

# The Billboard

**FAIR SPECIAL  
ISSUE**

Featuring the Last Complete  
1955 List of Fair Dates . . .



starts  
on  
page 50

JULY 30, 1955

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

## Banner Year Ahead For Juke Industry

Manufacturing Booms on World-Wide  
Front; Diskmakers Will Share Benefits

By BOB DIETMEIER

CHICAGO, July 23.—A banner year for the world juke box market, and thus the world record market, is in the making.

The world juke box picture is quietly acquiring a new look. Firms in countries which once imported U. S. juke boxes are beginning to manufacture their own, either of their own design or thru licensing from a U. S. manufacturer, and are making them for both domestic and export sales.

Firms in Germany, France, Denmark and England are already producing and exporting to other countries machines thru U. S. licenses or of their own design.

Other countries, including Colombia, Argentina, Brazil, Australia and New Zealand, are reported planning to manufacture juke boxes.

### Mexico's First

Mexico's first juke box manufacturing plant is scheduled to begin production next February, with 80 per cent of its output slated for foreign sales.

There are reportedly 15 juke box manufacturers selling equipment in Germany alone, eight of which are German firms.

Of course, this growing competition has not even begun to dent the U. S. juke box export market, which is currently experiencing its greatest growth. But the healthy world market points up strongly the acceptance of the juke box as a medium of music for the masses throughout the world.

### 40 Countries

The American-made juke box is finding its way to the four corners of the world—to an estimated 40 countries this year—and records in almost as many tongues and dialects are being spun on thousands of music machines currently operating in those nations.

In 1953 an estimated 7,000

## NBC to Tint World Series

NEW YORK, July 23.—NBC-TV is beginning to pay off on its promise of more color programming next season. The web is about to announce a considerable number of new shows that will be available next fall in tint.

They will be in addition to an hour and a half of daytime color—"Howdy Doody" and "Matinee"—regularly programmed, and such special shows as the NBC opera spectaculars, and Milton Berle. Among the sporting events to be telecast in color are some of the National Collegiate Athletic Association football games and the World Series, if (Dodgers, 14½ lead) it is played in New York.

## SKY-THE-LIMIT FOR HOLLYWOOD VIDEO SETTINGS

HOLLYWOOD, July 23.—There's no longer any doubt that, production-wise, Warner Bros. and 20th Century-Fox are rolling their cameras with the most lavish hand TV has ever seen.

For its "Casablanca" series, for instance, Warner's has constructed a two-story high labyrinth of North African streets, bazaars, cafes, back rooms and boudoirs. At the same time it has turned over to "King's Row" its entire outdoor town, which contains some 25 or 30 permanent structures. TCP-TV, the 20th subsidiary, has built a two-block Western street for "My Friend Flicka" and, for its hour-long anthologies, has apparently adopted a cost-banned attitude.

The majors' shooting schedules were unheard of in TV six months ago. For 46 minutes of film the first "Casablanca" pix took 11 days—four of rehearsal and seven before the cameras. "King's Row" is being turned out in 10 days, with director Paul Stewart shooting on the average of 18,000 feet, or nearly four hours, of raw stock.

An eight-day schedule—two rehearsal, six shooting—has

(Continued on page 4)

## Season Good for Circus Industry After Shaky Start

Some Big Shows Have Their Troubles,  
But Most Units Rack Good Grosses

By TOM PARKINSON

CHICAGO, July 23.—With the current circus season at the half-way mark, showmen recall the old saw that big tops must win their bankrolls by the Fourth of July, and they are looking with some trepidation at the present situation of the red wagons.

There have been some spectacular cases in which shows have done poor business. Since some of these have been with the big and important shows, the over-all impression has been that the circuses are staggering.

If that is true at all, it applies only to a few individual shows. The business as a whole continues in a healthy state. It has been spotty for many outfits, consistently strong for a few, and profitable for all but a small minority. Some observers have made cautious mention of 1938, the year that all but two of the bigger shows either folded or closed early. But the whole situation this year seems to have little in common with that earlier season.

Setting the stage for concern has been the Ringling Bros. and Barnum & Bailey Circus. It has played to generally weak business since early in the season. Some observers count only about a dozen stands where attendance estimates would indicate the show made the nut. For two months there have been continual rumors that the show is in trouble.

Since Ringling is the kingpin of the outdoor show business, extra significance often is applied to how it fares. But in this case informed sources declare that the difficulties are stemming from within the organization itself.

Also reporting business off sharply is the King Bros. & Cole Bros. Combined Circus. This one opened in the South, played to poor business on the way north, but drew numerous days of strong business in Illinois and Ohio. Then the grosses fell radically and continued bad in Ohio, Michigan and Ontario. The show has been at a loss to explain its small takes. Since returning to the States, King-Cole has done somewhat better, but business is still spotty.

### Brighter Picture

While these two reports are gloomy, there is better word from other shows.

The Al G. Kelly & Miller Bros. Circus has registered very big business in Iowa and Wisconsin. Until two years ago, K-M business was good so constantly that the show's name became nearly synonymous with turnaways. More recently, it suffered the pain of poor crowds. But this year it has returned to its old position in the win column. Kelly-Miller formula calls for the heaviest possible use of outdoor

(Continued on page 46)

## Plays S.R.O. in Ringling Town

BARABOO, Wis., July 23.—Outstanding circus business of recent days was that scored by the Al G. Kelly & Miller Bros. Circus when it played here to a full house in the afternoon and a turnaway at night.

For the show it was one of the top grossing days of the season to this point, altho it has done well in recent stands in Wisconsin and Iowa.

For the town, home of the original Ringlings and their circus-operating cousins, the Gollmars, the Kelly-Miller shows' attendance was reportedly the largest circus throng since 1933, when Ringling-Barnum played here for observance of its 50th year.

## NEWS OF THE WEEK

### Gen. Tele Must Clear Rights Before RKO Films Go To TV . . .

With its acquisition of RKO Radio and its catalog of 950 pictures, General Teleradio faces a mammoth job of clearing rights and packaging before it puts any of these features into TV. . . . Page 5

### Juke Box Executive Rips Proposed Copyright Study . . .

A proposal by the copyright office to study laws bearing on the juke box industry with review of revision is hit by Music Operators of America president, George A. Miller. MOA chief says such a move could not hope to be impartial until the juke box industry voices its view. . . . in Washington. . . . Page 94

### Legit Musical Scores Are Headache For Record Business . . .

The problems involved in publishing a legit musical score and putting out original cast record albums continue to harass the record industry; and as the 1954-'55 Broadway season draws to a close, many record execs and music publishers have been wondering if it's all worth it. . . . Page 15

### Disneyland Opening Day Draws 27,000 Customers . . .

Over 27,000 first-day patrons jammed the new, widely publicized Disneyland amusement park in Anaheim, Calif., causing bumper-to-bumper traffic jams on the highways and packing the park's amusement devices to capacity. . . . Page 46

### Most Record Men Want Own Industry Convention . . .

Record men voiced a strong pitch for a con-

vention of their own, as independent manufacturers and distributors attended the National Association of Music Merchants' Convention in force this week. . . . Page 14

### AT&T To Sponsor Hal Roach's "Passing Parade" Film Series . . .

Hal Roach Jr. this week snagged one of the world's top corporations as his TV bankroller when the American Telephone and Telegraph Company agreed to buy "The Passing Parade" from him. The series stars John Nesbitt as storyteller. . . . Page 2

### Carnival Labor Shortage Has Good and Bad Points . . .

A current shortage of both skilled and unskilled help has a bright side to the carnival industry, as well as a gloomy one. Show operators know the scarcity is due to better pay and employment in all industries, reflecting an abundance of spending money which should be spent during the coming fair season. . . . Page 60

### DEPARTMENTS AND FEATURES

Amusement Games . . . . .	100	Magic . . . . .	45
Burlesque . . . . .	45	Merchandise . . . . .	25
Carnival . . . . .	40	Music . . . . .	14
Circus . . . . .	30	Music Charts . . . . .	26
Classified Ads . . . . .	82	Music Highlights . . . . .	34
Coin Machines . . . . .	86	News & Events . . . . .	19
Coin Machine Market . . . . .	88	Opera . . . . .	24
Coming Events . . . . .	76	Radio . . . . .	24
Drive-In Shows . . . . .	31	Records . . . . .	21
Fairs & Expositions . . . . .	88	Risks . . . . .	21
1955 Fair Dates . . . . .	50	Roadshow Expositions . . . . .	33
Final Copies . . . . .	45	Scenes . . . . .	58
General Features . . . . .	46	Television . . . . .	2
Home Mail of Day . . . . .	26	TV-Film . . . . .	6
Legitimate . . . . .	13	TV Reviews . . . . .	4
Legal Notes . . . . .	13	Wedding Markets . . . . .	30
Letter List . . . . .	78		

**JUST RELEASED!**

See page 28

**Oklahoma!**

SOUND TRACK



Copyrighted material

## Indie Station Film Web May Emerge From RKO Sale to GT

NEW YORK, July 23.—Ramifications of the General Teleradio acquisition of the RKO catalog of features are just beginning to shape up in the trade. Chief among these is likely to be a greater emphasis on getting national business by independently owned station groups. General Teleradio can provide the programming, and the stations in some of the top markets in the country can provide the facilities at full card rate.

A major factor in this kind of station tie-up is likely to be the Storer Broadcasting Company, which has seven TV stations, most in big markets. Storer has worked closely with General Teleradio's Tom O'Neil in the past, and since their interests coincide—that is, to produce revenue for their stations—they are very likely to work closely together in the future.

Storer upgraded his national sales operation considerably early this month when he named Tom Harker, veepee and national sales director, and Robert Wood, national sales manager. The latter will headquarter in New York. Storer is also reported to be dickering with Republic Pictures' Herb Yates to see if he could buy that studio's post-1948 pictures.

When O'Neil first moved into TV, it was his announced purpose to put together a film network. At that time an expensive study convinced him that the plan was not feasible, and it was discarded but not forgotten. O'Neil has since tried to buy film properties for 11 stations, five of which are his own. And there are said to be 21 stations interested in an O'Neil film combine.

The timing on the General Teleradio RKO purchase could not be better. It comes at a time when many sponsors interested in network facilities find themselves unable to buy time. It comes at a time when there is plenty of loose advertising cash available because of the prosperity current in the country. And it comes at a time when the big show has established itself in network TV, and the networks are beginning to program nighttime features.

### Greatest Catalog

O'Neil can offer advertisers the greatest single catalog of new feature product available. He can offer names. Among the pictures he now may be able to put on TV are "Citizen Kane," "Hunchback of Notre Dame," "I Remember Mama," "Mr. Blandings Builds His Dream House," "Abe Lincoln in Illinois," "King Kong," and the Fred Astaire and Ginger Rogers vehicles, "Top Hat," "Flying Down to Rio" and "Gay Divorcee." These, of course, are only a few of the top pictures he will have for sale. (See complete list of RKO features in TV film section.)

General Teleradio also will have production facilities where it can produce features, if it wishes, or half-hour shows, if they are needed. It will have a top production organization headed by Charles Glett, former veepee in charge of network services for CBS-TV on the West Coast, who will supervise the motion picture

## Agencies Woo Sears, A. & P. TV Accounts

NEW YORK, July 23.—Major agencies with strong TV and radio departments are wooing two prize accounts—Sears-Roebuck and the Great Atlantic and Pacific Tea Company. The Sears account is now handled by Roche, Williams & Cleary, and A. & P. by Paris & Peart.

Both firms are getting ready to move into TV in a big way. Foote, Cone & Belding is said to be leading the pack for the A. & P. account.

activities of the firm. It also has many properties included in the deal that can be fashioned into half-hour vidfilm series. Howard Hughes was toying with such an idea, but never went ahead with it. Many of the pictures have created characters who can be perpetuated, and there are also some literary properties involved, which General Teleradio will now own outright.

The likelihood is that General

Teleradio will study the situation well before making any move. It will submit the pictures to advertisers, to stations and to networks to see what price it can get for them. After a complete evaluation of the properties, it will then make its move. And the betting is that the important features will go to a combine of owners of large groups of stations who will then be in a position to go after some of the big national advertisers.

## Roach Inks A.T.&T. For 'Storyteller'

### Giant Utility to Sponsor John Nesbitt Series in Fall; NBC, CBS Slots Mulled

HOLLYWOOD, July 23.—Hal Roach Jr. this week completed what is probably the biggest double play in TV film history, A.T.&T. agreeing to buy his John Nesbitt "Storyteller" series for fall network sponsorship.

Roach had previously snagged Eastman Kodak for "Screen Directors' Playhouse," the first of which goes before the cameras August 8 with Leo McCarey directing.

A.T.&T. has been looking for a series for three years, but has proved one of the most discriminating sponsors in the history of TV, turning down dozens of shows during that period. No specific net time period has yet been arranged, but two or three slots are being considered on both CBS and NBC. It's academic that the nets will shuffle their schedules to accommodate the corporation, which, during recent years, has been vying for leadership with General Motors as the largest U. S. company. It is now on a "Second Phone for Every Home" campaign, and will probably use the show for selling rather than as institutional advertising.

Budget, altho not revealed, is estimated at \$40,000 plus. Shooting schedules will be tailored to fit each program, with some films probably staying before the cam-

eras for as much as five or six days. Considerable location filming is contemplated, with a number of the pix to be shot in color (all of the "Screen Directors' Playhouse" dramas will be in tint.)

Roach used a unique method of selling the series, filming a 35-minute presentation, made up of highlights from four different stories, instead of the usual pilot. His thinking was that such a presentation would give a sponsor a truer and broader picture of the nature of the series than the ordinary half-hour film.

Roach now has 11 units at work on the "Playhouse" program, first two of which will be directed by McCarey, one being the lead-off drama of the series, and the second the Christmas show. George Marshall will follow McCarey into the director's chair.

One ramification of the "Storyteller" program is that it deprives NBC of the talents of Nesbitt. The net has been negotiating for his services as narrator for several of the spectaculars.

A.T.&T. also has a \$200,000 film made by Frank Capra on the progress of science in its vaults, and is employing Capra to turn out more of the same, but it's understood that this operation is being kept entirely separate.

## A PREMIUM ON PRIME TIME

# Three Webs Between 'Em Have Only 3 1/2 Hrs. on Tap

NEW YORK, July 23.—With a total of only about three and a half hours of next season's prime network time still available for both programs and advertisers on the three networks, the next few weeks is expected to see a heavy spurt of buying activity among advertisers who want to put their own packages on the air at the season's start.

Additional business will be chalked up by the webs in the form of sales of shows that are already definitely set for airing. But advertisers who are dissatisfied with such availabilities and prefer bringing in their own packages will soon find it all but impossible to do so, except into highly undesirable time periods. Bankrollers are already faced with the alternative of buying into scheduled programs or picking up time periods that, to a varying extent, are far from choice.

Among the sponsors reportedly still looking for prime time network buys are International Harvester, Avco, Pond's, American Tobacco, Alcoa, Heinz (which is considering shifting its "Studio 57" show from Du Mont to another web), Warner-

Hudnut, Exquisite Form Bra, and Shell Oil.

Of the three networks, NBC has the least available unsold time at night. The only NBC prime time period into which an advertiser can now place his own package is Wednesdays, 10:30-11 p.m., which is competitive to CBS' U. S. Steel and General Electric hour dramas, and ABC's boxing bouts. It's either that time slot or a part of the Perry Como show or participations in the "Color Spread" spectacular.

CBS has little more than that available, tho not much. An advertiser with an outside package may still be able to buy Tuesdays, 10:30-11 p.m., tho at last report Alcoa had an option on the period. The 7:30-8 p.m. slots on Wednesdays and Fridays are also still available. Tho "Brave Eagle" and "My Friend Flicka" have been earmarked for those periods by the web, indications are that CBS would open them up to outside shows, were a bankroller so inclined.

The CBS Thursday, 10:30-11 p.m. spot, where "Wanted" is pretty definitely set, is also available for sale, as is a new series of Tuesday or Thursday night spectaculars not yet being market-

## LEN-BOB WIN ABC ECLAT IN EXEC SWEEPSTAKES

By SAM CHASE

HOLLYWOOD, July 23.—ABC's leadership team of Len and Bob may well have succeeded in thrusting their web into position as an important member of the Big Three networks from its old place at the bottom of the pile, and thereby placed themselves in contention with NBC's Pat and Bob (Weaver-Sarnoff) combo for top executive honors in TV. Popular trade consensus here this week, on the heels of ABC's press junket from New York for the opening of Disneyland Park, was that the web has only begun to roll on what should prove to be a massive prestige drive. This is attributed largely to the imagination and drive of American Broadcasting-Paramount Theaters' President Len Goldenson and ABC boss Bob Kintner.

Inside opinion is that the web itself shelled out by far the greatest portion of the better than \$1,000,000 that is understood to have gone into the "Dateline Disneyland" telecast last Sunday (17) and to the hoopla surrounding it. Show itself was bankrolled by American Motors, Swift, and Gibson Greeting Cards. Hotel tab alone for the junketing pressketeers ran over 5G for three nights. Despite minor snafus, the impression of a confident, muscular ABC was firmly stamped on the visitors.

The ABC prospects for the future seemed particularly bright following a look at the shooting of the Warner and M-G-M vidfilm series, and an hour-long preview of segments of the Disney Studio's upcoming "Mickey Mouse Club" hour-long strip. The latter particularly impressed as a powerhouse likely to surpass even "Disneyland" in its impact on the TV public, adult as well as youth. And the prestige stemming from the lavish quality of the major studios' series, plus the web's mere association with them, is seen likely to pay off in the effect on the thinking of sponsors and ad agencies, as well as with viewers.

## POWERFUL BACKFIELD

# NBC-TV Scores With Execs on Second Level

NEW YORK, July 23.—To the imposing list of achievements already credited to NBC President Pat Weaver and Executive Vice-President Robert W. Sarnoff—the spectaculars, "Monitor"—must be added the building of a second team of top young executives at the TV network to carry out their decisions. Many of the men on the second team, unknown in broadcasting circles several years ago, have already made their reputations in the business and have given the network a core of dependable top flight young executive talent.

Among them are Richard A. R. Pinkham, the 40-year-old veepee in charge of network programs; 37-year-old Mort Werner, director of participating programs at NBC-TV; Kenneth Bilby, veepee in charge of public relations, and a

young 37; Matthew J. Culligan, 37; national sales manager of the TV network sales division, and Barry Wood, director of special events, in his early 40's. In an older age group, but young in terms of recognition for achievement, is Roy Porteus, manager of sales for "Today," "Home" and "Tonight."

Bulwarking the second team at NBC is a group of veteran first-line network executives who have given the youngsters the benefit of their experience. They consist of NBC-TV President Thomas Mc-

(Continued on page 4)

## The Billboard

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

### Publishers

Roger S. Littlefield Jr.  
William D. Littlefield

E. W. Evans ..... Pres. & Treas.  
K. Kemper ..... Vice-Pres.  
M. L. Reuter ..... Vice-Pres.  
Lawrence W. Gallo ..... Secy.

### Editors

R. S. Littlefield Jr., Editor in Chief, New York  
Paul Ackerman, Music-Radio Editor, N. Y.  
Herb Doffen, Outdoor Editor, Chicago  
Robt. Dietmeier, Coin Mach. Editor, Chicago  
Wm. J. Sachs, Exec. News Editor, Cincinnati  
Is Horowitz, Music-Radio News Editor, N. Y.  
Leon Morse, Television News Editor, N. Y.

### Managers and Divisions

E. W. Evans, Main Office, Cincinnati  
K. Kemper, Music-Radio Division, New York  
Sam Chase, Television Division, New York  
M. L. Reuter, Outdoor Division, Chicago  
Hilmer Stark, Coin Mach. Division, Chicago

### Offices

Cincinnati 22, 2160 Patterson St.  
E. W. Evans  
Phone: DUNbar 1-6456  
New York 36, 1564 Broadway  
W. D. Littlefield  
Phone: PLace 7-2869  
Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CENTral 8-9781  
Hollywood 28, 6000 Sunset Blvd.  
Sam Abbott  
Phone: HOLlywood 9-5821  
St. Louis 1, 390 Arcade Building  
Frank H. Jeffering  
Phone: CHEstnut 1-9442  
Washington 5, 1426 G St., N.W.  
New Bureau  
Phone: NATIONAL 8-4749

### Advertising Managers

Outdoor-Midw. .... C. J. Latscha, Cincinnati  
Music-Radio ..... Dan Collins, New York  
Television ..... Andrew Cuda, New York  
Coin Machine ..... Hilmer Stark, Chicago

### Circulation Department

B. A. Bruns, Director ..... Cincinnati  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$25. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1907, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes Time, the fortnightly magazine of sales and advertising trends, one year, \$6.50, and Youth, the monthly magazine of automatic merchandising, one year, \$4.00.

Vol. 67 No. 31

## MAMMOTH JOB AHEAD FOR GT

# RKO Film Catalog Entails Clearances, Legal Angles

NEW YORK, July 23.—It will probably be months before General Teleradio will be ready to put into TV any of the pictures it has acquired with the purchase of RKO Radio Pictures. Before any such move can be made, the legal staff faces the mammoth job of clearing all TV rights. Then the sales brass will have to begin packaging this big and complex bundle for maximum sales effectiveness. The latter process undoubtedly began months ago, but to a great extent it depends on the clearance operation.

There are 950 pictures in the RKO vaults. With each one comes a fat portfolio in which the legal eagles can start tracking down rights. They will probably find that, on about 150, RKO's distribution rights have definitely expired. On about another 100 they will probably find that they do not have sufficient control of the negatives to permit TV distribution. On about another 50 they will probably find that their rights to distribute to TV are questionable.

That will leave approximately 650 pictures to which RKO still has clear distribution rights. A substantial part of these are listed in The Billboard's TV film department this week.

But this is only the beginning of the clearance problem. On many pictures the lawyers will find that, while they have the negatives, they no longer have the literary rights. In some of these cases they may be able to renew the literary rights. That would necessitate a search for the owners, followed by negotiations. In other cases they will find that they still have title to the literary rights but only for theatrical showing, not for TV. As far back as the early 1930's, authors' lawyers were aware of the future potential of TV and were reserving

the TV rights in motion picture deals.

### That Ain't All

That's not the end of the clearance problem either. Many a top talent contract may prohibit telecasting. On pictures made after August, 1948, the Screen Actors Guild will demand to negotiate for repayments. Since the new owners are keeping RKO in production, they cannot by-pass this. There are probably over 200 post-1948 pictures in the RKO catalog.

## Syndicators by H'wood TV, TPA

HOLLYWOOD, July 23.—Hollywood TV Service and TPA will probably each have a new series available for fall syndication. Crux of the matter is whether or not they can make a national sale first, but it now appears likely that Hollywood TV's "Stryker of Scotland Yard" and TRA's "Count of Monte Cristo" will be available for local and regional sponsors.

"Stryker" is a series that Republic has been producing, in cooperation with Herbert Wilcox, in England for its TV subsidiary. Thirteen half hours are already completed, with 26 more scheduled for filming. According to Hollywood TV Prexy Earl Collins, if no national sale has been made by September 15 the show will go into syndication.

TPA starts full-scale production of "Monte Cristo" on August 10, and indications are that the company will not wait too long for a national sponsor before beginning the syndicated pitch.

General Teleradio is not likely to wait until it has all TV clearances tied up in a neat bundle before it begins putting any of these pictures into TV. In many cases, Tom O'Neil, head of GT, may be willing to take a business risk, and clear up the claims later.

The distribution pattern O'Neil will pursue has still not been announced, but the possibilities are quite clear. GT now controls the biggest catalog of first-run features since the formation of Motion Pictures for Television in 1951. Completely ruled out is the possibility that GT will sell the pictures in two- and three-year library deals by which MPTV dominated the feature-film side of the business for over two years. GT made its imprint on TV by selling at a high price per title on the basis of quality.

If it continues in a straight dis-  
(Continued on page 12)

## Syndication Of Rank Films Planned by ABC

NEW YORK, July 23. — ABC Film Syndication reportedly has been earmarked to take over a goodly number of the 39 J. Arthur Rank features for syndication sale as soon as ABC-TV acquires the bundle.

The network's acquisition of the Rank package, which is considered the best batch of first-run features released to television in many months, will be finalized within the next few days, barring unforeseen developments. The titles of 37 of the 39 Rank features were published in The Billboard last week. Among the films in the package are "Odd Man Out," "Red Shoes," "Notorious Gentleman," "Great Expectations" and "Seventh Veil." Two other outfits—Associated Artists and National Telefilm Associates—are known to be in the race for the features, but indications are that ABC-TV has the deal all but wrapped up as of today.

ABC's plans call for the web to use most of the features for network programming Sunday nights, 7:30-9. The remainder, probably numbering around 13 or so, would be put into immediate syndication by ABC Film Syndication, it's understood. These features would be available for airing by local stations this fall.

The Rank package would be the first group of feature films to be syndicated by ABC Film. The firm, up to now, has concentrated on syndication of series.

## THE BILLBOARD SCOREBOARD

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

This weekly feature of The Billboard's TV Film department shows the relative standings of the top 25 non-network TV film series on the basis of the number of viewers of the type covered they attract per 100 viewing homes. The average multi-market rating for each series is also shown and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On consecutive weeks, these charts show program popularity among men, women, teen-agers and children. For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Children per 100 Homes	Avg. June Rtg.
1.	Abbott and Costello (MCA-TV)	107	9.0
2.	Hopalong Cassidy (NBC)	99	11.0
3.	Annie Oakley (CBS)	98	12.0
3.	Dick Tracy (Combined)	98	12.5
5.	Cisco Kid (Ziv)	96	15.9
5.	Gene Autry (CBS)	96	10.7
5.	Superman (Flamingo)	96	13.0
8.	Little Rascals (Interstate)	95	14.4
9.	Ramar of the Jungle (TPA)	93	9.4
9.	Rocky Jones, Space Ranger (MCA-TV)	93	7.0
9.	Wild Bill Hickok (Flamingo)	93	11.8
12.	Terry and the Pirates	89	5.3
13.	Range Rider (CBS)	88	10.4
14.	Laurel and Hardy (Governor)	87	7.3
15.	Kit Carson (Coca-Cola)	86	6.9
15.	Badge 714 (NBC)	86	16.0
17.	Cowboy G-Men (Flamingo)	85	5.8
18.	Hans Christian Andersen (Interstate)	66	7.2
19.	Victory at Sea (NBC)	56	11.4
20.	Death Valley Days (Pacific Borax)	52	13.9
21.	Your All Star Theater (Screen Gems)	49	7.3
22.	Meet Corliss Archer (Ziv)	48	10.9
23.	Conrad Nagel Theater (Guild)	37	5.0
23.	I Led Three Lives (Ziv)	37	15.8
25.	Amos 'n' Andy (CBS)	36	19.9

## Ziv-TV National Sales Under Walter Kingsley

NEW YORK, July 23.—Ziv-TV this week set up a national sales department which will operate completely independent of the syndication staff. It will be headed by Walter Kingsley, who for the past few years has been head of Ziv's Western division. Kingsley is moving to New York next week. It is understood he will have at least five new properties to offer national sponsors.

This move finally puts Ziv, a pioneer in first-run syndication, into a three-PLY sales operation. Eight months ago Ziv set up Economy TV to sell station library deals on its older product.

The three-prong sales organization is gradually becoming the standard in the TV film distribution field. It is seen as the inevitable consequence of accumulation of residual run shows.

There is just so much first-run business that can be done with regional and local advertisers and stations. Most competent industry observers say a top firm can put at most four new series into syndication a year.

### Production Resources

In 1954, Ziv released three new shows. At the beginning of 1955, the firm indicated it would step up

production and release five or six. Now at mid-year, it has only begun to sell its second show of the year. Ziv's production resources obviously have more capacity than can be absorbed by syndication. By taking over the American National Studios, it has seven sound stages all for itself.

Ziv has scouted the national sponsor market for previous new releases. But with its potent syndication staff itching to tie up regional deals, it has never felt inclined to sweat out the intricacies of a national deal.

Now, with separate salesmen and separate product, it is obviously in the national sales picture to stay.

Kingsley will have Allen Johnston seeking national deals on the West Coast. Johnston has been in Ziv's Western division for two years, and was previously with CBS in San Francisco and sales manager of KGO, San Francisco. Here in the East, Kingsley will be aided by Russ Clancy, a veteran of the New York office, who was formerly with AP Radio and WMGM here.

### FOR 1956?

## 'Man Called X' Prepped By Ziv-TV

HOLLYWOOD, July 23.—"A Man Called X," Herbert Marshall starrer which was a successful radio series for many years, is being readied by Ziv-TV for its newest TV film offering.

Since Ziv has already announced its fall series, "Highway Patrol," and has "Dr. Christian" in the hopper as its winter show, it appears that "X" will not be available for sales until early next year. This is in keeping with Ziv's practice of prepping each of its series several months in advance.

"X" on radio was a mystery-intrigue program, and the same format will be kept on TV. Les Crutchfield is scripting the first show.

This One



SGFN-2LD-A6RN

## SAG Strike Certain As Union Sets Vote

HOLLYWOOD, July 23.—The Screen Actors' Guild is striking all TV film producers. SAG headquarters said today that it expects the strike to take effect August 1 or shortly thereafter.

At a mass meeting being held Sunday (24) at the Hollywood Legion Stadium the Guild membership is expected to go thru the formality of a vote, tho the outcome is a foregone conclusion after the board of directors last week voted to recommend the action (Billboard, July 23). Sentiment of the rank and filers backs the board to the hilt, and the SAG has already received promises of support from all other actors' unions.

Despite this, most industry observers believe the strike will actually never come off, or, at most, last only a few days. Primary reason is that producers, in the middle of their fall production schedules, have too much at stake to risk a protracted layoff.

The forecast is, therefore, that producers will capitulate to the demand for payment on the second run, and that the Guild will scale down the asking price from 100 per cent to around 25 or 50 per cent. Since this is the crucial clause in the contract, negotiations could then be resumed while the strike is held more or less in abeyance.

One interesting sidelight is that producers have made several demands of their own. They call for no residual payment until the film has been rerun in at least seven cities; for repeat runs in the same series (along the 39 plus 13 formula) not to count as a second run, and for reruns during the same

week in the same city not to count as a run (this would affect primarily library deals).

Overall, producers have offered to raise minimum wages between one-fourth and one-third of what the Guild demanded; e.g., minimum daily for actors from \$70 to \$75 as against a \$90 SAG proposal. This difference, however, will probably be settled without too much difficulty once the residual hurdle is overcome.

TV film production of the majors, as well as of independent producers, would be affected by a strike.

## OUT NEXT WEEK

IN THE AUGUST 6 ISSUE

Spotlight on Fall Television Program and Time Buying

... serving all television time and program buying levels with a storehouse of practical material of current and long-term value.



The Billboard Puts the Spotlight on:

- THE NETWORK SCENE
- THE STATION LEVEL
- SYNDICATED FILM
- FEATURE FILM

THE PROGRAM THAT'S "FRONT PAGE" NEWS...

ZIV'S NEW  
TRAFFIC  
STOPPING  
TV SERIES!

# HIG

# PA!



FRONT PAGE EXCITEMENT!

HIGH-SPEED ACTION!



Starring Acade

# BROD CRAW

AS HEAD OF THE



**SENSATIONAL PRODUCTION VALUES!**

**FILMED ON THE HIGHWAYS!**

... at scenes of real roadblocks, fires, disasters, investigations!

... in real homes, farms, factories, along the way!

... in real State Patrol headquarters!

HIS CREED—devotion to duty!

HIS REWARD—unswerving  
loyalty of his men!

**EVERY DAY!** BASED ON THE EXPERIENCES OF STATE TROOPERS IN ALL 48 STATES!

# HIGHWAY

# TROOP

FEATURING A  
HIGHLY  
COLORFUL LAW  
ENFORCEMENT  
AGENCY  
**IN ACTION!**

my Award Winner

# ERICK FORD

HIGH-OCTANE ADVENTURES OF MEN OF  
SKILL AND DARING . . . stories that bring  
viewers back week after week.

DEDICATED TO  
THE HIGHWAY  
PATROL OF  
EVERY STATE  
the men whose daily  
assignment is HEROISM!

HIGHWAY PATROL



**AUTHENTIC!**  
TECHNICAL  
SUPERVISION BY  
STATE HIGHWAY  
PATROL  
OFFICERS!



- EACH DRAMATIC HALF-HOUR  
A COMPLETE STORY!
- NEWEST TV CAMERA TECHNIQUES!
- IMAGINATIVE DIRECTION!
- DRAMATIC MUSIC!
- AUTHENTIC STORIES!

AUDITION THIS  
FAST-MOVING SALES VEHICLE.  
WIRE, PHONE OR WRITE TODAY.

GIGANTIC SAFETY COUNCIL TIE-INS.

CINCINNATI NEW YORK HOLLYWOOD



1948—JUDGE STEPS OUT, THE Alexander Knox, Ann Sothern
1940—JUNGLE CAVALCADE (Frank Buck's)
1933—KEEP 'EM ROLLING Walter Huston, Frances Dee
1934—KENTUCKY KERNELS Bert Wheeler, Robert Woolsey, Mary Carlisle, Noah Beer
1930—KEPT HUSBANDS Dorothy Mackaill, Joel McCrea
1932—KING KONG Fay Wray, Robert Armstrong, Bruce Cabot
1940—KITTY FOYLE Ginger Rogers, Dennis Morgan, James Craig
1942—LADIES' DAY Lupe Velez, Eddie Albert, Max Baer
1931—LADIES OF THE JURY Edna May Oliver, Jill Esmond, Kitty Kelly
1935—LADY CONSENTS Ann Harding, Herbert Marshall, Margaret Lindsay
1946—LADY LUCK Robert Young, Barbara Hale
1930—LADY REFUSES Betty Compton
1941—LADY SCARFACE Dennis O'Keefe, Judith Anderson
1931—LADY WITH A PAST Constance Bennett, Ben Lyon
1941—LAND OF THE OPEN RANGE Tim Holt, Ray Whitley
1934—LAST DAYS OF POMPEII Preston Foster, Basil Rathbone, Alan Hale
1951—LAS VEGAS STORY, THE Jane Russell, V. Mature, V. Price
1930—LAUGH AND GET RICH Dorothy Lee, Edna May Oliver, Hugh Herbert
1938—LAWLESS VALLEY George O'Brien, Kay Sutton
1950—LAW OF THE BADLANDS Tim Holt, J. Dixon, R. Martin
1937—LAW OF THE UNDERWORLD Chester Morris, Anne Shirley, Walter Abel
1938—LAW WEST OF TOMBSTONE Harry Carey, Tim Holt, Jean Rouverol
1930—LEATHERNECKING Irene Dunne
1939—LEGION OF THE LAWLESS George O'Brien, Virginia Vale
1942—LEOPARD MAN Dennis O'Keefe, Rita Corday
1940—LET'S MAKE MUSIC Bob Crosby, Jean Rogers
1933—LET'S TRY AGAIN Diana Wynyard, Clive Brook, Irene Hervey
1937—LIFE OF THE PARTY Gene Raymond, Harriet Hilliard, Victor Moore
1933—LIFE OF VERGIE WINTERS Ann Harding, John Boles, Helen Vissan
1934—LIGHTNING STRIKES TWICE Ben Lyon, Thelma Todd, Pert Kelton
1946—LIKELY STORY, A Bill Williams, Barbara Hale
1934—LITTLE MINISTER Katharine Hepburn, John Beal, Alan Hale
1939—LITTLE ORVIE John Sheffield, Ernest Truex
1946—LOCKET, THE Laraine Day, Brian Aherne, Robert Mitchum
1931—LONELY WIVES Edward Everett Horton, Esther Ralston
1933—LONG LOST FATHER John Barrymore, Donald Cook, Alan Mowbray
1941—LOOK WHO'S LAUGHING Fibber & Molly, Lucille Ball, Bergen & McCarthy
1933—LOST PATROL Cyril McLaglen, Arthur Woods
1931—LOST SQUADRON Richard Dix, Mary Astor, Joel McCrea
1938—LOVE AFFAIR Irene Dunne, Charles Boyer
1935—LOVE ON A BET Gene Raymond, Wendy Barrie
1932—LUCKY DEVILS Bill Boyd, Dorothy Wilson, William Gargan
1939—LUCKY PARTNERS Ginger Rogers, Ronald Colman
1951—MACAO R. Mitchum, Jane Russell
1943—MADEMOISELLE FIFI Simone Simon, John Emery
1938—MAD MISS MANTON Barbara Stanwyck, Henry Fonda
1942—MAGNIFICENT AMBERSONS Joseph Cotten, Dolores Costello, Anne Baxter
1937—MAID'S NIGHT OUT Joan Fontaine, Hedda Hopper
1949—MAKE MINE LAUGHS R. Bolger, A. Shirley, Dennis Day
1936—MAKE WAY FOR A LADY Herbert Marshall, Anne Shirley
1945—MAMA LOVES PAPA Leon Errol, Eliz. Rison
1947—MAN ABOUT TOWN Maurice Chevalier, Francois Perier
1945—MAN ALIVE Pat O'Brien, A. Menjou, Ellen Drew
1932—MAN HUNT Junior Durkin, Charlotte Henry
1933—MAN OF TWO WORLDS Francis Lederer, Elissa Landi
1936—MAN WHO FOUND HIMSELF John Beal, Joan Fontaine, Philip Huston
1943—MARINE RAIDERS Pat O'Brien, Robert Ryan, Ruth Hussey
1939—MARINES FLY HIGH Richard Dix, Chester Morris, Lucille Ball
1939—MARRIED AND IN LOVE Alan Marshall, Barbara Read, Patrick Knowles
1939—MARSHAL OF MESA CITY George O'Brien, Virginia Vale
1935—MARY OF SCOTLAND Katharine Hepburn, Frederic March
1949—MASKED RAIDERS T. Holt, Marjorie Lord
1944—MASTER RACE George Coulouris, Osa Massen, Nancy Gates

1941—MAYOR OF 44TH STREET George Murphy, Anne Shirley, R. Barthelme
1933—MEANEST GAL IN TOWN Zasu Pitts, Pert Kelton, El Brendel
1936—MEET THE MISSUS Anne Shirley, Victor Moore, Helen Broderick
1932—MELODY CRUISE Charles Ruggles, Phil Harris, Helen Mack
1940—MEN AGAINST THE SKY Richard Dix, Kent Taylor
1932—MEN OF AMERICA Bill Boyd, Dorothy Wilson, Ralph Ince
1931—MEN OF CHANCE Mary Astor, Ricardo Cortez, Kitty Kelly
1939—MEXICAN SPITFIRE Lupe Velez, Donald Woods, Leon Errol
1941—MEXICAN SPITFIRE AT SEA Lupe Velez, Leon Errol, Z. Pitts
1940—MEXICAN SPITFIRE OUT WEST Lupe Velez, Leon Errol
1941—MEXICAN SPITFIRE'S BABY Lupe Velez, Leon Errol, "Buddy" Rogers
1942—MEXICAN SPITFIRE'S BLESSED EVENT Lupe Velez, Leon Errol
1941—MEXICAN SPITFIRE SEES A GHOST Lupe Velez, Leon Errol, "Buddy" Rogers
1942—MEXICAN SPITFIRE'S ELEPHANT Lupe Velez, Leon Errol
1933—MIDSHIPMAN JACK Bruce Cabot, Betty Furness
1949—MIGHTY JOE YOUNG Terry Moore, Ben Johnson
1930—MILLIE Helen Twelvetrees
1939—MIL'IONAIRE PLAYBOY Joe Penner, Linda Hayes
1939—MILLIONAIRES IN PRISON Lee Tracy, Linda Hayes
1947—MR. BLANDINGS BUILDS HIS DREAM HOUSE Cary Grant, Myrna Loy, Melvin Douglas
1938—M. DOODLE KICKS OFF Joe Penner, June Travis, Richard Lane
1942—MR. LUCKY Cary Grant, Laraine Day
1935—M'LISS Anne Shirley, John Beal, Guy Kibbee
1933—MORNING GLORY Katharine Hepburn, Douglas Fairbanks Jr.
1932—MOST DANGEROUS GAME Joel McCrea, Fay Wray, Leslie Banks
1937—MOTHER CAREY'S CHICKENS Ruby Keeler, Anne Shirley, James Ellison
1936—MUMMY'S BOYS Bert Wheeler, Robert Woolsey
1934—MURDER ON A HONEYMOON Edna May Oliver, James Gleason, Lola Lane
1933—MURDER ON THE BLACKBOARD Edna May Oliver, James Gleason, Bruce Cabot
1935—MURDER ON THE BRIDLE PATH James Gleason, Helen Broderick
1944—MURDER, MY SWEET Dick Powell, Claire Trevor, Anne Shirley
1937—MUSIC FOR MADAME Nino Martini, Joan Fontaine, Alan Mowbray
1943—MUSIC IN MANHATTAN Anne Shirley, Dennis Day, Jane Powell
1935—MUSS 'EM UP Preston Foster, Ralph Morgan, Alan Mowbray
1941—MY FAVORITE SPY Kay Kyser, Ellen Drew
1939—MY FAVORITE WIFE Irene Dunne, Cary Grant, Randolph Scott
1950—MY FORBIDDEN PAST R. Mitchum, A. Gardner, M. Douglas
1940—MY LIFE WITH CAROLINE Ronald Colman, Anna Lee, Charles Winninger
1944—MY PAL, WOLF Sharyn Moffett, Jill Esmond
1949—MYSTERIOUS DESPERADO Tim Holt, Movita
1947—MYSTERY IN MEXICO Wm. Lundigan, J. White, Ricardo Cortez
1951—NARROW MARGIN, THE C. McGraw, M. Windsor
1942—NAVY COMES THROUGH Pat O'Brien, George Murphy, Desi Arnaz
1950—NEVER A DULL MOMENT Irene Dunne, Fred MacMurray
1936—NEW FACES OF 1937 Milton Berle, Joe Penner, Harriet Hilliard
1938—NEXT TIME I MARRY Lucille Ball, James Ellison, Lee Bowman
1943—NIGHT OF ADVENTURE Tom Conway, Audrey Long
1947—NIGHT SONG Dana Andrews, Merle Oberon, E. Barrymore
1937—NIGHT SPOT Allen Lane, Joan Woodbury
1936—NIGHT WAITRESS Margot Grahame, Gordon Jones
1934—NITWITS Bert Wheeler, Robert Woolsey, Betty Grable
1946—NOCTURNE George Raft, Lynn Bari
1932—NO MARRIAGE TIES Richard Dix, Elizabeth Allan, Doris Kenyon
1944—NONE BUT THE LONELY HEART Gary Grant, Ethel Barrymore, June Duprez
1932—NO OTHER WOMAN Irene Dunne, Charles Bickford, Gwili Andre, Eric Linden
1941—OBLIGING YOUNG LADY Joan Carrol, Edmond O'Brien, Ruth Warrick
1934—OLD MAN RHYTHM Buddy Rogers, Betty Grable
1936—ON AGAIN, OFF AGAIN Bert Wheeler, Robert Woolsey, Marjorie Lord
1942—ONCE UPON A HONEYMOON Ginger Rogers, Cary Grant, Walter Slezak
1951—ON DANGEROUS GROUND I. Lupino, Robert Ryan
1939—ONE CROWDED NIGHT Billie Seward, William Haade

1932—OUR BETTERS Constance Bennett, Anita Louise
1936—OUTCASTS OF POKER FLAT Preston Foster, Jean Muir, Virginia Weidler
1949—OUTLAW, THE Jane Russell, J. Beutel
1947—OUT OF THE PAST Robert Mitchum, Jane Greer, K. Douglas
1951—OVERLAND TELEGRAPH T. Holt, J. Dixon, R. Martin
1951—PACE THAT THRILLS, THE Bill Williams, C. Balenda
1938—PACIFIC LINER Victor McLaglen, Chester Morris, Wendy Barrie
1931—PAINTED DESERT William Boyd, Helen Twelvetrees, William Farnum
1937—PAINTED DESERT (REMAKE) George O'Brien, Laraine Johnson
1931—PANAMA FLO Helen Twelvetrees, Robert Armstrong, Charles Bickford
1938—PANAMA LADY Lucille Ball, Allan Lane, Evelyn Brent
1944—PAN-AMERICANA Robert Benchley, Eve Arden
1941—PARACHUTE BATTALION Robert Preston, Edmond O'Brien
1931—PARTNERS Tom Keene, Nancy Drexel
1943—PASSPORT TO DESTINY Elsa Lanchester, Gordon Oliver
1930—PAY OFF Lowell Sherman, Marion Nixon
1931—PEACH O'RENO Bert Wheeler, Robert Woolsey
1932—PENGUIN POOL MURDER Edna May Oliver, James Gleason
1942—PETTICOAT LARCENY Ruth Warrick, Joan Carrol
1932—PHANTOM OF CRESTWOOD Ricardo Cortez, Karen Morley, Anita Louise
1942—PIRATES OF THE PRAIRIE Tim Holt, Cliff Edwards
1951—PISTOL HARVEST T. Holt, J. Dixon
1940—PLAY GIRL Kay Francis, James Ellison
1941—PLAYMATES Kay Kyser & Orch., John Barrymore
1935—PLOT THICKENS James Gleason, Zasu Pitts, Louis Latimer
1939—POP ALWAYS PAYS Leon Errol, Dennis O'Keefe
1935—POWDERSMOKE RANGE Harry Carey, Hoot Gibson, Bob Steele
1941—POWERTOWN Victor McLaglen, Edmond O'Brien, June Havoc
1939—PRAIRIE LAW George O'Brien, Virginia Vale
1931—PRESTIGE Ann Harding, Adolphe Menjou, Melvyn Douglas
1939—PRIMROSE PATH Ginger Rogers, Joel McCrea
1932—PROFESSIONAL SWEETHEART Ginger Rogers, Frank McHugh, Zasu Pitts
1930—PUBLIC DEFENDER Richard Dix, Shirley Grey
1936—QUALITY STREET Katharine Hepburn, Franchot Tone
1937—QUICK MONEY Fred Stone, Dorothy Vaughan
1947—RACE STREET George Raft, Marilyn Maxwell, Wm. Bendix
1948—RACHEL AND THE STRANGER L. Young, W. Holden, R. Mitchum
1936—RACING LADY Ann Dvorak, Smith Ballew
1951—RACKET, THE R. Mitchum, L. Scott, R. Ryan
1938—RACKETEERS OF THE RANGE George O'Brien, Marjorie Reynolds
1937—RADIO CITY REVELS Kenny Baker, Milton Berle, Ann Miller
1945—RADIO STARS ON PARADE Wally Brown, Alan Carney, Frances Langford
1935—RAINMAKERS Bert Wheeler, Robert Woolsey
1931—REBOUND Ina Claire, Myrna Loy
1934—RED MORNING Steffi Duna, Regis Toomey
1942—RED RIVER ROBINHOOD Tim Holt, Cliff Edwards
1937—RENEGADE RANGER George O'Brien, Rita Hayworth, Tim Holt
1932—RENEGADES OF THE WEST Tom Keene, Betty Furness
1939—RENO Richard Dix, Gail Patrick, Anita Louise
1940—REPENT AT LEISURE Kent Taylor, Wendy Barrie
1935—RETURN OF PETER GRIMM Lionel Barrymore, Helen Mack, Donald Meek
1947—RETURN OF THE BADMEN Randolph Scott, Robert Ryan, Ann Jeffreys
1934—RICHEST GIRL IN THE WORLD Miriam Hopkins, Joel McCrea, Fay Wray
1949—RIDERS FROM TUCSON Tim Holt
1949—RIDERS OF THE RANGE T. Holt, Jacqueline White
1941—RIDING THE WIND Tim Holt, Ray Whitley
1947—RIFF-RAFF Pat O'Brien, Anne Jeffreys
1933—RIGHT TO ROMANCE Ann Harding, Robert Young, Niles Asther
1950—RIO GRANDE PATROL Richard Martin, Jane Nigh
1945—RIVERBOAT RHYTHM Leon Errol, Glenn Vernon
1951—ROAD AGENT T. Holt, N. Nash, R. Martin
1951—ROADBLOCK C. McGraw, J. Dixon
1931—ROADHOUSE MURDER Eric Linden, Dorothy Jordan, Bruce Cabot
1931—ROAR OF THE DRAGON Richard Dix, Arline Judge, Zasu Pitts
1940—ROBBERS OF THE RANGE Tim Holt, Virginia Vale

1931—ROCKABYE Constance Bennett, Joel McCrea, Paul Lukas
1934—ROMANCE IN MANHATTAN Francis Lederer, Ginger Rogers, Donald Meek
1938—ROOKIE COP Tim Holt, Janet Shaw, Virginia Weidler
1943—ROOKIES IN BURMA Wally Brown, Alan Carney
1938—ROOM SERVICE Marx Brothers, Ann Miller, Lucille Ball
1948—ROUGHSHOD R. Sterling, Gloria Grahame
1930—ROYAL BED Lowell Sherman, Mary Astor
1931—RUNAROUND Geoffrey Kerr, Mary Brian
1948—RUSTLERS, THE T. Holt, M. Hyer, R. Martin
1931—SADDLE BUSTER Tom Keene, Helen Foster, Marie Quillan
1950—SADDLE LEGION T. Holt, R. Martin, D. Malone
1942—SAGEBRUSH LAW Tim Holt, Joan Barclay, Cliff Edwards
1938—SAINT IN LONDON George Sanders, Sally Gray
1937—SAINT IN NEW YORK Louis Hayward, Kay Sutton
1940—SAINT IN PALM SPRINGS George Sanders, Wendy Barrie
1941—SAINT MEETS THE TIGER Hugh Sinclair, Jean Gillie
1939—SAINT'S DOUBLE TROUBLE George Sanders, Helene Whitney
1938—SAINT STRIKES BACK George Sanders, Wendy Barrie
1939—SAINT TAKES OVER George Sanders, Wendy Barrie
1940—SAINT'S VACATION H. Sinclair, Sally Gray
1946—SAN QUENTIN Lawrence Tierney, Marion Carr
1937—SATURDAY'S HEROES Van Heflin, Marian Marsh
1949—SAVAGE SPLENDOR Armand Dennis, L. Cotlow
1932—SCARLET RIVER Tom Keene, Dorothy Wilson, Betty Furness
1936—SEA DEVILS Victor McLaglen, Preston Foster, Ida Lupino
1950—SEALED CARGO D. Andrews, C. Raines
1935—SECOND WIFE Gertrude Michael, Walter Abel
1930—SECRET SERVICE Richard Dix, Shirley Gray
1932—SECRETS OF THE FRENCH POLICE Gregory Ratoff, Frank Morgan
1948—SETUP, THE R. Ryan, A. Totter, G. Tobias
1943—SEVEN DAYS ASHORE Wally Brown, Alan Carney
1942—SEVEN DAYS LEAVE Victor Mature, Lucille Ball, Harold Peary
1935—SEVEN KEYS TO BALDPATE Gene Raymond, Margaret Callahan
1947—SEVEN KEYS TO BALDPATE P. Terry, Jacqueline White
1942—SEVEN MILES FROM ALCATRAZ James Craig, Bonita Granville, Cliff Edwards
1943—SEVENTH VICTIM Tom Conway, Kim Hunter
1936—SHALL WE DANCE Fred Astaire, Ginger Rogers, Edward Everett Horton
1937—SHE'S GOT EVERYTHING Ann Sothern, Gene Raymond, Helen Broderick
1930—SHE'S MY WEAKNESS Sue Carol
1949—SHE WORE A YELLOW RIBBON J. Wayne, Joanne Dru, J. Agar
1943—SHOW BUSINESS Eddie Cantor, George Murphy, Joan Davis
1935—SILLY BILLIES Bert Wheeler, Robert Woolsey
1932—SILVER CORD Irene Dunn, Joel McCrea, Frances Dee
1930—SILVER HORDE Evelyn Brent, Louis Wolheim
1934—SILVER STREAK Sally Blane, Charles Starrett
1946—SINBAD THE SAILOR Douglas Fairbanks Jr., Maureen O'Hara, Walter Slezak
1933—SING AND LIKE IT Zasu Pitts, Edward Horton, Ned Sparks
1945—SING YOUR WAY HOME Jack Haley, Marcy McGuire, Glenn Vernon
1941—SING YOUR WORRIES AWAY Bert Lahr, June Havoc, S. Levene
1930—SIN SHIP Louis Wolheim, Mary Astor
1931—SIN TAKES A HOLIDAY Constance Bennett, Basil Rathbone
1946—SISTER KENNY Rosalind Russell
1940—SIX GUN GOLD Tim Holt, Ray Whitley
1937—SKY GIANT Richard Dix, Chester Morris, Joan Fontaine
1942—SKY'S THE LIMIT Fred Astaire, Joan Leslie
1951—SLAUGHTER TRAIL B. Donlevy, V. Grey
1936—SMAREST GIRL IN TOWN Gene Raymond, Ann Sothern
1931—SMART WOMAN Mary Astor, Edward Everett Horton
1937—SMASHING THE RACKETS Chester Morris, Bruce Cabot
1933—SON OF KONG Robert Armstrong, Helen Mack
1932—SON OF THE BORDER Tom Keene, Julie Hayden
1951—SONS OF THE MUSKETEERS Cornel Wilde, M. O'Hara
1938—SORORITY HOUSE Anne Shirley, James Ellison
1947—SO WELL REMEMBERED John Mills, Martha Scott
1945—SPANISH MAIN, THE Paul Henreid, Maureen O'Hara, Walter Slezak

1935—SPECIAL INVESTIGATOR Richard Dix, Margaret Callahan
1938—SPELLBINDER Lee Tracy, Barbara Read, Patric Knowles
1933—SPITFIRE Katharine Hepburn, Robert Young, Ralph Bellamy
1932—SPORT PARADE Joel McCrea, William Gargan
1949—STAGECOACH KID T. Holt, J. Donnell
1937—STAGE DOOR Katharine Hepburn, Ginger Rogers
1939—STAGE TO CHINO George O'Brien, Virginia Vale
1934—STAR OF MIDNIGHT William Powell, Ginger Rogers, Paul Kelly
1931—STATE'S ATTORNEY John Barrymore, Helen Twelvetrees
1948—STATION WEST D. Powell, J. Greer, B. Ives
1946—STEP BY STEP Lawrence Tierney, Anne Jeffreys
1943—STEP LIVELY Frank Sinatra, George Murphy, Gloria DeHaven
1949—STORM OVER WYOMING Tim Holt, Noreen Nash
1937—STORY OF VERNON AND IRENE CASTLE Fred Astaire, Ginger Rogers, Walter Brennan
1949—STRANGE BARGAIN Martha Scott, Jeffrey Lynn
1932—STRANGE JUSTICE Reginald Denny, Richard Bennett
1939—STRANGER ON THE THIRD FLOOR Peter Lorre, Margaret Tallichet
1934—STRANGERS ALL May Robson, Preston Foster
1933—STRICTLY DYNAMITE Jimmy Durante, Lupe Velez
1933—SUCCESS AT ANY PRICE Douglas Fairbanks Jr., Frank Morgan
1939—SUED FOR LIBEL Kent Taylor, Linda Hayes, Rosemary Lane
1931—SUICIDE FLEET Ginger Rogers, Robert Armstrong, Bill Boyd
1931—SUNDOWN TRAIL Tom Keene, Marion Shilling
1936—SUPER SLEUTH Jack Oakie, Ann Sothern
1941—SUSPICION Cary Grant, Joan Fontaine, Sir Cedric Hardwicke
1932—SWEEPINGS Lionel Barrymore, Alan Dinehart
1931—SWEEPSTAKES Eddie Quillan, James Gleason
1935—SWING TIME Fred Astaire, Ginger Rogers, Victor Moore
1935—SYLVIA SCARLETT Katharine Hepburn, Cary Grant, Edmund Gwenn
1931—SYMPHONY OF SIX MILLION Ricardo Cortez, Irene Dunne, Gregory Ratoff
1941—SYNCOPIATION Adolphe Menjou, J. Cooper, B. Granville
1944—TALL IN THE SADDLE John Wayne, Ella Raines
1951—TARGET T. Holt, L. Douglas
1938—TARNISHED ANGEL Sally Eilers, Lee Bowman, Ann Miller
1943—TENDER COMRADE Ginger Rogers, Robert Ryan, Ruth Hussey
1939—THAT'S RIGHT, YOU'RE WRONG Kay Kyser, Lucille Ball, May Robson
1936—THAT GIRL FROM PARIS Lily Pons, Gene Raymond, Jack Oakie
1933—THEIR BIG MOMENT Zasu Pitts, Bruce Cabot, Tamara Geva
1936—THERE GOES MY GIRL Gene Raymond, Ann Sothern
1937—THERE GOES THE GROOM Burgess Meredith, Ann Sothern, Mary Boland
1940—THEY KNEW WHAT THEY WANTED Carole Lombard, Charles Laughton
1949—THEY LIVED BY NIGHT C. O'Donnell, F. Granger
1938—THEY MADE HER A SPY Sally Eilers, Allan Lane
1940—THEY MET IN ARGENTINA Maureen O'Hara, James Ellison
1936—THEY WANTED TO MARRY Betty Furness, Gordon Jones
1946—THEY WON'T BELIEVE ME Robert Young, Susan Hayward
1932—THIRTEEN WOMEN Irene Dunn, Ricardo Cortez, Myrna Loy
1942—THIS LAND IS MINE Charles Laughton, Maureen O'Hara, Kent Smith
1933—THIS MAN IS MINE Irene Dunne, Constance Cummings, Ralph Bellamy
1937—THIS MARRIAGE BUSINESS Victor Moore, Allan Lane
1944—THOSE ENDEARING YOUNG CHARMS Robert Young, Laraine Day
1949—THREAT, THE M. O'Shea, Julie Bishop
1934—THREE MUSKETEERS Walter Abel, Paul Lukas, Heather Angel
1939—THREE SONS William Gargan, Kent Taylor
1930—THREE WHO LOVED Betty Compton, Conrad Nagel
1941—THUNDERING HOOPS Tim Holt, Ray Whitley
1945—TILL THE END OF TIME Dorothy McGuire, Guy Madison
1938—TIMBER STAMPEDE George O'Brien, Marjorie Reynolds
1931—TIP OFF Ginger Rogers, Robert Armstrong
1936—TOAST OF NEW YORK Edward Arnold, Cary Grant, Frances Farmer
1935—TO BEAT THE BAND Hugh Herbert, Helen Broderick

(Continued on page 12)

THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

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

This chart shows the latest ratings of TV programs in all markets covered by American Research Bureau's monthly reports.

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

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

in which case they are nationally spot-booked. Stations are VHF except where the symbol "u" is used, indicating UHF.

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

PORTLAND, ORE. 3 STATIONS

THE TOP 10 TV SHOWS IN PORTLAND (\* Indicates Non-Network)

- 1. George Gobel, KPTV...u42.5
2. I Love Lucy, KOIN...41.2
3. I've Got a Secret, KOIN...40.5
4. Toast of the Town, KOIN...38.5
5. Line-Up, KOIN...38.1

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. †I Search for Adventure (Adv., Amer. Home Prod.)...32.7
2. †Death Valley Days (West.), Pacific Borax...u30.1
3. I Led Three Lives (Adv.), Ziv...29.6
4. Badge 714 (Mys.), NBC...u26.6
5. Waterfront (Adv.), MCA-TV...u25.2
6. Science Fiction Theater (Adv.), Ziv...24.8
7. The Whistler (Mys.), CBS...u24.6
8. Meet Corliss Archer (Comedy), Ziv...23.3
9. Life of Riley (Comedy), NBC...20.4
10. Liberate (Music), Guild...u18.6

JACKSONVILLE, FLA. 2 STATIONS

THE TOP 10 TV SHOWS IN JACKSONVILLE (\* Indicates Non-Network)

- 1. I Love Lucy, WMBR...62.0
2. Jackie Gleason, WMBR...58.9
3. Studio One, WMBR...58.7
4. Two for the Money, WMBR...56.3
5. December Bride, WMBR...55.7

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Your TV Theater (Drama), Ziv...33.2
2. Buffalo Bill Jr. (West.), CBS...26.1
3. †Death Valley Days (West.), Pacific Borax...24.8
4. Wild Bill Hickok (West.), Flamingo...24.2
5. I Led Three Lives (Adv.), Ziv...21.7
6. Cisco Kid (West.), Ziv...21.5
7. Hopalong Cassidy (West.), NBC...20.7
8. Ramar of the Jungle (Adv.), TPA...20.1
9. Passport to Danger (Adv.), ABC...19.3
10. Superman (Adv.), Flamingo...19.0

SYRACUSE 2 STATIONS

THE TOP 10 TV SHOWS IN SYRACUSE (\* Indicates Non-Network)

- 1. Toast of the Town, WHEN...57.9
2. Jackie Gleason, WHEN...51.1
3. George Gobel, WSyr...49.5
4. Two for the Money, WHEN...43.1
5. Your Hit Parade, WSyr...41.9
6. I've Got a Secret, WHEN...41.6

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. I Led Three Lives (Adv.), Ziv...29.4
2. City Detective (Mys.), MCA-TV...23.9
3. Liberate (Music), Guild...19.3
4. Eddie Cantor (Comedy), Ziv...15.2
4. Wild Bill Hickok (West.), Flamingo...15.2
6. Passport to Danger (Adv.), ABC...15.2
7. Buffalo Bill Jr. (West.), CBS...14.5
8. Pride of the Family (Comedy), MCA-TV...13.7
9. Meet Corliss Archer (Comedy), Ziv...13.2
9. Science Fiction Theater (Adv.), Ziv...13.2

DAYTON, O. 2 STATIONS

THE TOP 10 TV SHOWS IN DAYTON (\* Indicates Non-Network)

- 1. I Love Lucy, WHIO...47.1
2. This Is Your Life, WLW-D...44.9
3. Our Miss Brooks, WHIO...42.8
4. I've Got a Secret, WHIO...39.8
5. December Bride, WHIO...37.4
6. Godfrey's Talent Scouts, WHIO...36.8
7. The Millionaire, WHIO...36.6
8. Your Hit Parade, WLW-D...34.1
9. Arthur Godfrey and Friends, WHIO...33.4
10. Ford Theater, WLW-D...33.1

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Mr. District Attorney (Mys.), Ziv...30.5
2. Man Behind the Badge (Mys.), MCA-TV...30.0
3. Science Fiction Theater (Adv.), Ziv...19.7
4. Ellery Queen (Mys.), TPA...19.4
5. Ramar of the Jungle (Adv.), TPA...18.4
6. Badge 714 (Mys.), NBC...16.9
7. Racket Squad (Mys.), ABC...16.3
8. Range Rider (West.), CBS...16.1
8. Waterfront (Adv.), MCA-TV...16.1
10. Wild Bill Hickok (West.), Flamingo...15.6

SAN FRANCISCO 4 STATIONS

THE TOP 10 TV SHOWS IN SAN FRANCISCO (\* Indicates Non-Network)

- 1. You Bet Your Life, KRON...52.5
2. Disneyland, KGO...47.2
3. Toast of the Town, KPX...43.5
4. What's My Line? KPX...40.6
5. Jackie Gleason, KPX...37.9
6. Cavalcade of Sports, KRON...37.3
7. Dragnet, KRON...36.2
8. This Is Your Life, KRON...35.4
9. Wednesday Night Fights, KGO...35.0
10. I Love Lucy, KPX...34.2

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Badge 714 (Mys.), NBC...30.3
2. Mr. District Attorney (Mys.), Ziv...27.7
3. Eddie Cantor (Comedy), Ziv...25.0
4. I Led Three Lives (Adv.), Ziv...18.7
5. The Whistler (Mys.), CBS...18.4
6. Wild Bill Hickok (West.), Flamingo...18.0
6. Cisco Kid (West.), Ziv...18.0
8. Liberate (Music), Guild...17.4
9. Superman (Adv.), Flamingo...16.8
10. City Detective (Mys.), MCA-TV...16.6

WICHITA, KAN. 3 STATIONS

THE TOP 10 TV SHOWS IN WICHITA (\* Indicates Non-Network)

- 1. George Gobel, KEDD...u44.6
2. Toast of the Town, KTVH...44.3
3. Jackie Gleason, KTVH...44.1
4. I've Got a Secret, KTVH...43.9
5. Godfrey's Talent Scouts, KTVH...43.4
6. \*Man Behind the Badge, KTVH...43.2
7. Ozark Jubilee, KAKE...32.8
8. Godfrey and Friends, KTVH...34.3
9. Rin Tin Tin, KAKE...33.3
10. Cavalcade of Sports, KEDD...u33.1

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Man Behind the Badge (Mys.), MCA-TV...43.2
2. Badge 714 (Mys.), NBC...u31.8
3. Waterfront (Adv.), MCA-TV...30.8
4. I Led Three Lives (Adv.), Ziv...28.5
5. †Soldiers of Fortune (Adv.), Seven-Up...28.3
6. Life of Riley (Comedy), CBS...25.8
7. Buffalo Bill Jr. (West.), CBS...25.6
8. Annie Oakley (West.), CBS...25.0
9. Star and Story (Drama), Official...u22.4
10. Colonel March (Mys.), Official...u20.7

(Continued on page 12)



**INTRODUCING** the biggest  
bonanza of entertainment  
ever to hit **TV**

**MOVIELAND**

*now available for the first time anywhere!*

**A sensational new group of  
first-run feature movies from  
5 major Hollywood studios!**

**LOOK  
AT THIS  
LIST  
OF  
TOP-DRAW  
STARS!**

Bette Davis  
Martha Raye  
Joseph Cotten  
Abbott & Costello  
Barry Sullivan  
Nancy Kelly  
Mel Ferrer  
June Havoc  
Sterling Hayden  
Jean Parker  
Richard Arlen

Ellen Drew  
Lew Ayres  
Olsen & Johnson  
Allan Jones  
Wendy Barrie  
Jack Haley  
Broderick Crawford  
Barbara Britton  
William Gargan  
Andy Devine  
Rudy Vallee

Paul Kelly  
Rhonda Fleming  
Leo Carillo  
Binnie Barnes  
Chester Morris  
John Ireland  
Sheldon Leonard  
Jane Withers  
Ozzie Nelson  
Mary Beth Hughes  
Virginia Bruce

Bela Lugosi  
Richard Denning  
Dick Foran  
Osa Massen  
Roscoe Karns  
William Eythe  
Robert Lowrey  
Phyllis Brooks  
Rory Calhoun  
Teresa Wright  
James Gleason  
and so many, many more!

CALL,  
WIRE or WRITE  
any of these  
AAP offices NOW!

**DALLAS**  
Associated Artists Productions, Inc.,  
310 South Harwood Street  
Randolph 7736

**NEW YORK**  
Associated Artists Productions, Inc.,  
345 Madison Ave.  
MUrray Hill 6-2323

**CHICAGO**  
Associated Artists Productions, Inc.,  
203 North Wabash  
Dearborn 2-4040

**LOS ANGELES**  
Associated Artists Productions, Inc.,  
1908 South Vermont Ave.  
Republic 2-3016

**ATLANTA**  
Associated Artists Productions, Inc.,  
Barbizon Towers, 35 Lombardy Way N.E.  
Elgin 3028



ASSOCIATED ARTISTS  
PRODUCTIONS  
345 MADISON AVE. N. Y., N. Y.  
MURRAY HILL 6-2323

Continued from page 10

Table listing TV shows and their ratings, including Wild Bill Hickok, Meet Corliss Archer, and various news and sports programs.

Table listing TV shows and their ratings, including Mr. District Attorney, Little Rascals, and various news and sports programs.

BOSTON THE TOP 10 TV SHOWS IN BOSTON

Table listing the top 10 TV shows in Boston, such as Jackie Gleason, You Bet Your Life, and Cavalcade of Sports.

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table listing locally originated film series in rank order, including Range Rider and Elery Queen.

A WHOPPING JOB

Sorting, Legal Angles Face GT

Continued from page 5

tribution operation thru its own Film Division—and there is every reason to believe it will—it is expected to dole out the RKO titles in packages of 39, 52 or thereabouts.

If GT thus releases 100 or so titles a year, it would have enough to keep its TV film distribution operation busy for at least five years.

It is also considered a strong likelihood that GT will use the vast programming resources it has acquired in RKO—the features plus new half-hour production—to set up a TV film network (see separate story in this issue). This, of course, would not rule out a distribution department. Network operation, after all, did not stop ABC, CBS, and NBC from engaging in TV film distribution.

Packaging these pictures for TV distribution presents a delicate problem for GT, because a lot of thin milk comes along with the cream.

Many Real Old

Over 200 of the pictures to which RKO, and now GT, has reasonably clear title were pro-

duced prior to 1936. Product that old does not find favor with film buyers these days. In the 1930's, RKO was primarily a Class B producer. Very few of these older pictures have the status of "classics."

GT obviously has no desire to eat this older product. In order to move it, the distributor will have to integrate them into packages topped off by its newer and better pictures. It has about 250 pictures that were produced between 1937 and 1948, a good part of which will be highly desirable.

But it will be a dilemma for both buyer and seller to move top dollar per pictures when a sizable proportion of the films are clearly not tops by present TV standards. That standard, incidentally, has been mainly made by General Teleradio's Film Division in the past year.

TPA Appoints Jim Eells as Chief in Chi

NEW YORK, July 23.—Television Programs of America has appointed Jim Eells head of its Chicago office, replacing Bob Hoffman, who recently resigned to go back into the feature film side of the business. Eells, younger brother of Bruce Eells, who is Western Division head of TPA, will report directly to exec veepee Mickey Sillerman. The head of the Central Division is Leon Bernard, who headquarters in Pittsburgh.

Meanwhile Sillerman also upped Ed Lewis and Vince Melzac to spot supervisors. In this position they have no fixed territory but back up individual salesmen and shot-gun into markets that may be tentatively uncovered.

Guild to Make TV Commercials

NEW YORK, July 23. — Guild Films this week set up a department to handle the production of commercials. Managing the department will be Joel Spector and Wally Gould, both of whom have had extensive experience with commercials.

Guild will make commercials for outside agencies as well as its own clients—that is, sponsors who buy its vidfilm properties. The commercials will be made in black and white as well as color, and will stress the integration of themes of advertiser's shows with the sales copy.

Spector is a former film production manager at the Grey Agency and has made commercials for Hazel Bishop, Ronson Lighters and Doeskin. Gould has worked as an executive at Peter Elgar and Robert Lawrence.

UM&M Enters Station Library Selling Field

NEW YORK, July 23.—Station library sales have taken another major step forward with the entry of UM&M into this type of business. In the past three weeks UM&M's sales force has put on a concentrated drive for package deals and has to date signed 20 stations.

Charles Amory, UM&M president, said they are offering multiple-play deals on any two or more shows. The deals run one year, 18 months or two years. They involve quantity and frequency discounts, he said.

All but three of UM&M's shows are being made available for these package deals. The three being held out are "Sherlock Holmes," "Paris Precinct" and "NOPD." The first two are taken up in large first-run regional deals by Gallo Wine and Old Spice respectively.

