starts next week Details This Week. See Page 17.

ULY 9, 1955

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

Here Come Those Dance Bands Again

All Thermometers Indicate a Healthier Condition; Industry Coming Out of Coma

By PAUL ACKERMAN

NEW YORK, July 2. - While he dance band business is by no neans unformly good, there is no loubt that it is healthier that it has een in years, that its downward rend has been arrested, that name ands have been drawing more old, cold hearts of personal man- he is seen on TV. gers and band agencies.

e La Salle Hotel in Chicago, in Kelly's Blues." enjunction with the annual conention of the National Ballroom General Artists Corporation, points te story.)

Joint Sessions

in in the push to make the most road is intense. the present opportunity.

up, youth organizations in my cities are fostering interest in acing as a deterrent to juvenile inquency, there's a considerable ount of new ballroom construca, more dance disks are hitting best selling record charts, the program schedules have a hy schedule of dance band nes on tap for the summer, notathe Gleason replacement which air some 60 orks in a period 15 weeks, the Stan Kenton

NBOA Report

Iso the NBOA, in its reports to nembers last month, indicated ut 24 bands went into percentwhereas 22 made money. y seven broke even, and two

eports from the road bear out ceneral optimism. Guy Lomtour of about 40 dates,

hurches to eature Jazz

EW YORK, July 2.-The jazz e world will be defended ist the "aid to juvenile deency" charge when the Na-Council of Churches spotthe subject on its 10:30 to n. CBS-TV series, "Look Up ive," Sunday (3).

ry Jerome, Bobby Hackett, Brubeck, Eddie Sauter and s will appear on Sunday's emphasizing the contribumade by jazz to our heritage reative art. This music series ter feature a program from ist Harlem Protestant Parish e on folk music,

grossed \$270,000. Sammy Kaye, in a series of 40 dance dates, grossed \$150,000 and broke attendance records in Davenport, Ia.; Pittstown, Pa., and Taunton, Mass. TV Helps

Both Lombardo and Kaye say business is definitely on the uprofitable grosses than in seasons swing. Lombardo adds that as a ast and that an air of expectancy general rule, grosses are better nd enthusiasm has warmed the than expected in those cities where

Ray Anthony kicks off a very Band leaders themselves make heavy schedule of dance dates o secret of their optimism, and July 26. He'll work six weeks of ok forward to late September, one-nighters and will include a hen their organization, Dance flock of TV dates. The schedule rehestra Leaders of America, ties in with Capitol Records' pro-old its first annual convention at motion of Anthony's disk, "Pete

to a very important booking as indicative of the band upsurge. The Chicago Theater, for the first time The timing is propitious; for at in some years, gives top billing to ese joint sessions of Tom Archer's a band when it books in Art BOA and Les Brown's DOLA, Mooney (currently riding "Honey ans and projects will be blue- Babe" on the best selling charts) inted so that all facets of the for two weeks beginning August 5. and and ballroom business can Weems notes that activity the

In addition to Anthony and That the opportunity is there is others named, Harry James starts a inted up by many facts: Grosses trek again July 8, and those out (Continued on page 14)

KEYS & SCROLLS GO TO 1954-'55 LEGIT WINNERS

NEW YORK, July 2.-Here are legit's bests for 1954-'55 in the opinion of their fellow-workers in the theater. Their contributions to the Broadway scene have been voted tops of the past season. To each of them goes the gold key and scroll of the 12th Annual Donaldson Awards, accolades for all that is finest in theatrical achievement.

STRAIGHT PLAY ActorPaul Muni Actress Kim Stanley Supporting Actor . . Ed Begley Supporting Actress.....

..... Buddy Hackett DirectorElia Kazan New PlaywrightsJerome Lawrence and

MUSICAL Actor Cyril Ritchard Actress Mary Martin Supporting Actress

Robert E. Lee

..... Carol Haney Debut (Actor). . David Daniels Debut (Actress) Julie Andrews

Dancer Daniel Nagrin Danseuse Carol Haney Director George Abbott and

Jerome Robbins Choreographer Bob Fosse Lyricist Richard Adler and

Jerry Ross

Theater Crowns Its Own Bests in 12th Donaldson Awards

Voting in Billboard's Poll Extends History of Legit Honoring Its Own

By BOB FRANCIS

NEW YORK, July 2.-Another legitimate seasor, has slipped bythe 12th since the founding of the Donaldson Awards, which are sponsored annually by this paper. So another "D.A." Day is herethe day on which the results of balloting are announced.

During the last few weeks, everybody who has had a part in producers to stagehands, has had an opportunity to express his judgment as to the best accomplish-1954-55. Now the tally is complete. For a 12th successive year the chips are down, and the gold keys and scrolls, emblematic of Broadway's best contributions to legitimate theater, go out to the winners.

Looking Back

Since each year so many new faces come into the Broadway picture, it always seems a good notion at this time for a bit of recapitulation as to what the Donaldson Awards stand for and why their individual recipients seem to cherish them as no other prize for theatrical achievement.

Back in 1943 somebody on The Billboard staff wondered why accolades for legit theater honors always stemmed from selected and frequently self-perpetuating groups. Why, it was argued, can't the theater as a whole pick its own "bests?" Who knows more about theatrical achievement than those making of a Broadway season, from who work at it? And wouldn't such honors, arrived at by an absolutely democratic vote from such a source, carry more weight ments of his fellow-workers for with their recipients? Except for financing the idea, the odds seemed all on the pro side of the argu-

> The management of The Billboard endorsed the notion and agreed to underwrite all costs of operation and prizes. However, it was stressed from the beginning that the promotion should never bear the slightest commercial taint. No advertising should be either solicited or accepted from any prize-winner-a stand from which there has been no deviation over the years. The sponsorship of the new awards was purely a gesture of good will to stimulate interest in the legitimate theater, and as a memorial to the paper's founder, the late William Donaldson, who put in a lifetime of service to show business.

The Plan

The idea, of course, was to set up machinery for a series of awards to be voted for by the theater as a whole to its own, the honors representing the majority opinion of annual top achievements of toilers in Broadway's drama vineyard. The next step was to get it working.

The theatrical trades were enthusiastic. A comittee was drafted, (Continued on page 2)

NEWS OF THE WEEK

NBC-TV Preparing New Daytime Program Plan - One-Hour Dramas . . .

NBC-TV is getting ready to unveil a radical new daytime programming concept-one-hour dramas. The network hopes to present them across the board next season. Page 4

Variety Hour's Weak Ratings Giving Colgate a Headache . . .

Colgate is having severe Sunday night programming jitters over the rating weakness of its new Variety Hour. There is a good possibility that the show may be replaced unless it improves radically. Page 4

Columbia Records Sets New Price Policy for Masterworks . . .

Columbia Records sets new price policy which places practically all 12-inch Masterworks LP's in the \$4.98 slot. Overall inventory gain of about 4 per cent is slated to be realized by dealers, diskery exec asserts. Page 14

One-Stop Record Outlet Survey Shows Operators Favor Names . . .

A survey among 35 leading One-Stop record outlets shows that juke box operators, when buying disks recorded by more than one artist, lean to the favorites. The survey also reveals that rhythm and blues tunes are selling better at the operator level than ever before. Page 15

Ringling May Pass Up New York Garden in 56 . . .

Signs were strong this week that the Ringling-Barnum show and Madison Square Garden would go their separate ways next spring due to contractual difficulties. The Garden said it is fully prepared to produce its own circus, and Ringling said it is quite prepared to show

under canvas in 1956. Each said it's the other party's move if any concession is to be made.

Major Juke Box Manufacturer Moves From Chicago to Mexico . . .

Eighteen carloads of phonograph production equipment formerly belonging to the H. C. Evans Company rolled out of Chicago last week bound for Mexico City. Buyer plans to begin manufacturing three multi-selection models next February in new plant. Page 81

Carnival Unionization Continues; Largest Eastern Show Signs Pact . . .

The World of Mirth Shows, largest eastern traveling carnival, last week signed a contract with the Retail Clerks' affiliate of the AFL. It was second show to take this action to prevent picket lines being thrown up by the Teamsters' affiliate which made inroads into the carnival field recently by signing up the country's largest, the Royal American Shows.

DEPARTMENT AND FEATURES

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Legit Enjoys A Good Year

NEW YORK, July 2.-As each new theater season bows in, the customary lamentations arise anent shrinkage in legitimate production. Obviously, economic factors over the last few years have brought about a sharp curtailment in chancy theatrical spending.

But when a season has been wrapped up and put away and there is an opportunity to take stock of the Fabulous Invalid's condition, the picture is seldom as black as expected. The theater may be short on quantity, but qualitywise it is doing right well.

Actually, five more productions lighted on Broadway during the past season than did during 1953-54. Between May 1 of last year and April 30 of this (The Bill-(Continued on page 2)

SOUND TRACK coming on



'Cat,' 'Wind' Drama Bests; 'Pajama' Musical Runaway

Muni, Ritchard, Misses Stanley, Martin Win Donaldson Awards

no stranger to Donaldson gold victory on the score of a beautifully reacted accordingly. keys and scrolls. In 1944 "The shaded performance. In the distaff Glass Menagerie" brought him the In addition to its first play Loretta Leversee led the field. accolade, and again in 1947 he scripting and best actor honors, Young Miss Leversee had previwon with "A Streetcar Named De- "Inherit the Wind" has still an- ously distinguished herself in a sire." Now for a third time the other claim to current fame. Ed downtown off - Broadway item theater electorate has put his play- Begley contributes one of his best called "Bullfight." But her delightwrighting efforts at the top of an- character-acting chores in the role fully ingenuous performance as a other Broadway season for a third of the Great Orator. His William bedeviled Dublin youngster in provocative drama about the Deep Jennings Bryan is something to see, South, titled "Cat on a Hot Tin hear and cherish, and his fellow- the fem Broadway newcomer of Roof." "Roof" has already been ac- workers in the theater have rated the year. corded conspicuous honors but its it the best supporting performance final accolade has been left in the of the season, giving him a tidy hards of the people of the theater win over a large field of competi- ing in "Lunatics and Lovers" just to confirm its right to a niche in tors. Broadway's Hall of Fame.

atic of top playwrighting achieve- best supporting actress. Miss ing has been on tap a long while, ment in the 12th Annual Heckert's playing of a tortured, but he was a natural for Broadway Donaldson Awards, goes again to frustrated mother of a murdered tapping for a lunatic item like Tennessee Williams, and a corre- boy in "The Bad Seed" leaves a Sidney Kingsley's farce-comedy, spondingly commemorative scroll devastating impression on any be- and a highly deserved Stem debut to the Playwrights' Company for "Cat's" production.

Since "Cat" polled nearly a quarter of the 2,700-odd of the total vote filed in that category, stemming from every facet of the theatrical trades, everyone concerned should be highly gratified, particularly Elia Kazan, who wins another Donaldson accolade for its direction.

Playwrights' Bow

Nine plays by playwrights new to Broadway unveiled during the 1954-55 season. This time there was no question as to who was top-side in the new scripters' category. The Jerome Lawrence-Robert E. Lee drama about the celebrated "Monkey Trial," wherein the courtroom duel between the late Clarence Darrow and William Jennings Bryan set the country by the ears back in the turbulent 20's, practically doubled the tally of its closest competitor.

