 1942.

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 75¢
2160 Patterson St., Cincinnati 22, Ohio
 1 year \$4 2 years \$6 3 years \$8
 Payment enclosed Please bill me
(Foreign rate, one year, \$6)
Name,
Address,
City..... Zone... State.....
Occupation

LOOKING FOR FAST MONEY? WHY NOT TRY THE NEW...



Northwestern® PACKAGE GUM VENDER

That's all you have to do—just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

You can try it at no risk on our 30-day trial basis.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION
245B EAST ARMSTRONG STREET MORRIS, ILLINOIS

ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products
Here is a durable, reliable, sanitary vender . . . with the many exclusive features which have made the Advance name a symbol for the best in vending.
Accommodates flat packages up to 7/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin - detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.
For Details and Prices Write, Wire, Phone Today.
J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y. President 2-2906

MANDELL GUARANTEED USED MACHINES

N.W. DeLux 1¢ & 5¢ Comb.	\$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mds.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.54
Pistachio Nuts, Vendor's Mix	\$.52
Pistachio Nut, Sheik	\$.45
Cashew Whole	\$.55
Cashew Butts	\$.53
Peanuts, Jumbo	\$.44
Mixed Nuts	\$.36
Spanish	\$.55
Almonds, 480 ct., 5 lbs.	\$.85
Tabby-Lets Chiclets, 520 ct.	\$.30
Rainbow Peanuts	\$.32
Boston Baked Beans	\$.32
Jelly Beans	\$.28
Licorice Gems	\$.28
Leaflets (similar to M & M), 550 ct.	\$.40
Assorted Fruit Charms, 100 ct.	\$.42
Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.	\$.30
Adams Gum, all flavors, 100 ct.	\$.45
Wrigley's Gum, all flavors, 100 ct.	\$.48
Beech-Nut, 100 ct.	\$.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

SPECIAL
4—Victor's Baby Grand Capsule Machines Plus 700 Filled Capsules—\$60.00
4—Victor's Topper Ball Gum Machines Plus 1 M Professional Charm Mix—\$55.00
GARDNER & LOSE
2611 Hale Ave. Louisville, Ky.

ATTENTION, OPERATORS
VICTOR'S SUPER CAPSULE MIX
Consisting of 20 to 25 quality items, capped and mixed in a carton of 2500, for only \$48.75 per carton, F.O.B. Chicago. For "KING SIZE" value and service, get in touch with "LOGAN"—Your Vending Headquarters. 25% deposit with all orders, balance C.O.D.
LOGAN DISTRIBUTING CO.
916 Milwaukee Ave. Chicago 22, Ill.

ADMEN of every kind ENDORSE **THE BILLBOARD** as a top selling force

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y. LOnacre 4-6467

ATTENTION, OPERATORS! CHECK THESE SPECIAL OFFERS

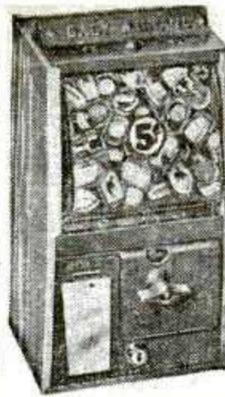
- 5 lb. can Almonds with every 5 nul machines.
- 10 lbs. Ball Gum with every 4 Ball Gum machines.
- 6 Boxes Adams Gum with every Tab Gum machine.

MACHINES

Northwestern Model #49, 1¢	\$12.50
Silver King, 5¢ or 1¢	8.50
Northwestern Standard	6.95
Cadillac Jr.	6.95
Victor V, B/G Wheel	8.50
Victor V, Cabinet, B/G Wheel	9.50
Northwestern #39, 1¢	7.50
Columbus B/G	4.95
Columbus, 5¢	6.95
Regal, 5¢	6.95
Acorn Cabinet	9.00
2 Col. Hot Nut	12.50
3 Col. Hot Nut	25.00
4 Col. Tab Gum, DuGrenier	17.50
4 Col. Tab Gum, DuGrenier	17.50
4 Col. Tab Gum, Mills	17.50
4 Col. Tab Gum, Heide	12.50
4 Comp. 1¢ Nut Mach. (New)	5.00
Jewel 2 Compartment, 5¢	7.50
S.K. Hunters	10.00

SEND IMMEDIATELY FOR OUR SPRING SPECIAL ON MACHINES!
1/3 Deposit, Balance C.O.D.
RAKE COIN MACHINE EXCHANGE
609-A Spring Garden Street Philadelphia 23, Pa. LOMbard 3-2676

GIVE TO DAMON RUNYON CANCER FUND



5-STAR BABY GRAND

Vending Capsuled Items
at **10c**

The Most Fabulously Profitable Deal Ever Made Available to the Trade

5-STAR BABY GRAND filled with VICTOR'S high-quality merchandise will bring your customers back time after time. Your potential repeat business is almost unbelievable.

10c 5-STAR BABY GRAND FOR VENDING QUALITY MDSE. Packed and sold 4 to the case.

ONLY \$12 Less than 25 cases ... \$50.00 per case per machine → 25 cases or more ... 48.00 per case

SEE YOUR NEAREST VICTOR DISTRIBUTOR

VICTOR VENDING CORP.
5701-13 W. Grand Avenue Chicago 39, Illinois

Dariomatic Ups Abeles to V.-P.

LOS ANGELES, May 21.—Dariomatic, Inc., named Charles T. Abeles, Jr. vice president in charge of sales. Abeles formerly held the title of national sales manager.

At the same time, Howard W. Lewis, president, who made the announcement, named Lynn P. Hartzler assistant sales manager.

"Mr. Abeles is taking over sales of Dariomatics from a development team with 17 years' experience in the design, manufacture and operation of milk vending equipment," Lewis said.

Before joining Dariomatic last December, Abeles had been Associated for more than 20 years with a number of major investment banking houses in New York, Chicago and Denver.

He organized and managed Financial Investment Founders, an investment trust company. Hartzler has been a vending machine operator for several years.

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Temperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

IMPROVED!
SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE: PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa.
WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.

FACTORY DESIGNED—FACTORY BUILT CONVERSIONS TO MEET NEW CIGARETTE PRICES!

We have perfected conversions for all Du Grenier models starting with the "S" to permit 25c or 30c operation. All these models can be converted to vend at two prices simultaneously.

WRITE FOR COMPLETE DETAILS AND PRICES. ADVISE MODELS YOU WISH TO CONVERT.

Arthur H. Du Grenier INC.
HAVERHILL, MASS.

America's Foremost Manufacturer of Dependable Merchandise Vendors Since 1928

Kelvinator—New Hot, Cold Water Cooler

COLUMBUS, O., May 21.—Kelvinator Water Coolers here has introduced a new hot and cold water cooler adaptable for use with instant coffee, tea or chocolate.

The automatic unit is designed to control office and plant breaks by furnishing hot water for beverages on-the-spot.

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

NEWEST TREND IN VENDING... PIN-ON & WEAR GOLD VACUUM-PLATED NAME PINS



Sixty-Five BOY & GIRL NAMES, gold vacuum-plated, with safety pins, so they can be worn. Useful and appealing. Can't stand still. Must be doing things that create SALES at machines. The NEWEST TREND nowadays is towards useful, appealing PINS to WEAR. What's better than NAME PINS to WEAR?

\$12.75 per 1,000 f.o.b. Jamaica, N. Y.

Or: At Your Distributor. A New Trend in Vending is a New Approach to Customer interest and action. Every New Trend is a shot in the arm for bigger business at your machines.

NOW! KING SIZE

VICTOR'S NEW "KING SIZE" 1c BALL GUM AND CHARM VENDER TAKES IN \$19.00

New king-sized capacity for king-sized locations. Large glass globe gives merchandise "all round display." Will vend 140, 170 and 210-count ball gum and charms. 5c Capsule Model holds 250 capsules. 5c Rocket Charm Model holds 400 rocket charms. 1c Ball o' Fire Gum Model holds 750 balls 100-ct. gum. All models same price, packed and sold 4 to the carton. **\$58.00 Per Carton of 4**

GOLDEN EARRINGS

Hottest gimmick for capsule vending. Empties machines fast. Golden Top Hat with earring in a capsule, \$28.75 per M. Don't miss on this new gimmick. Golden Top Hats packed bulk, \$12.50 per 1000. In a capsule with key chain, \$25.00 per 1000. In a capsule with tie clip, \$22.50 per 1000.

For "King Size" Value and Service Get in Touch With "Logan." Your Vending Headquarters. 25% Deposit on All Orders, Balance C.O.D.

LOGAN DISTRIBUTING CO.
916 MILWAUKEE AVENUE CHICAGO 22, ILL.

Taxes, Profit

Continued from page 98

association's name, in line with the trend in bulk vending to multiple product operation.

Exhibitors already signed up for space are Oak Manufacturing Company, Culver City, Calif.; Northwestern Corporation, Morris, Ill.; Victor Vending Corporation, Chicago; Penny King Company, Pittsburgh; Samuel Eppy & Company, Inc., Long Island, N.Y.; Karl Guggenheim, Inc., New York; Leaf Brands, Inc., Chicago; Beech-Nut Packing Company, Canajoharie, N.Y.; Ferrara Candy Company, Chicago; Ohio Gum Supply, Wickliffe, O.; Paul A. Price Company, New York.

Exhibitors will include manufacturer, suppliers and service concerns covering all phases of the bulk vending industry.

Convention chairmen are Bernard Bitterman, Kansas City, program; Mrs. Margaret Kelly, Penny King, Pittsburgh, publicity; Mrs. Lobell, ladies; Mrs. Lauretta J. Cooke, Chicago, registration; Paul Crisman, hotel and reservation; Tom King, Chicago, exhibitor committee.

VICTOR'S TOPPER

1c BALL GUM MACHINE, \$12.50 each. \$12.00 100 or more.

VICTOR'S FIVE STAR BABY GRAND

\$12.50 each

FILLED CAPSULES Assorted Mixture \$5.00 per bag of 250.

Write for prices in gum and charms for 1c machines.

H. B. HUTCHINSON JR.
860 North Ave., N.E. Atlanta 6, Ga.
Tel.: Emerson 4300

SAMUEL EPPY & CO., INC.

91-15 144th Place Jamaica 35, L. I., N. Y.