The series that UM&M is offering stations in package deals are "Duffy's Tavern," "Flash Gordon," "Janet Dean, Registered Nurse," the Gabby Hayes show, the Hank McCune show, "Junior Science," the Tim McCoy show, and the five-minute series, "Do You Know Why?"

In moving into this sphere of operation, UM&M joins MCA-TV, which pioneered this type of sales, National Telefilm Associates, Ziv's Economy TV, Official Films and Screen Gems.

RCA Service Gets Snead Golf Shorts

NEW YORK, July 23. — RCA Recorded Program Services is taking further steps to expand its TV film operation. It this week acquired "The Sam Snead Show," a new series of 39 five-minute films on golf tips produced by Scope Productions of Indianapolis, headed by Bob Perine who is also Snead's manager. Paul White, TV film consultant to RCA Services, said he is dickering for a couple of more new shows.

White believes in flexible time patterns in film production for local airing. One station that has been testing the Snead show has a local golf pro as live emcee, and uses three of the Snead films in a quarter-hour show.

Scope is still in production and will have 65 films by the end of the year.

'Little Rascals' Now Sold in 78 Markets

NEW YORK, July 23. — The story last week about the sale of seven Shirley Temple shorts to WPIX mistakenly gave the impression that Atlas Television also distributes "The Little Rascals." The latter series, of course, is distributed by Interstate Television. It is now sold in 78 markets.

General Teleradio's RKO Pkg.

Continued from page 9

Table listing film titles and their production years, such as Tokyo File 212, Tom, Dick and Harry, and various other titles.

Table listing film titles and their production years, such as Wild Cargo, Wildcat Bus, Window, The, and various other titles.

Sleuth Hunts New Sponsor

NEW YORK, July 23.—The UM&M sales force here is busily looking for a second-run sponsor for "Sherlock Holmes" in this market. The Chase National Bank's one-year deal expires in September. Meanwhile in Paris, Sheldon Reynolds has just begun production of a second group of 39 episodes. But these are not expected for airing until November or December.

UM&M locked up first-run deals on both coasts this week. KTTV, Los Angeles, bought "NOPD." And Du Mont bought the five-minute series "Do You Know Why?" for use in "Featurama" on both WABD here and WTTG, Washington.

The producer of "NOPD," MPA-TV of New Orleans, recently spent about \$60,000 to re-sound this series. It had been produced on location, and the original sound quality was found to be unsatisfactory.

Weisberg Is Film Buyer for TV, Inc.

NEW YORK, July 23. — Bob Weisberg has joined TV, Inc., the resident film buying organization, as staff buyer. He replaces George Turner, who is moving to Atlas Television as salesman. Weisberg for the past year has been with Station Films, Inc., the film buying office affiliated with the Katz Agency. Station Films is being dissolved next week. Before joining SF, Weisberg was Southwest division manager for Sterling Television.

FOR LEASE IN JACKSONVILLE, FLORIDA. Motion Picture or TV Studio, Dressing Rooms, Sound Booth, 100x150 Clear Floor, Catwalk Balcony encircling entire building; newly heavy duty wired especially for studio production.

NOW IN 82 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 2-4372

a top quality film show for Every Product, Every Market, Every Budget. Offices in principal cities throughout the United States. MCA-TV Film Division

## DONALDSON AWARDS

### Accolades Accepted On Aired Ceremony

By BOB FRANCIS

NEW YORK, July 23.—Winners of the 12th Annual Donaldson Awards gathered at Sardi's Restaurant Wednesday (20) to receive their gold keys and scrolls emblematic of the past season's top achievement in the Broadway theater. The presentations were broadcast via WOR's "Luncheon at Sardi's" program, with host Ray Heaterton officiating.

Unfortunately, summer commitments which have taken them out of town prevented some of the winners from receiving their awards in person. Mary Martin, voted the season's best musical actress, is playing in Washington, D. C. Cyril Ritchard, who won best actor and best supporting actor awards, is currently employed in Jamaica, B. W. I. Kim Stanley, the season's best actress in a straight play, "Bus Stop," was kept at home when her young daughter came down with the mumps. Loretta Leverage and Buddy Hackett, best in the straight play debut categories, and Carol Haney, the year's best supporting actress and dancer, were all too far out of town to make the broadcast on time.

However, there were plenty on hand. Ed Begley, whose wonderful portrait of William Jennings Bryan in "Inherit the Wind" made him the year's best supporting actor, accepted his own and Paul Muni's award for best actor. Peter Larkin took his own award for

### Low-Keyed Carson May Ride High, a la Gobel

The Johnny Carson Show (TV)

Cast: Johnny Carson, Jana Rund, the King's Four, Tom Brown, Director, Seymour Berns. Writers, Seaman Jacobs, Carroll Carroll, Joe Bigelow, Producers, Bill Brennan and Joe Bigelow. Executive producer, Nat Perrin. Sponsored by Revlon thru William Weintraub agency and General Foods thru Young & Rubicam.

(CBS-TV, 10-10:30 p.m., EDT., July 7.)

Johnny Carson comes in on the crest of a wave. He rides comfortably, and ought to be able to grab quite a ride before it begins to recede.

This is the era of the quiet, humble comedian. George Gobel was the top show in Nielsen's first June report. Those same millions of viewers are sure to like Carson. His stand-up patter is crisp and chummy. Unlike the brash comics of TV's old days, he doesn't laugh at his own lines, he doesn't beg for laughs and he doesn't defy his audience. His talk is frankly inconsequential and he's almost apologetic about it.

Taking off on the Minute Rice commercial, he revealed that last time he cooked it took 61 seconds. He announced he was bringing in Roger Bannister to try to do it in 58.4. He then talked about the mail he received following his first show, his sister wrote asking how come she hadn't heard from him.

The two sketches were clever take-offs on familiar subjects. The opening bit was a panel show called "What's My Job?" in which Carson was the mystery celebrity. The panel couldn't get his name even after they took off their blindfolds. It was pretty funny. The other sketch was the familiar situation with the guest who doesn't know when to leave.

The two songs were simple and lively, and both were introduced rather subtly. On one, Carson was doing a "Report to the Nation" on "Wither Our Youth." He reported that teen-agers are listening to classical music, but they don't like it. He then pointed off camera to show what they did like. The camera panned and picked up a fast jitterbug number.

It was a likeable show, and was over before you knew it. Providing too much of the same doesn't come along, it ought to hold viewers for a long time. Gene Plotnik.

"Wind's" set designs and those of Author Jerome Lawrence and Robert E. Lee. Madeleine Sherwood represented "Cat on a Hot Tin Roof," the winning play, and accepted awards to its author, Tennessee Williams, and to director Elia Kazan. Julie Andrews, of "Boy Friend," and David Daniels, of "Plain and Fancy," received their scrolls and keys for best musical debuts, and David Nagrin was accoladed the year's best dancer for his work in the latter production.

Bob Fosse, whose dance patterns for "Pajama Game" won him the best choreography award, also received his honors in person. Jerry Ross, co-lyricist and tunesmith of "Pajama," accepted the double awards due him and his partner, Richard Adler, for the season's best score and lyrics, and also those of George Abbott, Jerome Robbins and Richard Bissell, co-directors and co-authors of "Pajama's" book.

The remaining keys and scrolls of those who were absent will be delivered within the next few days.

Harry Savoy  
Palace Theater, New York

Three real pro acts give the bill solid backbone. Harry Savoy's throw-away clowning in next-to-closing has the customers laughing it up as usual. Jimmy Jimmie contributes his ultra-slick sleight-of-hand routine, and Joe Termini his excellent panto comedy musicianship. All three are class vaude entertainment.

Otherwise the bill has its ups and downs. Thelma Carpenter chants a few old standards for a good reception. Tapsters Matt and Matty King get matters off to a highly superior hoofing start—a real smart act. Angel, a moppet fem ventro, offers the act she used to do on a kid TV show. Youngster has considerable skill, but routines get over primarily on the basis of her age bracket. Her material is pretty childish. Chanting trio, styling themselves the Three Stylers, harmonize swing to the accompaniment of a perpetual motion. Young China (man and three fems), supplies a smooth acro act for the closer. Francis.

Kitty Kallen  
Salisbury Beach Frolics

Decca recording star, in her first visit to this area, displays a pleasant brand of showmanship. Her special material, "Hello," is a good warm-up opener and with her roving mike she gets an intimate touch even in this big bistro. Her record successes like "Chapel in the Moonlight," "It's the Little Things That Count," "Don't Let the Kitty Get In," get big response. Perhaps "Look to the Rainbow" is hardly the svelte Kitty's dish, but she recovered quickly with "When You're Smiling," and "What Is a Smile." She gets in a touch of comedy with "The Saints Go

## BAND

### Les Brown's Ensemble Sparkles

By BILL SIMON

Les Brown brought the "Band of Renown" into this Broadway jazz spot for five days last week in the course of his annual summer Eastern mop-up. During the rest of the year, this outfit stays in California and enjoys a long-standing involvement in Bob Hope's radio and TV enterprises, filling in its time with choice territorial bookings. Steady, lucrative employment has kept Brown's personnel intact and apparently happy. This situation is reflected in its extraordinarily high level of musicianship and showmanship.

Tho, for some reason, this band can't get itself arrested on records,

its potency as a concert unit, as in this seg, or as a dance crew, is approached by few others today. It plays sweet, swing and progressive with taste and aplomb, capping its slick ensemble sound with sparkling jazz solos by such name sidemen as trumpeter Don Fagerquist, alto sax Ronnie Lang and tenor man Dave Pell. Vocalist Jo Ann Greer, equally relaxed and appealing in ballads and rhythm tunes, is comparable to an earlier Brown vocalist, Doris Day. Sideman Butch Stone is a topflight clown.

In short, Brown, leader of the new movement to bring back dance bands, actually is pointing the way for his colleagues by his own ex-

## LEGIT

### Little Patty Still Big in 'Bad Seed'

By BOB FRANCIS

When the curtain went down on "The Bad Seed" on opening night last December, Maxwell Anderson's adaptation of William March's psychopathological novel left you with two blasting impressions: (1) The horrendous playing of a moppet monster by little Patty McCormack, a midget murderer to end all such, and (2) Nancy Kelly's portrait of the little fiend's tortured and frustrated mother, another acting stint that will be long remembered as Broadway seasons come and go.

Young Miss McCormack is still playing the amoral youngster with all her accustomed murderous aplomb—in fact, after some 250-odd performances, she winds up more shocking than ever. Miss Kelly has retired for a prolonged, dog-day vacation, and her stint has been taken over by Alice Frost for the rest of the summer.

It would be pleasant to report that Miss Frost picks up where Miss Kelly left off, and that she gives the drama the same finale impact. Unfortunately, in this reporter's book there is only one Miss Kelly as far as "Seed" is concerned. Alice Frost is a highly competent actress, with a hefty radio and TV following. She also has a solid Broadway background. But she is following a lady who played the part as if it were her own, personal affair. Miss Frost is competently acting out the dead-end problem of Patty's distracted mother. Nancy Kelly completely electrified the situation of a woman who discovers that her only child is an incurable social menace. There is no comparison between the two.

Elsewise, "Seed" is still the fine provocative play it started out to be. There have been a couple of other major changes in the cast. Pert Kelton is now playing the fuzzy, alcoholic neighbor whose little boy has been la monster's first victim. Miss Kelton doesn't come over around Broadway often enough these days, and she shows once again what she can do with a

back, they got a big hand for a medley, including "Three Coins in the Fountain," "It's a Sin," "Heart and Soul" and "Tell Me Why," finishing with "Begin the Beguine."

Bob McFadden easily proved himself one of the better impersonators in the business—talking or singing. Subjects included Arthur Godfrey, Ezio Pinza, Tony Bennett, Billy Eckstine and Liberace. Harmonica virtuoso Stan Fisher got a fine response in showing his wide versatility on the instrument. "Rumanian Rhapsody," the opener, went over especially well. "Sugar Blues," "Tiger Rag" and "Slaughter on 10th Avenue" were included. Ernie Richman and His Manequins opened the show with songs and some well-done dance routines. Carl Sands fronted the theater ork. Dietmeier.

meaty character part. A similar bow goes to Roy Poole for his playing of the dim-witted handyman. Evelyn Vardon, Joseph Holland, Joan Croydon, Lloyd Gough, Wells Richardson and Thomas Chalmers continue to supply their excellent support.

Edith Piaf  
Mocambo, Hollywood

You've got to hand it to the French. They've got talent plus, and when it comes to performers the caliber of an Edith Piaf, superlatives alone seem an inadequate measure of her artistic ability. It's refreshing to view Miss Piaf, and likewise to be part of an audience that derived so much genuine pleasure from her performance. The chanteuse exudes personality galore in her expressive and imaginative song stint, which included a sprinkling of her better known songs, i.e., "Under Paris Skies," "La Vie En Rose" and "If You Love Me," in addition to her story-telling material, "Bravo Pour Le Clown," "L'Accordeonist" and her sock closer, "St. Peter." Working in front of the curtain thruout her 35-minute stint, Miss Piaf is assisted by a vocal chorus (5) and a section of strings, accordion and rhythm, all of which blended smoothly to add to the Montmartre effect. Paul Hebert ork places for dancing. Friedman.

Professor Backwards,  
Hotel Statler, Los Angeles

Jimmy Edmondson, better known along the cafe circuit as Professor Backwards, is an apt example of a performer who completely overshadows his material. Despite the fact that most of the gags he uses went out with high button shoes, Edmondson has an acute faculty of top delivery, the latter accomplished with both drawl and droll. A straight-faced comic, Edmondson uses his ability to write backwards, upside down and inside out to top advantage, with the audience hurling multi-syllable words at his blackboard. Chirp Eugenie Baird would show to better advantage with an act, tho her brief singing turn was greeted enthusiastically. Rollo and Cressy, interpretive dancers, don't belong in this room, and few others. Al Donahue ork cuts the show and plays for dancing. Friedman.

Carnival on Ice  
Conrad Hilton, Chicago

The management has apparently found a formula that clicks in the ice show. Merriel Abbott's 18th, which opened last night in The Boulevard Room, provides an hour of pleasant supper-time entertainment that seemed to go over well, particularly with the family trade.

Handsomely costumed, the show sports lots of color and variety. The Ogilvies, an attractive duo; puppeteer Vic Charles, and the Leduc Brothers, comic acrobats, all gave polished performances. Charles hushes the audience with a bashful clown bit. Dave Park as Pluto the Dog, John Lee as a clown, and juggler Lou Folds rounded out the acts. Robert Lenn and the Tattlers, the Boulevard-Dears and Boulevard-Dons make up the company. Several new tunes written for the show pick up the festive spirit. Frankie Masters, who doubles as barker, fronts the ork. Dietmeier.

## DRAMATIC & MUSICAL ROUTES

Can-Can: (Cass) Detroit.  
D'Oyly Carte Opera Co.: Central City, Colo.  
King and I: (Royal Alexandra) Toronto.  
Kismet: (Philharmonic) Los Angeles.  
Pajama Game: (Curran) San Francisco.  
Skin of Our Teeth: (National) Washington.  
Solid Gold Cadillac: (Geary) San Francisco.  
Teahouse of the August Moon: (Biltmore) Los Angeles.

## NAMM Meet Gives Diskeries Cold Treatment at Chicago

### But Agility, 'Disguises' Land Healthy Business for Albums

By IS HOROWITZ

CHICAGO, July 23.—When are we going to run our own convention?

This was the plaint most frequently voiced by record men attending the National Association of Music Merchants' convention here this week. The four-day confab at the Palmer House brought out diskery people in great numbers, but they were mostly independent manufacturers, distributors and one-stops, and none had an official display.

The diskery fraternity haunted the convention corridors (there was ample space between sparsely located booths) and congregated in rooms at several hotels. Best estimates placed the number of labels represented at over 30, and at least 100 distrib and one-stop reps were on hand. And a healthy business was done in lining up distribution nets and merchandising disk albums.

As expected, the show concentrated heavily on pianos, other musical instruments, television, phonograph equipment and tape recorders. Dealers handling such merchandise had lots to see, and in some cases placed large orders, according to reports.

If they also handled records, these dealers had to buttonhole

diskery people on the run to find out what plans were in the works. The only large record display was that of RCA Victor, which used many disk covers to demonstrate Stensgaard racks in the center of the main convention floor.

#### Many Hurdles

NAMM convention management, showing perhaps understandable pique at the non-support of the record industry, placed numerous hurdles in front of record men wishing to attend the event. But these were vaulted with characteristic agility.

On Monday (18), opening day many record people were refused rooms at the Palmer House, if they identified themselves as being part of the industry. There were also difficulties in getting admission badges—for record gents. It was not unusual, therefore, to see fa-

miliar faces above badges identifying the bearer as Savoy Furniture Exchange, to take an example at random.

However, restrictions were relaxed somewhat after opening day. For the record industry the NAMM get-together illustrated the growing importance of the Music operators of America March meetings as a showcase and business event. There were some, tho, this week who plugged for a separate conclave, apart from both the NAMM and MOA.

NAMM convention business included numerous panel meetings on TV, pianos, organs, etc., in addition to records (see separate story), and the election of officers.

Earl Campbell, of Campbell Music, Washington, D. C., was elected NAMM president; others

(Continued on page 16)

## Inventory Control Spells Disk Profits

### NAMM Devotes Panel Discussion to Problems of Retail Record Dealers

CHICAGO, July 23. — Proper inventory control can spell the difference between profit and loss, record dealers were told during the only meeting devoted to phonograph records held at the NAMM convention here this week.

More than 100 retailers participated in the give-and-take panel discussion Tuesday (19) that also explored dealer attitudes and problems concerning high fidelity, tape recorders and personnel training.

Panel expert Miss Dinty Moore, record buyer for Rich's, Inc., of Atlanta, told the conclave that the "saddest fact" in the LP inventory situation was the heavy reliance dealers place on distributor salesmen. These too often have taken over the function of the record buyer, going thru stock and filling in orders, she said.

With accurate inventory control, stated Miss Moore, dealers will know when and what to order, when to unload via markdown sales, and when to pull slow-moving albums to make up exchange and return packages.

In Rich's, physical-count inventory is taken every two weeks, with fast-selling items checked daily. Back orders are canceled every 60 days. A card file system enables Miss Moore to know exactly what is in stock at all times, and, most importantly, the proper time to replenish stock.

A profitably operated record stock should turn over its inventory five to seven times a year, it was brought out.

Dealers present at the meet showed great interest in the problem of demonstrating hi-fi disks to patrons. Leon Ferguson, of Ferguson's Record Shop, Memphis,

panel chairman, said that his four hi-fi listening rooms, each with \$400 of playback equipment, has enabled him to sell many more hi-fi disks, especially of higher price, than he would otherwise. His lush set-up evoked gasps from other dealers, some of whom stood up to state that they found that many patrons damaged disks if allowed to play them in the store.

One Florida retailer said that he keeps the turntable outside the listening booth to give him better control over disk handling. Another, from Wisconsin, uses a hi-fi demonstrator on his sales counter.

While recorded tapes are not an

(Continued on page 16)

## ONE-MAN WAR VS. ASCAP

### Lengsfelder Resumes Campaign, Seeks Allies

NEW YORK, July 23. — Hans Lengsfelder, writer who for years has campaigned for various changes in the operation of the American Society of Composers, Authors and Publishers, this week created a stir in the music business by polling the writer and publisher membership with regard to suggested changes in distribution, log-

ging and election systems. Lengsfelder charged the systems were biased, undemocratic, inequitable, and in violation of the Consent Decree.

The charges, sent to the members in the mail, were accompanied by a return-addressed envelope whereon the member was asked to indicate by "Yes" or "No" answer whether he was dissatisfied with the distribution procedure, the logging system, the election system, and whether he favored Lengsfelder and his group having the

(Continued on page 20)

## TENSE MOMENT FOR COL. EXECS

NEW YORK, July 23.—

There was a tense moment at the Times-Columbia dealer meeting Tuesday night (19). The local Columbia disk jobber played host to 900 dealers of the area, and all of the top Columbia brass was on hand. Also present was cut-rate dealer Sam Goody, stormy petrel of the industry. Came time for the drawing to pick out the two local finalists in the national Thunderbird car lottery, and the Columbia people held their breaths. So far everything had been on a congenial level, but what would happen if one slip came up "Sam Goody"? But it was over in a couple of minutes, and everyone let out a sigh of relief. The riot was averted, and Goody drove home in his Cadillac.

## Decca's Fall Merchandising Push Opened

NEW YORK, July 23.—Decca Records kicked off a series of meetings this week to outline its fall merchandise and promotion program to distributors. First session was held yesterday at the Hotel Statler here, with Eastern distributors in attendance. The schedule calls for sessions in Cleveland; in Chicago Sunday (24); in New Orleans July 29, and in Los Angeles July 31.

Several aspects of the firm's fall program have already been indicated (The Billboard, July 23). These include an upward revision in the price of show albums, the disposal of 78 r.p.m. album inventory at reduced prices to dealers, and the continuance of 10-inch LP production as long as demand warrants.

It is also expected that the fall program will include an expansion in the label's classical line, with a new series of recordings to be launched.

## Columbia Opens Biggest Dealer Relations Push

### 'The New Year in Records' Program Off to Fast Start

NEW YORK, July 23.—Columbia Records this week initiated the largest series of dealer meetings in its history. Nearly 80 sessions have been scheduled across the country. It is estimated that between now and August 1, the label's merchandising and promotion program—The New Year in Records—will have been heard by a total of 15,000 dealers and clerks.

Attendance at the first meetings has been record-breaking. Approximately 900 retailers in the New York-New Jersey area convened at the Hotel Commodore here this week for the session staged by the Times-Columbia distributor.

Aspects of the label's merchandise and promotion program have already been indicated (The Billboard, July 23), particularly with regard to repertoire and over-all promotional philosophy. In addition, the label has announced a new inventory control sticker, a removable gummed label bearing the record number and price, which

(Continued on page 36)

## Capitol Trims EP Prices; Pub Influence Seen

HOLLYWOOD, July 23.—Capitol Records made further adjustments in its price policy this week, reducing the price of single EP albums from \$1.49 to \$1.47.

Move is effective July 25, with the firm guaranteeing dealer cost on all extended-play albums if further price reductions are made during the year.

Double-pocket EP's will list for \$2.93 from \$2.98, while three-pocket EP's will go for \$4.40 from \$4.47. Capitol adjusted the price of its "H" line of LP's last week.

NEW YORK, July 23. — The Capitol didn't make known the

(Continued on page 16)

## 'Girl' Sound Track Rights to Victor

HOLLYWOOD, July 23.—RCA Victor this week acquired the sound track album rights to the upcoming Paramount Picture, "The Girl Rush," starring Rosalind Russell.

Slated for release late this year, the musical comedy film has long been sought after by a number of major recording companies. Hugh Martin and Ralph Blane penned the score, being published by Frank Loesser.

## Many New Units Shown By 60 Firms at NAMM

CHICAGO, July 23.—More than 60 manufacturers were represented in the line-up of new phonos, combinations and tape recorders displayed here during the NAMM Show.

Many of the lines showcased have been covered in recent issues, so the following report is primarily concerned with new units introduced at the show this week.

Motorola's new 1956 line included five phonos, ranging in price from a three-speed children's portable at \$29.95 to a four-speaker hi-fi console at \$199.95.

Magnavox showed several new phonos and radio-phonos models, starting at \$139.95 for a three-speaker table model and going up to \$895 for a deluxe console unit. Majestic's line was highlighted by its new Grundig phono models, manufactured in Germany.

Webster-Chicago premed 27 new phono models (priced from \$24.95 to \$275); six tape recorders (from \$149.95 to \$249.95) and nine "diskchangers." Bell & Howell unveiled a line of six hi-fi consoles, with cabinets designed by Paul

(Continued on page 20)

## London Pegs List Prices After Confab

CHICAGO, July 23.—Following meetings with distributors at the NAMM convention here this week, London Records firmed up its decision to maintain current suggested list prices. Twelve-inch LP's in the diskery's catalog sell at \$3.98 each, except for opera sets which list at \$1 more per record.

There had been some advance speculation that London might up its lists, and the diskery is known to have considered making the move on at least part of its catalog. It is believed that only a price revision upward by RCA Victor could alter the present London stand.

## Merc May Add Phonographs

CHICAGO, July 23.—Tho no decision has yet been made, chances appeared good that Mercury Records will soon introduce a phonograph line. Diskery distributors were shown such a line this week during a company-sponsored meeting, and asked whether they would support its introduction.

The line shown is manufactured by Crescent Industries, but it carries the Mercury tag.

## MOVING 'DOGS' SAVES DOUGH

CHICAGO, July 23. — A small loss taken early on slow-moving album merchandise may prevent heavier losses later, dealers attending the NAMM disk panel were told this week. Fred H. Werner, of Kimbrel Music, Greeley, Colo., told them to get rid of "those dogs" fast. "Don't wait too long," he warned, urging dealers to mark down the shelf-warmers fast, and make room for more salable merchandise.

## A-V Taping Single Pops

NEW YORK, July 23.—A recorded tape equivalent to the single pop record is being readied for fall release by A-V Tape Libraries. The firm is already lining up artists and recording material for the new series, which is to be introduced in mid-September.

The pre-recorded tapes, each wound on a three-inch "throw-away" reel, will list at \$1 each. Each will carry two pop tunes. They will be marketed by A-V under the "Sound Snapshots" trademark.

# Big Dance Ork Heads in East Join Natl. Org

**T. Dorsey, 'Pops'  
Among Officers  
Of New Committee**

NEW YORK, July 23.—The Dance Orchestra Leaders of America actually became nationwide this week when orksters in the territory met here to organize the alliance's East Coast Committee. The meeting was held Wednesday (20) at the instigation of President Les Brown, who blew into these parts for his annual Eastern tour. At the all-afternoon session, the following were named to the Eastern Committee: Tommy Dorsey, chairman; Paul Whiteman, honorary national vice-president; Sammy Kaye, Henry Jerome, Dan Terry, Willard Alexander, Dick Gabbe, Howard Sinnott, Dave Baumgarten and George Simon. The above include representatives of band managers and the major booking agencies.

Problems of the industry, and methods of dealing with same, were discussed informally, with the idea that these would next be drafted into a concrete program by the official committee.

Among the subjects on the agenda—not necessarily in order—are: How to make better band records, closer co-operation with disk jockeys and how to better finance a band.

Paul Whiteman, dean of the nation's batoneers, made a strong plea for more danceability. There also was talk of hiring a Judge Landis-type over-all exec for the industry, with the office financed by the leaders.

## 100% GOOF

### Label, Star Even Song Just Wrong

NEW YORK, July 23.—The NBC record library is tightening up its disk screening procedure, as the result of a classic goof on the web's National Radio Fan Club show last Friday (15) night. After introducing his guest artists, The Four Coins, emcee Bill Silbert signaled the engineer to put the boys' new Epic disk "Maybe" on the turntable.

The label said Epic, but to Silbert's horror and his network audience's confusion, the voice of Columbia's Tony Bennett warbling "Funny Thing" poured out on the airwaves. Since the record had been cleared by the NBC record library a couple of weeks before it was sent up to the Silbert show, the obvious conclusion was that it had been passed for air-consumption without ever being played; thus the new screening check system.

Pluggie Juggy Gale reportedly appreciated the belated network performance credit for "Funny Thing," but denied any prior knowledge of the label mix-up.

## NEWPORT JAZZ FESTIVAL

### Smash Hit Rates With Top Longhair Events

By GARY KRAMER

NEWPORT, R. I., July 23.—The new grip of jazz on the imagination of the general public was startlingly dramatized at the second Newport Jazz Festival, held on three successive evenings, July 15-17. Drawing a total of 27,000 persons to Freebody Park, at prices ranging from \$3 to \$5, the event was a success of such proportions that it can be safely assumed it will become an annual event comparable to top longhair festivals.

## A SWITCH— DISK TO TAPE

CHICAGO, July 23.—One way for dealers to demonstrate records for browsers without any danger of wear or needle scratch was advanced at this week's NAMM records panel. And it is foolproof, said E. W. Olsen, Webcor exec.

Simply tape excerpts of disks requiring customer demonstration. These can be played back countless times without wear; and the dealer, thereby, might also sell a few more tape recorders, he said.

## Am-Par, S&S, Disney Tie Up 'Mickey' Deal

NEW YORK, July 23.—Am-Par Records this week finalized its deal with Walt Disney and Simon & Schuster, whereby Am-Par will manufacture and distribute a subsidiary children's label, tagged "The Official Mickey Mouse Record," while Simon & Schuster will handle the actual production of the disks.

Am-Par prexy Sam Clark expects to have the first Mickey Mouse release out by September 15, altho Am-Par's initial release under its own label isn't scheduled until sometime in late October at the earliest. Meanwhile, Clark and his new artist and repertoire chief, Sid Feller, have been talking to artists. Altho nothing definite has been set with anyone as yet, among those mentioned as possibilities are Vic Damone and Billy Eckstine.

The new Mickey Mouse kiddie line will be marketed as package goods and as singles, both 78 and 45 r.p.m. The disks will feature performers (adult emcee Jimmy Dodd and the kid "Mouseketeer" artists) from Walt Disney's Mickey Mouse Club afternoon airer on ABC-TV, which starts in the fall. Some tapes from the series will be used, but most of the wax will be specially produced by Little Gold.

(Continued on page 16)

## REPORT FOR MAY

### 78's Still Lead 45's On Sales in Canada

TORONTO, July 23.—The 45 r.p.m. disk continues to lag behind the 78 in Canadian sales, according to reports from the Dominion Bureau of Statistics.

The May report shows that whereas 96,867 of the slower speed platters were moved out of the stores, 425,884 of the 78's moved over the counters.

The report, however, indicates a greater interest in 12-inch LP's than in the 10-inchers of the same speed. This confirms earlier comments by distributors that the trend was away from the smaller plat-

Louis L. Lorillard, festival chairman, confirmed that the concerts, studded with top-price talent, had more than broken even, a fact that had not been altogether anticipated this year. Lorillard indicated that plans for a 1956 Festival of similar scope are already in the works.

From a musical point of view, the Festival was unique. The number and stature of the musicians participating, drawn from both traditional and modern ranks, allowed

(Continued on page 16)

## ORIGINAL CAST NO HIT GUARANTEE

# Diskers & Pubbers Learning Show Scores Don't Pay Off

By JUNE BUNDY

NEW YORK, July 23.—The high costs, uncertain financial returns, and various other complications involved in publishing a legit musical score and putting out original cast albums continue to harass the record industry. In fact, as the 1954-'55 Broadway season draws to a close, many disk execs and music publishers have been wondering aloud if it's all worth it.

The publishers are particularly fretful about the amount of money they have to shell out before a show even hits Broadway. One publisher estimates he has to spend about \$2,500 (not including physical costs of printing) on tickets, transportation and entertainment for artist and repertoire men and salaries for special promotion men on out-of-town openings. Producers are also beginning to insist that publishers have copies of their show tunes printed and displayed

on out-of-town music stands before the show is adjudged a hit or miss by Manhattan critics. When "Fanny" opened in Boston, for instance, sheet music copies on six different songs from the score were on the stands there, per contractual agreement.

Meanwhile, the record companies have their hands full with complaints from artists who don't want to record certain songs from the shows as singles. According to the a.&r. men, publishers are becoming increasingly demanding on this score, and insist that the record companies specify in their contracts which of their name artists will cut the show tunes as singles, whereas before they usually merely agreed that the songs would be covered by one of their bigger names.

### Multi-Deals Asked

Some of the publishers are even asking for multi-deals covering

artists on a firm's subsidiary label as well. Decca, for instance, reportedly landed the "Seventh Heaven" and "Ankles Aweigh" scores this season by guaranteeing singles by their own artists, plus singles by the McGuire Sisters and other Coral artists as well.

Consequently, even if an original cast album sells, a record company often loses money on the deal when it totals up the costs of putting out singles on the score, not to mention the artist headaches involved if the tunes don't go, or if a cover-disk follows too closely on the heels of an artist's current wax hit. A recent example of this situation occurred when Decca was forced to release the Mills Brothers waxing of "Kiss Me and Kill Me With Love" (from "Ankles Aweigh") while the boys' "Opus One" disk was just starting to climb.

Another example was the release confusion caused when RCA Victor had to put out Eddie Fisher's "Heart" (from "Damn Yankees") less than two weeks after the warbler's "Take My Love" (backed by

(Continued on page 16)

## 'MR. ROBERTS'

### Broad Disk Coverage of Film Tunes

HOLLYWOOD, July 23.—The motion picture version of "Mr. Roberts" is not being covered with a soundtrack album, the film to date is being covered by a lengthy string of both singles and albums.

Columbia is releasing a Jo Stafford-David Hughes etching of "Let Me Hear You Whisper," backed with "Farewell" by Mitch Miller. Stafford waxing marks the first time the singer has been paired with a British vocalist, Hughes having appeared with Miss Stafford during her European tour.

Decca has also covered both of the aforementioned tunes by Alfred Apaka, while Walter Schumann has etched "Whisper" for RCA Victor.

Capitol has issued an album called "Polynesia," using four "Roberts" songs, "Papio," "Vahine Anamite," "Minoi Minoi" and "Farewell." Latter firm also has a Les Paul-Mary Ford single of "Farewell."

## Col. Interim Pact Signed By Doris Day

HOLLYWOOD, July 23.—Singer Doris Day, whose contract with Columbia Records expired two weeks ago, has signed an interim pact with the company to record four sides. Agreement is separate from, and reportedly has no bearing on a long-term pact currently being negotiated between Miss Day's manager, Marty Melcher, and Columbia execs Jim Conkling and Goddard Lieberman.

Columbia's repertoire topper, Mitch Miller, is scheduled to arrive here to direct the session, slated to be held following completion of Miss Day's assignment in "The Man Who Knew Too Much" at Paramount.

## Myers Opens N. Y. Unit

PHILADELPHIA, July 23.—Myers Music, Inc., has opened a branch office in New York City. The branch is headed by Joe Saunders and Joey Sasso. Jack Howard, long associated with the entertainment field, has joined the Myers Music home office staff in Philadelphia. Three additional publishing firms have assigned the sole selling and performance rights to Myers Music. They are Samyasa Music, Coin Music and Magaolia Music Publishing Company.

## Electronics Wing Pays Off Columbia

Epic Records Sales Up 80% Over 1954;  
Phono Department, 35%; Transcriptions, 37%

NEW YORK, July 23.—Epic Records, a subsidiary of Columbia Records, and one department of the parent diskery's electronics products division, is running 79.32 per cent ahead of its 1954 pace. With all the figures in for the first six months of this year, the picture for the entire electronics wing, headed by Vice-President Paul Wexler, is regarded as extremely bright.

Besides the Epic operation, Wexler's bailiwick includes the phonograph and needle division, running 34.36 per cent ahead of last year, and the transcription division, running 37.31 per cent ahead.

The Epic operation, which

absorbed the older Okeh label, actually was started a year and one half ago, and is directed by Marve Holtzman, artists and repertoire, and Bill Nielsen, sales manager. Success of this wing is attributable to the hit records produced with such artists as Roy Hamilton, Somethin' Smith, the De John Sisters and the Four Coins.

This year, the company launched a sizable pop album program including successful re-issues from the old Columbia-Vocalion catalogs by such entities as Glenn Miller, Artie Shaw, Count Basie and Fred Astaire. In the classical division, Epic has made available here about 200 LP titles cut by its European associate, Philips. The label has shied clear of children's and country and western wax.

### Phono Division

Columbia's phono division, headed by Jim Sparling, this year is operating on an accelerated schedule, with the new models already in production three months ahead of last year's timetable. Dave Ross was employed last week for the new post of merchandise and promotion manager (The Billboard, July 23).

Columbia's transcription division, under Al Shulman, is handling, in addition to the pressing needs of indie labels, an increasing number of industrial accounts for premium and promotion disks. It recently has been offering the services of Columbia name artists in conjunction with such promotional wax. Rosemary Clooney, Arthur Godfrey, Jo Stafford, Mitch Miller, Jill Corey, Jerry Vale, Frank Parker, Carmel Quinn and Janette Davis are among those who have

(Continued on page 16)

## Infringement Claimed by 'Hearts' Team

NEW YORK, July 23.—Claiming infringement of the copyrighted tune, "Play Me Hearts and Flowers," cleffers Louis Bellin, Edward R. White and Mark Wolfson filed suit in New York Federal Court against Advanced Music Corporation, Johnny Desmond, Mann Curtis, Sanford Green, Coral Records, Inc., Bob Thiele, Dick Jacobs and Mills Music, Inc. Action seeks an injunction, damages sustained, an accounting, and delivery of the alleged offending master, etc.

According to the complaint, plaintiffs wrote the tune prior to March 6, 1955, and entered into an agreement whereby Mills Music published same. Mills was named as a defendant because the firm, according to the complaint, refused, as a legal owner, to join in the action as a plaintiff.

Complaint alleges Advanced published a tune of the same name, which was pirated from the plaintiffs' copyright, and that Coral infringed by recording it.

## Maggio Hypes Jazz LP Label

NEW YORK, July 23.—Progressive Records, the jazz label, has been reactivated under the control of Joe Maggio, with headquarters in Ridgewood, N. J. Beginning in August, the diskery plans to issue jazz LP's, all 12-inchers, on a regular basis.

Signed to exclusive artist pacts by Progressive artist and repertoire exec Gus Grant are Hal Stein, alto; Warren Fitzgerald, trumpet; and Ray Turner, tenor sax player. Respectively, they will be featured in three LP releases next month. List price of the LP's is \$3.98. Distributors were signed by Maggio this week in Chicago at the NAMM convention.

## VOX JOX

By JUNE BUNDY

**GIMMIX;** Dick Dotty, WHAM, Rochester, N. Y., is giving away 55 free records to listeners submitting the best answers to "Why I stay up till one o'clock in the morning, even tho sensible people are asleep." Dick pilots the station's nightly 10:15 p.m. to 1 a.m. "Merry-Go-Round" record program. . . . June Russell, of Portland, Ore., won Mercury's "Goober Peas" contest on the Rusty Draper record. She submitted her winning lyric entry to her favorite local Portland deejay, Barney Keep, KEX. . . . Four WAAF, Chicago, deejays (Vince Garrity, Marty Faye, Herbie Mintz and Studs Terkly) presided at the interview mike during the unveiling of the Woods Theater's newly remodeled lobby last week. All WAAF shows were broadcast directly from the theater lobby starting at 5 p.m. Monday (18) and again on Tuesday (19) starting at noon.

**SURFACE CHATTER:** Al Radka, KFRE, Fresno, Calif., thinks Sammy Davis Jr.'s new record is "crazy, so it ought to sell well. My wife hates the way he butchers a song," adds Al, "but the teen-agers will think it's the 'most' and they buy more records than my wife does." . . . Dick Johnson, KCIM, Carroll, Ia., wants "to hear from other deejays who are members of the S.P.E.B.S.Q.S.A., Inc.—either crows or quartet singers." . . . "The time is ripe for a name-band comeback" writes Bryant Arbuckle, KRIO, McAllen, Tex., and the deejays are the ones that can do it. Anyone else feel the same way?

Writing in defense of the telephone (as opposed to mail requests) Bill Snidow, WNRV, Narrows, Va., has this to say, "If I gave up my telephone calls I wouldn't have a request on the show. I've talked to the teen-agers to see why they won't write, but I still don't get more than one or two cards a week. Also if we do happen to get several request cards, often we don't have the records in the library to play, because we can't get any service from the record companies." . . . In line with this last complaint, George Fennell, WGUU, Bangor, Me., claims to have had excellent service from every company but Columbia.

Tom Edwards, WERE, Cleveland, has organized a "T. E. Freckle Club" with club cards reading "Members are required not to be envious of 'non-freckled' persons. Smile and be happy because you have the typical American look." . . . The Detroit deejay's best friend, Patrick Must (or is it Wust?), prexy of the "Bobbin' With Robin" fan club for Robin Seymour, of WKMH, Detroit, also keeps up on other jocks in town, including Frank Sims, also of WKMH, who is tossing a Deejay Hop Friday (22) at the Regent Theater, with Buddy Morrows, Eddie Fontaine, Bunny Paul and others as his guests on stage. . . . Pat also notes that Seymour has a feature article tagged "Robin Seymour defends Modern Music" in last week's Detroit Times.

## JUKE BOX WRAP-UP

Leading coin machine executives, representing countries all over the world, report on how the juke box business is faring from Sweden to Peru and from Malaya to Morocco. BB introduces International Coin Machine Executive Board.

Detroit operators launch series of teen-age dances, with highlight being a free juke box at every event. Expect local disk jockey and recording artist co-operation as program moves along. Local association rips into use of questionable records—mails 2,000 letters to location owners; 5,000 more in the offing.

George A. Miller, president and general business manager of Music Operators of America, voices objections to Copyright Office's plan to begin studying the Copyright Act. Urges every association director to wire Senator in protest. Plans to recruit the aid of every operator in the country.

For full details on these stories see Music Machines Department on page 94.

## Newport Jazz Festival a Click

• Continued from page 15

for a comprehensive view of jazz's immediate past, present and future, as no series of concerts has to date. Evidence of the national and international interest in the Festival was the fact that it was recorded in its entirety for rebroadcast over the "Voice of America," and that the NBC "Monitor" weekend program featured numerous pick-ups direct from Freebody Park.

The opening concert was strong on music and personalities with nostalgic associations. Inevitably, Louis Armstrong was the main draw and dominated audience interest. Of only scarcely less interest were sets by groups led by Roy Eldridge, Coleman Hawkins, Erroll Garner, Woody Herman and the youthful Dixielander, Stan Rubin. As added attraction for the pop and r.&b. oriented teen-agers, Teddi King and Joe Turner offered vocals in these respective idioms.

Modernists got their inning at the Saturday night concert, which drew well over 10,000 fans. Kicked off brilliantly by the Max Roach-Clifford Brown Quintet, the evening successively brought on outstanding modernists like Lee Konitz, Warne Marsh, Bob Brookmeyer, Chet Baker, Al Cohn, Marian McPartland and Dave Brubeck. Personal hits were scored by Dinah Washington and by the one Dixieland aggregation on this program, led by Jimmy McPartland and Wild Bill Davison.

The final stanza was sampling

of some of the best in various musical styles. As in the previous concerts, an outstanding fact was the solid front displayed by musicians of sharply different schools. Bobby Hackett and Ben Webster proved to be surprisingly at ease with musicians like Gerry Mulligan, J. J. Johnson and Billy Taylor. The audience, for its part, also found little difficulty in skipping from Dixieland to Kansas City, or from swing to the cerebral modern music played by the Modern Jazz Quartet.

Musicians participating on the last evening included, besides the above, Miles Davis, Bud Shank, Thelonious Monk, Kai Winding and Lester Young. Winding up the series was a spectacular set by the Count Basie band that ended the event on the strongest possible note.

### RCA, Ltd., Ups Feeney

TORONTO, July 23.—Jack R. Feeney, formerly national sales representative of the record department, RCA Victor Co. Ltd., was named sales manager of the company, with headquarters in Montreal. Feeney was record manager of Victor's Toronto office before moving to his top-level sales position in Montreal, and before that worked for eight years in a record, TV and radio store in his native Hamilton, Ont.

## NEWS REVIEW

### Miller MC Job Sparks 'Kraft Hr.'

By JUNE BUNDY

NEW YORK, July 23.—Several network radio shows this season have purported to present "inside" pictures of the music business, but Mitch Miller (in his new emcee role on CBS "Kraft Hour") is the first to bring the idea off at all successfully.

Most of the other efforts in this direction have been either embarrassingly gauche and unknowing or else so stuffily know-it-all that they quickly died of their own dullness. Miller's Kraft ailer (Sundays, 9-10 p.m.), tho, is a shrewd mixture of trade-wise chatter and sharp showmanship, managing the difficult feat of being both informative and entertaining at the same time.

The show spotlights a great deal of music—both recorded and live—during the hour, but its greatest asset is the relaxed, seemingly spontaneous quality of Miller's round-table chats with his guest stars. On the show caught (10) he hosted pop artists Lena Horne, Johnnie Ray and Erroll Garner; classical violinist Issac Stern, and actress-novelist Ilka Chase.

#### Good Talk

Under Miller's tactful guidance, this talented but rather unorthodox combination mixed delightfully and provided a fascinating hour of un-hackneyed conversation about the music business (e.g. Stern's frankly envious views on the limitations facing the classical artist—as compared to the jazz musician—in the field of improvisation, etc.)

Miller and his guests seemed to be genuinely interested in the discussions, and all emerged as unusually human and likable, with Miss Horne and Stern scoring particularly high in the personality department. Miller played several recordings by his musical guests (including his own new waxing, "The Yellow Rose of Texas"), while Ray, Garner and Miss Horne also contributed listenable live performances.

Emcee-wise, "The Kraft Hour" has been something of a jinx, with both Edgar Bergen and Rudy Vallee exiting the spo' within the last few months. However, judging by the Beard's first three shows, it sounds as tho the program finally has a winner in third-man Miller.

### Winters Contract Bought by Carlson

CINCINNATI, July 23.—Harry Carlson, head of Fraternity Records, with headquarters here, announced Thursday (21) that he had just purchased from Buddy Allen, New York, the personal management contract on Jerri Winters, singer, who has just closed at the Cloisters, Chicago.

Miss Winters recently cut eight sides of a 12-sided, long-play jazz album for Fraternity in New York, and is slated to return there August 14 to complete the remaining four sides. Don Costa is doing the backing on the series.

With the signing of Miss Winters, Fraternity's recording talent roster now comprises, besides Miss Winters, Dick Noel, baritone with Don McNeill's "Breakfast Club" radio show; Cathy Carr, singer, who opens Monday (25) at Joe Cotton's Steak Ranch, Atlanta; the Four Andersons, teen-age group; Margie Meinert, organist; Bob Connelly and Vic Bellamy, singers, and the Dan Belloc orchestra, Chicago. The Belloc band was formerly heard on the M-G-M and Dot labels.

### Am-Par, S&S

• Continued from page 15

en Records chief Arthur Shimkin. Sales promotion on Am-Par's new kiddie line will be closely tied to the Disney afternoon show. Clark is also working on a plan whereby the Paramount Theaters across the country will participate in the promotional push via lobby displays and special kiddie matinee tie-ups.

## Original Cast No Guarantee

• Continued from page 15

"Just One More Time") hit the market. Feeling ran so high at the time that publisher George Paxton actually took ads in the trades to point out that "Heart" was released because of legit commitments and not because the first Fisher disk wasn't selling.

Capitol, Decca and Columbia were hard-hit this year, since none of their original cast albums contained a full-fledged record hit. Capitol's "Young and Foolish" from "Plain and Fancy" was the closest, but Columbia's "House of Flowers" score, and the aforementioned two Decca show-albums ("Seventh Heaven" and "Ankles Aweigh") have yet to come up with anything in the hit record class.

RCA Victor did a little better with "Damn Yankees," but "Peter Pan" didn't have any hit singles, nor did it hit the best-selling album category until presented on TV; while "Fanny," "Silk Stockings," and "The Boy Friend" were also in the non-hit song category single-wise.

#### Money in Singles

In view of the precarious state of affairs in the original cast album field, some of the record companies are of the opinion that they can make more money by letting other firms have original cast rights, while they play it safe and only cover show songs that look like record hits. Mercury has taken this idea a step further by packaging its singles from hit Broadway show scores and putting them out in EP form under the legit show's tag, (e.g. Hits From "Pajama Game," etc.)

In line with this thinking, some waxeries are also of the opinion that they would rather put their money into building their single

### Report for May

• Continued from page 15

46,095 of the larger disks. The previous month of April, sales of the 10-inchers were 67,837, contrasted to 45,201 of the 12-inchers. Distributors said they noticed the trend first in classical records, but now it is beginning to show among pop records, too.

#### Classic Trend

The trend with respect to the classics began two years ago here, while the development in the pop field is a more recent trend. The 10-inchers are not being written off, however, by the distributors, because there seems an interest in the vocal selections carried by the smaller disks.

Another aspect, and a most important one, too, say a number of dealers, is that the 12-inch cover lends itself to prominent display. Dealers make use of the colorful and eye-fel artistic covers presented by the manufacturers.

As an instance of the success of the 12-inch records, George Offer, sales manager for Decca in Canada, reports that sales of 12-inch records are up 200 per cent over a year ago. Most of the records are popular listening platters.

The government reports also bear out that April is a peak selling month. While total sales of all records during the month of May were \$715,561, April sales were \$886,274.

While manufacturers produced fewer 78 r.p.m. disks in May as opposed to April, they upped their production of 12-inch LP's.

### Col. Electronics

• Continued from page 15

lent their services to the various commercial projects.

According to Wexler, an important function of his entire electronics section is to develop new products for Columbia. A number of these will be unveiled in the fall.

Epic's distributor and dealer meetings, in which fall plans will be introduced, have been scheduled to tee off this week, with the first major conclave to be held here at the Park Sheraton Hotel Thursday evening (28). Thereafter, teams of execs will tour the country distrib by distrib. Company men participating will include Wexler, Nielsen, Merchandise Manager Charlie Shick and the diskery's four field men.

artists, rather than shelling out \$10,000 or more for original cast rights on one show.

Mercury, for instance, reportedly expects to make more money (for its investment) on "Damn Yankees" than Victor, what with Sarah Vaughan's best-selling "Whatever Lola Wants" and Mercury's special EP of "Damn Yankee" hits, which includes the Vaughan disk. Mercury also put out a similar EP package on hits from "Pajama Game," featuring Patti Page's single click disk "Steam Hit" from the show.

### Inventory Control

• Continued from page 14

immediate threat to the sale of records, E. W. Olsen, public relations and advertising director of Webster-Chicago, told the meeting that 1,450,000 tape recorders are already in home use. Last year \$3,000,000 worth of tape recorders was sold and this total should climb by another 10 per cent in 1955, he added. And there are already enough recorded tapes available for satisfactory musical tape libraries.

Tape is not competitive to disks, Olsen asserted, and cannot become so until they can be purchased at equivalent prices and are as easy to play as records. The problems of standards should be solved in about six months, he predicted.

Olsen noted that surveys have shown that music stores are thought by the public as the best place to buy tape recorders, but that actually more machines are sold in camera stores, which place lower in polls. One dealer in the audience, however, complained that he sold cameras but was unable to move recorders. Demonstration is the only effective way to merchandise the machines, Olsen said. Some dealers stated that they were reluctant to handle the units because of price competition by discount houses.

Fred H. Werner, head of the Kimbrel Music Company, Greeley, Colo., told the gathering that new employees should be assigned to experienced hands for awhile. "Don't just turn them loose," he advised, but indoctrinate them thoroly in the use of catalogs, the handling of special orders and the use of accessories. A most important aid are trade publications, he said.

Interest in music is the most important qualification in a prospective record clerk, declared Werner. But Miss Moore gave it as her considered opinion that a "girl with a twinkle in her eye" could outsell the knowledgeable clerk any time.

Panel moderator was John W. Mock, business consultant.

### Cap Trims Prices

• Continued from page 14

reason behind its slight reduction in the price of EP's, traders speculated at week's end that a probable factor was the forceful mechanical-royalty stand taken recently by the Music Publishers Holding Corporation.

It was recalled that the powerful Warners Bros.' publishing firm two weeks ago informed all diskeries that henceforth a two cents per tune royalty would be expected on all disk use, even for LP's and EP's. Earlier practice had been to allow a one and a half cent royalty on EP's.

MPHC told manufacturers that their increase in the price of EP's last January, from \$1.47 to \$1.49, voided the lower rate (The Billboard, July 16).

One school of thought had it that Cap's cut-back to the old EP price of \$1.47 would again entitle it to the special mechanical royalty rate on MPHC material.

### NAMM Meet

• Continued from page 14

named being Paul E. Murphy, vice-president; Philip Werlein, secretary, and Emory Penny, treasurer.

Total attendance figures were 7,261, as compared to 7,955 last year.

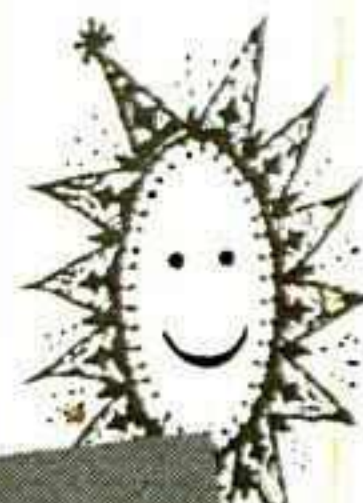
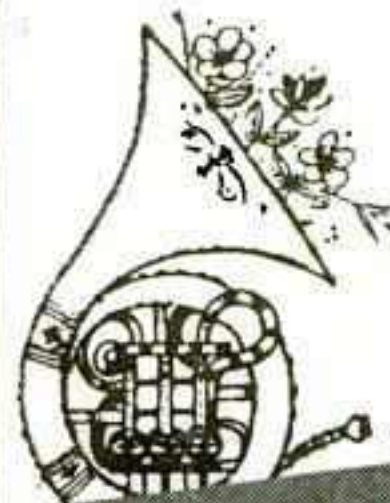
A



N

E

W



**COLUMBIA ANNOUNCES**

Y

E

A

R



I

N

R

E

C

O

R

D

S

Most businesses have good seasons and bad seasons.  
The record business is no exception—it is a notorious example of peak-and-valley selling.

Why?

Largely because nobody has done much about it—or figured out how.

Until now.

Columbia Records offers retailers a plan to help correct this situation. A plan behind which we have mobilized our entire facilities, resources and manpower!

The objective, simply, is to create important business for you and for us not just 4, 5 or 6 months, but every month of the year.

We plan to help you accomplish this by creating and promoting purchase inducements the public will find difficult to resist. And by providing you with a rich assortment of tools for efficient, profitable merchandising.

Columbia's New Year in Records is actually a solid calendar of events. Each month a major product promotion.

By starting August 1st in a "valley" period, a big extra month is added to your Fall selling season as the first of "many happy returns" to come.

Make sure you are thoroughly familiar with all the opportunities Columbia makes available to improve your sales and profits.


It won't cost you anything but the time it takes to find out—and the determination it takes to make it pay off.

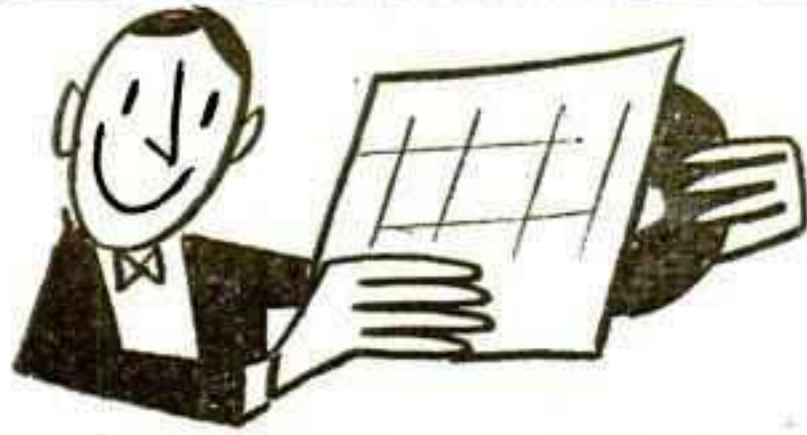
**COLUMBIA DISTRIBUTOR-DEALER MEETINGS ARE NOW IN PROGRESS. DON'T FAIL TO SEE AND HEAR THE ENTIRE STORY — SUMMARIZED ON THE FOLLOWING PAGES...**



# HAPPY NEW YEAR

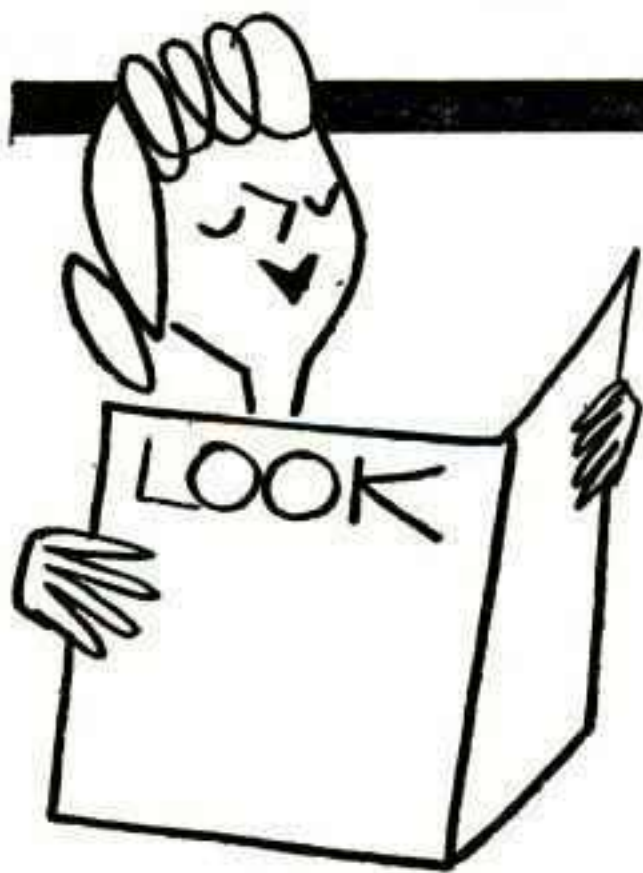
BIGGEST RELEASE LIST EVER ISSUED IN AUGUST—ACTUALLY A **"HIT A DAY."** COLUMBIA'S TOP NAMES. THE INDUSTRY'S TOP TRAFFIC BUILDERS. READY FOR DELIVERY RIGHT NOW!

COLUMBIA CALENDAR OF EVENTS						A HIT A DAY! IN AUGUST					
	<b>THE DANCING SOUND</b> Les Elgart CL 684, B-514, B-2044, B-2045, B-2046	<b>BRAVO!</b> Andre Kostelanetz conducting the Philharmonic Symphony Orchestra of New York CL 759, A-2025, A-2026	<b>A SQUARE TALK ON POPULAR MUSIC</b> Anna Russell ML 5036	<b>SONGS OF THE WEST</b> Norman Luboff Choir CL 657, B-506, B-2003	<b>A COLUMBIA BEST SELLER! BRUBECK TIME!</b> Dave Brubeck Quartet CL 622, B-473, B-1946, B-1947	<b>TCHAIKOVSKY: ROMEO AND JULIET OVERTURE OF 1812</b> The Philadelphia Orchestra ML 4997					
	<b>SATCH PLAYS FATS</b> Louis Armstrong CL 708, B-536, B-2085	<b>A COLUMBIA BEST SELLER! CAUGHT IN THE ACT</b> Victor Berge CL 646, B-495, B-496, B-1962	<b>CARL ORFF: ANTIGONAE</b> Vienna Symphony Orchestra and Chorus ML 5038	<b>A COLUMBIA BEST SELLER! RHAPSODY IN BLUE</b> Oscar Levant CL 700, A-1642	<b>WAILIN' AT THE TRIANON</b> Lionel Hampton CL 711, B-528, B-1997, B-1998	<b>STRAVINSKY: LE SACRE DU PRINTEMPS PETROUCHKA</b> The Philadelphia Orchestra ML 5030					
	<b>VIENNA HOLIDAY</b> Michel Legrand CL 706, B-533	<b>BACH: TOCCATA IN D MINOR</b> E. Power Biggs ML 5032	<b>A COLUMBIA BEST SELLER! BORODIN: POLOVTSIAN DANCES</b> Dimitri Mitropoulos conducting the Philharmonic Symphony Orchestra of New York ML 4815, A-1823, A-1824	<b>GIRL MEETS BOY</b> Peggy King, Felicia Sanders, Jerry Vale CL 713, B-535	<b>THE GREATEST MOMENTS IN SPORTS</b> Actual Voices and Sounds of Athletic History ML 5000, A-1116	<b>A COLUMBIA BEST SELLER! PORTS OF CALL</b> The Philadelphia Orchestra ML 4983, A-1869					
	<b>MOOD FOR 12</b> Paul Weston CL 693, B-526	<b>ELGAR: ENIGMA VARIATIONS</b> Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra ML 5031	<b>A COLUMBIA BEST SELLER! I LOVE PARIS</b> Michel Legrand CL 555, B-441, B-442	<b>VERDI: AIDA</b> Andre Kostelanetz CL 755, A-1114	<b>A COLUMBIA BEST SELLER! LOVE ME OR LEAVE ME</b> Doris Day CL 710, B-540, B-2090	<b>HOWLS, BONERS AND SHOCKERS</b> Art Linkletter CL 703, B-530, B-2082					
	<b>MUSIC FOR HER</b> Percy Faith CL 705, B-532, B-2084	<b>A COLUMBIA BEST SELLER! MENDELSSOHN: CONCERTO IN E MINOR FOR VIOLIN</b> Zino Francescatti ML 4965, A-1109	<b>VIVALDI: THE SEASONS</b> Guido Cantelli conducting the Philharmonic Symphony Orchestra of New York ML 5044								



FREE GIVE-AWAY **"HIT A DAY"** PREVIEW RECORD. CONTAINS GENEROUS SELECTIONS FROM 7 NEW ALBUMS.

THIS EXTENDED PLAY RECORD YOURS FREE TO PULL CUSTOMERS IN!



NATIONAL AND LOCAL ADVERTISING ANNOUNCES THE **"HIT A DAY"** PROMOTION AND FREE RECORD OFFER. FULL PAGES IN LOOK AND OTHER MAGAZINES. RADIO AND TV SPOTS, ALL SIZE CO-OP NEWSPAPER ADS FOR YOUR TIE-IN USE.



EXCITING POINT OF SALE DISPLAY KITS. NEW COUNTER AND WINDOW PIECES. EASELED ALBUM COVERS. SCOTCH TAPE STREAMERS. ALL HITTING THE BIG **"HIT A DAY"** PROMOTION.



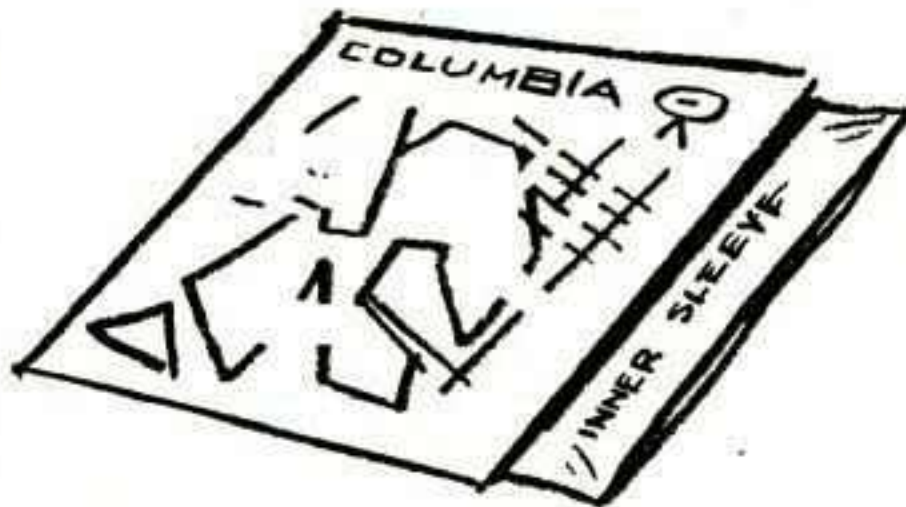


# FROM COLUMBIA

**FACTORY SEALED**

DESIGNED AND ENGINEERED AT COLUMBIA SOUND LABORATORIES

NEW FACTORY-SEAL PACKAGING ON ML 4000 SERIES GUARANTEES YOUR CUSTOMERS FACTORY-FRESH RECORDS FOR FRESH SALES APPEAL.



ALL NEW JACKET DESIGNS EMPLOY WIDEST USE OF COLOR IN THE BUSINESS. INNER SLEEVE INCLUDED IN ALL ML 4000 RECORDS AND ALL MASTERWORKS CONVERTED TO THE CL 500 SERIES.

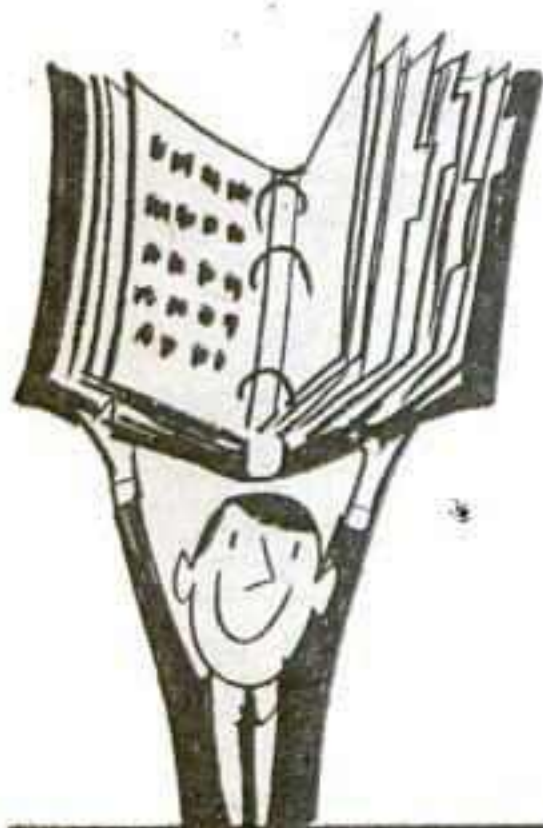
CL 784  
3.95

NEW INVENTORY CONTROL SYSTEM. ALL COLUMBIA <sup>®</sup> MERCHANDISE SHIPPED WITH PRICE AND NUMBER STICKERS ATTACHED TO BACK OF JACKET.

STANDARDIZED PRICING  
CL 500 SERIES, \$3.95  
ML 4000 SERIES, \$4.98

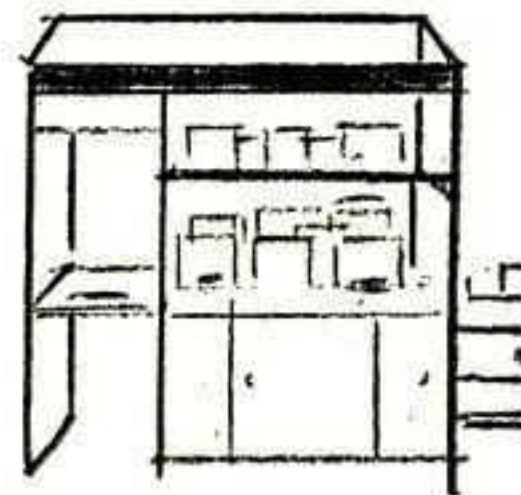
100% EXCHANGE PRIVILEGE ON ALL NEW PACKAGE MERCHANDISE FOR SIX MONTHS AFTER DATE OF INITIAL RELEASE.

1% RETURN PRIVILEGE ON ALL PACKAGE <sup>®</sup> PURCHASES INCLUDING ENTRÉ.



NEW COLUMBIA NUMERICAL CATALOG. CROSS-REFERENCED EVERY POSSIBLE WAY. TOP MASTERWORKS SERIES AND ALL CL 500 ITEMS ILLUSTRATED IN FULL COLOR.

NEW SELF-SERVICE PROGRAM. TESTED, LOW-COST ADD-A-RACK STORE FIXTURES DEVELOPED BY COLUMBIA TO INCREASE YOUR SELLING POWER.



© "Columbia" ®

Coming up for September to keep the pot boiling

BIGGEST ANDRE KOSTELANETZ PROMOTION OF ALL TIME! 12-INCH <sup>®</sup> SAMPLER ALBUM "MEET ANDRE KOSTELANETZ" ONLY 98¢ RETAIL, (EXTENDED PLAY 39¢). PROMISES BIGGER VOLUME THAN "I LIKE JAZZ.!"

**PLACE YOUR ORDERS NOW!**

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Red Foley has just begun a new three-year contract with Crossroads TV Productions, Springfield, Mo., producers of "Ozark Jubilee," which Foley headlines on ABC-TV. Ralph D. Foster, president of Crossroads TV and RadiOzark Enterprises, negotiated the renewal last week with Foley and his manager, Dub Allbritten. . . . WSM's Fourth Annual National Disk Jockey Festival in Nashville has been officially set for November 11-12, one week earlier than it has been held in the past. Date was advanced a week in order to assure national network and television coverage. Country Music Disk Jockey Association will hold its annual convention at the Andrew Jackson Hotel, Nashville, November 10. CMDJ conclave also was advanced a week to coincide with the festival dates.

Slim Whitman is back on the road with his band after sopping up the sun on Florida beaches. . . . James C. (Jimmy) Hughes, featured performer with the Cumberland Mountain Boys, the Jimmy Hughes Country Boys and other c.&w. units on WCTW, New Castle, Ind., died there July 14 of cancer. . . . Jim Reeves reports good reception for his latest efforts for RCA Victor, "Hurtin' Inside" b/w "Yonder Comes a Sucker." . . . Johnny Bond's appearance on Red Foley's "Ozark Jubilee" last Saturday (23) marked his first live nationwide telecast, altho he's been seen coast-to-coast for some time on film via "Old American Barn Dance." Bond is working out of "Town Hall Party," Los Angeles, and appears Sundays on Gene Autry's "Melody Ranch" via CBS radio.

Texas Bill Strength (Capitol), following an engagement at the Coldwater Theater, Coldwater, Miss., Friday night (22), headed for the West Coast, where he's booked thru August 1 by the Bobby Bennett Agency, Hollywood. En route, he stopped off in Springfield, Mo., Saturday (23) for an appearance on Red Foley's "Ozark Jubilee." Next Saturday (30) he appears on Spade Cooley's TV show from the Coast. Bill has just taken delivery on a new 45-foot, air-conditioned house trailer, a new '55 benzine buggy. . . . Johnny Horton, Betty Amos, Jack Ford, Hoot and Curley, David Houston and others from "Louisiana Hayride," Shreveport, La., were the features at Pleasure Acres Lake, near Tyler, Tex., recently, with Lonzo and Oscar, of "Grand Ole Opry," on hand to help out with the fun. The same "Hayride" unit put on a picking and singing fest at Huntsville, Tex., July 15.

Despite oven-like temperatures, more than 4,000 c.&w. fans poured into Denver's Auditorium Arena Sunday night, July 17, to pay homage to Hank Snow, his Rainbow Ranch Hands, and a troupe including the Carter Sisters, Martha Carson and Her Country Gentlemen, the Davis Sisters, and Jimmie Rodgers Snow. Lou Johansen handled the promotion. Mother Maybelle Carter was unable to appear due to illness. . . . In the same city, Webb Pierce and His Wandering Boys plus Red Sovine and Peach-Seed Jones recently pulled excellent crowds in a two-nighter at Joe Lehr's Rainbow Ballroom in the face of boiling weather.