As usual, Donaldson Awards balloting for best actor and actress has a wide spread with voters backing any number of favorite candidates. It is obvious, however, that showfalk know their values, and this year again a player who has been long absent from the Stem scene returns with a performance rating a spontaneous response.

Paul Muni is giving perhaps the greatest performance of his career as the courtroom magician of "Inherit the Wind." His co-workers have been quick to recognize the portrait's stature by voting him the year's best actor by three times the number of ballots cast for his runner-up, Burl Ives, who plays the earthy father in "Cat on a Hot Tin

So Muni gets the Donaldson key and scroll. Ives already has a similar award, dating back to a best supporting performance win in "Sing Out, Sweet Land" in 1944.

Kim Stanley

Three years ago Kim Stanley ran away with best supporting performance honors for her stint in "Picnic." This year, she is elevated to first slot, best dramatic actress, for her heart-warming portrait of the confused little cabaret singer solid from any angle.

Author Tennessee Williams is in "Bus Stop." It is a well-deserved holder and evidently the voters

GOOD YEAR

'54 Season Just Under 1953 Peak

Continued from page 1

board's season span), there were 69 Stem offerings, as against 64 for the previous year. However, 18 of these were limited-run items, 1946 costuming of "Lady Winderwhich cannot be included in a mere's Fan" and another for set success-failure balance, since they designs for "The Crass Harp" in have no opportunity to make the 100-performance mark, which is The Billboard's yardstick for measuring success. In the 1953-'54 season, there were only 13 limited offerings, which leaves both seasons with an equal total of 51 productions to be cataloged success and failure-wise.

that the past season was not quite the vote for best musical and as successful as its predecessor, vicariously shared in the reflected But this is hardly to be wondered glery of seven individuals who at, since the latter, out of its 51 made it tick. productions tallied 25 successes against 26 failures, almost a 50 contribution to the song-andper cent success break and some- dancer made her an overnight senthing practically unheard of.

ings, 24 ranked in the success ing actress in a musical by twice column, as against 27 flops. This the number of ballots polled by adds up to about an even 47 per her runner-up, and also carried off cent on the black side of the the year's best danseuse award by ledger, only 3 per cent less than a vote that ran well into four figthe previous banner year.

productions, the record shows that rection. The year's best musical the 1952-53 season racked up a 40 book by George Abbott and Richper cent success average, while ard Bissell was for "Pajama," and 1951-'52 was put to it to make a its score and lyrics by Jerry Adler 30 per cent grade, which would and Jerry Ross were also judged indicate that while some hand- the best. And finally, Bob Fosse's somely costly flops still turn up, dance patterns therefore were voted producers have grown progres- the best choreography of the sively cautious in picking their season. wares. Today, a play has got to be good or else.

Strict professionalism is the word, and the 1954-'55 Broadway theater got it's full share of it. A the tally. Mary Martin's wonderful sary to post it in the nearest mail- deadline. 47 per cent success average is very re-creation of Peter Pan in the mu- box. In sum, about everything was

In the distaff debut sector "Home Is the Hero" stamped her

On the male ide of the bow-in category, Buddy Hackett's clownbeat out George Grizzard's melo-A handsome win was also scored dramatics in "The Desperate So the key and scroll, emblem- by Eileen Heckert as the season's Hours." Hackett's brand of clownaccolade.

Sets and Costumes

The straight play scenic and costume categories again spot previous winners. Peter Larkin, a previous winner for backgrounding of last year's "Teahouse of the August Moon," again is a hefty winner via his designs for "Inherit the Wind" and likewise takes fourth place in the musical sector for his sets for "Peter Pan." Costume-wise, Cecil Beaton carries off key and scroll honors for his body drapings for the period piece, "Quadrille." Beaton already carries two award keys, one for his

Musical Division

It has been more or less a pattern in the last half dozen seasons for one song-and-dancer to carry off most of the honors. This vear it is "The Pajama Game," althe considerable honors went else-On this basis, the record shows where. "Pajama" ran away with

Carol Haney, whose brilliant sation, is a double winner. Miss Out of last season's 51 showeas- Haney was voted the best supportures. George Abbott's and Jerome

Mary Martin

cals were anything but slighted in secret, and that it was only neces- them to get the votes in under the

LEADERS SERVE ON 12TH DONALDSON COMMITTEE

1954-1955

Following are the members of the 12th Annual Donaldson Awards Committee. They serve in an ex-officio capacity, as representatives of their respective branches of the industry. Their signatures appear on the winner's scrolls. But the committee has no hand in the selection of the winners. The Donaldson Award winners are chosen by a democratic poll of all the people in Broadway theater.

For the Theater

EZIO PINZA For the Actors BERNARD HART For the Producers CAROL HANEY For the Dancers FREDERICK FOX For the Scenia Designers ALFRED HARDING For Actor's Equity EDWARD DIMOND For the Stage Managers

KATHARINE CORNELL For the Actresses WALTER KERR For the Critics PETER GENNARO For the Dancers HELENE PONS For the Costume Designers BEN IRVING For Chorus Equity OLIVER SAYLER For the Press Agents and Managera JOHN McDOWELL For the Stagehands

For The Billboard

ROGER S. LITTLEFORD JR. WILLIAM D. LITTLEFORD Publishers

K. KEMPER General Manager

MORRIE SEAMAN

For the Treasurers

ROBERT FRANCIS Drama Editor

Theater Votes in 12th Donaldson Awards

• Continued from page 1

including a prominent member from each, with representatives of son Awards ballots were in the The Billboard co-operating, to lay hands of the theater electorate. out the groundwork.

tions were: Who would vote and that every actor currently at work for what? It was agreed that every- could exercise his franchise. body should vote-from stagehands te producers. Even critics could have a ballot.

22 Categories

Twenty-two categories were originally established covering straight play and musical divisions. These included honors for best productions, best performances, best supporting performances, best direction and best dancing, as well as for authorship, costume and scenic

For prizes, it was decided to present the winners with a suitably engraved scroll, signed by the committee, commemorating their individual achievements, and also a

ballot and its self-mailing envelope. An additional letter explained fursity didn't have to vote in all cate- have taken a steadily increase gories, since he might be more interest in the balloting, delive familiar with musicals than dramas the ballot personally to their However, four other major musi- and vice versa; that the ballot was spective companies and monitor (Continued on page 13) done, but hand him a pencil.

In May, 1944, the first Donald-They were delivered backstage at Obviously, the first two ques- every lighted Broadway theater, so

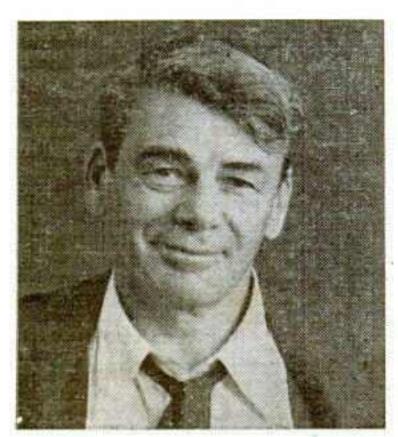
> The theatrical unions agreed to address and mail others to their memberships, and other special mailing lists were compiled. In all, some 8,000 ballots got delivered that first year-a pretty fair accomplishment, considering all the bugs that had to be ironed out. And the response to that infant launching of the project was extremely gratifying to everybody concerned. It was very evident from the beginning that theater people liked the idea of having a voice in the selection of their own

Some Later Changes

That is the how and wherefore gold key, faced with the masks of of the Donaldson Awards. There tragedy and comedy superimposed have been some slight changes on a lyre and engraved on the in the set-up and operation over back with the recipient's name and the years. Back in the 1945-'46 season, five additional categories Then the real job got under way, were added to the ballot, at the Eligibility lists based on a season suggestion of Clarence Derwent, beginning May 1, 1943, and end- who represented Actors' Equity years, both of which lighted 73 was considered tops in musical diof every production which bowed honors for the best first play by a on Broadway between those dates. playwright to reach Broadway and These were the reference guides also accolades for best Stem defor filling out the accompanying buts, male and fem, in both drama and musical fields.

> In recent seasons the stage ther details: that a voter of neces- managers of current productions

> > Successive committees, which (Continued on page 13



PAUL MUNI



KIM STANLEY



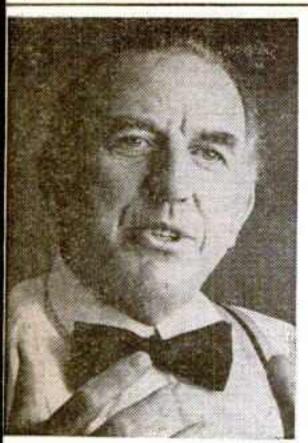
MARY MARTIN



CYRIL RITCHARD

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aterial



ED BECLEY



EILEEN HECKERT



DANIEL NAGRIN



CAROL HANEY



BOB FOSSE

'Anastasia,' 'Boy Friend,' 'Inherit' Head 2-to-5 Position Runners-Up

lose who almost made the win-lers' circle. Even if a candidate gave winner Buddy Hackett ("Lu-winner Cyril Ritchard an exceedategory.

Altho "Cat on a Hot Tin Roof" was a solid choice for best play, Inherit the Wind" received hefty upport as its runner-up. The votng was extremely close for "Bus stop" and "The Desperate Hours," which took third and fourth places n that order. Likewise, "The Bad seed" made a fine showing to come n fifth.

"Wind," of course, ran away with the Best First Play category with a four-figure tally. "Anastaia" polled about half as many allots, an excellent showing, for econd place. Much smaller totals out "Fragile Fox," "Home Is the lero" and "The Troublemakers" in tie for third. Somewhat behind hese were "Reclining Figure" in purth place and "The Honeys" in

Directors' Score

Runner-up voting for best direcon was also very close, with erman Shumlin's staging of Wind" rated only slightly higher ian Harold Clurman's similar nore for "Bus Stop," for second id third places respectively. Robnoice for his work on "Desperate ours," and Alan Schneider's di-

While no one approached Paul uni's tally for best actor, Burl es ("Cat") and Karl Malden Pat Breslin ("The Wayward Saint") Desperate Hours") both racked fine returns for second and third oices in that order. Alfred Lunt d plenty of support for a solid orth place for his playing in ored fifth place for "The Flower-Peach.

Nancy Kelly, "The Bad Seed," e second place. Practically on drille") tied for fifth. heels, however, were Barbara ich ("Anastasia") and Viveca dfors ("Anastasia") as third,

Supporting Players

fale supporting performance irns gave Albert Salmi, for his k in "The Rainmaker," a solid and place tally. Salmi received ut two-thirds the number of ots which went to winner Ed ley. Pat Hingle and Ben Gaz-, both of "Cat," tied for third e, with about half of Salmi's irs") was just behind for fourth , and Henry Jones ("Bad Seed")

n the distaff side for support-

lidn't win a scroll and key, his natics and Lovers") a neck-and- ingly tough run for best musical upporters are always interested to neck run for first place honors, actor honors. On the final tally mow that he finished in a top Somewhat lower in the tally. Theo- Slezak was only a handful of votes tandings of candidates from sec-and thru fifth place in each mer Long") were similarly bunched take third place, with Don Ameche for third and fourth places in that of "Silk Stockings" only a step or order. Jack Lord ("The Traveling two behind him for fourth and Lady") was voted fifth best. with Ezio Pinza ("Fanny") showing

("Witness for the Prosecution") fifth.