World's First and Largest Charm Manufacturer

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

FOR SALE

- 25 Pop-Sez Popcorn \$65.00
- 100 Nickel Victor Rockets... 10.00
- 100 Nickel Acorn Capsule... 10.00
- 50 Acorn Nickel Bulk Charm. 10.00
- 25 Nickel Jel Capsule Vendors 10.00

CLEAN—READY TO USE—half deposit

CLEVELAND COIN MACHINE EXCHANGE
2029 Prospect Cleveland, Ohio

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland 1, California

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

FISHER BROWN COMPANY, INC.
2216-18 S. Harwood St. Dallas, Texas

BIG SAVINGS AT BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

- Bubble Ball Gum, 140-170 & 210 ct. 25c lb.
- Chicle Ball Gum, 130 ct. ... 34c lb.
- Clor-o-Vend Ball Gum ... 40c lb.
- Clor-o-Vend Chicks, 320 ct. ... 40c lb.
- Chicle Chicks, 320 & 520 ct. 36c lb.
- Bubble Chicks, 320 & 520 ct. 27c lb.
- Tab (short stick), 100 ct. ... 38c box
- 5-Stick Gum, 100 packs ... \$1.90

F.O.B. Factory, 150 Lb. Lots

REALISTIC MINIATURE ELECTRIC RAZORS

INLAID SILVER \$16.00 per thou.
INLAID PLASTIC 10.50 per thou.

Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

PIONEER VENDING COMPANY.
590 Albany St. Brooklyn 3, N. Y.

SPECIAL DEAL for MAY!



4 VICTOR STANDARD TOPPERS
With 25 Lbs. of Ball Gum, plus 1,000 Assorted Charms ... **\$60.50**

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.

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) 753

Name

Address

City..... Zone..... State.....

Occupation



1,400 Machines

Continued from page 98

most unpredictable in the New Orleans area.

The No. 1 reason for sudden sellouts on machines which, under normal circumstances, will be good for two to three days without attention, are waves of tourists, many of whom arrive on trainload excursions, without notice, and empty machines in the French Quarter and other natural tourist centers, within a few hours. "To our way of thinking, the smaller selection machine is about the same thing as the Model A," it was pointed out.

The 1955 peanut marketing quota has been increased 7.5 per cent, from 740,600 to 796,145 tons, the Department of Agriculture reports. Investigation showed the increase necessary to assure a normal supply after the 1954 short crop and a lower domestic production than was first estimated in the 1955 quota. The supplies of peanuts held in off-farm positions on March 31 totaled 369 million pounds, a figure only half of last year's 733 million pounds for the same period.

**FOOL-PROOF! PROFIT-PACKED!
MULTI-PURPOSE VENDER!**

**EXHIBIT'S
VACUMATIC
CARD VENDER**

**INCREASED PROFITS WITH
ASSORTED POPULAR PICTURE CARDS**

**2 VACUMATIC
CARD VENDERS**

BUY A FULL SET • DECORATE YOUR DEN OR PLAYROOM

A "NATURAL" for all locations, for kid or adult sales.

CARDS FOR KIDS include many varieties. We supply you with cards at low cost.

TREMENDOUS SALES in specialized business using location printed cards . . . in tourist spots and other high traffic locations.

HOLDS 1,500 CARDS, vends on any coin. Mechanism insures delivery every time.

SPECIAL ADAPTATIONS available for folders, packages, books, etc. Advise of your special needs.

EXHIBIT SUPPLY COMPANY
4218-30 W. Lake • Chicago 24

**Soft Drink Group
Formed in N. E.
To Spur Sales**

CHICAGO, May 21.—Plans for a major co-operative promotional and advertising program aimed at spurring soft drink sales in the Northeastern U. S. were disclosed this week.

A new association, called the Soft Drink Council for Bottlers of Carbonated Beverages, was set up by 33 bottlers and carbonated beverage industry suppliers from the nine-State area comprising the New England States, New York, New Jersey and Pennsylvania, for the purpose of developing the program.

Within two to three weeks, memberships in the Council will be open to all of the region's 1,500 bottlers and associate memberships to the 250 suppliers in the area.

Chairman of the new organization is William C. Silver, of Bristol, Conn., president of The Elco Beverage Company. A four-month research and organization program will be completed before a full-scale promotional campaign is undertaken, Silver said.

"Before investing large sums of money in program activities, bottler members will receive a complete appraisal of their market gained by means of professional research methods, including consumer motivation studies."

Silver reported that the new organization has been widely discussed at bottlers' meetings throughout the northeast, and that the executive group has received vigorous pledges of support from leading bottlers and suppliers in each State.

**Dr. Pepper to Bow
Cans in 200 Cities**

DALLAS, May 21.—Dr. Pepper will introduce its soft drink in cans in 200 cities throughout the Southwest this month, it was announced by Leonard Green, president of the firm.

Dr. Pepper bottlers in Texas, Oklahoma, Louisiana, Arkansas and New Mexico will market the product in cans alongside regular bottles, Green said. He added that the Los Angeles market would also be included in the firm's distribution plans.

In Los Angeles, where Dr. Pepper does not have a local bottling plant, cans will be sold direct to grocery stores and food brokers. The method of distribution to be used in Los Angeles, Green said, may well open the way for the company's entering other major markets with cans, especially in the East and North.

The announcement follows by five months Dr. Pepper's original test of marketing cans in St. Louis, Dallas, Fort Worth and Atlanta. "The results of these tests led us to our decision to expand the can program to our bottlers in the Southwest," Green said.

He added that in the test cities, cans pushed consumption up by an average of 14 per cent in the four markets compared with the same period last year.

To back the new can program, Dr. Pepper will spend nearly \$400,000 in promotional activities, including a heavy advertising program in Los Angeles, Green declared.

Present plans call for the majority of the cans to be packed in "take home" cartons, six to a carton. A regular size can with a crown top and a "king size" can with a flat top will be marketed.

A newly designed can will also be introduced. It will be in three colors, green, red and gold.

Jack Dolan, Sierra Distributing Company, is off on another trip for the Wurlitzer distributing firm, with Howard Freer holding down the home office.

★ THEY'RE HERE! ★
The Hottest Items in the Country
DAVY CROCKETT
• RINGS • CHARMS
Write for Prices and Details
PAUL A. PRICE CO.
55 Leonard St., New York 13

Supplies in Brief

Candy Sales

A Commerce Department estimate sets manufacturers' sales of candy products at \$85,256,000 in February, an increase of 1 per cent over January and 7 per cent above last year's total. Sales of manufacturer-wholesalers at \$63,450,000 were 5 per cent below January but 6 per cent above February, 1954. Manufacturer-retailers' estimated sales in February were up 58 per cent over January, but only 24 per cent above February of last year. Pounding sales for January-February were 2 per cent below last year's level, while dollar sales were 3 per cent higher. Pounding sales of bar goods were down 7 per cent but poundage sales of package goods retailing above 50 cents per pound were up 2 per cent compared to last year, according to Commerce.

Milk Consumption High

Consumption of milk and dairy products has increased this year over last, and should stay at a high level through 1955, according to the Department of Agriculture's Marketing Service report. Consumption of fluid milk has increased significantly, while the quantity used for manufacturing has declined. Expanding consumer incomes, changes in merchandising methods, slightly lower retail prices, school milk programs and other domestic distribution outlets account for the rise in consumption.

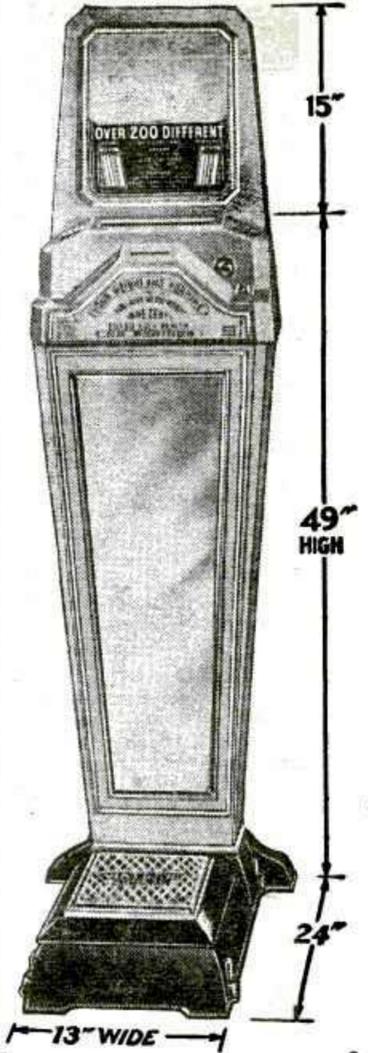
**Expect Rise in
Minn. Cig Tax**

MINNEAPOLIS, May 21.—Cigarette prices in Minnesota may rise from 3 to 4 cents more per carton, according to E. R. Linderman, secretary and attorney for the Minnesota Candy and Tobacco Jobbers' Association.

Linderman said, however, that the new fair trade law passed, directing a \$2 tax on each 1,000 cigarettes, will be included in the cost on which the 8 per cent retail mark-up is based.

These facts are reportedly not well known to most jobbers and retailers and vending operators. The new law normally would up prices about 3 cents per carton.

Mr. and Mrs. Paul Laymon, Paul Laymon Company, returned from a weekend vacation in Las Vegas, where they were the guests of Dave Gensburg at the latter's Riviera Hotel.



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE

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CIGARETTE, CANDY and DRINK MACHINES!

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Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
Diplomat, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
DUGRENIER MODEL W, 9 COLS., 270 CAP.	95.00

UNEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap.	\$ 75.00
Model E, 8 Cols., 240 Cap.	92.50
Model 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model	\$ 52.50
Stoner Candy, Pre-war, 160 Cap.	135.00
National Model 918, 162 Cap.	115.00

**SPECIAL!!
ROWE
PRESIDENT**
8 Cols., 340 Cap.
VENDS AT 25¢ & 30¢
\$135.00

**ROWE
CANDY MERCHANT**
with changemaker
7 Cols., 158 Cap.
\$165.00

**WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—
COFFEE MACHINES, BOTH NEW & RECONDITIONED**

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A DATE TO REMEMBER

Reserve July 15-17. That's the date for the **SIXTH ANNUAL NABV (NATIONAL ASSOCIATION OF BULK VENDORS) CONVENTION** to be held at the Conrad Hilton Hotel in Chicago.

Also, put a reminder on your calendar to begin planning your advertising for the special NABV ISSUE. This news-packed edition of vending information will get bonus distribution from The Billboard Booth during the convention. Keep in mind that on every ad run prior to convention time, you've got an excellent opportunity to build additional interest in your product as well as stimulating operators to be present at the convention.

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Dick Ford—Dick Wilson—Ron Carpenter—Martin Toohey—George Kelley

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DEADLINE
JULY 7.
NABV ISSUE
DATED
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Ideal vendor for easy sales to those seeking investment opportunities.

A well-built 10¢ vendor dispensing an exclusive **SMOKEHOUSE COCKTAIL ALMOND**. This machine mounted on our attractive and unique **POLISHED FLOOR STAND** stimulates impulse buying. Close **FACTORY SUPPORT** and a strong **FACTUAL SELLING KIT**, plus a **FINE MACHINE**, offer a rare opportunity to organizations with the right experience.