"Town Hall Party" (NBC and KTTV), Los Angeles, recently opened a new park operation in the Santa Monica Mountains, just outside of L.A. Known as "Town Hall Ranch Party," the venture has been getting a big play on Sundays and holidays. This is in addition to the unit's regular Friday and Saturday night operations out of Town Hall, Compton, Calif. The cast includes Tex Ritter, Lefty Frizzell, Merle Travis, Wesley and Marilyn Tuttle, Johnny Bond, Joe Maphis and Rose Lee, Skeets McDonald, the Collins Kids, Mary Jane Johnson, Bonnie Sloan, Mary Lou, Tex Carman, Bobby Charles, Gary Williams, Les (Carrot-Top) Anderson and Freddie Hart.

Billy Scott, now doing five TV shows a week over WLW-C, Columbus, O., and WLW-D, Dayton, O., has teamed with Helen Harris, (Continued on page 45)

# RHYTHM-BLUES NOTES

By BILL SIMON

As usual, the live-wire proprietors of the big r.&b. labels turned out strong for the National Association of Music Merchants Show in Chicago last week. Atlantic, represented by President Herb Abramson and Vice-Presidents Ahmet and Nesuhi Ertegun and Jerry Wexler, threw a dinner for its distributors, followed by a meeting on Tuesday night (19). Among others at the show were the Bihari brothers (Modern), Leonard Chess (Chess and Checker), Herman Lubinsky (Savoy), Irv Marcus (Duke and Peacock), Randy Wood (Dot) and Jerry Blaine (Jubilee).

The talent line-up for deejay Alan Freed's "Big Rock and Roll Show," which makes its return appearance at the Brooklyn Paramount the week of September 2, is virtually set. Along with headliner Tony Bennett, Freed will present the Harptones, Nappy Brown, the Moonglows, the Red Prysock band, and probably Chuck Berry. Several more acts remain to be signed. Chuck Berry, incidentally, was signed to a booking deal this week by Irving Siders, of the Gale Agency. Currently the artist is represented by a strong disk entry, "Maybelline," on Chess.

Epic's hot disk property, Roy Hamilton, has been booked solidly to the first of 1956—not an open date. Labor Day weekend he's at the Michigan State Fair for a reported \$5,000 for three days. September 14, he opens a two-week stand at the Blue Note in Chicago. The combination "Pop and Rhythm Show" is said to be hitting percentage every night in its current Texas routing. The package is headed by Sarah Vaughan, with Al Hibbler, Nappy Brown, Red Prysock, Muddy Waters, the Cardinals and the Moonglows sharing the billing.

Groove's newly signed duo, the Sweethearts, were formerly known as the Copperettes. In the looks department, these chicks merit a 93 rating. . . . Savoy's Freddy Mendelssohn flies to Los Angeles next week to cut some jazz dates. This week Savoy's Herman Lubinsky picked up two masters cut by the hot Count Basie warbler, Joe Williams, prior to his "Every Day" smash on Clef. The titles are "Blow, Mr. Low" and "Time for Moving."

Back in the early '40's, when r.&b. records were unfortunately identified as "race" records, RCA's Bluebird label was very hot in the field, and two of its biggest sides were Lonnie Johnson's "He's a Jelly-Roll Baker" and Jazz Gillum's "Key to the Highway." It seems that the demand for these has never died, and this week, both items were reissued on Groove disks.

# One-Man War Vs ASCAP

Continued from page 14

right to examine ASCAP's books, and equal crediting for all theme songs.

The questionnaire also asked whether the member wished to be kept informed of future developments, and would he volunteer time toward the goals sought by Lengsfelder.

Admitting that he erred in not including publishers on the old Lengsfelder Committee, which was appointed to sit with the Classification Committee, Lengsfelder states he is now rectifying this, and that he is in contact with publishers.

Performances, the letter states, are becoming the chief income source on tunes, and this necessitates overhauling of present practices inasmuch as the livelihood of writers and publishers are at stake. Lengsfelder claims he had been given access to the Society's books, but that he was barred when he came up with an analysis. Some members, he states, receive two cents per performance, and some \$2.73, and that a small minority is favored.

### Seniority Question

With regard to seniority, he states this aids mostly old members, but only those in the top classes, and that "you can figure out when practically all of this money will pass into the hands of a small group."

With regard to averages, Lengsfelder stated that "certain members" are favored under the present system; that the top group "protected themselves by putting members with high performance figures in separate classes . . . thus assuring themselves small or no decreases." He added, "Every year the classification committee meets to adjust these cockeyed figures. . . ."

With regard to logging, Lengsfelder claimed that no TV stations are checked, and that the radio sample is so inadequate that it does not mirror performances. . . . Don't let them tell you that you just haven't any performances. I am convinced that most of you had. . . . Millions have again gone to the wrong people." This argument was buttressed by Lengsfelder with a claim that he checked performances of his own material, and estimated about 3,000, whereas the Society credited him with one performance.

Altho the music business is dis-oriented today, "ASCAP, to the advantage of a few big publishers . . . neglects to tally the thousands of stations on which our active writers' and publishers' works are being performed every day. . . . While BMI gives its publishers subsidies for activities, we penalize our small, middle class and new publishers. . . . Every publisher who is not on the Board, ASCAP denies them their hard-earned performance money."

### Theme Songs

With regard to crediting theme songs, he claims no committee should have the right to decide which song should get full credit; that it should be the same for all. With regard to expenses, Lengsfelder referred to a \$25,000 grant to a widow of a board member, and asked, "How about the other widows in ASCAP?" He claimed any member has a right to examine the books, and was shocked when it was denied him.

Lengsfelder advocates that those members who lose royalties thru systems "arbitrarily imposed by the Board should be reimbursed retroactively." He added that writers were important as "window decor" when ASCAP gets involved with the government, and that even the pitiful income of small members is then emphasized. It's time someone explained to Washington the disparity in earnings, he stated.

### Voting Procedure

He suggested what he considered a fairer voting procedure, and a change in the logging method. With regard to the latter, extensive full-time log sheets would be obtained, with network performances credited in accordance with what they pay ASCAP—about 21 per cent. The present system of wire recorded sampling is unfair,

impractical and if conducted on a large scale, too costly, he added.

Lengsfelder's note closed with a "thank you" to the Honorable Philip J. Philbin of Massachusetts, for introducing a bill which would place juke boxes under the Copyright Act, and urged ASCAP members to fill in the questionnaire "before Congress is constrained to apply drastic remedies. . . ."

## Many New Units

Continued from page 14

McCobb, and ranging in price from \$595 to \$1,800, including one phono, three radio-phonos and two radio-phono-tape recorder combinations.

Majar Electronics' new portable phono line spotlighted eight units starting at \$18.75 for a manual player. The B. & R. Electronics new line was highlighted by both single-speed and three-speed phonos, kiddie phonos and radio-phono combinations, including 14 portable three-speed phonos priced from \$24.95 to \$49.95. An 11-model line of phonos was introduced by Steelman, with 10 portables priced from \$22.95 to \$89.95 and a deluxe hi-fi table model at \$99.95. The new Roland Radio line included one hi-fi radio-phono console at \$299.95 and one table model radio-phono at \$99.95.

The Boetsch Brothers showed 14 new phonos priced as low as \$9.95 for acoustic table phono with Pogo decorations and up to \$129.50 for a hi-fi table model. Waters-Conley displayed two new portables at \$17.95 and \$39.95.

Among the new tape lines introduced were the Keystone Camera Company's initial entry into the tape recorder field—a three-speaker model expected to retail at about \$200, with deliveries scheduled for early September. Magnecord (which is making the Keystone model) debuted a two-speed tape recorder at \$349, and a version with a synchronous motor at \$399, plus a rack mount unit at \$395.

Oklahoma!  
SOUND TRACK  
COMING ON  
Capitol RECORDS

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

"CHEE CHEE-OO CHEE"

Recorded by:  
DEAN MARTIN . . . . .Capitol  
THE MARINERS . . . . .Columbia  
THE JOHNSON BROS. . . . .London  
DENNIS HALE . . . . .London  
THE GAYLORDS . . . . .Mercury  
PERRY COMO and JAYE P. MORGAN . . . . .RCA Victor

\*records listed alphabetically by companies.

HILL & RANGE SONGS

ANOTHER BMI "PIN-UP" HIT

DOMANI (Tomorrow)

Recorded by  
JULIUS LA ROSA . . . . .Cadence  
TONY MARTIN . . . . .Victor  
MINUCCI . . . . .Coral

Published by  
MONTAUK MUSIC, INC.

His Greatest!

Fooled

Recorded by  
PERRY COMO  
HARMS, INC. RCA #20/47-6192

from the Charles K. Feldman Group Productions film "THE SEVEN YEAR ITCH"

THE GIRL UPSTAIRS

ROBBINS MUSIC CORPORATION

BIG HIT!  
Eddie Fisher's  
DON'T STAY AWAY TOO LONG

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

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

Theme of MGM's "BLACKBOARD JUNGLE"

Recorded by BILL HALEY and his Comets, DECCA

Still Going Strong!  
"MAMBO ROCK"

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

BREAKING WIDE OPEN FOR A SMASH HIT  
"EATIN' GOOBER PEAS"

RUSTY DRAPER  
MERCURY #70619  
PURE MUSIC B.M.I.

EVERYBODY LIKES...  
HEY MR. BANJO

MILLS MUSIC, INC.



HAS ANOTHER HIT!

# AUTUMN LEAVES

A HI-FI  
RECORDING  
  
KAPP  
RECORD  
K-116

recorded by

# ROGER WILLIAMS



The Album That Is Selling Like A Single!  
**HEY! MR. BANJO**  
The **SUNNYSIDERS** and the **HAPPY HEARTS** with 14 GREAT SONGS

HEY! MR. BANJO • ZOOM, ZOOM, ZOOM • BANJO WOOGIE • THE PARLOR PIANO • GOODBYE MY LADY LOVE • THE BAND PLAYED ON • TALL TELLER OF TALL TALES • I JUST WANNA BE BY YOU • HELLO MA BABY • I'M IN FAVOR OF FRIENDSHIP • DANCE WITH A DOLLY • GIVE MY REGARDS TO BROADWAY • I LOVE YOU MORE TODAY • THE YANKEE DOODLE BOY.

12" Long Playing—KL 1002  
and 2-EP's

**HEY! MR. BANJO**  
HEY! MR. BANJO  
ZOOM ZOOM ZOOM  
TALL TELLER OF TALL TALES  
THE BAND PLAYED ON  
KE 7004

**PLAY! MR. BANJO**  
BANJO WOOGIE  
THE PARLOR PIANO  
GOODBYE, MY LADY LOVE  
I JUST WANNA BE BY YOU  
HELLO, MA BABY  
KE 7005

**ORDER FROM YOUR NEAREST DISTRIBUTOR—TODAY!**

ALBANY, NEW YORK—Leonard Smith, Inc.  
ATLANTA, GEORGIA—Dixie Dist. Co.  
BOSTON, MASS.—Music Sup. of New Eng.  
BUFFALO, NEW YORK—M & N Dist. Co.  
CHARLOTTE, N. C.—F & F Enterprises  
CHICAGO, ILLINOIS—M. S. Dist. Co.  
CINCINNATI, OHIO—Hit Record Dist. Co.  
CLEVELAND, OHIO—Custom Dist., Inc.  
DALLAS, TEXAS—Big State Dist. Co.  
DENVER, COLO.—Pan American Rec. Sup.  
DETROIT, MICHIGAN—ARC Dist. Co.

EL PASO, TEXAS—M. B. Krupp  
HARTFORD, CONN.—Eastern Rec. Dist. Co.  
HOUSTON, TEXAS—United Record Dist. Co.  
INDIANAPOLIS, IND.—Ind. State Rec. Dist.  
JACKSONVILLE, FLA.—Pan Am. Dist. Co.  
LOS ANGELES, CALIF.—Joy Kay Dist. Co.  
MIAMI, FLORIDA—Pan American Dist. Co.  
MINNEAPOLIS, MINN.—Harold N. Lieberman Co.  
NASHVILLE, TENN.—Music City Rec. Dist.  
NEWARK, N. J.—All State New Jersey  
NEW ORLEANS, LOUISIANA—Mallory Dist. Co.

NEW YORK, N. Y.—Malverne Dist. Co.  
OAKLAND, CALIF.—Chatton Dist. Co.  
OKLAHOMA CITY, OKLA.—Okla. Rec. Sup.  
PHILADELPHIA, PA.—Edward S. Borsky, Inc.  
PITTSBURGH, PA.—Alco Record Dist. Co.  
PORTLAND, ORE.—B. G. Record Service  
SEATTLE, WASH.—Huffine Dist. Co.  
ST. LOUIS, MO.—Roberts Records Dist. Co.  
WASHINGTON, D. C.—Schwartz Bros.  
IN CANADA—Quality Records, Ltd.  
HAWAII—Microphone Music Co.

**KAPP RECORDS, INC.**



**119 West 57th St., N. Y.**

# PHONOS—HI FI

## 4,000,000 PHONO SALES SEEN . . .

Bud Letzter, vice president and general sales manager of Webster-Chicago, predicted at the Music Show in Chicago this week that the industry would sell 4,000,000 phonos in 1955 and that his firm should sell about 1,200,000 of them. At the same time, Webster-Chicago disclosed that it has budgeted for a 20 per cent sales increase in 1955 over 1954. Titus Haffa, majority Webster stockholder, indicated at the company's distributor meeting that Webster has a four-speed tape recorder in the works, but officials declined comment.

## MOTOROLA OFFERS FULL NEW LINE OF PHONOS . . .

Motorola offered a complete new line of phonos for the first time this year. Feature of the line was a hi-fi console, "The Masterpiece," which has a 15-inch Jensen speaker matched with three 5-inch Jensen speakers; a 20-watt amplifier, and a four-speed fully automatic changer. The model (which retails at \$209.95) also features Motorola's new "Guest Conductor," a device which allows the listener to "solo" a singer by "separating" voice from music. A new table model hi-fi phono, "The Masterpiece Jr." (retailing at \$109.95), has many features of the console. Also introduced by Motorola was its new children's portable, "The Moppet," a three-speed single player, and, according to the company, the only phono in its price range (\$29.95) with a separate full-range tone control.

## BELL & HOWELL IN INITIAL ENTRIES . . .

Bell & Howell made its initial entry into the hi-fi field at the Chicago Music Show this week with the introduction of six hi-fi consoles, all with cabinets designed by Paul McCobb. The new units will be marketed thru a limited number of department stores

and music specialty stores, with deliveries in late September or early October. Howard Cushing, formerly with Lyon & Healy, has joined Bell & Howell in the new post of hi-fi sales director.

Prices on the six hi-fi consoles range from \$595 for a phono, to \$1,800 for one of two radio-phono-tape recorder combinations. The other three models are radio-phono combinations. All components in the new models, including speakers, are housed in a single cabinet, and all six models are available in blond mahogany, red mahogany, silver walnut sandrift and teak cabinet finishes, with prices the same for all but the silver walnut finish.

## V-M, ADMIRAL JOIN 16 R.P.M. PARADE . . .

V-M and Admiral both included the 16 r.p.m. speed in their new phono lines this year, thus giving the industry three manufacturers now featuring four-speed models. Zenith phono models have spotlighted the 16 r.p.m. speed for several years. The chief manufacturer of 16 r.p.m. disks is Audio Books, which merchandises talking books.

## ARF PRODUCTS NOW IN HI-FI FIELD . . .

ARF Products, River Forest, Ill., marked its entrance into the hi-fi field with a showing of a line of packaged phonos, speaker systems and tuners during the Chicago Music Show. The new line incorporates German electrostatic speakers, and the company will provide private labels for the merchandise on request. ARF is selling directly to dealers and hopes to sign one quality department store or hi-fi specialty store, and one music shop in each city, with a goal of 200 for a start. ARF dealers signed to date include H. Royer Smith, Philadelphia; Colonio Music, Frederick, Md.; Hammond's Music Store, Johnson Brothers, Circus Music, all of Baltimore; Carl Fischer, New York; Kitt music and Hecht Company, Washington

# LINER NOTES

By IS HOROWITZ

## MGM CLASSICALS TO SELL ABROAD . . .

M-G-M classical records cut in this country are due to make their first appearance abroad in the fall. Thru its arrangement with Electric and Musical Industries, the manufacturer's material will be issued in England under the Parlophone label, but the M-G-M tag will be retained on LP's released in France, Germany and Japan, other countries covered in the pact.

The label, which has strongly emphasized contemporary works in its recording plans, will thus introduce many new American compositions to European collectors. Such artists as Menahem Pressler, Richard Ellsasser, and others, will be featured. M-G-M now has a catalog of about 175 American-cut titles in its catalog, and is adding to that total by about six a month.

## URANIA-HAYDN SET LP PRICE LIST . . .

Urania and Haydn Society, which recently merged their sales facilities, have settled on a suggested list price of \$4.85 for their 12-inch LP's. With releases held back for the last month or two, the labels are now readying September issues, after which new disks will be turned out again on a regular basis.

On the Urania side, a featured release will be a Berlioz disk processed according to standards in the label's "professional engineering series." These are said to be ultra hi-fi items, specially packed and issued with a bonus price tag of \$7.50. In the

regular \$4.85 series, Urania will also produce Handel's oratorio, "Saul."

For its part, Haydn Society is resuming its operatic output with a disked performance of Monteverdi's "Orfeo." Also to be issued by this label is a first recording by Walter Hautzig, American pianist just signed to a disk pact. Hautzig's first will be a set of Schubert material.

## TAPE RECORDERS LIST FROM \$79.95-\$395 . . .

Tape and tape recorders came in for a good deal of attention at the NAMM convention in Chicago this week. Pertinent to the eventual distribution and sale of pre-recorded tape were two new equipment entries which are solely designed as playback units. And they span a tremendous price range.

Near the lower end is the EMC playback unit priced at \$79.95. The versatile little unit performs at two speeds, has its own speaker, but can be hooked into separate speaker assemblies for higher fidelity. Still cheaper is the \$49 Telectronic tape playback, but it won't be available for delivery until September.

At the uppermost end of the price spectrum is Ampex's new playback unit designed for both monaural and stereophonic tapes. Available in furniture models, the machine lists at \$395 in the table-top console, with the charge \$189.50 for speaker-amplifier units. Of course, two of the latter must be used if stereophonic tapes are played. In chassis form, for custom installations, the playback assembly lists at \$379.50. Deliveries are scheduled to begin in August.

# MUSIC AS WRITTEN

## CGA, AMPP AGREE ON CONSENT ELECTION . . .

The Composers' Guild of America and the Association of Motion Picture Producers have agreed to a consent election among composers and lyricists to determine whether the guild will act as bargaining agent in their behalf. Ballots, to be returned to the National Labor Relations Board, will be mailed to all studio music staffers July 29.

## JAZZ ENCYCLOPEDIA DUE SEPTEMBER 5 . . .

"The Encyclopedia of Jazz," 250,000-word volume prepared by jazz critic Leonard Feather, will be published by Horizon Press, Inc., on September 5. The work will include 1,065 bios of musicians and singers going back to the early jazz days. The book, for which Duke Ellington wrote the forward, will retail for \$10.

## RCA VICTOR SIGNS DE CASTRO SISTERS . . .

Joe Carlton, RCA Victor artist and repertoire chief, has added the De Castro Sisters to his talent line-

up. The girls, formerly on Abbott, have been inked to a term paper. Victor, meanwhile, is renewing songstress June Valli to a new three-year pact.

## GEORGE FASS SETS UP NEW MFR. REP FIRM . . .

George Fass has set himself up as George Fass Associates, manufacturers representative, with offices in Brooklyn, N. Y. Formerly with Capitol Records, Permo, Inc., and Dean Electronics, Fass now handles Sonic phonographs, Telectronic tape recorders and Tenna indoor antennas.

## New York

London Records, in England, has acquired the European rights to three big-selling Savoy disks. The titles include "Piddly Patter Patter" and "Don't Be Angry" by Nappy Brown and "Very Truly Yours" by Jimmie Scott. . . . The ex-Count Basie blues singer, Jimmy Rushing, has been signed by Vanguard Records. . . . Noel Kramer is now handling publicity for Sunny Gale, and Morris Dia-

mond is handling disk promotion for the thrush. . . . London Records' softball team defeated Decca-Coral 7 to 5 this week in an extra-inning contest. London's Walt Maguire knocked in the winning run. Unbeaten Raleigh Records leads the loop, while London, with a 7-1 record, is in second place. . . . Joe Loco and his mambo quintet are signing with Columbia Records.

Harriet Wasser has joined the Monte Kay-Pete Kameron artists management office. . . . Jazz guitarist Mundell Lowe has been signed to an exclusive disk contract by Riverside Records. Lowe formerly was under contract to RCA Victor. . . . The Ralph Flanagan ork will settle down for a week at Coney Island, Cincinnati, starting July 29. . . . Columbia Midwest, a division of Heilicker Bros., Inc., has taken over the distribution of Columbia Records in the Minneapolis area. This territory formerly was serviced by Forster Distributing Company.

Good Time Jazz is reprocessing certain masters cut in 1949 and 1950 to hike the level to current juke box requirements.

# Classical Best Sellers (All Categories)

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

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . RCA Victor LM 1817
2. MOUSSORGSKY: PICTURES AT AN EXHIBITION; Franck; Psyche—NBC Symphony (Toscanini) . . . RCA Victor LM 1838
3. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . RCA Victor LM 6009
4. THE ART OF THE ORGAN—E. Power Biggs . . . Columbia SL 219
5. RIMSKY-KORSAKOFF: SCHEHERAZADE — Philadelphia Orchestra (Ormandy) . . . Columbia ML 4888
6. THE FAMILY ALL TOGETHER — Boston Pops Orchestra (Fiedler) . . . RCA Victor LM 1879
7. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . RCA Victor LM 1757
8. J. STRAUSS: WALTZES—Kostelanetz Orchestra . . . Columbia ML 4993
9. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) . . . RCA Victor LM 1768
10. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) . . . RCA Victor LM 1778
11. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . Columbia ML 4878
12. CALLAS PORTRAYS PUCCINI HEROINES . . . Angel 35195
13. MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos) . . . Columbia ML 4965
14. RESPIGHI: ROMAN FESTIVALS; CHURCH WINDOWS—Minneapolis Symphony (Dorati) . . . Mercury MG 50046
15. TCHAIKOVSKY: SWAN LAKE — Minneapolis Symphony (Dorati) . . . Mercury OL 3-103
16. MUSIC FOR A SUMMER NIGHT—Boston Pops Orchestra (Fiedler) . . . RCA Victor LM 1910
17. TOSCANINI PLAYS YOUR FAVORITES—NBC Symphony (Toscanini) . . . RCA Victor LM 1834
18. STARLIGHT CONCERT—Hollywood Bowl Orchestra (Dragoni) . . . Capitol P 8276
19. RAVEL: DAPHNIS ET CHLOE — Minneapolis Symphony (Dorati) . . . Mercury MG 50048
20. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann) . . . RCA Victor LM 1005

# Reviews and Ratings of New Popular Albums

## PETE KELLY'S BLUES . . . 80

Narrative by Jack Webb (1-12")  
Victor LPM 1126  
Both Columbia and Victor have albums out featuring music from Jack Webb's new movie "Pete Kelly's Blues." Webb himself handles narration on this LP, but Matty Matlock's band (also in the picture) performs on both, and ironically Webb's name is more prominently displayed on the cover of the Columbia package, than it is on this one. At least three other "Pete Kelly" LP's are due for release shortly, but Webb's brief narrative segs on this album give it an extra sales push in the field. Matlock wraps up several standards (including "Sugar," "Hardhearted Hannah") along with the title tune, in softly understated 1920 jazz style. There are strong promotional drives behind this album, and dealers should be able to move it in both the jazz and pop fields.

## THE CITIES SERVICE BAND OF AMERICA . . . 78

Paul Lavalle (1-EP)  
Victor EPA 606  
As one of the few slickly professional bands accorded quality recording these days, and by virtue of its broadcast activity, the offerings of this unit enjoy consistent selling. This lively EP, which groups four marches, should find plenty of special summertime use in conjunction with outdoor events, rides, etc. Included is Rodgers' "Guadalcanal March" from "Victory at Sea" and also "Battle Hymn of the Republic."

## ECSTASY . . . 75

Otto Cesana and His Orchestra (1-12")  
Columbia CL 631  
Cesana, who has campaigned long and well for the principle of originality in composition, has recorded 15 of his selections on this disk. They are quite beguiling and reflect the composer's wide range of musical knowledge—from jazz to the classics. There are Latin touches, bits of whimsy, nostalgia, mood pieces, and novel rhythmic patterns. They are interesting to the students, and a pleasure to the casual listener.

## THE MUSIC OF HAROLD ARLEN . . . 74

Walden 306-307  
Fanciers of fine show tunes have been asking for some years for a demonstration of Harold Arlen tunes by the composer, who used to record his own things for Brunswick in the early and middle '30's. Arlen is quite a stylist, tho with very little voice, and he knows how to get what he wants out of his incomparably flavorous tunes. Also he plays excellent piano. Now this package, with mostly obscure Arlen material, offers the composer playing and singing on one disk, while the chores are taken over by an especially talented group of artists on the other. The latter include June Ericson, Louise Carley, Warren Galjour and Miriam Burton, with Peter Matz on piano and conducting the ensemble. No

show tune collector would want to be without this set. Arlen is one of the real giants, and this collection is a real gem.

## THE BEST OF ALLEN FUNT'S CANDID MIKE . . . 74

(1-10")  
Jubilee LP 25  
Allen Funt's "Candid Microphone" show furnished enough material for three Columbia LP's, and judging by Jubilee's first package on the program, Funt still has enough tape to fill several more grooves. The hidden mike gimmick is a good party item, and the off-guard sequences on this disk have their funny moments, although scarcely in the "best" category. The TV version of the show is currently making the syndicated film rounds, so sales should be good in areas where the series is showing, particularly if dealers make some kind of tie-up with local stations carrying the program.

## MUCHO CHA CHA CHA . . . 73

Don Swan and His Orchestra (1-12")  
Liberty LRP 30001  
Release of the album comes at an opportune time—when such hits as "Sweet and Gentle" have made disk buyers Cha-Cha-Cha conscious. That ditty, plus 11 others, including "Dis-leland Cha Cha Cha" and "Rock and Roll Cha Cha Cha" are included. Swan, noted for his arrangement for many Latin-styled bands, has cut a package here which must surely appeal to dancers. It has a fine beat and a brilliant sound throuout.

## GYPSY FIDDLE . . . 73

Emery Deutsch, Violin (1-EP)  
Victor EPA 615  
Emery Deutsch has been pitching this gypsy-type schmaltz a long time. It will be noted that the tunes in this package are not gypsy melodies; but this makes no difference to Deutsch and his passionate fiddle. Offered here are "Autumn Leaves," "Close Your Eyes," "Bewitched" and "My Funny Valentine." For the blue seltzer bottle set.

## PRESENTING CARMEN BARROS . . . 72

(1-10")  
Vox VX 840  
This tastefully produced album of Latin-American music makes pleasurable listening. Miss Barros' vocal style is warm, romantic and possesses a sensitive quality. The selections include "El Manisero," "Bahia," "Paso A Paso," "Adios," "Carnalito," "Besame Mucho" etc.—eight in all. Johannes Fuhring provides the accompaniment. Dealers whose clients like this genre should stock the package, for it has quality.

## HOLIDAY IN ITALY . . . 72

Gianni Monese and His Orchestra (1-12")  
Vox VX 25000  
Here's a pleasant package of lush instrumentals, suitable for romantic music programming by deejays and for dreamy hot weather musical

(Continued on page 44)



“a  
kiss  
like  
yours”  
can't  
miss with  
a voice  
like  
hers!

# JUNE VALLI

sings

# A KISS LIKE YOURS

OH! MY LOVE *(Keep your dreams just for me)*

with Hugo Winterhalter and his Orchestra 20/47-6215



A "New Orthophonic" High Fidelity Recording



YOUR MODEST INVESTMENT IN ANY OF THESE SPECIAL

# MERCHANDISING AIDS

CAN MAKE PUSHPOP '55 REALLY COME ALIVE!



DEALERS AND OPERATORS . . .

Sign up HERE right NOW for The Billboard's Special  
**OPERATION PUSHPOP '55**

## EASEL DISPLAY CARDS!

Use these big, colorful, attention-getting display cards to post the special 10 TOP TUNES and NEW TUNES COMING UP STRONG poster sheets, now appearing each week in The Billboard.

Printed on sturdy display stock, these cards are backed with handy-to-use easel stands that make 'em stand up straight—practically call out to your customers and patrons throughout PUSHPOP'S 10-week campaign—and even longer.

Just tear out the poster pages with each new weekly Billboard and post them on your easel stands. Place them in windows, on counters, at every juke location.

Just \$1 brings both these jumbo, sales-building display cards to you postage prepaid. How many sets do you want? Use the coupon to order right away!

THE BILLBOARD  
2160 Patterson St.  
Cincinnati 22, Ohio

OPERATION PUSHPOP '55  
809

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

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

Only  
**\$1** per  
set

Dealers—for More Sales and Bigger  
Purchases—from every customer—use

## TODAY'S TOP TUNES

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



SPECIAL LOW RATES — MAIL ORDER TODAY

THE BILLBOARD  
2160 Patterson Street  
Cincinnati 22, Ohio

TODAY'S TOP TUNES DEPT.  
810

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

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

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

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

PHONE NO. \_\_\_\_\_ ORDERED BY \_\_\_\_\_

Operators—Use THE famous

## STAR PIC STRIPS

to Build Your Take on Every Box!

Here they are—the most revolutionary thing in years for Operators who want to generate More PLAYS AND PROFITS . . .

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

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

Forget the nasty job of typing your own strips and forget your programming worries. These strips do all the worrying for you—and help get you more plays and profits than ever.



MAIL THIS COUPON TODAY — START SERVICE NEXT WEEK!

Star Title Strip Co., P. O. Box 6125, Pittsburgh 12, Pa.  
811

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

NAME OF COMPANY \_\_\_\_\_

YOUR NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# COLUMBIA CHECK LIST

## NEW POP RELEASES

- Ain'tcha-Cha Comin' Out T-Tonight? Jo Stafford 40538
- St. Louis Blues Jerry Vale 40541
- Heaven Came Down To Earth Magic Night Percy Faith 40543
- Tropical Meringue Don Cherry 40544
- We Won't Say Goodbye Fifty Million Salty Kisses (And One Phony Hug) The Four Lads 40539
- Moments to Remember Dream On, My Love, Dream On

## BEST-SELLING POP SINGLES

### Week Ending July 22, 1955

- The Yellow Rose of Texas Mitch Miller 40540
- Blackberry Winter Mindy Carson 40537
- Wake the Town and Tell the People Hold Me Tight Doris Day 40505
- I'll Never Stop Loving You Never Look Back Rosemary Clooney 40534
- Go On By Sailor Boys Have Talk to Me in English Frankie Laine 40526
- Hummingbird My Little One Felicia Sanders 40508
- Blue Star My Love's a Gentle Man Guy Mitchell 40531
- Too Late Let Us Be Sweethearts Over Again The Ban-Joes 40536
- Banjo Woogie Plink, Plunk, Plinkety Plunk Joan Weber 40535
- Don't Throw My Love Away Anything, Everything for Love The Four Lads & Cathy Johnson 40532
- I've Got Four Big Brothers Little Bit

## NEW FOLK RELEASES

- Hawk-Eye Bobby Lord 21437
- I Can't Make My Dreams Understand Werly Fairburn 21432
- I Guess I'm Crazy (Far Loving You) George Morgan 21430
- That Sweet Love of Mine Little Pioneer Carl Smith 21429
- Ain't Love Grand Don't Tease Me I Just Dropped in to Say Goodbye Stuart Hamblen 21428-s
- Got So Many Million Years (I Can't Count Them) He Bought My Soul at Calvary

## BEST-SELLING FOLK RECORDS

### Week Ending July 22, 1955

- Sweet Little Miss Blue Eyes Ray Price 21402
- Let Me Talk to You It Looks Like I'm Just in Your Way Marty Robbins 21414
- I'll Love You Till the Day I Die I Just Don't Care Anymore Baby, I'm Ready The Tunesmiths 21411
- Before I Met You I'm Gonna Sleep With One Eye Open Lester Flatt, Earl Scruggs 21412

- Old Lonesome Times Carl Smith 21382
- There She Goes Somebody's Pushin' Carolina Waltz Johnny Bond 21424

## BEST-SELLING POPULAR ALBUMS

### Week Ending July 22, 1955

- Love Me or Leave Me Doris Day CL 710  
B 540  
B 2090
- The Dancing Sound Les Elgart CL 684  
B 514  
B 2044  
B 2045  
B 2046
- Satch Plays Fats Louis Armstrong CL 708  
B 536  
B 2085
- Pete Kelly's Blues R. Heindorf Orch. & M. Matlock Jazz Band CL 690  
B 2103  
B 2104  
B 2105
- Wailin' at the Trianon Lionel Hampton CL 711  
B 538  
B 1997  
B 1998
- I Love Paris Michel Legrand CL 555  
B 441  
B 442
- Holiday in Rome Michel Legrand CL 647  
B 497  
B 498
- All-Star Pops D. Day, F. Laine, T. Bennett, P. Faith, X. Cugat, Belmonte, F. Yankovic, F. Sanders
- Jazz Goes to College D. Brubeck CL 566  
CL 6321  
CL 6322  
B 435  
B 436
- Brubeck Time D. Brubeck CL 622  
B 473  
B 1946  
B 1947

## MASTERWORKS BEST-SELLERS

### Week Ending July 22, 1955

- Scheherazade Phila. Orch.-Ormandy ML 4888  
A 1103
- The Art of the Organ E. Power Biggs SL 219
- J. Strauss: Waltzes Kostelanetz & His Orch. ML 4993  
A 1558
- Rachmaninoff: Symphony No. 3, Op. 44 Phila. Orch.-Ormandy ML 4961
- Mahler: Symphony No. 1 Walter/N. Y. Philharmonic SL 218
- Ibert: Escales; Ravel: Bolero, La Valse; Debussy: Clair De Lune; Chabrier: Espana Phila. Orch.-Ormandy ML 4983  
A-1869
- Offenbach Gaitte Parisienne; Chopin: Les Sylphides Phila. Orch.-Ormandy ML 4895  
A 1919  
1920
- Franck: Symphony in D Minor Mitropoulos/N. Y. ML 4939
- Mendelssohn: Violin Concerto: Philharmonic ML 4965
- Tchaikovsky: Violin Concerto: Francescatti A 1092  
A 1109
- Pajama Game Original Broadway Cast ML 4840  
A 1098



Check with the man from

# COLUMBIA



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

# The Billboard Music Popularity Charts

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

## HONOR ROLL OF HITS

TRADE MARK REG.

### THE NATION'S TOP TUNES

For survey week ending July 20

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Rock Around the Clock</b>	1	10	<b>6. Hard to Get</b>	7	6
By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP) BEST SELLING RECORD: B. Haley, Dec 29124. OTHER RECORDS AVAILABLE: S. Doe, Arcade 123; C. Wolcott, M-G-M 12028.			By Jack Segal—Published by Witmark (ASCAP) BEST SELLING RECORD: G. MacKenzie, X 0137. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
<b>2. Unchained Melody</b>	2	17	<b>7. Something's Gotta Give</b>	6	9
By Hy Zaret and Alex North—Published by Frank (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441; R. Hamilton, Epic 9102. OTHER RECORDS AVAILABLE: C. Atkins, Vic 20-6018; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; L. Holmes, M-G-M 11962; Liberace, Col 40455; G. Lombardo, Dec 29509; L. Lovett, Atlantic 1058; C. Powell, Groove 111; J. Valli, Vic 20-6078. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.			By Johnny Mercer—Published by Robbins (ASCAP) BEST SELLING RECORDS: McGuire Sisters, Coral 61423; S. Davis Jr., Dec 29484. OTHER RECORDS AVAILABLE: R. Anthony, Cap 3096; F. Astaire, Vic 20-6140; L. Brown, Coral 61425; R. Gaylord, Wing 90000; S. Powell, Groove 111.		
<b>3. Learnin' the Blues</b>	4	11	<b>8. Ain't It a Shame</b>	10	3
By Dorothea Vicki Silvers—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3102. OTHER RECORDS AVAILABLE: R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436; J. Valino, Gold Star 253; B. Ward-Dominos, King 1492. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.			By D. Bartholomew and A. Domino—Published by Commodore (BMI) BEST SELLING RECORDS: P. Boone, Dot 15377; Fats Domino, Imperial 5348.		
<b>4. Cherry Pink and Apple Blossom White</b>	2	19	<b>9. Honey Babe</b>	8	13
By Louguay and Mack David—Published by Chappell (ASCAP) BEST SELLING RECORD: P. Prado, Vic 20-5965. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; A. Dale, Coral 61373; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; I. Puente, Tico 256; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.			By Paul Francis Webster & Max Steiner—Published by Witmark (ASCAP) BEST SELLING RECORD: A. Mooney, M-G-M 11900. OTHER RECORD AVAILABLE: Sauter-Finegan, Vic 20-6025. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.		
<b>5. Blossom Fell</b>	5	12	<b>10. Hummingbird</b>	13	3
By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Nat (King) Cole, Cap 3095. OTHER RECORDS AVAILABLE: V. Barrett, London 1566; D. Valentine, London 1554. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.			By Don Robertson—Published by Ross Jungnickel (ASCAP) BEST SELLING RECORD: L. Paul & M. Ford, Cap 3165. RECORDS AVAILABLE: Chordettes, Cadence 1267; F. Laine, Col 40526; Don & Lou Robertson, Epic 9110.		
<b>Second Ten</b>					
<b>11. It's a Sin to Tell a Lie</b>	9	3	<b>16. If I May</b>	16	7
By Billy Mayhew—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORD: S. Smith & The Redheads, Epic 9093. RECORDS AVAILABLE: J. Desmond, Coral 61436. ELECTRICAL TRANSCRIPTIONS: Larry Faith Ork, Standard; Waltz Festival Ork, Thesaurus.			By Charles Singleton and Rose Marie McCoy—Published by Roosevelt (BMI) RECORDS AVAILABLE: Nat (King) Cole, Cap 3095. ELECTRICAL TRANSCRIPTION: Jimmy Blade Ork., Standard.		
<b>12. Sweet and Gentle</b>	11	5	<b>17. Love Me or Leave Me</b>	17	7
By Ottilio Portan and George Thorn—Published by Peer (BMI) RECORDS AVAILABLE: X. Cugat-M. Griffin, Col 40530; A. Dale, Coral 61435; L. Douglas, Wing 9007; B. Frank, Seeco 4167; G. Gibbs, Mercury 70647; E. Kitt-P. Prado, Vic 20-6130; T. Rodriguez, Vic 20-5822; E. Smith, Dec 29592.			By Gus Kahn—Published by Bregman, Vocco & Conn (ASCAP) RECORDS AVAILABLE: S. Davis Jr., Dec 29484; D. Day, Columbia 2087; B. Eckstine, M-G-M 11984; L. Elgart, Col 40525; L. Horne, Vic 20-6073; L. Welk, Coral 61408. ELECTRICAL TRANSCRIPTIONS: Jimmie Blade Ork, Standard; Tex Beneke, Thesaurus.		
<b>13. I'll Never Stop Loving You</b>	15	3	<b>18. Domani</b>	23	3
By Kahn and Bradszy—Published by Feist (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; Doris Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298.			By Tony Velona and Ulpio Minucci—Published by Montauk Music Co. (BMI) RECORDS AVAILABLE: J. LaRosa, Cadence 1265; T. Martin, Vic 20-6167. ELECTRICAL TRANSCRIPTION: Larry Faith Ork., Standard.		
<b>14. Heart</b>	12	12	<b>18. Dance With Me, Henry</b>	14	13
By Dick Adler and Jerry Ross—Published by Frank (ASCAP) RECORDS AVAILABLE: N. Brooks, X 0125; E. Fisher, Vic 20-6097; Four Aces, Dec 29576; McGuire Sisters, Coral 61455. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.			By Jules Taub, Joel Josea and Sam Ling—Published by Modern (BMI) RECORDS AVAILABLE: G. Gibbs, Mercury 70572; E. James, Modern 947; Leslie Sisters, Marbis 102; L. Monte, Vic 20-6072; Ramblin' Tommy Scott, Four Star 107; Three Rays, Coral 70572; L. Winter, Crown 142. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
<b>15. Man in the Raincoat</b>	19	3	<b>20. That Old Black Magic</b>	23	3
By W. Webster—Published by Canadian Limited (BMI) RECORDS AVAILABLE: K. Chandler, Coral 61433; M. Marlowe, Cadence 1266; L. Roza, London 1589; P. Wright, Unique 303; Bonnemere, Roost 608.			By Mercer and Arlen—Published by Famous (ASCAP) RECORDS AVAILABLE: B. Daniels, Mercury 5721; S. Davis Jr., Dec 29541. ELECTRICAL TRANSCRIPTION: F. Warren, Thesaurus.		
<b>Third Ten</b>					
<b>21. House of Blue Lights</b>	23	2	<b>25. Story Untold</b>	26	3
By Freddie Slack & Don Ray—Published by Robbins (ASCAP) RECORDS AVAILABLE: C. Miller, Mercury 70627; M. Moore, Cap 2574; P. Morrissey, Dec 29594; E. M. Morse, Cap 1605.			By LeRoy Griffin—Published by Rush (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70634; Four Coins, Epic 9107; Nutmegs, Herald 452.		
<b>22. Medic Theme (Blue Star)</b>	28	3	<b>25. Banjo's Back in Town</b>	-	1
By Heyman and Victor Young—Published by Victor Young (ASCAP) RECORDS AVAILABLE: C. Applewhite, Dec 29553; L. Baxter, Cap 3055; J. Peerce, Vic 20-6144; F. Sanders, Col 40508; V. Young, Dec 29433.			By Earl Schuman, Alden Schuman, Marshall Brown—Published by World (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; M. Carson, Col 40537.		
<b>23. Alabama Jubilee</b>	21	5	<b>28. Hey, Mr. Banjo</b>	17	10
By Jack Yellen and George Cobb—Published by Remick (ASCAP) RECORDS AVAILABLE: Big Ben, DeLuxe 2036; D. Carroll, Mercury 70642; Ferko String Band, Media 1010; Firehouse Five Plus Two, Good Time Jazz 90; A. Mooney, M-G-M 12000; J. J. Spoons, Pennant 329; C. Steward, Coral 61446.			By Freddy Morgan and Norman Malkin—Published by Mills (ASCAP) RECORDS AVAILABLE: Banjo Boys, Cap 3103; G. Lombardo, Dec 29516; G. Sheldon, M-G-M 11982; Sunnysiders, Kapp 113; L. Welk, Coral 61408; F. Yankovic, Col 40506.		
<b>23. Ballad of Davy Crockett</b>	19	23	<b>28. Melody of Love</b>	22	30
By Tom Blackburn and George Burns—Published by Wonderland (BMI) RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11914; T. Ernie, Cap 3058; B. Ives, Dec 29423; R. Draper, Mercury 70555; B. Hayes, Cadence 1256; F. Parker, Col 40449; W. Schumann, Vic 20-6041; Sons of the Pioneers, Bluebird BY-25; M. Wiseman, Dot 1240. ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard; Johnny Desmond, Thesaurus.			By M. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll, Mercury 70516; D. Carroll-P. Tremaine, Mercury 70521; J. Cook, Crown 139; L. Diamond, Vic 20-5973; Four Aces, Dec 29395; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye Col 40417; W. King, Vic 20-0024; F. MacCormack, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, Vic 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039; B. Vaughan, Dot 15274. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.		
<b>25. Kentuckian Song</b>	30	2	<b>28. My One Sin</b>	-	1
By I. Gordon—Published by Frank (ASCAP) RECORDS AVAILABLE: E. Arnold, Vic 20-6139; B. Benton, Okeh 7058; B. Bregman, Era 1002; J. Brown, M-G-M 12011; G. Cherney, Mercury 70637; Hilltoppers, Dot 15375; B. Sherwood, Coral 61439; P. Weston, Col 40527; M. Wiseman, Dot 1262.			By Mascheroni-Robert Mellin—Published by Robert Mellin (BMI) RECORDS AVAILABLE: Nat (King) Cole, Cap 3136.		

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.

# KEEP THE POPS ALIVE IN '55



WHAT A MAN WAS SIX-FOOT-SIX

# JIM BOWIE



*sung by*

# GORDON MacRAE



*on*



*Record No. 3191*

*b/w*

*Why Break the Heart  
That Loves You*

- just as he sings it *for* REPUBLIC'S

## The **LAST COMMAND**

*Presented by* HERBERT J. YATES

starring Sterling HAYDEN • Anna Maria ALBERGHETTI • Richard CARLSON • Arthur HUNNICUTT

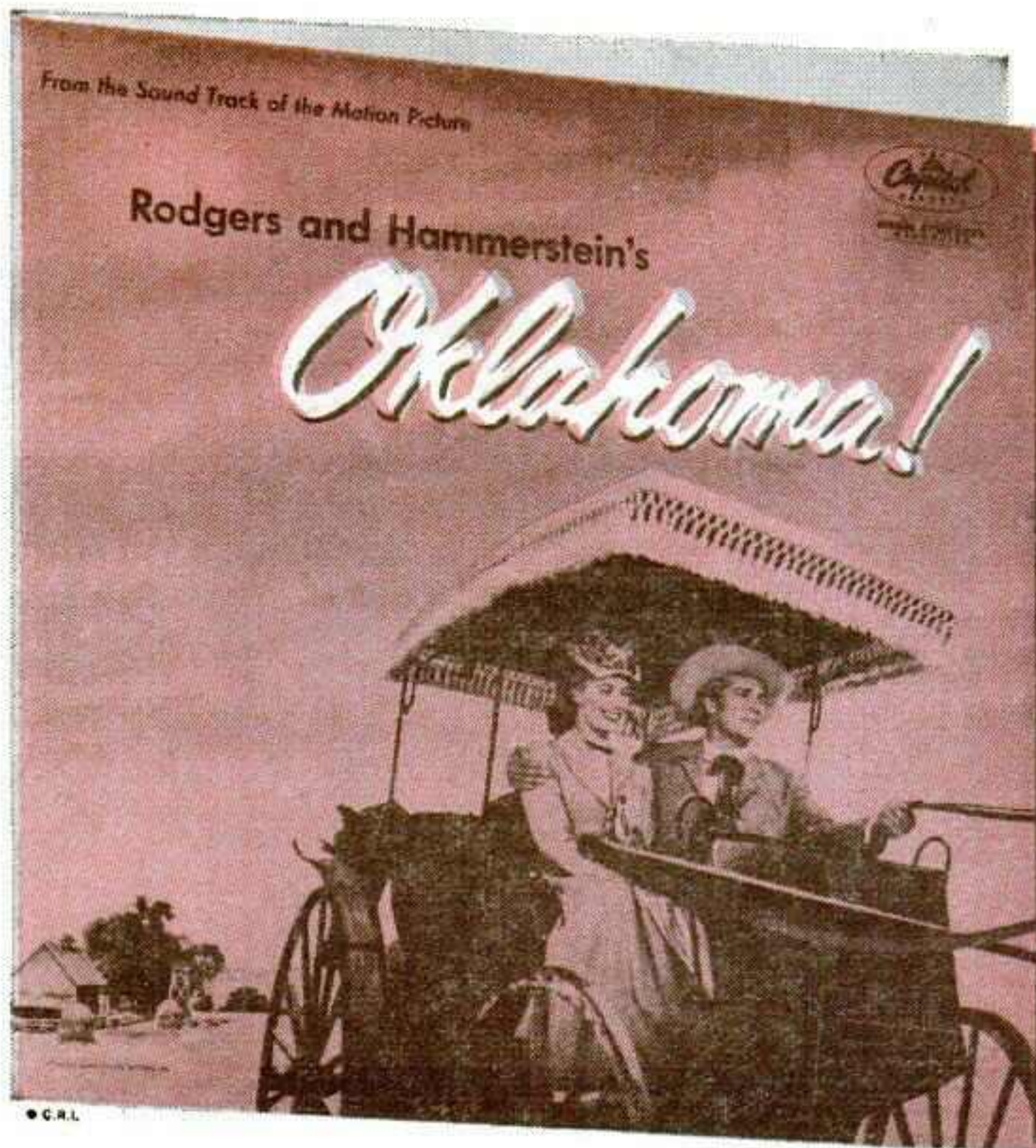
ERNEST BORGNINE • J. CARROL NAISH • BEN COOPER

FILMED IN TRUCOLOR BY CONSOLIDATED

ASSOCIATE PRODUCER AND DIRECTOR—FRANK LLOYD

*It's another smash  
motion picture  
sound track album  
by  
CAPITOL!*

**OK!**



*Oh, what a beautiful album!*

This magnificent double-jacket long play Capitol album comes with a two-color liner containing the complete background story of "Oklahoma!"

...plus photos from the fabulous TODD-AO motion picture.

*Exploitation in the colossal manner!*



**National advertising and publicity** It's the greatest pre-selling job in history! National advertising plus major feature stories on the motion picture in *Life*, *Collier's*, *This Week*, *Fortune*, *Screen Life*, *Pageant*, *Sunday supplements*, *Look*, *Vogue*, *Downbeat*, *Harper's Bazaar*, *Glamour*, *Cosmopolitan*, *American*, *Seventeen*. Highway posters, newspapers, trade journals, radio and television, too!



**Disc jockey promotion** Sample albums, scripts, fill-in information will be distributed to disc jockeys from coast to coast. Special screenings and studio cocktail parties, too, for the greatest possible DJ interest and airplay.



**Window displays and special point of sale helps** A beautiful 9-element window display featuring a giant mounted and easel album will be shipped to arrive one week before "OKLAHOMA!" plays in your area. Three sizes of co-operative newspaper ad mats will also be available for tie-in local promotion. Plus a two-color stuffer to send out with your bills or use as a counter give-away.



# Oklahoma!

...backed by the greatest merchandising and promotion campaign in **CAPITOL'S** history!



From coast to coast, millions of Americans will again be singing the greatest show tunes of all time... from "Oklahoma!" Millions more will see the motion picture of the greatest musical of our time.

What an audience... and what a market for the most awaited, most pre-sold album of this or any other season —

Capitol's High Fidelity sound track of *Oklahoma!*

**GORDON MacRAE • GLORIA GRAHAME  
GENE NELSON • CHARLOTTE GREENWOOD  
JAMES WHITMORE • SHIRLEY JONES  
ROD STEIGER • JAY C. FLIPPEN**

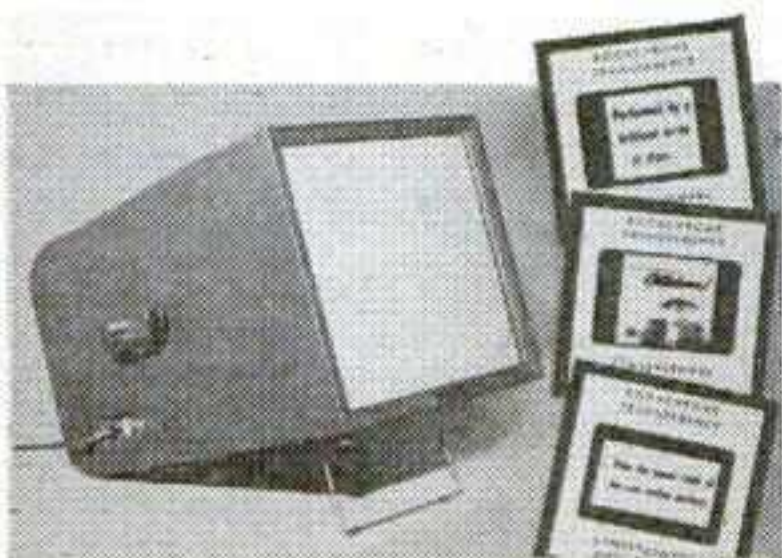
**MUSIC BY  
RICHARD RODGERS  
BOOK AND LYRICS BY  
OSCAR HAMMERSTEIN II**

**PRODUCED BY ARTHUR HORNBLow, JR.  
DIRECTED BY FRED ZINNEMANN**

**MUSICAL ARRANGEMENTS BY ROBERT RUSSELL BENNETT  
MUSIC CONDUCTED AND SUPERVISED BY JAY BLACKTON  
MUSIC COORDINATOR ROBERT HELFER**

Also available in EP with a colorful, illustrated brochure.

Your Capitol salesman has the big story on how you "tie in and profit" from the greatest promotion in Capitol's history!



**Animated Tele-a-story** A complete set of 12 full color slides for all Tele-a-story units, showing the Capitol album, the stars of the album and actual film cuts from the motion picture. Great for adding animation to major window displays.

Exclusively on



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Best Sellers in Stores

For survey week ending July 20

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1	1	12	ROCK AROUND THE CLOCK	B. Haley	(ASCAP)—B. Haley
			Thirteen Women	(BMI)—Dec 29124	
2	4	13	BLOSSOM FELL (ASCAP)—	Nat (King) Cole	
			IF I MAY (BMI)—Cap 3095		
3	2	12	LEARNIN' THE BLUES (ASCAP)—	F. Sinatra	
			If I Had Three Wishes (ASCAP)—Cap 3102		
4	3	22	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—	P. Prado	
			Marie Elena Rumba (ASCAP)—Vic 20-5965		
5	8	4	AIN'T IT A SHAME? (BMI)—P. Boone		
			Tennessee Saturday Night (BMI)—Dot 15377		
6	7	9	HARD TO GET (ASCAP)—	G. MacKenzie	
			Boston Fancy (BMI)—X 0137		
7	5	17	UNCHAINED MELODY (ASCAP)—	L. Baxter	
			Medic (ASCAP)—Cap 3055		
8	6	9	SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters		
			RHYTHM 'N' BLUES (BMI)—Coral 61423		
9	10	18	IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads		
			My Baby Just Cares for Me (ASCAP)—Epic 9093		
10	12	17	SOMETHING'S GOTTA GIVE (ASCAP)—S. Davis Jr.		
			LOVE ME OR LEAVE ME (ASCAP)—Dec 29484		
11	9	15	HONEY BABE (ASCAP)—A. Mooney		
			No Regrets (ASCAP)—M-G-M 11900		
12	12	17	UNCHAINED MELODY (ASCAP)—	A. Hibbler	
			Daybreak (ASCAP)—Dec 29441		
13	17	2	HUMMINGBIRD (ASCAP)—	L. Paul & M. Ford	
			Goodbye My Love (ASCAP)—Cap 3165		
14	18	7	HOUSE OF BLUE LIGHTS (ASCAP)—	C. Miller	
			Can't Help Wonderin' (ASCAP)—Mercury 70627		
15	13	5	SWEET AND GENTLE (BMI)—	A. Dale	
			You Still Mean the Same to Me (ASCAP)—Coral 61435		
16	14	4	SEVENTEEN (BMI)—B. Bennett		
			Little Old You-All (BMI)—King 1470		
17	16	6	STORY UNTOLD (BMI)—Crew Cuts		
			Carmen's Boogie (BMI)—Mercury 70634		
18	25	2	DOMANI (BMI)—J. La Rosa		
			Mama Rosa (ASCAP)—Cadence 1265		
19	22	6	THAT OLD BLACK MAGIC (ASCAP)—S. Davis Jr.		
			Man With a Dream (ASCAP)—Dec 29541		
19	23	2	I'LL NEVER STOP LOVING YOU (ASCAP)—Doris Day		
			Never Look Back (BMI)—Col 40505		
21	15	2	RAZZLE DAZZLE (BMI)—B. Haley		
			TWO HOUND DOGS (ASCAP)—Dec 29552		
22	23	3	AIN'T IT A SHAME? (BMI)—	F. Domino	
			La, La (BMI)—Imperial 5348		
23	19	6	MAN IN THE RAINCOAT (BMI)—	P. Wright	
			Please Have Mercy (BMI)—Unique 303		
24	—	1	KENTUCKIAN SONG—Hilltoppers		
			I Must Be Dreaming—Dot 15375		
25	—	2	MY ONE SIN (BMI)—Nat (King) Cole		
			Blues From "Kiss Me Deadly" (BMI)—Cap 3136		

## DEALERS AND OPERATORS...

Tomorrow's Hits... Today  
Poster is on page 37  
Top Ten Tunes Poster  
is on page 39

## THIS WEEK'S BEST BUYS

**YELLOW ROSE OF TEXAS** (Planetary, ASCAP)  
—Mitch Miller—Columbia 40540—Johnny Desmond—Coral 61476

In this tune at least two record companies have hit gushers. The Miller waxing is leading on an over-all national basis, but both versions listed above bid fair to crash the national charts at an early date. The Milwaukee and Cleveland territorial charts already list the Columbia disk, but in those two areas, as in many others, Desmond is also doing a very healthy volume. Flip of the Miller record is "Blackberry Winter" (Acuff-Rose, BMI), while that of Desmond's is "You're in Love With Someone" (Supreme, ASCAP). Both previously were Billboard "Spotlight" picks.

**WAKE THE TOWN** (Joy, ASCAP)—Les Baxter—Capitol 3120

While the flip side of this record, "I'll Never Stop Loving You" (Robbins, ASCAP) did nicely from the time of release two months ago, it has taken the last two weeks to kick off the reverse side on really big scale. Territories that are selling it in especially large quantities include New York, Pittsburgh, Cleveland, Cincinnati, Milwaukee, Detroit, St. Louis and the Carolinas. Some areas report the Mindy Carson version also to be

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

shaping up nicely. The Baxter record was a Billboard "Spotlight" pick.

**SONG OF THE DREAMER** (Ludlow, ASCAP)—Eddie Fisher—RCA Victor 6196

Skeptics that thought Eddie Fisher would have a tough time breaking thru with a rhythm & blues piece of material seem doomed to disappointment, for this record is coming up quite fast now. Philadelphia, Buffalo, Pittsburgh, Baltimore, Durham, St. Louis, Boston, Providence, Cleveland and Milwaukee were among the areas enjoying sizable volume. More than casual interest is being expressed in the flip side, "Don't Stay Away Too Long" (Bourne, ASCAP). A previous Billboard "Spotlight" pick.

**LOVE IS A MANY-SPLENORED THING** (Robbins, ASCAP)—The Four Aces—Decca 29625

While dealers have not had deliveries of this disk more than 10 days, interest has been so spontaneous that it looks set for a quick transit to the charts. Best areas for it so far have been Philadelphia, Buffalo, Pittsburgh, Boston, Providence, Baltimore, Cleveland, Detroit and St. Louis. Flip is "Shine On, Harvest Moon." A previous Billboard "Spotlight" pick.

## Most Played in Juke Boxes

For survey week ending July 20

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	Last Week	Weeks on Chart	Title	Artist	Label
1	2	7	ROCK AROUND THE CLOCK	B. Haley	(ASCAP)—B. Haley
			Thirteen Women	(BMI)—Dec 29124	
2	1	17	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—	P. Prado	
			Marie Elena Rumba (ASCAP)—Vic 20-5965		
3	3	10	BLOSSOM FELL (ASCAP)—Nat (King) Cole		
			If I May (BMI)—Cap 3095		
4	4	7	LEARNIN' THE BLUES (ASCAP)—	F. Sinatra	
			If I Had Three Wishes (ASCAP)—Cap 3102		
5	5	13	UNCHAINED MELODY (ASCAP)—	L. Baxter	
			Medic (ASCAP)—Cap 3055		
6	7	4	HARD TO GET (ASCAP)—	G. MacKenzie	
			Boston Fancy (BMI)—X 0137		
7	7	11	HONEY BABE (ASCAP)—A. Mooney		
			No Regrets (ASCAP)—M-G-M 11900		
8	6	18	DANCE WITH ME HENRY (BMI)—	G. Gibbs	
			Every Road Must Have a Turning (BMI)—Mercury 70572		
9	10	8	SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters		
			Rhythm 'n' Blues (BMI)—Coral 61423		
10	11	9	IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads		
			My Baby Just Cares for Me (ASCAP)—Epic 9093		
11	9	14	UNCHAINED MELODY (ASCAP)—	A. Hibbler	
			Daybreak (ASCAP)—Dec 29441		
12	12	13	UNCHAINED MELODY (ASCAP)—	R. Hamilton	
			From Here to Eternity (ASCAP)—Epic 9102		
13	16	3	AIN'T IT A SHAME? (BMI)—P. Boone		
			Tennessee Saturday Night (BMI)—Dot 15377		
14	13	9	HEART (ASCAP)—E. Fisher		
			Near to You (ASCAP)—Vic 20-6097		
14	—	1	ALABAMA JUBILEE (ASCAP)—	Ferko String Band	
			Sing a Little Melody (BMI)—Media 1010		
16	—	1	AIN'T IT A SHAME? (BMI)—	Fats Domino	
			La, La (BMI)—Imperial 5348		
16	—	1	HUMMINGBIRD (ASCAP)—	L. Paul & M. Ford	
			Goodbye My Love (ASCAP)—Cap 3165		
18	15	10	HEY, MR. BANJO (ASCAP)—	Sunnysiders	
			Zoom, Zoom, Zoom (ASCAP)—Kapp 113		
18	20	2	THAT OLD BLACK MAGIC (ASCAP)—S. Davis Jr.		
			Man With a Dream (ASCAP)—Dec 29541		
18	—	1	BANJO'S BACK IN TOWN (ASCAP)—	T. Brewer	
			How to Be Very, Very Popular (ASCAP)—Coral 61448		

## Most Played by Jockeys

For survey week ending July 20


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	Last Week	Weeks on Chart	Title	Artist	Label
1	2	13	LEARNIN' THE BLUES—F. Sinatra		
			If I Had Three Wishes (ASCAP)—Cap 3102		
2	1	10	ROCK AROUND THE CLOCK—	B. Haley	
			Thirteen Women (ASCAP)—Dec 29124		
3	3	12	BLOSSOM FELL—Nat (King) Cole		
			If I May (ASCAP)—Cap 3095		
4	6	17	UNCHAINED MELODY—L. Baxter		
			Medic (ASCAP)—Cap 3055		
5	7	5	HARD TO GET—G. MacKenzie		
			Boston Fancy (ASCAP)—X 0137		
6	5	9	SOMETHING'S GOTTA GIVE—	McGuire Sisters	
			Rhythm 'n' Blues (ASCAP)—Coral 61423		
7	14	3	AIN'T IT A SHAME?—P. Boone		
			Tennessee Saturday Night (BMI)—Dot 15377		
8	4	16	CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado		
			Marie Elena Rumba (ASCAP)—Vic 20-5965		
9	8	15	UNCHAINED MELODY—A. Hibbler		
			Daybreak (ASCAP)—Dec 29441		
10	9	9	IF I MAY—Nat (King) Cole		
			Blossom Fell (BMI)—Cap 3095		
11	16	12	HEART—E. Fisher		
			Near to You (ASCAP)—Vic 20-6097		
12	12	4	HUMMINGBIRD—L. Paul & M. Ford		
			Goodbye My Love—Cap 3165		
13	10	4	SWEET AND GENTLE—A. Dale		
			You Still Mean the Same to Me—Coral 61435		
14	11	13	UNCHAINED MELODY—	R. Hamilton	
			From Here to Eternity (ASCAP)—Epic 9102		
15	18	4	THAT OLD BLACK MAGIC—	S. Davis Jr.	
			Man With a Dream (ASCAP)—Dec 29541		
16	17	4	SWEET AND GENTLE—G. Gibbs		
			Blueberries (BMI)—Mercury 70647		
17	13	5	IT'S A SIN TO TELL A LIE—	S. Smith & the Redheads	
			My Baby Just Cares for Me (ASCAP)—Epic 9093		
18	15	8	HONEY BABE—A. Mooney		
			No Regrets (ASCAP)—M-G-M 11900		
19	—	1	DOMANI—J. La Rosa		
			Mama Rosa (BMI)—Cadence 1265		
20	—	1	I'LL NEVER STOP LOVING YOU—	Doris Day	
			Never Look Back (ASCAP)—Col 40505		



**THE CASH BOX • JULY 23**

**"HAPPY TIME MEDLEY"**  
 [Feist ASCAP—Pure BMI—Mills ASCAP—Shapiro Bernstein ASCAP]  
**"MADALAINA"**  
 [Bourne ASCA—Bagdasarian]  
**THE GAYLORDS**  
 (Mercury 70660; 70660x45)



**THE GAYLORDS**

● With gang-singing the current rage in the record mart, the Gaylords wax a great medley of cornball oldies which they feature in their nightclub act, and the results are just out of this world. The tunes go under the title of "Happy Time Medley" and include "Minnie The Mermaid," "The Man Who Broke The Bank At Monte Carlo," "Goodbye My Coney Island Baby" and "If You Knew Susie." The side is chock full of laughs and fun, and the boys gimmick-up their singing in such a delightful manner, that the platter can't miss. A great side for the juke boxes and a natural for the resorts. Will definitely be their biggest side in many months. Flip is another bouncy and zesty novelty dubbed "Madalaina." Real cute side with big possibilities. The Gaylords are headed for the top again.

# THE Gaylords

## "Happy Time Medley"

"MINNIE THE MERMAID"  
 "THE MAN WHO BROKE THE BANK AT MONTE CARLO"  
 "GOODBYE MY CONEY ISLAND BABY" • "IF YOU KNEW SUSIE"  
 AND  
**"MADELAINA"**  
 MERCURY 70660

### TOP SELLING MERCURY POPS

- |   |   |
|---|---|
| <b>1</b> House Of Blue Lights / Can't Help Wonderin'<br>MERCURY 70627 • <b>CHUCK MILLER</b>   | <b>6</b> Sweet And Gentle / Blueberries<br>MERCURY 70647 • <b>GEORGIA GIBBS</b>         |
| <b>2</b> Piddily Patter Patter / Every Day<br>MERCURY 70657 • <b>PATTI PAGE</b>               | <b>7</b> I Hear Those Bells / The Cheat<br>MERCURY 70653 • <b>DINAH WASHINGTON</b>      |
| <b>3</b> Experience Unnecessary / Slowly With Feeling<br>MERCURY 70646 • <b>SARAH VAUGHAN</b> | <b>8</b> Only You / Bark, Battle And Ball<br>MERCURY 70633 • <b>THE PLATTERS</b>        |
| <b>4</b> Gum Drop / Present Arms<br>MERCURY 70668 • <b>THE CREWCUTS</b>                       | <b>9</b> Daddy, You Know What? / Plans For Divorce<br>MERCURY 70635 • <b>JIM WILSON</b> |
| <b>5</b> Seventeen / Can't Live Without Them<br>MERCURY 70651 • <b>RUSTY DRAPER</b>           | <b>10</b> Kentuckian Song / Say A Prayer<br>MERCURY 70637 • <b>GUY CHERNEY</b>          |



... ANOTHER "APRIL IN PORTUGAL"

**RICHARD HAYMAN** | **"GINA"**

coupled with  
**"Tears On Satin"**  
 MERCURY 70669

CHICAGO 1, ILLINOIS





**GET INTO THE SWING OF THINGS**

**with these M-G-M HITS!**

**The Billboard Music Popularity Charts  
POPULAR RECORDS**

**• Territorial Best Sellers**

For survey week ending July 20

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

**Atlanta**

1. Learnin' the Blues, F. Sinatra, Cap.
2. I'll Never Stop Loving You, D. Day, Col.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Rock Around the Clock, B. Haley, Dec.
5. Blossom Fell, Nat (King) Cole, Cap.
6. Hard to Get, G. MacKenzie, X
7. Honey Babe, A. Mooney, M-G-M

**Balti.-Wash.**

1. Rock Around the Clock, B. Haley, Dec.
2. Ain't It a Shame? P. Boone, Dot
3. Hard to Get, G. MacKenzie, X
4. Unchained Melody, L. Baxter, Cap.
5. Something's Gotta Give McGuire Sisters, Cor.
6. Blossom Fell, Nat (King) Cole, Cap.
7. Cherry Pink and Apple Blossom White P. Prado, Vic.
8. Razzle Dazzle, B. Haley, Dec.
9. Learnin' the Blues, F. Sinatra, Cap.
10. Ain't It a Shame? Fats Domino, Imp.

**Boston**

1. Rock Around the Clock, B. Haley, Dec.
2. Hard to Get, G. MacKenzie, X
3. Sweet and Gentle, A. Dale, Cor.
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Unchained Melody, L. Baxter, Cap.
6. Learnin' the Blues, F. Sinatra, Cap.
7. Cattle Call E. Arnold & H. Winterhalter, Vic.
8. That Old Black Magic, S. Davis Jr., Dec.
9. Razzle Dazzle, B. Haley, Dec.
10. It's a Sin to Tell a Lie S. Smith & The Redheads, Epl.

**Buffalo**

1. House of Blue Lights, C. Miller, Mer.
2. That Old Black Magic, S. Davis, Dec.
3. Sweet & Gentle, A. Dale, Cor.
4. Day by Day, Four Freshman, Cap.
5. Learnin' the Blues, F. Sinatra, Cap.
6. Razzle Dazzle, B. Haley, Dec.
7. Fiddly Patter Patter, P. Page, Mer.
8. It's a Sin to Tell a Lie, S. Smith, Epi.
9. Heavenly Lover, B. Carey, Cor.

**Chicago**

1. Ain't It a Shame? P. Boone, Dot
2. Rock Around the Clock, B. Haley, Dec.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Domani, J. La Rosa, Cdc.
5. Close the Door, L. Lowe, Dot
6. Shepard Boy, R. Carlyle, X
7. Man in the Raincoat, M. Marlowe, Cdc.
8. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi.
9. Fiddly Patter Patter, P. Page, Mer.
10. Hard to Get, G. MacKenzie, X

**Cincinnati**

1. Rock Around the Clock, B. Haley, Dec.
2. Seventeen, B. Bennett, Kng.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Something's Gotta Give McGuire Sisters, Cor.
5. I'll Never Stop Loving You Doris Day, Col.
6. Cherry Pink and Apple Blossom White P. Prado, Vic.
7. Blossom Fell, Nat (King) Cole, Cap.
8. House of Blue Lights, C. Miller, Mer.
9. Oh, No, P. Lee, Dec.
10. Hummingbird, L. Paul & M. Ford, Cap.

**Cleveland**

1. Seventeen, B. Bennett, Kng.
2. Rock Around the Clock, B. Haley, Dec.
3. Kentuckian Song, Hilltoppers, Dot
4. Maybellene, C. Berry,
5. Bible Tells Me So, N. Noble, Wng.
6. Yellow Rose of Texas, M. Miller, Col.
7. Learnin' the Blues, F. Sinatra, Cap.
8. Autumn Leaves, R. Williams,

**Dallas-Ft. Worth**

1. Rock Around the Clock, B. Haley, Dec.
2. Ain't It a Shame? P. Boone, Imp.
3. Rhythm & Blues, McGuire Sisters, Cor.
4. If I May, Nat (King) Cole, Cap.
5. Cherry Pink and Apple Blossom White P. Prado, Vic.
6. My One Sin, Nat (King) Cole, Cap.
7. Ain't It a Shame? P. Boone, Dot
8. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi.
9. Blossom Fell, Nat (King) Cole, Cap.
10. Hummingbird, Chordettes, Cdc.