NEW YORK, July 2.—No report | Seed") and Phyllis Love ("Bus fourth place recognition, and Fred on the Donaldson Awards would Stop") were tied for the fifth slot. Finklehoffe made the first five via

In the fem debuts, Patricia Jessel plenty of support to bring him in



LORETTA LEVERSEE t Montgomery was a fourth likewise gave winner Loretta Leversee a real run for the crown, polling about three-quarters of the ction of "Anastasia" brought him winning tally. Nancy Wickwire, th place rating. third. Julia Meade ("The Tender Trap") and Betsy Palmer ("Grand Prize") were tied for fourth, and

took fifth place. Scenie design-wise, the runnerup bracket is loaded with old guard names. Howard Bay took a hefty second place for his settings uadrille," and Menasha Skulnik for "Desperate Hours." Jo Mielziner was not far behind as a third choice for "Cat." Boris Aronson was fourth for "Bus Stop," and lled about half of Kim Stanley's Oliver Messel ("Dark Is Light ming tally for best actress, to Enough") and Cecil Beaton ("Qua-

In the costume design sector Lu-Geddes ("Cat), Eugenie Leon- cinda Ballard scored second for dressing of "Cat." Ben Edwards was third for "Anastasia," and Ruth rth and fifth choices, in that Morley and Ballou were fourth and Peach" respectively.

Musical Almosts

While "Pajama Game" more than doubled the tally of its closest contender, five other song-anddancers had their strong backers. and the runner-up voting had them on each other's heels. "The Boy Friend" topped the quintet for second place. "Plain and Fancy" and Paul Newman ("Desperate "The Saint of Bleecker Street" were just behind "Boy Friend" in a tie for third. "Ankles Aweigh" plenty of supporters to rate took fourth place, and "Peter Pan" followed in fifth slot.



BUDDY HACKETT



DAVID DANIELS

Mary Martin's portrait of Peter close to Foy to take fifth place. tally which she racked up for her bracket were: beguiling contribution to "Boy 3. Gretchen Wyler Friend." None of the remaining "Silk Stockings" three in the fem quintet equalled 4. Betty George more than half her total. Shirl Conway ("Plain and Fancy") car- 5. Reta Shaw ried off third place. Pearl Bailey ("House of Flowers") was fourth. and Janis Paige ("Pajama Game") rated fifth position.

This pattern continued on the porting performance by an actor Friend"), fourth, and Douglas ing in "Bus Stop" made her ong second-place favorite. Vi-Nathan and Eugenie Leontoboth of "Anastasia," were in a few votes of one another ird and fourth choices respective. Patricia McCormack ("Bad") score of musical staging. Morton was Stanley Frager of Fajama Game." Prager of Fajama Game." Prager just nosed out Eric Game." Prager of "Boy Friend," was fifth.

Carol Haney ("Pajama Game") the season. Sandy Wilson's tome third place. Similarly, Eddie Foy gave winner Julie Andrews a hefty for "Boy Friend" was third. The Game." Thereafter, Jerome Rob-Jr. of "Pajama Game" was just a for "Boy Friend" was third. The Game." Thereafter, Jerome Rob-Jr. of "Pajama Game" was just a for "Boy Friend" was third. The Game." Thereafter, Jerome Rob-Jr. of "Pajama Game" was just a for "Boy Friend" was third. The Game." Thereafter, Jerome Rob-Jr. of "Pajama Game" was just a for "Boy Friend" was third. The Game." Thereafter, Jerome Rob-Jr. of "Pajama Game" was just a for "Boy Friend" was third. The Game." Thereafter, Jerome Rob-Jr. of "Pajama Game" was just a for "Boy Friend" was third. The Game." Thereafter, Jerome Rob-Jr. of "Boy Friend" was fifth.

Was Stanley Frager of Fajama Frietcher Rogers (Famey) was fifth.

Carol Haney ("Pajama Game") the season. Sandy Wilson's tome third place. Similarly, Eddie Foy gave winner Julie Andrews a hefty of "Boy Friend" was third. The Game." Thereafter, Jerome Rob-Jr. of "Boy Friend" was fifth.

Carol Haney ("Pajama Game") was fifth.

Carol Haney ("Pajama Gam



1954-1955

Straight Play Division

Best Play......CAT ON A HOT TIN ROOF Best First Play......INHERIT THE WIND Best Direction..... ELIA KAZAN (Cat on a Hot Tin Roof) Best Performance-Actor....PAUL MUNI (Inherit the Wind) Best Performance—Actress.......KIM STANLEY (Bus Stop) Best Supporting Performance-Actor EILEEN HECKERT (The Bad Seed) Best Debut Performance-Actor BUDDY HACKETT (Lunatics and Lovers) Best Debut Performance-ActressLORETTA LEVERSEE (Home Is the Hero) Best Scenic Designs.....PETER LARKIN (Inherit the Wind) Best Costume Designs......CECIL BEATON (Quadrille)

Musical Division

Best Musical......THE PAJAMA GAME Best DirectionGEORGE ABBOTT and JEROME ROBBINS (The Pajama Game) Best Performance—Actor....CYRIL RITCHARD (Peter Pan) Best Performance—Actress......MARY MARTIN (Peter Pan)CYRIL RITCHARD (Peter Pan) Best Supporting Performance-Actress . . . Best Debut—Actor.....DAVID DANIELS (Plain and Fancy) Best Debut—Actress..... JULIE ANDREWS (The Boy Friend) Best Dancer. DANIEL NAGRIN (Plain and Fancy) Best Danseuse.........CAROL HANEY (The Pajama Game) ABBOTT and RICHARD BISSELL (The Pajama Game) RICHARD ADLER and JERRY ROSS (The Pajama Game)

Best Costume Designs.....OLIVER MESSEL (House of Flowers)

RICHARD ADLER and JERRY ROSS (The Pajama Game)

Best Dance Direction..... BOB FOSSE (The Pajama Game)

Best Scenic Designs...OLIVER MESSEL (House of Flowers)



JULIE ANDREWS

fifth for "Wind" and "Flowering Pan evidently won the hearts of | On the distaff supporting perthe vast majority of the voters, but formance side, runner-up honors young Britisher Julie Andrews can went to Barbara Cook of "Plain take great pride in the second place and Fancy." Others in the top

· · · · · · · · · · Pajama Game" Eric Berry ("Boy Friend") polled a fine return for runner-up position in the musical debut column. Runner-up to Cyril Ritchard Geoffrey Holder ("House of Flow-("Peter Pan") for best musical sup- ers") was third, John Hewer ("Boy and fifth, in that order.

but getting solid returns, were Diahann Carol ("House of Flowers") and Hildegarde Neff ("Silk Stockings") who were third and fourth in that order. Dorothy Greener ("Shoestring Revue"), Delys Lay "(Boy Friend") and Kathy Nolan ("Peter Pan") wound up in a fifth place tie.

Male terp sector balloting returns put Peter Gennaro in a solid second place slot for stepping contribution to "Pajama Game." Gower Champion got the third place nod for "Three for Tonight." Geoffrey Holder ("House of Flowers") and Hank Brunges ("Ankles Aweigh") were rated fourth and fifth.

Since Carol Haney literally ran away with the danseuse department, it was practically no contest. Marge Champion ("Three for Tonight") took second place. Others in the first five were:

3. Sandra Lee "Peter Pan"

4. Betty Kean "Ankles Aweigh" 5. Chita Rivera

..... "Shoestring Revue" On dance direction nobody garnered more than a third of the votes racked up by winner Bob Fosse. Tony Charmoli was runnerup for terp patterns for "Ankles

Aweigh." John Harwood ("Boy Friend"), Helen Tamiris ("Plain and Fancy") and Jerome Robbins ("Peter Pan") were third, fourth The voters rated Joseph Stein's performances. Elaine Stritch's score of musical staging. Morton was Stanley Prager of "Pajama Fletcher Rogers ("Plain and and Will Glickman's book for

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Communications to 1564 Broadway, New York 36, N. Y.

NBC Plans Hour Drama Segs As Daily Mid-Afternoon Fare

New Concept Stems From Affils' Demand for Strong Women's Show

this week was readying one of its CBS-TV was responsible for the dio's demands for their pictures are newest and most radical program switch of several major Colgate rather high, considering what they ideas - daytime hour dramatic and Procter & Camble properties shows. The network has already to its network. NBC since has gotten the consent of its advisory made substantial progress in acboard to the programming concept quiring new business to replace and this week submitted it to its that lost, but still has a long way affiliates.

dramas in an afternoon time peeach day. Material would be gotten by purchasing second run rights to "Kraft Theater," "Phileo-Goodyear Playhouse," and other nighttime hour stanzas. The facili-

ties problem is a knotty one, with chances that the show would be done from here, Hollywood and NBC's daytime programming has

GAMBLE WON

'Wide World' 31.9 Trendex

NEW YORK, July 2.-NBC-TV's gamble with "Wide, Wide World" seems to have paid off. The network hit a 31.9 Trendex rating with the show, and inquiries from sponsors are new beginning to roll in. The American Telephone & Telegraph Company is among the NBC Has P&G, most interested potential sponsors now weighing the show for fall sponsorship.

Should one sponsor be difficult to obtain, most likely the stanza will be cut up into three segments. The network's sales staff thinks several clients will not be too hard to find. The show will be telecast on Sunday afternoons next fall, either once of twice a month, depending on the bankrollers available.

The Billboard Spotlights:

NETWORK SCENE . . .

What's Ahead for the 1955-'56 Season - Special features by network leaders . . . where network programming is headed . . . what it will mean to sponsors . . . to talent . . . to producers . . . how it will affect stations.



Coming in the August 6 issue Distributed August 2

to go to equal CBS's almost s.r.o. The web hopes to place the hour condition. It's major problem, of course, is the mid-afternoon where the pictures would then have to be ried, possibly 3-4 p.m. across the soap operas, in the recent past, board sometime this fall. A differ- have failed to attract new audient drama would be programmed ences. Personality and quiz programming now is being asked to attract female viewers.

> that way NBC could realize more dough from its sponsorship and, in addition, make them available to a larger number of potential advertisers to continue its policy of opening the medium to new money. The dramas would be presented in a simple manner without costly scenery and settings. An attempt Playhouse," the long-running nightwill also be made to do them in color. Albert McCleery, the NBC producer of "Cameo Theater," would probably take over the production reins. McCleery has a great deal of experience with arena staging a low-cost production tech-

The NBC affiliates for several months have told the network that they need women's matinee feature films. They feel that women's drama would be very salable. The network has been contacting the Hollywood studios to see whether they could buy such features. They

Toni Trouble

NEW YORK, July 2.-NBC-TV's sale of Sunday 10:30-11 p.m. to Toni and Brown & Williamson for next fall is half off. Toni has a product conflict with Procter & play will be used to replace "The Gamble, which precedes it in the Magic Box," a feature film that earlier hal hour, and the latter the network bought but on which plans are still not definite. sponsor has complained to the net- there have been clearance prob-

is up for grabs.