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Name

Address

City..... Zone.... State.....

Occupation

Game Mfrs. Report Output Up in 1955

42 New Models Introduced Since January; Shuffles, Pins, Guns, Popular Units

• Continued from page 91

lines at the same time," explains Stern. "We expect to continue the increase, with a number of new products coming up."

D. Gottlieb & Company expects the overall unit sales run this year to exceed last year's mark, according to Alvin Gottlieb, who says production figures are already above the previous year's level. Increased demand for the new multiple-player five-ball games turned out by the firm is a good omen for future sales.

New Products

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, said Genco is shipping 10 per cent more games than last year. The firm has concentrated on gun games thus far this year, but is planning new products for the future.

Herb Jones, vice-president, Bally Manufacturing Company, and Bill DeSelm, sales manager, United Manufacturing Company, both estimated that unit sales are up over last year.

Bally has produced two kiddie items this year, Hot-Rod ride, and Bull's Eye, a pistol game; besides its regular line of shuffle bowlers and in-line pinballs—Gold Medal

and Blue Ribbon bowlers, Gayety pinball.

United has introduced half-a-dozen new games, including the Tropicana pinball, Lightning shuffle alley, Manhattan pinball, Clipper shuffle alley, Venus shuffle target game, and the recently bowed Derby Roll, roll-down racing game.

Conversions

In addition to the 42 games introduced this year are a large number of shuffle game conversion units, which for the most part consist of new motors, relays, score units and backglasses, and which add new play features to used shuffle bowlers. Conversions have increased this year in many areas of the country. (The Billboard, May 14).

There are indications this year that a new trend may develop among manufacturers toward the production of entirely different types of amusement games. Not only are most manufacturers on the lookout for ideas that can be shaped into game market boosts, but a number of firms have already come out with new type games this year that have proved successful on location.

TEA, ANYONE? IT'S AUTOMATIC

LONDON, May 21. — The British, understandably not completely satisfied with coffee vending machines, have come up with a tea vender.

The vender, the Bruin Tea Brewer, produced by Peerless and Ericsson, of Hendon, England, is automatic, but as yet not coin-operated. The machine is reported capable of dispensing 600 cups of tea an hour. Servicing, however, is necessary every 20 to 25 minutes.

The server or customer presses a cup against a lever located at the front end to receive a cup of hot, freshly made tea.

Williams Bows New Five-Ball

CHICAGO, May 21.—Wonderland, a new five-ball pinball game, was shipped to distributors this week by Williams Manufacturing Company.

The game features lighting up special scores and landing balls in holes in the playfield for replays.

Ball bumpers, ball kickers, and two button-operated ball flippers add action to the game.

Lighting up numbers from 1 to 4 at the top of the playfield, gives the player a chance at special scores. When the special ball hole is lighted replays are made on balls landed in the hole or thru roll-over lanes.

The player gets five balls per game, plus the replays he registers. Wonderland is available equipped for dime play or nickel play. The game is decorated with "Alice-in-Wonderland" figures on backglass and playfield.

Edelco Bows Conversion For 6 Games

DETROIT, May 21. — Isadore Edelman, head of Edelco, Inc., shuffle game conversion unit manufacturers, introduced a new unit this week for converting six different used models.

Chief Fireball, the new conversion is designed for use on six used shuffle bowlers—the United Leader, Chief, Imperial, Royal, Fifth Avenue and Empire.

Chief Fireball is similar to the previous conversion units made by Edelco, except for a differently designed backglass. All of the conversions add new play features to old shuffle bowlers.

The conversions are manufactured in Chicago, with the Edelco sales offices located in Detroit. Distributors are appointed by Edelman thruout the country and instructed in installation of the units.

Written Contract Wins Concord Op Court Decision

CONCORD, N. H., May 21.—The importance and value of a written contract was proven again this week when the Hillsboro County Superior Court ruled that Spiros A. Valatsos must comply with the provisions set forth in a contract made by the former owner of the Joy Bar Luncheonette, providing that he had knowledge of the contract prior to his taking over the restaurant.

Albert Larochelle, former owner of the Joy Bar, made a contract with Joy Bar Music Company to keep one of their juke boxes for a period of 14½ years. When Valatsos bought the restaurant he attempted to remove the juke box and was presented with a bill in equity by the music company.

70 MEN—400 SPOTS

La. Game Operation Success for 23 Years

• Continued from page 96

machine operation in their editorial columns and that New Orleans Novelty Company has won acceptance of coin machine advertising which required many years of effort.

The public relations program has been a long, uphill pull, slanted at investing coin-operated amusement machines with prestige, and Boasberg believes that he has, over the years, achieved his goal. Indicative in this respect is the firm's membership in the New Orleans Chamber of Commerce and the American Association of Small Business.

Another specific example of good "public relations" is a form letter which is sent to every location owner when, for one reason or another, it has proved necessary to remove a machine. In each case, Boasberg sends a personally signed letter expressing his regrets, pointing out that many influences militate against the profits of any particular machine in a given location and promising the firm's co-operation in the future. This kindly touch has smoothed over much disappointment and potential ill feeling—Boasberg feels that where a location doesn't work out, he has nevertheless made a friend.

Like any conscientious businessman, the New Orleans operator

puts the welfare and contentment of his employees high on the list. For that reason, his 74 employees receive all standard benefits in the form of hospitalization, group insurance, a credit union, Christmas parties, summer vacations and employee outings.

"We pay all our employees premiums, a factor which has counted in hiring many of them," it was pointed out.

Probably the most unique feature in maintaining employee morale has been the fact that three Coca-Cola venders, one in each of as many Arcades, are on the job entirely to supply funds for employee welfare. From these machines, in heavy-traffic Arcade locations, sufficient revenue is obtained every year to pay the cost of a Christmas party with gifts for every employee, as well as a summer outing.

At first glance it might seem surprising that it requires an organization of 74 employees to operate only 400 pin game locations. When it is considered, however, that all of New Orleans Novelty Company's locations are in top-notch, central spots, jammed with free-spending tourists thruout most of the year, the ratio of employees per machine does not seem out of proportion.

FOR MOPPET TRADE

Coin Ride Shop Serves 46 States

• Continued from page 91

pairs every 9 or 10 months. Gold pointed out that detailed records of each piece are kept at the office.

This includes shipping, receipt and repair records, loyal service arrangements, store hours, population of the area where the ride is located. A 20-point inspection check is made on each machine coming in and is included in the records.

While Gold estimates that it costs a minimum of \$100 to re-vamp an old ride at the shop, the costs are well met thru the large volume of equipment handled.

In addition to conducting its own route operations and repairing kiddie rides for other operators,

Carousel also sells new and reconditioned equipment, guaranteeing the reconditioned pieces for one year. It does repair work for one large manufacturer, handling equipment for the company's customers, and it conducts tests on new Arcade units and kiddie rides in suburban locations.

Another sideline is a vending machine department devoted to capsule venders, which are placed on location along with the kiddie rides at store and park sites. Gun games, which, according to Gold, bring in good takes for 2 or 3 months on a location are also spotted along with the rides.

Gold reports kiddie ride location business is steady this year and says he will be satisfied if takes average as well as last year, a good year for the kiddie trade. Park business this summer is expected to boost receipts. Carousel tries out every new piece of kiddie ride equipment that comes out, buying more of new units which show the best takes on the test locations.

One of the two key men—either Brodsky or Gold—is constantly traveling about the country contacting locations to check on operations, always on the lookout for possible improvements and new contacts.

"Where kiddie ride equipment is maintained and respected at a good location," says Gold, "it will continue to earn money."

Keeney Preps New Rifle Unit

CHICAGO, May 21.—J. H. Keeney & Company is readying production of a new coin-operated .22 rifle gun game.

Paul Huebsch, general sales manager, said the game has new play features and will be shipped to distributors in the near future.

Now in production at the Keeney plant is the combination Speed-Lane and Palisades shuffle bowling game and the new coffee vending machine.

HOW NEW ORLEANS NOVELTY BUILT TOP GAME OPERATION

1. Places new games on locations.
2. Moves games frequently to insure top play.
3. Quick service. Games kept clean and in good working order.
4. Licenses and permits displayed on games.
5. Smooth relations with locations thru friendly personnel.
6. Specialized work crews operating independently in each phase of operations.
7. Overstaffing operations to insure each job is well done.
8. Maintenance of a large machine reconditioning shop.
9. Public relations thru newspaper advertising, membership in civic groups, good will letters to location owners.
10. Employee benefit programs.

Indiana Anti-Pinball Statute Effective July

INDIANAPOLIS, May 21.—Indiana's new anti-pin statute, one of the toughest in the nation, will become effective in July when the laws enacted by the 1955 session of the Indiana General Assembly are published and promulgated by Gov. George N. Craig.

Secretary of State Crawford Parker, who is responsible for the printing of the acts, said that the books would be ready for distribution in the middle of July.

Under Indiana legislative procedure, bills passed with "emergency clauses" need only the governor's signature to give them the force of law. When legislation lacks such a clause, its effective date is delayed until the printing and promulgation of the acts.

Authored by Senators Thomas C. Hasbrook and C. W. Martin, Republicans of Indianapolis, the anti-pin law contains no "emergency clause."

A challenge of another and tougher anti-pin law passed in 1953 was sustained by the Indiana Supreme Court and the Act was invalidated. No such action is planned or anticipated against the 1955 version of the Hasbrook proposal.

Hasbrook's first anti-pin bill in 1951 died in a conference committee of the Assembly. Senator Hasbrook, a blinded veteran of World War II, served in the House of Representatives in the sessions of 1951 and 1953. He was elected to the Senate in 1954.

Pinball machines which award anything other than an immediate and unrecorded right of replay are placed in the outlawed category of "professional gambling."

While condemning pins as "gambling devices," the lawmakers granted a long-coveted concession to Hoosier operators by providing that "unrecorded right of replay mechanically conferred on players of pinball machines and similar amusement devices shall be presumed to be without value." Otherwise, however, the Act prohibits "any mechanism by the operation of which a right to money, credits,

deposits or other things of value may be created, in return for a consideration, as the result of the operation of an element of chance; any mechanism which, when operated for a consideration, does not return the same value or thing of value for the same consideration upon each operation thereof."

Portland Turns Back Bid for Pin Hearing

PORTLAND, Ore., May 21.—The Portland City Council Thursday (19), rejected 4 to 1 a petition by teamsters and tavern owners for another hearing on the city's ban on pinball games.