**Denver**

1. Rock Around the Clock, B. Haley, Dec.
2. Unchained Melody, L. Baxter, Cap.
3. Man in the Raincoat, M. Marlowe, Cdc.
4. Blossom Fell, Nat (King) Cole, Cap.
5. Learnin' the Blues, F. Sinatra, Cap.
6. House of Blue Lights, C. Miller, Mer.
7. Love Me or Leave Me, S. Davis Jr., Dec.
8. That Old Black Magic, S. Davis Jr., Dec.
9. Something's Gotta Give McGuire Sisters, Cor.
10. Man in the Raincoat, K. Chandler, Cor.

**Detroit**

1. Domani, J. La Rosa, Cdc.
2. Seventeen, B. Bennett, Kng.
3. Hummingbird, L. Paul & M. Ford, Cap.
4. Hard to Get, G. MacKenzie, X
5. Gum Drop, O. Williams,
6. Bible Tells Me So, N. Noble, Wng.
7. Shepard Boy, R. Carlyle, X
8. Gum Drop, Charms, Del.
9. Day by Day, Four Freshman, Cap.
10. Man in the Raincoat, P. Wright, Unq.

**Kansas City**

1. Ain't It a Shame? P. Boone, Dot
2. Close the Door, J. Lowe, Dot
3. Hummingbird, F. Laine, Col.
4. Green Eyes, Ravens, Jub.
5. Rock Around the Clock, B. Haley, Dec.
6. I'll Never Stop Loving You L. Baxter, Cap.
7. Story Untold, Four Coins, Cap.
8. Honey Babe, A. Mooney, M-G-M
9. Song of the Dreamer, L. Brooks, Duk.
10. Pancho Lopez, L. Guerrero, Rel.

**Los Angeles**

1. Rock Around the Clock, B. Haley, Dec.
2. Learnin' the Blues, F. Sinatra, Cap.
3. Pancho Lopez, L. Guerrero, Rel.
4. Unchained Melody, L. Baxter, Cap.
5. Blossom Fell, Nat (King) Cole, Cap.
6. Hard to Get, G. MacKenzie, X
7. Cherry Pink and Apple Blossom White A. Dale, Cor.
8. That Old Black Magic, S. Davis Jr., Dec.
9. Hummingbird, Chordettes, Cdc.
10. Something's Gotta Give S. Davis Jr., Dec.

**Milwaukee**

1. Ain't It a Shame? P. Boone, Dot
2. Rock Around the Clock, B. Haley, Dec.
3. Hard to Get, G. MacKenzie, X
4. Unchained Melody, L. Baxter, Cap.
5. Honey Babe, A. Mooney, M-G-M
6. Blossom Fell, Nat (King) Cole, Cap.
7. Yellow Rose of Texas, M. Miller, Col.
8. Seventeen, B. Bennett, Kng.
9. Hummingbird, L. Paul & M. Ford, Cap.
10. Hummingbird, F. Laine, Col.

**Mpls.-St. Paul**

1. Rock Around the Clock, Bill Haley, Dec.
2. House of Blue Lights, C. Miller, Mer.
3. Ain't It a Shame? P. Boone, Dot
4. Unchained Melody, J. Valli, Vic.
5. Kentuckian Song, Hilltoppers, Dot
6. Story Untold, Crew Cuts, Mer.
7. Hummingbird, L. Paul & M. Ford, Cap.
8. Learnin' the Blues, F. Sinatra, Cap.
9. Hard to Get, G. MacKenzie, X
10. Something's Gotta Give McGuire Sisters, Cor.

**New Orleans**

1. Rock Around the Clock, B. Haley, Dec.
2. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Hard to Get, G. MacKenzie, X
5. Blossom Fell, Nat (King) Cole, Cap.
6. Learnin' the Blues, F. Sinatra, Cap.
7. Day by Day, Four Freshman, Cap.
8. Something's Gotta Give McGuire Sisters, Cor.
9. Unchained Melody, L. Baxter, Cap.
10. Love Me or Leave Me S. Davis Jr., Dec.

**New York**

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

**Philadelphia**

1. Hard to Get, G. MacKenzie, X
2. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi.
3. Rock Around the Clock, B. Haley, Dec.
4. Bandit, E. Braclay, Tic.
5. Sweet and Gentle, A. Dale, Cor.
6. Alabama Jubilee Ferko String Band, Mda.
7. Unchained Melody, L. Baxter, Cap.
8. Unchained Melody, A. Hibbler, Dec.
9. Ain't It a Shame? P. Boone, Dot
10. Cherry Pink and Apple Blossom White P. Prado, Vic.

**Pittsburgh**

1. Rock Around the Clock, B. Haley, Dec.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Hard to Get, G. MacKenzie, X
4. Hummingbird, L. Paul & M. Ford, Cap.
5. Something's Gotta Give McGuire Sisters, Cor.
6. Ain't It a Shame? P. Boone, Dot
7. My One Sin, Nat (King) Cole, Cap.
8. I'll Never Stop Loving You Doris Day, Col.
9. Learnin' the Blues, F. Sinatra, Cap.
10. Kentuckian Song, Hilltoppers, Dot

**St. Louis**

1. Rock Around the Clock, B. Haley, Dec.
2. Ain't It a Shame? P. Boone, Dot
3. Something's Gotta Give McGuire Sisters, Cor.
4. Hard to Get, G. MacKenzie, X
5. Story Untold, Four Coins, Epi.
6. Man in the Raincoat, P. Wright, Unq.
7. Blossom Fell, Nat (King) Cole, Cap.
8. Two Hound Dogs, B. Haley, Dec.
9. Breeze and I, C. Valente, Dec.
10. I Belong to You, R. Flanagan, Vic.

**San Francisco**

1. Unchained Melody, L. Baxter, Cap.
2. Learnin' the Blues, F. Sinatra, Cap.
3. Rock Around the Clock, B. Haley, Dec.
4. Unchained Melody, A. Hibbler, Dec.
5. Cherry Pink and Apple Blossom White P. Prado, Vic.
6. Blossom Fell, Nat (King) Cole, Cap.
7. Something's Gotta Give McGuire Sisters, Cor.
8. Honey Babe, A. Mooney, M-G-M

**Seattle**

1. Only You, Platters, Mer.
2. Rock Around the Clock, B. Haley, Dec.
3. Ain't It a Shame? P. Boone, Dot
4. House of Blue Lights, C. Miller, Mer.
5. Story Untold, Crew Cuts, Mer.
6. Hard to Get, G. MacKenzie, X
7. Cherry Pink and Apple Blossom White P. Prado, Vic.
8. Learnin' the Blues, F. Sinatra, Cap.
9. Man in the Raincoat, P. Wright, Unq.
10. Two Hound Dogs, B. Haley, Dec.

**Toronto**

1. Rock Around the Clock, B. Haley, Dec.
2. Blossom Fell, Nat (King) Cole, Cap.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Something's Gotta Give S. Davis Jr., Dec.
5. Cherry Pink and Apple Blossom White P. Prado, Vic.
6. Honey Babe, A. Mooney, M-G-M

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

**Joni James**

**THE MOMENT I SAW YOU**      **WHERE IS THAT SOMEONE FOR ME**

MGM 12020 78 rpm  
K 12020 45 rpm

(from the musical "Seventh Heaven")

**ART MOONEY**

**HONEY BABE**

and  
**NO REGRETS**  
MGM 11900 78 rpm  
K 11900 45 rpm

**ALABAMA JUBILEE**

and  
**PADDLIN' MADELIN HOME**  
MGM 12000 78 rpm  
K 12000 45 rpm

**NEW SMASH RELEASE BY ART MOONEY**

**TWENTY TINY FINGERS**  
and  
**A HAPPY SONG**

MGM 12039 78 rpm  
K 12039 45 rpm

**DAVID ROSE**  
**SUMMERTIME IN VENICE**

(from the UA film "Summertime")  
and  
**VIOLIN LET YOUR SONG BEGIN**  
MGM 30882 78 rpm • K 30882 45 rpm

**ROBBIN HOOD**  
**MIRROR, MIRROR**

and  
**ONE LOVE IS ENOUGH FOR TWO**  
MGM 11997 78 rpm  
K 11997 45 rpm

**PAT O'DAY**  
**SOLDIER BOY**

and  
**REWARD! REWARD!**  
MGM 12025 78 rpm  
K 12025 45 rpm

**LEROY HOLMES**  
**The Kissing Dance**

and  
**Forbidden Love**  
MGM 12030 78 rpm  
K 12030 45 rpm

**HANK WILLIAMS**  
**Alone and Forsaken**

and  
**A Teardrop on a Rose**  
MGM 12029 78 rpm  
K 12029 45 rpm

**BETTY MADIGAN**

**TEDDY BEAR**

and  
**PLEASE BE KIND**  
MGM 12022 78 rpm  
K 12022 45 rpm

**KAY ARMEN**

**THE BIBLE TELLS ME SO**

and  
**I WONDER WHEN WE'LL EVER KNOW**  
MGM 12045 78 rpm  
K 12045 45 rpm

**BILLY FIELDS**

**THE GIRL UPSTAIRS**

(from Fox film "The Seven Year Itch")  
and  
**SIMPATICO**  
MGM 12040 78 rpm  
K 12040 45 rpm

**RUSH ADAMS**

**KISS! KISS! KISS!**  
and  
**HAPPY IS THE -MAN**

MGM 12031 78 rpm  
K 12031 45 rpm

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

**WING** On Our Way To A HIT Start!

# NICK NOBLE

"The Bible Tells Me So"

AND  
"ARMY OF THE LORD"  
WING 90003



A Great New Release By  
**BUDDY MORROW**

AND HIS ORCHESTRA

"Stomping Room Only"

COUPLED WITH

"Scrub-A-Dub-Dub"

WING 90014

**CURRENT NEW RELEASES**

"AIN'T THAT A SHAME" • "CHE SERA, SERA"	<b>RONNIE GAYLORD</b>	WING 90000
"BYE, BYE BLUES" • "BANJO BLUES"	<b>EDDIE BALLENTINE</b>	WING 90001
"EIGHT TO THE BAR" • "CARELESS LIPS"	<b>MALCOLM LOCKYER</b>	WING 90002
"CHA, CHA, CHA" • "I LOVE YOU STOP"	<b>LOLA DEE</b>	WING 90004
"SWEET AND GENTLE" • "HOW CAN YOU SAY"	<b>LEW DOUGLAS</b>	WING 90007
"TWO THINGS I LOVE" • "GLASS HEART"	<b>THE GADABOUTS</b>	WING 90008
"HOP, SKIP AND JUMP" • "WHISPERING"	<b>EDDIE BALLENTINE</b>	WING 90010
"I'M INNOCENT" • "PAMPER ME"	<b>FRANKIE CASTRO</b>	WING 90011
"BARTENDER'S RAG" • "CHARLIE MY BOY"	<b>SID NIERMAN</b>	WING 90012

**RHYTHM AND BLUES**

"WELL I TRIED" • "YOU'RE ALL OF LIFE TO ME"	<b>JAY HAWKINS</b>	WING 90005
"ALL AROUND THE WORLD" • "DO YOU KNOW"	<b>TITUS TURNER</b>	WING 90006

**WING RECORDS** WING RECORD CORP. • A SUBSIDIARY OF MERCURY RECORD CORP.

**Buy Your**

# RECORDS

at

## ONE STOP

**2626 OLIVE, ST. LOUIS, MO.**

**Now Offering These Services**

**PRINTED TITLE STRIPS**  
*(Furnished at No Charge)*

**With All Best Sellers and Top New Releases**

**SHIPMENT SAME DAY ORDER IS RECEIVED**  
By Express, Parcel Post, Truck, Bus, Air Express, Air Mail

**PROMPT HANDLING OF SPECIAL REQUESTS**

**NEEDLES**

"Permo Needles" Complete Stocks "Fidelitone Needles"  
For Operators For Home Phonographs  
Cobra Cartridges

**COIN WRAPPERS**

**COMPLETE STOCKS**  
Capitol—Columbia—Coral—Decca—Dot  
Epic—Victor—X—and all other Labels

**OPERATORS and DEALERS**  
*Buy From One Source—Save Freight Charges  
Eliminate Delays*

# RECORDS

# 5<sup>c</sup>

Over Regular Wholesale

**Albums, Etc.—10% Over**

**Write or Telephone for Further Information**

## ONE STOP RECORD SERVICE

**2626 OLIVE, ST. LOUIS, MO.**  
Phone: (Jefferson 5-4172)  
**Order From Billboard Hit Parades**

**FOR LEASE OR SALE**

### PHONOGRAPH RECORD PRESSING PLANT IN LOS ANGELES AREA

12 Presses . . . 7600 sq. ft. floor space. 2 label printing presses.  
**PLANT ALL COMPLETE AND IN RUNNING ORDER**

Phone: BRadshaw 22695  
or write Box A167, The Billboard  
6000 Sunset Blvd., Hollywood 28, Calif.

**It's Beautiful! It's Wonderful!**  
That's what everybody says about the new Cardinal record No. 1031 (ASCAP)

**Dr. Inscho's "In the Twilight Rays" • "Love's Sweet Story"**

Played on all stations in United States and Canada.  
On 200 Juke Boxes in K. C.!  
Played Everywhere Live Music Is Played in K. C.!  
and on Thousands of Juke Boxes From Coast to Coast.  
If your record dealer doesn't have it, order from Jenkins Music Co., Kansas City, Mo.

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

**GIVE TO DAMON RUNYON CANCER FUND**

## The Billboard Music Popularity Charts

# POPULAR RECORDS

### • COMING UP STRONG

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

1. Hummingbird..... **Frankie Laine**  
(ASCAP) Columbia 40526
2. Close the Door ..... **Jim Lowe**  
(BMI) Dot 15381
3. Banjo's Back in Town ..... **Teresa Brewer**  
(ASCAP) Coral 61448
4. Wake the Town..... **Les Baxter**  
(ASCAP) Capitol 3120
5. Forgive This Fool ..... **Roy Hamilton**  
(BMI) Epic 9111
6. The Longest Walk..... **Jaye P. Morgan**  
(ASCAP) RCA Victor 6182
7. Piddily Patter Patter..... **Patti Page**  
(BMI) Mercury 70657
8. Fooled ..... **Perry Como**  
(ASCAP) RCA Victor 6192
9. The Yellow Rose of Texas ... **Mitch Miller**  
(ASCAP) Columbia 40540
10. Yellow Rose of Texas .... **Johnny Desmond**  
(ASCAP) Coral 61476

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

### • 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
A Blossom Fell (R)—Shapiro-Bernstein—ASCAP	A Blossom Fell (R)—Shapiro-Bernstein—ASCAP
Alabama Jubilee (R)—Remick—ASCAP	A Straw Hat and a Cane (R)—Weiss & Barry—ASCAP
Banjo's Back in Town (R)—World—ASCAP	Any Questions (R)—Mark VII—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP	Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Blue Star (R)—Young—ASCAP	Bella Notte (R) (F)—Disney—ASCAP
Boston Fancy (R)—Sheldon—BMI	Blue Star (R)—Young—ASCAP
Chee Chee-oo Chee (R)—Hill & Range—BMI	Daniel Boone (R)—Record Songs—ASCAP
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP	Do It Yourself (R)—Chappell—ASCAP
Fooled (R)—Harms—ASCAP	Domani (R)—Montauk—BMI
Hard to Get (R)—Witmark—ASCAP	Hard to Get (R)—Witmark—ASCAP
Heart (R) (M)—Frank—ASCAP	Heart (R) (M)—Frank—ASCAP
Hey, Mr. Banjo (R)—Mills—ASCAP	Hummingbird (R)—Jungnickel—ASCAP
Hummingbird (R)—Jungnickel—ASCAP	Learnin' the Blues (R)—Barton—ASCAP
If It's a Dream (R)—Chappell—ASCAP	Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
I'll Never Stop Loving You (R)—Feist—ASCAP	Mambo Inn (R)—Peer—BMI
Kentuckian Song (R) (F)—Frank—ASCAP	Old Betsy (R) (F)—Wonderland—BMI
Land of the Pharaohs (R) — Remick—ASCAP	Rock Around the Clock (R) — Myers—ASCAP
Learnin' the Blues (R)—Barton—ASCAP	Roses and Revolvers (R)—E. H. Morris—ASCAP
Love Me or Leave Me (R) — Bregman, Vocco & Conn—ASCAP	Shake, Rattle and Roll (F)—Progressive—BMI
Man in the Raincoat (R)—Canada, Ltd.—BMI	Something's Gotta Give (R) (F)—Robbins—ASCAP
May I Never Love Again (R)—Broadcast—BMI	Sweet and Gentle (R)—Peer—BMI
Piddly Patter Patter (R)—E. B. Marks—BMI	That Old Black Magic (R) — Famous—ASCAP
Something's Gotta Give (R) (F)—Robbins—ASCAP	That's the Kind of Dame I Am (R)—Triad—BMI
Sweet and Gentle (R)—Peer—BMI	Twenty-Three Degrees North, Eighty-Two Degrees West (R)—Pulse—BMI
Unchained Melody (R) (F)—Frank—ASCAP	Unchained Melody (R) (F)—Frank—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP	Wake the Town and Tell the People (R)—Joy—ASCAP
Whatever Lola Wants (R) (M)—Frank—ASCAP	Whatever Lola Wants (R) (M)—Frank—ASCAP
Wrong Again (R)—Paxton—ASCAP	When You Wish Upon a Star (R)—Bourne—ASCAP
Yellow Rose of Texas (R) — Planetary—ASCAP	Wrong Again (R)—Paxton—ASCAP
Young and Foolish (R) (M)—Chappell—ASCAP	Yellow Rose of Texas (R)—Planetary—ASCAP

### • 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. Unchained Melody... Frank	1	16	
2. Rock Around the Clock ..... Myers	3	6	
3. Cherry Pink and Apple Blossom White..... Chappell	2	17	
4. Hard to Get..... Witmark	4	6	
5. I'll Never Stop Loving You ..... Feist	7	2	
6. Honey Babe..... Witmark	5	8	
6. It's a Sin to Tell a Lie. — Bregman, Vocco & Conn	—	7	
8. Learnin' the Blues.... Barton	7	7	
9. Hummingbird ..... Ross Jungnickel	—	1	
10. Blossom Fell..... Shapiro-Bernstein	11	11	
11. Something's Gotta Give ..... Robbins	10	9	
12. Ballad of Davy Crockett ..... Wonderland	15	21	
13. Sweet and Gentle.... Peer	—	2	
14. Blue Star (Medic Theme)... Chappell	12	4	
15. Love Me or Leave Me. Bregman, Vocco & Conn	14	2	



*On the March to a Million!*  
*Coral's...*



the **BIG** Hit Version by

**JOHNNY  
DESMOND**

*With Chorus and Orchestra*

*Directed by*

**DICK JACOBS**

Coral 61476 and 9-61476



**Big Hits Are a Habit on...**

### Columbia Relations

Continued from page 14

appears on each new album. When an album sale is completed a dealer can transfer the gummed sticker to a special inventory control book, thereby keeping a running tally on sales and reorder needs.

The label has also developed for dealers a store-modernization installation considered economical and scientific. This is a series of "Add-a-Rack" units in various sizes and price brackets. Columbia salesmen will provide consultation service for interested dealers.

Another dealer aid in the Columbia program is an alphabetical-numerical catalog, with full-color miniature reproductions of Columbia albums. This, with supplements, is available on a subscription basis.

Stimulating attendance at the meetings is the label's offer of a prize Ford Thunderbird to a dealer whose name will be drawn on a network TV show in August. Thunderbirds will also go to the distributor executive with largest potential dealer attendance, and one each to the distributor sales manager and salesman who register best performance during July, August and September.

# HUMOR! RHYTHM! DRIVING BEAT! MAYBELLINE'S GOT 'EM

165,000  
In 2 Weeks!

#1604 Chess

# "MAYBELLINE"

by

## CHUCK BERRY

The Billboard

July 23, 1955

### Review Spotlight on . . .

#### RECORDS

##### CHUCK BERRY

Maybelline (Arc, BMI)—Chess 1604—Berry socks across an amusing novelty with ace showmanship and expressive good humor. The tune has a catchy rhythm and a solid, driving beat. Fine jockey and juke wax. Flip is "Wee Wee Hours" (Arc, BMI).

## CHESS RECORD CORPORATION

4750-52 Cottage Grove Ave. • Chicago 15, Illinois  
KENwood 8-4342

## LET AIRMAIL BRING YOUR BILLBOARD FASTER!

Each week the first Billboard copies off the press are rushed to service airmail subscriptions in all parts of the country—for delivery up to 48 hours faster than regular mail.

With airmail your Billboard is useful **SOONER** and **LONGER** at a minimum of extra cost.

TRY IT YOURSELF—SPECIAL 13-WEEK TRIAL

THE BILLBOARD, Circulation Dept.  
2160 Patterson St., Cincinnati 22, O.

807

NEW SUBSCRIPTION. I enclose \$15 (\$2.50 basic price plus \$12.50 airmail postage deposit). Send copies via airmail for 13 weeks.

CURRENT SUBSCRIPTION. I enclose \$12.50 airmail postage deposit. Convert my subscription to airmail service for 13-week trial.

NAME \_\_\_\_\_

COMPANY OR STATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## The Billboard Music Popularity Charts

### POPULAR RECORDS

### Review Spotlight on . . .

THE FONTAINE SISTERS . . . Dot 15386 . . . SEVENTEEN (Lois, BMI)

The original King dinking of this tune, by the virtually unknown Boyd Bennet, is already on the Pop Charts, and this swingin' cover job by the hot sister act should climb very swiftly into the top brackets. The material is as cute and fresh as anything that's come around in recent months. Could be the big version. Flip is the jukeworthy standard, "If I Could Be With You." (Remick, ASCAP.)

FERKO STRING BAND . . . Media 1013 . . . YOU ARE MY SUNSHINE (Peer, BMI)

. . . MA, HE'S MAKING EYES AT ME (Mills, ASCAP)

The happy sound of this Philadelphia gang could register again on its first release after "Alabama Jubilee." It could be either or both sides here. Altho "Sunshine" is one of the more popular gang standards, a hit recording of it is long overdue, and this should jump right into many, many jukes. Flip song goes back a little further, but it's almost as familiar.

### Reviews of New Pop Records

#### RATINGS—COMMERCIAL POTENTIAL

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

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

#### ELLA MAE MORSE

Razzle Dazzle . . . . . 80

CAPITOL 3199—This should be one of the best from the thrush in a long time. Quick and probably sustained action on the click version by Bill Haley should spill over and give this waxing more than a fair shake at the play. An exciting side.

Seventeen . . . . . 78

Another good cover effort by the canary as she sings out strongly. Coupling hands this extra potential in teen-age juke spots.

#### AL HIBBLER

Danny Boy . . . . . 78

ATLANTIC 1071—Hibbler sings in his usual lush, appealing vocal style on the lovely oldie. Both sides of this platter are reissues, and they should grab off plenty of plays on basis of Hibbler's new popularity. Could pull in r.&b. field as well as pop.

Now I Lay Me Down . . . . . 77

Same comment. (Remick, ASCAP)

#### JUNE VALLI

A Kiss Like Yours . . . . . 78

VICTOR 6215—The canary belts across a fiery vocal on a vivid ditty with an exciting tango rhythm and exciting pacing. Should get spins. This one has been marked for heavy promotion. (Sheldon, BMI)

Oh! My Love (Keep Your Dreams Just for Me) . . . . . 74

An intense vocal performance on a pretty ballad with nice lyric imagery. (Shapiro-Bernstein, ASCAP)

#### DORI ANNE GRAY

Tears for me . . . . . 76  
MERCURY 70661—Unusual material. Best described as a pop weeper, with an arrangement which shows r.&b. influences. Some jocks will find it interesting. Watch it. (Sheldon, BMI)

I'm Playing Second Fiddle to a Slide Trombone . . . . . 75

Dori impresses as a modern Beatrice Kay with this side. It's one of those musical satires with a Gay Nineties slant. Lyric and instrumentation are smart, and the vocal will appeal to deejays looking for novelty material. (Evans, ASCAP)

#### VICTOR YOUNG ORK

Female on the Beach . . . . . 76  
DECCA 29563 — This theme music from a forthcoming film is haunting and given a compelling nostalgic flavor by the alto solo threading thru the string accompaniment. Beautiful stuff for late evening listening. (Northern, ASCAP)

I Love Your Gypsy Heart . . . . . 72

An elegant three-quarter-time opus with a lovely violin solo by Anatole Kaminsky. A lush, romantic instrumental like this makes a desirable catalog item for dealers. (Young, ASCAP)

#### THE THREE SUNS

Satan Takes a Holiday . . . . . 75  
VICTOR 6202 — Larry Clinton's instrumental novelty from the Swing Era, makes easy listening in this bright, breezy go by the augmented "trio." Sax drums and bass aid the basic group. Jocks should find it refreshing. (Lincoln, ASCAP)

You and You Alone . . . . . 75

The theme from "La Strada" is an intriguing hunk of exotic material with growling flute, soaring trumpet and insinuating drums, as treated by the Suns and their satellites. Should have a good audience. (Les Editions Metropolitan, ASCAP)

(Continued on page 38)

PUSHPOP POSTER SHEET NO. 2

**The Best of the****NEWEST TUNES**

FOR THE WEEK ENDING—JULY 23, 1955

(one or more records now available for each)

*Based Upon Exclusive Surveys and Analysis of **Billboard** Music Popularity Charts***THE CATTLE CALL****THE KENTUCKIAN SONG****THE POPCORN SONG****BANJO'S BACK IN TOWN****FORGIVE THIS FOOL****CLOSE THE DOOR****THE LONGEST WALK****EXPERIENCE UNNECESSARY****FOOLED****PIDDILY PATTER PATTER**

WURLITZER OPERATORS

**NEW COBRA CARTRIDGE RE-TIP OFFER**



By **Pfanstiehl**

**SAVE \$1.25 to \$1.60 a piece**

Big, BIG news! Save money extend the life of your expensive Cobra Cartridges—a new super-service for operators, and only Pfanstiehl brings it to you. Read below the five important things we do. Then send us your cartridges . . . save up to \$1.60 apiece!

**PANSTIEHL GUARANTEES TO:** (1) Check each cartridge in actual play test. (2) Remove the old needle point. (3) Thoroughly clean entire cartridge. (4) Affix a new M47B precious metal alloy tip (you indicate choice of 45 rpm, 78 rpm or all purpose—speed will be plainly stamped on package for you.) (5) Give each cartridge a final play test. Contact your distributor or use coupon below.

Today! Note: Pfanstiehl does not sell Cobra Cartridges, but will replace the worn-out needle point on your cartridges.

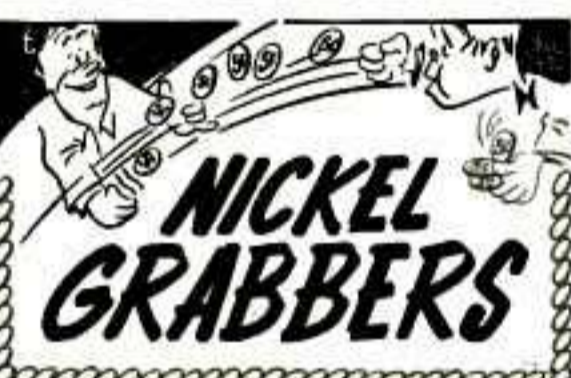
To: **PANSTIEHL CHEMICAL CORP.**  
104 Lake View Avenue  
Waukegan, Illinois

Here are . . . . . Cobra Cartridges. Retip and return. Enclosed is \$ . . . . . (90¢ each in lots of 10 or more, \$1.00 each less than 10) to cover the cost.

Indicate number to be made at 45 rpm.  
Indicate number to be made at 78 rpm.  
Indicate number to be made all purpose . . . . .

NAME . . . . .  
ADDRESS . . . . .  
CITY . . . . . STATE . . . . .

**NICKEL GRABBERS**



**BOYD BENNETT SEVENTEEN**  
LITTLE OLD YOU-ALL  
KING 1470

**OTIS WILLIAMS and His New Group**  
**GUM DROP**  
SAVE ME, SAVE ME  
DE LUXE 6090

**EARL BOSTIC DREAM**  
EAST OF THE SUN  
KING 4815

**JACK DUPREE WALKING THE BLUES**  
DAYBREAK ROCK  
KING 4812

DISTRIBUTED BY **King RECORDS**

GIVE TO DAMON RUNYON CANCER FUND

The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Reviews of New Pop Records**

• Continued from page 36

**BONNEMERE**  
The Man in the Raincoat . . . . . 75  
ROYAL ROOST 608 — Bonnemere does a subtle, tasteful piano version of the hit. His keyboarding style is full of mood and heart. Nice wax, and a good deejay item. (Canada, Ltd., BMI)

**Bo Diddley . . . . . 75**  
Another fine performance. The folk-flavored tune comes over excellently in this piano arrangement. Drums back the piano. An unusual disk, which will appeal to discerning jocks. (Arc, BMI)

**THE FOUR KNIGHTS**  
Believing You . . . . . 75  
CAPITOL 3192—The Knights' light touch with this swiny, almost old-fashioned ditty has a contagious appeal. Merits watching. (United, ASCAP)

**Don't Sit Under the Apple Tree (With Anyone Else But Me) . . . . . 74**  
A light tuneful admonition from the World War II days makes a pleasant summer revival in this breezy harmonization. No powerhouse here, but it should get a fair share of spins. (Robbins, ASCAP)

**JACKIE KELSO ORK**  
Blue Moon . . . . . 75  
MAMBO 108—Kelso belts out a sock instrumental version of the oldie, with a swiny up-tempo arrangement and a driving beat. Fine for jukes. (Robbins, ASCAP)

**Smiles . . . . . 74**  
Same comment. (Remick, ASCAP)

**BILL FARRELL**  
Alright, Okay, You Win . . . . . 75  
MERCURY 70662 — This side's a switch—it's a pop-styled version of the Ella Johnson vehicle, and a good performance. Construction-wise, tune is a blues, and Farrell's strong vocal gets solid instrumental backing. (Munson, BMI)

**Do Me a Favor . . . . . 73**  
Farrell belts out this ballad with what we oldsters used to call "schmaltz." He's backed by an ork with lush strings. A good sounding disk. (Simon, BMI)

**THE MORGAN BROTHERS**  
In Madrid . . . . . 75  
VICTOR 6193 — Jaye P. Morgan's four brothers turn in a likable vocal performance on their first RCA Victor release. The tune is a tango-tempo novelty with clever lyrics and an infectious rhythm, a la "Hernando's Hideaway." Jockeys should give it considerable play. (Movietown, BMI)

**Footloose . . . . . 72**  
The boys do a good job on an attractive little ditty with effective lyrics. (Roncom, ASCAP)

**MERLE TRAVIS**  
Cuddle Up a Little Closer . . . . . 74  
CAPITOL 3194—This is the pretty standard in a guitar arrangement. It's a fine performance by Travis, one that deejays will like as a change of pace. (Witmark, ASCAP)

**Beer Barrel Polka . . . . . 74**  
Another standard, with Travis doing a similarly tasteful instrumental. (Shapiro-Bernstein, ASCAP)

**THE ACCENTS**  
Mood to Be Woored . . . . . 74  
AC'CENT 1027 — The male quartet swings in this upbeat material with a repeated riff that looks to the Bill Haley disks for inspiration. A good danceable side that would be excellent in boxes. (American, BMI)

**Bop Me Baby . . . . . 73**  
Another briskly paced, good-humored side that ought to have strong appeal for the blue-jeans set. For the driving beat alone, this side must be considered. (American, BMI)

**LES BROWN ORK**  
Bernie's Tune . . . . . 74  
CORAL 61456—Brown's slick band takes on one of the jazz tunes favored today by progressive groups. The brass section is especially brilliant. Jazz jocks should go for it. (Atlantic, BMI)

**Lullaby of Birdland . . . . . 73**  
Another smart performance on the much-recorded jazz anthem. Neat vocal by Jo Ann Greer. (Patricia, BMI)

**GLORIA WOOD**  
Hey, Mister . . . . . 74  
CORAL 61457—Miss Wood is very effective with this ditty. It's an unusual piece of material, bluesy with a novelty touch. (Miller, ASCAP)

**I Keep Telling Myself . . . . . 70**  
A quiet sentimental ballad on this side; but lacks the charm of the flip. (GB, BMI)

**RICHARD HAYMAN ORK**  
Gina . . . . . 74  
MERCURY 70669—There's a captivating lilt to this well-played instrumental, a tuneful Continental melody staked to a hip-swinging Latin beat, likely to get many repeat spins. Solid programming wax. (Rex, BMI)

**Tears on Satin . . . . . 70**  
Hayman's harmonica takes the lead in playing this aural treat while the fiddles back him gently. More good program stuff. (GB, BMI)

**EILEEN BARTON**  
Apollo Umberto Silvano  
Roberto Romano . . . . . 73  
CORAL 61459—This long monicker belongs to the thrush's Italian boy friend, and she has a lot of fun with this unusual material. It's gay and bright, and Miss Barton gives it all

the right light touches. (Witmark, ASCAP)

**Here I Am in Love Again . . . . . 73**  
In a quiet, introspective mood, the singer dwells on the pleasures and hazards of love. A listenable side handled with feeling by Miss Barton. (Tee Kaye, ASCAP)

**BILLY FIELDS**  
The Girl Upstairs . . . . . 73  
M-G-M 12040—Fields warbles pleasantly on the sultry theme from Marilyn Monroe's new movie, "The Seven-Year Itch." Disk should pick up jockey play on basis of heavy promotional behind movie. (Robbins, ASCAP)

**Simpatico . . . . . 72**  
The singer wraps up another movie tune (from the forthcoming Martin and Lewis picture, "You're Never Too Young") in attractive vocal fashion. Dean Martin's waxing of the tune will probably pull lion's share of jockey play, but this one should catch some spins. (Leeds, ASCAP)

**GORDON MACRAE**  
Jim Bowie . . . . . 73  
CAPITOL 3191—The flick, "The Last Command," produced this Crockett-inspired chant, which MacRae belts out in virile fashion. Success probably will depend on the quantity and quality of plugging it gets in the flick. (Young, ASCAP)

**Why Break the Heart That Loves You . . . . . 71**  
A bouncy, shuffle-beat "commercial" ditty is belted in a manner that should please MacRae fans. (Feist, ASCAP)

**HELENE DIXON**  
Piddly Patter Patter . . . . . 73  
EPIC 9113—The chirper sings personally on a bouncy cover of the Nappy Brown r.&b. hit. Pacing is bright and the disk should pull some play. However, the Patti Page version offers rough competition. (E. B. Marks, BMI)

**Heaven Came Down to Earth . . . . . 71**  
Another pop-cover job of the lovely Ivory Joe Hunter ballad. An attractive reading by the canary, but flip is better showcase for her. (Progressive, BMI)

**THE CLASSMATES**  
A Kiss Is Not a Kiss . . . . . 72  
KING 1487 — Here's a new vocal group doing a rhythm number in a tasteful, albeit reminiscent style. (Reis, BMI)

**What Am I Gonna Do? . . . . . 72**  
Another nice side. Ditty is a curie with novelty appeal, and the reading is swinging and relaxed. (Wemer, BMI)

**PEGGY LEE**  
Sugar (That Sugar Baby of Mine) . . . . . 72  
DECCA 29608—This version of the oldie parallels Miss Lee's in the forthcoming flick, "Pete Kelly's Blues." A fine jazz effort that should do best as album material. (Robbins, ASCAP)

**What Can I Say After I Say I'm Sorry . . . . . 72**  
Another good album prospect. (Miller, ASCAP)

**BILL SHIRLEY**  
The Devil's Keeping Busy . . . . . 70  
LIBERTY 55005—The baritone sings out powerfully on a dramatic piece of material with a driving beat, and interesting lyrics.

**Sometime . . . . . 70**  
A pleasant vocal wrap-up of a pretty ballad.

**ROSSANO BRAZZI**  
Summertime in Venice . . . . . 70  
VICTOR 6201 — Heavily-accented Brazzi recites and chants the words to a lovely pic-tune on which Jane Froman and Gracie Fields have earlier entries. Hugo Winterhalter's backing is lush and atmospheric. (Pickwick, ASCAP)

**Believe in Me . . . . . 66**  
Brazzi, a baritone Eartha Kitt, talks in highly emotional fashion, first in Italian, then in English. Material is from the film, "Summertime." (Pickwick, ASCAP)

**GEORGIE AULD**  
I've Got You Under My Skin . . . . . 69  
CORAL 61458—The smart styling of this beautiful evergreen by tenor saxophonist Auld against lush strings (directed by Andre Previn) makes for a good commercial side that will have more than average appeal, as instrumentals go. (Chappell, ASCAP)

**Take Care . . . . . 67**  
Another suavely tailored oldie by Auld and strings that is very listenable. (Dubonnet, ASCAP)

**DON HAVENS**  
Butter . . . . . 69  
TONE-CRAFT 205 — Don Havens belts out a good gravel-voiced vocal, accompanied by fair instrumentation. (Myers, ASCAP)

**Bread . . . . . 65**  
Man's gotta have bread, the lyric says. The novelty lyric is accompanied by some instrumental and vocal gimmicks. Not much to it. (Myers, ASCAP)

**TERRY AND THE MACS**  
Don't Make Me Cry Again . . . . . 68  
PAMASONS 6022—The lead canary of the group does an okay thrashing stint on a pleasant weeper. (Pamasons, BMI)

**Getaway . . . . . 67**  
The group contributes a swiny vocal

on a catchy rhythm tune, with a good beat. (Pamasons, BMI)

**PHIL GORDON**  
Get a Load of That Crazy Walk . . . . . 68  
DECCA 29601—With an assist from the Page Cavanaugh Trio, Gordon sings a hymn of praise to Marilyn Monroe, cataloging her attractions with gusto. A cute novelty styled in Gordon's characteristic way. (Hub, ASCAP)

**Strip Polka . . . . . 67**  
Gordon turns to this old Johnny Mercer favorite for inspiration, and there will be many to whom it still sounds mighty good. A breezy, rhythmic reading. (E. H. Morris, ASCAP)

**CHRIS COLUMBO**  
Lonely Street . . . . . 68  
DOUBLE AA 114 — The chanter paints a sentimental tone picture in this quiet reading. Good listening here. (Southern, ASCAP)

**Dancing on My Heart . . . . . 67**  
Slow waltz weeper is awarded a tasteful performance that rests easy on the ears. Should get some spins. (Kellen)

**LITTLE RITA CAROL**  
The Yeshiva Bucha's Hall . . . . . 68  
ALEXANDER 2376 — This curious item is the "Darktown Strutter's Ball," with a new and Yiddish lyric. Good for some laughs and for dealers with Yiddish trade. (Feist, ASCAP)

**My Little Matzoh Ball . . . . . 67**  
More of the same. The verbiage on the label, incidentally, is worth a yock. (Pelton, BMI)

**LORRY RAINE**  
If It Weren't for You . . . . . 68  
ADVANCE 3001—An adequate vocal reading of the ballad. (Gayle, ASCAP)

**But Yes, My Sweet . . . . . 65**  
It's Just too, too cute. (Gayle, ASCAP)

**JOAN WEBER**  
Anything, Everything for Love . . . . . 68  
COLUMBIA 40535—Miss Weber displays a lot of heart, if little more, in this weepy, intense expression of devotion. (Oxford, ASCAP)

**Don't Throw My Love Away . . . . . 65**  
The "Let Me Go, Lover" girl offers one in a similar vein, tearful and pleading. Unlikely as a summer item. (Hawthorne, ASCAP)

**JULIE KINSLER**  
Flute Indigo . . . . . 66  
CAPITOL 3193—An unusual hunk of wax that may have limited commercial appeal, but might see considerable deejay spins. The flutist is heard in a beautiful exotic selection with a tangy Latin-American flavor against colorful instrumental background. (Beechwood, BMI)

**Socorro . . . . . 66**  
Kinsler, again technically superb on flute, negotiates a fast, very flashy piece of material with sure-fingered skill. An imaginative instrumental that must spark some interest. (Beechwood, BMI)

**LOUISE O'BRIEN**  
The Love Tango . . . . . 66  
E-Z 684—The thrush is joined by Marty Drake in an energetic harmonization of some conventional exotica. (BMI)

**Hereafter . . . . . 60**  
A modest demonstration-type disk of some very slim material. (BMI)

**PHYLLIS BRANCH**  
Experience Unnecessary . . . . . 63  
TUXEDO 905—Miss Branch comes thru with a distinctive reading of the ballad. Interesting listening, but not likely to create much of a commercial fuss, or to overtake the Sarah Vaughan entry. (Pineus, ASCAP)

**Do You Remember? . . . . . 59**  
A mature reading of the slow three-beater. (Ford, BMI)

**TOM D'ANDREA-HAL MARCH**  
Going on a Hike . . . . . 63  
CORAL 61466 — The two comics spoof the rigors of the life of the recruit in this talking disk. There are some funny moments, but the material does not sustain yocks all the way thru. (Nutmeg, ASCAP)

**Goin' Overseas . . . . . 61**  
GI's on their first boat-ride provide material for D'Andrea and March on this side. If anything, this is weaker than the flip. (Nutmeg, ASCAP)

**Oklahoma!**

**SOUND TRACK**

**COMING ON**



**COMING TO NEW YORK?**

Stay at this modern 25-story hotel. All rooms outside exposure, large, beautifully furnished rooms with kitchenette, private bath, from \$5.50 daily. Two room suites from \$8.50

**SPECIAL MONTHLY RATES!**

Air-conditioning & television available

**Hotel BEACON**

Broadway at 75th St., New York  
Oscar Wintrab, Managing Director

**Their Greatest "SEVENTEEN"**

by **THE FONTANE SISTERS**  
15386

**DOT RECORDS**  
Callatin, Tenn. Phone: 1609

**Winging its Way to Another CADENCE Hit!**

**HUMMINGBIRD**  
The Chordelles  
#1267

**cadence**  
40 EAST 49TH ST. NEW YORK 17, N. Y.

**SEECO**  
The World's Leader in Latin-American Recordings  
Complete Catalogue  
Featuring  
• Long Play • Extended Play  
• 78 and 45 RPM

Write for new Long Play Catalogue. It pays to stock SEECO

**SEECO DIST. CORP.**  
39 W. 60th St., N.Y., 23, N.Y.  
SEECO, the Major Latin-American Label

**D.J.'s—SENSATIONAL NEW TUNES—BE THE FIRST TO SPIN THEM IN YOUR AREA—WRITE FOR YOUR FREE COPIES TODAY.**

- IN THE STILLY NIGHT
- IT IS HEAVEN TO LOVE YOU
- GOODNIGHT, BUT NOT GOODBYE
- THE UNFORGIVING MINUET
- SWEETHEART, BELIEVE IN ME
- MY FLAG
- YOU STOLE MY HEART

**F.D.S. PARADISE RECORDING CO.**  
220 E. 107 Street, New York City, N. Y.  
Att.: Frances De Santos

PUSHPOP POSTER SHEET NO. 1

**HONOR ROLL OF HITS**

TRADE MARK REG.

***The Nation's 10 Top Tunes*****FOR THE WEEK ENDING—JULY 23, 1955***...based on **Billboard** weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators*

- |            |  |
|------------|--|
| <b>1.</b>  | <b>ROCK AROUND THE CLOCK</b>               |
| <b>2.</b>  | <b>UNCHAINED MELODY</b>                    |
| <b>3.</b>  | <b>LEARNIN' THE BLUES</b>                  |
| <b>4.</b>  | <b>CHERRY PINK AND APPLE BLOSSOM WHITE</b> |
| <b>5.</b>  | <b>BLOSSOM FELL</b>                        |
| <b>6.</b>  | <b>HARD TO GET</b>                         |
| <b>7.</b>  | <b>SOMETHING'S GOTTA GIVE</b>              |
| <b>8.</b>  | <b>AIN'T IT A SHAME</b>                    |
| <b>9.</b>  | <b>HONEY BABE</b>                          |
| <b>10.</b> | <b>HUMMINGBIRD</b>                         |

*First time  
in Top Ten*

**MR. OPERATOR**  
STOP BY YOUR HICKORY DISTRIBUTOR  
AND LISTEN TO THESE

HICKORY  
DISTRIBUTOR

1<sup>st</sup>

HICKORY RELEASE

**Rusty & Doug**  
**SO LOVELY, BABY**  
c/w  
**WHY CRY FOR YOU**  
HICKORY 1027

1<sup>st</sup>

HICKORY RELEASE

**Wilma Lee & Stoney Cooper**  
**HOW IT HURTS TO CRY ALONE**  
c/w  
**JUST FOR A WHILE**  
(Solo By Wilma Lee)  
HICKORY 1028

IT'S TERRY  
TIME AGAIN!

**Al Terry**

JAMBOREE WINNER—Best New Male Singer

**NO, NO, JOHN**  
c/w

**GONE AGAIN**  
HICKORY 1029

**McCormick Brothers**

JAMBOREE WINNERS—Best New Instrumental Group

**THE MAD BANJO**  
(INSTRUMENTAL)

c/w  
**CROSS MY HEART**  
HICKORY 1030

*Hickory*

RECORDS, Inc.  
2510 FRANKLIN RD.  
NASHVILLE 4, TENNESSEE

The Billboard Music Popularity Charts  
**COUNTRY & WESTERN RECORDS**

• **Best Sellers in Stores**

For survey week ending July 20

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. <b>I DON'T CARE</b> (BMI)—W. Pierce.....	2	5
Your Good for Nothing Heart (BMI)—Dec 29480		
2. <b>CATTLE CALL</b> (ASCAP)—	5	6
E. Arnold & H. Winterhalter.....		
KENTUCKIAN SONG (ASCAP)—Vic 20-6139		
3. <b>SATISFIED MIND</b> (BMI)—P. Wagoner.....	6	10
Itchin' for My Baby (BMI)—Vic 20-6105		
4. <b>IN THE JAILHOUSE NOW</b> (BMI)—W. Pierce.....	2	26
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
5. <b>MAKING BELIEVE</b> (BMI)—K. Wells.....	3	21
<b>WHOSE SHOULDER WILL YOU CRY ON?</b> (BMI)—Dec 29419		
6. <b>YELLOW ROSES</b> (BMI)—H. Snow.....	4	17
<b>WOULD YOU MIND</b> (ASCAP)—Vic 20-6057		
7. <b>SATISFIED MIND</b> (BMI)—R. & B. Foley.....	7	6
How About Me? (BMI)—Dec 29526		
8. <b>LIVE FAST, LOVE HARD AND DIE YOUNG</b> (BMI)—F. Young.....	8	18
Forgive Me, Dear (BMI)—Cap 3056		
9. <b>SATISFIED MIND</b> (BMI)—J. Shepard.....	10	6
You Can Take Possession—Cap 3118		
10. <b>THERE SHE GOES</b> (BMI)—C. Smith.....	9	12
Old Lonesome Times (BMI)—Col 21382		
11. <b>WILDWOOD FLOWER</b> (ASCAP)—	12	9
H. Thompson & M. Travis.....		
<b>BREAKIN' IN ANOTHER HEART</b> (ASCAP)—Cap 3106		
12. <b>CRYIN', PRAYIN', WAITIN', HOPIN'</b> (BMI)—H. Snow.....	13	2
<b>I'M GLAD I GOT TO SEE YOU ONCE AGAIN</b> (BMI)—Vic 20-6154		
13. <b>IN THE JAILHOUSE NOW, NO. 2</b> (BMI)—J. Rodgers.....	11	10
Peach Pickin' Time Down in Georgia (BMI)—Vic 20-6092		
14. <b>BABY LET'S PLAY HOUSE</b> (BMI)—E. Presley.....	15	3
I'm Left, You're Right, She's Gone (BMI)—Sun 217		
15. <b>THERE'S POISON IN YOUR HEART</b> (BMI)—K. Wells.....	—	1
I'm in Love With You (BMI)—Dec 29577		

• **Most Played in Juke Boxes**

For survey week ending July 20

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. <b>I DON'T CARE</b> (BMI)—W. Pierce.....	2	5
Your Good for Nothing Heart (BMI)—Dec 29480		
2. <b>MAKING BELIEVE</b> (BMI)—K. Wells.....	3	18
<b>WHOSE SHOULDER WILL YOU CRY ON?</b> (BMI)—Dec 29419		
3. <b>IN THE JAILHOUSE NOW</b> (BMI)—W. Pierce.....	1	25
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
4. <b>SATISFIED MIND</b> (BMI)—P. Wagoner.....	6	4
Itchin' for My Baby (BMI)—Vic 20-6105		
5. <b>YELLOW ROSES</b> (BMI)—H. Snow.....	4	12
<b>WOULD YOU MIND</b> (ASCAP)—Vic 20-6057		
6. <b>LIVE FAST, LOVE HARD AND DIE YOUNG</b> (BMI)—F. Young.....	5	17
Forgive Me, Dear (BMI)—Cap 3056		
7. <b>SATISFIED MIND</b> (BMI)—R. & B. Foley.....	7	4
How About Me? (BMI)—Dec 29526		
8. <b>BLUE DARLIN'</b> (BMI)—J. Newman.....	—	2
Let Me Stay in Your Arms (BMI)—Dot 1260		
9. <b>SATISFIED MIND</b> (BMI)—J. Shepard.....	9	2
You Can Take Possession (BMI)—Cap 3118		
9. <b>CATTLE CALL</b> —E. Arnold & H. Winterhalter.....	—	1
Kentuckian Song—Vic 20-6139		

• **Most Played by Jockeys**

For survey week ending July 20

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. <b>SATISFIED MIND</b> —P. Wagoner.....	1	8
Vic 20-6105—BMI		
2. <b>I DON'T CARE</b> —W. Pierce.....	2	6
Dec 29480—BMI		
3. <b>THERE SHE GOES</b> —C. Smith.....	4	9
Col 21382—BMI		
4. <b>LIVE FAST, LOVE HARD AND DIE YOUNG</b> — F. Young.....	3	18
Cap 3056—BMI		
5. <b>MAKING BELIEVE</b> —K. Wells.....	7	21
Dec 29419—BMI		
6. <b>YELLOW ROSES</b> —H. Snow.....	5	14
Vic 20-6057—BMI		
7. <b>IN THE JAILHOUSE NOW</b> —W. Pierce.....	5	26
Dec 29391—BMI		
8. <b>CATTLE CALL</b> —E. Arnold & H. Winterhalter.....	8	3
Vic 20-6139—ASCAP		
9. <b>CUZZ YORE SO SWEET</b> —S. Crum.....	—	14
Cap 3063—BMI		
10. <b>WOULD YOU MIND</b> —H. Snow.....	11	16
Vic 20-6057—ASCAP		
11. <b>DADDY YOU KNOW WHAT?</b> —J. Wilson.....	14	2
Mercury 70635—BMI		
12. <b>BLUE DARLIN'</b> —J. Newman.....	9	2
Dot 1260—BMI		
13. <b>SATISFIED MIND</b> —R. & B. Foley.....	11	5
Dec 29526—BMI		
13. <b>CRYIN', PRAYIN', WAITIN', HOPIN'</b> —H. Snow.....	—	1
Vic 20-6154—BMI		
15. <b>BABY LET'S PLAY HOUSE</b> —E. Presley.....	11	2
Sun 217—BMI		

# HANK THOMPSON

AND HIS BRAZOS VALLEY BOYS

# SIMPLE | MOST SIMON | OF ALL

RECORD NO. 3188



PERSONAL MANAGEMENT:

JIM HALSEY, PROFESSIONAL BUILDING,

INDEPENDENCE, KANSAS

# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • Reviews of New C & W Records

**HANK PENNY**  
**A Letter From Home**.....83  
 DECCA 9-29597—A hilarious recitation by Penny in tongue-in-cheek deadpan style. The special material (written by Penny), is top-grade satire about a guy writing a moral-busting letter to a G.I. pal in Korea. Great jockey wax. (Hudson-Dart, BMI)

**Bloodshot Eyes**...78  
 A showmanly warbling stint on a highly amusing novelty tune about a guy who gives his gal the gate because her bloodshot eyes indicate she's been keeping late hours with another man. (Lois, BMI)

**JIMMIE RODGERS**  
**Mother, the Queen of My Heart**.....80  
 VICTOR 6205—This is another of the reconditioned Rodgers sides, cut originally about 25 years ago, with new backing dubbed in. Old-fashioned country-styled song could enjoy a healthy sale among the late warbler's faithful fans, and others who find such narrative material to their taste. (Peer, BMI)

**Mule Skinner Blues (Blue Yodel No. 8)**...78  
 This is one of the folk blues at which Rodgers excelled. Could still register its appeal in the present market. (Peer, BMI)

**PATSY CLINE**  
**A Church, a Courtroom, Then Goodbye**...78  
 CORAL 61464—In her debut disk for the label, the thrush is favored with an unusually strong piece of material, and she rises to the challenge of this weeper with the form of a champion. This could be a left-fielder of surprising power. (Four Star Sales, BMI)

**Honky Tonk Merry-Go-Round**...75  
 Miss Cline signs this bouncy novelty with gusto. Her out-going personality is strongly projected in this happy material. Hers is a talent with terrific potential, not excluding the pop market. (Four Star Sales, BMI)

**PETE PIKE**  
**Yellow Leaves**.....78  
 CORAL 61465—Pike sings out his nostalgia for a lost love with compelling emotion here. The intense quality of the material and the power with which it is delivered give this side great commercial potential. (Four Star Sales, BMI)

**I'm Walking Alone**...74  
 Another weeper read with touching effect. Here Pike has more ordinary material, however, and pales by comparison to the reverse side. (Four Star Sales, BMI)

**JIMMY WAKELY**  
**Tattle Tale Blues**.....76  
 CORAL 61460—The warm, smooth stylings of Jimmy Wakely appeal to both pop and hillbilly customers, and this lilting material is as personable as any the singer has recorded recently. (Pincus, ASCAP)

**I'd Love to Live in Loveland**...73  
 Here Wakely essays an even more frankly pop approach in this standard ballad. The material is not the most suitable for the singer, however. (Bregman, Vocco & Conn, ASCAP)

**THE WEBSTER BROS.**  
**Road of Broken Hearts**.....75  
 COLUMBIA 21421—The boys warble with pathos and plenty of feeling on a plaintive weeper. (Golden West, BMI)

**Seven Year Blues**...74  
 Same comment. (Acuff-Rose, BMI)

**ONIE WHEELER**  
**That's What I Like**.....75  
 COLUMBIA 21418—This humorous novelty, with its appealing folksy flavor, should be one of Wheeler's best selling disks in quite a while. He has good material to work with here, and he sells it to the hilt. (Peer, BMI)

**My Home Is Not a Home At All**...69  
 A doleful weeper that does not stand much of a chance against the flip. Performance is okay, but material is weak. (Peer, BMI)

**FRANKIE MILLER**  
**Paid in Full**.....74  
 COLUMBIA 21420—In this bouncy ditty, Miller humorously demands that his girl give him what she owes him. A strong reading that ought to get good deejay exposure. (Four Star Sales, BMI)

**My Wedding Song to You**...71  
 Miller soulfully assures his bride-to-be of his undying love. The singer's sincerity and warmth give weight to the material. (Four Star Sales, BMI)

**BONNIE SLOAN**  
**Poor Paper Kite**.....73  
 COLUMBIA 21425—The thrush sings a poignant weeper with appealing sincerity and effective catch in her voice. Clever lyric spotlights gal asking her fickle boy friend to "wind" her back. (Carlos, BMI)

**After the Wedding**...72  
 Canary sobs out the vocal effectively on a prett; weeper about a gal whose beau married another for money, but lived to regret it. (Tree, BMI)

**HACK JOHNSON AND HIS TENNESSEANS**  
**Crazy Banjo Medley**.....73  
 COLONIAL 405—A fast swingy instrumental featuring some of the fanciest banjo picking around. The current vogue for banjo platters will benefit this nice old-fashioned side. (Bentley, BMI)

**Swanee River**...72  
 Johnson made quite a hit in some territories with his "Home Sweet Home." This is another oldie in similar style. The juke box potential for this is good. (PD)

**DON RENO-RED SMILEY**  
**Barefoot Nellie**.....73  
 KING 1490—Humorous folk style novelty hops along at a breath-taking pace. Country jocks and juke can make good use of this slicing. (Lois, BMI)

**Reno Ride**...69  
 A good example of banjo picking, this. Entry is a happy instrumental. (Lois, BMI)

**CHARLINE ARTHUR**  
**Honey Bun**.....72  
 VICTOR 6204—The thrush has a lusty red-hot momma style which she

## Decca Offers Canada Radio Music Service

TORONTO, July 23.—A music programming service is being offered for Canadian radio stations by Decca Records.

It will not interfere with the company's present service of supplying records to disk jockeys. It is intended to avoid the great amount of duplication in music that radio stations now have and also provide for more complete and diversified programming material.

Decca offers at a cost of \$10 a month, paid in advance, all Decca, Coral, Brunswick and Apex new singles released in Canada, with shipments made weekly.

For \$60 a year additional, the stations are offered what is known as the Popular LP Service, consisting of a minimum of 75 Decca, Coral, Brunswick and Apex 10-inch or 12-inch pop LP's a year, with shipments made monthly or oftener.

A Gold Label Classical Service of a minimum of 50 10-inch or 12-inch Gold Label LP's a year is offered for \$50 a year.

A combination of the two latter service is offered for \$90 a year. Thus far, 21 of 37 stations in Ontario have subscribed to the service.

## Prescott Back To Hub on WBZ

NEW YORK, July 23.—Local WNEW deejay Norm Prescott has been signed for a key spot on Westinghouse station WBZ, Boston, by Westinghouse program director Dick Pack. The jockey will be heard over WBZ from 12:15 to 3 p.m. daily, starting the first week in August.

Altho Prescott left Boston last January to join WNEW here, he continued to do a daily disk show over WORL there, via tape, and last month his Boston show chalked up the highest local Nielsen rating in his time-period. He resigned both his WNEW job here and the WORL series this week. Richard Shepherd has replaced him at the former station.

## Gail Storm to Dot Records

HOLLYWOOD, July 23.—Gale Storm, star of the "My Little Margie" television series, this week inked a term recording contract with indie Dot Records. Negotiations for the agreement were handled by Randy Wood, president of the recording company, and Lee Bonnell, Miss Storm's husband and manager.

Present plans call for Miss Storm to record in New York next month for fall release. The "Margie" telefilm series is currently in reruns, with no new features being produced. A new film show is currently being prepped for Miss Storm, who recently concluded a string of night club engagements.

applies aptly to this light, pleasant romp. (Trinity, BMI)

**Kiss the Baby Goodnight**...66  
 A slighter example here. (Lowery, BMI)

**JOHNNY RAGSDALE**  
**Stand-In Sweetheart**.....70  
 COLUMBIA 21422—Ragsdale shows quality in a routine plaint. (EHS, ASCAP)

**Someone Parted Our Love in the Middle**...68  
 Very contrived stuff here; just doesn't ring true. (EHS, ASCAP)

**JIMMY LITTLEJOHN (THE TALL TEXAN)**  
**Walking the Streets**.....70  
 COLUMBIA 21417—A country blues in a traditional vein sung competently. The string accompaniment provides a pretty backing and a solid beat. (Acuff-Rose, BMI)

**Never, Never, Never**...67  
 Littlejohn sails breezily thru this light novelty. Quite listenable, tho not unusual in any way. (Fairway, BMI)

## • This Week's Best Buys

THAT DO MAKE IT NICE (Trinity, BMI)  
 JUST CALL ME LONESOME (Forrest, BMI)—Eddy Arnold—RCA Victor 6198

With one record in the No. 2 spot on the national country chart, Arnold is bringing up another double-header with impressive speed. All Southern territories reported excellent initial sales, and a check of Northern areas found the singer in as solid as ever. "Nice" has the edge at this stage, but both sides are racking up good scores for Arnold. A previous Billboard "Spotlight" pick.

BALLAD OF DAVY CREW-CUT (Wonderland, BMI)—Homer & Jethro—RCA Victor 6178

Anything that concerns Crockett, even if in satire, seems still to be touched with gold. This duo is doing better with this disk than any in some time, for Atlanta, Richmond, Nashville, Durham—as well as areas like Pittsburgh, Cincinnati, Chicago, Boston and Baltimore—all return enthusiastic sales reports. Flip is "Homer & Jethro's Pickin' and Singin' Medley No. 1" (Remick, ASCAP).

## • Review Spotlight on . . . RECORDS

**SLIM WHITMAN**  
**You Have My Heart** (Sharron, BMI)—Imperial 8299—The Whitman's last few issues have missed the charts, he has yet to come up with an unprofitable platter. In this side, he has returned to the simple ballad, which he infuses with that big, broad, outdoorish sound. The flip has even more of the outdoors and plenty of yodelling, but less appeal materialwise. It's "Song of the Wild" (Sharron, BMI)

**HANK PENNY**  
**A Letter From Home** (Hudson-Dart, BMI)—Decca 29597—This is a recitation, somewhat in the manner of the Andy Griffith hits. Penny reads a letter to a buddy in Korea, wherein he relates the happenings back home—his wife's gay behavior, etc. It might be distressing to the buddy, but it's loaded with yocks for the listener with a slight touch of sadism. Flip is the song, "Bloodshot Eyes" (Lois, BMI)

**GOLDIE HILL**  
**Ain't Gonna Wash My Face** (Acuff-Rose, BMI)—Decca 29602—This potent country lass is calculated to make the lads happy again with this cute, catchy novelty. She's due for a big one, and this could be it. Flip is "Why Don't You Let Me Go" (Valley, BMI)

## • C & W Territorial Best Sellers

For survey week ending July 20  
 City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

- Birmingham**
1. I Don't Care, W. Pierce, Dec.
  2. Cattle Call, E. Arnold, Vic.
  3. Making Believe, K. Wells, Dec.
  4. In the Jailhouse Now, W. Pierce, Dec.
  5. Satisfied Mind, R. & B. Foley, Dec.
  6. There She Goes, C. Smith, Col.
  7. Satisfied Mind, J. Shepard, Cap.
  8. Go Back You Fool, F. Young, Cap.
  9. Popcorn Song, C. Stone, Cap.
  10. In the Jailhouse Now #2, J. Rogers, Vic.

- Charlotte**
1. I Don't Care, W. Pierce, Dec.
  2. Satisfied Mind, R. & B. Foley, Dec.
  3. Making Believe, K. Wells, Dec.
  4. There's Poison in Your Heart, K. Wells, Dec.
  5. Satisfied Mind, P. Wagoner, Vic.
  6. Live Fast, Love Hard and Die Young, F. Young, Cap.
  7. Would You Mind? H. Snow, Vic.
  8. Cattle Call, E. Arnold, Vic.
  9. Take Possession, J. Shepard, Cap.
  10. No One Dear But You, Johnny & Jack, Vic.

- Cincinnati**
1. Satisfied Mind, P. Wagoner, Vic.
  2. I Don't Care, W. Pierce, Dec.
  3. Yellow Roses, H. Snow, Vic.
  4. Cattle Call, E. Arnold, Vic.
  5. In the Jailhouse Now, W. Pierce, Dec.
  6. Cryin', Prayin', Hoping, Waiting, H. Snow, Vic.

- Dallas-Fort Worth**
1. I Don't Care, W. Pierce, Dec.
  2. Song of the Dreamer, B. Brooks, Duk.
  3. Wildwood Flower, H. Thompson, Cap.
  4. Satisfied Mind, P. Wagoner, Vic.
  5. In the Jailhouse Now, W. Pierce, Dec.
  6. Cattle Call, E. Arnold, Vic.
  7. Making Believe, K. Wells, Dec.

- Houston**
1. Satisfied Mind, P. Wagoner, Vic.
  2. I Don't Care, W. Pierce, Dec.
  3. Blue Darlin', J. Newman, Dot
  4. In the Jailhouse Now, W. Pierce, Dec.
  5. Breaking in Another Heart, H. Thompson, Cap.

- Memphis**
1. Yellow Roses, H. Snow, Vic.
  2. Blue Darlin', J. Newman, Dot
  3. I Don't Care, W. Pierce, Dec.
  4. In the Jailhouse Now, W. Pierce, Dec.
  5. Ballad of Davy Crockett, T. Ernie, Cap.
  6. Satisfied Mind, R. & B. Foley, Dec.

- Nashville**
1. I Don't Care, W. Pierce, Dec.
  2. Satisfied Mind, P. Wagoner, Vic.
  3. Satisfied Mind, J. Shepard, Cap.
  4. Live Fast, Love Hard and Die Young, F. Young, Cap.
  5. Let Me Talk to You, R. Price, Col.
  6. There She Goes, C. Smith, Col.
  7. Making Believe, K. Wells, Dec.
  8. Satisfied Mind, R. & B. Foley, Dec.
  9. There's Poison in Your Heart, K. Wells, Dec.
  10. So Lonely Baby, Rusty & Doug, Hic.

- New Orleans**
1. I Don't Care, W. Pierce, Dec.
  2. Satisfied Mind, P. Wagoner, Vic.
  3. Cattle Call, E. Arnold, Vic.
  4. Satisfied Mind, R. & B. Foley, Dec.
  5. Baby Let's Play House, E. Presley, Sun
  6. There She Goes, C. Smith, Col.
  7. In the Jailhouse Now #2, J. Rodgers, Vic.
  8. That's What Makes the Juke Box Play, J. Work, Dot
  9. You're Right, I'm Left, She's Gone, E. Presley, Sun
  10. Blue Darlin', J. Newman, Dot

- Richmond, Va.**
1. Satisfied Mind, P. Wagoner, Vic.
  2. Baby, Let's Play House, E. Presley, Sun
  3. I Don't Care, W. Pierce, Dec.
  4. Satisfied Mind, J. Shepard, Cap.
  5. Cattle Call, E. Arnold, Vic.
  6. I'm Glad I Got to See You, H. Snow, Vic.
  7. There She Goes, C. Smith, Col.
  8. His Hands, T. Ernie, Cap.
  9. Making Believe, K. Wells, Dec.

- St. Louis**
1. Cattle Call, S. Whitman, Imp.
  2. There's Poison in Your Heart, K. Wells, Dec.
  3. I Don't Care, W. Pierce, Dec.
  4. Satisfied Mind, P. Wagoner, Vic.
  5. In the Jailhouse Now, W. Pierce, Dec.

## 'Ink Spot' Title Figures in Suit

NEW YORK, July 23.—Charles Fuqua, one of the original Ink Spots, and his agent, Ben Bart of Universal Attractions, filed suit this week in New York Supreme Court against Deek Watson, who allegedly has been employing the "Ink Spots" tag for his own act. Fuqua has applied for a temporary injunction restraining Watson and company from using the name, and exploiting its goodwill.

Fuqua has charged that in late 1947 he and Billy Kenny entered into a written agreement with Watson, a former member of the "Ink Spots," and that Watson, for certain "considerations," agreed not to use the name in any manner which might indicate his former association with the Ink Spots. Currently, according to the complaint, the tag is being used in violation of that agreement.



**IN ST. LOUIS**  
**IT'S PREMIER**  
 Complete recording facilities for phonograph sessions  
 MODERN STUDIOS • FINEST EQUIPMENT  
 MUSICAL ENGINEERING KNOW-HOW  
**PREMIER**  
 FILM AND RECORDING CORPORATION  
 3033 Locust Street • St. Louis 3, Missouri  
 JEFFerson 1-3555

**HIGH FIDELITY**  
 Dealers, Attention! We guarantee that  
**ALIBI FOR DRUMS**  
 introduces a New Sound—a new approach to modern dance music as well as a new concept of barbaric native music or 100% of your purchase price will be refunded.  
 Microgroove 10" TT2266  
**TEMPO**  
 RECORD CO. OF AMERICA  
 8540 Sunset Boulevard, Hollywood 46, California

Best Portable Hi-Fi!  
 V-M 556  
 by Voice of Music



**Essex RECORDS**  
 THE LABEL WITH A FUTURE...  
 3208 So. 84th St.  
 Philadelphia 42, Penna.

**SEMI-FLEX 10" or 45 RECORDS PRESSED-15c-INCLUDING labels, carton sleeves, etc.**  
 Write for full particulars  
**BEST PRESSING DEAL ANYWHERE**  
**ROYAL PLASTICS CORP.**  
 1540 Brewster Ave., Cincinnati 7, Ohio

**RECORD PRESSINGS**  
 Shellac—Vinylite—Flex  
 78 RPM—45-33 1/2  
 Test Pressings Free  
 Small or Large Quantity. Labels—Processing—Masters.  
**SONGCRAFT, INC.**  
 1650 Broadway, New York 19, N. Y.









## Disneyland Bow Turnout Takes Facilities, Roads

27,642 First-Day Patrons Create Traffic Jam and Bulge \$17 Mil Spot

By SAM ABBOTT

ANAHEIM, Calif., July 23.—Walt Disney debuted his multi-million-dollar Disneyland to the public here Monday (18) following an over-crowded invitational premiere the day before.

Altho the park is supposedly geared to handle 60,000 patrons a day, the so-called press prevue did not show it. With an estimated 22,000 on hand, the guests were barely able to budge in some sections, giving way to the impression that Disneyland might not handle the number of people needed for the support of the \$17,000,000 plant. Monday's opening pulled 27,642 people, with the Los Angeles radio stations giving out the stories of bumper-to-bumper traffic for miles on the Santa Ana Freeway. Over 10,000 people were reported queued up in front of the ticket boxes long before the opener. With the parking lot set to receive automobiles at 9:15 a.m., the Monday schedule was pushed ahead 45 minutes to an hour, it was said, to relieve traffic on the southbound freeway.

The reaction of the press to its prevue on Sunday (17) generally was not good. However, the errors made on the occasion of the two-day debuts are recognized. Perhaps, they are no more than those found at the launching of any expansive project. The blasts came primarily from columnists, many of whom believe their presence is an occasion for red carpet. In some cases, their facts were well founded.

A Disneyland representative admitted that two mistakes were made. The first was that there were too many people, as about 21,000 were admitted between the hours of 2 and 6 p.m. Their freeway travel was added to that of

the enormous Sunday beach-bound traffic and put an estimated 5,500 additional cars on the super highway. The second error was in not having the press prevue on Saturday and using a free gate the following day for the crowd at the live telecast over ABC-TV from 4:30 to 6 p.m. (PDST). The telecast, complete with parade and dedicatory ceremonies, made it necessary to rope off certain areas, roust kids from rides and cause general congestion for nearly two hours.

The usual and expected complaint was heard that the entrance charge of \$1 for adults and 50 cents for children under 12 was

too much. Outside of the creation of Main Street, which has commercial shops, and sets and exhibits in the four "lands," there is one free attraction. It is Slue Foot Sue's Golden Horseshoe Musical Revue in the Pepsi-Cola Saloon in Frontierland. Talent includes Donald Novis, Wally Boag, Judy Marsh, Golden Horseshoe Girls, Shirley Towers, Glenda Guilfoyle, Gloria Watson, Susan Reed, and orchestra. Dances are by Theresa Allen, with original songs by Tom Adair and Charles LeVere.