'NEW YORK, July 2.-NBC-TV | been its biggest problem since | have found, however, that the stucould be sold for on TV.

It is estimated that good features could not be bought in substantial numbers from Hollywood majors for less than \$100,000 per picture. At that price only one film could be used in each strip, and reshown at other times during the day to make the purchase at that price feasible. The network's researcher's, too, have distinct doubts that the cumulative audiences, if The dramatic shows would most one feature were stripped, would likely be sold in participations. In hold up sufficiently to make the buys attractive to clients.

The network consequently feels that by investing at most \$12,000 on each daytime drama, and probably closer to \$10,000 per show, it ably closer to \$10,000 per show, it could offer good solid dramatic G. Klayer Into entertainment. And it is now ready to take the gamble. The "Kraft time dramatic show, runs between \$15,000 and \$20,000 per program.

The network evidently feels that once it attracts the daytime viewers, they will stay with the dramas thru the hour. The theory of the longer TV presentation has proven successful in nighttime TV, so the web evidently believes it will be just as valid during the day. Richard Pinkham is the NBC veepee in charge of its network programming.

NBC SPEC

Web Plans '4 Poster' For July 25

NEW YORK, July 2.-NBC-TV expects to present "The Four Poster," starring Hume Cronyn and Jessica Tandy, as one of its summer spectaculars, on July 25. The Chances are that the network already sold it to local stations.

Lilli Palmer.

(June, 1955) *Indicates Film

Runk Show & Web	Rating
	F TO A T 1 ST 1 ST 1
1. *1 Love Lucy, CBS.	44.2
2. Jackie Gleason, CBS	NBC 42.9
3. "You Bet Your Life.	
4. I've Got a Secret, C	
5. Two for the Money.	
6. This Is Your Life,	NBC 37.2
7. Toast of the Town, 6	35.5
8. *Disneyland. ABC	CONTRACTOR OF THE PROPERTY OF
9. Cavalcade of Sports.	TO SECURE AND ADDRESS OF THE PARTY OF THE PA
10. *Ford Theater, NBC	33.8
11. Your Hit Parade, N	BC 33.5
12. *Dragnet, NBC	33.4
13. *Fireside Theater, N	BC 33.0
14. Lux Video Theater.	NBC 32.2
15. What's My Line? Cl	35 31.1
16. Godfrey and His Fr	iends, CBS. 30.9
17. Shower of Stars, Cl	3S 30.7
18. *The Millionaire, Cl	35 30.4
19. Godfrey's Talent Sci	outs, CBS 29.8
20. Person to Person, Cl	BS 29.7
21. *December Bride. C	BS 29.6
21. *Our Miss Brooks.	CBS 29.6
23. Comedy Hour, NBC	28.9
24. *Life of Riley, NBC	27.9
24. *Loretta Young, NB	C 27.9
24. Robert Montgomery	Presents,
N8C	27.9
	9

CBS-TV Puts New East Post

NEW YORK, July 2.-CBS-TV this week strengthened its Eastern sales force with the creation of a new position, Eastern sales manager, and with the appointment of George Klayer to the post.

from Chicago, where he's been Sam K. Maxwell Jr., who has bee Midwestern sales manager for the an account exec in network sale web for the past two and a half here for the past three years.

ABC-TV Adds Staff to Keep Up Show Pace

NEW YORK, July 2.-Keepir pace with the rise in the numb of important properties its puttir on the air, ABC-TV is expandir its advertising-promotion-publici operation. A number of its sta members have been promoted newly created posts, while add tional personnel have been adde to the staff from outside the organ

John Eckstein, up to now supe visor of advertising and promotic for ABC's New York owned an operated stations, has been ar pointed assistant to Gene Acca ABC's director of advertising, premotion and publicity. Jack Field an exploitation writer, has take over as head of a newly forme exploitation unit. Adolph L. Setor trade news editor, has been booste to the new position of assistan manager of publicity for the ne work.

New additions to the staff in clude Milt Mohr and Richar Richman, who join the exploitation unit and James F. X. Mullen, advertising copywriter.

Additional personnel will be ac ded to the New York and Holly wood offices in the near future.

years. The job of Midwestern sale Klayer will come to New York manager will be taken over h

CBS FALL SHAPE-UP

Web Slots 'Joe & Mabel'; Other Spots Are Iffy

NEW YORK, July 2. - CBS- in terms of slotting "Brave Eagle TV's fall programming roster Wednesdays at 7:30, made decid moved a step closer to its final to substitute "Champion" or "Yar shape this week as the web sewed kee Privateer" instead. The time up "Joe and Mabel" for the Tues- which is competitive to ABC day. 9-9:30 p.m. spot, sponsored "Disneyland," has still not bee by Carter and Geritol. The web, sold by the web. however, still has a number of time slots in which its programming Lorillard will keep "Appointment

The Friday, 8:30-9 p.m. spot, lems because the distributor had for instance, may house a show other than "Our Miss Brooks," will accede to the P.&C. complaint The play was produced by the which up to now has been conand try to find another sponsor to Playwrights Company and ran for sidered a safe bet for a fall return. pair with Brown & Williamson. several seasons on Broadway with General Foods, however, report-Meanwhile, the American Tobacco Cronyn and Miss Tandy in the edly is mulling the idea of putting option on Wednesdays 10:30-11 leads. It was also a feature film a different show in that time. Simip.m. lapsed, and the time period which starred Rex Harrison and larly, it's understood the web, which up to now has been thinking

Also a question mark is whether With Adventure" in its Sunda 10-10:30 p.m. spot. Similarl Revlon and General Foods a waiting to see how well the ne Johnny Carson show does this sur mer before deciding on what sho they will have carrying their ba ner Thursdays, 10-10:30 p.m. far as the period that follows concerned, CBS-TV has tickets Peggy and Walter McGrav "Wented" series for the spot, h when and if the period is sold, different stanza could conceival wind up in the period.

The decision to program and Mabel" leaves the Marie W son stanza, "Miss Pepperdin which also was being considere

without a home.

Colgate Suffers Another Bad Attack of Sunday Night Jitters

NEW YORK. July 2.-Colgate | doubtedly harm the impact of the | client. Esty won the job away from severe case of Sunday night programming jitters. Its new "Colgate Variety Hour" last week took the severest drubbing in the history of Trendex rating in comparison to "Toast of the Town's" 35.6. The future of the show is up in the

This was only the second show in the new Sunday series being programmed by Colgate, and it was up against a "Toast" anniversary stanza which had all the names. But the advertiser is beginning to get the notion that it will not carry its weight in the fall programming sweepstakes and that it must be replaced with something stronger. The client has already asked its agencies to submit new programming ideas for the fall.

One such idea placed before it is for a top dramatic show. This kind of program would be opposed by the network, for it would un- which services this program for the from a quiet summer.

Sharing the client's concern is the network, which stands to be in a weak competitive position Sunthe time slot when it got a 5.0 day nights next fall, unless it programs an audience-attracting vehicle in the time period.

Personality Fuss

The Colgate problem has been further complicated by the recent personality clash between Martin and Lewis which reportedly may split the team. And the film clips of Paramount Picture films do not seem to be getting viewers. Still another troublesome factor is the absence of a regular host. George substituting.

fate of the William Esty agency.

this week was having another Hilco-Goodyear Playhouse which the Ted Bates agency, which had a bad experience with last season's show. Now any of the Colgate agencies can get the lucrative program just by coming up with a strong enough idea.

Bryan-Houston

The Colgate agency picture, meanwhile, remains unstable. Bryan-Houston is said to be losing out because it has lost several key executives, notably Henry Schachte, who has gone over to Lever Brothers. And Carl Brown, who left Colgate and took the Halo account with him when he set up his own agency, is said to be in line for the Super Suds account Murphy was to take over for Col- now being handled by Cunninggate as host, but he changed his ham & Walsh. Colgate is also said mind and bowed out at the last to be sounding out new agencies minute. Charles Heston has been of stature with a strong radio and TV department to see whether they Hanging in the balance is the would be interested in its business.

All in all, Colgate is having far

135G PAID FOR '3 FOR TONIGHT

NEW YORK, July 2.-Again TV loot has rescued a Broad way production. CBS-TV paic Paul Gregory \$135,000 for the rights to "Three for Tonight' which it presented under Cen eral Foods sponsorship severa weeks ago. The show had a limited Broadway run and lukewarm reception. The TV money sent the production into the black.

The network has also agreed to bankroll anothe legit property, the musical ver sion of George Bernard Shaw "Pygmalion," which Herma Levin is producing for Broad way. CBS obviously will hav first refusal rights for TV. is putting up \$75,000 casl plus all the Londs, and th rehearsal facilities.

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Commercials

THE BILLBOARD SCOREBOARD

The Top New National Spot Commercial Campaigns on TV

Placed during the week of June 12-18, 1955

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

NATIONAL SUMMARY

Product and Advertiser

Folger's Coffee, J. A. Folger

Fluffo, Procter & Gamble

Lipton Tea, Thomas J. Lipton

Ford Cars, Ford Motor Co.

Product and Advertiser

Palmolive Soap, Colgate-Palm-

Philip Morris Cigarettes, Philip Morris

Roto-Broil, Roto Broil Corp.

REGIONAL SUMMARIES

Eastern

Alka-Seltzer, Miles Lab. Camel Cigarettes, R. J. Reynolds

Carnation Instant Milk, Car-

nation

Fizrin, Sterling Drug Ford Cars, Ford Motor

Halo Shampoo, Colgate-

Palmolive

Joy, Procter & Gamble

Lipton Tea, Thomas J. Lipton Nabisco, National Biscuit

Philip Morris Cigarettes, Philip Morris

RDX, Reducing Aid, Lo-Calory Food Co.

Salad Mixers, Grant

Salad Mixers, A. Meyerhoff

Shell Gasoline, Shell Co.

Southern

Air Conditioners, Worthington Bardahl Oil, Bardahl Co.

Beechnut Chewing Gum, Beech-

nut Packing

Bus Travel, Trailways

Eskimo Pie, Eskimo Corp. Morton House-Canned Foods,

Roto-Broil, Roto Broil Corp.

Sausage, Keith Sausage

Otoe Food Products

Midwestern

American Family-Soap & Flakes, Procter & Gamble

Bond Bread, General Baking

Carter's Pills, Carter Products

Chicago Confidential (Movie), Columbia

Dr. Pepper Soft Drinks, Dr. Pepper Bottling

Fluffo, Procter & Camble

Folger's Coffee, J. A. Folger

Grant Tools, Grant Co.

Hills Brother Cake Mix, Hill Brothers

Kraft Foods, Kraft Foods Co.

Lady Esther, Zonite Products

Lectric Shave, J. B. Williams

Maxwell House Coffee, General Foods

Nestea-Instant Tea, Nestle Co.

Prell Shampoo, Procter & Gamble

Sausage, R. B. Rice

Sohio, Standard Oil Co. of Ohio

Table Ready Meats, Swift & Co.