The council thus indicated that its 1951 ban on games would be enforced as soon as a mandate is received from the State Supreme Court upholding the city ordinance. The mandate is due as a result of the Supreme Court of the United States declining to review the decision of the State court.

Mayor Fred Peterson cast the vote favoring a hearing, saying he would always vote to give any group requesting a hearing that privilege regardless of his own views on an issue.

No Speakers

Thus a council chamber full of people was disappointed over denial of a hearing, the audience including tavern and pinball operators as well as members of the Oregon Women's Christian Temperance Union. No member of the audience was permitted to speak on the issue.

City Commissioner Stanley Earl pointed out that many hearings have been held during the five years of litigation, contending there was no new information to be brought out.

Game operators have indicated that when the city begins to enforce the 1951 ordinance, they will remove their pinballs from locations in the city to county spots. Other communities, however, have acted to ban the games despite the unsettled status of the Portland ordinance. The latest to act was Baker in Northeast Oregon, which

(Continued on page 103)

ARCADE LOCATIONS

Sidewalk Engineer, Williams, new \$275.00
 Super Jet Gun, Williams, new... 295.00
 Invader Black Lite Gun, Genco, new 295.00
 Coon Hunt Gun, Seeburg, new... 395.00
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 Sky Rocket Gun, Genco, new... Write
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 Whip, real ride, new... 395.00
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 Coin Counters, Coin Changers,
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 Send for complete list at low prices.
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ODCO, INC. 1100-02 Broadway
 Albany 4, N. Y.

Anti-Pinball

Continued from page 102

recently passed an ordinance banning the games.
 The litigation that tied up enforcement of the Portland ordinance five years ago was started by Stanley G. Terry, Portland operator, who obtained an injunction and questioned constitutionality of the ordinance. Terry was upheld in district court, but lost in the State Supreme Court, which held the city to be within its policing powers in prohibiting the games. During litigation, games have operated in Portland unregulated and unlicensed.

Santa Clara County Rules Out Pinballs

SAN JOSE, Calif.—All pinball games have been ordered out of Santa Clara County by June 1 by Sheriff Melvin L. Hawley.
 Sheriff Hawley, acting upon a ruling by the State attorney general in 1946, sent notice to 20 distributors advising that the games are to be considered illegal.

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BALLY MAGIC WRITE
 KEENEY SPORTSMAN... \$319.50
 SHUFFLE POOL 89.50
 SPOTLITE 42.50
 LEADER 42.50

WANT TO BUY
 BIG TIME—VARIETY—RIFLE
 GALLERY—BIG TOP—WILD WEST
 —CIRCUS—FROLIC—SHOWBOAT
 —RODEO—GOTT. 5 BALLS—
 LATE SHUFFLE ALLEYS.

Write or Call
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 MASTER KEY LOCK PROTECTION

Combinations can be changed
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 No drifters or drunks.
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 YACHT CLUB 125
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 BRIGHT SPOT 125
 BRIGHT LIGHTS 75
 SPOTLITE 85
 SURF CLUB 325

NEW GAMES
 Williams SIDEWALK ENGINEER
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 Williams WONDERLAND
 Bally GAYETY
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ARCADE—GUNS SPECIAL!
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UNITED BINGO
 TROPICANA, Like New \$395
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 BIG BEN 145
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 GUN CLUB 85
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 GYPSY QUEEN Write
 TWIN BILL \$265
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UNITED BOWLERS
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 CASCADE 110.00
 OLYMPIC 140.00
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BINGOS
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 BRIGHT SPOT 95.00
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 GENCO RIFLE GALLERY 325.00
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 ICE FROLICS 295
 PALM SPRINGS 295
 DUDE RANCH 275
 BEACH CLUB 245
 BEAUTY 195
 FROLICS 145
 PALM BEACH 115
 ATLANTIC CITY 115
 SPOTLIGHT 85
 CONEY ISLAND 85

ARCANE
 Genco 3-PLAYER BASKETBALL \$275
 Evans SUPER BOMBER 150
 Bally BIG INNING 150
 C.C. 4-PLAYER DERBY 145
 TELEQUIZ, With Film 113
 Chicago Coin GOALEE 95
 Evans TEN STRIKE 85
 SILENT SALESMAN CARD VENDOR 35

TARGET GUNS
 Genco BIG TOP \$410
 United BONUS GUN 395
 KeeneY RANGER 375
 Un. CARNIVAL DeLuxe 335
 YOU SHOOT (Remington .22 with live ammo) 325
 Exhibit SPORTLAND 295
 Genco RIFLE GALLERY 275
 Exh. SHOOTING GALLERY 215
 Seeburg COON HUNT 215
 Genco SKY GUNNER 150
 Seeb. SHOOT THE BEAR 150
 Exh. JET GUN 125
 Seeb. CHICKEN SAM 95
 Exh. SIX SHOOTER 95
 Exh. DALE GUN 65

GENCO UPRIGHTS
 Brand New
 SILVER CHEST \$125
 GOLDEN NUGGET 125
 FIRST-Conditioned
 GOLDEN NUGGET 95
 400 75



Always Bigger Collections with **FIRST-Class Equipment!**

NEW GAMES

CHICAGO COIN
 BIG LEAGUE BASEBALL BONUS SCORE BOWLER
 HOLLYWOOD BOWLER ROUND THE WORLD TRAINER \$575
BALLY
 GAYETY BULL'S-EYE GUN
UNITED
 DELUXE VENUS DERBY ROLL
GOTTLIEB
 JUBILEE SLUGGING CHAMP
GENCO
 SKY ROCKET

Chicago Coin **BAND BOX** (Animated Orchestra) \$155

SHUFFLE GAMES

FIRST-Conditioned CHICAGO COIN
 FLASH BOWLER \$365
 STARLIGHT 315
 SUPER FRAME 315
 TRIPLE SCORE 145
 CROWN 145
 DOUBLE SCORE 115
UNITED—MATCH
 MARS DELUXE WRITE DELUXE \$415
 BANNER 385
 ACE 335
 TEAM 275
 IMPERIAL 225
 CLASSIC 145
 OFFICIAL 95

UNITED—HIGH SCORE
 ROYAL \$215
 OLYMPIC 145
 SUPER 95
KEENEY
 BIKINI \$265
 CARNIVAL 115
 6-PLAYER, Jumbo Pins, With Formula 75

GENCO
 SHUFFLE MATCH POOL \$175
 SHUFFLE POOL 135

KEENEY SHUFFLEBOARD ATTACHMENTS
 BOWLING CHAMP (2 PLAYER)
 4-WAY BOWLER (For 22" Board)
 6-PLAYER REBOUND
 WRITE FOR PRICES

COUNTER GAMES
 NEW
 M & T Zig Zag \$29
 Bink's Zipper 35
 Kicker & Catcher 49

FIRST COIN MACHINE EXCHANGE
 Joe Kline & Wally Finke
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

MUSIC
 Seeburg HF100G \$745.00
 Seeburg M100G 585.00
 Seeburg M100B 495.00
 Wurlitzer 1500 295.00
 AMI E-20 545.00
 Wurlitzer 3020 Wall Boxes 5.00

BINGOS AND FIVE BALLS
 Big Time \$465.00
 Atlantic City 75.00
 Beach Club 195.00
 Cabana 130.00
 Havana 175.00
 Dude Ranch 250.00
 Ice Frolics 255.00
 Mexico 235.00
 Nevada 295.00
 Palm Springs 265.00
 Tahiti 155.00
 Variety 395.00
 Yacht Club 115.00
 Surf Club 295.00
 Arabian Knights 145.00
 Army-Navy 55.00
 Dealer 21 85.00
 Diamond Lill 225.00
 Fairway 65.00
 Gold Star 195.00

THOROUGHLY RECONDITIONED AND READY FOR LOCATION.
 TERMS: ONE-THIRD DOWN, BALANCE SIGHT DRAFT.
 Southern Illinois' Largest Coin Machine Operator
Mitch Golish Music Co.
 22 WEST POPLAR STREET PHONES 700 or 694 HARRISBURG, ILLINOIS

SSSSHHHH

DON'T TELL ANYBODY!
WE DO HAVE LATE 5 BALLS AND BINGOS TOO!!

-BINGOS-
NEW: UNITED MANHATTAN

Variety	\$475	Tropics	\$195
Surf Club	350	Frolics	175
Hawaii	295	Yacht Club	130
Ice Frolics	305	Palm Beach	125
Palm Springs	305	Alliantic City	115
Havana	275	Golden Nugget	85
Oude Ranch	270	Bright Spot	85
Beach Club	250	Bright Lights	85
Rio	245	Coney Island	85
Beauty	205	Spot Lite	75
Tahiti	195	Genco 400	55

5-BALLS

New Wms. RACE THE CLOCK		Queen of Hearts	\$145
New Wms. WONDERLAND		Struggle	145
Green Pastures	\$210	Suggies	145
Hawaiian	200	C.O.D.	135
Beauty	195	Chinatown	125
Scream	195	Army & Navy	125
Arabian Nights	185	Fairway	125
Lovely Lucy	185	Quartet	125
Guys-Dolls	165	Hit and Run	120
Shindig	165	Skill Pool	120
Flying High	160	Twenty Grand	120
Sun Club	160	Globe Trotter	110
Pin Wheel	155	Jalopy	110
9 Sisters	150	Niagara	110
Dealer	150	Times Square	110
Grand Slam	150	Silver Skates	100
Lady "Go"	150		
Mable Queen	150		
Poker Face	145		

ARCADE

SIDEWALK ENGINEER
AUTO-PHOTO
HARVARD METAL TYPER
HYDRO DUCK GUN

Mighty Mike	\$575.00
Air Football, New	295.00
Air Hockey, New	285.00
Set Shot Basketball	245.00
Photomatic, Late	445.00
Voice-Graph	495.00
Wms. Big League, F.S.	395.00
Wms. Del. Baseball	325.00
Wms. Super Jet	295.00
J.O. Theatre	199.50
Chi. 4-Player Derby	195.00
Ev. 3-Player Derby	175.00
Ch. Basketball Champ	195.00
Mule, Drivemobile	165.00
Exh. Jet Gun	145.00
Telequiz & Film	115.00
Auto, Flying Saucer	149.50
Undersea Raider	125.00
Goatee	95.50
Ch. Pistol	95.50
Wms. Star Series	89.50
Exh. Dale Gun	89.50
Scientific Baseball	75.00
Flash Hockey	75.00
Wms. Quarterback	75.00
Exh. Hi-Ball	75.00
Saddles and Turf (Club Mod.)	325.00