Disneyland advertises restaurants for every purse and food

(Continued on page 85)

## Season Good for Circus Industry

Continued from page 1

advertising. It also uses an average of 8,000 direct-mail heralds daily. The show stresses its menagerie display and this has been restocked with major animals like a giraffe and rhino.

Holding its place as a money-maker this year, too, is the Clyde Beatty Railroad Circus. This one, like Kelly-Miller, has had some rougher times in recent seasons. This year's start in Southern California was strong, and the northwest has proved good enough to make money for the show.

### Big Business

In the east, Hunt Bros.' Circus has reported a regular fare of big business. This fixture of more than 60 years' continuous operation under a single management has met the July 4 "deadline" with the comment that it already has accumulated a profit big enough to pass for a full season's score. Besides decades of good will and good entertainment, Hunt Bros. also is benefitting from use of a helicopter for advertising.

Among the shows which usually play in ballparks or stadiums rather than under canvas or indoors, the Tom Packs Circus has run up a successful season so far and reports it is ahead of last year's gross to this time. The Bailey-Cristiani Circus has had spotty business much of the year but recently has done well with a string of dates in Montana and vicinity. The Ward-Bell Circus, a newcomer, which played both Hawaii and Alaska as well as the Northwest, has had a number of good stands. But it also has had some idle time, some weak business and not a little difficulty in the mechanics of moving. Now it is closing for reorganization, its Alaskan experience far less successful than expected.

### Indoor Circuses

Of the indoor circuses, Polack Bros., which also plays open-air engagements, has told of mixed results in western territory. Theirs is an example of the "spotty" complaint voiced by many: San Francisco was down 10 per cent or more but Los Angeles was well ahead of last year; one town's gross was up 40 per cent and others down.

Among indoor shows whose tours end in the spring, Orrin Davenport experienced some low spots but also had some high ones, while the Hamid-Morton Circus told of big business in Montreal and elsewhere.

A sampling of others in the business reveals mixed results but nothing dramatic. Clyde Bros.' Circus did very well in Ontario, playing ahead of King and Ringling. Mills Bros.' Circus has had it both good and bad, but independent guesses are that the show is doing better than in its 1954 season. George

W. Cole, one of the smaller shows and a subsidiary of Kelly-Miller, is doing well. Ring Bros. has not done spectacular business this year. Neither have the Jay Gould or Beers-Baraes shows.

A round-up reveals that the tough luck of some shows so far this year probably isn't traceable either to economic conditions or to any falling off in popularity of circuses in general. The difficulties, when explainable at all, generally are believed to lie with some policies or actions of the individual shows involved. In some cases, no one pretends to know the cause.

Generally speaking, business is somewhat harder to accumulate; promotions must be professional and powerful. The honeymoon years that followed World War II are all out and over. But this isn't 1938 revisited.

## Ribicoff Signs Conn. Bazaars-Raffles Bill

NEW YORK, July 23.—A stiffly worded bill legalizing raffles and other games of chance at bazaars was signed this week by Governor Ribicoff. Chief supporters for the legislation had been Fairfield County's volunteer fire companies, leading advocates of bazaars as a fund-raising measure. The Connecticut Council of Churches, a Protestant group, asked the Governor not to sign the bill, which was endorsed by both parties overwhelmingly in the Legislature.

Altho bingo has been legal in the State since 1939, the charitable groups held that the game alone was not sufficiently popular to attract large numbers of people, and that bazaars would be a needed stimulant to charity events because of their carnival aspect.

The new law requires detailed statements from sponsors both before and after the bazaar is held. It does, however, specify raffles and bazaars as places "maintained by a sponsoring organization for disposal of merchandise awarded by games of chance."

### Some Curbs Noted

Regulations include the following:

Prizes must be merchandise—no liquor or cash.

No advertising on TV or by sound truck.

Sponsoring outfit must be at least three years old.

Prior report on the event must be filed with local police, including names of officers and specific purpose of funds to be raised.

## ATOM SHIP

### Create New Type Hot Dog Stand

AGAWAM, Mass., July 23.—What happened at Riverside Park this week shouldn't happen to a dog but it did. The old-fashioned hot dog was encased in an atomic rocket ship motif, and here's how the whole thing happened.

Russ Jones, of the William Berry Company, Boston, recently designed a new-type hot dog stand with the rocket ship kid appeal. The entire stand, measuring 14 by 18 feet and 9 feet high, was built intact and shipped from Boston to the park via open trailer. It was put in operation in the kiddieland section of the park over the weekend.

The stand is made of stainless steel and aluminum with angle iron reinforcement. There is 32 feet of counter space and the counters are 18 inches wide. Inside are four soda dispensers and carbonator, gas grill, sink, automatic hot water heater, refrigerator, gas plate, miscellaneous shelves, special fluorescent lights with outside roof rotating reflectors and built in shutters.

Following the "test run" at Riverside, Jones expects to go into production.

## Spokane Rodeo Pulls 25,000

SPOKANE, July 23.—An estimated 25,000 attended the sixth annual Spokane Rodeo July 14, 15 and 16 in Memorial Stadium. Ninety-four cowboys vied for nearly \$10,000 in prize money. Pete Crump, Post Falls, Idaho, won the all-around cowboy title for the second consecutive year, giving him two legs on the perpetual Hopalong Cassidy trophy.

## Alcidos Back at Work After Fire Ruins Equipment

INDIANAPOLIS, July 23.—Altho their rigging and costumes were destroyed by a July 7 fire in Gary, Ind., the Aerial Alcidos, Sid, Kay and Beverly, today were looking forward to resumption of their dates, thanks to co-operation from showfolk friends. In the fire the body of the truck carrying equipment also was destroyed.

The Alcidos had closed a July 4 date in Central Indiana and jumped to Gary Wednesday (6) where they had planned to play a Y.&R. drive-in theater date, July 8-14. The fire of undetermined origin broke out at 4:30 a.m., Thursday. The Great Telesco filled the Gary date for the Alcidos. Folks in Trailer City, Bridgeport, Ind., especially the Speicher family, pitched in and helped the Alcidos rebuild their truck and rigging and replenish their wardrobe.

## Board Appointed For Chicago's Expo Building

CHICAGO, July 23.—A Metropolitan Fair and Exposition board has been named here to build the proposed exposition hall on the Lakefront. Several members also were with the fair corporation which the board succeeds.

Included are Arthur M. Wirtz, of the Chicago Stadium and Madison Square Garden; Henry Crown, of Madison Square Garden, Empire State Building and Hilton Hotels corporations; Major Lenox Lohr, of the Century of Progress World's Fair, who is expected to be elected chairman; C. Wayland Brooks, former U. S. senator; Fred Gilles, steel company executive; George Williamson, Williamson Candy Company; George S. Halas, of the Chicago Bears; David Mayer Jr.; Otto K. Eitel, of the Bismarck Hotel; James B. McCahey; Patrick F. Sullivan, AFL building trades president for Chicago and Cook county, and William Sizer.

Meanwhile, three down-State county fairs started a court action challenging the legislation by which issuance of bonds to build the hall were authorized.

## CITE CONTRACT

### Balloon Hassle Clouds Opener Of Storyland

FREEHOLD, N. J., July 23.—Scarcely had the new kiddie enterprise, Storyland Village, opened at Neptune, N. J., when two concessionaires became involved in a legal squabble over balloons. One of them, Milton Schankman, camera shop operator, filed suit in Chancery Division of Superior Court, in an effort to unravel the difficulty.

The camera store has a contract stating it can sell or give away balloons. The Syma Corporation, novelty and toy stand operators at Frontier Shop and the House that Jack Built, say the camera store stated verbally that it would simply hand out balloons as a sales gimmick, then had the balloon sales clause added to the contract later.

Syma holds that balloon sales are strictly a novelty stand function and not the business of a camera store. When Schankman started selling, Syma started giving balloons away for free to make him stop. He pointed to his contract which states he has the exclusive right to give away balloons. Schankman is the brother of Ben Schankman, who is legal counsel for Storyland Village and son-in-law of park owner Max Kilmer. One of the novelty operators is the wife of park manager Jule Fink.

Fink said a six-ride "Storyland Kiddie Rides" spot is being installed outside the park on adjacent park property. One of the operators will be Bill Ashmore, it was reported.

## Auto Tee Driving In Boston Region

BOSTON, July 23.—A new golf driving range was opened by Philip and Nathan Sakin three weeks ago, "Golferama" on Route 3 in Hingham. They have 40 tees in operation made by the Will-Tee Manufacturing Company, of Fort Des Moines, Ia. It is the first South Shore area spot to feature the automatic tee. Golf pro Bill Bonner, of the Scituate Country Club, gives instructions. The charge is 50 cents a bucket of between 45 and 50 balls.

## Rules Told for Atlantic City Spindle Games

ATLANTIC CITY, July 23.—Acting Police Chief Jerry Sullivan this week ordered operators of Boardwalk "Stop and Go" games to conform by next Thursday (28) to requirements governing the games as recently fixed by Superior Court Judge Thomas C. Schettino. Attending the conference in Sullivan's office were Max Tubis, one of the operators of the Million Dollar Pier, where about 10 games are located; Mrs. John McClay, 2100 Block Boardwalk; John Cohen, 829 Boardwalk, and Sol Biderman, 900 Block Boardwalk.

Sullivan said most of the games have as many as 120 numbers or stops on their wheel devices whereas 24 has been fixed as the legal limit.

The investigation came as a result of a recent letter from Attorney-General Grover C. Richman Jr., in which he interpreted the court ruling to Prosecutor Lewis P. Scott who, in turn, advised Sullivan to take the necessary enforcement steps.

The letter from Richman read in part: "The only way in which a stop and go game may be played is where there is only one lay-down containing only 24 numbers. The spinning arm may revolve no more than 86 revolutions per minute and must be directly connected to the motor without any type of clutch device which would enable the arm to free-wheel to a stop."

When contacted, Scott said it was information there are 14 such games on the Boardwalk.



# Hurry-Hurry-Hurry

## Yes, when in a hurry-- Use a CRETORS Popcorn Machine

### For The Finest in Equipment and Supplies Wherever You Are or Wherever You Go—Be Sure To See A

CLIP AND TAKE WITH YOU

**Blevins Popcorn Co.**  
Serving the South with the finest in supplies and equipment  
650 Murphy Ave., S.W.  
ATLANTA, GA.

**Sterling Sales & Service, Inc.**  
Concession Equipment & Supplies—Texas Style—The Best  
2019 Jackson St.  
DALLAS, TEXAS

**National Theatre Supply**  
One Stop Service For the best in Concession Equipment and Supplies  
2111 Champa Street  
DENVER, COLORADO

**Detroit Popcorn Co.**  
Distributors for the Best in Concession Equipment & Supplies  
5633 Grand River Avenue  
DETROIT, MICH.

**Houston Popcorn & Supply Company**  
1915 Palmer, Houston 3, Tex.

**L & L Popcorn Co.**  
110 West 18th St.  
KANSAS CITY, MO.  
Complete Concession Supplies  
Snow Cones—Cotton Candy  
Distributor  
Gold Medal Products

**Mellos Peanut Co.**  
637 Towne Ave.  
LOS ANGELES, CALIF.  
Distributor of the finest popcorn and concession supplies  
Gold Medal Products, Snow Cones, Whirlwind Candy  
Floss Machines

**Blevins Popcorn Co.**  
Prompt Service from 11 Points  
Popcorn Village  
NASHVILLE, TENN.

**L. D. Harris Popcorn Corp.**  
314 West 44th Street  
NEW YORK, NEW YORK

**Henry A. Theodor Company**  
Everything for the Concessionaire  
1708 Forbes Street  
PITTSBURGH, PA.

**Glen A. Beard Popcorn Co.**  
Your Southwest Distributor  
"The Mostest for the Leastest"  
PLAINVIEW, TEXAS

**Victor Popcorn Supply Co.**  
Everything in Concession Supplies & Equipment  
211 West 7th Street  
RICHMOND, VA.

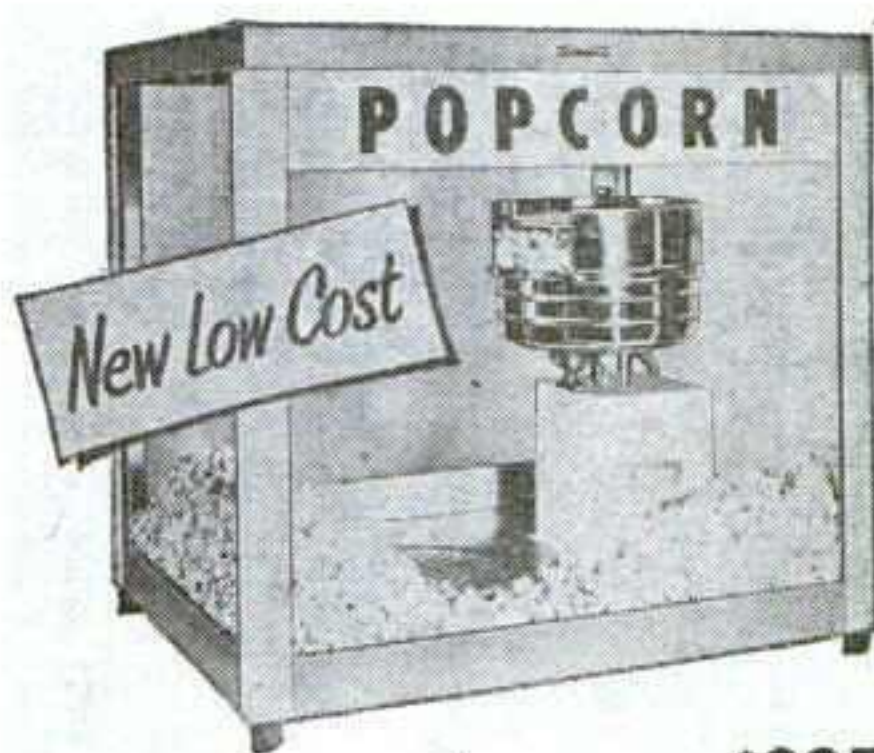
**Condon's Concession & Supply Co.**  
The finest in concession supplies and service  
904 St. German  
ST. CLOUD, MINNESOTA

**Concession Supply Company**  
A Leader in Concession Equipment and Supplies for 50 years.  
3916 Secor Road  
TOLEDO, OHIO

**The Marjack "Popcorn" Co., Inc.**  
1820 Half Street, S.W.  
Washington 24, D. C.  
Phone LI 6-3228  
ALL SUPPLIES FOR THE POPCORN MAN

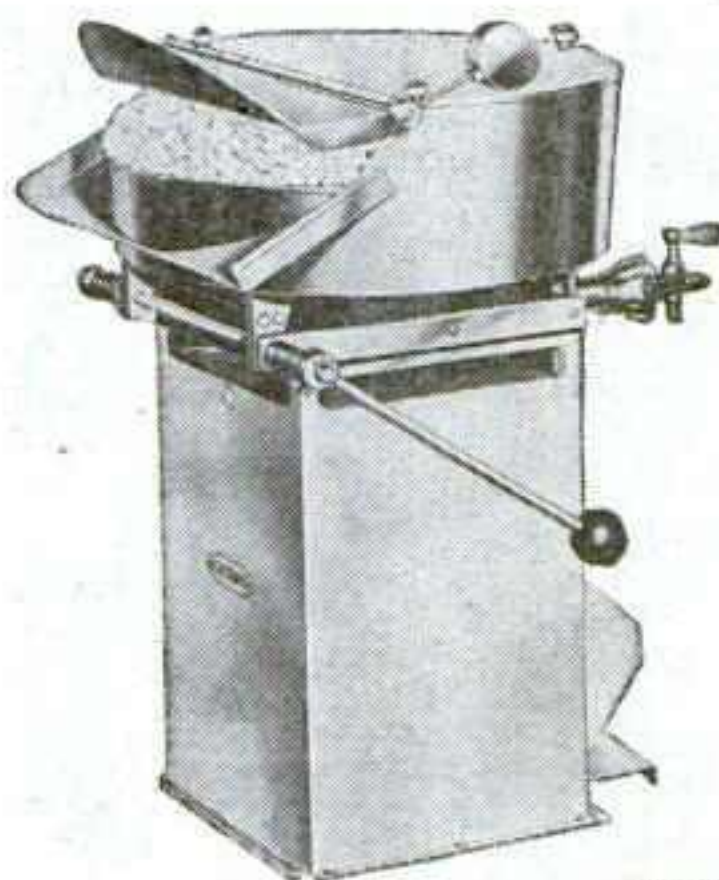
**Super Pufft Popcorn, Ltd.**  
Complete Concession Supplies for the Traveling Showman and on-location Operator  
97 DUKE ST.  
TORONTO  
Phone: EM 3-1081

# CRETORS DEALER



**\$22500**  
FOB CHICAGO\*

**"AMERICA" COUNTER MODEL**  
Portable unit that measures only 27" wide x 21" front to back x 25 1/2" high, yet it pops 6 oz. of corn per charge and can turn out \$12.00 worth of popped corn per hour. Plugs into any 110-volt AC outlet. Case has warming element. Doors available small additional charge.



**\$30000**  
FOB CHICAGO\*

**GIANT GAS POPPING UNIT**  
Pops 2 lbs. of corn per charge and can turn out \$75.00 worth of popped corn per hour. Stainless steel base. Burns natural, manufactured, or bottled gas (gasoline equipment optional at extra cost). Electric Popping Units also available in 18-oz. and 2-lb. capacities.

Wherever you are, if you pop and sell corn it'll pay you to do business with a CRETORS Dealer . . . In the first place, he sells and services the world's No. 1 popcorn machine. This means on-the-spot service, too, with machines and parts in stock for immediate delivery . . . And, secondly, your CRETORS Dealer is the best man to see for highest quality popcorn and related supplies . . . In most cases, you can get everything you need in one friendly stop . . . So, if you aren't already in the money-making CRETORS habit, look up the CRETORS Dealer nearest you. You'll find the name and address of some of them in this ad, and the others in the yellow pages of your telephone directory.

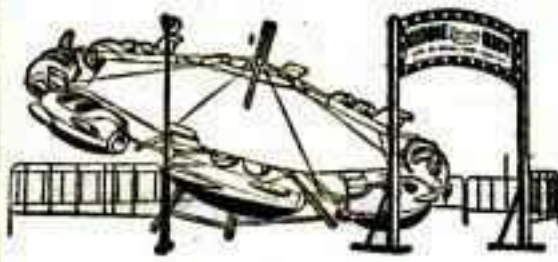
**CRETORS—Since 1885**

Sales Office - Popcorn Bldg. - Nashville, Tenn.  
Factory—Chicago, Ill.

Many Other Models Available

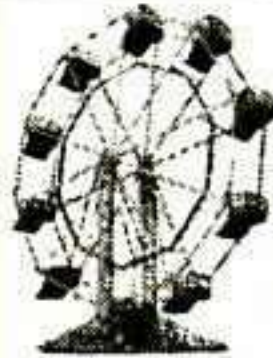
\*PRICES SLIGHTLY HIGHER IN CANADA

**Sensational NEW  
JET FIGHTER  
KIDDIE RIDE**



**NOISE MAKING GUNS  
NEW FLYING SENSATION  
NEW LIGHTWEIGHT PLANES  
MODERN COLORFUL DESIGNS**

Also Builders of  
Adult and Kiddie  
chairplanes. Kid-  
die Space Planes.  
Trailer Mounted  
Auto Rides, Boat  
Rides and Ferris  
Wheels.



**THE  
GARBRICK  
WHEEL**

To Showmen and  
Ride Operators, a  
Garbrick Wheel will  
pay for itself and  
make you a hand-  
some profit in two  
years.  
Two hours set-up  
time means less  
help. Labor is the  
big item in show  
business. We are  
operators as well as  
manufacturers. Watch  
for our announcement in  
The Billboard of our latest  
Kiddie Rides.  
**Lewis H. & Lewis A. Garbrick**  
Garbrick Engineering, Centre Hall, Pa.

**ILLINOIS FIREWORKS**  
WORLD'S LARGEST  
MANUFACTURERS AND EXHIBITORS  
Known everywhere. Catalogue mailed  
upon request. Write or call  
Box 792, Danville, Ill. Ph. 1716

**NATIONAL RIDES ACCLAIMED FOR REPEAT BUSINESS**  
Rides built by National over 40 years ago are still in operation and considered too good to replace.

**National Is Famous for . . .**

- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Require Little Space)
- ★ Old Mills & Mill Chutes

Write for Descriptive Circulars  
**NATIONAL AMUSEMENT DEVICE CO.**  
BOX 488, VAF Phone MELrose 2646 DAYTON 7, OHIO

**ROCKET TRAIN**

**SENSATIONAL NEW MAJOR RIDE**  
Two years have gone into the planning and designing of this new high speed, full-sized major ride. Appeals to the kiddies, teen-agers and adults. Will outgross many rides costing twice as much. Requires a 57x57 ft. space, will load on one semi-trailer and requires only two men to set up. Long, easy terms arranged.  
**KING AMUSEMENT CO. Mt. Clemens, Mich.**

**THE TILT-A-WHIRL Ride**  
"Best Buy in Rides Today"

- ★ Very Popular and Profitable
- ★ Good Looking
- ★ Well Built
- ★ Good Quality
- ★ Economical
- ★ Repeater!!

**SELLNER MFG. CO.**  
Faribault, Minnesota

**FOR SALE FOR SALE**

ONE BRAND-NEW MERRY-GO-ROUND, 30 foot in diameter; has 20 jumping horses and 2 chariots, made of aluminum; has khaki top and side walls; pulled by electric or gasoline motor. Brand new from top to bottom—\$5,000.00. ONE FERRIS WHEEL, 40 foot high; has 12 seats, cable drive, air-cooled motor; looks like the #5 Wheel; brand new from engine to top; for quick sale \$3,000.00.

**WARNER'S MERRY-GO-ROUND FACTORY**  
BAY ST. LOUIS, MISSISSIPPI

**LOOK! PARKER DOES IT AGAIN**

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:  
**PARKER AMUSEMENT CO. MONTICELLO, IOWA**

**MORE WATER  
Ballet, Divers Top  
Sheehan Swim Show**

MINNEAPOLIS, July 23.—Al Sheehan put more water into his 16th annual "Aqua Follies" show which preemed in Theodore Wirth Park pool here Wednesday night (13) to kick off annual Minneapolis Aquatennial summer festival—and the nearly-full house opening night audience liked it that much more.

Again, as in past years, the 24-girl home-talent water ballet and the professional diving champs stole the show, but they got a good run for their money from Johnny O'Brien, harmonica-playing dead-pan comedian, and Nita and Peppi, youthful acro duo, who received loud mitting for their antics on stage.

This year's presentation ran smoother than ever before and altho the first night presentation of 14 performances skedded was long—starting at 8:15 p.m. and winding up with a Thearle-Duffield fireworks display at 10:37 p.m.—Sheehan will be hard-pressed to cut more than 10 or 15 minutes off the running time.

Fashion featured the opening production, Aqua Modes, with Virginia Sellers, lyric soprano, and Burt Hanson, tenor, both in excellent voice and ably supported by the Four Singing Aqua Guys (Lloyd Bergquist, Martin Kienitz, Joe Kleschold and Dick Nelson).

**Line Pleases**  
The 12 Aqua Darlings, stage line, and six posers who dance for a change, were better coached than at any other time, with Marie

Kuhlman, new stage director, and Betty Gour, new choreography director, earning plaudits for the job they did with the girls, all good-lookers.

Helen Starr's accomplishments with the water ballet is well-demonstrated in this first number, with girls doing excellently in their precision-swimming presentation.

The divers followed next from the three and five-meter boards and as Hal Hardin, emcee, explained the maneuvers, the seven men and one gal who participated drew heavy oohs and ahs from pew-sitters for their jackknives, half and full-gaynors, swans and somersaults. Irma Lozano, the Mexican diving champ, is a definite addition to the water performers, while Al Coffey, red-headed Navy titlist on leave, displays personality to go with his diving ability. Hobie Billingsley, Jack Calhoun, Charlie Diehl, Bruce Harlan, Orwin Harvey and Tommy Thompson round out the fine cast of divers.

Back after an absence of several years is Stubby Krueger, water comic, ably assisted by Bruce Harlan. While Krueger hasn't changed his routines an iota since last here, he still draws heavy yocks with his funny antics.

**Southern Theme**  
Aqua Dixie, production number, is the antebellum Southland with just a touch of modern music from there. Costuming is excellent and noteworthy is the word-changing from "darkie" to "people" by the singers in such tunes as "My Old Kentucky Home." Audience reacted favorably.

Highlight of the water ballet number in this production was the appearance of a replica of the river boat Robert E. Lee, smokestacks smoking, as it sailed the length of the pool. Charlie Diehl got into the act as leader of the water ballet "band" during this number.

More diving from the five and 10-meter boards followed, with the water jumpers going into more difficult routines, topped off by Billingsley and Harlan doing reverse dives simultaneously from same board.

Johnny O'Brien, the "It's Possible" comedian-harmonica player, stopped the show with his gags, many of them brand new since his appearance here several years ago, and with his music.

Aqua Tropicana, production number, has singers, stage line and water ballet in a fast-moving Spanish singing and dancing presentation, capped by appearance in pool of a fountain-spraying tropical island replete with birds, ballet girls in pool with violet carts and windup in strobolight as swimmers hold up painted tropical birds on large tiles. During their long turn in the pool, water ballet did an excellent mambo rock number which drew heavy applause.

**Kids Score**  
Nita and Peppi, girl-boy acro team, presented some amazing routines in their stint which drew gasps from audience several times. Kids are excellent touch to entire proceeding.

Joanne Millin, lovely Follies swimming star, showed synchronized rhythmic swimming at its best in her pool solo.

Grand finale started with an abbreviated production number titled Club Aqua, 1955, bringing cast on stage set as night club. Highlight is the shenanigans of the comic divers, led by Eddie Chamberlain and Orwin Harvey, going thru their zany antics garbed in outlandish costumes. Audience loved it. Entire cast appeared on stage just before the fireworks closed down the show.

Sheehan has scored again, as he has every year in the past, and from here will take a well-trained cast into Seattle late this month for the Seattle Sea Fair.

Jack Weinberg.

**CONEY ISLAND, N. Y.**

By UNO

John Ward, Chamber of Commerce prexy; Bill Nicholson, executive secretary, and I. H. Klein met with Stewart Constable and other City Park Department officials last week regarding bringing back boat service from New York to Coney via the Steeplechase pier. The discussion wound up with a favorable decision. The pier, under the Park Department's supervision, requires additions to make it adaptable for boat landings. Another talk involved the question of whether old Luna Park would be better off as a large parking lot, a much needed Coney proposition with the Oceanarium in view, instead of giving space to a housing project. A parking lot seems to be the preference on both sides. There was also brought up the acquiring by the city, because of Oceanarium completion, the entire property on the north side of Surf Avenue between West 8th and West 12th for a radical change from concession operation to one more in keeping with the fishery construction.

At the Bat-A-Way base-ball range last week, a beauty contest for the title "Queen of Bat-A-Way" was won by blond Jeanne Koelsch, who was picked recently as "The Queen of Hearts," by the Caricaturists Society of America of which Joe Kaliff, columnist of The Brooklyn Daily, is the executive head. . . . Joseph Ciccariko is a newcomer this season with a nickel pitch on Stillwell Avenue. He formerly was a Brooklyn restaurant owner. . . . Louise Fisher, Leopard Girl, and Ben Franklin, balloon-headed man, are replacements in Wonderland Circus freakery. Albert-Alberta exited for a New York engagement at Hubert's Museum.

Albert Myers is in his 27th year with the Boardwalk chair concession, all operated from a lone stationary chair on the beach front opposite a long line of other stationary chairs facing the ocean. Operating are members of the entire family, including Helen, wife of Albert; Jennie, his mother; Marsha, his niece; Alexander, his nephew, and Lillian and Helen, his sisters. Tuesday night's fireworks are the source of the Myers' largest patronage. . . . Dan DeViofore's breezy Seven Seas bar and restaurant, Surf Avenue and West 16th,

where Coney's Chamber of Commerce holds regular powwows, was where Frank Gulmi got his incentive, after a season in Clearwater, Fla., to become the owner, with his brother, Ronnie, of the new Oceanside Tavern on the Bowery.

Nat Faber's Fascination game on Surf Avenue near Stillwell, with its interior air-cooled and exterior brightly adorned with a smart illuminated sign, as is Faber's Sportland adjoining, is trying out a new patronage inducement scheme on Saturday and Sunday afternoons. To get customers acquainted with the operation Faber charges 5 cents a game until the evening when the price returns to a dime. Nickel coupon winners receive merchandise prizes at half their regular worth. Faber, himself, is the mike assistant to Lovell Elieffien. In his 20th year is floorman Lennie Russo. Manager is Joe Montuoro. . . . First-time Island concessionaires on Harry Nelson's property on Steeplechase Walk are John Monasterio and Hilda Mayer with a fishbowl game and parakeets for prizes. . . . Wayne Western, guitarist and singer, is an addition on the entertainment menu at the Atlantis Casino on the boardwalk.

**Rochester Aud  
To Open; Form  
Promotion Group**

ROCHESTER, N. Y., July 23.—The new Rochester War Memorial Auditorium will open October 11-15, with Sam Snyder's "Water Follies" as its first offering.

The show will be the first promotion of Greater Rochester Events, Inc., an organization of 21 business, industry, labor and professional men, who describe their group as being similar to Omaha's Ak-Sar-Ben. The membership corporation will promote all events in the new building on a non-profit basis, according to Harry B. Crowley Sr., president of the group.

They expect to use their contacts with business and industry to set up block ticket sales for auditorium events.

**Humboldt, Sask.,  
Tabs 6,579 Paid  
During 3-Day Run**

HUMBOLDT, Sask., July 23.—Paid admissions to Humboldt's three-day agricultural fair and Golden Jubilee celebration totaled 6,579, according to Mrs. E. Kilcher, secretary of the Humboldt Agricultural Society. Rain on the second day cut into attendance, but officials were pleased with the final figures.

Including pass-bearers and children under 10, who were admitted free, attendance probably topped the 8,000 mark. Paid attendance on the first day was 2,352, on the second day 1,806 and on the third 2,421.

The grandstand show attracted 3,340, of which 2,386 were adults. Attendance was about equally divided for the four performances, one each on the first two days and two on the final day.

Royal Canadian Shows were on the midway, and the grandstand show was "Jubilee Stars on Parade," produced by Bob Di Paolo. Line-up included Henry Warner, emcee; Comille's dogs; Klinker, clown and dog act; Apollon, high pole; Valdoo, balancing; the Lynons, acro-adagio; Wilbur Hall and Rene, musical novelty.

Fair, opened by Dr. V. E. Graham, dean of agriculture at the University of Saskatchewan, also had a jubilee pageant produced locally, a parade, baseball tournament, harness and pony racing, fireworks and an auto giveaway.

Event customarily runs two days but an extra day was added this year because of the Golden Jubilee observance. Carl Schenn is president of the Humboldt Agricultural Society.

**Disney Credits  
Four Park Ops**

ANAHEIM, Calif., July 23.—Four men prominent in the operation of parks and amusement zones "acted as consultants in the planning and development of Disneyland," which opened its gates to the public here Monday (18).

According to "The Disneyland News," a 24-page tabloid on which individually ordered streamer headlines are printed by Castle News Service, a park concession, they were George Whitney Sr., San Francisco; Ed Schott, Cincinnati; Bill Schmidt, Chicago, and Ross Davis, Los Angeles.

The newspaper states that their work and advice was co-ordinated by George Whitney Jr., who became director of Disneyland amusements and co-ordinator of installment and procurement in June, 1954.

Whitney Sr., and Schott were early consultants as to the feasibility of a Disneyland Park. Schmidt prepared a review and analysis on amusement rides, and Davis provided information that went into the building of the King Arthur Carousel.

The Merry-Go-Round was purchased from J. W. (Patty) Conklin, of the Conklin Shows in Canada. It was redesigned and refinished by the Arrow Development Company, Mountain View, Calif., where it was made from a two-abrest to a four-abrest ride.

Mr. and Mrs. Harry Batt, owner-operators of Pontchartrain Beach in New Orleans, were among the early visitors to the new Anaheim spot this week.

NEW PROMOTION

# Slate Outdoor Miami Arena In 3 Months

MIAMI, July 23.—A new group, Miami Sports, Inc., says it will be operating within 90 days on a four-acre site at 27th Avenue and 73d Street. Plans are for an open air arena for sports and other types of promotions.

The backers envision a bleacher layout of some 2,000 permanent seats and folding chairs on the infield to bring the capacity to over 4,000 for rink-type events such as boxing and wrestling. They will offer the premises for hillbilly jamborees, roller rink operators, dancing, and traveling shows of all kinds.

President and treasurer of the firm is Bernard Brodsky, operator of a Philadelphia TV technicians' school. Wallace Maer is vice-president and counsel, and Murray L. Rose is secretary. Rose has a background as Atlantic City Convention Hall concessionaire, local hillbilly dance promoter, and Biscayne Roller Palace operator.

Rose reports the group has the necessary license, permits and zoning from the Dade County commissioners, and that leveling and construction are in progress.

**NEW! KIDDIE RIDES**

- ★ Rodeo Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

**Everly**  
ROLL-O-PLANE  
FLY-O-PLANE  
OCTOPUS  
MIDGE-O-RACER  
BULGY THE WHALE

★ MERRY-GO-ROUND 3 abreast-children & adults

**FINEST KIDDIE RIDES**

- ★ ROLLER COASTER
- ★ WATER BOAT RIDE
- ★ WHIRL-A-ROUND
- ★ FERRIS WHEEL
- ★ LOCOMOTIVE TRAIN
- ★ ROCKET FIGHTER
- ★ CIRCUS RIDE
- ★ JET AEROPLANE
- ★ CHAIR-O-PLANE
- ★ ELEPHANT RIDE
- ★ TANK RIDE

All rides complete, including fences, electric signs, ready to operate. Terms arranged, illus. circular free.

**STANDARD KIDDIE RIDES MANUFACTURING CO.**  
201 E. Broadway, Long Beach, L.I.; N.Y.  
Phones: Long Beach 6-7361 and 6-5594

**WANTED**  
Any type of Show for an outdoor arena  
**JOE MARUCO**  
47 Veazie St.  
North Adams, Mass.

AUDITORIUMS-ARENAS

# Helicopter, Demo Displays To Spotlight Clapp-Poliak

By TOM PARKINSON

During coming months publicity for two events will call attention to the firm of Clapp & Poliak, industrial exposition producers, of New York. One is the advance work for the commercial exposition to be staged in connection with the Democratic National Convention in 1956. The other will be in September, when helicopters will transport passengers between concurrent industrial shows in Chicago.

This 25-year-old company operates about 10 shows yearly, using such buildings as the International Amphitheater, Chicago; Philadelphia Convention Hall, Atlantic City Convention Hall, Cleveland Auditorium, Pan-Pacific Auditorium in Los Angeles, San Francisco Civic Auditorium and Navy Pier in Chicago.

Its shows include those of such fields as packaging, materials handling, plastics, plant engineering, machine tools, soft drink bottlers, brewers, and product engineering, as well as others.

Kenneth L. Knowles, vice-president, tells that the firm's campaign for selling exhibit booths at the Democratic convention is nearly ready to start. A prospectus will be circulated soon. Between now and the 1956 political conventions, considerable will be heard about this unique type of show. Clapp & Poliak were contacted by the Amphitheater to handle the exposition after the building succeeded in contracting the convention. Part of the building's proposition was that rental would be reduced by \$20,000 in return for rights to run the displays.

The helicopter event will take place when Clapp & Poliak has two shows in Chicago at the same time. The Machine Tool Show, "grand-daddy of them all," will be at the Amphitheater; the Production Engineering Show will be at the Navy Pier.

Knowles explains that the helicopter service will act to

dramatize the close association between the two shows, between the machine tools and those devices and accessories that combine with them for automation. It will be the "most modern transportation" and the most modern in machines, he pointed out.

Clapp & Poliak uses major national publications for advertising some of its expositions. Knowles states that the ads are aimed at drawing attendance, not exhibitors, to the shows. Given the crowds, he says, show sales take care of themselves. Among the publications the company uses are Newsweek, Time, Fortune, Business Week and U. S. News and World Report.

Following up the dramatic and the extensive phases of advance work, the company comes thru with solid shows. An example of its effort is the Plant Maintenance Conference held in conjunction with the Plant Maintenance and Engineering Show.

Knowles believes this is the largest technical conference in the United States and reports that 2,500 registered for the conference during its latest session. Each person pays a \$20 registration fee and hears experts discuss the technical field of plant maintenance. They also take part in serious and highly productive round-table discussions. Clapp & Poliak puts much effort into the agenda and strives for participants who contribute useful information rather than mediocre speeches and sales pitches. For the down-to-business plant maintenance men, the conference has been a success for six years. About 10 per cent of the exposition's attendance signs up for the conference sessions and about one-third of the conferees register in advance, while others join upon arriving at the exposition.

Prominent in a growing field, Clapp & Poliak is contributing a combination of initiative and stability that contains types of features which may be adaptable to smaller expositions in many additional auditoriums and arenas.

# Auditorium Group Picks Coker; Delays Expanding Membership

DENVER, July 23.—More than 100 members of the International Association of Auditorium Managers ended their three-day convention here Wednesday without acting on a proposal to admit stadium, ball park and open-air arena managers into their group.

All parts of the United States and much of Canada was represented by the delegates to the 30th annual convention of I.A.M.M. that was termed the biggest convention in the history of the organization by President M. E. Thayer.

Several members of the board of directors as well as other executive officers expressed optimistic views toward the acceptance of stadium managers thruout the convention, but as the final sessions drew to a close, there was still no action on the proposal and the idea was shelved until next year in order to give members a chance to consider all aspects of the issue.

Highlights of the closing sessions was the election of William A. Coker, Municipal Auditorium, New Orleans, as president. For the 18th year Charles McElravy, Municipal Auditorium, Memphis, was elected secretary-treasurer.

El Paso, Tex., was chosen as the site of the 1956 convention, a result of a one-man campaign carried on by C. N. Swan, Coliseum and Liberty Hall manager from that city. New York City was named as the site of the 1957 convention.

Walter C. Clewis Jr., manager of the Dinner Keys Exposition Build-

ing, Miami, was named the auditorium manager of the year, among the largest number of candidates ever named for the award. Special recognition was given to Clewis for his outstanding work in handling the Miami Motorama. Other finalists who gave the Florida man close competition included Ben Moore, Spokane; H. H. Niebruegge, Atlanta; E. M. Race, Fort Worth, and Lawrence D. Wickiund, Seattle.

Trophies were awarded by Secretary McElravy to the managers doing the best job of reporting arena and auditorium news to the organization newspaper. These

(Continued on page 85)

# New Icer Opens Tour of Fairs On West Coast

HOLLYWOOD, July 23.—A new ice show, "Stars on Ice," recently made its debut at the Monterey County Fair, Monterey, Calif.

The producer (to be billed on television as "Ice Cascades") is a new edition of "Stars Over Ice," which was featured last February at the California Mid-Winter Fair in Imperial and is slated to make its second annual appearance at the Missouri State Fair. The attraction is produced by Jack Mosser with choreography by Ken Kane, also a featured skater. Bookings are handled by Hunt-McCafferty Agency.

Headlining the talent are Red McCarthy, Essi Davis and Kane. Buddy LaLonde is appearing at the Monterey fair.

On the road, "Stars on Ice," will use a 20 by 40 tank and carry 17 or more people. Costumes are by Jacks of Hollywood.

The show, as "Ice Cascades," was presented recently in South Gate near here for the filming of a trailer to be used as a selling presentation. Negotiations are under way for the attraction under this title to appear live on a local television channel, Mosser said.

# Plan European Show For Esther Williams

COPENHAGEN, Denmark, July 23.—Esther Williams, the aquatic film star, had several meetings last week with Director Borgen, local head of Metro-Goldwyn-Mayer, about bringing a big water show here in 1956. Details are being worked out between Sol Shapiro, agent of Esther Williams, and Richard Stangerup, local impresario, who will handle the Scandinavian tour of the water show. Stangerup has successfully handled the tours of Sonja Henie and the "Holiday on Ice" units that have played Denmark, Norway and Sweden in recent years.

Water show is tentatively set to open here on June 1, 1956, in the big Forum hall, to which is being added a large balcony.

Visiting Ringling-Barnum Tuesday (19) at Logansport, Ind., were Irene Brand and Alma Hance.

# Gooding Says It's Good!

JUNE 3, 1955

MR. LYNDON WILSON, PRESIDENT ALLAN HERSCHELL CO., INC. NORTH TONAWANDA, N. Y.

Dear Mr. Wilson:

We now have your new Automobile Ride in action and the new cars are beyond my expectations. They are the finest auto cars in the industry and I want to compliment you, and the Allan Herschell Company for such a splendid development.

We are very much pleased with the ride in its entirety and particularly the new-style cars.

With sincere good wishes, I remain Respectfully yours,

F. E. GOODING, PRESIDENT GOODING AMUSEMENT CO., INC. COLUMBUS 8, OHIO

8 UNITS 100 RIDES

Thank you, Mr. Gooding! We value your opinion as a top operator who buys good equipment.

Kids know cars and they will itch to get behind the wheel of these sporty autos. Each wide, roomy seat has two steering wheels and each wheel has its own horn button which actuates an electric horn.

The new Auto Ride is lighter for easier portability and is equipped with fluid drive and timer in cast-aluminum control box.

MERRY-GO-ROUNDS • BOAT RIDE • AUTO ROLLER COASTER • JOLLY CATERPILLAR • TANK SKY FIGHTER • BUGGY • GASOLINE SPORT CARS • RECORD PLAYERS • RECORDS • TAPES TIMERS • SIDE WALLS AND COVERS CANVAS TOPS

**ALLAN HERSCHELL CO., INC. • EST. 1880**  
NORTH TONAWANDA, N. Y.  
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

**CAROUSELS—ORGANS KIDDIE RIDES—TRAINS**  
Complete line. Write for catalog and terms.  
**H. E. Ewart Company**  
707 East Greenleaf Street  
Compton, California

# TUBS-O-FUN

48-PASSENGER

KIDDIE-ADULT RIDE

Be Prepared for Those Big Days Ahead With This Huge Capacity Ride. Will Earn \$50.00 to \$60.00 Per Hour. Finest Quality, Heavy Duty Construction. A \$4,500.00 Ride for Only \$2,750.00. Immediate Delivery.

**HAMPTON AMUSEMENT COMPANY**

Portage de Sioux, Missouri  
(Phone: Skyline 3-2381)

**MINIATURE TRAINS for EVERY LOCATION**  
any SIZE...any CAPACITY...any PRICE RANGE...  
THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER

AVAILABLE...  
FREE Descriptive Catalog and Complete Details — write to: Dept. B

**MINIATURE TRAIN CO. RENSSELAER, INDIANA**







Wellsville—Wellsville Picnic Fair Assn. Sept. 8-9. J. H. Gramer.

Kentucky

Alexandria—Alexandria Fair. Sept. 9-5. J. W. Shaw. Newport.

Greenup—Greenup Co. Fair Assn. Sept. 28-Oct. 1.

Louisiana

Abbeville—La. Dairy Festival & Fair Assn. Oct. 14-15. Roy R. Theriot.

Port Allen—West Baton Rouge Parish Fair Assn. Sept. 16-19. L. C. Marleoneux.

Maine

Acton—York Co. Agril. Assn. Sept. 1-3. Leon E. Crawford.

Maryland

Annapolis—Anne Arundel Co. Fair Assn. Sept. 28-Oct. 1. P. M. Ridout.

Massachusetts

Blackstone—East Blackstone Fair Assn. Sept. 9-11. Jesse E. Deaton.

Michigan

Adrian—Lenawee Co. Fair Assn. Sept. 19-24. H. H. Hungerford.

Allegan—Allegan Co. Fair Assn. Sept. 11-17. J. H. Snow.

Minnesota

Ada—Norman Co. Fair Assn. July 7-10. G. M. Thompson.

Missouri

Alexandria—Douglas Co. Agril. Assn. Aug. 22-25. C. W. McDonald.

Montana

Bozeman—Bozeman Community Fair Assn. Aug. 15-17. Donald J. Walker.

Nebraska

Albia—Albia Community Fair Assn. Aug. 15-17. Donald J. Walker.

Wayland—Wayland Com. Fair. Sept. 23-24. Harold Samuelson.

North Carolina

Asheboro—Asheboro Community Fair Assn. Aug. 15-17. Donald J. Walker.

North Dakota

Minot—Minot Community Fair Assn. Aug. 15-17. Donald J. Walker.

Ohio

Ashtabula—Ashtabula Community Fair Assn. Aug. 15-17. Donald J. Walker.

Oklahoma

Ada—Ada Community Fair Assn. Aug. 15-17. Donald J. Walker.

TENTS ALL SIZES ALL TYPES Well Made for Over 75 Years

UNITED STATES TENT & AWNING CO. CHICAGO 12

ANCHOR TENTS Supplying Superior Show Canvas for 60 years.

ANCHOR SUPPLY CO. EVANSVILLE, INDIANA

SHOW TENTS CENTRAL Canvas Company 516-518 EAST 18th ST.

NEW ANCHOR TENT FRAMES for CONCESSION and 4-WAY TENTS

AMERICA'S FINEST SHOW TENTS O. Henry Tent & Awning Co. SPECIAL! 70'x170' used Round End Tent









**BIG PROFITS AT FAIRS— CONCESSIONS**

## ORANGE WHIP

*America's Fastest Selling Drink Sensation*

**COST ONLY 3c A SERVING SELLS FAST AT 10c & 15c KING SIZE AT 20c**

**FLASHY—CREAMY—FROTHY DELICIOUS—REPEATS!!!**

Made on Malt Mixers or Blenders from a complete liquid concentrate. 5 parts of water to one of syrup, nothing to add.

WRITE, WIRE OR CALL.

**ACT NOW — IT'S THE HOTTEST ITEM ON THE MIDWAY FROM COAST TO COAST.**

**TROPICAL FRUIT PRODUCTS CO.**  
7454 N. WESTERN AVE., CHICAGO 45, ILL.  
Canadian Plant, Winnipeg 12, Canada



### PULLMAN CRUISER

SEE THESE OUTSTANDING FEATURES:

- ★ Sleeps 8 (upper and lower berths)
- ★ Complete bath
- ★ 30-gallon reserve water tank
- ★ Diamond "T" bus chassis
- ★ All-aluminum body and insulation
- ★ All conveniences of home
- ★ Cost to build \$10,000 — your cost \$5200

Write today for photos of interior and exterior and additional literature on the many other conveniences of this beautiful home on wheels.

**ALBERT H. PRESSEAU**  
425 Third Ave. Tarentum, Pa.  
Phone 2319

### OARC... WHAT DOES IT MEAN FOR YOU?

Get the facts today on the trend to planned one-stop fun spots—Outdoor Amusement-Recreation Centers—to help fill the amusement needs of America...

Attach this ad to your company letterhead for your free copy of Billboard's special reprint booklet on OARC potential.

Send to:  
**The Billboard, OARC Reprint**  
2160 Patterson Street  
Cincinnati 22, Ohio

### Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.

**H. W. TERPENING**  
137-139 Marine St., Ocean Park, Calif.

All the news of your industry every week in The Billboard...

### A Miniature Copy of an American-LaFrance Pumper

CARRIES 20 TO 25—FAST LOAD AND UNLOAD—SAFETY LOCKS KEEPS KIDS INSIDE

USE FOR:

1. Kiddie Ride in your park.
2. Portable ride for picnics.
3. Advertising around town.
4. Extra car transportation.
5. Small pick-up truck.

**ONLY \$2,850.00**

**WALTER H. SEMEYN** 4545 No. Shepherd Houston 18, Texas

## MGR. IN WALDORF Bunny's Opens New Ride-Eat Spot in Bronx

NEW YORK, July 23.—A new location has been opened by Bunny's Kiddieland in the Bronx, featuring nine rides, including a No. 12 Big Eli Wheel. Also included are a snack bar and restaurant.

Operators are Mack and Bunny Kassow, who have established themselves on the southeast corner of Boston Road and Baychester Avenue, after operating for years across the street, outside an eatery. Lot size is 100 feet by 117.

The new spot opened on July 2 and has been doing well except for a slight decline on weekends, due to closing of Baychester Avenue for New York Thruway construction. Access and entrance drives are being built which should multiply traffic on the avenue, which normally also carries traffic to the City Island and Orchard Beach bathing spots.

Between the two food operations the Kassows have a dozen people working, besides ride help. Their Merry-Go-Round was trucked into the Waldorf-Astoria Hotel's Serf Room this week for a children's fashion show offered by the Bachenheimer and Lewis, Inc., agency. Universal and Fox took newsreels and 450 buyers were present. Ride entry was thru the Park Avenue main entrance and thru the lobby.

## 'County-Only' Parks Mulled In Westchester

NEW YORK, July 23.—The possibility arose this week that amusement parks and shore spots in the metropolitan area all the way up into Connecticut would gain added patronage possibility by the end of this season.

Reasoning behind this conclusion was the chance that Westchester County's public parks and pools may soon become shut in the faces of New York, New Jersey and Connecticut visitors. The County Board of Supervisors voted to study the situation of overcrowded recreation areas with a view toward making them private for Westchester residents.

Affected will be Glen Island, Kingsland Point and Croton Point Parks, all with beaches; Tibbetts Brook and Willsons Woods Pools; Ward Pound Ridge and Blue Mountain Reservations; V. Everit Macy, Silver Lake and Ridge Road Parks, and four public golf courses.

The county-owned amusement park, Playland at Rye Beach, will not be affected, it was brought out. One Westchester golf course, Saxon Woods, has been restricted this season to countyites, experimentally.

It was reasoned logically that if New York City people, for instance, would be curtailed from their habits of populating Westchester pools, they would look elsewhere for their enjoyment and wind up swimming and sunning at Palisades Amusement Park, Coney Island, Rockaway Beach, Olympic Park, Asbury Park, and other locations.

## Business Up, Nipmuc Mulls Adding More Picnic Units

MENDON, Mass., July 23.—An increase in business over last year is being enjoyed by Lake Nipmuc Amusement Park, and manager Joseph L. Carolo, of Warwick, R. I., places the credit on the free picnic grounds and parking, as well as the improved beach area. Carolo plans to emphasize this aspect of the operation again in

1956 and will augment it with 24 new fireplaces, 35 more picnic tables and a beach enlarged up to 400 feet.

Grosses generally are up, it was claimed, with the skating rink doing about 25 per cent better than 1954. The restaurant has been modernized and a new glass front installed.

The theater, which seats 850 people, offered a live Davy Crockett Revue on June 19 and 26, and on Thursday (21) the "Grand Ole Opry" played there. Wrestling will be staged for the remainder of the season.

Ten Bowl-O alleys have been installed and are reportedly doing well.

## Consider Plans For Auditorium At Indianapolis

INDIANAPOLIS, July 23. — A movement here for the construction of a 10,000-seat civic auditorium is gaining momentum.

Supported by civic and official elements of the community, the center would be built under a law passed in 1953. Mayor Alex Clark said that he would appoint a 10-member board to collaborate with the Indianapolis city council, the Marion County council and some 500 organizations spearheading the effort.

**To Use Bond Money**  
The 1953 statute permits the creation of a city-county building authority for the financing and building of the auditorium. Money would be raised by revenue bonds, to be retired by rental paid by the local units of governments to which the auditorium would be leased.

Execution of the plan is expected to follow the settlement of a controversy between the Indianapolis Chamber of Commerce, on the one hand, and the Indianapolis Council of Women and Junior Chamber of Commerce on the other.

**Need Big One?**

While approving the project, the senior Chamber holds that the auditorium can be built only under the provisions of a law enacted in 1935. It further contends that a 10,000-seat auditorium would be more than the city needs, that 5,000 or 6,000 seats would be enough. Downtown location and provisions for ample parking are additional conditions. Restriction of the auditorium to non-sporting events so as to preclude the possibility of competition with the Coliseum on the Indiana State Fairgrounds and the Butler University Field House is a further recommendation of the senior Chamber.

## SHOW PRINTING

**NEW PICTORIAL DESIGNS For All Occasions**

- New Size 9x22 Card **5.50** In Lots of 300
- Pictorial **100** per F.O.B. Phila.
- 500—\$25.00 1000—\$45.00

**OTHER SIZES—LOW PRICES**

- Eze-Stik-On 3x9 **BUMPERETTES** 500—\$20.00
- Brilliant-Tint 1000—\$35.00
- 250—\$12.50 1000—\$35.00

Fluorescent Bumperettes—All Sizes. Special Designs at Low Prices. SEND FOR CATALOGUE

### Metropolitan PRINTING COMPANY

1609 N. 5th ST. PHILA. 22, PENNA  
union printers **POPULAR 5-0526**

## TICKETS

**SPECIAL PRINTED ROLL TICKETS. 10,000..\$11.10 OR FOLDED MACHINE TICKETS..100,000..\$34.50**

Subject to Change Without Notice

**RESERVED SEAT COUPON TICKETS GIFT AND THRIFT BOOKS, SEASON BOOKS AND PASSES**

**STOCK TICKETS FOR IMMEDIATE SHIPMENT**

WRITE FOR SAMPLES AND PRICES  
New York Office—1564 Broadway, Palace Theatre Bldg. Plaza 7-1426  
(Shamokin—Phone: 8-6803)

**NATIONAL TICKET CO.**  
SHAMOKIN, PA.

**CONCESSIONAIRES! ATTENTION**

## OVER 50% PROFIT

**PACKAGED CARAMEL CORN**

Priced at a Low 55c per dozen bags

- Double cellophane bags. Triple shelf life. No price on bags.
- Net weight: 2 oz. Packed 6 doz. to case. Minimum shipment: 10 cases.

C.O.D.—Immediate Shipment

### CARN'S, INC.

1043 W. Randolph St. Chicago, Illinois Phone: Taylor 9-4922

ADVERTISING IN THE BILLBOARD SINCE 1904

## ROLL or FOLDED TICKETS

DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES...  
1 ROLL...\$1.50  
EACH ADDITIONAL ROLL SAME ORDER AT 75c PER ROLL

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Fee and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

## COOKHOUSE OPERATORS! SAVE \$776.00

on this NEW Double-Oven Heavy Duty Center-Fired

### Army Surplus HART OIL RANGE

**\$1,075.00 value** **Only \$299.00** WHILE THEY LAST

**ONLY 93 LEFT**

Completely Equipped—Consists of:

1—Range Body complete. 1—Burner Cpt., Ray Oil. 1—Fuel Pump, wall type. 1—Damper Control Automatic, 10" to 12". 6—Feet with Bolts and Nuts. 2—Oven Racks. 1—Coll Joint Pipe, 11". 1—Smoke Box Assembly, Cpt. 1—High Shelf complete, with Bolts and Nuts. 1—Scraper. 1—Towel Bar. 3—Towel Bar Brackets with Nuts and Bolts. 2—Grease Troughs and 2 Brackets with Bolts and Nuts. 2—Grease Tubes.

- RAY OIL BURNER: Size 00, Type RCR, Model G-150, Horizontal Rotary Type Direct Connected Motor, Fan, Rotating Atomizing Cup & Nozzle.
- ELECTRIC POWER: Use 115 Volts, 60 Cycle, Single Phase Electric Service. (Motor H.P. 1/12, Amps. 1.6.)
- FUEL PUMP: (Wall Type) with Electric Motor, Volt 115, Cycle 60, H.P. 1/78, RPM 1550. Automatic Switch Control. (Fuel Transfer Pump No. CRC-733.)
- FUEL OIL: Of Grade No. 3, No. 2 or No. 1 may be burned.

**RANGE SIZE**

- TOP PART: 2 Solid Top Panels, 1 Cover Ring and 1 Cover. N1-Resist. 84" long x 34½" wide + 2½" rail. Overall width 37".
- BODY PART: Heavy Gauge Steel, 80" long x 23" wide x 23½" high + 2½" legs. Overall height 33".
- SHIPPING WEIGHT: 1700 lbs.

**ORDER YOURS TODAY— Money-Back Guarantee if not satisfied. Subject to Prior Sale! 25% dep., bal. C.O.D., F.O.B. Chicago.**

**MERCANTILE TRADING CO., INC.** 2435 S. Wabash Ave., Chicago 16, Ill. Phone: CALumet 5-1788

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Alamo Expo.: (Fair) Bayard, Neb. American Beauty: (Fair) Kahoka, Mo. 27-31; (Fair) Donaldson, Ia., Aug. 4-8.

RIDE OPERATORS PARKS SHOWMEN CONCESSIONAIRES

INSURANCE

FOR YOUR REQUIREMENTS 6 or 12 MONTHS FAIR RATES—NATION-WIDE CLAIM SERVICE

AUTOS—TRUCKS TRAILERS—RIDES

Write to M. J. "MIKE" LAW 135 S. LaSalle St., Chicago, Ill. Phone: Financial 6-1210

Beam's Attrs.: Frostburg, Md.; Brunswick, Aug. 1-6. Beech, Lee Amusements: (Barr & Cutler) Cincinnati, O.; Aug. 1-7.

Deluxe: West Springfield, Mass.; Old Lyme, Conn., Aug. 1-6. Dickson United: Leedym, Okla.; Canton Aug. 1-5.

Howard Bros.: (Fair) Proctorville, O.; Lucasville Aug. 1-6. Hugo's Novelty Expo.: (Fair) Platte City, Mo. 27-30; Edgerton, Mo., Aug. 3-6.

Wallace Bros.: Darlington, Wis. West Coast: Corvallis, Ore.; Gresham Aug. 3-13.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Kelowna, B. C., 26; Vernon 27; Kamloops 28; Chilliwac 29; New Westminster 30.

Miscellaneous

Brunk's Comedians: Delta, Colo., 26-30; Grand Junction 31-Aug. 6.

Ice Shows

Holiday on Ice, International, No. 1: Gothenburg, Sweden, 26-Aug. 19.

Linden L. West, veteran Girl Show operator, entered Dunklin County Memorial Hospital, Kennett, Mo., July 12 for a scheduled July 14 operation...

DON'T BE LIKE THE OSTRICH!

When in trouble it buries its head in the sand. Buy Your Insurance With Confidence. Secure Sound Protection. INSURE WITH CHAS. A. LENZ

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD. CHICAGO, ILLINOIS



Florentine MANUFACTURING CO. STUFFED TOYS AND STATUARY

#30 BEARS \$23.00 Doz. STATUARY 60c Doz. and Up

"We Meet Competitive Prices"

Telephone HA 0996

Kansas City, Mo.

WISCONSIN De Luxe COMPANY 1900-12 N. THIRD STREET MILWAUKEE 12, WISCONSIN

WE'RE INTERESTED IN YOU BECAUSE...

We do not believe a person of your standing would willfully disregard a just obligation such as your WISCONSIN DE LUXE account, because you know that paying promptly is one of the most valuable assets in any business.

Have you been sick and confined to bed, or have you been short of money? Most everyone gets sick at one time or another, and certainly it is no disgrace to be short of money.

By golly, we have already sent you letters, saying what we thought was right, but apparently they were all wrong, as they failed to bring in the money.

The only thing left to do is ask you for your remittance straight from the shoulder, so here it is:

Dog-gone it . . . Please remit!

Yours very truly,

W. E. Sortt. WISCONSIN DE LUXE COMPANY

NET:CB



## Waterside Spots Reaping Fun Cash

NEW YORK, July 23.—Water was the key to success in the East last weekend as it has been for some time now with temperatures hitting the 90's constantly. Pool business in general has been on the increase, and those amusement places accessible to beaches and lakes have also been benefiting from the public's desire to obtain relief from July's hot and humid days.

Daytime game and ride grosses have been nothing to write home about thruout the East, with bathing and boating getting the preference of sweltering customers. Food and drink concessionaires, on the fringes of these enterprises, have

gotten their share of the spending money in evidence during the hot part of the day.

A sample of what the situation has been was the mobbed pool at Palisades (N. J.) Amusement Park on Monday (18), which filled before noon with patrons at 85 cents a head for adults and 50 cents for children. Thru the afternoon and on toward supertime the midways were lightly populated but the pool was at near-capacity.

### N. Y. Area Does Okay

At Glen Island off New Rochelle, N. Y., the Badolatos had a tremendous day, with the picnic area and beach overrun with families from Westchester County and New York City. The heat also resulted in thickly populated midways at Playland, Rye, and at Indian Point Park outside Peekskill. There were 150 excursion buses in the Indian Point lot. A quirk of nature stimulated spending during the afternoon on Saturday (15), when a 20-minute cloudburst wetted the area and kept customers on their feet for a while on the midway, rather than lounge on the grass and under trees. Coney Island and the Rockaways were crowded on the beaches, and Rockaways' Playland had a very heavy evening play for its best weekday in years on which no promotion was held.

Old Orchard Beach, up in Maine, was feeling the benefit of money from Canada, with an estimated 85,000 people hitting the resort over the weekend. Name bands are being featured during the season, as is the pattern thruout New England, and scheduled for next month are the Ray Anthony, Sauter-Finnegan, Commanders and Haley's Comets outfits.

John Dineen credits "planned entertainment" for the encouraging business at Hampton Beach, N. H. with band concerts, beauty contests and other promotional gimmicks proving effective in drawing patronage. Mrs. Helena Fuller notes a general increase in her Arcade business. Canadian visitors also swelled the business at Salisbury

(Continued on page 73)

### LEARN TO SWIM

## Olympic's Pool Plans Create Future Patrons

IRVINGTON, N. J., July 23.—Olympic Park's CYO and Red Cross pool programs are not enriching the funspot to any extent, but the Guenthers envision the time when today's kids, indoctrinated to the park and its pool, return some day with families and spending money. In the meanwhile the programs are performing helpful services in this community.

Originated some 20 years ago as a learn-to-swim campaign, the Red Cross program consists of morning classes for one group which attends on Tuesdays, Thursdays and Saturdays, and another which turns out on the three odd days, from 10 a.m. to 12:30. For 20 cents kids get a button which gets them into park and pool. Otherwise they would have to pay the 15-cent gate fee and 40-cent pool fee (70 cents on Sundays and holidays). At 12:30 the crowd is turned out of the pool.

Some 1,500 kids are enrolled. Last year more than 400 received swimming certificates. Adult admissions are 70 cents weekdays, \$1 Sundays and holidays.

The Catholic Youth Organization, which runs a day camp near the park, is charged a low figure per head for which it makes use of the pool, walking children over four mornings a week.

The pool, open since 1924, measures 200 feet by 400 and has a 4,000,000-gallon capacity and white sand beach. Pool business has been up so far, it was noted, altho in general the park is still trying to catch up with the decline caused by unfavorable weather in June.

## WHKK Day Big For Summit

ARKON, July 23.—Summit Beach Park officials estimated that more than 10,000 people attended a Wednesday (20) WHKK Day at the spot, and station officials said that the success of the venture makes it appear certain that WHKK Day will be an annual event.

The idea was developed by disk jockeys Cliff Rodgers and Dick Reynolds. Free tickets to rides were given to all who wrote to the station requesting them, and the supply of them was exhausted the day prior to the event. The heavy influx of patrons made it necessary to open rides at 11 a.m., Wednesday.

## Willow Grove Complains of Vocal Group

PHILADELPHIA, July 23.—A check for \$1,800 was forwarded to the American Guild of Variety Artists under protest by Willow Grove Park this week as payment for a performance of the Chor-dettes, vocal group.

Park manager Joseph Helprin charged Jack Bertell, manager of the female singers, with misrepresenting them as the original quartette which recorded "Mr. Sandman," the record which established them as a box-office attraction.

Helprin said one member, Janet Ertel, wife of orchestra leader Archie Bleyer, was not present on July 10 but was replaced with a Mrs. Lockhart. He said Bertel had "no intention of delivering the group as contracted" and that the substitute admitted to the audience that she was not a member of the group as the public knows them. He added that the public got the impression that Willow Grove Park was party to misrepresentation.

The park manager asked AGVA to arrange a hearing on the situation.

## Disneyland Rides Combine Old, New

ANAHEIM, Calif., July 23.—The nine rides in Fantasyland at Disneyland, which opened here Monday (18), combine the old and the new, yet bring innovations to the amusement device industry.

The section, entered over a drawbridge covering the moat to Sleeping Beauty's castle with medieval battlements, includes the King Arthur Carousel, 72 horses; Peter Pan ride, 7 galleons; Snow White and Her Adventures, 8 cars; Mr. Toad's Wild Ride, 8 cars; Dumbo, aerial ride, 10 flying elephants; Casey Jr., train ride, 2 trains; Mickey Mouse Theater, 400 seats; Canal Boats of the World, eight boats, and Mad Tea Party, eight cups.

The prices charged range from 15 and 25 cents for children to 25 and 35 cents for adults.

While some of the rides are based upon conventional mechanisms, others resemble them but have new actions.

## Fred C. Grant, Jersey Island Operator, Dies

DOVER, N. J., July 23.—Funeral services were held Wednesday (20) for Fred C. Grant, amusement pioneer at Bertrand Island, Lake Hopatcong resort spot in the New Jersey lake area. Retired since 1935, he died at his home Sunday (17) at the age of 77.

Grant, a native of Italy, settled in Dover 54 years ago. He leased island property in 1923 and put in a Philadelphia Toboggan Company Roller Coaster there. This was followed in ensuing years by a boat ride, train ride, Fun House, refreshment stands and other amusement units.

The island and its amusements are now controlled by Grant's relatives, to whom he sold his holdings over the years.

Survivors include his widow, Mary; sons Raymond, a physician, and Albert, a dentist; daughter, Violet; brother, Thomas, and three grandchildren. Grant was active in the area's social organizations. Burial was in St. Mary's Cemetery, Dover. Residence was at 69 South Morris Street.

## AMPITHEATER PLANNED

# Car Giveaways Start As White City Hypo

WORCESTER, Mass., July 23.—A half-mile National Amusement Device train ride and a lake cruise boat have been added by Larry Knohl to the White City Park operation, and about two-thirds of the newly added eight acres has been cleared off for extra parking and the new Roller Coaster. Car giveaways, used in the past to stimulate attendance during hot spells, will get under way soon, it was announced.

Improvements added by Knohl also include a shuffling of rides to change roadside appearance. The Bug, Pretzel and Dodgem have been moved, and units have been added to enlarge the Kiddieland to 15 rides.

White City this season has taken over all game concessions and Charley Hamid, former general superintendent and concessionaire, is managing this phase of the operation. Agents are all local people with park backgrounds and are paid salaries plus bonus or commission.

Knohl has assumed the post of manager and his son, Irvin, is active in other of his father's holdings. Assistant manager and treasurer of the park is Buddie Massad.

Business generally is on a par with last season, with daytime business being curbed by severe inland heat spells. Nighttime free dancing to the music of Mickey

(Continued on page 73)

**FOR SALE**  
To make way for new attraction  
**ROTOR**  
In excellent condition, complete with new European front.  
Write or wire:  
**MORGAN C. HUGHES**  
PALISADES AMUSEMENT PARK  
Palisades, New Jersey  
or Phone: Oxford 5-3094 in N. Y.  
or Windsor 7-1129 in N. J.

**CONTROL ADMISSIONS**  
with STROBLITE  
"INVISIBLE" IDENTIFIER  
Hands of patrons are stamped with INVISIBLE ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, etc.  
**COMPLETE KIT, \$45**  
Write for Information.  
LUMINOUS COLORS, BLACKLIGHT LAMPS for stage, displays, decorations, etc.  
**STROBLITE CO.** 75 W. 45th St., N.Y.C.

**WANTED**  
Opening for Candy Apples, Popcorn, Carmel Corn and Peanuts. Beautiful building. 7 weeks of good picnics ahead. Must be clean and have own equipment. Wire or phone Selinsgrove 6202-R. Work on percentage.  
**ROLLING GREEN PARK**  
R. M. SPANGLER, Owner  
SUNBURY, PENNA.

**High Quality KIDDIE RIDES**  
ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

**PUBLIC AUCTION, Monday, September 5, 1955, at 2:00 P. M.**  
LAKE HELLUMS PARK, located 4 miles North and 1 mile West of Enid, Okla.  
160 Acre Pleasure Resort, wooded rough terrain, with three nice lakes; Swimming, Miniature Golf, Picnic Areas, Dancing, Skating and Fishing facilities, Merry-Go-Round, Shooting Gallery, Doll Racks, etc. There is approximately \$30,000.00 worth of equipment. Most popular resort within 75 miles of Enid, Oklahoma, population 40,000.  
Winchester, Shults and Williams, Auctioneers, Enid, Okla. Call or write.

**PARKS, RESORTS, POOLS**  
An important part of The Billboard's complete coverage of the **OUTDOOR AMUSEMENT FIELD**  
You'll know in advance just what's developing in your business — and where — with a subscription to The Billboard!  
Act Now — Fill in Coupon Today for Money-Saving Subscription Rates.  
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20)  
812  
Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

**KIDDIE PARK**  
In Nassau County, N. Y.  
Ideal location on busy thoroughfare. Can net \$15,000 a year. 6 Sides, all in A-1 condition, including a 50-foot 4-Absrest Mangels. Immediate possession; reasonable terms arranged.  
595 Long Beach Rd., Oceanside, L. I.  
Rockville Center 6-9769, ask for Bernie or Bob Finkels.











# ROSS MANNING SHOWS

HYATTSVILLE, MARYLAND  
 FALMOUTH, VA., WEEK AUG. 1—MARTINSVILLE, VA., FAIR, AUG. 8.

CONCESSIONS: Photos, Guess Your Age and Weight, Hanky Panks, Nail Store, Novelties, High Striker, Balloon Darts. Dutch Whiteside can place Agents for PC, Buckets, Six-Cats, also one capable Wheel Man for Gift Store. Help to up and down Concessions who drive semis. RIDES: Can place Kid Rides—Water, Pony, Sky Fighter or any Ride that does not conflict. Can use Looper, Fly-o-Plane or Rock-o-Plane. SHOWS: Can place Wildlife and Crime Show. Speedy Lindsay can place Girl Riders for Drome, top salary. Le-Ola can place for Side Show all Working Acts and Bally Girls. Howard Drayer, manager Jones' Bingo, can place Counter Man and Wife for Bingo. Write or wire

ROSS MANNING SHOWS, Hyattsville, Md.

# JOHN H. MARKS SHOWS

**MILE LONG PLEASURE TRAIL**

NOW BOOKING FOR OUR CIRCUIT OF SOUTHERN FAIRS STARTING AUGUST 8th AT STAUNTON, VIRGINIA

CONCESSIONS: Cook House and all legitimate Merchandise Concessions of all kinds. Will sell X on Novelties. SHOWS with or without equipment or transportation: Wildlife, Unborn, Arcade or any other money-getting Show not conflicting. Will give completely framed Posing Show and Monkey Show to reliable operators. RIDES: Dark Ride, Tilt-a-Whirl, Rock-o-Plane. Place experienced Ride Help. Top salaries. HELP: Want Press Agent who can produce, Pictorial Painter, Boss Canvasman, Talkers, Grinders and General Show Help.