Tender-Leaf Tea, Standard

Brands

U. S. Royal Golf Balls, U. S. Rubber Co.

Southwestern

Grant Company Products, Grant Co.

Railway Service, Great Northern

Rocky Mountain & West Coast

Anacin, American Home Prod-

Art Courses, Art Instruction,

Bayer Aspirin, Bayer Co.

Colgate Dental Cream, Colgate-

Palmolive

French Dressing, Trader Vic Food Products

Hostess Cakes, Continental

Baking

Langendorf Bread & Bakery Products, Langendorf United Bakeries

M.J.B. Coffee, M.J.B. Co.

M & M Candy Chocolate, Hawley & Hoops

Orange Crush Beverage, Orange Crush Co.

Palmolive Soap, Colgate-

Palmolive Co.

Petrolum Products, Home Oil This Island Earth (Movie), Universal

SIGN ACE

Berle Scribe To Script Como Show

NEW YORK, July 2.-NBC-TV this week signed Goodman Ace as head writer on its forthcoming Perry Como show. Ace has been the head writer for Milton Berle for the last several seasons.

He is considered one of the top comedy writers in the business, an indication that the network intends to do everything in its power to program a sock show opposite Gleason and company next fall Como will probably go 8-9 p.m next season.

GT to Add Fifth

NEW YORK, July 2. - General Teleradio is buying another TV station, its fifth VHF. It applied this week for control of WEAT-TV and its radio affiliate in West Palm Beach, Fla. The station is on Channel 12 and is an ABC-TV affiliate.

Tom O'Neil, head of GT, is paying the present owners, Mr. and Mrs. James Robert Mechem, \$101.-000 for their 70 per cent interest. In addition, he is lending the corporation \$93,000 to buy up the outstanding stock and most of the debentures.

Segal for Pix

NEW YORK, July 2.-TV's Alex Segal this week hit the jackpot. He was signed by Metro-Goldwyn-Mayer to direct the film adaptations of two pictures he first megged on TV-"The Rack" and "Fearful Decision."

They were done on the "United States Steel Hour." He is reported to be getting \$55,000 per picture.

Billböard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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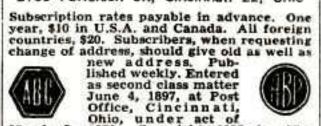
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Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly
magazine of sales and advertising trends,
one year, \$6.50, and Vend the monthly
magazine of automatic merchandising; one year, \$4.

No. 28

THE BILLBOARD SCOREBOARD

Sponsor and Industry Breakdown Of New TV Film Commercials

Produced Since May 1

This weekly chart is one part of a month-long study of TV film commercials produced during a full month. It offers a significant guide to forthcoming spot TV campaigns and program sponsorship. Each week, the commercial production of a different industrial group of sponsors is listed.

The following symbols are used to designate types of commercials listed: LA-Live Action; FA-Full Animation; SA-Semi-Animation; SE-Special Effect; J-Jingles; M-Music; S-Slides;

ID-Station Break; NA-Not Available.

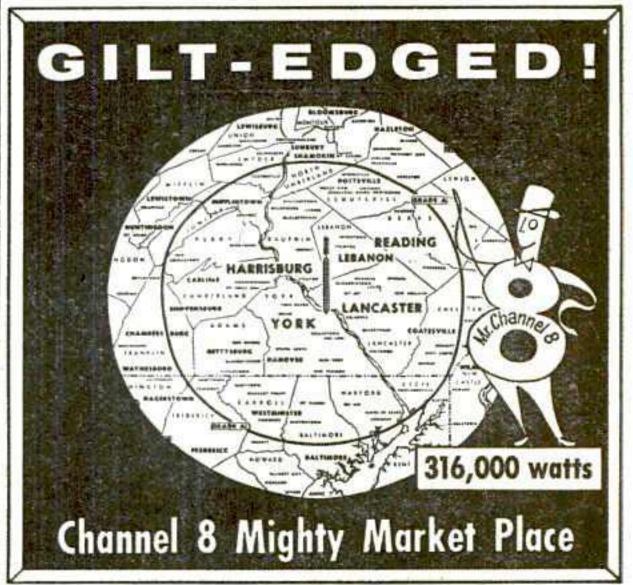
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n.	Vapo-rub, Morse International	1		20		FA		Fletcher	Smith
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	National Biscuit Co., Shredded Wheat								
	and Pal, Kenyon & Eckhardt								
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	Conoco, Benton & Bowles	2	PRINCIPLE IN	60		NA			

Extends Pay FV Deadline

ings on pay TV. The government works and to answer them.

body this week extended the deadline for filing briefs from July 11 to September 9 to give interested parties more time to file replies to comments already made.

The initial deadline for filing briefs was May 9, but it was extended to June 9, and then to July NEW YORK, July 2.—There will 11. The pay TV proponents feel be further delay in the Federal that they need more time to study Communications Commission hear- briefs already filed by the net-



3 million people • \$51/4 billion annual effective buying income

WGAL-T

LANCASTER, PA.

NBC • CBS • DuMont

STEINMAN STATION Clair McCollough, Pres.

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Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over

single	copy rates). Foreig	n rate	\$20.	784
Name	☐ Payment enclosed		☐ Bill me	
Occupation	or Title			
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Address				
City	,	Zone	State	
Send to:	The Billboard, 216	0 Patter	son St., Cincinna	ti 22, O.

News in Brief

D'ANDREA AND MARCH FACE SPLIT-UP . . .

The status of NBC-TV's new situation comedy, "The Soldiers," has been thrown into doubt following a split between its stars, Tom D'Andrea and Hal March, who also double as writers for the program. D'Andrea feels that March, who emsees "The \$64,000 Question" in New York and commutes to Hollywood for his "Soldiers" stint, can't continue to do both shows. He's issued an "ultimatum" for March to drop either one or the other.

SHEAFFER BUYS

INTO SHRINER SEG . . .

Sheaffer Pen is moving into Herb Shriner's "Two for the Money" stanza on CBS-TV as co-sponsor with Lorillard for the summer.

CBS READY TO UNVEIL 'MORNING' ...

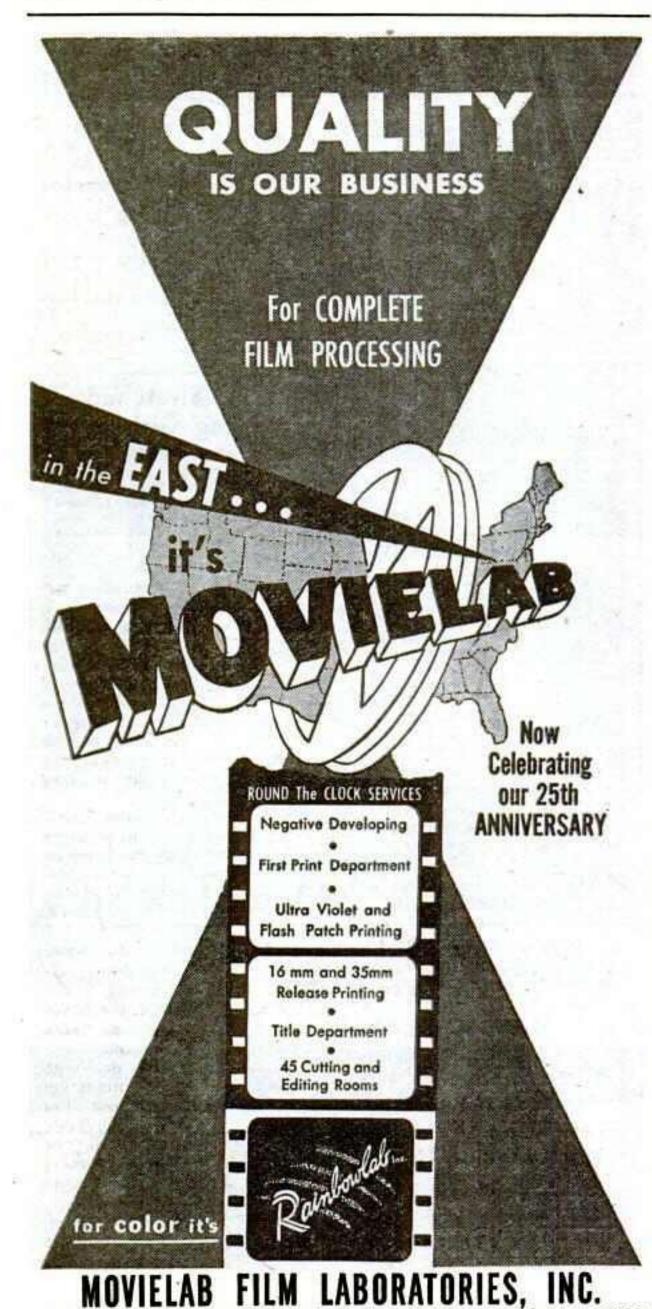
CBS-TV is all set to unveil its refurbished "Morning" show, which will be emseed by John Henry Faulk. The performers that have been set as permanent members of the cast are Mery Griffin, Sandy Stewart, and the Norm Paris Trio, who will appear every day; Paul Killiam, who will screen old-time movies on Tuesdays and Thursday; and Dick Van Dyke, a new piece of CBS talent, who will act as teller of kiddie stories on Mondays, Wednesdays and Fridays. Another new member of the cast will be Katie, the Goat. Charles Collingwood will continue as newscaster on the show.

ALUMINUM RE-SIGNS FOR 'OMNIBUS' . . .

The first of last season's "Omnibus" sponsors to sign on again for next season is Aluminum, Ltd. It's expected that Norcross and Scott will also return, but CBS-TV will have to find a fourth bankroller to replace Zenith, which definitely wont be back.

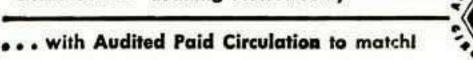
MARCIANO-MOORE BOUT TO GO CLOSED CIRCUIT . . .

The next heavyweight championshop fight, between Marciano and Moore, will be aired on closed-circuit television September 20. Theater Network Television, which has closed circuited 12 heavyweight fights thus far, will again do the honors.



THE "The Amusement Industry's BILLBOARD Leading Newsweekly*

619 West 54th Street, New York 19, N. Y.



LIKE MISSOURIANS

Show Me, Say Sponsors; 'We're Not Buying on H'w'd Name Alone

Sponsors and ad agencies are not exactly falling all over themselves to get programs which are produced by the major Hollywood motion picture companies. Only 33 per cent of the ad agencies that responded to this Advisory Board survey said they would be attracted to buy from the majors rather than established TV film producers. Against this, 58 per cent took a "show me" attitude.

Of the 33 agencies on the board that took this stand, 12 said buying from a Hollywood major depends on the price they will ask, seven said they still want to see what kind of quality the majors can produce for TV, another 10 said it depends on both price and quality, and one said it depends on exactly what his clients' needs are.

Among the sponsors in this survey, only four said they definitely would turn to the majors for shows, whereas 24 took the "wait and see" position. The sponsors cited the same cost and quality factors. One na-tional sponsor said: "A selling job is necessary. The tendency is not to change unless someone does a selling job." One regional sponsor said it depends on whether they offer the service and promotion assistance that current syndicators do.