SHUFFLE GAMES

UNITED VENUS TARGETTE
UNITED CLIPPER

United Speedy	\$395.00
United Banner, Match Score	395.00
United Targette, Match Score	395.00
United Ace, Match Score	375.00
United Rainbow	345.00
United Leader, Match	340.00
United Chief, High Score	265.00
United Team, S.A., Match Score	275.00
United League, S.A., High Score	265.00
United Imperial, Match Score	245.00
United Royal, High Score	235.00
United Classic, Match Score	180.00
United Olympic, High Score	145.00
United Clover, Match Score	125.00
United Cascade, High Score	120.00
United Super 4 Player, S.A.	99.50
United De Luxe, S.A., 6 Player	89.50
Chi. Criss Cross, Match	325.00
Chi. Holiday, Match	475.00
Chi. Advance Bowler	245.00
Universal 18' Bowls-a-Matic	325.00

CIGARETTE VENDERS

ROYAL "17" (17 Col.), Etc.
Request Circular

NEW STANDARD-RAPID COIN COUNTER

Counts and wraps Pennies to Halves. Rugged, Light, Accurate, Portable. Try One on Money-Back Guarantee. **\$189.50**

CHANGEMAKER

Dispenses 2 dimes, 1 nickel for 25c; 5 nickels for 25c; 5 pennies for nickel. **\$89.50**

SUPER SPECIAL

Genco Shuffle Pool \$139.50
Genco Match Pool 179.50

WURLITZER 1015 \$99.50
AMI D-80 450.00

GUNS--GUNS

Genco SKYROCKET	\$425.00
Wms. POLAR HUNT	350.00
Genco Big Top	350.00
United DeLuxe Carnival	325.00
Genco Rifle Gallery	295.00
Williams Super	195.00
United Jungle Gun	195.00
United Shooting Gallery	195.00
Exhibit Night Fighter	175.00
Genco Sky Gunner	150.00
Shoot the Bear	145.00
Exhibit Jet Gun	99.50
Exhibit Space Gun	99.50

Brand New Closeouts

Genco 2 PL. BASKETBALL \$345
Wms. ALL STAR BASEBALL 375
Genco 4 PLAYER SKEEBALL 350
MIGHTY MIKE SPARRING PARTNER 895
Genco SILVER CHEST 125

EMPIRE GUARANTEE

- Mechanism overhauled
- Cabinet refinished
- Playfield renovated
- Rails refinished

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

NCMDA Adds 9

Continued from page 91

man, Modern Distributing Company, Denver, Colo.; George W. Sammons, Sammons-Pennington Company, Memphis, Tenn.; Kenneth Brigg, Rock City Amusement Company, Nashville, Tenn.; M. Levin, Regent Vending, Ltd., Ottawa, Ont., and M. Morosnick, Winnipeg Coin Machine Company, Winnipeg, Man.

Schlesinger said the membership drive would include contacting distributors in foreign countries. Meetings will not be scheduled, according to Schlesinger, until the membership drive is completed.

All distributors of recognized lines are being contacted for membership, according to Schlesinger.

The organization's objectives are: To seek new finance firms to cover the expanding coin machine markets; to establish a credit bureau which will act as a clearing house for those in the coin machine industry seeking credit; to enhance the already solid relationships with manufacturers and operators for the benefits of the entire industry; to provide its members with price discounts on quantity purchases of unit accessories and gift premiums which the association would be able to obtain.

CMMA Banquet

Continued from page 92

pected to be the biggest ever held by CMMA. He said that hotel reservations have already been made by operators from Los Angeles, Bakersfield, Fresno, Stockton, Sacramento and as far away as Dunsmuir and Shasta City.

Miller and Joseph Sila head the banquet committee, with Alex Ferrero, Ben Stetson, Ray Ramos, Henry Leyser, Frank Morgan, Fritz Althaus, Jerry Wilson and Ralph Love assisting.

The event will be held in the Leamington Hotel here on June 4.

SHAFFER SPECIALS

SEEBURG
M-100-A \$299.50
Cabinet Refinished • Mechanism Overhauled
Sound System Completely Checked

WURLITZER
1500 \$349.50
104 Selection Completely Checked
and Serviced—Ready for Location

Write Today for Free Copy of Our Latest Catalog

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

YOU CAN'T GET THEM AS GOOD ANY MORE

as ours:

TROPICANA, Like New \$425
SINGAPORE, Like New 325

It's the lowest or I am a DIRTY BIRD.

BUDGE WRIGHT'S WESTERN DISTRIBUTORS
1226 S.W. 16th Ave., Portland, Oregon

ACME—PEAK OF GOOD VALUE!

STANDARD METAL TYPER (Postwar) . . \$249
EVANS BAT-A-SCORE 99
GENCO SKY GUNNER 109
EASTERN ELECT. CIGARET VENDOR . . 89
CHICAGO COIN DOUBLE SCORE . . . 119
CHICAGO COIN CROWN BOWLER . . . 129
BALLY PALM BEACH 119
BALLY DUDE RANCH 269
BALLY SPOT LITE 79

Write for Complete List, New—Used. Terms: 1/3 Dep., Bal. C.O.D.

IRV. OVITZ

ACME-INTERNATIONAL DISTRIBUTORS
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The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15¢ a word—Minimum \$3.00.
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
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ADVANCE 25¢ MACHINES—\$23.55 EA. LOT of 50. Merchandise lowest prices. McDonald Distr. Co., 2416 W. Davis St., Dallas, Tex. Jc11

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STAMP FOLDERS DIRECT FROM MANUFACTURER: unlimited quantities, immediate delivery. Write for prices. Veeeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448 ch-my28

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor, blade venders, Advance 23C's, National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES
Dept. B-5, 4307 W. Lawrence Av., Chicago 30

DISTRIBUTORS

Wanted for newly patented device which will revolutionize bingo games.

McKINLEYS
Las Vegas Card Rack Co.
303 Bridger Las Vegas, Nev.

Routes for Sale

JUKE BOX AND GAME ROUTE IN MIDWEST: all machines in good condition; priced to sell; Box M-127, c/o Billboard; Cincinnati 22, Ohio. my28

142 SCALES IN BATTLE CREEK AND Kalamazoo: All or any part for sale. Scales, P. O. Box 645, Battle Creek, Mich.

2 AUTO-PHOTO MACHINES, 1 HOROSCOPE, all 2 yrs. old, excellent condition. Many extra parts, motors, thermostats, tanks, \$3500. Write, phone, Joseph Raide, 431 S. Wilbur Ave., Syracuse, N. Y. 76-7328. my28

25 SELECT-O-VEND 8 COLUMN TAB GUM Machines: top condition, \$9,400 Advance D ball gum; extra clean, \$4.95, 1/3 deposit. Balance c.o.d. Hawkins, Route 6, Palestine, Tex. my28

27 TRADIO COIN RADIOS, STEEL CABINETS, International Metromatic Timers, \$12 each. B&R Sales, 2416 W. Davis, Dallas, Tex.

NEED SALES?

One of the country's leading vending machine salesmen and sales organizers is now available for immediate action.

If you have a good product and need an extra good sales organizer to line up a productive, hard hitting sales force on an overwrite basis only, write

P. O. Box 711
Dubuque, Iowa

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?
MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

Wanted to Buy

ACORN MACHINES AND SERVICE HEADS. Give full details, including lowest cash price. Young Vending, 2401 Fairway Dr., S.W., Roanoke, Va. my28

CIGARETTE, CANDY AND OTHER VENDING machines: give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. my28

GENCO BASKETBALL, NEW OR USED: Genco Big Top, Wild West, Chicago Coin Basketball Champ, Williams Pennant; give price wanted and guaranteed condition first letter. Walbox Distributing Co., 3909 Main St., Dallas, Tex. je4

HIGHEST PRICES PAID FOR 1¢ SILVER Kings, 1¢ Victors and Northwestern 4bers. Uptown Vending Dist., 1471 Westchester Ave., New York 72, N. Y. my28

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 509-C Spring Garden St., Philadelphia 23, Pa. ab-12a

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-je4

JUKES FOR SALE—ONE EXCEPTIONALLY good Wurlitzer 1015, seventy-five dollars. Few Ristauracats, fine condition; twelve records, 45 rpm portable with stands, sixty each. J. D. Thompson, Haileyville, Okla.

KIDDIE RIDES, COMPLETELY REFINISHED: 8 Bert Lane Merry-Go-Rounds, \$350 each; 5 Bally Champion Horses, \$450 each; 5 Exhibit Big Bronco Horses, \$350 each; 6 Bally Space Ships, \$375 each; 1 Bally Moon Ride, floor sample, \$450. Walbox Distributing Co., 3909 Main St., Dallas, Tex. je4

TEN KLEENEX VENDING MACHINES—5¢ slot, in perfect condition. Make offer. J. H. M., 1327 "G" Ave., West Columbia, S. C. my28

Help Wanted

WANTED — BINGO AND SHUFFLE MECHANICS: good pay and good working conditions. Persons must be sober and furnish references. Write Box 733, The Billboard, Chicago, Ill. je25

1000 I.Q. FORTUNE TICKET COUNTER Napkin Machines, brand new, in original boxes, \$7 ea. f.o.b. factory, Chicago. Regular operators' quantity price, \$29.50. Immediate shipment. Hurry. Box M-125, c/o Billboard, Cincinnati 22, Ohio. ch-my28

ESTABLISHED 1923
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.



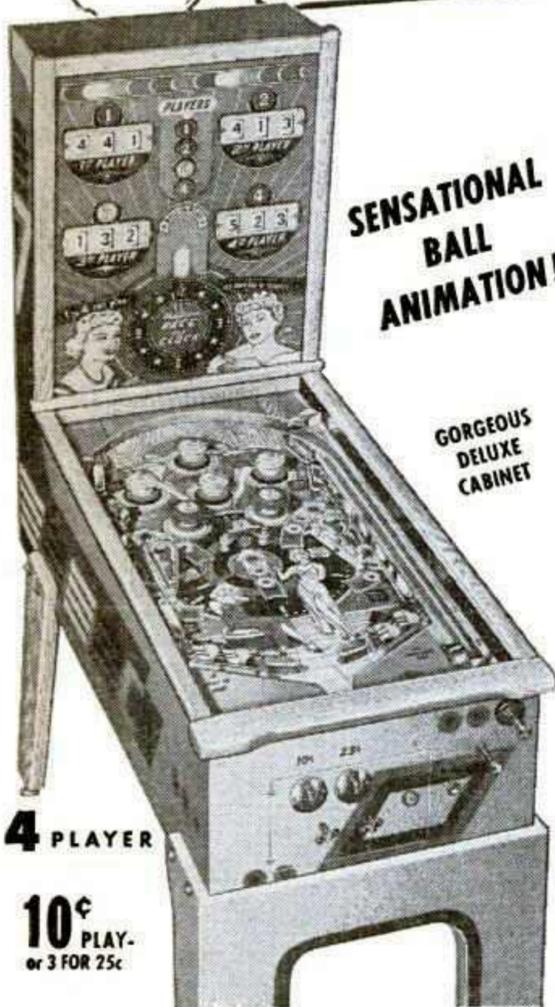
A WORD TO THE WISE ABOUT TODAY'S BEST "BUYS"!