All Replies to JOHN MARKS  
 This week, Harrisonburg, Va.; next week, Charlottesville, Va.

## A.M.P. SHOWS

WANTS *Suggy* WANTS

FOR FOLLOWING FAIR ROUTE

Nicholas Co. Fair—Summersville, W. Va., Aug. 8-13; Pocahontas Co. Fair, Marlinton, W. Va., Aug. 15-20—Rocky Mount, Va.—Craig Co. Fair, New Castle, Va.—Bonnevilleville, S. C., Fair—Durham County Fair, N. C.—Kenansville, N. C., Four-County Legion Festival.

Concessions: Devil's Bowling Alley, Hi-Striker, Cig. Pitch, Lead Gallery, Cork Gallery, Bumper, Ball Games, Coke Bottles, Jewelry, Basket Ball, Photos, Buckets, Hoop-La. Shows: Side Show, Wildlife, Snake, Girl Show, Minstrel, Fun House, Unborn and any other family-type Shows. Rides: Will book non-conflicting Rides.

All Replies A. M. PODSOBINSKI  
 Fincastle, Va., P. O. Box 24, till Thursday; after Thursday, Fair Grounds, Summersville, W. Va.

## WILLIAM T. COLLINS SHOWS

WANT WANT WANT

CATERPILLAR FOREMAN

\$75.00 per week. John Wilson, John St. John, answer.

Want Foremen for Roll-o-Plane and Tilt-a-Whirl. Want Second Men on all rides, must be licensed semi drivers. Also want useful Help in all departments. Can place Ticket Sellers. Can place Science and skill Hanky Panks for balance of season.

Address: WILLIAM T. COLLINS, Mgr., per route.

# BILL HAMES SHOWS

WANT WANT WANT

Foremen for Caterpillar, Merry-Go-Round and Pretzel. Can also place other Ride Help. Will book Shows of merit that do not conflict with what we have. Contact

BILL HAMES, Mgr.  
 P. O. Box 1377, Fort Worth, Texas (Phone: Valley 6649 or Webster 8911)

## MAJESTIC GREATER SHOWS

GLADWIN COUNTY FAIR, GLADWIN, MICHIGAN, AUG. 2-5.

Can place Hanky Panks of all kind. Want Merry-Go-Round, Rolloplane and Spitfire Foremen. Second Men on all Rides. Long season south.

All replies SAM GOLDSTEIN  
 FAIRGROUNDS, OSGOOD, INDIANA

## CARNIVAL WANTED

WITH GOOD EARNING POWER, FRONT AND BACK

CLARKSBURG, W. VA., POLICE SAFETY FAIR  
 LABOR DAY WEEK, SEPT. 5-6-7-8-9-10

DURING HOMECOMING, LEGION CONVENTION, ETC.  
 Telephone only—Promotional Director, Clarksburg 45772 or 20261.

WANT AGENTS WANT

Grind and Peek Store Agents. Also Pan and Pea Pool Dealers. (Attention! Wingy Cook and Russell Hull.) Faribault, Minn. (Fair), starting August 3.

Contact SPIKE MALONE or KEITH CHAPMAN  
 c/o Don Franklin Shows #1, Tomah, Wis., this week.

## CARROLL'S GREATER SHOWS

WANT WANT WANT

For Hoffman Harvest Festival, Hoffman, Minn., July 29-31, and other outstanding Fairs and Celebrations to follow in Minnesota, Nebraska and Iowa

CONCESSIONS: Will book any worth-while Concession that works for stock. No flats or gypsies. SHOWS: Will book any Show of merit except Girl. RIDE HELP: Need Second Men on all Rides who DRIVE SEMIS. Top wages and bonus.

Contact as per route in Billboard.

# CRAFTS 20 BIG SHOWS, INC.

CALIFORNIA'S LEADING CARNIVAL

Now Booking SHOWS and CONCESSIONS for 20 Weeks of FALL FAIRS

Starting July 19, 1955. Riverbank, Firebaugh, San Mateo, Roseville, Antioch, Woodland, Merced, the CALIFORNIA STATE FAIR, Sacramento (Sept. 1 to 11, inc.), Lodi, Watsonville, Tulare, the FRESNO DISTRICT FAIR (Sept. 30 to Oct. 9, inc.), Hanford, Ridgecrest, Blythe, the ARIZONA STATE FAIR, Phoenix (Nov. 4 to 13, inc.). A STRONG CLOSING SPOT FOR THAT WINTER'S BANK ROLL.

Roy Shepherd can use Foremen and Second Men for most all Rides. Also a few Women Ticket Sellers. Extra mileage pay for licensed semi-drivers. Can also use expert NEON Man immediately.

CONTACT MR. SHEPHERD AT ONCE  
 PHONE, WIRE OR WRITE AS PER ROUTE OF

CRAFTS 20 BIG SHOWS, Inc. 7283 Bellaire Ave., No. Hollywood, Calif.  
 Phone: Poplar 5-0909

## DROME RIDERS WANTED

### 10 FAIRS—VIRGIN TERRITORY

No Drome on this route for 15 years. All equipment in first-class shape. CAN PLACE GLASS HOUSE, FUN HOUSE OR ANY NEW NOVEL SHOW NOT CONFLICTING.

CAN PLACE A FEW HANKY PANKS

## NORTHERN EXPOSITION SHOWS

MIKE SMITH, Owner LAWRENCE LALONDE, Manager

LEWISTOWN, MONTANA, JULY 28 THRU 31

# The GREAT TOPSFIELD FAIR

TOPSFIELD, MASS.—7 DAYS, 7 NIGHTS—SEPT. 4-10, 1955

- PREFERENCE will be given to people who have been with us in the past. CONTACT US AT ONCE!
- WILL BOOK OUTSTANDING SHOWS. Have opening for Arcade. Also want Hanky Panks, Shooting Gallery or any outstanding games. Want only the Best in Stands and Operators who can be with us yearly.

## WANTED!

FRENCH FRIES—ICE CREAM—LUNCH STANDS  
 CANDY FLOSS—GADGET WORKERS—Etc.

CONTACT AT ONCE—EUGENE J. DEAN  
 at Salisbury Beach, Massachusetts—Phone Homestead 5-7261

# Royal Exposition SHOWS

WANT FOR FOLLOWING SPOTS

COCHRAN, METTER, FITZGERALD, NASHVILLE AND WADLEY, ALL IN GEORGIA TOBACCO MARKETS. BEST CROPS IN FIVE YEARS. TOBACCO FIVE TO SEVEN FEET HIGH. WITH EIGHT GEORGIA AND SOUTH CAROLINA FAIRS TO FOLLOW.

WANT CONCESSIONS: Photos, Long & Short Range Shooting Galleries, Custard, Candy Floss and all other legitimate Concessions. What have you? Hanky Panks, \$21.75 per week. SHOWS: Al Bellows, do you want to come back? Can use Snake Show, Funhouse or any Grind Shows with your own equipment. AGENTS: Marshall Harper, Carl Pumphrey and Gerald Wantz. Count and Pin Store Agents; Joe Zeno. Dutch Kline and Cole, come on. All answer to

SPLINTER ROYAL  
 THE ROYAL EXPOSITION SHOWS, COCHRAN, GEORGIA

# Art G. THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

WANT FOR FOLLOWING ROUTE OF FAIRS:

PERHAM, MINN., JULY 28-31	ABERDEEN, S. DAK., AUG. 29-SEPT. 1
HIBBING, MINN., AUG., 4-7	HURON, S. DAK., SEPT. 5-10
FAIRMONT, MINN., AUG. 10-14	WATERLOO, NEBR., SEPT. 14-17
MONTEVIDEO, MINN., AUG. 18-21	MITCHELL, S. DAK., CORN PALACE, SEPT. 19-24

SHOWS WILL PLACE SHOWS THAT HAVE THEIR OWN EQUIPMENT. ESPECIALLY WANT LARGE CIRCUS SIDE SHOW AND MOTORDROME. ALSO WANT LARGE PANEL FRONT GIRL SHOW.

CONCESSIONS WILL BOOK CONCESSIONS OF ALL KINDS. (NO FLATS OR GYPSIES.)

RIDES WILL PLACE A FEW RIDES THAT DO NOT CONFLICT. ESPECIALLY WANT LARGE, NICELY FRAMED PONY RIDE. WILL PLACE SCOOTER FOR SOUTH DAKOTA STATE FAIR, HURO', SEPT. 5-10.

ALL CONTACT: BERNARD THOMAS AS PER ROUTE.







## Heat, Rain Cuts Gate At Edmonton Exhib

**Grandstand Revue Matches '54; Pari-Mutuel Play Up Sharply**

EDMONTON, Alta., July 23.—A combination of hot weather and rain cut into attendance at the Edmonton Exhibition here this week, but lower temperatures at mid-week were helping to build gate traffic. Thru Thursday (21), total attendance was below a year ago, with Thursday the first day to top the equivalent day in '54. Fair

opened Monday and wound up today.

The Ernie Young grandstand show, featured nightly, was well received here. Receipts were reported to be equal or slightly above those of last year. "The Duke of Paducah" show, booked thru Barnes-Carruthers Theatrical Enterprises, was doing okay in the Coliseum but wasn't equalling the Souja Henie ice show, which was the building's feature at the '54 run.

One of the brightest spots of the run was the horse races, where attendance and pari-mutuel handle was sharply ahead of last year, reflecting financial conditions in the area.

Kids' Day on Friday (22) saw some 15,000 moppets swarm over the grounds giving the Royal American Shows a big play. Sizable grosses were also scored on Edmonton day, and the midway receipts were running ahead of those of a year ago.

James Paul, manager, was still on the sick list but was reported well on the mend by Secretary Barbara Bannerman.

### CHAMBLISS

## See Big Year for N. C. Fairs

NEW YORK, July 23.—North Carolina fairs, particularly those in the eastern part of the State, are in for a boom year. Norman Y. Chambliss, manager of the Rocky Mount (N. C.) Fair, has reported here.

Principal factor is the excellence of the current tobacco crop, Chambliss said. After two years of drought and poor harvest the farmers are set to begin marketing next month what is reported to be the best crop in many years. Top prices are expected, but, in any event, the parity price set by the government is enough to assure a plentiful supply of money by the time the Carolina fairs begin operating.

Additionally, industry in the area is reported in excellent shape so that the economic picture is bright all around.

Chambliss and his son and assistant, Mallory, were in New York for several days after attending the national Elks' convention in Atlantic City.

## Improvements Accomplished At Flemington

FLEMINGTON, N. J., July 23.—A new lighting system has been installed around the track on the grounds of the Flemington Fair. Some \$10,000 was spent on the improvement, the management notes. It is a half-mile layout.

The fair will be held from August thru Labor Day. Also recently accomplished has been digging of drainage ditches and installation of tile to insure rapid runoff thru-out the parking area and infield. Parts of the parking area have been regraded.

## Playtime Set For Topsfield

TOPSFIELD, Mass., July 23.—Midway operators Gene Dean and Jack Flynn, on their third year of a 10-year contract, have announced the contract for the Topsfield Fair, September 4-10, has been given to Playtime Amusements, Inc.

Dean, a Salisbury Beach operator for 30 years, says plans are in hand for enlarging the midway to include two new archways on the strip which was paved last year, as well as a fun zone similar to the setup at many amusement parks. It will be adjacent to the dog racing track.

### AD CAMPAIGN AIDS

## CNE Names Loaded With Promotion Value

TORONTO, July 23.—An eye on the promotion possibilities was a factor in the choice of headlines for this year's Canadian National Exhibition grandstand show.

Top-liner is Ed Sullivan, TV star, supported by Lassie, the canine with his own TV show. Another personality on the bill with promotion power is teen-ager Marilyn Bell, who last year captured the headlines with her cross-Lake Ontario swim.

Miss Bell is attempting this month to swim the English Channel under the sponsorship of The Telegram. She is bound to obtain considerable space in all papers if she makes it, altho she is promised considerable space thru syndication of exclusive coverage of her swim.

Another top bill in the grandstand fare is the Four Lads, who have made records which have made The Billboard's Honor Roll of Hits many times in the past year.

#### Province Avenue

A national effect to this year's CNE will be the Avenue of Provinces, where over 750 feet of space will be devoted to a display of each of Canada's 10 provinces. The avenue is situated in the heart of the CNE, midway between the new Food Products Building and the grandstand.

Flanking the exhibit building will be arranged archways, some 30 to 40 feet high, surmounted

## Gastonia, N. C., Completes Plans

GASTONIA, N. C., July 23.—The Spindle-Center Fair has wrapped up its major attraction plans for its September 12-17 run. Howard Robbins, general manager, announced. The John H. Marks Shows will provide the midway attractions. In the grandstand will be a night variety program, midget auto races, thrill show, motorcycle speed events and fireworks. Fair, which will operate five days and six nights, averages 70,000 attendance annually, Robbins reported.

### LOCALS ONLY

## Barrington To Restrict Cattle Class

GREAT BARRINGTON, Mass., July 23.—Barrington Fair is restricting entries in its cattle competition to Berkshire County, for adult classes, and to the four Western Massachusetts counties, Berkshire, Franklin, Hampshire and Hampden, for youth classes.

President Edward J. Carroll said the change is a reverting to the old-time concept of fair competition whereby neighboring farmers competed against one another. He said local cattle raisers have become outclassed in recent years by prize herds from other Eastern States.

Men are calling on Berkshire cattlemen, it was said, to explain the change in attempts to stimulate local interest in cattle classes.

Awards total \$5,739 in prizes, \$1,695 in the youth department and \$4,044 in the adult division. The cattle show during the September 11-18 annual will be divided in two sections. Jerseys, Guerneys and Brown Swiss will show from opening Sunday to Wednesday, and Ayrshires, Holsteins and Milking Shorthorns from Thursday thru closing Sunday.

## Grand Forks Tops '54 Despite Hot Weather

**Winkley Races Pull Strong Turnout; Young Act Program Matches 1954 Pace**

GRAND FORKS, N. D., July 23.—The Greater Grand Forks State Fair this week shrugged off the effects of torrid temperatures and thru Thursday (21), its fifth day, was running slightly ahead of '54 at the gate. Ralph Lynch, veteran manager, said that the heat during the week cut into daytime attendance but evening turnouts were large and made up for the afternoon losses.

Cooler weather showed up here Friday, and if it holds thru Saturday (23), the finale, total attendance was expected to run well ahead of a year ago.

The fair opened Sunday (17) with one of the biggest crowds on record to see the featured attraction, a late model stock car race produced by Frank Winkley's Auto Racing, Inc. Nightly grandstand show, a straight act program produced by Ernie Young, held up well with last year's attraction. Part of the Thursday night show was lost to rain which brought lower temperatures.

#### Kids' Day Big

Kid's Day on Monday (18) brought out a large number of youngsters. Gene Holter's animal show in on Tuesday and Wednesday afternoons was termed satisfactory and a local program of hot rod races did fair on Thursday. The Friday afternoon program, billed as family day, had a number of television stars on the bill and cut-rate ride tickets on the 20th Century midway.

Final afternoon event of the run was a program of big car races today with advance interest keen, according to Lynch.

Twentieth Century Shows were up slightly over last year on rides and shows, Lynch said.

Talent in the Ernie Young variety show included Matt Tuck and Company, Three Vilands, Karikaro, Four Arragonis, Mary Kaye, Johnny Laddie and Company, Adamsons, Nick Ball, Wells and Four Fayses, McNally Sisters, Tanger Troupe and Benny Sharp's band.

## Sports Show's Talent Listed At Troy Hills

TROY HILLS, N. J., July 23.—One of the judges in the Miss Morris County Fair bathing beauty contest will be Nancy Woodruff, current Miss Rheingold, whose appearances at various events are heavily ballyhooed by Rheingold beer. Contest winner will get a week's trip for two to Bermuda.

A sportsmen's show with talent provided by the William Shilling agency of New York will be offered twice a day during the fair's run, August 15-20. Reithoffer Rides will be on the midway.

The show will consist of the five Canadian Northwest Guides, in wood chopping, log rolling, canoe tilting, tuna tussle and tub racing; Toughy Truesdale and Rodney and wrestling alligator; Sandy the seal; Chief White Cloud and a five-Indian troupe in shooting, knife throwing and archery, and Boyd Heath, emcee. Tank will measure 60 feet by 85.

## Greenwich Inks Joan Brandon

NEW YORK, July 23.—Hypnotist Joan Brandon will be the grandstand attraction at the Cambridge County Fair in Greenwich, August 22-27, according to the act's manager, Jack Brandon.

She last played the date in 1953 when an admission price of 35 cents was charged for the grandstand show. Miss Brandon will also play the East Texas Fair in Tyler, Tex., September 12-17, it was reported.

## Wyo. State Adds Bldgs.

DOUGLAS, Wyo., July 23.—The Wyoming State Fair this year has concentrated on a number of plant improvements that will show up during the August 31-September 3 run. Gordon L. (Jim) Roush, director, announced.

The new junior livestock barn has been installed, a new poultry addition is under construction adjacent to the junior livestock barn, improvements have been completed on the 4-H and FFA dining facilities, a new press and radio room completed, 2,600 shrubs planted, a new main entrance and ticket booth will be completed and other work is being done on lighting roadways and fencing.

Smiley Burnette will be the feature name attraction this year. Rodeo stock will be provided by Harley Roth's Ox-Yoke organization.

## Lincoln, Neb., Revamps Oval, Hikes Purses

LINCOLN, Neb., July 23.—The Nebraska State Fair has spent over \$5,000 in beautifying and improving its race track and has posted an additional \$1,000 in auto race purses, Ed Schultz, secretary, announced.

Setting for the three days of speed events to be produced by Al Sweeney's National Speedways has been landscaped and a new track fence will be installed in time for the September 3-9 run. Scheduled are two days of big cars and a 100-mile stock car race.

Schultz reported that early demand for reserved seats for the events is heavy.

## Upped Budget Okayed For Weymouth, Mass.

SOUTH WEYMOUTH, Mass., July 23.—The Weymouth State Fair board has approved a budget of \$135,540 for the 1955 event to be held August 13 to 20, according to Milton Danziger, vice-president and general manager. This is \$35,000 above last year and is the result of new building and landscaping.

The emphasis this year, as is traditional at this 90-year-old fair, will be on agricultural exhibits, altho an attractive program of events including six days of thoroughbred horse racing has been set up.

Top attraction will be Joie Chitwood's Auto Daredevils, featuring Suicide Forrester, the human bomb, and a group of clowns. Also booked thru the Boston office of the Hamid agency will be Tommy Kay, emcee; Auden's Dogs; the Three Bouncing Bodos; Smetonas, balancing act;

Ferdinand the Bull; and Jane and Tex Moseby and Bob Top and Lauren, aerial roller skaters.

Lagasse Amusement Company of Haverhill has had charge of the midway for the last 11 years. Fair admission will be 75 cents plus a quarter for parking.

Vegetable and horticultural displays will be held in the new Luther Burbank Hall. Horse and ox-pulling contests, 4-H exhibits and an old-fashioned firemen's muster will be held in the K-Bar Arena, a new outdoor ring. A new stage has also been constructed for the acts in front of the grandstand.

Danziger anticipates at least a 15 per cent increase in attendance over last year's estimated 193,000. He points out that night attendance has tripled in the last five years.

Among new promotions will be the crowning of Mrs. Massachusetts as Mrs. Massachusetts State Fair.



## CIRCUSES

## Ringling Changing Pass, Paper Policies

24-Sheets, More Ducats Decided Upon; Henry North Goes on Good Will Mission

CHICAGO, July 23.—Ringling Bros. and Barnum & Bailey Circus has made some alterations in its controversial publicity and promotion policies and has other switches scheduled to start after the Chicago engagement.

While making the changes, Ringling-Barnum top executives repeated denials of rumors about financial difficulties. They declared that business has been spotty but sometimes good.

The changes were interpreted as a tacit recognition that all was not smooth within the show's organization. John Ringling North's decision to stay with the show rather than go to Europe also was because of difficulties on the show.

But show brass declared that discontent on the show was due to management's efforts to stamp out minor practices to which it objected. The staffers declared that there has been no financial trouble altho business has been somewhat short of what was anticipated. This, the show says, is because money is tighter.

### Will Use Panels

The results of policy changes include these:

Ringling-Barnum will buy 24-sheet panel space in stands to follow Chicago. This probably will be handled thru agencies. The show will stress quality locations rather than quantity. Buying this outdoor advertising is in contrast to the earlier policy of using a minimum of window lithos and banners, but the new program does not call for a very extensive addition of paper.

Numbers of passes for newspapers returned to last year's level at Chicago. Heretofore this season the quotas had been cut from 50 to 70 per cent, altho circus management has consistently denied that there was any reduction in the number of passes given for "justified" reasons. The Chicago change came after newspaper editors in several Ohio cities had told of dissatisfaction and a determination to give the show's future stands only routine news coverage rather than the special coverage editors say the show often has achieved.

Henry Ringling North, vice-president of the circus, is going in advance of the show as a good will agent. He said he plans to do much the same sort of this that his late uncle, Alf T. Ringling, did, visiting

## King-Cole Draws Near-Full Night, Makes Boat Jump

SAULT STE. MARIE, Mich., July 23.—King Bros. & Cole Bros. Circus played to a near-full night house here Monday, while afternoon business in very hot weather was at the half house stage. Sponsor was the Soo Locks Centennial Corporation.

At Traverse City, Mich. (14), the show had two three-quarter houses while playing under auspices of the current National Cherry Festival. Truck delays caused a reduction in the size of the street parade at Traverse City.

A strike of ferryboat crewmen at the Straits of Mackinac jeopardized the show's St. Ignace stand (17). However, the walkout ended on Saturday afternoon (16) and the backlog of traffic was handled between then and 1:30 a.m. Then the show's equipment was moved on schedule. If the regular ferry were not available, the show was prepared to charter a railroad ferryboat.

newspapers, city halls and lot sites ahead of the circus appearances.

### Buy Chicago Boards

In Chicago a last-minute move had the show buying space on elevated and subway station platforms for two-sheet and three-sheet posters, and on buses for exterior cards. This paper appeared Thursday (21) for the Saturday (23) start of the Chicago stand. While it constituted an additional use of paper and reflected a decision for heavier advertising, the transit paper here would not increase the over-all layout beyond the amount that might have been expected here this year anyway. This was because the show's billing crew spent only four days in the city instead of the nine days that would have been expected for a nine-day stand.

In an interview with The Billboard, Henry Ringling North said that the show's business has been off in some places but good in others, and that it had not been necessary to dip into financial reserves.

(Continued on page 71)

## Ward-Bell Disbands in Alaska; Sells Animals; Heads for Texas

FAIRBANKS, Alaska, July 23.—Ward-Bell Circus has closed here. Manager Gus Bell said that business for his show in Anchorage and Fairbanks was just half of that done last year when the same auspices had another show in. He said

Wednesday (20) that he would start back the next day, driving trucks along the Alcan Highway. Frank Schmidt, Gainesville executive of the show, was in Alaska also.

Meanwhile A. Morton Smith, executive of the show, reported from Gainesville, Tex., that Bell expects to come there after a week's rest at his Dallas home. The show's business affairs will be settled up at that time.

Folding forced cancellation of stands contracted in Iowa, Illinois, Missouri, Oklahoma and Texas thru October 1. The show's six-horse Liberty act and its newly purchased baby elephant were disposed of in Fairbanks. Only the canvas and poles are being returned to Gainesville. Performing personnel was scattering and several members already had flown back to the States.

## Packs Business Termed Good; Indianapolis Attendance Down

CHARLESTON, W. Va., July 23.—Tom Packs' Circus drew good business as it followed up its St. Louis stand with another swing thru its Southern Illinois territory and played dates in Ohio, Indiana, Pennsylvania and West Virginia.

Mattoon and Flora, Ill. (6-7), were described by show spokesman Jack Leontini as good. At Indianapolis for July 9-10, the Packs show's attendance was off. Leontini pointed out that for the first time the show did not use a name attraction in that city. He also said that the advance sale was okay and the date was in the black for the show.

Toledo followed with Grotto auspices, and did the same business in one day that it did last year in two days, he said. Williamsport, Pa.,

## Stamford Business Off for Hunt Show

STAMFORD, Conn., July 23.—Hunt Bros. Circus played to only fair business here Thursday of last week (12). Advance sale, handled by Lions Club, was poor, as was the location of the lot. The circus' helicopter, advertised here a day ahead of the show, but was out of commission during the show's run here.

## Montana Stands Produce Crowds For Cristianis

HELENA, Mont., July 23.—Bailey Bros. & Cristianis Circus has played to good business in Montana ballparks and stadiums. Most stands were newly acquired Shrine dates, but this one was under Jaycee auspices.

At Great Falls (7-9) the show started with a weak matinee and fair night house because of stormy weather. With clear skies, the second and third days brought strong turnouts.

Flora Zacchini, cannon act, broke her right arm when a gust of wind caused her to land wrongly in the net. She was knocked unconscious and hospitalized overnight.

Miles City, played July 13 and 14, gave four big crowds, it was reported. The Helena engagement came between two carnival runs. On Monday (18), the circus had a light afternoon and a good night house in view of the heavy rain between shows, which was at the high school football field. Helena's second day gave three-quarter houses in the 4,000-seater, it was reported.

## Beatty Enters Canada; Several Wash. Towns Off

BELLINGHAM, Wash., July 23.—The Clyde Beatty Circus scored a straw house at Yakima Wednesday (13) but then moved into a string of towns that brought poor results.

At Ellensburg, Thursday (14), the show had three-quarters of capacity in the afternoon and a half house at night. A street parade was given, and Jaycees were the auspices.

Playing to what was described as

the show's worst business of the season, the circus had a handful in the afternoon and a half house at night in Renton, Friday (15).

Mount Vernon-Burlington, the Monday (18) stand, brought a light one-quarter afternoon while farmers were working and a near-full night house. Show worked without a sponsor.

Bellingham was played on Tuesday (19) to a one-quarter afternoon and three-quarter night. Berry picking season is late and many children were busy in fields during the day. A street parade was given.

Following the shows here, the Beatty circus moved across the border for several weeks in Canada. The Hanel Troupe remained in the U. S. so as not to jeopardize its applications for citizenship, and it plans to rejoin in early September. Only three of the clowns are making the Canadian junket.

Mr. and Mrs. Beatty observed a wedding anniversary here. Bob Sobol, of the National Concession Company, visited at Yakima. Mrs. Ralph Lockett and children, Laura and Shane, visited recently.

## R-B Bosses, Aids Listed

CHICAGO, July 23.—A roster of department heads together with assistant bosses on Ringling Bros. and Barnum & Bailey Circus has been updated. Included are:

Cecil Montgomery and Raymond Black, animal department; Albert T. Welch, Harry Hoden, Robert Stiarwalt and Billy C. Marshall, cookhouse; Robert W. Jones, John R. Bassett, Robert C. Clark, Joseph Grassi and Benjamin F. White, elephants; Edward R. Versteeg, Charles Vaneman, Marlyn F. Boller and Clarence Joseph, lights; Walter Rogers, mechanics; Charles J. Burslem and John Martinez, porters; Larry Wilcox and Thomas Cropper, buses; Jose Tomas, gorillas; William A. Dyke, harness; Charles H. Carter, sanitation; William McKenna, medical; Robert F. Reynolds, Tommy J. Clarke, Ray E. Ollech, Glenn K. Wade and Charles White, props; Dr. J. Y. Henderson, Frank Warner, Harold C. Miller and Bobby Jones, ring stock; Les Thomas and Pete Grace, seats.

Also George Escalara, Joseph M. Lynch and Joseph McGuire, Side Show top; P. A. McGrath, Fred Baker, James Gail and Charles D. Barr, train; Donald M. Kidder, train electrician; David W. Blanchfield, and Daniel Gill, trucks; Mike Petrello, ushers; Fred A. White and Jean Carson, wardrobe; Andrew J. Robinson, watchman; Benjamin O. Wilson, layout; John C. Perrino, stables, and George F. Werner, Walter E. Bingham and Herman J. Walters, big top canvas. The roster was compiled by Freddie Freeman.

## Rogers Readies For Fair Dates

CHARLOTTE, N. C., July 23.—Rogers Bros. Circus will open August 5 at Nazareth, Pa., to start its route of contracted fair dates, Owner Si Rubens announced here.

He said the show has signed 18 acts and has 5 other contracts pending. The Rogers title will be used, and plans call for it to appear in front of the grandstands at fairs.

Earlier in the season Rogers Bros. played a number of dates in the South and closed in Indiana. Rubens said he backed another person in operation of that show and that when it was on the verge of folding Mrs. Rubens took over the operation in an effort to revive it and to attempt to bring salaries up to date.

## Pickman Adds Zac Freedman To Press Staff

NEW YORK, July 23.—Zac Freedman, Broadway publicist, reportedly will join the Ringling Bros. Circus publicity department next week in Chicago.

Freedman, a member of the Association of Theatrical Press Agents and Managers, had preliminary discussions here last week with Milton Pickman, promotional director for the Big Show.

Freedman has ballyhooed many show business activities, but this will be his first effort in behalf of a circus if a contract is signed in Chicago.

## Mills Matinees Big in New York

CORTLAND, N. Y., July 23.—Afternoon houses have been near-capacity for Mills Bros. Circus in this vicinity, but rain one night and hot weather another served to slow down the business for evening shows.

At Hamilton, N. Y. (14), Lions Club was the auspices. The night house was a good three-quarters, it was reported by Owner Jack Mills. Cortland (15) had rain at night, with a half house in the seats, according to the sponsoring Elks Club.

## Pickman Plans Yule, Spring TV for Ringling

CHICAGO, July 23.—Ringling Bros. and Barnum & Bailey will televise a program from winter quarters in December and again will televise its opening in 1956.

Milton Pickman, promotional director, said General Foods will be the sponsor for both shows, as it was for the airing of a Ringling program from Madison Square Garden, New York, this spring.

On December 16, Pickman stated, a program about Christmas at winter quarters will be staged from Sarasota. The spring opening TV show probably will be made from the actual first performance of the circus rather than the dress rehearsal as last spring.

In a separate report, it was learned that "Clown," the TV film made from Emmett Kelly's book of the same name, will be repeated in the fall.







# MERCHANDISE

74

THE BILLBOARD

Communications to 2160 Patterson St., Cincinnati 22, O.

JULY 30, 1955

### let these name brands work for you!

**YOUR OWN GIANT NAME BRAND CATALOG . . . FREE**

Here is your own NAME BRAND Catalog! No name but yours appears anywhere on the cover or in the catalog. Distribute your own catalog of name brand merchandise through your sales force, or take orders with it yourself.

Appliances, Cookware, Silverware, Housewares, Dishes, Radios, Clocks, Costume Jewelry, Watches, Diamond Rings, Tools, Hundreds of Other Items.

**NO INVESTMENT . . . USE OUR HUGE INVENTORY**

You have the full advantage—at all times—of ordering from our tremendous reservoir of name brand products. Your customers get what they want . . . when they want it. Orders filled within 24 hours.

**HOW TO GET STARTED IN YOUR OWN NAME BRAND BUSINESS . . . FULL TIME OR PART TIME**

Just fill out this coupon and mail it today. We will send you our new 1955 catalog FREE. Space is provided on the cover for the imprinting of your own name and address. This catalog costs you nothing and it puts in a business that can repay you thousands of dollars! With your catalog you will receive a self-mailing form so you can rush your order to us for immediate shipment. Fill out the coupon below and get your FREE Name Brand Catalog and confidential dealer Price List IMMEDIATELY!

ASR, DETECTO, Arvin, ROYAL, Parker, Krenber, DeWalt, DORNIEMER

**THE HOUSE OF NAME BRANDS**

All items stocked for immediate pick-up. All orders shipped same day as received.

**H. B. DAVIS CORPORATION**  
145 West 15th Street, New York 11, New York

Order your FREE Catalog and Price List . . . Now!

**M. B. DAVIS CORP.**  
145 West 15th Street, New York 11, New York

Send my FREE copy of your new, illustrated NAME BRAND CATALOG.

NAME \_\_\_\_\_  
NAME OF MY COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## 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.

The Lucky Strike fortune telling bowling ball and paperweight is the latest novelty item introduced by Alabe Crafts, Inc., Cincinnati. About four inches in diameter, the ball is made of black plastic, has small finger hole and a small, flat, transparent window base thru which answers to questions asked appear. Operation instructions are simple: Hold the ball with the window base down. Ask a "yes" or "no" question. Wait 10 seconds. Turn the ball over with the window base in level position, and the written answer will appear in the window.

Mothers who have the job of packing school or picnic lunches for the kiddies will welcome news of Chuck-Along, a new lunch kit launched by Prepac, Inc., New York. Made of gay plaid plastic, it is thoroughly insulated with fiberglass to keep hot food hot, and cool food frigid. An all-round zipper makes it easy to pack Chuck-Along with odd-shaped objects. Contrasting piping and carrying handle provides additional styling. The kit wipes clean with damp cloth and is big enough to hold a hearty lunch. The item is produced to retail profitably at \$1.

A new line of attractive lamps, Dura-Stone creations by Pittsburgh Statuary Lamp Company, has been introduced to the trade, priced for use by bingo operators,

concessionaires, auctioneers and wagon jobbers. This line consists of three of the best sellers in the East. The Blackamoor lamp stands 28 inches tall, complete with 18-inch plastic shade. The Nubian Lamp stands 24 inches tall and comes with 16-inch plastic shade. Both are in red, chartreuse, white and pink, with male or female figures. The other is the ever-popular television lamp with attractive stone-finish base on which is a pair of removable Chinese sitters. With oil-treated parchment shade, this lamp comes in red, chartreuse or white, packed in colorful gift carton.

Trippe Manufacturing Company, Chicago, has introduced a new type light, the Hi-Ball, which may be mounted anywhere and plugged into any convenient 120-volt a.c. outlet. In operation, a gleaming ball of light throws rays in all directions from its reflective screen, plus a revolving flash of great power from a sharply focused parabolic mirror that turns once a second. The dome is a heavy, non-fading plastic, nine inches in diameter. It is supplied in green, red, amber, blue or clear. Body and base are spun copper, triple-plated. Carnival, road stands, restaurants, motels, etc., striving for attention should find in this light a great competitive advantage, Trippe claims.

## PIPES FOR PITCHMEN

By BILL BAKER

MRS. SHELBY STEGER . . . of Bear Camp Hollow, Van Buren, Mo. is writing a book and she's trying to locate some people who can furnish her with some additional subject matter. The book, according to Mrs. Steger will have as its main theme the wild and wooly shenanigans that accompanied the "Walkathons" which made the early 1930's a slightly screwy era. Here are the names of some ex-walkathoners whom Mrs. Steger is especially interested in contacting, Duke Hall, Bill Stein, Ducky Naccarato, Peggy Downing, Joe and Margie Van Raam, and Joe and Jean Moon.

ALONG WITH . . . Doc Dick Frazier and wife, Paul Hauck, Doc Clarke with med and Hank Fredericks with pens, Ray C. Herbers worked the recent Harts-ville (O.) Auction. Herbers, who was recently in Detroit, said that the only guys there getting any money are the factory workers. He infers that the boys continue to meet in Schafer's hash house in the Motor City. Still there are Posey Joe (in the hospital), Bill Meader and Lester Kane. Currently in Columbus, O., Herbers will head soon for his route of New England fairs. He sends in a report that Tom Kennedy finally tied the knot with an Allentown, Pa., gal, and concludes his letter with a plea for a pipe from Kennedy.

MRS. DAVE ROSE . . . wife of the well-known pitchman, writes that her husband was the victim of a stroke June 29. As a result, Rose has suffered paralysis of the right side and almost complete loss of speech. Mrs. Rose reports that her husband would appreciate mail from friends who may write him c/o La Nanda Motel, Route 6, Box 572, New Orleans 22.

WILLIAM G. SHULTZ . . . the "Mystifying Entertainer," reports that he is very much alive despite reports to the contrary. "I am still going strong," writes Shultz. "The only difference is that I now give the calculator demonstrations in hotels and clubs. I am

in good health, as Lew Yesner, of Philadelphia, can testify, and who ever started the rumor of my death must have had a real pipe dream. I do not know Doc Bender and do not know what caused him to send in this misinformation."

E. C. PARDEE . . . and Jack (Bottles) Stover are again harvesting the long green in the valley of Virginia after making a Fourth of July date at Terra Alta, W. Va.

WE RECENTLY . . . received a card from our friend, Ben (Bobo) Benson, which officially identifies us as an honorary member of the Hobo Fellowship of America. We wonder if the local bartenders will still insist on charging us 10 cents for a short beer if we flash the official card before placing our order? In the letter accompanying the citation Ben had this to say about his more recent comings and goings: "I left New York May 1 for Chicago, where I worked my profile pencil act on famous Maxwell Street. One Sunday I pitched the Hobo News, which now sells for 25 cents and is issued monthly. The sheet is now featuring a racing page edited by a New York handicapper. Recently I tramped to Philadelphia where I worked the Ringling lot on Front and Erie avenues."

**ORDER YOUR BLACKAMOOOR NUBIAN AND TELEVISION LAMPS FROM KIPP BROTHERS**  
Midwestern Distributors for Durastone Lamps

Minimum Order \$5.00—Include Postage with Order. 25% Deposit Required on C.O.D. Orders  
**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

an old favorite with a new face

### Oak's BIG FLASH!



## TIGER CAT BALLOON

STRIPED LIKE A TIGER

Available S-T-R-E-T-C-H-E-D

Workers Available

STREET TESTED and a GOOD JOINT

The OAK RUBBER CO. RAVENNA, OHIO.

**FLASH BALLOONS**

Spirals, s-t-r-e-t-c-h-e-d . . .	\$5.50 Gr.
Spirals, extra large . . .	8.50 Gr.
Dragon Balloon . . .	7.50 Gr.
Giant Airship . . .	4.50 Gr.
#11 Two-in-One Balloon . . .	4.25 Gr.
H-Bomb, stretched . . .	4.50 Gr.

Workers Available.  
New Complete Novelty Price List—Free

CHARLES SHEAR 150 Park Row New York 7, N. Y.

### ATTENTION, ALL COIL WORKERS

We have Ford V-8's 1932-'48

Orders shipped same day as received. All coils have wire on top. Easy to demonstrate. Have lots of stock on hand. No waiting for stock. You will not be let down thru Fair Season. This coil is not plastic but made of bakelite and will not burn thru.

Longer ferril to fit deep distributor caps. Have carbon resistor in all coils.

**PRICE \$53.00 GROSS**

**HAROLD NEWMAN**  
PHONE—WRITE—WIRE  
**UNIVERSAL IGNITION CO.**  
4754 N. CLARK STREET CHICAGO 40, ILLINOIS  
Shop Ph.: LOngbach 1-3499 Home Ph.: LOngbach 1-4983

### SCREEN WORKERS:

Automatic Industries is now shipping Turb-O-Vanes out of Chicago, Illinois, as well as Monrovia, California.

The price is still \$35.00 per hundred, from both addresses, to established workers only.

Address either: Automatic Industries, c/o Ed Lasham Warehouse, 1545 South State Street, Chicago, Illinois. Phone: Wabash 23984; or Automatic Industries, 1201 South Myrtle Ave., Monrovia, California. Phone: Elliott 91506. Emergency: Elliott 8-5408. All orders shipped same day.

**R. A. (Bud) Chalue**  
Automatic Industries  
1201 So. Myrtle Avenue  
Monrovia, California

Contact the Monrovia office for samples, charts and complete shipping information before placing your first order with Chicago warehouse.

### COIL WORKERS:

**\$53.00 per gross for THUNDERBOLT IGNITION UNITS**

Our production is geared to make sure you will never run short of merchandise. Deal with an established firm that will not let you down.

FILM AVAILABLE FOR TV. ESTABLISHED WORKERS ONLY.

F.O.B. Chicago, Illinois, or Monrovia, California, at \$53.00 per gross.

Address either: United Ignition Research, c/o Ed Lasham Warehouse, 1545 South State Street, Chicago, Illinois. Phone: Wabash 2-3984; or United Ignition Research, 1201 South Myrtle Ave., Monrovia, California. Phone: Elliott 9-1506. Emergency: Elliott 8-5408.

**ALL ORDERS SHIPPED SAME DAY.**

**R. A. (Bud) Chalue**  
United Ignition Research, 1201 So. Myrtle Avenue, Monrovia, California.  
Contact the Monrovia office for samples, charts and complete shipping information before placing your first order with Chicago warehouse.

### BIRD CAGES

All metal (Unichrome) wire finish. Pinned base with plastic hook-on cup.

for PARAKEETS or CANARIES

Size: 6 1/4" long, 6" deep, 6" high. Shipped (K.D.) flat.

Packed 3 dozen to carton. Price 3 dozen lots **60¢ EACH**

10 gross lots, 48¢ each, F.O.B. N. Y. 25% deposit with order, bal. C.O.D.

**HERSHEY COMPANY**  
189 Washington St., New York 7, N. Y. Tel.: Worth 2-5234

### Punch Work Demonstrators

You can make MORE money selling our PERFECTED ART NEEDLES, ALSO IDEAL NEEDLES

Set consisting of holder and 4 points, \$22.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1 cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.

**HOME ART and NOVELTY CO.**  
ROUTE 5, BOX 348 BURLINGTON, WISCONSIN

### ATTENTION! MEDICINE MEN—PITCHMEN—DEMONSTRATORS

For merchandise you need to make real profits. We carry it.

**ONE DAY SERVICE**

Tonics, Liniments, Ointments, Vitamins, Herbs, Tablets, Soaps, Corn Medicine, Foot Creams, Inhalers, Rubbing & Inhaler Oil (Euc); anything and everything you need for a successful season. Write for prices today.

**CELTONSA MEDICINE CO.**  
1016 Central Ave. Cincinnati 2, O.  
Dept. B  
"THE HOUSE OF SERVICE SINCE 1918"

### PITCHMEN

FOR FAST SALES. New Glass Cutter, Sharpener Combination Tool.

Same Day Service.  
**RAY BAR CO.**  
862 Broad St. Providence, R. I.

### TERRIFIC PITCH ITEM

All Syndicate Store Approved. Genuine Fair Money Taker.

## TOWELS

Genuine Viskon Extra Large. Retail for \$1.00. Cost 27¢.

**FREE WORKERS**

Send 50¢ for working samples. Overnight delivery anywhere.

**PALMER CO.**  
P. O. Box 5002 Ph.: Walnut 3-9131  
Detroit 36, Mich.

The Best Sales Boards and Jar Games

Write for information and prices.

**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana





**BLACKAMOOR LAMP**

28" TALL

Complete With  
18" Plastic Shade

—COLORS—

- Red
- Chartreuse
- White
- Pink



Nationally  
Advertised  
**\$24.95**  
PAIR

MALE-FEMALE  
FIGURES

Packed 1 pair to carton

**"LOOK"**  
Hottest Lamps in the Country!  
**GIGANTIC**

**FAIR  
SPECIAL**

NOW **\$2.45** Each Dozen Pair Lots

Slightly higher West of the Mississippi

**TREMENDOUS  
SAVINGS  
AT YOUR  
JOBBER'S NOW!**

**DURA-STONE SPECIAL**

**TELEVISION**

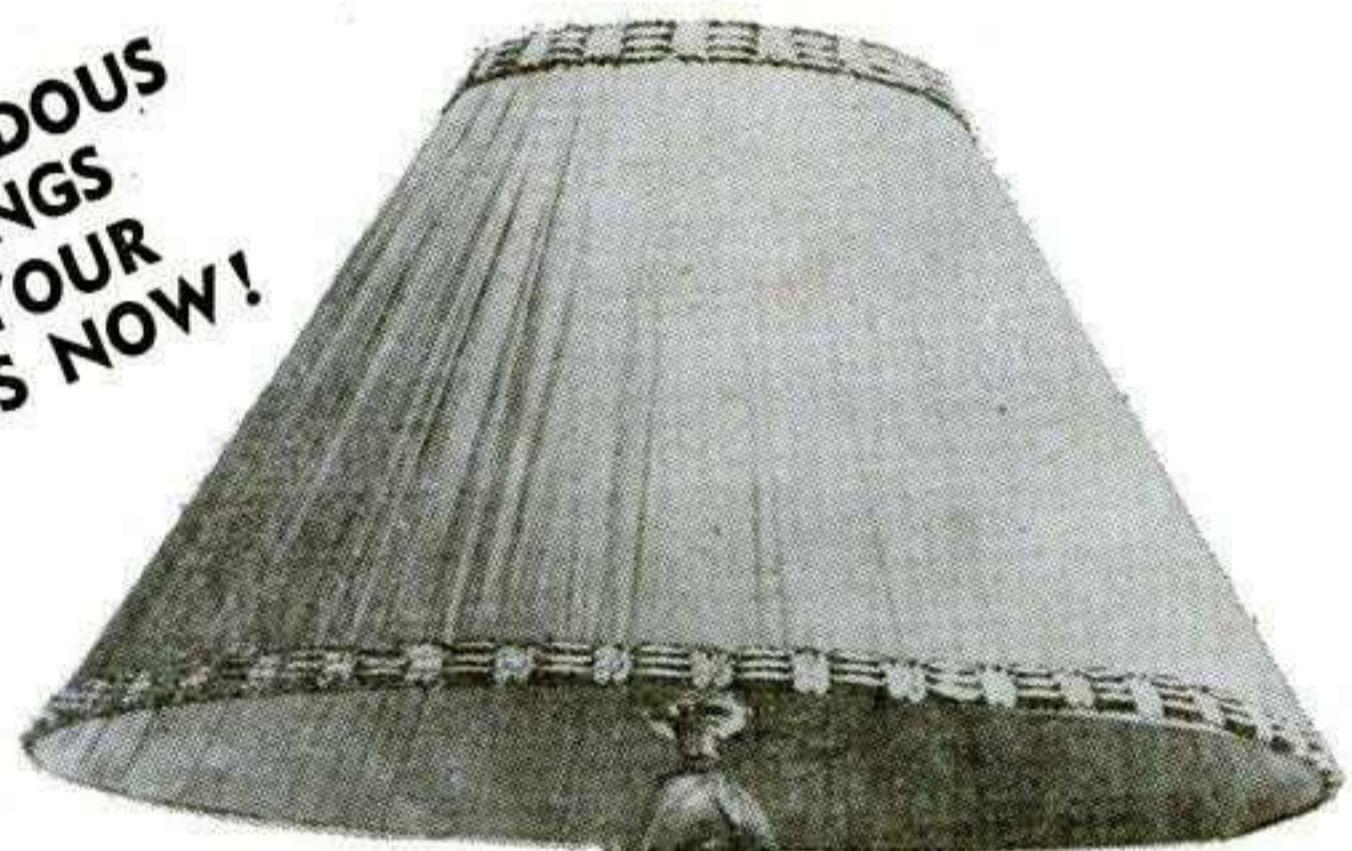
**LAMP**



Nationally  
Advertised  
**\$12.95**

Your Cost **\$1.75**  
Dozen Lots

Slightly higher West  
of the Mississippi.



Nationally  
Advertised  
**\$22.95**  
PAIR

NOW!

**\$2.25** Each

Dozen Pair Lots

Slightly higher West  
of the Mississippi.

MALE-FEMALE  
FIGURES

Packed one pair to  
carton.

**NUBIAN LAMP**

24" TALL

Complete With  
16" Plastic Shade

—COLORS—

- Red
- Chartreuse
- White
- Pink



Attractive stone finish base with a pair of removable Chinese sitters. Oil treated parchment shade. Packed in a colorful gift carton. COLORS: Red, Chartreuse, White.

**BINGO OPERATORS  
CONCESSIONERS — AUCTIONEERS — WAGON  
JOBBER — HOUSE - TO - HOUSE TRADE —  
CANVASSERS — PREMIUM USERS  
ORDER FROM YOUR JOBBER**

**AND... EXQUISITE ASH TRAYS—  
VANITY LAMPS AND BEAUTIFUL  
PLANTERS  
ASK TO SEE THEM!**

Dura-Stone Creations by PITTSBURGH STATUARY LAMP CO.



### SENSATIONAL VALUES for ENGRAVERS

ALL NEW LARGE HOOKS

ONLY **\$12.00** GROSS

10" NECKLACES

No. 1115/0 Child Aluminum Idents \$3.00 gross

No. 1115 Ladies' Aluminum Idents \$3.60 gross

No. 1115/3 Double Heart Idents \$6.95 gross

No. 1115/2 Men's Aluminum Idents \$6.95 gross

No. 1115/10 Chrome Expansion Idents \$4.50 doz.

No. 1115/15 Chrome Photo Idents \$5.40 doz.

NO. 3/110 DISC. GR. \$12.00  
 NO. 3/111 HEART GR. \$12.00  
 NO. 3/112 CLOVER GR. \$12.00

Catalog Now Ready  
 Write for Copy Today

**Oriental Trading Co.**  
 1115 Farnam St., Omaha, Nebr.  
 Telephone Jackson 6115

### HEAVY NICKEL-SILVER HEARTS & ROUNDS

24 inch Non-Tarnishable Chain

\$3.75 per dozen, \$42.00 per gross  
 IF YOU WANT THE BEST, THIS IS IT!

Sold With an Absolute Money-Back Guarantee

All-Aluminum Kiddie Idents Was \$7.50, Now \$5.50 per gr.  
 All-Aluminum Men's Idents Was \$13, Now \$7.50 per gr.  
 These are American-made.

HOLLYWOOD JEWEL SETTER—Now only \$6.00 a Dozen. Jewels \$3.50 a package, each package contains 144 Jewels and 144 Backs. 25% deposit with all orders. No Catalogues.

AL WEISMAN ENTERPRISES, P. O. Box 4112, North Hollywood, California

**AS WE SAID!** IF YOU MISS THE ROCKET ON THIS WE DOUBT IF YOU'LL EVER SEE THE MOON . . .

### PITCHMEN—DEMONSTRATORS—DISTRIBUTORS

Ask the man who has pitched it! Sales are skyrocketing and you, too, can get the cream off the top with the new Sunshine Foot Brush. Easy pitching for Stores—Shows—Fairs.

Send \$1.00 for sample. Retails for \$2.00—wholesales for \$72.00 a gross. F.O.B. Beverly Hills. We'll furnish you with a sure-fire pitch. Can get money like crazy. A real cool joint!

**CATCH THE ROCKET NOW! SUNSHINE FOOT BRUSH**  
 GET WITH ME! 8844 Olympic Boulevard, Suite 203 Beverly Hills, California

**WAGON JOBBERS! SALESMEN! PREMIUM MEN!**  
 Sure-Fire Year-Round Sellers

Chrome and Brass 6" and 8" Metal and Glass Ash Trays.  
 "Complete Selection of Souvenir Decals." Every State in the United States. Tourist Decals, Armed Forces Decals, Souvenir Decals, Pin-Up and Comic Decals. Special designs our specialty.

"The Right Gift for the Year Round." Chrome or brass smoothly spun Metal Trays on heavy Wrought Iron Stands. Height 22", Model #MR-10 1 Tier, net \$5.75. Model #MR-20 2 Tier, net \$4.95.

Write for Catalog of Complete Line of Smokers and Smoker Novelties Starting at \$1.50.

1345 E. Gun Hill Road  
 New York 69, N. Y.

**THE ASSOCIATE COMPANY**

**INTRODUCTORY OFFER!!**  
 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 2-9530

North Dakota  
 Bowman—Bowman Co. Rodeo, Sept. 10-11.

Ohio  
 Canton—Sesquicentennial, Aug. 14-21. Wallace Lafferty, 533 Market Ave. S. Cincinnati—Food and Home Show, Aug. 15-28. Eugene P. Zachman. Commercial Point—Street Fair, Aug. 4-8. Delphos—Homecoming, Aug. 15-20. Derby—Street Fair, July 29-30. East Liverpool—Old Home Week, Aug. 1-6. H. J. Benty, 732 St. Clair Ave. Magnolia—Band Homecoming, Aug. 10-13. Nelsonville—Parade of the Hills, Sept. 5-10. Rawson—Rawson Centennial, Aug. 1-6. W. A. Otto. West La Fayette—Homecoming, Aug. 3-6.

Oklahoma  
 Ada—Elks Rodeo, Aug. 9-13. Anadarko—Indian Expo., Aug. 15-20. Ardmore—Ardmore Rodeo, Sept. 20-23. Elk City—Elk City Rodeo, Sept. 5-7. Lawton—Lawton Rodeo, Aug. 3-6. McAlester—Prison Rodeo, Sept. 8-11. Pawhuska—International Round-Up Club Cavalcade, July 29-31. Rush Springs—Watermelon Festival, Aug. 8-13. Vinita—Will Rogers Memorial Rodeo, Aug. 24-28. Woodward—Elks Rodeo, Sept. 1-4. Yukon—Yukon Rodeo, July 29-30.

Oregon  
 Eugene—Emerald Empire Round-Up, Aug. 5-7. Joseph—Chief Joseph Days, July 29-31. Myrtle Point—Coos Co. Rodeo, Aug. 20-21. Pendleton—Pendleton Round-Up, Sept. 15-17. Prineville—Crooked River Round-Up, Aug. 12-14. Redmond—Deschutes Co. Fair Rodeo, Aug. 27-28. Sisters—Sisters Rodeo, Aug. 6-7.

Pennsylvania  
 Blairsville—Legion Mardi Gras, Aug. 8-13. Clarksville—Firemen's Old Home Week, Aug. 2-6. George L. C. Clymer—Golden Jubilee, Aug. 14-20. Bruce Phillips. Nanty Glo—Firemen's Convention, Aug. 1-6. New Castle—Italian Celebration, Aug. 15-20. Philadelphia—National Aircraft Show, Sept. 3-5. Pittsburgh—Western Pa. Pig Round-Up, Aug. 16-17. C. L. McAdams. Roseto—Mt. Carmel Celebration, July 25-31. Shade Gap—Soldiers-Sailors' Fair & Picnic, Aug. 1-6. A. L. Blackmon. Williamsburg—Firemen's Convention, July 25-30.

South Dakota  
 Corsica—50th Anniversary Celebration, Aug. 31-Sept. 1. Deadwood—Days of '76, Aug. 5-7. Kadoka—Labor Celebration, Sept. 5. Lake Preston—Watermelon Day, Sept. 5. Mitchell—75th Anniversary Fete, Aug. 8-10. Mitchell—H. H. Fat Stock Show and Sale, Sept. 13-14. Mitchell—Corn Palace Festival, Sept. 18-24. Parkinson—Community Days, Aug. 29-30. Rapid City—Black Hills Range Days, Aug. 18-21. Stickney—Golden Jubilee, Aug. 17-18. Vermillion—Old Settlers' Picnic, Aug. 21. Vermillion—Days of '59, Aug. 25-26. Wagner—Labor Celebration, Sept. 4-5. Winner—Labor Celebration, Sept. 5. Yankton—Saddle Club Rodeo, Sept. 4-5.

Tennessee  
 Adamsville—McNairy-Adamsville Horse & Stock Show, Aug. 13. J. D. Perkins. Byrdstown—Pickett Co. Dairy Show, Aug. 6. A. C. Clark. Cleveland—Bradley Co. Jr. Dairy Show, Sept. 9. W. M. Hale. Greenback—Loudon Co. Dairy Show, Sept. 3. Roy M. Brooks Jr. Lewisburg—Marshall Co. Jr. Dairy & Colt Show, Aug. 26-27. Sue Hill. Martin—Weakley Co. Dairy Show, Aug. 11-12. Wade Barton. Memphis—Memphis Rodeo, Sept. 23-30. Morristown—Centennial, Aug. 21-27. R. T. Bales Jr. Nolensville—Williamson Co.-Nolensville Jr. Dairy Show, Sept. 3. Robert S. Mosley. Petersburg—Petersburg Colt Show, Sept. 6-7. Thos. L. Warren Jr. Shelbyville—Bedford Co. 4-H Dairy Show, Aug. 12. Mrs. Grace Fly. Yorkville—Yorkville Jersey Cattle Show, Aug. 19. M. R. Forrester.

Texas  
 Austin—Travis Co. Rodeo, July 29-30. Bing Spring—Big Spring Rodeo, Aug. 3-6. Cleburne—N. Central Tex. Rodeo, Sept. 7-10. Colorado City—Frontier Round-Up, Aug. 24-27. Corsicana—Livestock Show and Rodeo, Sept. 27-Oct. 1. R. W. Knight, Box 426. Corsicana—Stock Show Rodeo, Sept. 28-Oct. 2. Dallas—Allied Gift & Jewelry Show, Sept. 4-9. Mrs. M. Dalton, 3822 Wilshire Blvd., Los Angeles. Dallas—Southwestern Gift Show, Sept. 4-9. Fred Sands, 3108 S. Joplin, Tulsa, Okla. Dublin—Dublin Rodeo, Aug. 31-Sept. 3. Floresville—Peanut Festival, Sept. 23-24. Georgetown—Georgetown Rodeo, Aug. 24-27. Gladewater—E. Tex. Quarter-Horse Breeders' Show & Races, Aug. 22-23. W. O. Hoicome, Longview. Gorman—First Annual Peanut Festival, Sept. 8-10. Arlton E. Smith. Houston—Gift & Housewares Show, Aug. 14-16. Kaufman—Kaufman Co. Livestock Show, Sept. 6-10. Ernest Bauerle. Kerrville—S. Texas Sheep Dog Trials, Sept. 3. Kerrville—Angora Goat Raisers' Show & Sale, Aug. 4-6. P. E. Gullety, Uvalde. Naples—Naples Rodeo, July 28-30. Nocona—Chisholm Trail Round-Up, Sept. 3-5. Orange—Orange Rodeo, Sept. 1-3. Ranger—Ranger Rodeo, Aug. 10-13. Rusk—Lions Club Rodeo, Aug. 11-13. San Antonio—Charro Celebration, Sept. 15-16. San Antonio—Expo. of Modern Living, Sept. 25-29. Taylor—Taylor Rodeo, Aug. 4-6. Texarkana—Fair Rodeo, Sept. 13-17. Waxahachie—Ellis Co. Rodeo, Sept. 22-24. Weatherford—Park Co. Frontier Days, July 27-30. West—West Rodeo, Sept. 1-3.

Utah  
 Bingham—Galena Days, Sept. 26-Oct. 1. Brigham City—Box Elder Co. Peach Days, Sept. 10-11. D. N. Mason. Cedar City—Southern Utah Livestock Show, Sept. 9-11. Alex Williams, Mgr. Cedar City—Suffolk Jr. Sheep Show, Sept. 2-6. Desert—Days of Old West Rodeo, Aug. 5-6. Perton—Southeastern Jr. Livestock Show, Aug. 6-8. Logan—Cache Co. Rodeo, Aug. 18-20. Ogden—Pioneer Days, July 20-25. Ogden—Pioneer Days, July 24-30. Price—Black Diamond Stampedo, July 27-30.

THE FANTICH BROTHERS  
 ARE PASTMASTERS IN KNOWING THE AUCTION TRADE! THAT'S WHY THEY'RE THE LARGEST SUPPLIERS OF AUCTION MERCHANDISE IN THE COUNTRY!

It's NEW! It's Sensational, the Completely Washable (IMMERSIBLE IN WATER)

## ROTO-BROIL

Automatic—Electric SKILLET

Engineered by the makers of America's leading kitchen appliances . . .

2 1/4" | 11 3/8"  
 Deep | Diameter

RETAIL \$27.95

**SAMPLE \$9.50**  
 12 or More \$8.50

- Built-in thermostat
- Bakelite handle and legs
- E-Z-Vue temperature chart
- Removable, plug-in wire cord

HOTTEST ITEM IN THE COUNTRY

### COPPER CLAD

ALCAMATIC 90 Series Automatic Cooker Fryer Complete with PIREX Cover

IT'S TERRIFIC

RETAIL \$39.95

Completely automatic. Signal light. Advertised in Life and Good Housekeeping. Approved by U.L.

COPPER FRYER SAMPLE \$8.50  
 3 OR MORE \$8.00

AVAILABLE IN GLEAMING CHROME—SAMPLE, \$8.25 • 3 OR MORE, \$7.75

WE SERVICE AUCTIONEERS, WAGON JOBBERS, HOUSE-TO-HOUSE TRADE, CANVASERS, SCHEME TRADE AND PREMIUM SALES!!!

RETAIL \$39.95 First Time Offered!

Complete 3-Pc. Matching Luggage Set!

26" Pullman, 21" O'rite Case. Train Case with removable mirror.

LOOKS AND LASTS LIKE \$50 LUGGAGE

Top Quality Features! NESTS AND BOXED NEW! SMART!

DURABLE!

You Can Stand on It . . . Tough as Leather Covering!  
 Available in California Ivory, Caribbean Blue or Sunset Tan.

#300 SAMPLE, \$12.00 | AVAILABLE IN COLORFUL DELUXE INTERIOR LINING  
 3 OR MORE, \$11.25 | #500 SAMPLE, \$14.50 • 3 OR MORE, \$13.75

Buy the Best • First Time Offered

### 3-Pc. SHEFFIELD Plier Set

At a Low Promotional Price!

The finest Sheffield steel you can buy. Imported direct from Sheffield, England. Three-piece kit contains handy long-nose pliers, versatile cutters and all-purpose wire cutter and pliers. Packed in clear sectioned vinyl plastic. Has \$9.95 retail price shown on package. We are one of the largest buyers of imported tools.

SHEFFIELD TOOLS  
 SHEFFIELD, ENGLAND  
 \$9.95

RETAIL \$9.95

\$1.45 Each Set in Doz. Lots  
 \$1.35 Each Set in Gross Lots

All prices F.O.B. Detroit.

Minimum Order One Doz. All orders Require 25% Deposit, Bal. C.O.D., F.O.B. Detroit, Mich.

We have thousands of other items that we offer at the lowest prices in the country. Our policy is NEVER to be undersold.

Appliances | Watches | Radios & Recorders | Bicycles  
 Jewelry | Sporting Goods | Hand & Power Tools | 1000's of other items  
 Diamonds | Photo Equipment | Housewares | Giftware

TERMS: 25% Deposit Required on All Initial Orders. Balance C.O.D., F.O.B. Detroit. All Rated Accounts Please Enclose References for All Additional Orders. Prompt Delivery on All Orders. Add 10% Federal Excise Tax If Not for Resale.

# HALL of DISTRIBUTORS, Inc.

8713 TWELFTH STREET DETROIT 6, MICH.  
 Send for Our FREE Illustrated Wholesale Catalog. Lists 1000's of Items.  
 Write Today!

(Continued on page 85)



















## A SPECIAL SECTION devoted to



**INTERNATIONAL  
SALES**

# U. S. Coin Exports Climb 19.7% in First Quarter

By KEN KNAUF

CHICAGO, July 23.—U. S. exports of coin machines to world markets increased 19.7 per cent in the first quarter of the year, compared to the same period of 1954.

This increase compares favorably with a 13 per cent run-up in U. S. exports of all types of commodities in the first four months of the year, as reported by the U. S. Department of Commerce.

The boost in coin machine exports was realized fully on the strength of juke box shipments new and used, which boomed 54 per cent in the three-month period. Amusement games and vending machine sales abroad slid well below last year's first quarter marks.

### Export Volume

Coin machine exports hit \$3,644,967 in the first quarter, with some 7,340 units shipped. Juke boxes accounted for \$2,890,461 of this total, games \$518,670, and vending machines \$235,836.

This compares with a total of \$3,044,971 in shipments during the

first quarter of 1954, broken down to a \$1,876,670 juke trade, \$741,594 in games, and \$345,707 in vending machines.

West Germany headed the coin machine export market parade, in the first quarter, as a market for U. S. coin machines to the tune of \$619,906. This was realized largely on big juke box trade during January and March. Following Germany in total volume were Canada, Venezuela, Belgium, the Netherlands, Mexico and France, all doing better than a \$200,000 volume. (See accompanying chart.)

### Germany Tops

While Germany topped the markets in total volume, and in juke box imports, the amusement game market was dominated by Canada, with a \$137,004 trade, head and shoulders above any other country. Canada also paced the vending machine markets, doing a \$171,785 business in this category, more than all other countries put together.

Altogether, some 42 different countries imported U. S. coin machines during the three months. Seven of these nations imported juke boxes, games and venders, while 19 bought both juke boxes and games. All but 10 of the countries imported juke boxes.

Also more and more countries are manufacturing their own juke boxes, indications are that the market for U. S. juke boxes will continue to soar to new heights, carrying on with the boom that began in 1947. Based on totals for the first three months of this year, however, 1955 game and vending machine shipments appear in for a drop-off from last year's volumes.

### Game Shipments

Amusement game shipments of \$518,670, in the first quarter of this year, were well below the figures of \$741,595 in the same period last year, and \$943,048 in the first three months of 1953.

Vending machine shipments of \$235,836, similarly, were below the first quarter totals in 1954 and 1953 of \$426,706, and \$284,015 respectively.

Over-all quality of juke boxes and games shipped in the first quarter was below quality of these machines shipped last year in the first quarter. Average price paid for juke boxes was \$394 in the first quarter of this year; games averaged \$154. This compares to an average of \$460 for juke boxes in 1954's first quarter, and \$171 for games. Average price paid for vending machines in the same periods, jumped from \$54 in 1954, to \$104 this year.

# Germany, France Key World Juke Box Market Changes

CHICAGO, July 23. — Continually expanding, the coin machine world market was marked by rampant changes in the past several months.

Germany, a bustling juke box market in the past year, fell off sharply in the last few months; France, just opening up to juke exports, has jumped to new heights as a U. S. phonograph importer.

Development in other countries finds the Netherlands the center

**Editor's Note: U. S. Department of Commerce figure for March, 1955, the latest month for which figures have been compiled, show German juke box imports slid to \$15,605, while France's volume jumped to \$139,889, heading all other juke markets. France's total juke volume in February was only \$8,056; in January, \$6,138; while Germany hit volumes of \$405,823 and \$165,099 in these two months.**

of a triangular juke box trading system, selling to markets that can't be touched by the U. S. Firms in other nations, including Colombia, Argentina, Brazil, Australia and New Zealand, are reported planning to follow suit of Great Britain in manufacturing U. S. juke boxes on their home soils.

The reason for the market changeover in Germany and France, according to O. O. Mallegg, president of O. O. Mallegg, Inc., Chicago export firm, is that Germany has suddenly found its

juke box import quota filled and is now clamped with restrictions, while France has lifted restrictions and is currently skyrocketing as a juke market.

Currently, according to Mallegg, Sweden has opened for juke box imports; Denmark is exporting her own juke box; Norway is closed to juke boxes.

### Trading Center

The Netherlands, says Mallegg, has become a key juke box trading center, importing juke boxes from other countries, and in turn, exporting them to markets that can't import from the U. S.

The Netherlands is in the middle of a triangular transaction that is moving juke boxes to all parts of the world—including, according to Mallegg, Singapore, Burma, Indo China, Austria, Belgian Congo, East Africa, Chile, Uruguay, Spain, Portugal and possibly Brazil.

These countries cannot buy "dollar" juke boxes from the U. S., thus they buy from the Netherlands. The Netherlands exchange set-up is reported very good, the country making 10 to 20 per cent on its exchange.

### World Market

Continuing with a rundown on the world market, Mallegg said the juke box market in Peru was small but good and American juke boxes were shipped there regularly. Ecuador is in a similar situation, but is a smaller market.

Colombia is reported on the verge of importing disassembled

## EDITORIAL

# Bright Outlook

The outlook of the world coin machine market has never been brighter. Production for export in both this country and in a number of others is at an all-time high.

But it is idle to ignore the fact that there are still many problems in world trade to be overcome before the world coin machine market will realize its true potential.

That there is a ripe market for coin machines of all types—vending machines, juke boxes and amusement games—in virtually every country—is a simple fact. Foreign operators, distributors and manufacturers of this equipment who are members of The Billboard's International Coin Machine Executive Board have definitely established that.

### Specific Problems

But they also report that specific problems within their own countries—governmental restrictions, municipal regulations, exchange rates, heavy duty and shipping costs—all serve to stymie more rapid development.

Yet these are not insurmountable problems. They are soluble. Some stem from temporary necessity dictated by economic conditions within the countries themselves and will pass. Others will require a concerted effort on the part of these in the industry to explain to lawmakers the facts of their business and press for fairer treatment.

Associations to combat unfair national legislation in other countries are already beginning to form. In France, for example, the coin machine industry has already banded together to form the Syndicate National des Professionnels de L'Automatique.

So world coin machine trade is opening up and the coin machine industry in many countries is coming of age. What's ahead—despite the problems—looks good.

# Banner Year Ahead For Juke Industry

• Continued from page 1

sell in Peru from \$2,000 up on long-term financing supplied by distributors, and down payments of \$150 to \$250.

In Lima, the country's biggest market, a local restriction prohibits the playing of juke boxes after 11 p.m., a fact which has seriously affected business.

### 2½ Cents a Tune

Juke boxes in Peru are set for operation on a 50-centavo piece, worth about 2½ cents in U. S. currency, and it is unlikely that the price can increase with existing living standards.

Locally produced records sell for 65 cents to \$1 each; imported 45's at \$1.25, although many U. S. dealers give discounts up to 30 per cent to operators.

The Philippines, traditionally a

good juke box market and potentially an excellent one, is currently stymied from realizing its true potential because of strict governmental import controls under which juke boxes are on the unclassified non-essential category list (which means practically banned) and can be imported in only rare cases and then only one or two at a time. Parts and accessories are shipped in and machines are assembled in the country on a very limited basis.

William J. Suter, who heads Morcoin Company, Ltd., Manila, points out that if the government could be persuaded to adopt a more liberal attitude toward setting up assembly plants, the machines could be imported broken down and assembled in the country.

### Higher Rates

Chan Ah Yoon, Leun Wai Hong, Ltd., Singapore, explains that government restrictions are slowing up healthy potential growth there. Says Ah Yoon: "To improve the situation, the government would have to abolish foreign exchange control so that we could import direct instead of buying at Hongkong for which we are paying a higher rate."

Still the sales boom continues and juke box operators in foreign countries report local artists, tunes and labels vying hotly with U. S. music, although many U. S. record manufacturers such as RCA Victor and Columbia cut foreign ditties. For example, the current five top hits on juke boxes in Guatemala indicated by machine play meters, are these in order: "Lo Siento Por Ti," by Los Bribones (Victor); "Echemme la Tierra Encima," by Marcelo Y. A. (Peerless); "Confession," with Tio Argent (Peerless); "Mi Ultimo Fracaso," with Los Panchos (Columbia), and "Cha Cha Cha Indio," with Ruben Reyes (Victor).

### Foreign Hits

In New Zealand, reports compiled from three large operators in Auckland show these as the top five: "Darling Je Vous Aime Beaucoup," with Nat (King) Cole (Capitol); "Blue Mirage," with Frank Chacksfield (Decca); "Haeri Mai," with Daphne Walker (Tanza), and "How Important Can It Be," with Joni James (M-G-M).