Among stations, distributors and present TV producers, there was less of a tendency

NEXT WEEK

The TV Editorial Advisory board will tell

WHAT IT THINKS OF SPECTACULARS toward the "show me" position. In these three categories, as many board members said yes," the sponsors will be attracted to the majors, as said "it depends."

Among the "show me" faction, cost and quality again figured as the major factors. The producers and stations cited quality alone more than any other categories. Eight producers cited quality, as against three that cited cost and four that cited both. Seven stations cited quality, while three cited only cost and another three mentioned both.

Another factor on which a sponsor's turn to the majors would depend, according to one producer, is the importance the sponsor might attach to the prestige of the studio's name. Two distributors said it depended on the degree of ad agency control the majors allowed in their production. Two other distributors said it depended on the majors' salesmanship. And one station said the success of the majors depends on their ability to deliver shows that are fresh and different from those already on the air.

Of the ad agencies that

checked "yes" on this question, most still showed an open-minded approach. They generally indicated that the motion picture producers will be welcome in the TV market place, side by side with the established TV producers. A few said their reasons for checking "yes" was their prediction that sponsors will be dazzled with the prestige of the majors. Two of the ad agencies that said "yes" registered disgust with the programs now being offered them.

Very few members of the board thought the entry of the majors would be ruinous to the established TV film producers. They predicted that the increased competition would put the TV producers on their mettle, and this, they said, would be best for all concerned. Many predicted that smaller producers that are undercapitalized and that have never had a record of success will be forced to merge or throw in the towel. But one distributor argued that the small outfit handling specialized product like fight films will be able to weather the storm better than the big outfits that try to meet it head on.

HOW THEY VOTED

Do you think that advertisers and ad agencies would be attracted to major Hollywood studios for new film series, rather than continue to rely on established TV film producers?

	Yes	No	Don't Know	Depends
Ad Agencies	19	3	2	33
Network Sponsors .				
Regional, Local and				
Spot Advertisers	3	2	0	14
Distributors	10	6	3	12
Producers, Labs,				
Equipment	18	9	0	18
Stations	21	4	12	18
Grand Total	$\overline{72}$	24	17	105

FOR QUOTATION

SPONSORS AND AGENCIES SAY . . .

RUSSELL B. YOUNG, TV director, Russell M. Seeds Agency, Chicago: "Let's see what they do. If the majors can produce quality at a price, I think the answer is 'yes.' The new competition will eliminate some of the present producers. There is only so much time to be sold. If the market is over produced, some one has to be left holding unsold product. Too much of this and you're out of business."

ALAN RYAN, advertising manager, Hekman Biscuit, Grand Rapids, Mich.: "It depends on whether the majors plan to offer us the sales service and promotion opportunities that current packagers do. There will be room for both (the majors and current producers). The need for syndicated film series to meet the particular marketing requirements of so many local and regional buyers is not quite met today."

HARRY McDANIEL, TV advertising manager, Kroger Company, Cincinnati: "The Hollywood majors must prove their ability to match the speed of current TV producers and to work on much lower budgets in order to get competitive-without lowering the standards expected of them."

ALAN B. MILLER JR., director of product development, Grove Laboratories, St. Louis: "Advertisers won't be attracted to the majors if they have to play second fiddle to their movie production."

WILLIAM J. CREEN, TV director, Lewis Edwin Ryan, Washington: "Of course the majors can out-salary, out-pilot anybody-also out-name them. But I look for second team stuff. The majors are getting in too late."

CURT FREIBERGER, president, Curt Freiberger Advertising, Denver: "Present TV film

producers are selling mostly reruns. Prices are too high for the audience appeal they enjoy."

PRODUCERS AND DISTRIBUTORS SAY . .

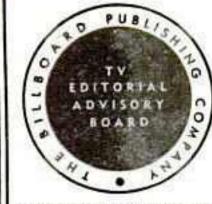
EMANUEL DEMBY, Demby Productions, New York: "Some agency people will continue to look for quality and results. Some will get a kick out of saying they have to fly out for a conference at 20th. Sounds so much better than flying out for a meeting at Roach or Desilu-no reflection on these eminent TV producers. Perhaps the TV film producer ought to do more public relations and just add to the check, as the majors do and undoubtedly will."

CHARLES AMORY, president Minot TV and UM&M: "Hollywood majors in the production tield will have to compete with independent producers on cost. Distribution by the majors will have to be separate from their regular sales force or given to well-known TV distributors."

HERCHELL LEWIS, general manager, Lewis & Martin Films, Chicago: "Eventually the majori will set up their own distribution, either thru their theatrical distributors or by absorption of an existing TV distributor."

ED MADDEN, vice-president, MOTION PICTURES FOR TELEVISION: "Eventually it will be rough on TV producers, but not on distributors. It may really help the distributors."

MEL GOLD, president, Mel Gold Produc tions, New York. "The 'glamor-struck' advertisers and ad agencies will undoubtedly relish the 'Made ir Hollywood' tabel. I am confident that the ad agencies have had sufficient experience in films for TV to date to permit them to recognize the availability of quality film production without carrying a major studio's overhead."



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

www.americanradiohistory.com



Cold



Young



Madden



Lewis

Copyrighted male

esser, Denove Form Firm; Set Tarzan' Show

HOLLYWOOD, July 2.-New omp.ny for the filming of TV roperties has been formed by thetrical pix producer Sol Lesser and elefilm producer Jack Denove. he merger will not affect benove's other two companies, Denove and Jan Productions, hich are already turning out three idseries.

First on the schedule is a "Taran" show, the TV rights to the algar Rice Burroughs stories are lso claimed by Walter White, of commodore Productions. White, tho reportedly has first refusal ghts for television, declares that e'll be in production by fall and spects to turn out 52 half hours ae first year.

On the other hand, Lesser, who as theatrical rights and has the resent Tarzan, Gordon Scott, uner contract, is already shooting V footage in Africa in conjunction ith the feature, "Tarzan and the ost Safari," now being filmed over

One point about which the disute revolves is the demand of the urroughs estate that the "Tarzan" eatures be kept of 'dscreens durig the run of the TV series, and nis, of course, only Lesser can as-

Denove and Lesser have begun reparation for possible TV filmwns, including "Our Town" and Peck's Bad Boy."

The Billboard Spotlights:

SYNDICATED FILM . . .

The Programming Opportunities in Syndicated Film-on analysis of the shows available this fall . . . how they compare with the formats of film shows in preceding years . . . what specific age and sex groups look for in film programs.



Coming in the August 6 issue Distributed August 2

AMER. EXPRESS **PUSHES STEELE**

NEW YORK, July 2.-In a move to test the pulling power of TV in the vacation travel field, American Express is promoting a special Ted Steele Caribbean Cruise, with Steele's WOR-TV show here the only medium used for advertising. Steele will take the cruise himself in the fall, thus making it the first international deejay tour to date.

Heretofore, the travel agencies have relied on page ads in the daily newspapers, and the Steele promotion marks the first time TV has been used by other media If the fall Caribbean cruise is a success. American Express plans to set up Ted Steele Cruises on other routes.

American Express has taken over the 325-passenger Furness Liner Ocean Monarch for the Steele sea trek, and reservations can only be booked thru his show Steele, his wife Doris and two fem members of his show, Ceil Loman and leannie O'Brien, wili go along with his fans on the 14-day cruise in October.

Gen. Teleradio Puts Munroe, Reiss on SFL

NEW YORK, July 2.-General Teleradio has brought in Saul Reiss and Bob Munroe to work on its newly acquired subsidiary, Staog on 13 properties that the latter thon Film Library, Inc. They were both with SFL before it changed hands. In addition to continuing to sell the idea to stations, they are both now out seeking sponsorship.

Bill Weintraub jr., who had been working on the production side, is expected to move over in another couple of weeks. Bob Mamby, who does production liaison for GT, is also understood to be doing some work on SFL.

the sales staff of GT's Film division will not get into the SFL picture at this time. There was no word this week as to when filming of the soap operas will begin.

Bean' Sold in Western Marts

HOLLYWOOD, July 2.-"Judge Roy Bean," teleseries produced in New York by Russell Hayden, has been sold in nearly all major Western markets this week by Tom Corradine & Associates.

Picking up the show are KCOP. Los Angeles; KRON, San Francisco; KLOR, Portland, and KPHO. Phoenix, Ariz., with sales to KANG, Seattle, and San Diego being in the closing stages. Corradine has been trying to make a regional deal for the program, the station sales being with the stipulation that a regional sponsor would Menken Quits have first refusal, but may now decide to spotbook the show thruout in view of the fact that he has the major markets sewed up.

Total sales price for the six cities is estimated at between \$130,000 and \$150,000.

Chrowledged . MEET CORLISS ARCHER . MR. DISTRICT ATTORNEY . TIMES SQUARE PLAYHOUSE . YESTERDAY'S NEWSREEL TELEVISION . I LED 3 LIVES . SPORTS ALBUM . FAVORITE STORY . STORY THEATRE . BOSTON BLACKIE . THE LIVING BOOK . THE CISCO KID . YOUR TV THEATRE 1529 MADISON ROAD CINCINNATI OHIO

CARIBBEAN TOUR Publicity Aids Of Film Distribs

CHICAGO, July 2. - WGN-TV here has issued a loud complaint against TV film distributors on the subject of publicity and exploitation. In an open letter to the film companies, Jim Hanlon, public relations director, said he must have more photos and personal appearances from now on.

Hanlon said he has been tinding it extremely difficult to get newsp. per space for the syndicated film shows on WGN-TV A personal appearance by the star, he said, is the surest method of grabbing space. He mentioned Liber-

The station apparently intends to force distributors to commit a certain minimum of promotion aid in film contract. Hanlon's letter Inc., has authorize I me to say that the amount of publicity and probe a determining factor in the signwe are competing with the slingshot against the Big Bertha of the major networks."

CBS Film Sells 'I Love Lucy

NEW YORK, July 2.—An agree-ment whereby CBS-TV Film Sales will represent its parent network in the sale of CBS film shows to British television has resulted in the sale of "I Love Lucy" to Associated Broadcasting Development Com-However, it was reported that pany, one of the commercial TV program contractors there.

> The sale of two more network (Continued on page 10)

'Silver Spurs' Series in Eng. And Spanish

SAN ANTONIO, July 2.—Mi-chael Miluck Productions will make a series of TV films which will be titled "The Silver Spurs" at the Mayan Dude Ranch at Boerne, Tex. The series is being made for Roaul Cortez, owner of radio Station KCOR and television Station KCOR-TV, local Spanish language

The TV film series will be made in both English and Spanish and will star Armida and Tex Rossi. The films will be distributed by Cortez in 21 countries, according to present plans.

Guild Films

NEW YORK, July 2.-Lawrence Menken this week resigned as program director of Guild Films to pursue some of his own programming ideas, some of which will be in connection with William Morris. Menken was the programming director of WOR-TV, and also the creator of such properties as "Har-lem Detective," "Monodrama" and "High Tension."

While at Guild, he also acted as editorial supervisor of the recently sold "Confidential File" and story editor of "I Spy" and "Brother Mark." He won The Billboard Award for the production of the second best vidfilm documentary of last season, "The Greatest Drama.