Williams
RACE THE CLOCK

Williams
WONDERLAND

Williams
SIDEWALK ENGINEER

BE A SIDEWALK ENGINEER!
FUN FOR ALL AGES



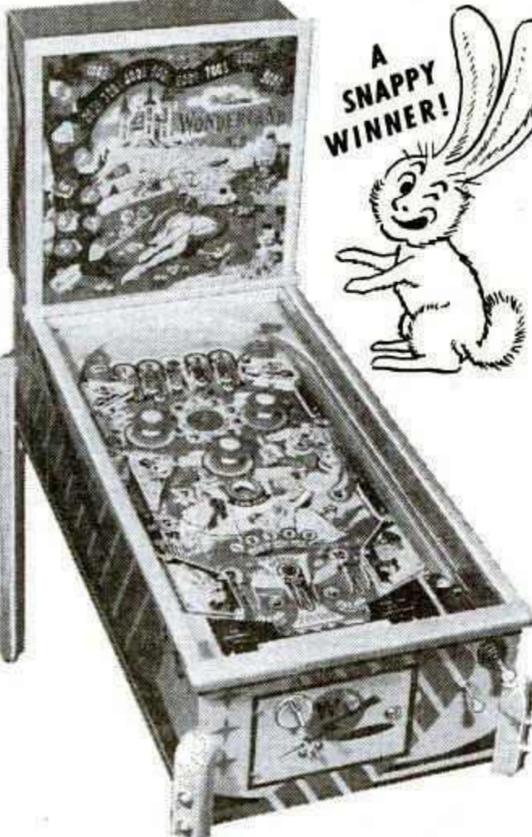
**SENSATIONAL
BALL
ANIMATION!**

**GORGEOUS
DELUXE
CABINET**

4 PLAYER

10¢ PLAY-
or 3 FOR 25c

- *New* MULTI-TILT
- *New* DESIGN SCORING UNITS
- NUMBER-MATCH feature



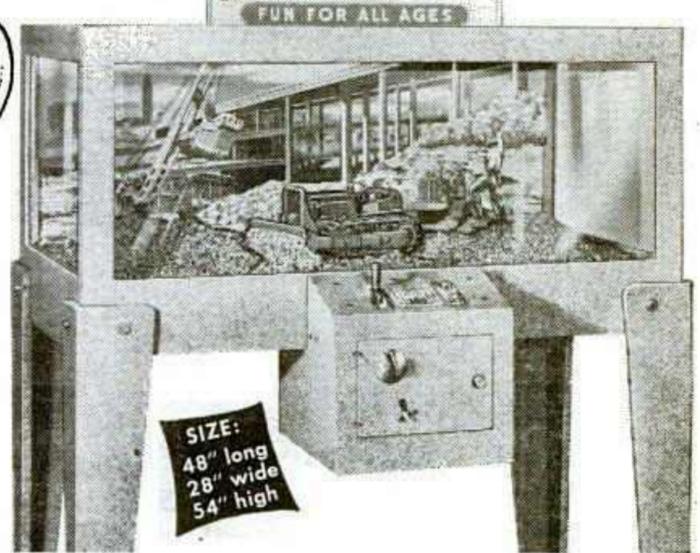
See
your
Williams
Distributor!

- LITE UP ROLLOVERS
- TOP and BOTTOM "SPECIALS"
- ONE SKILL HOLE

Greatest single player novelty game. Demand is larger than output!



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.



SIZE:
48" long
28" wide
54" high

Williams SIDEWALK ENGINEER has \$69.00 in cash box for one week in Philadelphia drug store — \$60.90 for 3 days in Amusement Park at Council Bluffs — \$25.60 for Friday, Saturday and Monday in Long Island variety store. Glittering reports from everywhere in America. Write for proof of earnings and new circular.

WAIT
for
Williams
"KING OF SWAT"
Champion
OF ALL
BASEBALL GAMES!

**WANTED
CREATIVE IDEA MAN**

Here is a splendid opportunity for an interesting and highly profitable career. Old established, financially strong, manufacturer of coin-operated amusement devices is opening up special creative department. To qualify you should be able to suggest original ideas for games and eventually head up this department. We have the experience and ability to transform such ideas into top quality electro-mechanical equipment. Congenial surroundings. All company benefits. Ideas also welcomed and accepted from private individuals on a generous basis for compensation.

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The Keynote at
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The Reason . . . Orders,
Orders and More Orders.
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NEW DISTRIBUTORS
OPERATORS
LOCATIONS
Find out why—write
**NATIONAL SHUFFLEBOARD
COMPANY, ORANGE, N. J.**

**LIKE NEW
RECONDITIONED
EQUIPMENT**
Send for Latest Price List
JUKE BOXES • COUNTER GAMES •
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VENDORS • CIG & CANDY VENDORS
• ARCADE EQUIPMENT.
AJAX DISTRIBUTING CO.
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**WANTED
FOR WORK IN OHIO**
First-class Mechanic for Bingo Games,
Juke Boxes and Shuffle Alleys. No
drunks or drifters. \$125.00 a week.
References required.
WRITE BOX 805
The Billboard Chicago 1, Ill.

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AUXILIARY SPEAKERS
Top quality, lowest possible prices.
Territories open for distributorships.
Write or phone for prices and samples.

SPECIAL
Genco 2-Player Basketball\$225

NEW
Keeney Speedlane Bowler | Keeney Palisades Bowler
Purchase one—get both

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DISTRIBUTING COMPANY**
4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814

SPECIAL
Rock-Ola
18 Fl.
Shuffle-
board
\$149.50

MISCELLANEOUS

Un. CARNIVAL RIFLE\$350
Seeburg COON HUNT 250
Gen. RIFLE GALLERY 275
Seeburg SHOOT THE BEAR 145
Ex. SIX SHOOTER 125
Ex. JET GUN 110
TELEQUIZ with film 100
Wurlitzer 1015 100
Wurlitzer 1100 175
AMI E-120 650

SHUFFLEBOARD SUPPLIES

SHUFFLEBOARD GAME WAX, Case (12)\$ 3.50
PUCKS (Set of 8) 12.00
FAST WAX, Case (12) 4.50
SCORE SHEETS, 10 Pads 7.50
FLUORESCENT LIGHTS, Pr. 22.50
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COMPLETE LINE BALLY BINGO PARTS

SHUFFLE ALLEYS Bally Magic Bowler.. Write Chicago Coin Thunderbolt Write Chicago Coin Triple Strike Write Chi. Coin Criss Cross Target \$395.00 Bally Champion 395.00 Bally Victory 345.00 Keeney Pacemaker.. 200.00 Chicago Coin Holly-wood Shuffle Alley Write United Team DeLuxe Bowler 295.00	BINGOS Bally GAYETY ... Write United Leader ... \$ 50.00 Yacht Club 150.00 Beauty 200.00 Coney Island 75.00 Tropics 175.00 Surf Club 325.00 Frolics 140.00 Palm Springs 300.00 Dude Ranch 250.00	MUSIC Rock-Ola Hi-Fi 1446 120 Select. } Write Rock-Ola Hi-Fi 1442 50 Select. } A.M.I. C\$165.00 Rock-Ola 1428 Magic Glo 119.50 Rock-Ola Comets, Model 1438, 120 Selection. 650.00 Rock-Ola 1434 Rocket, 78 rpm, 50 select. . 325.00 Seeburg M-100-A 325.00 Seeburg M-100-B 525.00 Seeburg 1947 50.00 1100 Wurlitzer 150.00
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ARCADE
Exhibit Shooting Gallery\$175.00
Exhibit Sportland Gun 225.00
Exhibit Star Shoot. Gallery 199.50
Keeney Sportsman.. 249.50

(SPECIAL VALUE)
Chi. Coin 6 Player Home Run\$195.00

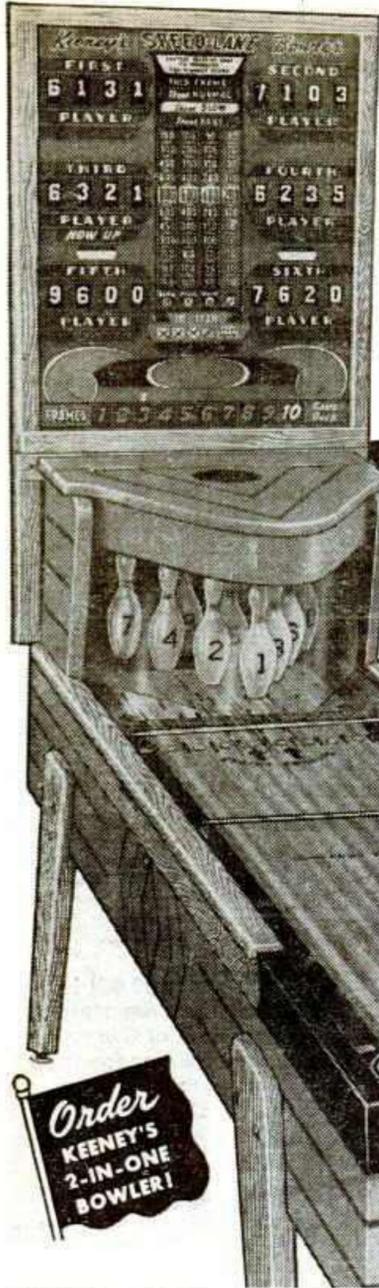
ROCK-OLA 1438 COMET (120), 45 RPM.....\$645
ROCK-OLA 1436 (FIREBALL-120), 45 RPM..... 375
SEEBURG 148 (Blond)..... 125

RECONDITIONED—REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.
Exclusive Seeburg Distributors

ATLAS MUSIC COMPANY
A Quarter Century of Service.
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

CALDERON DISTRIBUTING CO.
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Indianapolis, Indiana
ME-Irose 4-3463

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



Again! KEENEY IS FIRST WITH THIS Double Value BOWLER!

JUST SWITCH BACKGLASS — CHANGE PLUG-IN — AND IT IS RADICALLY DIFFERENT!

ANOTHER KEENEY ORIGINAL IDEA

BOWLER NO. 1
KEENEY'S **SPEED-LANE**
WITH CHANGING SPEEDS

BOWLER NO. 2
KEENEY'S **PALISADES**

Easy TO SWITCH FROM ONE SCORING COMBINATION TO THE OTHER

6 PLAYER BOWLER

10¢ PLAY or 3 for a QUARTER

WITH Keeney's ORIGINAL SYNCHROMATIC SCORING

Lights on playfield step across from left to right until puck is thrown. Game will score whatever value shows when lite is stopped.

truly different!