In Singapore most of the records (10-inch) played on juke boxes are Chinese tunes.

In Casablanca the five current U. S. hits reported from play meters by James A. Smith, head of Casablanca Amusement Company, are "Whatever Lola Wants," with Sarah Vaughan (Mercury); Lee Kane's "Merci Beaucoup" (Capitol);

(Continued on page 89)

# Trade Barrier Reduced, World Fund Reports

WASHINGTON, July 23. — International trade is on the upswing, according to the annual report made by the 57-nation International Monetary Fund.

The coin machine industry, along with other industries active in international trade, will share in the benefits of the improved trade conditions around the world.

The IMF cited particularly relaxation of exchange and trade controls by the United Kingdom and West Germany in the year ending last April. The coin machine shipments to Great Britain are still restricted, though the industry has found an expanding market in West Germany in the past year.

### Trade Restrictions

The report noted a decline in discrimination against U. S. exports. However, the use of restrictive devices is still widespread, the Fund stated. Some nations are still having trouble meeting trade and development bills without resorting to heavy currency and trade restrictions, quotas, and bilateral arrangements.

The Fund reported "a widespread desire to achieve a freer exchange system and a strong international position that does not require reliance on restrictions."

IMF was set up after World War II to assist member nations in removing artificial barriers from international commerce.



# Quarterly Report on Outlook

Continued from page 87

ing with other European markets for coin machine imports.

Alex A. Wilms, European Amusements Company, Antwerp, reports that the outlook in the last three months completely changed. The Belgium market continues to grow, he says, while at the same time, competition among the European markets is getting sharper.

Many small exporters in the U. S., he says, are trying to enter the coin machine market by offering equipment at very low prices. In Belgium, importers are underselling one another to such a degree that many are losing money on their equipment.

Wilms believes world coin trade would improve if U. S. exporters would stabilize their export prices; this would insure a fair return on coin machine imports in Belgium.

## Juke Play Up In Antilles

**NETHERLANDS ANTILLES,** July 23.—Jules A. Nieuw, Wurlitzer distributor for the Netherlands Antilles, located at the island of Aruba, says juke box play is very popular in this area.

The firm, which sells as well as operates jukes, reports business picking up this year and expects an increase of about 12 per cent in the coming months.

The biggest operational problem in Aruba is the lack of capable and dependable servicemen, according to Nieuw. If this problem could be solved, he says, takes and sales would increase considerably.

It is interesting to note that among the top 10 records in the Netherlands Antilles are "Just One More Time" and "Oh, My Papa," by Eddie Fisher, and "C'est Si Bon," by Eartha Kitt.

## New Jukes Top Swedish Sales

**SWEDEN,** July 23.—Evert Jorvall, managing director of the AB Serano, Tullinge, reports the price of a juke box in Sweden at about \$750. Majority of sales are on new juke boxes set for 45 r.p.m.

Sales this year are about 50 per cent above last year thus far, according to Jorvall.

The most popular records here are Swedish recordings of hit tunes, but the selection of records, especially 45 r.p.m. disks, is limited. Thus importation of U. S., English and German records is important to the industry.

An ease of terms on the credit market here would increase coin machine sales. Demand for machines is keen, but clients never buy on cash payment, and it is almost impossible to obtain new loans.

## Guatemala Looks Ahead

**GUATEMALA,** July 23.—Economic changes brought about by the new government are expected to greatly help the Guatemalan coin machine industry.

According to J. L. Amezcuita, of H. J. Nicol & Company, S. C., operator of juke boxes and vending machines, the government is in the process of building new roads, electrification facilities and hospitals.

These projects employ a great number of people, says Amezcuita, thereby placing more money in circulation and enabling the populace to patronize the machines.

Amezcuita says there are now approximately 900 coin machines operating in the country.

## \$\$ Restrictions In Colombia

**BARRANQUILLA,** Colombia, July 23.—In spite of the tight currency-exchange restrictions imposed by the Colombian government, Juan Carvajal Carvajal, of Humberto Echavarría & Cia, Ltda., reports that juke box operations will improve during 1955.

The government restrictions, which peg the U. S. dollar officially at \$2.50 (Colombian currency), but prevent their free purchase, force the coin machine operators to secure their U. S. dollars at the unofficial rate of \$4.23 (Colombian currency) in order to purchase the American machines.

Carvajal says these restrictions prevent operators from buying as many machines as they could use for their operations. Relaxing of the exchange restrictions would greatly help the Colombian coin machine industry, he concluded.

**ORANGE, N. J.,** July 23.—The National Shuffleboard Company has appointed the Stanley Amusement Company, Tacoma, Wash., as exclusive Washington distributor.

The new distributorship will be operated as the National Shuffleboard Sales Company of Tacoma, under the management of Stanley Koltzoff and George Sellers.

# Mexico's Juke Box Outlook Bright With First Mfg. Plant

**MEXICO CITY,** July 23.—With Mexico's first juke box manufacturing plant, Fonografos Automaticos Evans S. A., nearing completion, the outlook for the automatic phonograph industry in this country is riding a wave of optimism.

Owners of the new firm, Abraham Grinberg and Jose Tavachnik, declared that work on the new

plant should be far enough along next month to permit equipment and machinery installations. They said that production was scheduled to get under way next February.

The equipment and machinery to be used is that formerly owned by the phonograph division of H. C. Evans & Company, Chicago. It was purchased by Grinberg and Tavachnik last March for an estimated \$206,000 and was shipped here.

### Plan Mass Output

Grinberg said the equipment, which includes tools, dies, jigs and heavy machinery, would be assembled for mass production with full production anticipated within six months.

Production will begin, Grinberg said, with three phonographs—a 40-selection model, geared for 78 r.p.m. record, and a 50 and 100-selection model, geared for 45's. The phonographs are expected to be similar in design to the former

Evans line, the changes in the selector panel and modifications in the cabinet have been indicated.

When production does get under way, electrical equipment, such as motors and contact switches, will be purchased in the U. S. Grinberg said that an estimated 20 per cent of the finished product would be imported for the first year or two. "Later," he said, "we hope to be able to manufacture these smaller parts in our own plant."

Other plans, Grinberg said, include doubling the plant's size, which now includes approximately 100,000 square feet; importing additional heavy equipment and machinery and developing a complete die casting department.

### Cabinets No Problem

Manufacturing juke box cabinets presents no great problem, Grinberg said. "Government restrictions, which have long required (Continued on page 104)"

## Phonos, Games Good in Peru; Venders Slow

**LIMA,** Peru, July 23.—Juke boxes and amusement games are enjoying a period of rapid expansion in Peru's coin machine picture, while a local coinage problem has all but stymied the growth of vending machines.

There are no government restrictions on the importation of coin-operated machines, with the result that American juke box and game manufacturers and distributors, as well as local importers, are pushing sales at a rapid clip.

There is a customs duty of approximately \$1 a kilo on the gross weight and a 15 per cent ad valorem tax on all coin-operated machines entering the country. New and used equipment is charged the same, therefore sparking a trend toward newer equipment.

Also responsible for this new equipment trend has been the growing number of local importers, who are purchasing large numbers of machines and forcing American businessmen to meet the competitive situation.

According to Francis X. Crosby, operator here, many new 78 and 45 r.p.m. machines are appearing on the market. He added, tho, the market for up-to-date used equipment is still as strong as ever.

Crosby explained that a local police restriction, which prohibits the playing of juke boxes after 11 p.m., has definitely affected the market. "If this restriction were lifted or eased," he said, "it would improve the juke box picture here even more since collections have been down since the restriction went into effect."

Under the present set-up, new (Continued on page 102)

## NEW PROFIT HORIZONS WITH VISTA-SCOPE COIN-OPERATED TELESCOPE

Add this self-liquidating 20-power telescope to your present route of coin-operated equipment at little or no extra service costs. Vista-Scope is simple to maintain and brings a steady flow of profits day after day, year after year. Anyone can operate it. Anyone can set it up and look after it.

Ideal for All Outdoor Locations Where People Gather

### Specifications:

- 63" high
  - Telescope 27" long
  - Tilts 50 degrees down, 30 degrees up
  - 3-minute timer
  - 24" base diameter
  - 135 lbs. net weight
  - 10¢ coin chute
  - Two-tone grey with red ladder
- Write for FREE descriptive literature including complete details and price. Foreign inquiries are invited.



**AMERICAN LENS & PHOTO CO.**

5700 Northwest Highway Chicago 30, Ill.

**Everyone a Winner!**

Write for our Catalog on Capsules and Charms

Send for Price List on the complete line!

**PLASTIC PROCESSES CORPORATION**  
83 HANSE AVENUE  
FREEPORT, N. Y.

2118 PIN 8 Colleges—Pennants in True School Colors with Brown Leather-like Football and Jump Ring.

2119 SUNDIAL Actually works! Tells time by the sun, point face to north and note shadow.

2120 SMOKEY JOE SKULL Set Cigarette in mouth and light—Watch him blow smoke rings!

2200C OLD-TIMER SERIES Old Silver Finish—Steamboat, Old Timer Car, Old Timer Fire Engine and 3-Masted Schooner.

2100 TIC TAC TOE It's different! Made to sell—priced right. A real action game.

UNLIMITED VARIETY OF CHARMS

BALL TRICK

# SHAFFER'S SPECIAL EXPORT SALE OF BETTER QUALITY PHONOGRAPHS

Every phonograph is completely overhauled in our own fully equipped service department—one of the largest and finest in America. You can depend on every Shaffer recon-

ditioned phonograph to arrive in perfect working condition—ready to give you years of good service.

SEEBURG		WURLITZER	
M-100-B	\$565.00	1650	\$349.00
M-100-A	299.00	1500	339.00
HM100-A	249.00	1400	279.00
148-ML	99.00	1250	179.00
147	59.00	1100	99.00
1947 Hideaway	59.00	1015	59.00

AMI		ROCK-OLA	
E-120	\$549.00	Cornet 1438	\$549.00
D-80	349.00	Fireball 1436	269.00
D-40	279.00	1432	169.00
Model C	179.00	1428	99.00
Model B	149.00	1422	49.00
Model A	99.00	— ALSO OTHER LATE MODELS —	

### WALL BOXES

Seeburg 5/10/25 3-Wire	\$14.50
AMI 5/10	12.50
Wurlitzer 4820	19.50
AMI 80 Wallbox or Stepper	34.50

Credit References:  
Dun & Bradstreet  
City National Bank of Columbus

**BE SAFE—BUY SHAFFER**

- ★ Mechanism overhauled and tested.
- ★ All worn parts replaced.
- ★ Amplifiers and tone arms reconditioned.
- ★ Plastic, glass, etc. replaced wherever needed.
- ★ Cabinet refinished to look like new.
- ★ Machine carefully tested and crated.

## Shaffer Music Co. In the Coin Machine Business Over 25 Years

- COLUMBUS, OHIO**  
849 N. High St.  
AXminster 4-4614
- CINCINNATI, OHIO**  
1200 Walnut St.  
MAin 1-6310
- INDIANAPOLIS, IND.**  
1327 Capitol Ave.  
MElrose 4-3571

Phone, Cable or Write for Illustrated Catalog of Complete List.

## Export Sales Top Local, Say La. Op

NEW ORLEANS, July 23.—Major distributors and exporters of coin machines here report a higher sales-progress rate for their export trade than local business during the second quarter of 1955.

Louis Boasberg, general manager of the New Orleans Novelty Company, distributors of pinball games, Arcade equipment and kiddie rides, was especially optimistic over foreign shipments. He said his company now exports games to 10 countries and is continually receiving inquiries from the New Orleans International Trade Mart. On the other hand, he said, local trade is being hurt by federal, State and city taxes, plus exorbitant license fees.

Andrian Zander, of Lynch Zander & Company, Seeburg outlet, declared exports remained steady during the quarter. Zander's firm exports to Mexico and five European countries.

A spokesman for F.A.B. Dis-

## Banner Year

• Continued from page 86

tol); Art Mooney's "Alabama Jubilee (M-G-M); "If I May," with Nat (King) Cole (Capitol), and "Is This the End of the Line?" with Joni James (M-G-M).

Jules A. Nieuw, Oranjestad, Aruba, Netherlands Antilles, reports that the five current hits in Aruba are "Celosa," with Benny More; "Jurame," with Jose Mojica; "La Negra Noche," with Pedro Vargas; "Miguel," with Miguel Aceves Mejia, and "Nosotros," with Fernando Fernandez.

Huaynos, folk music; rancheras, merengues, guarachas, criollas, boleros with local artists are the most popular music played on Peru's juke boxes, Crosby reports, with Seeco and Sono Radio (local firm) cutting most of the popular juke box hits in the country. Los Davalos, Los Troveros Criollos, Luis Abanto Morales and Jesus Vasquez are the most popular artists recording today, says Crosby.

tributing Company, Wurlitzer distributor, reported that the current export business was "good." The firm ships to three countries in Central America and Europe.

## Coin Machine

• Continued from page 87

in keeping machines working thru-out the war, and entered into business for himself in 1946. Repairs, renovates and converts all types of equipment in addition to running two Arcades. Employs 10 staff members, all of whom have been with him for years.

A. A. WILMS, manager of the European Amusements Company, Antwerp, Belgium. Became associated with the coin machine business in 1951, when import regulations in Belgium against U. S. dollar payments were removed. Previously specialized in triangular switch business, founded present firm in 1952. Began exporting games and juke boxes in Germany, and employed servicemen to travel practically thruout Europe to keep equipment in good running condition. Soon found market spreading to Netherlands, Germany, Denmark, Norway, Sweden, Switzerland, Austria, Italy, France, Portugal and Eire. In 1954, entered agreement with the R. F. Jones Company, Seeburg distributors in the U. S. Import and export only, does not operate.

JULES A. NIEUW, head of the J. A. Nieuw Company, Aranjestad, Aruba, Netherland Antilles. Launched into the coin machine business in 1936, when appointed distributor for the Rudolph Wurlitzer Company. Following the war, business picked up considerably, split operations, setting up affiliate firm at Willemstad, headed by A. D. Nieuw. Sells direct to locations, but operates equipment when necessary. Thru constant effort, juke box sales have increased steadily, increasing this past year by nearly 30 per cent.

JOSE ROMERO, owner of Jose Romero, Inc., Santurce, Puerto Rico. Got the idea of going into the coin machine business in 1939 after counting the money put into a juke box in one day—equivalent to more than twice his salary. Began with Chicken Sam ray guns and used phonographs. By 1947, had increased his route to include two shooting galleries and about 40 juke boxes. Tried selling reconditioned equipment to location owners on the installment plan in 1949. Opened an office in 1950, employing two persons. Today represents AMI, Inc., in Puerto Rico, and has branch offices established in five cities, employs over 30 persons.

## VENEZUELA BUYS NEW JUKES FROM 'OUTSIDE'

CHICAGO, July 23.—The Venezuelan market for U. S. juke boxes was reported this week virtually closed to manufacturer-appointed distributors.

Venezuelan firms were reported buying instead from other jobbers and exporters in the United States on credit terms without the knowledge of the manufacturers.

An extremely high duty on new juke boxes—about \$330 per machine—added to high air freight charges—about \$90 per machine—have turned importers in Venezuela to non-franchised trade sources, reportedly centered in New York.

It was reported easier for the Venezuela firms to buy new jukes from these jobbers for a higher price and get 6-12-month basic terms than to buy from franchised distributors who are able to subtract a \$50 differential in excise tax from the price, but require cash payments.

The purchases from non-franchised firms were reported to have been going on for three to four months. Sales were reported as high as \$60,000 a month.

Because of the high customs duties, used juke boxes do not find a market in Venezuela, firms there buying nothing but new machines when they are able to pay the high duty and shipment costs.



### JOE ASH SAYS...

When you compare quality with price, Active is never undersold... we'll prove it!

CALL, WRITE OR WIRE for our EXPORT SPECIALS

EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey & E. Pennsylvania.

- Lowest possible prices.
- Guaranteed merchandise.
- Speedy, efficient service.

ASK ABOUT OUR:

WURLITZER	SEEBURG
1700's	M100 B's
1500's	M100 C's
1400's	M100 BL's

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

### ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Philadelphia 30

PHONE: FRemont 7-4495



#### SEEBURG

M100A	\$340.00
M100BL	365.00
M100B	535.00

#### AMI

MODEL B	\$175.00
MODEL C	175.00
D-40	265.00
E-120	525.00

#### WURLITZER

1600	\$325.00
1700	695.00

All equipment is steam cleaned and completely reconditioned. Guaranteed ready for location.

We are exclusive distributors for J. P. Seeburg Corp., Bally Mfg. Co. Our references: Dun and Bradstreet, Bank of America.



SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

# WORLD'S LOWEST PRICES ON TOP QUALITY EQUIPMENT

ALL ITEMS GUARANTEED TO LOOK AND PERFORM LIKE NEW

#### PIN GAMES

Diamond Lil	\$190	Dealer	\$ 80
Four Belles	190	Daisy Mae	170
Gold Star	190	Daffy Derby	190
Gypsy Queen	220	Dragonette	180
Stage Coach	210	Deluxe Duette	290
Twin Bill	210	Deluxe Sluggin' Champ	240
Lady Luck	190		

#### SHUFFLE ALLEY GAMES

United Targette	\$290
United Lightning	390
Chicago Coin Criss Cross Target	190

#### KIDDIE RIDES

Deco Space Rangers	\$200
Galloping Beauty	200

#### GUN GAMES

ALL FREE PLAY EQUIPPED

Deluxe Jungle	\$230
Deluxe Carnival	250
Deluxe Bonus	270

#### VENDORS

Revco Ice Cream	\$150
Cigaromat 6 Col.	80
Keeney Cigarette	100
Chef Way Coffee	290

# BANNER SPECIALTY CO.

ENDORING ONLY THE BEST SINCE 1917

GA 3-2700

199 W. Girard Avenue

Philadelphia 23, Penna.

## Growth Thru Diversification Keynotes NABV Convention

CHICAGO, July 23. — Great growth potential thru diversification was the dominant overtone at the two days of business sessions and three-day exhibit at the fifth annual National Association of Bulk Vendors' convention, held at the Conrad Hilton July 15-17.

Besides speeches by leading representatives of the industry, exhibits by charm and equipment manufacturers, and the election of a new slate of officers, the meeting, with an approximate attendance of 340, saw the association's name changed to the National Vendors' Association.

Main issues brought forward at the convention were better merchandising technique for both penny and nickel products, group health insurance, new consumer buying habits, current tax legisla-

tion and the need for diversification.

### Name Change Voted

The change of name followed a floor vote Sunday morning (17). The board voted 7-6 against the change, but as the vote was close the directors felt the members at large should have the final decision. The members voted for the change.

In the elections, Moe Mandell, of Northwestern Sales and Service Company, was elected president; to replace Warner C. Smith; Harry Bell, of Lawndale Candy Sales, was re-elected vice-president; Philip Sparacino, of S and S Sales, was elected secretary, and H. B. Hutchinson Jr., of Atlanta, was elected treasurer.

Elected to the board of directors were Meyer Abelson, Sid Bloom,

Paul Crisman, Herman Eisenberg, Samuel Eppy, Bill Falk, Harold Folz, Dominick Gagliano, Everett Graff, Ray Greiner, Robert Guggenheim, Las Hardman, Wally Jenkins, Charles Kanak, Rolfe Lobell, Irving Marrich, Sam Phillips, Paul

(Continued on page 91)

## ABC to Build New Plant, Office Hdqrs.

NEW YORK, July 23.—The ABC Vending Corporation announced last week its plans for the immediate construction in Long Island City of a one-million cubic foot distribution center to serve the New York and metropolitan area. The new building, when complete, will also house the firm's national executive offices.

The structure will be erected by the Kretzer Construction Company, Inc., of Flushing, N. Y., and will be located on Northern Boulevard and 50th Street in Queens.

According to Charles L. O'Reilly, chairman of the board, the building will employ the latest principles of mechanized warehousing. Indoor, all-weather loading ports will accommodate 30 trucks. Ventilation and even-temperature will be fully controlled thru air-conditioning apparatus.

The company is an operator of attended stands and automatic concessions in the theatrical, motion picture, sports, transportation and industrial fields, with merchandising and sales activities in communities of over 34 States.

## Eppy Names Texas Distrib In New Plan

JAMAICA, N. Y., July 23.—As part of a new distribution plan, Samuel Eppy & Company, Inc., has appointed the Graff Vending Company, of Dallas, its distributor for the State of Texas.

Graff Vending has stocked the Eppy line of charms over the years and is one of the company's largest outlets.

Samuel Eppy said the Dallas firm would offer an advantageous distribution outlet thru its location in the Southwest corner of the country, and would enable Eppy to effect immediate shipment from Dallas to outlying areas, rather than an extended freight haul from New York.

"We are going to take our time and weigh the merits of this new method of distribution carefully before taking any future steps in other States and territories," said Eppy.

## ICE CARNIVAL FOR LADIES AT NAMA MEET

CHICAGO, July 23.—"Carnival on Ice" will be the headline event on the ladies' program at the National Automatic Merchandising Association convention here, November 6-9, announced Mrs. Frank J. Bradley, chairman of the ladies' committee.

On Monday, November 7, the women will have a luncheon in the Boulevard Room of the Conrad Hilton Hotel, sponsored by the Reynolds Tobacco Company.

Featured will be the room's regular ice show, "Carnival on Ice."

An estimated 300 are expected to attend.

## Coin-A-Matic Bows New Coin Changer

DETROIT, July 23.—A new coin-changing mechanism for vending machines has been announced by Coin-A-Matic, Inc.

The new mechanism, which functions entirely within the vendor itself, will both accept and dispense pennies and is convertible from 5 to 6, 7, 8, 9 or 10-cent sale prices.

The unit will list for \$89.

Full production is slated for mid-August, orders currently being delivered within 60 days, according to John E. Sedan, general manager.

According to Sedan, the odd-cent changer is fully flexible to the vending price for which it is controlled. On an odd-cent item, with the deposit of a coin or coins, a

customer will receive his purchase and change. Thus on a 6-cent item, if the customer deposits a quarter, he will receive his purchase and 19 cents in change.

The new unit has a coin bank with a capacity of 466 pennies, 81 nickels and 84 dimes. It is located within the changer itself.

### Conversion Kits

It may be purchased as a single price unit with conversion kits available at extra cost to convert the changer to vend at other prices.

The unit is being manufactured at the firm's plant in Mount Clemens, Mich.

It was developed in co-operation with Detroit Coca-Cola Bottling

(Continued on page 106)

## Mfrs. Exhibit Products, Eqpt. at NABV Show

CHICAGO, July 23.—A variety of new products and equipment were unveiled by exhibiting manufacturers at the fifth annual NABV Convention here last week.

Atlas Manufacturing & Sales Corporation featured unique one, two and three machine stands, which afford additional service as newspaper and magazine racks. The stands are well stabilized to prevent knocking over and contain a shelf designed to catch any falling gum ball or charm. The firm also showed latest model penny-nickel ball gum vender, which accepts either a penny or a nickel (the nickel allowing five turns of the handle) and fits on the new stand along with other Atlas venders.

A new-this-year package gum vender was exhibited by the Northwestern Corporation, along with the firm's standard line of bulk venders.

Oak Manufacturing Company, Inc., featured a new "Gold Mine" 1-cent tab gum machine, one week in production, the top of which is adaptable to fit all Oak bases. The firm also showed a Hershey-Ets machine, three months in production, also adaptable to Oak bases.

Victor Vending Corporation showed its five-month-old line of equipment and featured 1-cent and 5-cent Topper Deluxe ball gum and capsule venders.

A 25-cent ballpoint pen vending machine was exhibited by Dean

(Continued on page 104)

## Davy Crockett, King Of NABV Exhibits

CHICAGO, July 23.—A variety of new charms, for use with ball gum and in capsules, were exhibited by eight manufacturers at the NABV Convention last week (15-17).

Also not every new charm exhibited was a Davy Crockett item, Davy was well represented.

A Davy Crockett sponge—a small one that increases greatly in size when placed in water, and can be used for "washing dolls' faces"—was the main new item of M. J. Abelson. Supplementing the sponge were Davy Crockett badges and blocks. Abelson's other new charms included a vacuum-plated light bulb and camera.

Samuel Eppy & Company fea-

tured 10 new items at the show. Beside Davy Crockett frontier pins, rings and picture buttons, Eppy showed a miniature "man in tub," two-bladed knife, "Home Sweet Home" sentimental charms, a razor, glass and gold Cinderella's slippers, flower pots with four-leaf clovers and cactus, and multiple selection sport charms.

Karl Guggenheim, Inc., besides its usual Davy Crockett items, featured a miniature camera, colored Christmas tree bulbs, and different styled keys.

The majority of charms displayed by Ohio Supply Company were made in Japan. The firm's main

(Continued on page 105)

### EDITORIAL

## New Name, New Future

NABV's new name—National Vendors' Association—signifies a new future, both for itself and for the bulk vending industry.

It would have been difficult for anyone attending NVA's fifth annual convention to come away without a strong feeling that a new future was in store for the industry, a future of unprecedented growth and expansion and diversification.

But it was made equally apparent at the convention that this new future, which in part at least would mean new locations and new types of equipment, would require even more faithful adherence to the old-fashioned tried-and-true principles of good merchandising—quality products, eye appeal, variety, service.

### Big Job

Diversification, one of the major avenues for growth discussed, is a big word that spells a big job. But the bulk vending operator today needs to think in terms of new locations, new equipment. He must keep pace with the consumer and he must keep pace with the vending requirements of his locations.

NVA's leadership has accomplished much with a national association in just a handful of years and is to be congratulated on its achievement. But as it sees more clearly than anyone else, much remains to be done. With the full co-operation of everyone interested in realizing the real potential of the bulk vending industry, it will be.

## Rowe, Bert Mills To Sell Both Lines

NEW YORK, July 23.—Under a reciprocal sales agreement, Rowe Manufacturing Company and the Bert Mills Corporation will sell equipment from each other's lines.

The agreement becomes effective August 1.

Rowe will add the Bert Mills coffee, hot chocolate and soup vending machines to its line. Bert Mills' distributors and salesmen will include in their line all Rowe products except candy and cigarette venders.

Altho both firms' sales departments will remain separate, plans are under way for co-operative training of salesmen and field engineers of each company in the servicing of the other's equipment.

### Financing Plan

Operators who purchase Rowe equipment thru a Bert Mills distributor or salesmen will have the benefit of Rowe financing and Bert Mills equipment bought thru the Rowe sales organization will be financed thru Bert Mills.

Rowe officials announced the sales plan was designed to make available to customers of both firms the most efficient and broad-

est coverage, particularly in the "light of the growing trend toward multiple and 'full-line' vending."

At the same time, Rowe announced it would sell five-flavor and three-flavor ice cream venders

(Continued on page 105)

## Colma Names Venezuelan Distributor

WORCESTER, Mass., July 23.—Colma, Inc., manufacturer of cologne spray dispensers, announced the appointment of Vendedoras Automaticas of Caracas, Venezuela, as the firm's Venezuelan distributor.

Vendedoras Automaticas, which has been operating cigarette vending machines in Caracas for the past three years, recently set up a sales division for all types of automatic merchandising equipment.

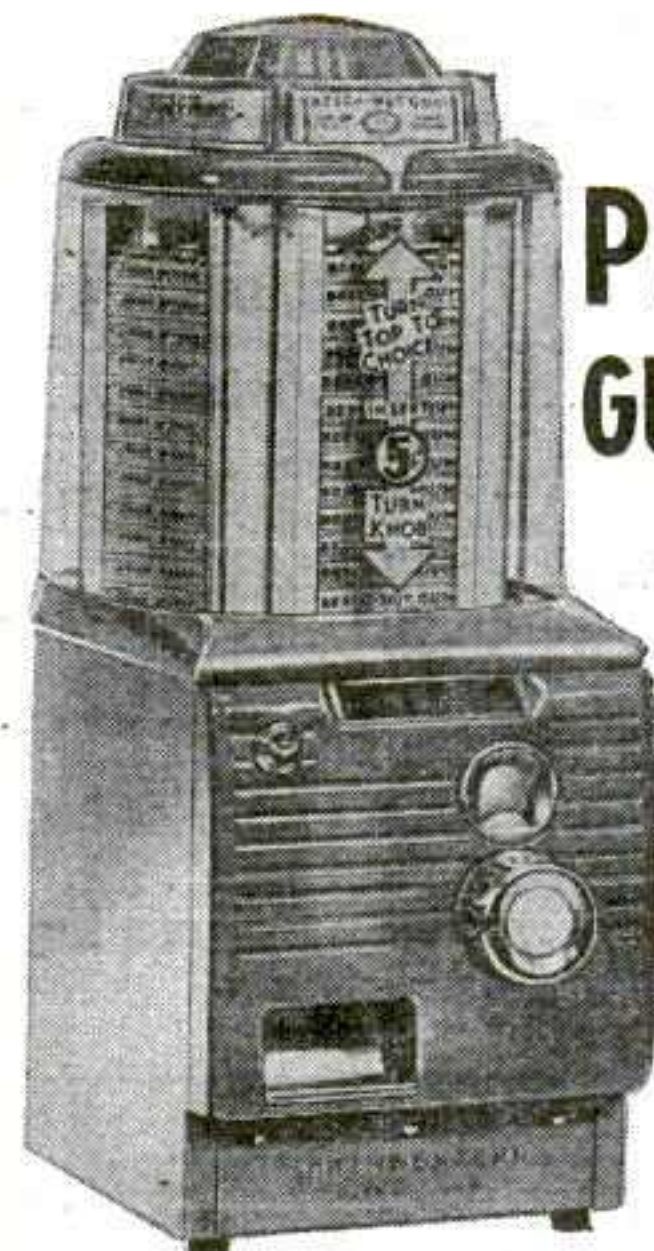
Colma dispensers being shipped to Venezuela have been adapted to work on Venezuelan coins. Decals are in Spanish.

## 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





**CLOSE OUT**  
 110 12-Column Cigarette Vending Machines. Must sell. Priced below cost. Will sell all or any part of stock. All new machines. For information write or call  
**EDDIE COPPOLA**  
 Des Moines, Iowa.  
 934 4th Ave.  
 (Phone: 4-3245 before 5:00 P.M. or 4-5066 after 5:00 P.M.)

**Sensational New Novelty Charm**



**"PADLOCK"**  
 It opens and closes without key. Can be used to hold keys without chain, as zipper pull, sweater and hat charm, etc.  
**Available in:**  
 Two Tone Plastic.....\$12.00 M  
 Nickel Plated..... 16.25 M  
 Simulated Gold..... 16.50 M  
**For Bulk or Capsule Vending ORDER IMMEDIATELY!!**  
**CONTACT PAUL PRICE...**  
 for the most complete line of DAVY CROCKETT charms and rings on the market!

**Paul a. Price co. inc.**  
 55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

**VICTOR'S TOPPER**  
 1/2 BALL GUM MACHINE, \$12.50 each, \$12.00 100 or more.  
**AMERICA'S FINEST BALL GUM VENDOR**  
 30 day money back guarantee if not satisfied. No questions asked.  
 Write for FREE 32 page catalog.  
 1/2 deposit on all orders.  
**PARKWAY MACHINE CORP.**  
 715 Ensor St. Baltimore 2, Md.

**EMPTIES MACHINES FASTER!**



**NEW! Red-Hot "Ball of Fire" Bubble Gum!**  
**R. R. WHITEHEAD**  
 1075 Woodland Ave., S.E. Atlanta, Ga.

**EMPTIES MACHINES FASTER!**



**NEW! Red-Hot "Ball of Fire" Bubble Gum!**  
**PENNY KING COMPANY**  
 2538 Mission Blvd. Pittsburgh, Pa.

**BIG SAVINGS**

**BALL and VENDING GUMS**  
**LOW Factory Prices**

**BUBBLE • CHICLE**  
**CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. ....25¢ lb.  
 Chicle Ball Gum, 130 ct. ....34¢ lb.  
 Chlor-o-Vend Ball Gum.....40¢ lb.  
 Chlor-o-Vend Chicks, 320 ct. 40¢ lb.  
 Chicle Chicks, 320 & 520 ct. 36¢ lb.  
 Bubble Chicks, 320 & 520 ct. 27¢ lb.  
 Tab (short sticks), 100 ct. ....38¢ box  
 5-Stick Gum, 100 packs ....\$1.90  
**F.O.B. Factory, 150 Lb. Lots**

**AMERICAN CHEWING PRODUCTS**  
 4th & Mt. Pleasant Newark 4, N. J.

**CHAMP BALL GUM**  
 23 1/2 lb.  
 140's—170's—210's  
 The bubble gum with the soft chew.  
 Terms: F.O.B. factory, cash with order, 150 lb. minimum.  
**BALL GUM, INC.**  
 2610 W. 19th Street Chicago, Ill.

**EMPTIES MACHINES FASTER!**



**NEW! Red-Hot "Ball of Fire" Bubble Gum!**  
**WILLIAM J. NEWMAN**  
 430 Octavia San Francisco, Calif.

**DAVY CROCKETT IRON-ON STRIPS**  
 also  
**PIN-ON BUTTONS**  
**PICTURE RINGS**

Davy Crockett iron-ons are bright colored, washable satin strips, 4" long, rolled for vending or in capsules.

Send **\$2.50** and receive 100 high quality filled capsules.

Contains our complete assortment... or send 35¢ for regular sample kit of charms.

**National Sales Agents for CHARM VENDOR parts and accessories**

**Penny King Company**  
 2538 Mission St., Pittsburgh 3, Pa.  
 World's Largest Selection of Miniature Charms

**VICTOR STANDARD TOPPER**  
 Case of 4, \$50  
 4 Standard Toppers, plus 4 lbs. of Gum, plus 1,000 Charms... \$61.00

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

**Pioneer Vending Service**  
 590 Albany Ave., Brooklyn 3, N. Y.

**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

**MORE THAN 90,000 NOW EARNING EXTRA PROFITS ON LOCATION**

**MILLS famous 107**  
**FACTORY REBUILT AND GUARANTEED**

Every stop on your route will make extra profits with this proven vendor. Sells gum faster... requires practically no maintenance. Dentyne, Beeman's, Pepsin and American Chicle candy coated or chicle type gum only 44c a box.

**Only \$15.00 F.O.B. Factory**

**ORDER TODAY—PROMPT DELIVERY**  
**J. SCHOENBACH**  
 1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



**Pistachios**  
**BEST GRADE for VENDORS**  
**ask for ZALOOM'S**

**4 STAR JUMBOS**  
 Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural.  
**DELICIOUSLY ROASTED and SALTED.**  
 Packed 5-Lb. Moisture - Proof Bags, 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons.  
**Insist on ZALOOM BRAND**  
 for the finest quality.

**ZALOOM PISTACHIO NUTS**

Write us for the name of our nearest distributor if not obtainable from your present supplier.  
**JOS. A. ZALOOM & CO., INC.**  
 America's Original Masters in Roasting and Selling of Pistachio Nuts  
 8 Jay Street New York 13, N. Y.  
 BEckman 3-7646

**Operation Bang-Bang AN ALL DAVY CROCKETT AND WESTERN CHARM MACHINE**

**The Biggest Boon to Bulk Vending—fastest empties**

**DAVY CROCKETT FRONTIER PINS... \$15.25**  
**DAVY CROCKETT PICTURE BUTTONS. 8.75**  
**DAVY CROCKETT RING 15.25**  
**2-BLADED KNIFE... 17.75**  
**BULLETS... 10.00**  
**BADGES... 10.00**  
**GUN-IN-HOLSTER... 15.25**  
**SIX SHOOTER GUNS 6.25**  
**PAPER SHOOTER... 8.75**

All prices per 1,000 f.o.b. Jamaica, N. Y.  
 Or: At Your Distributor.

**SAMUEL EPPY & CO., INC.**  
 91-15 144th Place Jamaica 35, L. I., N. Y.  
**World's FIRST and LARGEST CHARM MANUFACTURER**

**PENNIES PAY OFF**

**with greatest money making scale on the market**

\$20 deposit puts it to work for you Good indoors or out Produces up to 200% profit Wins Customers for Locations Two machines in one—weighs, tells fortunes

**oak's GOLDMINE TAB GUM MACHINE**

the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also Hersheys and charm candies.

**GOLD MINE MAKES IT EASY to sell!** Locations... and you can convert your Acorns into Gold Mine Tab Gum Vendors

Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

**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 MACHINES SUPPLY  
 1023 S. Grand Ave. Los Angeles 15, Calif.

**SUPER V The Ideal Capsule Vendor**

featuring the greatest earning power ever built into a Bulk Vender at 1¢ 3¢ or 10¢ play. Cabinet of two-tone solid oak... trimmed design... with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 950 100-count ball gum. Also vends ROCKET CHARMS with 100-count gum.

Packed and sold 4 to the case.  
 Less than 25 cases **\$71.80** per case  
 25 cases or more **\$67.80** per case

**VICTOR VENDING CORP.**  
 5701-13 W. Grand Avenue Chicago 39, Ill.

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month, 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
 Dept. B  
 3206 Grace St. N.W., Washington 7, D. C.

Send more details  Send scale   
 \$20 deposit enclosed

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

**WANTED DISSATISFIED CUSTOMERS**

We can give you immediate delivery on all VICTOR'S profit-making vending machines. We carry the largest variety of CHARMS in the world.

We can ship your LEAF BALL GUM orders the same day they are received. We stock tons and tons of all shapes and sizes.

All parts for VICTOR machines on hand.

If you have been experiencing slow delivery and have not been receiving all the items you have ordered, please contact us. ALL ORDERS SHIPPED SAME DAY RECEIVED.

**LOGAN DISTRIBUTING CO.**  
 916 MILWAUKEE AVENUE CHICAGO 22, ILL.

**GIVE TO DAMON RUNYON CANCER FUND**

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated July 16, 1955)

ARCADE EQUIPMENT

- 1. GENCO—Rifle Gallery
2. EXHIBIT—Shooting Gallery
3. UNITED—Carnival Gun
4. SEEBURG—Shoot-the-Bear
4. EXHIBIT—Sportland

MUSIC MACHINES

- 1. SEEBURG—M-100-B
2. WURLITZER—1500
3. SEEBURG—M-100-A
4. AMI—Model C
4. WURLITZER—1100

SHUFFLE GAMES

- 1. UNITED—Olympics Shuffle Alley
2. UNITED—Royal Shuffle Alley
3. UNITED—Cascade Shuffle Alley, 6 Player
3. CHICAGO COIN—Double Score Bowler
3. UNITED—Star 10 Frame, 6 Player

VENDING MACHINES

- 1. NORTHWESTERN—29 Ic
2. SILVER KING—5c
Tied for third, fourth and fifth place are machines listed below with four times advertised.

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Beach Club
1. Palm Spring
3. Surf Club
3. Varieties

GOTTlieb

- 1. Guys & Dolls
2. Gold Star
3. Green Pastures
Also tied for second and third place are machines listed below with five times advertised.

UNITED

- 1. Rio
2. Nevada
3. ABC
Also tied for third place are machines listed below with seven times advertised.

WILLIAMS

- 1. Struggle Buggie
1. Super World Series
3. All Star Baseball
Also tied for third place are machines listed below with three times advertised.

PINBALL GAMES

Table with columns: BALLY, HIGH, LOW, Times Advt'd. Lists various pinball games like Atlantic City, Beach Club, Beauty, etc.

Table with columns: CHICAGO COIN, HIGH, LOW, Times Advt'd. Lists games like Basketball Champ, Tahiti.

Table with columns: EVANS, HIGH, LOW, Times Advt'd. Lists games like Saddle & Turf, Club.

Table with columns: GENCO, HIGH, LOW, Times Advt'd. Lists games like Basketball, Two, 400, Golden Nugget.

Table with columns: GOTTlieb, HIGH, LOW, Times Advt'd. Lists games like Arabian Knights, Chinatown, Daisy Mae, etc.

Table with columns: UNITED, HIGH, LOW, Times Advt'd. Lists games like ABC, Cabana, Havana, Hawaii, etc.

Table with columns: UNIVERSAL, HIGH, LOW, Times Advt'd. Lists game like Singapore.

Table with columns: WILLIAMS, HIGH, LOW, Times Advt'd. Lists games like All Star Baseball, Big Ben, Army & Navy, etc.

Table with columns: MANUFACTURER NOT LISTED, HIGH, LOW, Times Advt'd. Lists games like Basketball, Dragonette, Jeannie, etc.

ARCADE EQUIPMENT

Table with columns: ABT Challenger, Advance Shockers, Astro Scope, Atomic Bomber, Atuo Photo, Baseball, Bat-A-Ball, Bat-A-Score, etc.

Table with columns: JUMPING JACK (GENCO), HIGH, LOW, Times Advt'd. Lists games like (4/54), (8/51), King Arthur, etc.

Table with columns: METAL TYPER, MIDGET MOVIES, MIDGET RACER, MIGHTY MIKE, MILL FLIP SKILL, MOON RIDE, MUSICAL MERRY-GO-ROUND, PERISCOPIC DELUXE, PHOTOMATIC DELUXE, PHOTOMATIC (MUTOSCOPE), PISTOL TARGET SKILL, PITCH'M & BAT'M, PISTOL PETE, POP UP, QUIZZER, RACE THE CLOCK, RED, WHITE & BLUE, RIFLE GALLERY, ROCKET SHIP, ROUND-THE-WORLD, TRAINER, SCIENTIFIC BOAT, SET SHOT BASKETBALL, SHOE SHINE, SHOOT THE BEAR, SHOOT THE MONK, SHIPMAN ART SHOW, SHOOTING GALLERY, SHOOTING GALLERY (EXHIBIT), SILENT SALESMAN CARD, SILVER BULLETS, SILVER CHEST, SILVER GLOVES, SIX SHOOTER, SKEEBALL, SEE BALL, SKILLERETTE ELECTRIC, SKILL GUN, SKI ROLL, S. K. GRIP VUE, SKY FIGHTER, SKY GUNNER, SMILEY, SPACE SHIP, SPACE GUN, SPACE INVADERS, SPARK PLUG, SPORTLAND, SPORTSMAN, STAR SERIES, STAR SHOOTING GALLERY, STEEPLE CHASE, SUPER HOME RUN, SUPER JET, ZOO RIDE.

Table with columns: ZOO RIDE (BERT LANE), HIGH, LOW, Times Advt'd. Lists games like Metal Typer, Midget Movies, Midget Racer, etc.

Table with columns: ZOO RIDE (BERT LANE), HIGH, LOW, Times Advt'd. Lists games like Metal Typer, Midget Movies, Midget Racer, etc.

Table with columns: TARGET SKILL GUN, TEXAS LEAGUE, BASEBALL, TELEQUIZ, TEXAS WHIRL-BAIL, TEN STRIKE, 3-D THEATER, THREE-WAY GRIPPER, UNDERSEA RAIDER, VOICE-O-GRAPH, 13-WAY ATHLETIC, WIZARD FORTUNE, WIZARD SC, WIZARD WHIZ, WILD WEST GUN, ZIDI-HOROSCOPE, ZOO RIDE (BERT LANE), HIGH, LOW, Times Advt'd.

Table with columns: AMI, Model A, Model B, Model C, Model D-40, Model D-80, Model E-120, Aircor Phone, HIGH, LOW, Times Advt'd.

Table with columns: EVANS, Constellation, Constellation (Mills), HIGH, LOW, Times Advt'd.

Table with columns: ROCK-OLA, Comet 1438, 1422, 1426, 1428, 1432, 1434, 1436, 1436 A, 1436 B, 1446, HIGH, LOW, Times Advt'd.

Table with columns: SEEBURG, 46, 146, H-146, 47, 47 (47), 147-M, H-147, H-148, HM-100-A, M-100-A, M-100-B, M-100-BL, M-100-C, 148 ML, HIGH, LOW, Times Advt'd.

Table with columns: WURLITZER, 1015, 1100, 1250, 1400, 1450, 1500, 1500-A, 1550-A, 1600, 1650, 1700, HIGH, LOW, Times Advt'd.

SHUFFLE GAMES

Table with columns: ACE BOWLER, ADVANCE BOWLER, AMERICAN, HIGH, LOW, Times Advt'd.

Main table with columns: HIGH, LOW, Times Advt'd. Lists various coin machine models and their prices, including Banner Shuffle Alley, Bowl-a-Matic, Carnival Bowler, Cascade Shuffle Alley, Chief Shuffle Alley, Classic Shuffle Alley, Clipper, Clover, Criss-Cross Bowler, Criss-Cross Target, Crown Bowler, Domino Bowler, Double Score Bowler, Feature Frame, Five Player Shuffle Alley, Fireball, Flash Bowler, Genco, Hi-Speed Triple, Holiday Match Bowler, Imperial Shuffle Alley, Jet Bowler, Keeney with Bottle Pins, League Bowler, League Bowler Deluxe, Leader Shuffle Alley, Lightning Shuffle Alley, Magic, Mars, Match Bowler, Match Pool, Mercury Deluxe, Name Bowler, National Shuffle Alley, Official Shuffle Alley, Rainbow Shuffle Alley, Rockets, Royal Shuffle Alley, Shuffle Alley Deluxe, Shuffle Alley, Shuffle Alley 2, Shuffle Alley 10, Shuffle Alley Deluxe, Shuffle Pool, Six Player, Speedie, Special Bowler, Star.

(Continued on page 101)



# NEW WURLITZER REMOTE EQUIPMENT

MEANS



PROFITS FOR YOU!



Teamed with the high-paying Wurlitzer 1800, spectacular new Wurlitzer remote control equipment for 1955 will make all your locations big money operations. Striking new high fidelity remote speakers deliver music throughout a location at the volume level and with the tonal quality best suited to please every patron, entice more play. Brilliant new 104-selection wall boxes catch the coins you might otherwise miss. Look into your locations' need for remote equipment right now.

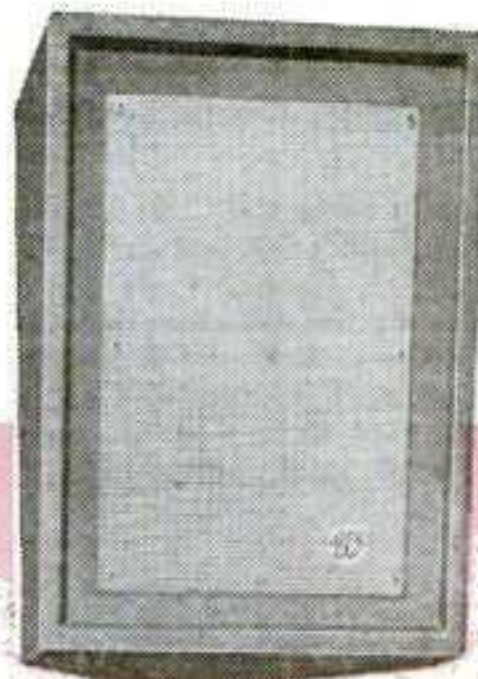
### 3-Wire, 104-Selection Wall Box 5207

With the play-promoting single hit tune center strip, new Make-Selection light, increased cash box capacity and four rotating program panels.



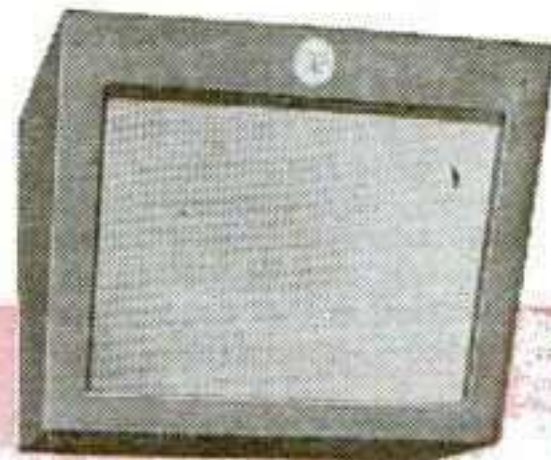
### Model 5115 Corner Speaker

Features four 5-inch speakers and uniform frequency response from 55 to 11,000 cycles. Mounts on ceiling or side wall.



### Model 5116 Corner Speaker

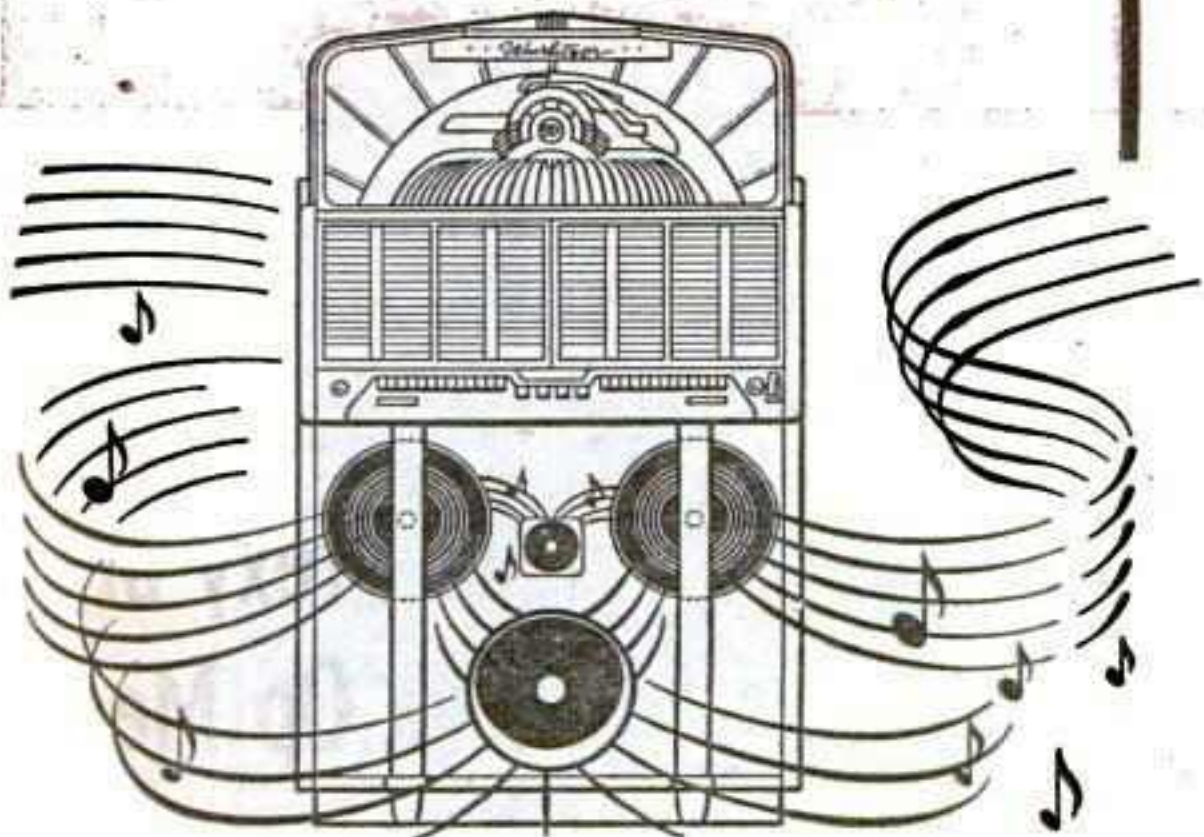
Finished in Plextone Grey with Sand Gold grille cloth. Has 8-inch coaxial speaker and uniform frequency from 50 to 13,000 cycles.



### Model 5117 Wall Speaker

Beautifully styled in Plextone Grey with Sand Gold grille cloth. Has a 12-inch coaxial speaker with high capacity, high fidelity range.

DYNATONE SOUND TAKES THE MASK OFF THE MUSIC MORE THAN EVER BEFORE



## WURLITZER 1800

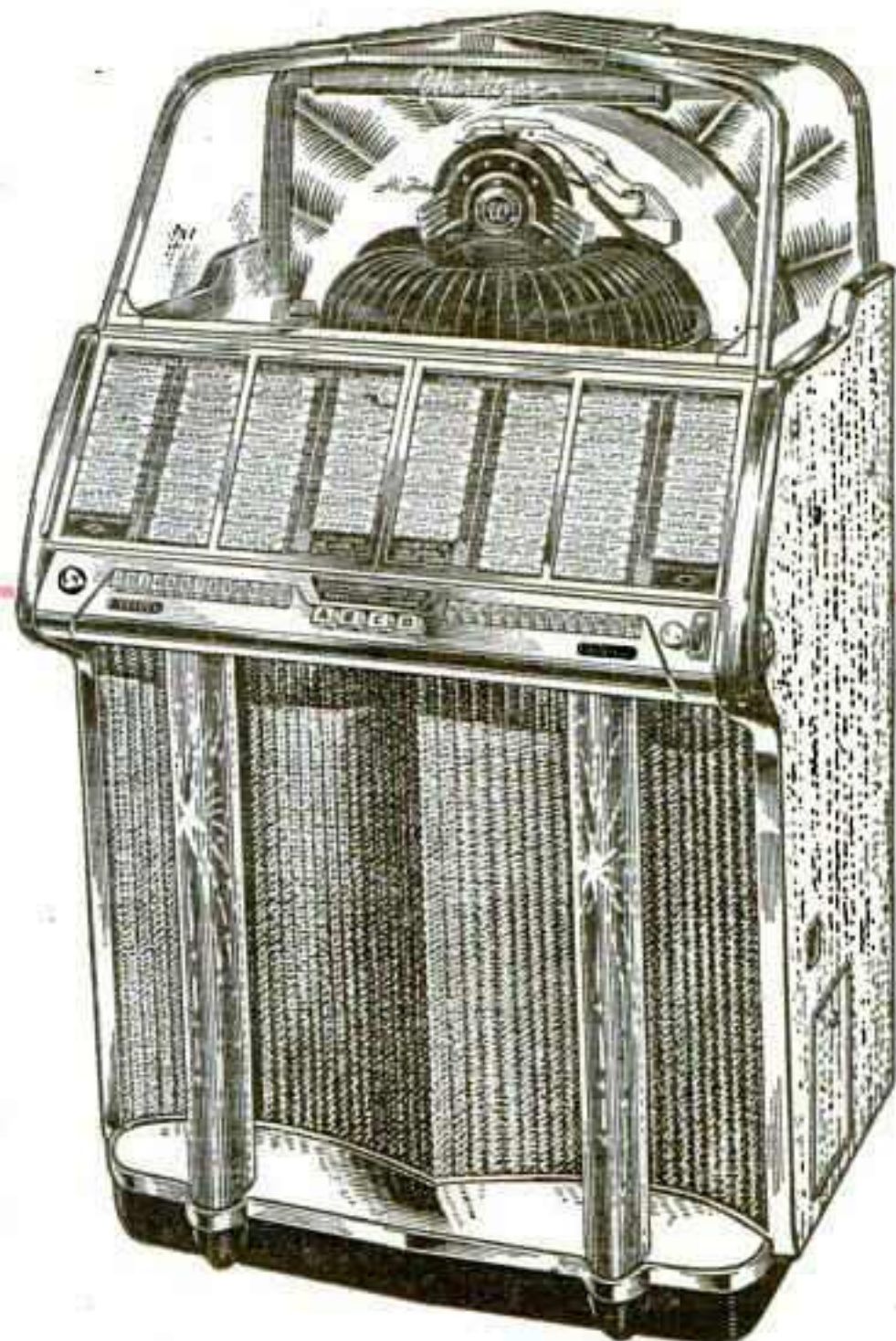
THE YEAR'S TOP PHONOGRAPH  
IN BEAUTY - IN TONE - IN EARNINGS

# WURLITZER

# Disneyland



The Official  
Musical  
Instruments In



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK • ESTABLISHED 1856



# Inquiring Reporter

*The following questions were recently asked of Mr. Scott Brown, member of the Society of Audio Engineers and chief sound engineer at AMI Incorporated. Mr. Brown's straightforward answers should be of interest to every operator.*



**Q.** Why doesn't AMI share the secret of its exclusive multi-horn high fidelity?

**A.** There is no secret to it. We'd be happy if all who play juke boxes, regardless of make, could enjoy the thrill of full range high fidelity. It would be good for business generally. The public has become sound conscious and wants to hear horn quality music.

**Q.** Then others could offer multi-horn reproduction?

**A.** Yes, they could. We found the quality we were after was obtainable only through the use of horns. This required extensive engineering changes in which cabinet design had to be integrated with and become a part of the sound system.

**Q.** Are you confident that better sound means better business?

**A.** Operators say so. Demand for the multi-horn high fidelity Model "F" reached a new all-time high in June and seems to verify this conclusion.

*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 Paläisgade, Copenhagen K., Denmark*  
*Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.1. England—building the BAL-AMI Juke Box*





**ROCK-OLA  
TRU-TONE  
HI-FIDELITY  
AMPLIFIER**



**ROCK-OLA  
TRU-TONE  
HI-FIDELITY  
COMPONENT  
SPEAKERS**



# ROCK-OLA

## HI-FIDELITY MUSIC

"... to thrill the most discriminating enthusiast"



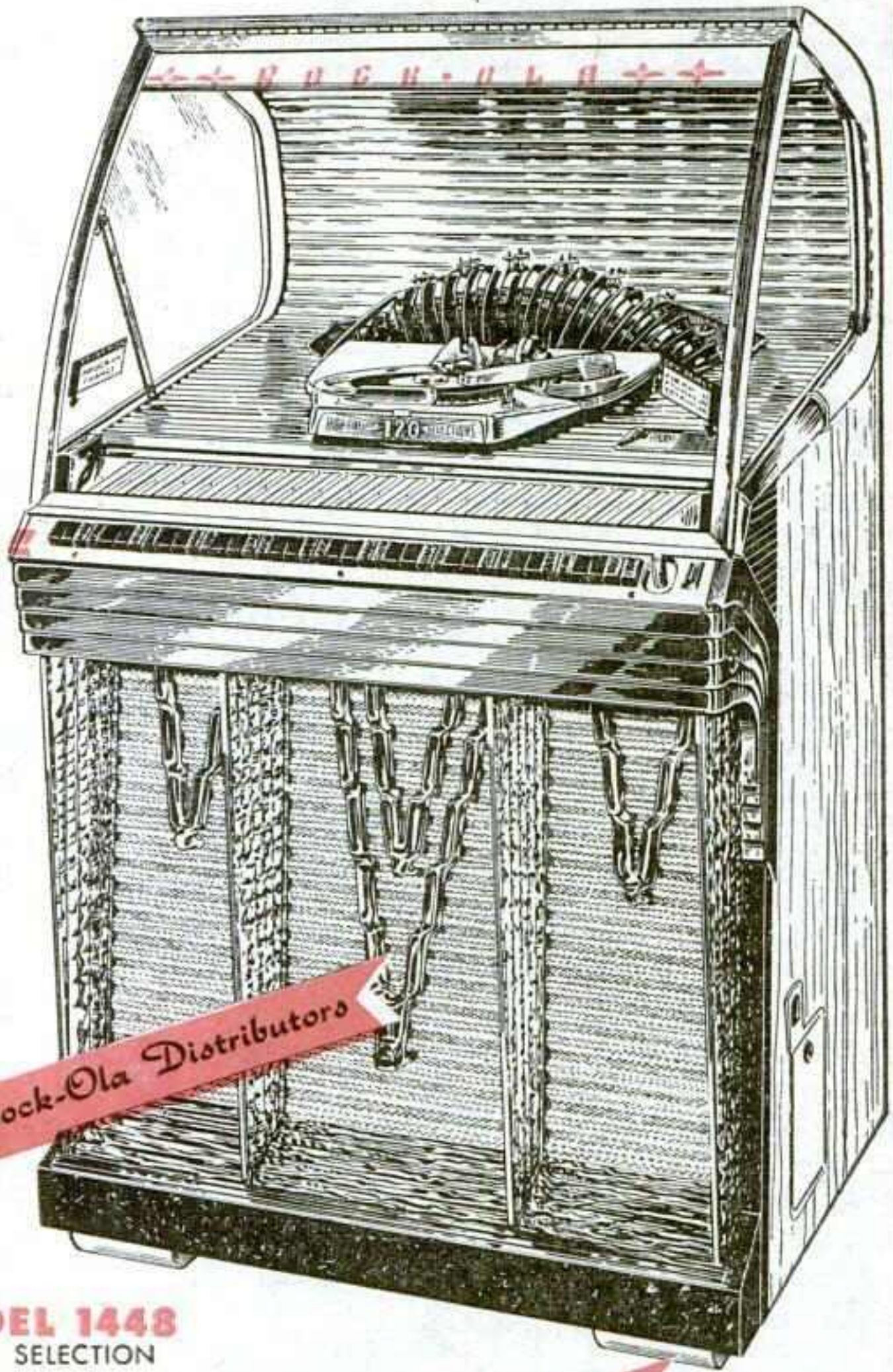
**ROCK-OLA  
TRU-TONE  
HI-FIDELITY  
AMPLIFIER**

Wide range bass and treble adjustments give just the emphasis desired. Finest Hi-Fidelity Amplifier made and the most economical to operate.



**ROCK-OLA  
TRU-TONE  
HI-FIDELITY  
COMPONENT  
SPEAKERS**

The new 15 inch speaker, largest in any coin-operated phonograph, is acoustically matched with the heavy cast, rectangular horn loaded compression drive unit to carry the true and complete range of tones from the ROCK-OLA Tru-Tone Hi-Fidelity Amplifier.



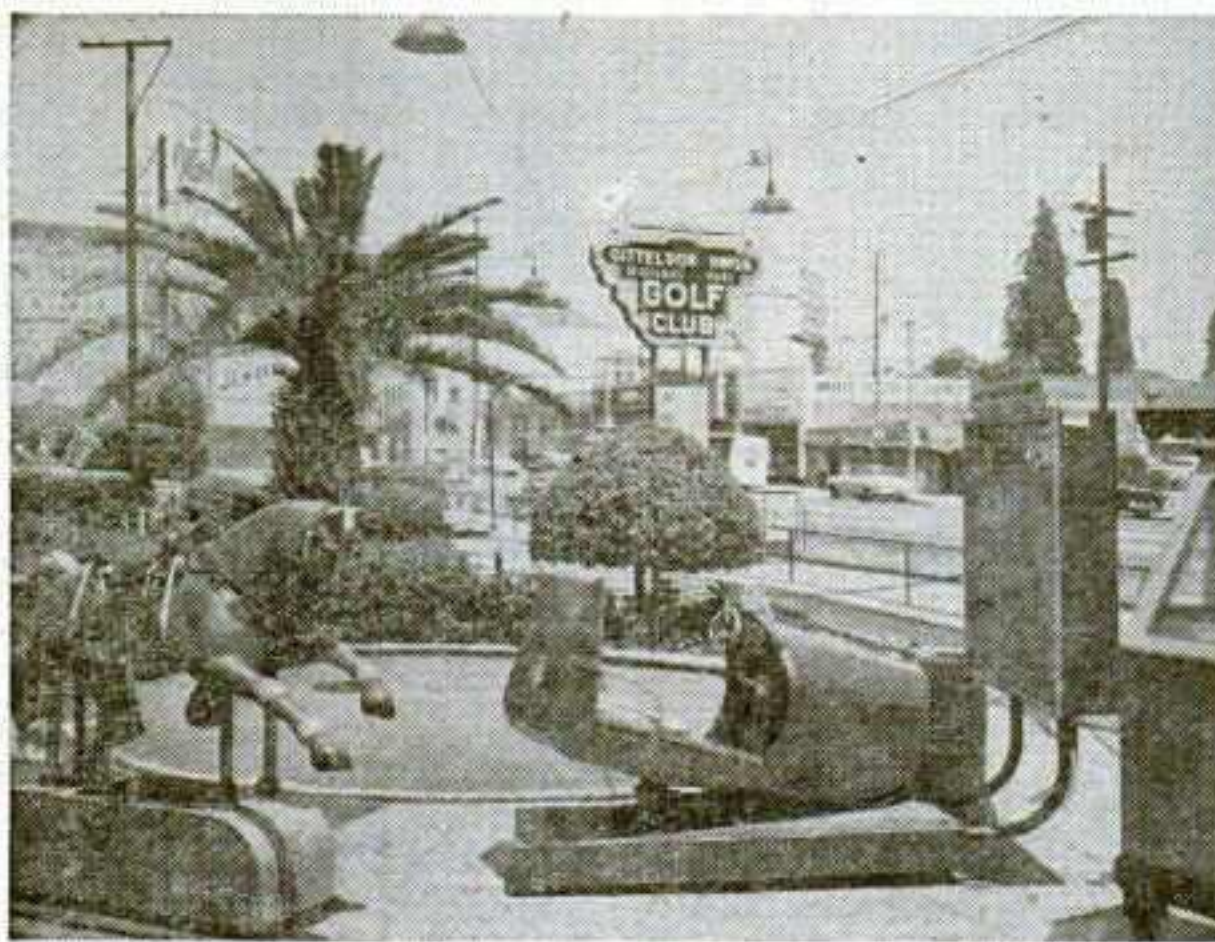
*Hear it... Enjoy it... at Your Rock-Ola Distributors*

**MODEL 1448  
120 SELECTION**

**ROCK-OLA MFG. CORP. 800 N. KEDZIE AVE., CHICAGO 51, ILL.**

*Worth More When You Buy... Worth More When You Trade*

# ROCK-OLA



GITTELSON BROS.' miniature golf links are located in or near shopping areas. Children play golf and amusement machines while mothers shop.

## FAMILY FUN

### Minie-Golf, Coin Games Top Combo

By SAM ABBOTT

LOS ANGELES, July 23.—Coin-operated amusement games are an important and profitable part of the operation of the Gittelson Bros.' miniature golf courses here and in Long Beach.

According to Ronald Malandra, general manager, coin-operated machines have been a feature at the links for years. The course in Highland Park has been in operation for about 25 years; the Long Beach Boulevard one, known as Shady Acres, is nearly 20 years old. The Gittelsons, Harry and George, better known for their nearly half century in the ticket brokerage business, took over the operation of a miniature course in Hollywood on Hollywood Boulevard a few years ago. All of the links are in or near shopping areas.

"Our business is primarily the operation of golf courses," Malandra said. "We make it a strong point to entertain the family and amusement games fit well into the picture."

Altho the golf business is seasonal, the games share in proportion the popularity of the courses during the summer school vacation. The Gittelsons' courses cater to family trade further than just offering golf and amusement games. Ping-pong tables are also available and there are 11 of these at Shady Acres. Because of the family policy and the business area locations, mothers often leave their children at the links to play golf or amusement machines while they are shopping. The firm also makes a bid for birthday parties and other group gatherings. And, to protect this money-making feature, the Gittelsons prohibit any drinking.

As the spots are in locations that carry high property valuations, ef-

ficient management—that of making each square foot pay its own way—keeps the courses in the black. The coin machines are helpful in doing this.

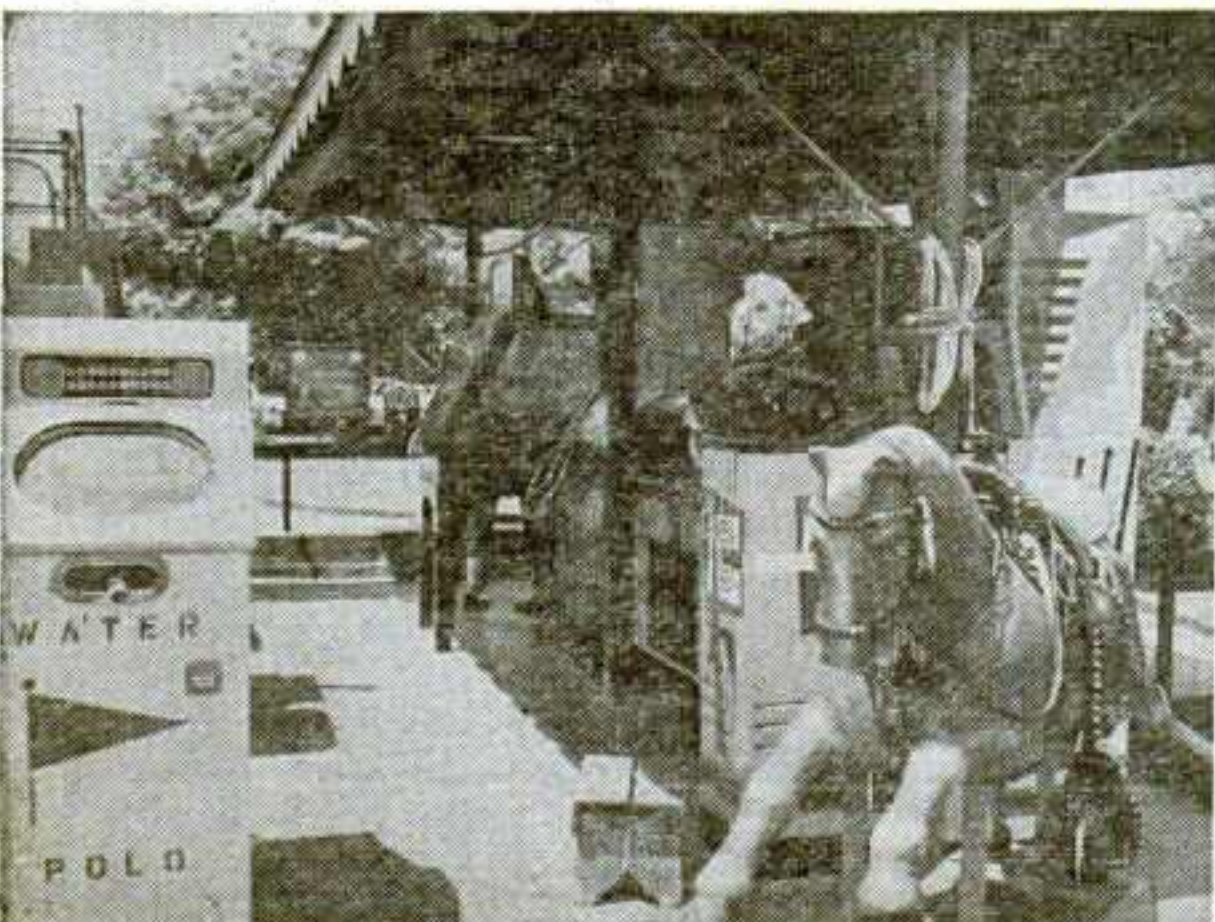
"There are times, particularly in the summer, when the courses are packed," Malandra explains.

While the Gittelsons do not separate the game income from that of other features, that they are profitable is a safe assumption. The company owns and operates the majority of the games but some are placed by operators. The Muto-scope photo booths are handled by an operator, as are the Tele-Quiz units, the latter by Gordon Hicks. As the links employ a full staff to keep both grounds and equipment in first-class condition, the added assignment of game repairs requires no additional staff and works no hardship. When the games are beyond repair at the locations, they are taken into the shops of Simon Distributing Company, where Jack Simon oversees the work.

The number of games at a course varies. Shady Acres is reported to have about 60 pieces. The links in Highland Park have about 30 units. The equipment operates on coins from 1 to 10 cents. This price set-up appeals to every purse and makes it possible for each player to enjoy the amusement games.