WGN Demands 'Lucy' Rerun Rating **Under Expectations**

the ratings of the Sunday "Love Lucy" reruns, which Lehn and Fink is sponsoring on CBS-TV, indicates that the show is attracting less viewers than noped for tho its ratings, considering the time period, are not to be sneezed at.

According to Nielsen's national report, the "Lucy" reruns gamered an 18.3 rating for the second half of April, a 19.1 for the first half of May, and a 16.2 for the second half of May-the latest report to date. Its share of audience figures for these periods are 38.2, 42.9 and 43.2, respectively. In comparison, the Monday night first ace's invasion of Chicago as proof runs of "Lucy" have been pulling ratings of close to 45 with a share

outrated its sole network compewhich garnered satings of 6.7, 5.8, 2 p.m. now and 5.5 for the three Nielsen penotion co-operation we receive riods studied. However, one factor time fare around film programfrom producers and distributors that tends to boost the national ming. Du Mont already has purand a guarantee of personal ap- ratings of the "Lucy" reruns is that chased a backlog of 122 features, pearances by a TV film star will it's a film series whereas "Meet the including the "Million-Dollar Mov-Press" is live. In many of the one- ies" from General Teleradio. Aning of contracts in the future." He station and two-station markets, other of its kev purchases is the concluded, "Too often we feel that where shows ordinarily enjoy ex- "Looney Tune" cartoons from tremely high ratings because of Guild Films, which have been lack of competition, "Lucy" can doing well locally with the small clear time because it's a film show fry. Also on hand is a large while "Meet the Press" cannot and package of Gene Autry films. It is is therefore not seen in those mar- from these films that the bulk of kets. "Lucy's" hefty ratings in these it new daytime programming efone-station and two-station mar- fort will be organized. kets serves to boost its national ratings.

bankroller is reportedly paying Washington viewers.

NEW YORK, july 2.-A study of | \$30,000 per week in program costs. CBS-TV is currently attempting to come up with a different time

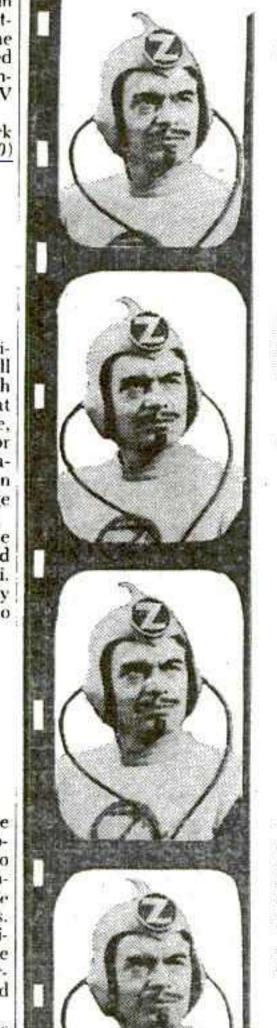
slot for the Lehn and Fink "Lucy" reruns in the fall The 6-6:30 p.m. spot will have to be given back to "Omnibus."

Du M's WTTG Adds 5 Hours

WASHINGTON, July 2.-Daytime programming on a loca: level will be considerably stepped up of audience figure of over 60 per here beginning August 1. WTTG-TV, the Du M nt outlet, intends The "Lucy" reruns rar and away to begin its programming day at 9 a.m., a decided increase in its stated: "The management of WGN, tition, NBC-TV's "Meet the Press," daytime activities which begin at

The station will build its day-

Since Ted Cott stepped into general managership of the two The the "Lucy" rerun ratings Du Mont stations (WABD-TV, are pretty healthy for a Sunday New York), the Washington outlet 6-6:30 p.m. time slot, there is still has hiked its programming here the question of how good an ad- considerably. With the new dayvertising buy Lehn and Fink is time effort, it will have 31 new getting in view of the fact the hours of programming available to



the surprise

tv film show of the year CHILDREN

AND

ADULT APPEAL

> with the ratings and sales results as proof positiv**e**



rated EIGHTH in the nation's TOP TELEVISION PROGRAMS* . . . The exciting adventure, thrilling suspense and breathtaking drama of the greatest historic events wrapped into a supercharged package of startling science fiction reality. . . FAMILY ENTER-TAINMENT endorsed by leading educators-Applauded by Sponsors and Stations.

> open NATIONALLY or REGIONALLY or SPOT MARKET

phone-wire-write . . . NOW!

* Billboard, June 11, 1955 15 W. 44th St., MUrray Hill 7-5535, New York 36, N. Y.

OVERSEAS OPERATION

SG to Rep Competition In Overseas Dealings

twist is being given Screen Gems' sales, Screen Gems' English firm plans to expand its overseas operation. The firm, which this week named John Cron as its European for foreign distribution on straight commission basis.

burgeoning British TV picture, fice. Screen Cems this week organized Screen Gems of Great Britain, Ltd. Cron, who was appointed general manager of the new Screen Cems subsidiary, will make his headquarters in London. He'll also take charge of TV sales to markets on the Continent.

Tho no deals to take on foreign distribution of other firms' properties have yet been made, Screen Gems is understood to have already approached several syndicators on the subject. The firm apparently feels that the greater the number of properties it has available for foreign sale, the better will be its overseas position.

Groundwork for the formation of Screen Gems' English subsidiary had been laid by Ralph Cohn, general manager, and John Mitchell, sales vice-president, on their recent

Does Shuffle At G-K Cue Feature Pix?

HOLLYWOOD, July 2.-Continuing shuffle at Gross-Krasne, Inc., (Billboard, June 18) is leading to speculation in the trade that the partners may devote a considerable part of their activity to feature production in the future.

Tho their lot, California Studios, is leasing space to the "Gunsmoke" and "Author's Playhouse" teledramas, the departure of "Big Town" has left Gross-Krasne without a TV show and they have only one, "O. Henry Playhouse," in preparation. In addition, there seems no certainty at this time as to when the latter will get into full production.

On the other hand, Gross-Krasne is preparing a number of features for filming, and is leasing space to independent theatrical pix produc-ers such as Lew Kerner. Both Jack Cross and Phil Krasne entered the TV ranks from the motion picture industry.

'I Love Lucy'

· Continued from page S

properties, "The Search" and "Person to Person," is currently being negotiated by Les Harris, CBS-TV Film Sales chief, with the BBC. Harris has already sold three of the film syndication firm's properties in England – "Amos 'n' Andy" and "Range Rider" to the BBC, and "Tales of the Foreign Legion" to Associated Rediffusion.

Harris' agreement with CBS-TV network provides that CBS Film Sales receive commission on the sale of the network shows to England. Among the network proper-ties the network has turned over to CBS Film Sales for pitching to England are "December Bride" and "The Line-Up."



NEW YORK, July 2.-A unique tour of Europe. In addition to plans to produce in England, and perhaps elsewhere in Europe, sev-

eral episodes for its current shows. Cron, who will establish headchief, has decided to take on the quarters in London this summer, product of other syndication firms was national sales manager of the NBC Film Division from 1948 until early this year. Prior, he was assistant director of the CBS Film As the first step in its plans to Division and general manager of film property will now be playing establish a strong foothold in the Monogram Pictures' Trinidad of in over 100 markets. Budd Getchel

'Holmes' Films

NEW YORK, July 2.-UM&M this week came up with a major regional sale. Callo Wine bought "Sherlock Holmes" for 29 important markets where it will be telecast first run shortly. The advertiser is also shopping for cities in which it can sponsor the show second run.

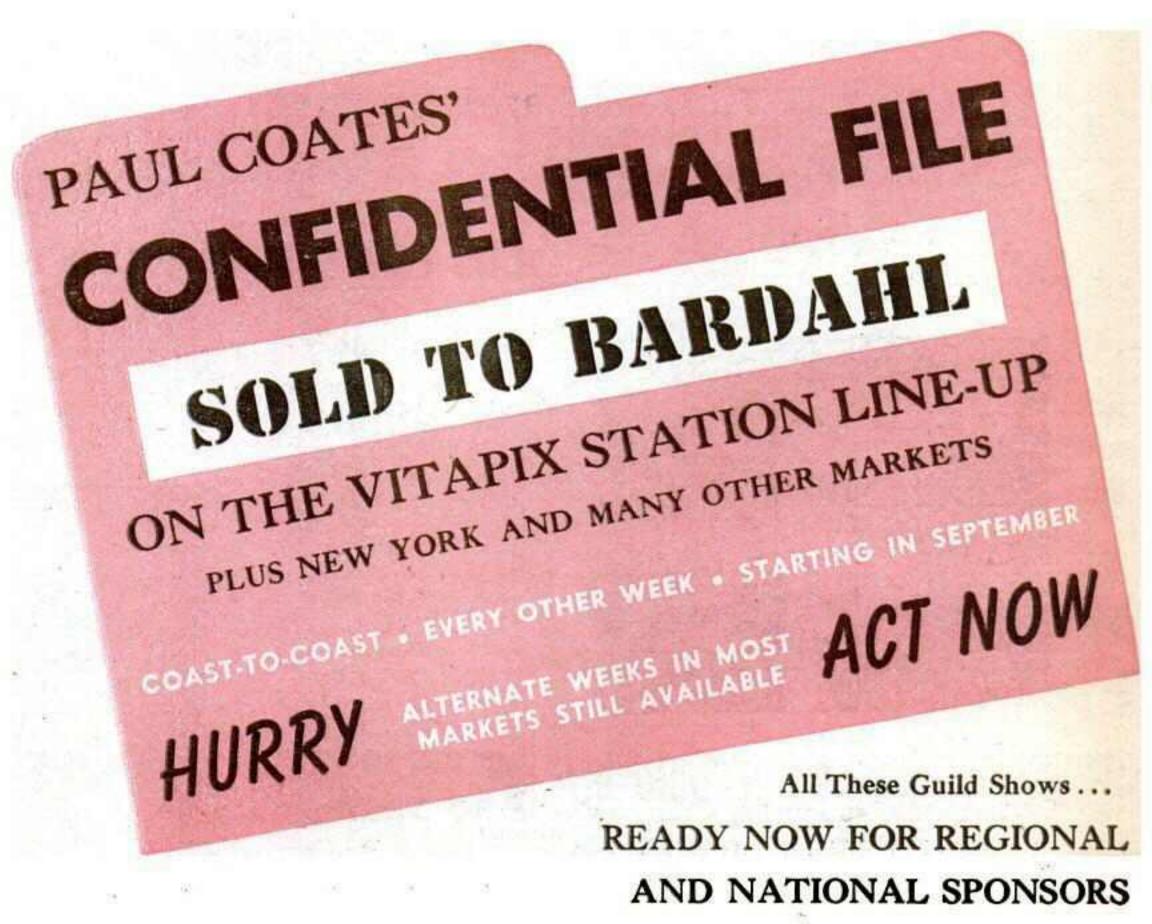
The series is to go into its second 39 weeks of production. The vidis the agency for Gallo Wine.