Keeney's Original Brilliant Multi-Color Cork Finish Cabinet WEBBING ALONG INSIDE RAILS

NORMAL—SLOW—or **FAST** lites up on Backglass to determine the speed with which player must slide puck to chalk up score. Speeds vary from frame to frame.
FLASHER lites up back of pins to indicate when player has made a **SUPER STRIKE** or **SPECIAL STRIKE**. Imagine! Possible scores from 30 up to 800 on a single shot as player shoots puck to stop lite in highest scoring value.

KEENEY'S ORIGINAL MATCH FEATURE:

1. Available with or without "match" feature.
2. Keeney's individual player "match".
3. Can be set to "match" in 2nd or 10th frame.
4. Player needs to match numbers only to score.
5. Diamond — Horseshoe — Trophy —or Star determine Bonus in award section.

J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

CASH \$\$\$\$ SAVINGS!

4 WURLITZER 1700 CALL COLLECT	3 TROPICANA BINGOS..... \$350
36 WURLITZER 1015 (as is)..... \$ 45	1 SINGAPORE 325
13 SEEBURG M100A 295	2 MEXICO 225
4 AMI E-120 575	1 RIO 150
LARGE STOCK OF KIDDIE RIDES	1 SUNSHINE PARK (1 BALL)..... 95
WRITE—WIRE—CALL	

UNITED VENUS-CLIPPER WRITE or
ALLEYS BALLY GOLD MEDAL-BLUE RIBBON CALL

SPECIALS 5 UNITED 6 PLAYER SUPER..... \$ 75
2 WILLIAMS SUPER WORLD SERIES.. 125

WANTED: BALLY BIG TIME. Will Pay CASH \$\$\$\$\$\$ or trade music and Kiddie Rides for BIG TIME.

Redd DISTRIBUTING CO. 298 Lincoln St., Allston 34, Mass.
ALgonquin 4-4040

Exclusive distributors for **WURLITZER — BALLY — UNITED**

WE HAVE IT!

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MUSIC MACHINES
GAMES • KIDDIE RIDES
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Joe Ash Says

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

You'll Want To See **WURLITZER'S** New Design for '55 **THE 1800**

EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey and S. E. Pennsylvania.

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Feature permits play to
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Ice Frolics	Royal	Ex. Wild West Gun
Palm Springs	League Bowler	Genco Sky Gunner
Beauty	Olympic	Silver Gloves
Coney Island	10th Frame	Spark Plug
Cabana	Super	Steeple Chase
Palm Beach	10th Frame Stars	C.C. Round the World
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Saddle & Turf		Bat-A-Score, Sr.
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		Ex. Star Gun
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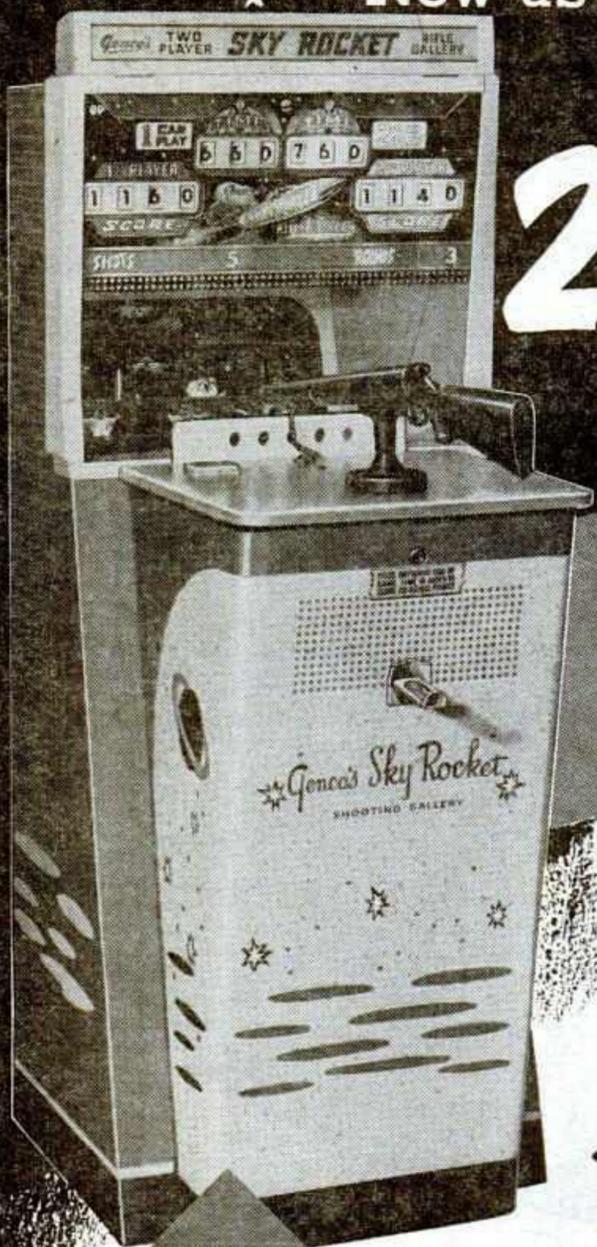
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for 1 or 2
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EACH PLAYER UP 3 TIMES... 10 SHOTS EACH TIME!

Three rounds — players shoot alternately at Space Ships, Flying Soucers, Rockets, and Comets. In 1st round, targets move at slow speed. In 2nd round, targets move at medium speed. In 3rd round, targets move at fast speed. Target values correspondingly increase round by round.

**TARGETS
INDIVIDUALLY LIGHTED
WITH STARTLING
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**UNIQUE 3-D
"OUTER SPACE"
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Twinkling stars create a new visual experience never before seen on a rifle gallery.

SEPARATE TIME
BONUS FOR EACH
PLAYER. PLUS SPECIAL
BONUS FOR
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Plus ALL THESE
EXCITING FEATURES:

- ADJUSTABLE for 2 or 3 "Rounds"
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GIANT SIZE
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NEW
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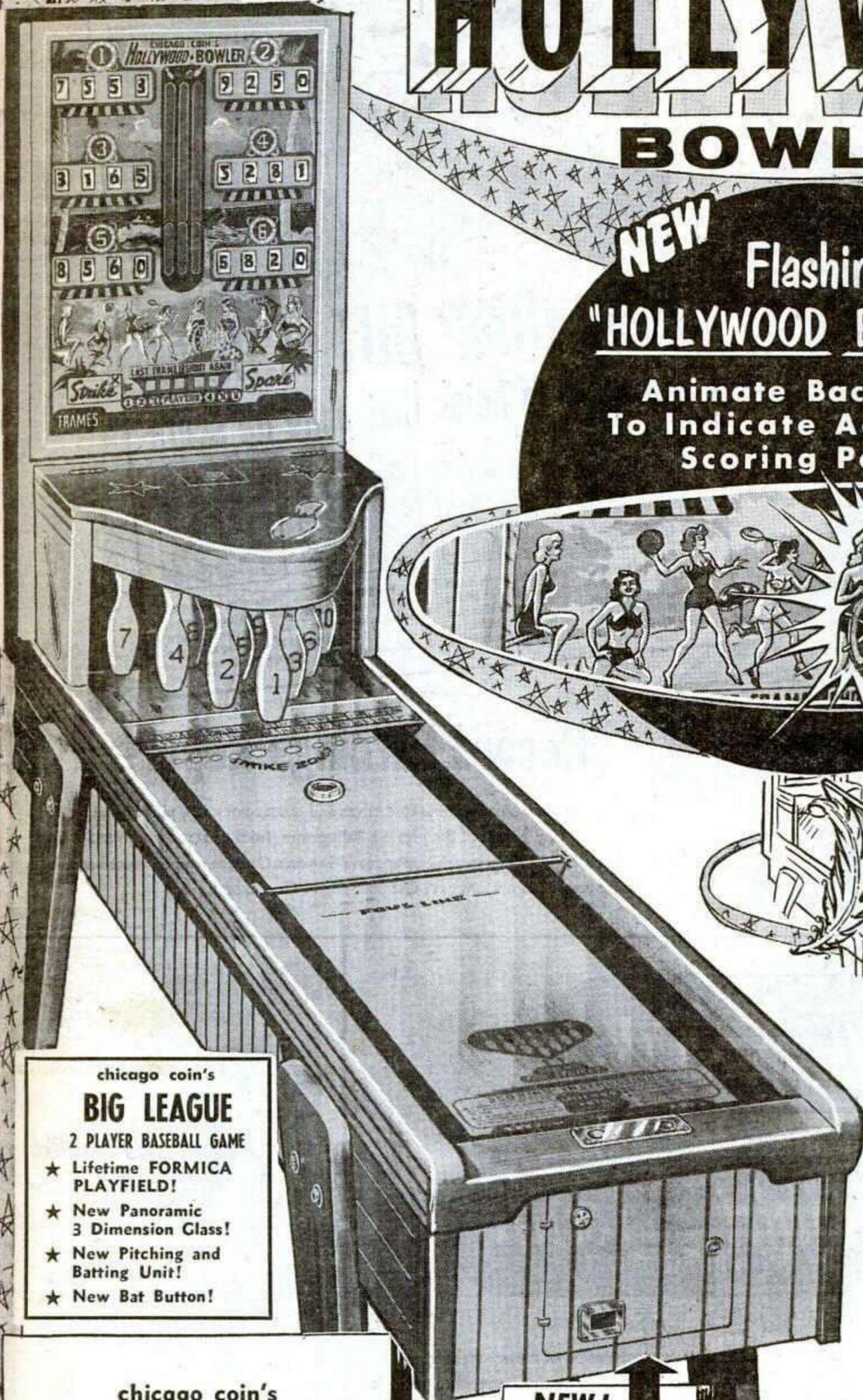
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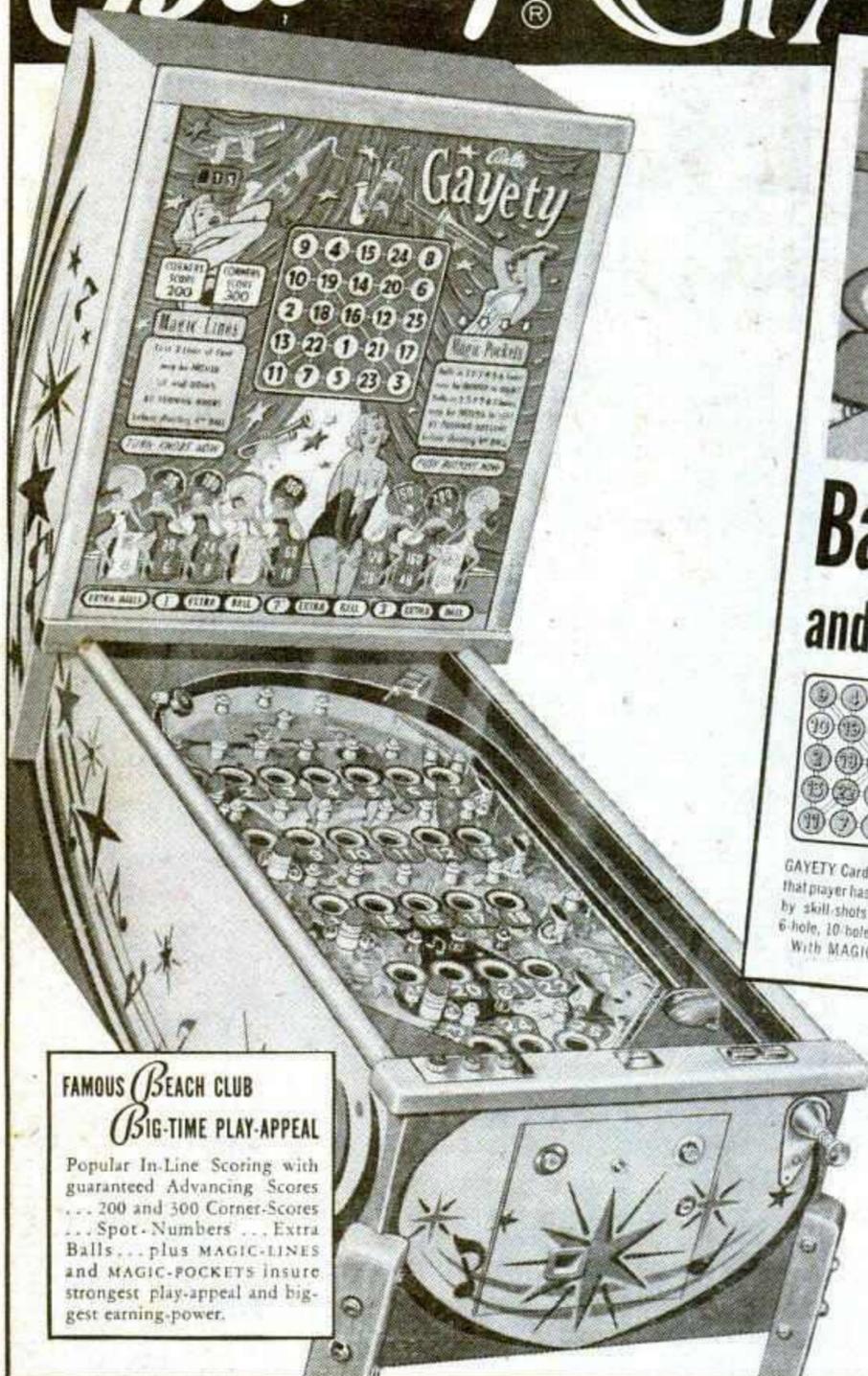
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- ★ NEW TOURNAMENT STYLE PLAYING METHOD!
- ★ Each Player Up Shoots 3 Consecutive Frames Before the Next Player Gets His Turn!
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**FAMOUS BEACH CLUB
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Popular In-Line Scoring with guaranteed Advancing Scores ... 200 and 300 Corner-Scores ... Spot-Numbers ... Extra Balls ... plus MAGIC-LINES and MAGIC-POCKETS insure strongest play-appeal and biggest earning-power.