In the 1-cent price bracket are peanut and jelly bean venders. There are, in the same section, 5-cent venders of ball gum and Spanish peanuts. The games range from 5 to 10 cents, with the Around-the-World Trainers airplane ride and Drive-Mobile at a dime being among the most popular pieces.

The line-up of games includes such pieces as Baseball, Buccaroo (Continued on page 101)



COIN MACHINES account for a substantial portion of revenue at the Gittelson Bros.' miniature golf links. A selection of 30 different rides, games and venders is offered at this spot in Highland Park, Los Angeles suburb.

### Bull's-Eye New Chi Coin Match Bowling Game

CHICAGO, July 23.—Chicago Coin Machine Company shipped to its distributors this week Bull's-Eye, a new six-player match play model shuffle bowler.

Each player gets a chance to match his score with a number that flashes on the backglass at the end of the first, second, fifth or tenth frame, besides competing for regular high scores.

The number, which flashes after the player's shot is made, is the only symbol that must be matched to qualify for a match score.

#### Scoring Feature

A six-ring bull's-eye at the bottom center of the backglass flashes from ring to ring after each shot, offering higher values for making a match score, depending on which ring is lighted when the match is made.

The regular scoring system of (Continued on page 105)

### Pieri Heads Monarch Coin—Nemeroff Out

CHICAGO, July 23.—Charley Pieri, in partnership for the past four years with Clayt Nemeroff in Monarch Coin Machines, Inc., announced this week he had bought Nemeroff's share.

The firm distributes coin machines and does some conversion work.

Nemeroff stated he had as yet no plans for the future. Pieri said the firm would continue with the same type of work under his direction.

Pieri started in the coin machine field with Exhibit Supply seven years ago. He spent two years with Exhibit, attaining the position of sales manager. Following this, he joined the J. H. Keeney & Company, where he was sales manager for one year. He then bought a 50 per cent interest in Monarch, with Nemeroff as his partner.

### Genco Names Empire Coin New Distrib

CHICAGO, July 23.—Genco Manufacturing & Sales Company this week named Empire Coin Machine Exchange, Chicago, as exclusive distributor for the firm in Wisconsin and Upper Michigan. Ralph Sheffield, Genco director of sales, said Empire would handle the complete line of Genco amusement games in the appointed areas. Empire is headed by Gil Kitt. Joe Robbins is sales manager of the distributing firm, and Jack Burns, Empire roadman, will cover the newly assigned sales territory.

### AIRPORT EYES DIME EARFUL

DENVER, July 23.—City officials here are pondering the installation of a half dozen coin-operated loud-speakers at the Stapleton Airfield.

Dropping a dime in one of the machines, the patron could hear radio communications between the control tower and airplane pilots, or if he chooses, a description of interesting features of the airport. The airport at Newark, N. J., is reported to have already installed coin speakers.

## HOOSIER CIRCUS

### Drive-In Adds Coin Rides—Attracts Kids

ANGOLA, Ind., July 23.—Adding to its pinball game and juke box play for adults and teen-agers, the Hamburger Circus, popular Northeastern Indiana funspot and food drive-in, this year has added kiddie rides to round out its family amusement bill.

Opening this season under new management, the drive-in is providing a special attraction to the small fry with a Hot Rod auto ride and a horse ride called Bright Eyes. Both operate on a dime.

The Hamburger Circus is further flanked by a miniature golf course, the only golf driving range in about

40 miles; a shooting gallery and an archery range.

The location is about a mile and a half west of Angola, Ind., on U. S. Highway 20, opposite an important traffic stop, the Greyhound Post House. Gay flags and signs catch attention of motorists, and the site has good parking facilities.

In past seasons, as this year, the canopied porch area surrounding Hamburger Circus on three sides from the central serving area, has housed a juke box and pinball games installed by Hiser Music

(Continued on page 104)

### Braves, Resorts Boost Wis. Ops' Game Receipts

MILWAUKEE, July 23.—Player enthusiasm for coin-operated baseball games, combined with big play on coin machines of all types in resort areas, has given Wisconsin operators something to cheer about this summer.

Enthusiasm for the national sport, sparked by interest in the Milwaukee Braves baseball club, has made the new crop of coin baseball games a sure hit in the Northland.

Particularly strong play is resulting in the resort spots where vacationers are looking for things to do to pass the time away, and continued hot, humid weather is drawing more and more people to these vacation spots.

Operator Harold Sommerfield, Southern Novelty Company, reports that the baseball games he has spotted around Milwaukee and the nearby lakes are boosting his takes considerably. Part of the

reason for the baseball games' growing popularity, feels Sommerfield, is the fact that parents have no objections to their youngsters playing this type of game.

"My first reaction to baseball games was not very favorable," says Sommerfield. "I didn't like the looks of the machines and didn't think they'd do any business for us. A distributor talked me into trying a couple of pieces and I'm glad now that I did."

Chicago distributors, too, report baseball games, along with other new and used equipment, going unusually well in the resort areas this season. The big demand from the resorts has kept many of the distributors busy during a period which generally is marked by a drop in play due to hot weather.

In the Minneapolis-St. Paul trading area, distributors echoed the big demand for games in resort areas, with operators getting good takes along the vacation fronts.

### New Disneyland Sports Old-Time Penny Arcade

ANAHEIM, Calif., July 23.—What is believed to be the largest single commercial display of antique Arcade machines is in the Penny Arcade of Disneyland, the \$17,000,000 park which opened here Monday (18).

For the setting, Walt Disney has created a turn-of-the-century Penny Arcade. In keeping with the period, all of the 97 machines operate on a penny, except a Wurlitzer Concert Grand organ, which has a dime chute.

The Arcade is operated by the park and managed by Danny Lipson, veteran Arcade operator and formerly with Mohr Bros., well known in the Los Angeles area.

#### Wurlitzer Featured

In the music line, in addition to the Concert Grand built in 1898, there are a Wurlitzer piano and

mandolin, and a Wurlitzer 165. Wurlitzer is the official musical instrument in Disneyland.

All of the pieces used here were purchased from Mike Munves in New York and completely overhauled before being put on location. Lipson came on the job about a month before the formal opening.

The equipment line-up includes Mutoscopes, Play Soccer, Play Ball, horoscopes, grippers, Rovers name-plate makers, and punching bags.

The Arcade is complete with shooting gallery built by H. W. Terpening, of Ocean Park. However, during the first week of the park's operation the gallery was not used because of the noise.

The only modern piece of equipment in the spot is a cigarette vender.

### WORLD MARKET GAME SHIPMENTS SLACKEN

CHICAGO, July 23.—Shipments of U. S. amusement games to world markets dropped in the first quarter of the year from \$741,595 in 1954 to \$518,670 this year.

Restrictions in pinball game imports in many South American countries, anti-pinball legislation in Canada, and home manufacture of coin games in European countries have combined to cut the demand for these machines overseas.

With high duty and shipment costs prevailing in most markets abroad, coin machine import firms are concentrating on juke box purchases.

Canada dominated the market for U. S. game exports during the first three months of the year with a \$137,004 trade, far out-buying all other countries in this category. Following Canada in U. S. game exports were Venezuela, Belgium, and France, in that order.

Few signs of an increase this year in amusement game exports from the U. S. are currently evident among the world markets. Compared to the first quarter volume of the past two years, this year's volume is well under par.



# Speed Air Exports From Inland Cities

NEW YORK, July 23.—Air Express International has begun a new system of air freight shipments which will speed delivery of coin machines from inland U. S. cities to Europe.

Government red tape is now being done by 71 air line officials in key inland cities in this country, where formerly, all these operations had to be handled thru New York.

Air Express is operating the new system in conjunction with United Air Lines, Capital Airlines, and Mohawk Airlines.

### Paper Work

The paper work, concerned primarily with preparation of government documents for export shipments, formerly required delays in major ports of several days. Firms shipping from inland cities to European centers were required to send the shipment to New York by domestic airline. Shipments were then taken from the plane and held up while export documents were prepared.

The freight forwarder's main task is to see that an export shipment arrives at a port and is loaded on a plane or ship with the necessary government documents. Often the forwarder acquires insurance for a cargo and finances exports thru banks. The forwarder can save money for the shipper by consolidating small shipments into a lower-rate-per-pound package.

The inland shipper can now take advantage of this lower rate system of shipment, where previously it was available mainly to exporters in or near port cities.

It is expected the consolidation appeal will cause inland exporters to ship more by air. Pan American World Airways says about 10 per cent of its air freight exports are from inland points.

**Use The Billboard classified pages for RESULTS!**

**Wanted Bally Bright Spots and Bright Lights**  
**Seeburg M100A, above 1500 ser.**  
 EMPIRE COIN MACH. EXCH., 1012-14 Milwaukee Ave., Chicago 22, Ill. — EV 4-2600  
 CASH OR TRADE

## time-saver COIN TUBE

Holds \$5.00 in nickels, \$15.00 in dimes, \$1.25 in pennies, and \$25.00 in quarters. Made of transparent, lifetime plastic. Metal screw cap. Amounts marked on tube. Fills coin nudgers in seconds. Easy to store—easy to fill from automatic machines.

Price—25c per tube. 30-day money-back guarantee on all factory orders—free samples sent on request... Act Now!

## New, Improved CHOICE COIN BOX

Over 10,000 satisfied customers are using this new, perfected box. Made of unbreakable plastic. Coins will not stick. Inter-locking ridges for secure stacking. Holds \$20.00 in nickels, \$60.00 in dimes, or \$5.00 in pennies. Previous boxes sold by this company will be replaced free of charge. \$1.00 per box. 75c for 100 or more.

**MAGIC GENIE KIT**  
 300,000 Magic Genies now in use protect machines against "wire artists" and "hole-drillers." New stainless steel pins insure trouble-free operation. Last the life of the machine—installed in 15 minutes. Special factory price—\$6.95 (limited time only). NOTE: Magic Genie will not protect "Big Time" or "Gayety" machines. Wire artists can still beat these machines using the same wire technique.

Distributors wanted for the above items.

**Gray Manufacturing Company**  
 1494 Preston St. Salt Lake City, Utah

# Jukes, Games Good in Peru

Continued from page 88

juke boxes are priced from \$2,000 up, long-term payments available. Most sellers require down payments of approximately \$150 to \$200, with monthly payments averaging about \$75.

### Location Cuts

Percentages to location owners range from 20 to 40 per cent, depending upon the take. Juke boxes are set to operate for 50 centavos, worth about 2½ cents in U. S. currency.

Locally produced records sell from 65 cents to \$1. Imported records, 45 r.p.m.'s are priced at \$1.25, altho discounts up to 30 per cent are given to operators by many distributors.

Local music prevails on the majority of the juke boxes. The most popular tunes being boleros, guarachas, afros, vals criollo, and merengues. According to juke box play current tunes are "Me Cuento Un Amigo," by Luc Abanto Morales, Sono Radio label; "Besame Morenita," labels Seeco and Sono Radio, and "Aunque Me Cuesta La Vida," by Celia Cruz, Seeco.

American juke boxes imported in Peru during the first three months of this year, according to U. S. Department of Commerce figures, totaled \$77,617 in value.

### Air Freight

A system of importing which is gaining considerable popularity in this country is via air freight. Local operators and distributors have found that both money and time are saved in the long run. Also the air freight charges are somewhat higher per pound, there is far less chance of damage and the machines are packed in lighter crates.

The games business, especially pinball units, is also flourishing in Peru. It is estimated that nearly 1,000 are scattered around the Lima-Callao area alone.

Percentages to location owners range from 30 to 40 per cent, altho many locations have purchased their own equipment.

Of the two fields, juke boxes and games, there is probably a greater demand for the latter. Good rebuilt pinball games ranging from \$50 to \$100 are currently the fastest sellers in the coin machine business here.

### Few Shuffle Games

Very few shuffle games are used in this country. To date there has been little demand by the public, and when a shuffle game has been put out on a location collections have been poor.

A popular locally produced coin-operated game is Fulbito. Originally a European game, it was introduced in this country about five years ago and has since taken the country by storm.

Fulbito is completely mechanical and is a competitive two-player game. There are at least a dozen local manufacturers in the Lima area producing Fulbito, and it has become a strong competitor in the game field.

Many operators believe that American exporters should look into the possibilities of competitive games. They agreed that there is a definite trend toward this two-player type machine.

### Coinage Problems

Local coinage problems have stymied the expansion of the vending machine business in Peru. The coin in circulation in this country suitable for vending is the sol—a brass coin somewhat larger than the American silver dollar. The coin is worth approximately 5 cents.

Because of the size of the coin, it has been nearly impossible to convert coin chutes to accept the sol. Also because of its brass content, the use of slugs has been a big problem, and no slug rejector is available for these over-sized Peruvian coins.

The local Nestle Company has shown great interest in promoting sales thru venders, but to date it has been unsuccessful.

While Nestle is interested in selling its merchandise thru venders, it does not want to enter the vending field itself. The firm does, however, offer to help operators secure new locations.

There are a number of local candy firms which are also trying to stir up the vending machine business thruout Peru, but like Nestle none have met with success so far.

The general outlook for the coin machine business in this country is bright. Operators and distributors feel that the market has barely been scratched, and that with the trend to newer equipment sales will increase proportionately.

# Nordisk Named Danish Outlet For Wurlitzer

COPENHAGEN, July 23.—Nordisk Instrumentfabrik has been appointed the Rudolph Wurlitzer distributorship in this country.

The firm, it is understood, plans to set up facilities to manufacture Wurlitzer machines in Denmark under license, since restrictions and high tariffs are now making importations exceedingly high priced.

Alf Jorgensen is managing director of Nordisk Instrumentfabrik.

**COBRA CARTRIDGES**  
 Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.  
**ELECTRONIC INDUSTRIES**  
 P. O. Box 2008 Mesa, Arizona

**SPECIAL BALLY GAYETY**  
 Like New  
**\$395.00 each**  
 while they last.  
 Send one-third deposit with order.  
**FRANK SWARTZ SALES CO.**  
 515-A Fourth Ave., S. Nashville 10, Tenn.

**BINGO MECHANIC WANTED**  
 Good Pay and Good Working Conditions  
 No Drifters  
 Write The Billboard  
 Box 809  
 Chicago, Illinois

**BINGOS**

4 BEACH CLUBS	each \$160.00
2 SURF CLUBS	each 250.00
1 TROPICS	75.00
1 HAVANA	100.00
1 MEXICO	125.00

**FIVE BALLS**

1 CINDERELLA	25.00
1 KNOCKOUT	25.00
1 DOUBLE ACTION	25.00
1 MARYLAND	25.00
1 SAMBA	25.00
1 PALISADES	25.00
1 STAGE COACH	75.00
1 TWIN BILL	195.00
1 SPEEDWAY	each 185.00
	20.00

**MISCELLANEOUS**

2 MILLS SCALES	each \$ 40.00
5 WATLING FORTUNE	each 75.00
1 AMERICAN (used 2 weeks)	150.00
1 EXHIBIT SHOOTING GALLERY	195.00

**CLOSEOUT (3000 PUNCHBOARDS)**  
 (Write for list)  
**OHIO SPECIALTY COMPANY INC.**  
 539 S. 2nd Louisville 2, Ky. Wabash 2465

**Assorted KIDDIE RIDES FOR SALE**  
 Cheapest in the Country  
**\$25.00 up**  
 SEND FOR LIST TODAY  
**DAVID ROSEN**  
 Exclusive A.M.I. Dist. Ea. Pa.  
 855 N. BROAD STREET PHILADELPHIA, 23, PA.  
 PHONE: STEVENSON 2-2903

## EXPORT & AMERICAN BUYERS!

**DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED MECHANISMS ARE STEAM CLEANED**  
 The following models are available for prompt shipment:

SEEBURG		WURLITZER	
148ML	\$129	1400—1450	\$325
M100A	340	1500	325
M100B	525	1550	325
HM100A HIDEAWAY	275	1550A	395
H146 HIDEAWAY	50	1650	395
H147 HIDEAWAY	65	ROCK-OLA	
H148 HIDEAWAY	75	1428	\$119
WALL BOXES		1434	275
A	150	1436 Fireball, 120 Selections	375
B	275	1438 Comet, like new	595
D-40	275	AMI	
		A	\$115
		B	150
		D-40	275
			49.00
			25.00
			9.95
			14.95
			35.00
			14.95
			4.95
			22.95

WURLITZER 104 Selections (5204), like new  
 WURLITZER 48 Selections (4851)  
 WURLITZER 24 Selections (3020), 5c, 10c, 25c  
 WURLITZER 219 Steppers  
 WURLITZER 248 Steppers  
 SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless  
 SEEBURG 20 Selections, 5c, 3-wire or wireless  
 AMI 40 Selections Steppers  
 PRIVATE WESTERN UNION WIRE Cable Address: "DAVIS"

**WORLD EXPORT WESTERN EXPORT**  
**DAVIS Corp.**  
 Exclusive Seeburg Factory Distributor  
 738 Erie Boulevard East  
 Syracuse 3, N. Y., U.S.A., Ph. 75-1631  
 Telephone—Wire—or Write us your order. 1/3 Deposit Required.

**SPECIAL ATTENTION TO EXPORT INQUIRIES! WRITE RECONDITIONED VALUES**

Genco Rifle Gallery	\$245	Spotlite	65	Diamond	\$250
Chicoin Criss-Cross	110	Palm Beach	110	Un. League Bowlers	240
Target, 10c, 3/25¢	245	Frolic	145	CIGARETTE MACHINES	
<b>BINGO GAMES</b>		<b>KEENEY BOWLERS</b>		DuGrenier 7 Col.	\$ 45
Atlantic City	90	DeLuxe	50	DuGrenier 9 Col.	65
Bright Spot	95	Super DeLuxe	75	DuGrenier 11 Col.	85
Zingo	65	Bonus	225		

**CHARLEY PIERI**  
**Monarch Coin Machine, Inc.** 2257-59 N. Lincoln, Chicago 14, Ill.

Write for Latest List  
 Lincoln 9-3996-7-8

**COIN-O-RAMA**

**SPECIAL Bally Beauty \$145.00**

**EXPORT SPECIALISTS**

**PURVEYOR DISTRIBUTING COMPANY**  
 4322-24 N. WESTERN AVE.  
 CHICAGO 18, ILLINOIS  
 PHONE: JUNIPER 8-1814

**BINGOS**

Big Time	\$475.00
Variety	395.00
Surf Club	245.00
Hi-Fi	245.00
Frolics	130.00
Coney	65.00
Island	65.00
Nevada	225.00
Tropics	150.00
Stars	65.00
Ice Frolics	225.00
Palm Beach	100.00

**MISCELLANEOUS**

Keeneey Sportsman	\$345.00
Ex. Gun	130.00
Patrol	130.00
Shuffle Pool	90.00
Shuffle	90.00
Chest	125.00
Teleguiz	125.00
with film	95.00
Wurl. 1015	95.00
Wurl. 1100	175.00





# Vending in England: Ripe Field of Wide Development

By LEIGH VANCE

LONDON, July 23.—The automatic sales machine business in Britain, almost completely knocked out by wartime rationing and restrictions, is now a wide open field ready for development. But it is likely to be a long while before the percentage of goods sold thru automatic machines compares in

any way with that of the United States.

In the candy field—the first vending to emerge after rationing ended in 1953—the sales rate is only about 700,000 a year—one-tenth of 1 per cent of the total retail sales. Prospects are good tho, and new firms have been formed to do business in the candy vending field.

Cigarette vending was also given a boost recently with the lifting of "quotas" fixing the amounts available to retailers.

### Impulse Buying

The main aim of the operators is to generate "impulse buying" thru newly designed machines, improve packaging designs, and placement of machines at hitherto untouched sites where ordinary retailing would not be an economic proposition. The sites include cinemas, theaters, dance halls, sports arenas and factories.

The biggest operator in Britain, the British Automatic Company, kept only its weighing machines during the wartime restrictions, selling its candy and cigarette allocation thru retail shops. Now the company is expanding, with old machines reconditioned and new ones appearing all over the country.

### Court Buyers

Even so, operators are approaching the business carefully. They are being particularly careful not to upset the public with low-grade goods, in what is virtually a completely new business, restarting 16 years after the war began.

But even before they can get the public's attention, the manufacturers have got to overcome the problem of to whom to sell or lease machines. Branded goods manufacturers are a good bet because the public is already buying their products and know their value. So too is the cinema or theater man or other site-owner—for machines offer increased facilities to customers.

### Stumbling Block

The retailer is the stumbling block. He usually regards the machines as enemies to his business. But the manufacturers argue that if he installs one himself, or finds a nearby site, it can be an additional source of revenue after his shop has closed.

To begin the job of converting the British to the idea of buying goods from machines, automatic venders have been installed at railway stations—the main prewar sites—where people are accustomed to seeing them. One machine is available in three models, which can carry 15, 20 or 25 different selling lines displayed in a glass-fronted window.

In the soft drink field, American designed, British built machines

have been installed in factories by a company producing the American Mills Industries venders. Another soft drink machine was installed for an experimental period in a rubber factory; now there are a dozen there serving thousands of workers, a trend suggesting great possibilities to the soft drink merchants here.

The automatic sales machine business is slowly feeling its way forward in Britain, but it looks as if it is a business which will pay big dividends only in a few years time and only to companies which have been able to get in at the beginning of this exciting and, for Britain, comparatively new sales technique.

## N. J. Dentists Ask Schools to Remove Candy, Pop Venders

ESSEX COUNTY, N.J., July 23.—Mechanical fresh fruit dispensers will replace soda and candy vending machines in public schools here if a proposal by the Essex County Dental Society is accepted by the Health Department and Board of Education officials.

The recommendation has the unanimous support of over 250 member-dentists who believe the substitution would stimulate a fresh fruit eating habit among children.

## Chocolate Firm Buys ABC-TV's 'Super Circus'

BROOKLYN, July 23.—The Chunky Chocolate Corporation has announced its purchase of the ABC-TV program "Super Circus" for fall showing in 46 markets thruout the United States.

According to Jeff Jaffe, president of the firm, the programs will begin in September and continue every week thruout the 1955-1956 season.

"The acquisition of the famous show," said Jaffe, "is further evidence of the support we are giving our customers in pre-selling our products."

## Cont. Can Names Alex Paper Sales Head

NEWARK, N. J., July 23.—Continental Can Company has announced the appointment of Moss C. Alex as general manager of sales for the firm's Paper Container Division. Alex assumes the position previously held by Harry A. Kirk until his death in June.

Alex joined Continental in 1946 as a paper container salesman on the West Coast. In 1950 he was made district sales manager in Los Angeles, and acting division manager of West Coast sales later that year. In 1951 he was appointed director of sales for the Paper Container Division and, in 1953, became acting manager of sales for its Eastern division, remaining in that position until his present appointment.

## TRIMOUNT

AMERICA'S LARGEST EXPORTERS OF RECONDITIONED COIN OPERATED EQUIPMENT

SEEBURG M100A, B, BL  
WURLITZER 1015, 1100, 1250, 1400, 1500  
AMI MODEL B, C, D  
ROCKOLA 1424, 1426, 1428, 1432, 1434, 1436  
COMPLETE SELECTION OF 5 BALL PIN GAMES, BINGO GAMES AND ONE BALLS.  
ALL TYPES OF ARCADE EQUIPMENT.

*Send for Price Lists*

New England's Largest Parts Department — let us take care of your requirements.

**TRIMOUNT**  
A NEW ENGLAND INSTITUTION WITH A WORLD WIDE REPUTATION.

**40 WALTHAM STREET  
BOSTON 18, MASS.  
Tel. Liberty 2-9480**

### MUSIC

1 SEEBURG M100C .... \$595.00  
10 AMI E-120 ..... 575.00  
1 ROCK-OLA M-1428... 125.00

### BINGOS

8 TROPICANA (NEW).. \$375.00  
9 BEACH CLUB ..... \$165.00  
4 BEAUTY ..... 125.00  
3 SINGAPORE ..... 250.00  
1 TAHITI ..... 150.00  
1 SUNSHINE PARK ..... 35.00

**Largest Stock of KIDDIE RIDES in the World**

★ NEW & USED  
★ 100% GUARANTEED

Send for Complete List!

60 BALLY SPACE SHIPS  
38 DECO SPACE RANGERS  
3 CHICAGO COIN SUPER JETS  
1 NYLCO CLINTON ROCKET  
1 EXHIBIT STRATO SCOUT  
4 BALLY SPEED BOATS  
5 OCEAN LINERS  
10 MISS AMERICA BOATS

WE WILL ACCEPT IN TRADE (OR SWAP) SEEBURG 100A-B-BL, C, G, R.  
WURLITZER 1100, 1500, 1500A, 1400, 1450.

# Redd

DISTRIBUTING CO.

WRITE—WIRE—CALL COLLECT!  
298 Lincoln St., Allston 34, Mass.  
ALgonquin 4-4040

Exclusive distributors for  
**WURLITZER — BALLY — UNITED**

WE WILL SHIP ANYWHERE

**Mr. Operator of METAL TYPER MACHINES**

SPEED UP YOUR LOADING OPERATIONS!

By using high quality, straight depressed discs, packed 100 to a roll. We repair and rebuild Typers, using genuine SMT parts.

**STANDARD METAL TYPER CO.**  
1318 N. Western Ave. Chicago 22, Ill.

## WISCONSIN OPERATORS ATTENTION!

We are proud to announce our appointment as exclusive distributors for the

### GENCO MFG. & SALES CO.

in Wisconsin and Upper Michigan

NOW DELIVERING—CHAMPION BASEBALL

1012-14 MILWAUKEE AVE. • CHICAGO 22, ILL.

## Williams SIDEWALK ENGINEER

BE A SIDEWALK ENGINEER!  
FUN FOR ALL AGES

SIZE:  
48" long  
28" wide  
54" high

**THE OUTSTANDING MONEY MAKER of 1955**

**Just ask the fortunate operator who owns Williams SIDEWALK ENGINEER**

Williams SIDEWALK ENGINEER does a tremendous money-making job in arcades, drugstores, supermarkets, kid-diellands, bowling alleys, dime stores — everywhere!

Also delivering Williams' Great Baseball Game "King of Swat"

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.





**WANTED  
ARCADE MECHANIC**

with full knowledge of  
**PANORAMS**  
Southern city—steady all-year job.  
BOX 1004, The Billboard  
1544 Broadway New York, N. Y.

**MECHANIC WANTED**

Thoroughly exp. in all types Phonos,  
Pinballs, etc. Permanent. No drifters  
or drinkers. References.  
**Jax Phonograph Co.**  
1432 Main St. Jacksonville, Fla.

GIVE TO DAMON RUNYON CANCER FUND

**Rowe, Bert Mills**

• Continued from page 90

made by the Fred Hebel Corporation, Addison, Ill. Hebel will continue to sell its machines thru its own sales organization, but will not take on the Rowe line.

Rowe, an independent subsidiary of Automatic Canteen Company of America, manufactures cigarette, sandwich, soft drink, candy and milk venders, as well as the auto-snack front for batteries of machines.

**Davy Crockett**

• Continued from page 90

item for the NABV show was a Davy Crockett "iron-on" emblem.

The Penny King Company, which is the sole U. S. distributor for products of the Oak Manufacturing Company besides being a charm manufacturer, showed Davy Crockett lead rings and iron transfers. The firm also featured the "world's smallest" water squirter, flexible faces made from a pliable molding compound, and a complete line of newly designed rings.

A piece of paper with drawings of Davy Crockett's friends which, when folded a certain way, forms the face of Davy Crockett, was featured by Plastic Processes, Inc. Other items in the firm's new line was a "rabbit in the hat" and "magic ball" trick, "Smokey Joe," a skeleton mask that smokes, ice cream cones that smell of various flavors, and a 12-piece jig-saw puzzle.

Davy Crockett rings, charms, and a padlock that really works, were among the new charms of the Paul A. Price Company, Inc. The firm also featured "Pedro," a Mexican figure with movable sombrero.

Charms Unlimited showed a complete line at the NABV functions, which included the popular "Chicken-in-Egg."

**Chi's Bull's-Eye**

• Continued from page 100

the game features Flash-O-Matic play, with traveling lights passing over strike and spare values to register scores according to the player's timing in delivering the puck. Depending on the position of the traveling light when the puck is delivered, the player can make from 200 to 800 points for a strike; 110 to 550 for a spare.

The match feature is adjustable to come up in any of the frames. Bowling scores are registered on four-drum reels on the backglass. The game operates on dime play.

**FOR SALE**

Going light manufacturing business in coin machine field established 4 years, for sale due to owners health. Excellent profit potential. Will sell for cost of parts inventory and small amount for equipment. This would fit particularly well into existing business as separate division. Relocation not unfavorable.  
**Box 1005, The Billboard, 1564 Broadway, N. Y. 36, N. Y.**

**ATTENTION IMPORTERS!!**

Our long experience in exporting and the Empire guarantee combine to give you prompt, courteous attention, quality merchandise and safe, sure delivery.

**EMPIRE GUARANTEE**

- ✓ Mechanism overhauled
- ✓ Cabinet refinished
- ✓ Playfield renovated
- ✓ Rails refinished

5-BALLS	WMS. 3-DEUCES
<b>GOTTIEB</b>	Quartet ..... \$120.00
Gold Star ..... \$220.00	Skill Pool ..... 110.00
Daisy May ..... 215.00	Coronation ..... 99.50
Green Pastures ..... 195.00	Knockout ..... 49.50
Diamond Lil ..... 195.00	Joker ..... 49.50
Lovely Lucy ..... 175.00	Quintet ..... 49.50
Flying High ..... 150.00	<b>WILLIAMS</b>
Shindig ..... 150.00	Big Ben ..... \$185.00
Guy and Dolls ..... 140.00	Skyway ..... 165.00
Grand Slam ..... 140.00	Struggle Buggy ..... 140.00
Poker Face ..... 135.00	9 Sisters ..... 140.00
Queen of Hearts ..... 135.00	Dealer ..... 125.00
Chinatown ..... 125.00	Lazy Q ..... 125.00
	Grand Champ ..... 120.00
	Army & Navy ..... 120.00
	<b>UNITED</b>
	Jalopy ..... \$ 99.50
	Hayburner ..... 95.00
	Twenty Grand ..... 89.50
	Four Corners ..... 49.50
	Saratoga ..... 49.50
	Samba ..... 49.50
	King Arthur ..... 49.50
	College Daze ..... 49.50
	Cinderella ..... 49.50
	<b>GENCO</b>
	Summertime ..... \$49.50
	Floating Power ..... \$49.50

**PHONOGRAPHS**

<b>SEEBURG</b>	
MIOOC ..... \$635.00	
MIOOB ..... 545.00	
MIOOA ..... 299.50	
<b>AMI</b>	
D-80 ..... 395.00	
D-40 ..... 295.00	
Model C ..... 185.00	
Model A ..... 125.00	

**BINGOS**

UNITED TRIPLE PLAY BALLY GAYTIME	
Gaiety ..... \$495	Beauty ..... \$150
Variety ..... 425	Frolics ..... 130
Saddle & Turf (Club Model) 275	Yacht Club ..... 100
Havana ..... 195	Palm Beach ..... 100
Surf Club ..... 260	Atlantic City ..... 110
Palm Springs ..... 235	Golden Nugget ..... 95
Rio ..... 185	Bright Spot ..... 95
Ice Frolics ..... 235	Bright Lights ..... 95
Dude Ranch ..... 220	Coney Island ..... 85
Beach Club ..... 190	Spot Lite ..... 75
	Genco 400 ..... 55

• 1/2 deposit, balance Sight Draft or C.O.D.

**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**



**Cleveland Coin MACHINE EXCHANGE, INC.**

2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715  
Terms: 1/3 deposit with all orders, balance C.O.D.

**Bally KIDDIE-RIDES**

**Earn More Money for Operators!**

**3 GREAT RIDES PROVIDE TRIPLE APPEAL**

**HOT-ROD**  
COIN-OPERATED AUTO-RIDE

**RIDE THE CHAMPION**  
10¢

**THE CHAMPION**  
COIN-OPERATED HORSE-RIDE

**BULL'S EYE**  
COIN-OPERATED JUNIOR SHOOTING-GALLERY

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY!

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY!

**BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois**

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
 "The House that Confidence Built"  
**SOUTHERN AUTOMATIC**  
 MUSIC COMPANY, INC.  
 ESTABLISHED 1923  
 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
 735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

**FOR EXPORT... RECONDITIONED and REFINISHED PHONOGRAPHS**

All Machines Placed on "CONSTANT OPERATION" TEST!

SEEBURG M-100A .....	\$375	ROCK-OLA Fireball, Mod. 1436 (120 Sel.) .....	\$295
SEEBURG 146 .....	95	WURLITZER 1500 .....	295
A.M.I. Model C .....	195	WURLITZER 1500A .....	395
A.M.I. Model A .....	135	WURLITZER 1250 .....	265
ROCK-OLA Comet, Mod. 1438 (120 Sel.), 45 RPM .....	595	WURLITZER 1100 .....	195
ROCK-OLA 1422 .....	99	WURLITZER 1015 .....	100

Terms: 1/3 Dep., Bal. C.O.D., F.O.B. Chicago.

Write for Complete List and Catalog G  
 Exclusive Seeburg Distributors

**ATLAS MUSIC COMPANY**

A Quarter Century of Service.  
 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

**Coin-A-Matic**  
 • Continued from page 90

Company, and, according to Sedan, has been field-tested 10 months. Sedan said the unit may be installed on any vending equipment using an electric coin changer. "There are no wiring changes or mechanical adjustments to be made. The new changer is installed in the venter in the place provided for the changer," Sedan explained. The mechanism requires the use of a National Rejectors' four-in-one model.

Officers of the company are Thomas W. Clark, of Perfex Gauge and Tool Company, president; George W. Priehs, Priehs Mercantile Company, vice-president; Dr. Herman J. Poortenga, Mount Clemens, treasurer; Edward J. Apel, St. Clair, Mich., secretary.

Board members include William J. Young Jr., and William Bernard, president and executive vice-president respectively of the Detroit Coca-Cola Bottling Company.

**FOR SALE**

GAYETY .....	\$375.00
SURF CLUB .....	235.00
HI-FI .....	200.00
PALM SPRINGS .....	225.00
ICE FROLIC .....	210.00
DUDE RANCH .....	175.00
RIO .....	120.00
YACHT CLUB .....	90.00

1/3 DEPOSIT  
 WRITE-WIRE-PHONE  
**NASTASI DISTRIBUTING CO.**  
 912 POYDRAS ST., NEW ORLEANS, LA.  
 TEL.: MAgnolia 6386

**ATTENTION—FOREIGN BUYERS!**  
 Let our years of export experience serve you now on all types of coin-operated games, phonographs and other equipment. Expertly reconditioned, refinished and prepared for overseas equipment.

**BINGO GAMES**

BIG TIME .....	\$495	BEACH CLUB .....	\$195	NEVADA .....	\$225
GAYETY .....	465	BEAUTY .....	155	HAWAII .....	175
VARIETY .....	395	FROLIC .....	145	RIO .....	150
SURF CLUB .....	240	PALM BEACH .....	95	TROPIC .....	135
ICE FROLIC .....	240	ATLANTIC CITY .....	100	5 STAR .....	35
PALM SPRING .....	235	CONEY ISLAND .....	65	CABANA .....	95
DUDE RANCH .....	220	SPOTLITE .....	45	TROPICANA .....	245

**SHUFFLE GAMES**

DEL. LIGHTNING .....	\$395	DEL. COMET .....	\$375
DEL. MERCURY .....	365	DEL. TARGETTE .....	345
DEL. 11TH FR. ....	345	LEADER .....	235
BANNER .....	325	TEAM .....	245
ACE .....	295	IMPERIAL .....	195
CLASSIC .....	135	CLOVER .....	95
OFFICIAL 4-PL. ....	75	10TH FRAME .....	95

**ARCADE**

Un. BONUS GUN .....	\$395
Un. CARNIVAL GUN .....	315
Ex. SHOOT. GAL. ....	195
Wms. ALL STAR .....	175
Wms. SUPER PENN .....	245
SHOOT THE BEAR. ....	125
Genco 400 .....	45

**FIVE BALL PIN GAMES**

RACE THE CLOCK .....	\$275	LOVELY LUCY .....	\$145	GOLD STAR .....	\$185
GYPSY QUEEN .....	245	TWIN BILL .....	225	HAWAIIAN BEAUTY .....	140
STAGE COACH .....	210	FOUR BELLES .....	195	SCREAMO .....	130
MYSTIC MARVEL .....	165	DRAGONETTE .....	165	JALOPY .....	95
SLUGGING CHAMP .....	255	SPITFIRE .....	225	PETER PAN .....	215

TERMS: 1/3 Deposit, Balance Sight Draft.

**WORLD WIDE DISTRIBUTORS**

Chicago 47  
 2330 N. Western Ave.  
 Phone: Verglade 4-2300

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

**TOTAL UP GREATER EARNINGS!...**

with **GOTTLIEB'S**

**Sweet ADD-A-LINE**

**MAGNETIC APPEAL\***

- Making Rollovers to complete any vertical column of Numbers Lites **SPECIAL HOLE**.
- Each column completed lights additional spots on **SPECIAL HOLE!**
- **MAKING ALL NUMBERS AWARDS SUPER SPECIAL!**
- Spotting hole spots numbers and adds to **SUPER HIGH SCORE.**
- 4 "ON-OFF" High Score Pop Bumpers.
- 2 Super Power Flippers
- 2 Cyclonic Kickers.

**D. Gottlieb & Co.**  
 1140-50 N. KOSTNER AVE.  
 CHICAGO 51, ILLINOIS

\* The same magnetic appeal that made Gottlieb's **GYPSY QUEEN** the biggest Money Maker in Years!

**Amusement Pinballs**  
 as American as Baseball and Hot Dogs!

**EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN-AMI-GENCO-EXHIBIT**

CHICAGO COIN		BINGOS		BASEBALLS	
<b>BOWLERS</b>		Bright Lites .....	\$ 75.00	Chicago Coin Big League .....	Write
Bonus Score .....	Write	Bright Spot .....	95.00	Genco Champion ..	Write
Flash .....	\$365.00	Spot Lite .....	75.00	Chicago Coin Home Run .....	\$250.00
Feature Frame .....	215.00	A.B.C. ....	50.00	Wms. Pennant Base-ball .....	165.00
Super Frame .....	295.00			Scientific Pitch'em .....	175.00
Advance .....	195.00			Wms. Super World Series .....	95.00
Triple Score .....	150.00			Bally Big Inning ..	95.00
Double Score .....	105.00				
Ten Frame Special ..	95.00				
Name Bowler .....	95.00				
Super Match .....	90.00				
10th Frame .....	75.00				
Match Bowler .....	60.00				
<b>UNITED BOWLERS</b>					
Chief .....	\$250.00				
Royal .....	195.00				
Olympic .....	110.00				
Cascade .....	90.00				
Super .....	60.00				
10th Frame Stars ..	95.00				
10th Frame .....	75.00				
Stars .....	60.00				

We have a complete Selection of Arcade Equipment 1/2 deposit on all orders

**Monroe COIN MACHINE EXCHANGE, INC.**  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. Superior 1-4600)

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

**Dr. Pepper Shows Sales Increase In 6-Month Report**

DALLAS, July 23.—Sales of the Dr. Pepper Company rose 7 per cent for the first six months of this year, it was revealed in the firm's semi-annual report issued last week (20).  
Earnings were reported at 92 cents a share, including 31 cents per share of non-recurring tax savings.  
President Leonard Green reported that even without the tax saving, earnings per share were 61 cents, a new high over last year's 59 cents.  
Green also announced the company's ratio between current assets and liabilities had moved up to \$3.46, compared with \$2.20 a year ago.

BOURNVILLE, England, July 23.—Cadbury Brothers, Ltd., manufacturers of chocolate and cocoa products, released its 1954 financial report at the firm's 56th annual meeting which shows gross sales of \$203,000,000, an increase of 20 per cent over the previous year in its international operations.  
The increase in gross revenue represents an all-time high for the company.

**SUMMER CLEARANCE**

Special Prices for July and August!

SEEBURGS	WURLITZERS
SEEBURG 146 .... \$ 29.50	Wurlitzer 1015 .. \$ 34.50
SEEBURG M 100A ... 250.00	Wurlitzer 1250 .. 135.00
	Wurlitzer 1400 .. 295.00
<b>AMI'S</b>	Wurlitzer 1500 .. 325.00
AMI-A ..... \$ 75.00	Wurlitzer 1500 A .. 425.00
AMI-C ..... 175.00	Wurlitzer 1550 .. 395.00
AMI-D-40 ..... 225.00	Wurlitzer 1600 .. 375.00
	Wurlitzer 1700 .. 725.00
<b>ALL MODELS LISTED NOW IN STOCK</b>	<b>ROCK-OLAS</b>
	Rock-Ola 1422 .. \$ 34.50
	Rock-Ola 1432 .. 195.00

NOW AVAILABLE . . . LOW PRICED, HIGH QUALITY WALL SPEAKER

After months of engineering and experimentation, COVEN now offers the phono operator a high-quality, low-priced speaker for all types of phonos . . . FULLY GUARANTEED—packed two (2) to the carton . . . \$10.95 each  
ALSO MATCHING TRANSFORMERS for 8-OHM speakers with taps from 500 to 2,000 OHMS and one common lead . . . \$1.25 each

**EXPORT INQUIRIES INVITED COVEN MUSIC CORPORATION**

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210  
Cable Address: COVENMUSIK — 1/2 Deposit, Balance C.O.D.



**GENCO'S**

NEW AND EXCITING

**2-PLAYER CHAMPION BASEBALL**

Balls are delivered and hit in MID-AIR!  
Players actually loft high fly balls **WITHOUT RAMPS**  
Balls soar approximately 5 FEET through the air!

**SINGLE BALL** can score up to **100 RUNS!**  
Keeps game "alive" until last man is out!

Adjustable for **MULTIPLE** or **SINGLE REPLAYS**  
... exciting match play and hold-over feature!

- King-Size White Plastic Balls!
- REALISTIC Wooden Bat
- LIFELIKE 3-Dimensional Players
- FULL-VIEW Glass Sides and Top!

**3 OUTS PER INNING** adjustable to 1, 2, or 3 Innings!

**COMPACT!**  
80" long  
25" wide



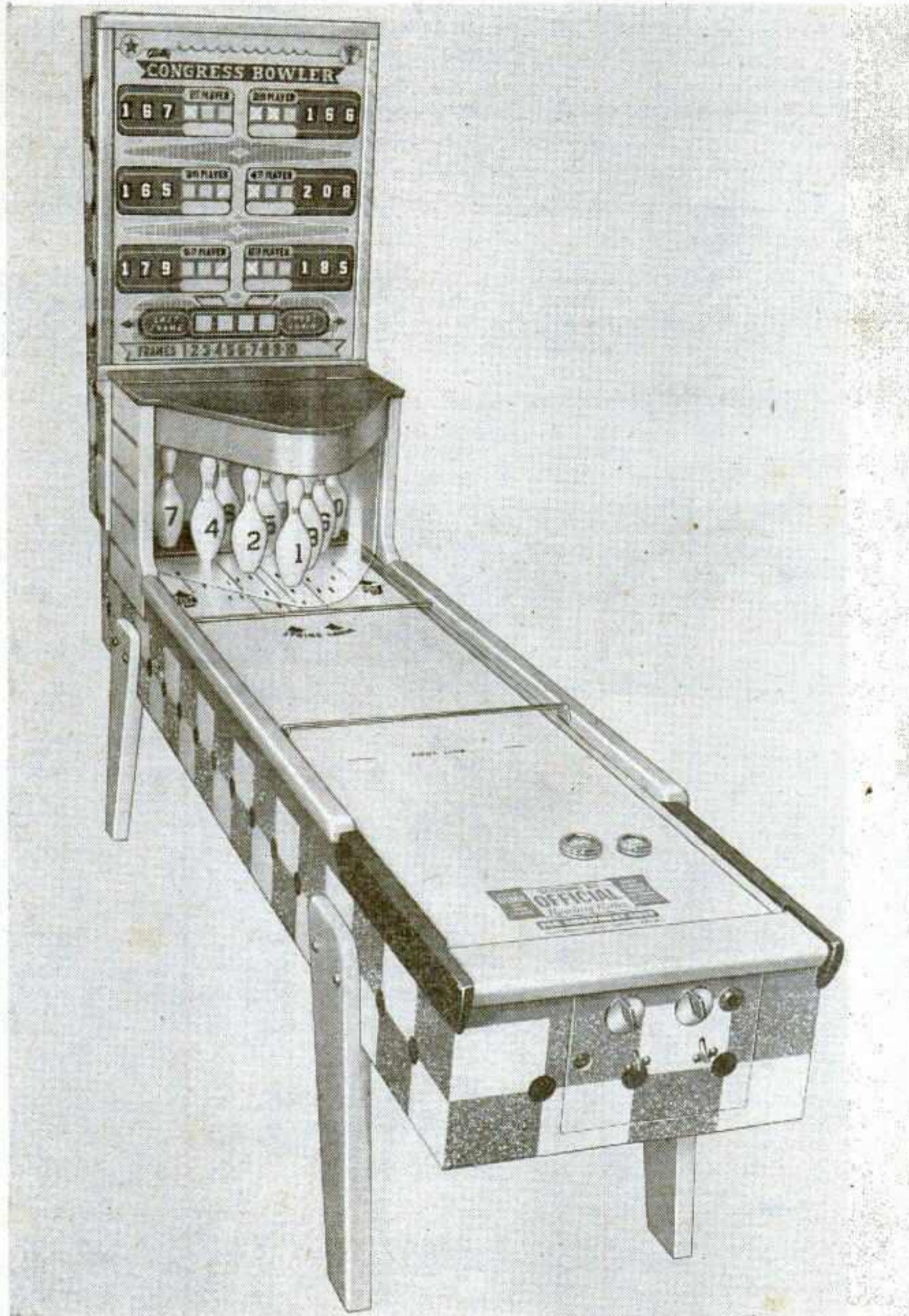
**SKYROCKET 2-PLAYER RIFLE GALLERY! STILL IN PRODUCTION!**

**GENCO MFG. & SALES CO.** 2621 N. ASHLAND AVENUE CHICAGO 14, ILLINOIS

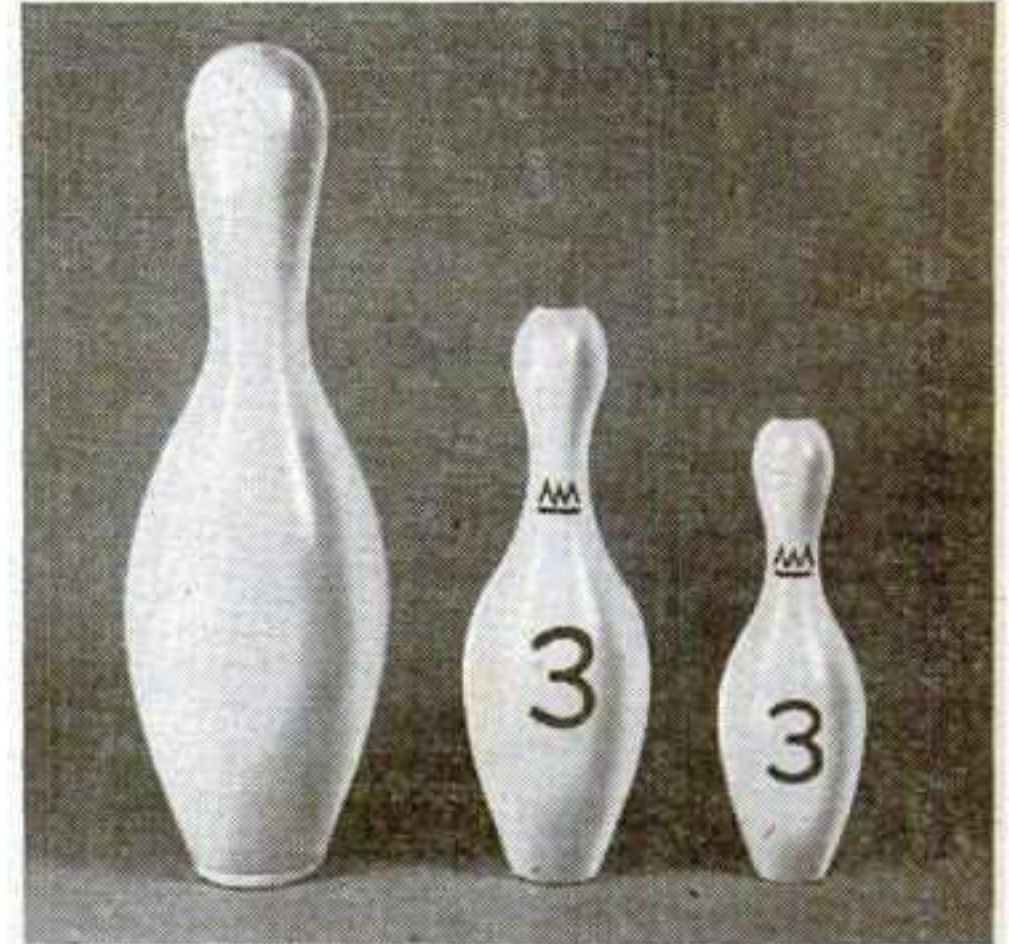
# OFFICIAL BOWLING SCORES

## ATTRACT MORE PLAYERS... EARN MORE MONEY

Cash in on ever-increasing popularity of bowling. 15,000,000 bowlers will keep coin-chutes busy and cash-boxes full for all operators who get in on the ground floor with first **6-PLAYER\***



**OFFICIAL BOWLING\*\***  
shuffle-bowlers. Order  
new Ballybowlers now!



*New* **KING-SIZE Pins**  
*New* **OVER-SIZE Puck**

New king-size pins, nearly a foot high and almost as big as official bowling-alley pins, increase play appeal of new Ballybowlers. Pin at left is official pin. Pin at right is ordinary shuffle-bowler pin. Center pin is new Bally king-size pin. Matching the new king-size pin is the new Bally over-size puck with a hefty, healthy feel that adds to thrill of skill-shooting. New over-size puck is larger puck on playfield at left. Compare size with smaller old-fashioned puck.

**SPECIFICATIONS:** Overall size 8½ ft. long, 25 in. wide. Available in straight dime play or one play for a dime, 3 plays for a quarter. Light-up scores with speedy totalizing. Club-styled cabinet. 7-10 pick-up. Genuine Formica playfield. Hinged pin-hood, doors and playfield with easy-up elevator on playfield. Speedy pin re-set. Quiet operation. Sturdy, trouble-free mechanism.

\*Fun for one player... more fun for competitive teams of 2 to 6 players.  
\*\*Scoring for strikes, spares and blows is according to Official Bowling Rules.

ABC-BOWLER and CONGRESS BOWLER are out-earning all other bowlers in side by side competition. Get your share. Get ABC BOWLER or CONGRESS BOWLER on location now.

# ABC bowler

WITH MATCH-SCORE FEATURES  
**Congress bowler**

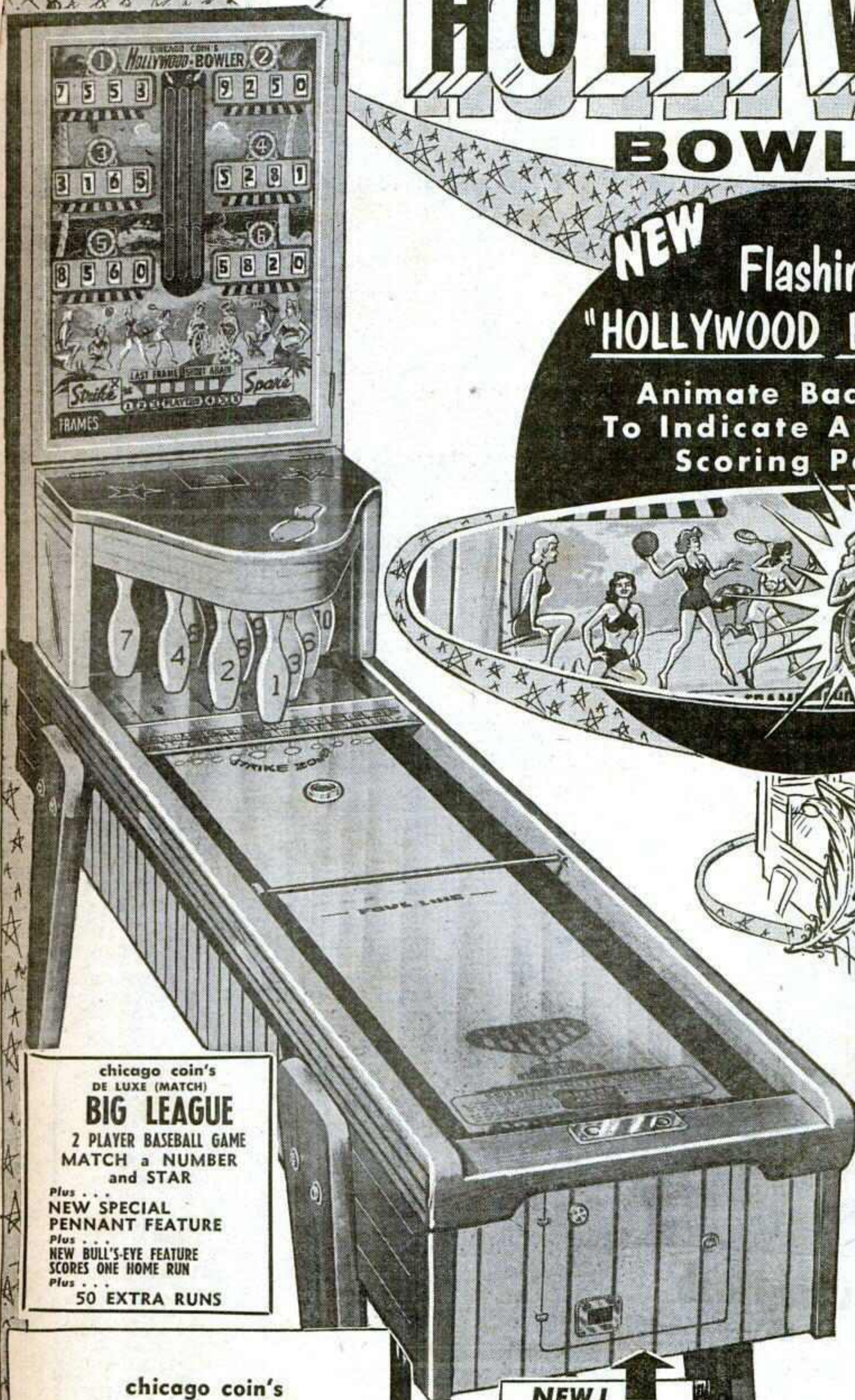
by **Bally**®

MANUFACTURED BY  
**BALLY MANUFACTURING COMPANY**  
2640 BELMONT AVENUE • CHICAGO 18, ILLINOIS

**ACTION!...  
SUSPENSE!...  
THRILLS!...**

**chicago coin's**

# HOLLYWOOD BOWLER



**NEW** Flashing  
**"HOLLYWOOD BEAUTIES"**

Animate Back Glass  
To Indicate Additional  
Scoring Points!



**NEW**  
Playboard  
(Feather Touch)  
"Power Lift"

**NEW**  
Larger Than Ever  
**GIANT SIZE**  
Scoring Features!

**NEW**  
Additional  
Multiple Score  
Adjustment Features!

Plus... Original  
Flash-O-Matic  
Scoring!

chicago coin's  
DE LUXE (MATCH)  
**BIG LEAGUE**  
2 PLAYER BASEBALL GAME  
MATCH a NUMBER  
and STAR  
Plus...  
NEW SPECIAL  
PENNANT FEATURE  
Plus...  
NEW BULL'S-EYE FEATURE  
SCORES ONE HOME RUN  
Plus...  
50 EXTRA RUNS

chicago coin's  
**BONUS SCORE**  
BOWLER

- ★ NEW TOURNAMENT STYLE PLAYING METHOD!
- ★ Each Player Up Shoots 3 Consecutive Frames Before the Next Player Gets His Turn!
- ★ NEW EXCITING BONUS SCORING SYSTEM!

**NEW!**  
National  
"Slug Rejector"  
Coin Chute!

Plus... 4 Drum  
Scoring!

1725 W. DIVERSEY BLVD. • CHICAGO 14

**chicago  
coin**  
MACHINE COMPANY

Greater than **GAYETY!** Better than **BIG-TIME!**

# Bally Gay Time

**4  
MAGIC  
LINES**

**MAGIC POCKETS**

*New*  
**Score Booster**  
WITH SUPER-CARD PLAY-APPEAL *Lites*

*New* 10-SERIES  
**Advancing  
Scores**

**CORNER SCORES  
SPOT NUMBERS  
EXTRA BALLS**

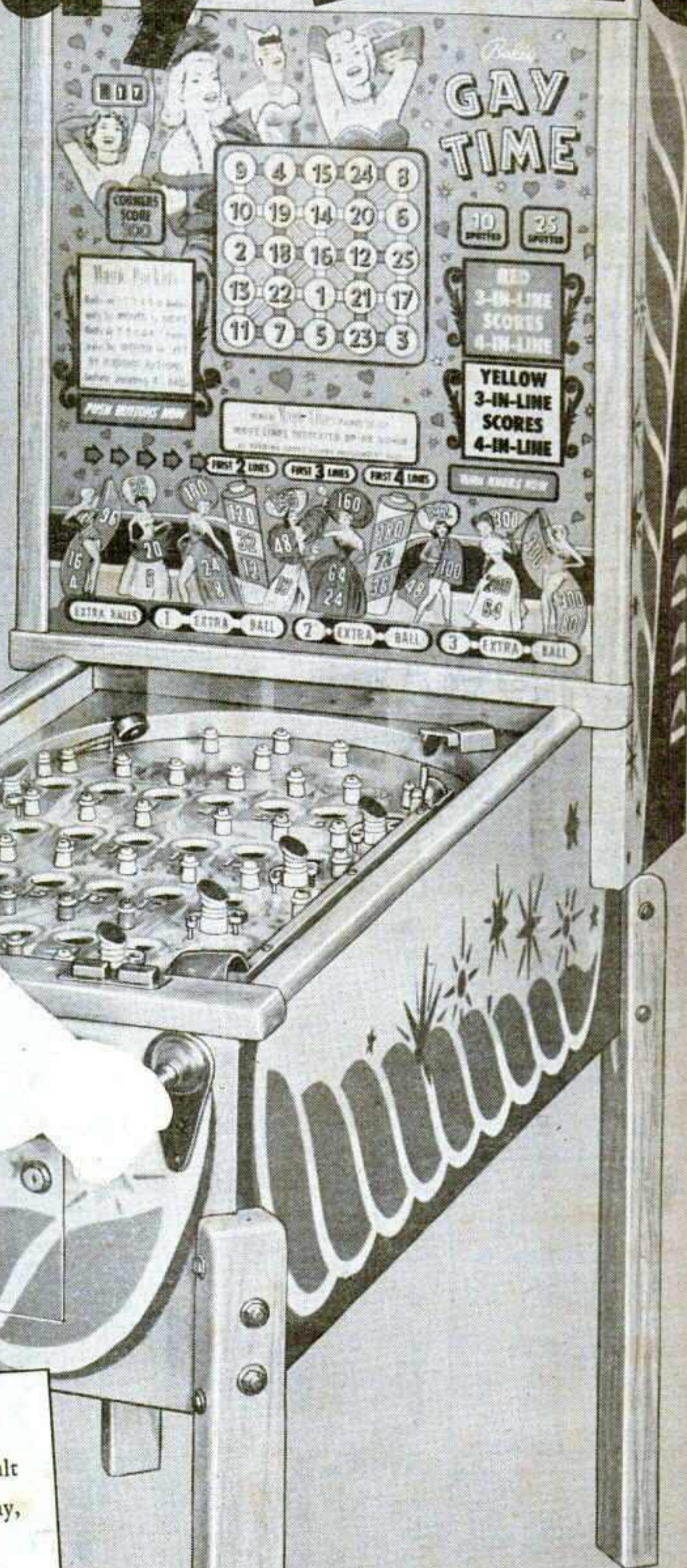
### New High-Speed Coin-Flash

New improved spin-mechanism and special fast motors result in fastest flash ever seen on a pinball glass, speedier coin-play, increased earning power.

### New Speedy Ball-Clearance

Balls from 7 top rows (Magic-Pockets) do not roll down play-field at end of game but are immediately cleared through hole at top of board.

SEE BALLY BOWLERS ON PAGE 108



Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get **GAY TIME** on location. Avoid delay in delivery by ordering **GAY TIME** today.

**BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois**

United's De Luxe

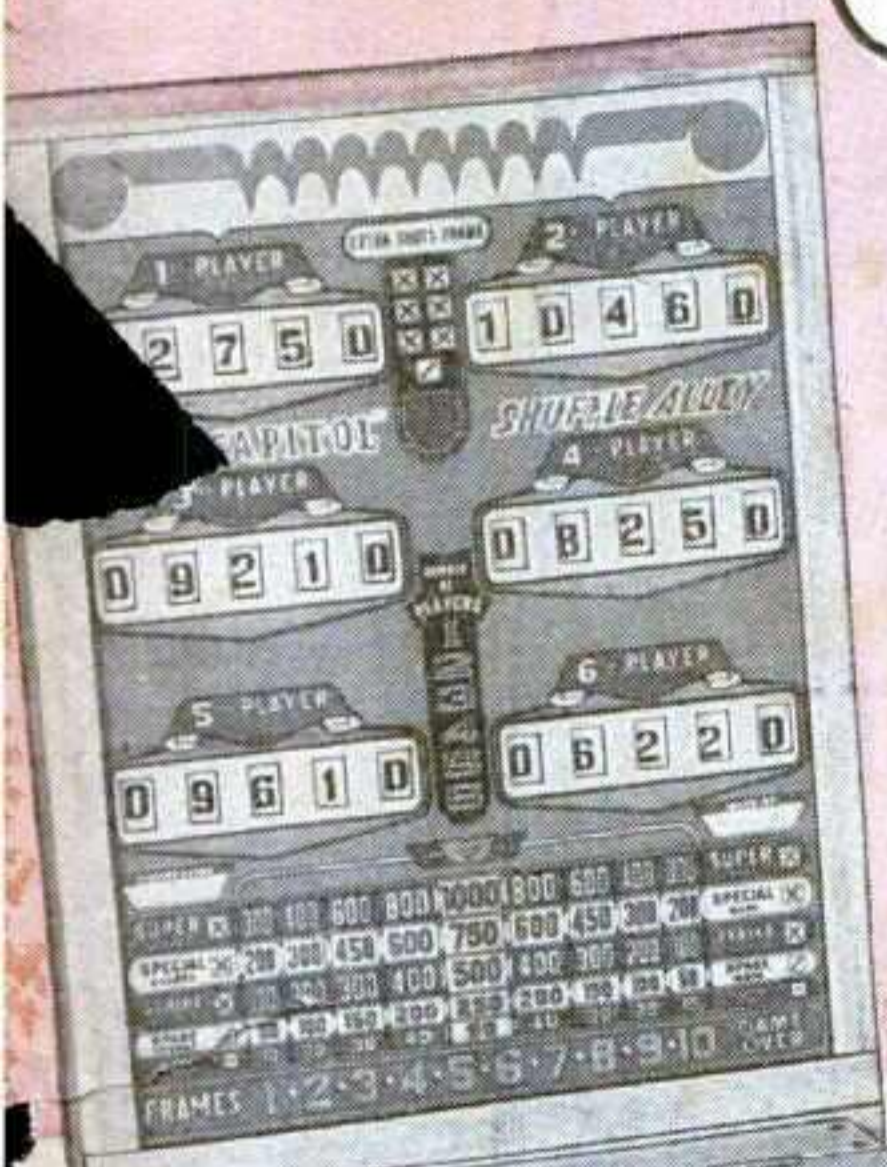
# CAPITOL

## 6-PLAYER SHUFFLE ALLEY

### NEW!

## 10<sup>TH</sup> FRAME STRIKE FEATURE

PLAYER KEEPS SHOOTING IN 10<sup>TH</sup> FRAME AS LONG AS STRIKES ARE SCORED UP TO A TOTAL OF 6



SUPER SCORES	300	400	600	800	1000	800	600	400	300	SUPER MADE	<input checked="" type="checkbox"/>	
SPECIAL SCORES	200	300	450	600	750	600	450	300	200	SPECIAL MADE	<input checked="" type="checkbox"/>	
STRIKE SCORES	100	200	300	400	500	400	300	200	100	STRIKE MADE	<input checked="" type="checkbox"/>	
SPARE SCORES	50	100	150	200	250	200	150	100	50	SPARE MADE	<input checked="" type="checkbox"/>	
BLOW SCORES	10	20	30	40	50	40	30	20	10	BLOW SCORES	<input type="checkbox"/>	
FRAMES	1	2	3	4	5	6	7	8	9	10	GAME OVER	

### NEW HIGH-SCORING 5-DRUM TOTALIZERS

#### STRIKE-A-MATIC Syncro-flash Feature

Combines Strike Lane Accuracy with Speed Control  
Direct View Scoring Lites on Playfield

#### DOUBLE CLOVER 4WAY MATCH FEATURE

#### HIGH SCORE 12,750

#### EQUIPPED WITH UNITED'S SLUG REJECTOR

TWO SIZES:  
8 FT. BY 2 FT., 9 FT. BY 2 FT.

AVAILABLE IN  
10¢-3 FOR 25¢ MODELS

### SEE YOUR DISTRIBUTOR

Adjustable to Advance Scoring

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

**VENUS**  
Shuffle Targette  
Smooth, Quiet Skee-Skill Game

**DERBY ROLL**  
2-Player Rubber Ball Roll Down Game with Race Horse Animation

**TRIPLE PLAY**  
Fast Action In-Line Game  
New Baseball Games

## UNITED MANUFACTURING COMPANY

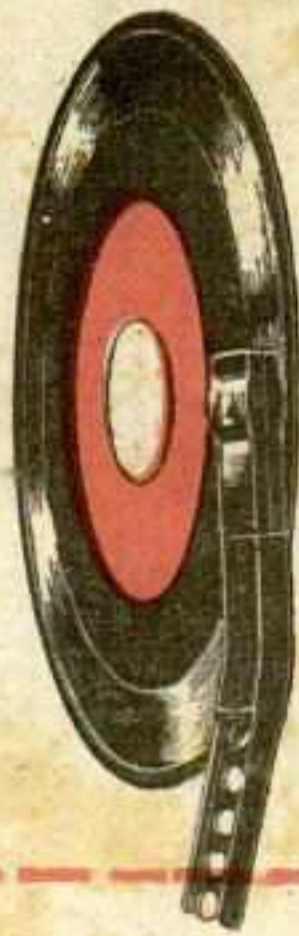
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

CAPITOL SHUFFLE ALLEY ALSO AVAILABLE IN REGULAR MODEL WITHOUT MATCH FEATURE

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

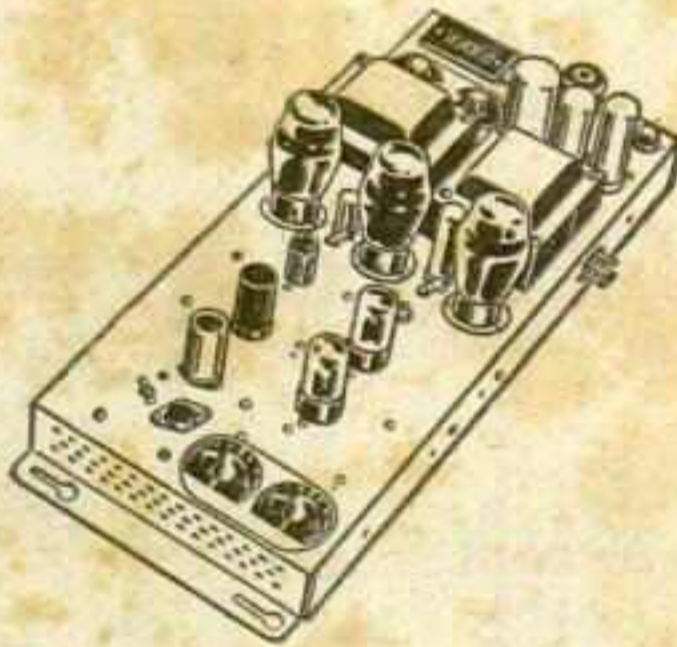
*from the  
High fidelity pickup*

(20 TO 25,000 C.P.S. RANGE)

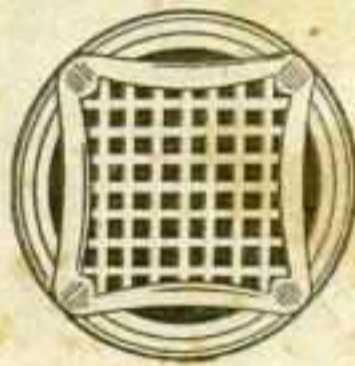


*to the high fidelity  
amplifier*

(20 TO 25,000 C.P.S. RANGE)

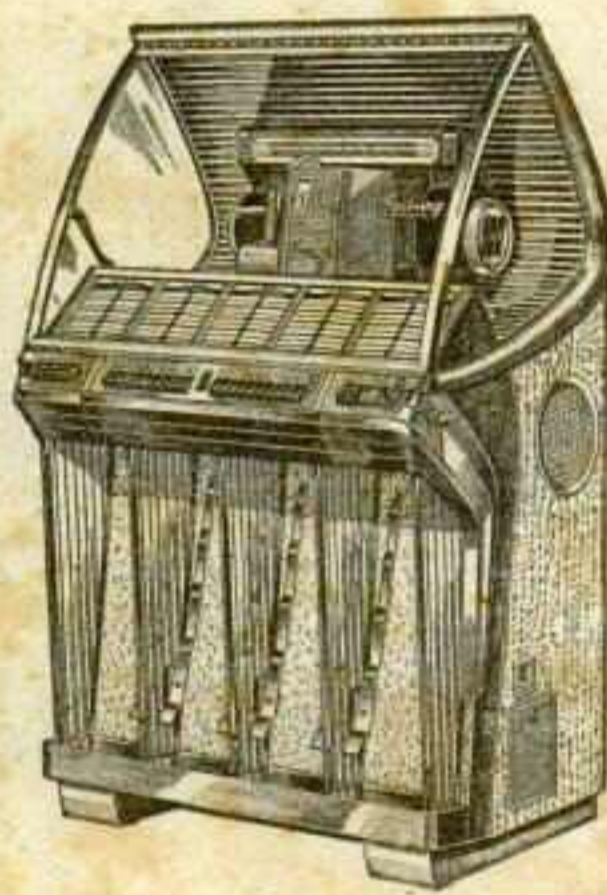


*to the high fidelity  
remote speakers*



**Select-o-matic**  
**100**

*music systems  
are high fidelity  
all the way*



*America's finest and most complete music systems*

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois



THE MOST WIDELY PUBLICIZED  
MECHANISM FOR THE PLAYING  
OF RECORDED MUSIC