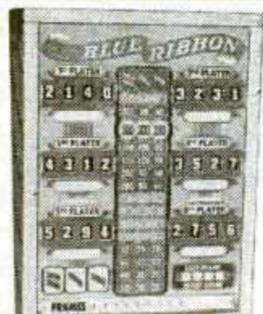
**Balls JUMP OUT of holes
and jump to holes that build up score**



GAYETY Card above shows that player has hit 3 numbers by skill shots into 3-hole, 6-hole, 10-hole.
With MAGIC-LINES III
player turns knob, moves first line of Card UP, placing hit 10 in corner, as illustrated by second Card above.
With MAGIC-POCKETS III
player may press button to kick ball out of 6-hole into 5-hole, then into 4-hole, while ball in 3-hole jumps to 2-hole, then to 1-hole.
Returning to MAGIC-LINES knobs, player moves second line DOWN and third line UP, scoring 10-4-1 as a diagonal 3-in-line.

Record Earnings Reported

Thrilling combination of MAGIC-LINES and MAGIC-POCKETS, plus all the profit-proved play-appeal of the greatest Ballygames, from BEACH CLUB to BIG-TIME, is getting the biggest cash-box approval in years. Operators report record-smashing earnings from GAYETY. Get your share! Get GAYETY now!



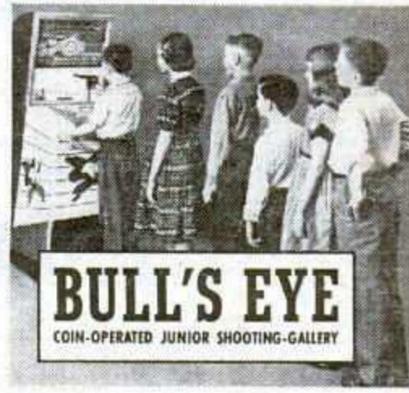
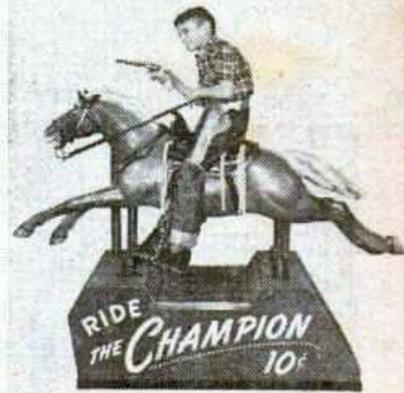
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WITHOUT MATCH-PLAY

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WITH MATCH-PLAY



Popular SUPER STRIKES and SPEED CONTROL

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE feature ... plus popular SPEED-CONTROL and other famous Bally-Bowler features ... and the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at "right-on-the-nose" BONUScore speed-control. Order from your Bally Distributor today.



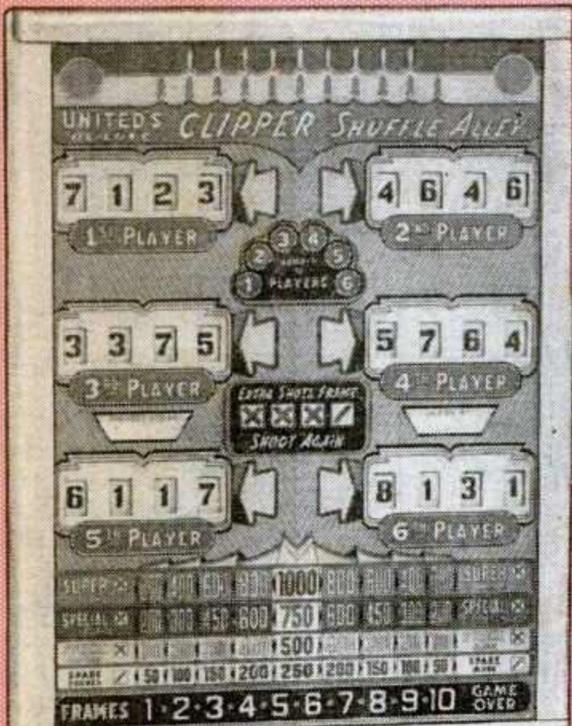
Write for complete information on eye-opening earning-power of HOT-ROD Kiddie Auto-Ride, THE CHAMPION Kiddie Horse-Ride and BULL'S EYE-Kiddie Shooting Gallery.

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SHUFFLE ALLEY

WITH ATTRACTIVE NEW SCORING FEATURES!



NEW MATCH-A-SCORE
 ✿ **DOUBLE CLOVER** ✿
NUMBER MATCH • STAR-NUMBER
CLOVER-STAR-NUMBER

New FRAME-STRIKE Scores
 EASY FRAMES SCORE STRIKES
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 HARD FRAMES SCORE SUPER STRIKES
ALL TENTH FRAME STRIKES ARE SUPER STRIKES

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SYNCHRO-FLASH FEATURE
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Designed by United... Built by United



Adjustable to Advance Scoring

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Flashy, Fast-play Shooting Gallery with Time Bonus Score

VENUS SHUFFLE TARGETTE
6-PLAYER
Extremely Quiet

TOP SCORE 9750

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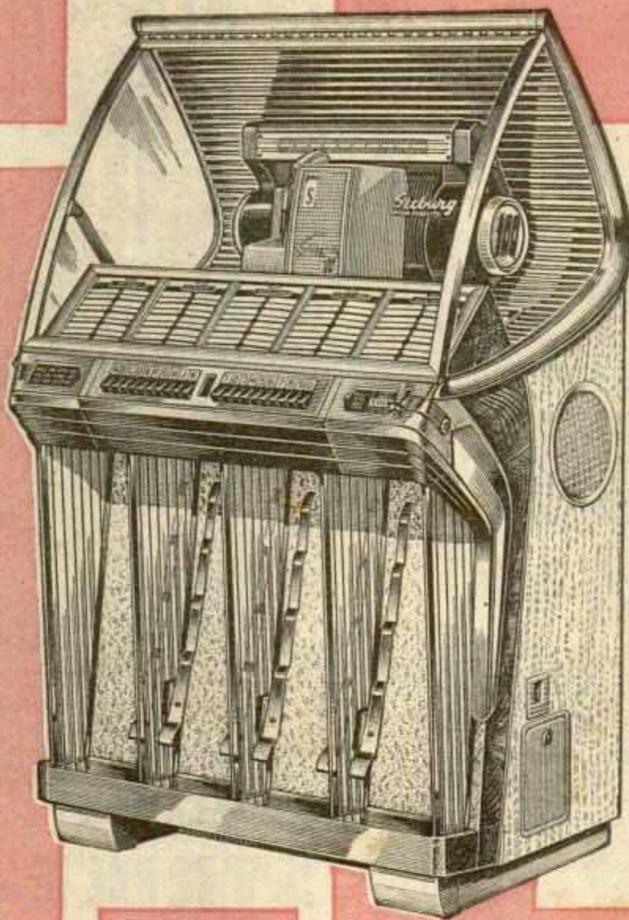
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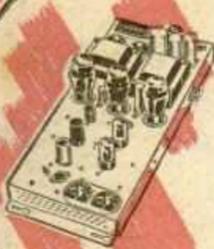


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