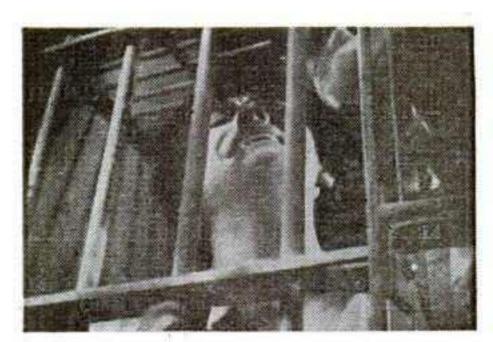
Gallo Takes on Gives Judgment on '39 and 13' Formula

NEW YORK, July 2. - Ted every episode avidly and spots Sisson, director of the NBC Film repeat with hawk-like accuracy. H division, this week stepped into the is not, in other words, an average discussion of the "39 and 13 re- viewer.' Far from it. He shou peat" sales formula with the claim not, therefore, rely on his person that the sponsor gets as much or judgment or that of his employed more audience for less money than about the acceptability of repehe would on an all-first-run policy. telecasts as on known research Sisson in effect suggested that statistics." sponsors listen to the researchers rather than their friends on matters repeatedly shown that repeats c of advertising policy.

said, "that sponsor, having a this phenomenon. His examp vested interest in the show, watches

Sisson averred that research ha as well or better than first run "It should be borne in mind," he tho he offered no explanation . (Continued on page 51





CONFIDENTIAL FILE

Paul Coates' crusading behind-the-scenes report on America ... with candid closeups of its people and problems. A new and exciting concept in the presentation of dramatized journalism. It's the show all America will soon be talking about.



THE GOLDBERGS

On their 25th anniversary The Goldbergs have moved to Haverville, U.S.A. and Molly's having the time of her life ... with new friends, a new home, and fresh new adventures. Now, all America will love Molly, (the country's greatest saleswoman, too!) more than ever.



460 PARK AVENUE . NEW YORK 22, N. Y. IN CANADA: S. W. CALDWELL, LTD., TORONTO

MUrray Hill 8-5365

Associated Sales Staff Augmented

rtists Productions has enlarged its vision Programs of America since ales staff and broken it down into its inception and before that was ve divisions. This re-organization with Unity. in preparation for the sales drive all contains 55 titles.

Bob Rich, who was brought over of Colorado Springs, Colo.

NEW YORK, July 9.-Associated | sion. Hoffman has been with Tele-

Rich this week also hired J. Paul Film Service in Hollywood. m its next package of feature Craig as Southwestern division lms, which is reported to contain manager. He will soon open a to put such a large new package ver 50 titles. The package Asso- branch office in Atlanta. Craig up for station sales indicated its nated has been selling since last was formerly a district manager negotiations with ABC-TV for for the Alexander Film Company 7:30-9 p.m. Sundays has fallen

ales manager of Associated's TV execs at Associated, who has been films for that slot and is talking to ivision, this week hired Bob Hoff- working out of the New York of- a number of Ho'lywood and Lonoan as head of the Midwest divi- fice, will henceforth work out of don producers.

the new Chicago branch under Hoffman.

Associated is represented on the West Coast by Bob Kronenberg. And its Southwest division is covered by Harold Schwartz out of Dallas. The firm now has a total of 10 salesmen.

Western stations will henceforth be serviced out of the West Coast. Associated is turning over a complete set of prints to Bonded TV

The fact that Associated is about thru. It is understood that the netrom WPIX recently to be general Herman Katz, one of the account work is still trying to get feature

Ted Cott Develops New Vertical Rerun Project

tions-WABD, here, and WTTG-TV, Washington. The station executive calls his plan "simultaneous reruns," tho by that he does not mean simultaneous showing of the vidfilm programs.

second-run situation comedies in a middle-evening time period next season, probably on both stations. For third run, he expects to slot them during the day on the same day they were offered at night.

NEW YORK, July 2.-A new | For example, if "My Little Marway to handle reruns has been gie" and "Beulah" were slotted developed by Ted Cott, general on Mondays and Tuesdays next manager of the two Du Mont sta- fall during his evening situation comedy line-up, their third run would also be on Mondays and Tuesdays but during the day. This programming technique he calls vertical reruns in contrast to the horizontal rerunning practiced by Cott plans to run a strip of many programming directors.

Cott feels that he is much more apt to pick up audiences by using the shows on the same days when segments of the potential audiences, primarily women, would get a second opportunity to see it, tho their attention may have been caught by a big network attraction during its first telecasting.

Cott also believes that situation comedies have a great deal more value for rerunning than mysteries. He bases his opinion on the simple theory that when people are entertained by a comedy they may want to see it again to re-experience their initial laughter. However, he maintains that if they know the solution to a mystery they are much less apt to want to see the program again.

busy scanning newspaper ads for any piracy of Disney's own coloration of the character, such as "King of the Wild Frontier."

Before the Crockett settlement,

Vince Jeffords is head of Disney Merchandise.

Disney Licensees

Continued from page 8

Now Disney faces still another merchandising headache. His reg-

ular licensees, who expect to be in line for new franchises and the usual promotion co-ordination on the forthcoming "Mickey Mouse Club" on ABC-TV, are now understood to be clamoring for plans, The show will bow in October, and the manufacturers want to have their stuff in the stores by then. For many of them, this means they have to start tooling up immediately. But so far, according to this report, they haven't received any advice from the Disney office.

Disney is understood to have had about 18 apparel licensees and 50 toy licensees. The Baltimore outfit had about 27 apparel licensees and only a few toy franchises.

The Billboard Spotlights:

THE STATION LEVEL

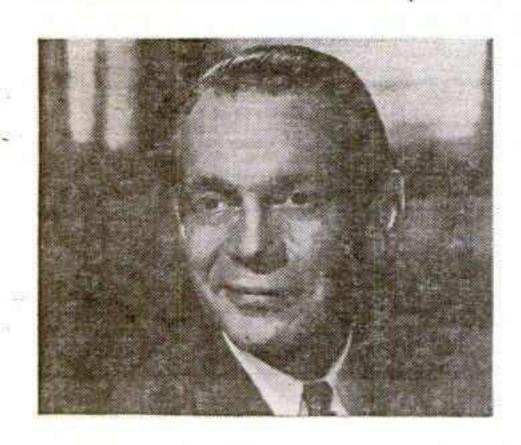
How Station Initiative Builds Profits-local live shows and their audience potential . . . station programming built ground film bits . . . the importance of film programming.



Coming in the August 6 issue Distributed August 2

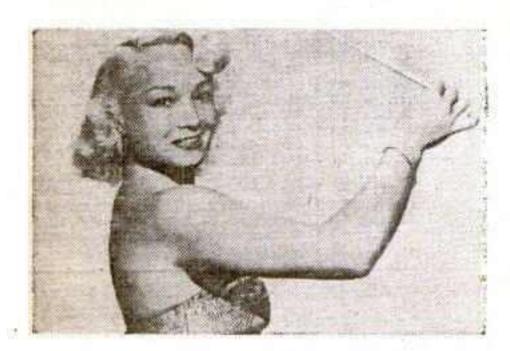
It's Here! A National and Regional Spot Plan That Combines Program and Time in a Single Package!

VITAPIX PROVIDES THE TIME ... AND GUILD PROVIDES THE PROGRAMS



I SPY starring RAYMOND MASSEY

Distinguished actor, Raymond Massey, brings you the true and exciting stories behind history's most famous spies. I SPY sets a new trend for impact in mystery, intrigue and adventure.



INA RAY HUTTON SHOW

The first truly original musical personality to come along in years . . . and GUILD has surrounded this vivacious bundle of talent with top guest stars. A show that literally sparkles with glamour and gaiety ... music and mirth. Nothing like it on TV1

THE VITAPIX STATIONS

KGNC-TV Amarillo, Texas KTLA-TV Los Angeles, Cal. WSB-TV Atlanta, Georgia KDUB-TV Lubbock, Texas WRDW-TV Augusta, Georgia Memphis, Tenn. WMCT WMAR-TV Baltimore, Md. KSTP-TV Minneapolis, Minn. Birmingham, Ala. WSM-TV Nashville, Tenn. WABT WNHC-TV New Haven, Conn. Boston, Mass. WBZ-TV Buffalo, N. Y. wdsu-tv New Orleans, La. WGR-TV WMT-TV Cedar Rapids, Ia. WTAR-TV Norfolk, Va. Charlotte, N. C. WBTV WKY-TV Oklahoma City, Okla. Chicago, Ill. WGN-TV wow-TV Omaha, Neb. WKRC-TV Cincinnati, Ohio крно-ту Phoenix, Ariz. WXEL-TV Cleveland, Ohio Philadelphia, Pa. WPTZ WDAK-TV Columbus, Ga. KDKA-TV Pittsburgh, Pa. WBNS-TV Columbus, Ohio WGAN-TV Portland, Maine WHIO-TV Dayton, Ohio KOIN-TV Portland, Ore. KLZ-TV Denver, Colo. WJAR-TV Providence, R. I. wwJ-TV Detroit, Mich. wsls-TV Roanoke, Va. WGBS-TV Ft. Lauderdale, Fla. WHAM-TV Rochester, N. Y. KFJZ-TV Ft. Worth, Tex. WHBF-TV Rock Island, Ill. WMBV-TV Marinette-Green Bay, Wis KWK-TV St. Louis, Mo. WFMY-TV Greensboro, N.C. Salt Lake City, Utah KSL-TV WFBC-TV Greenville, S. C. WOAI-TV San Antonio, Tex. KPRC-TV Houston, Texas KRON-TV San Francisco, Cal. Hutchinson, Kan. KING-TV Seattle, Wash. KTVH WFBM-TV Indianapolis, Ind. WHEN-TV Syracuse, N. Y. WKZO-TV Kalamazoo, Mich. WSPD-TV Toledo, Ohio KCMO-TV Kansas City, Mo. KVOO-TV Tulsa, Okla. WGAL-TV Lancaster, Pa. KWFT-TV Wichita Falls, Tex. KOLN-TV Lincoln, Neb. WILK-TV Wilkes Barre, Pa.

> VITAPIX provides desirable time periods in all markets selected ... on stations with proved audience leadership. Single billing ... single proof of performance... maximum flexibility. To see how VITAPIX-GUILD coordinated facilities can serve you - contact GUILD FILMS today!

CORPORATION VITAPIX

460 PARK AVENUE + NEW YORK 22, N. Y. + PLaza 8-3013



BILLBOARD SCOREBOARD-AMERICAN RESEARCH BUREAU

The Nation's Top Television Programs

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

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

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

All film 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. The symbol "&" preceding the rating indicates the show was received from a station in another market, and that this audience supplements the viewers attracted in the originating market.

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

Among ARB Title (Type) and Distributor Rating

5. This Is Your Life, WLW-T......34.0

25. Liberace (Guild), T-6:30..... 6.2

Runk

Station, Day, Time Top Opposition & Rating

10. Godfrey's Talent Scouts, WKRC 30.3

38. Your All Star Theater (Screen Gems),

W-Th-F-5:30 1.5

CINCINNATI 3 STATIONS

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

1. I Love Lucy, WKRC......45.1 6. Lux Video Theater, WLW-T......33.7 2. Loretta Young, WLW-T......37.3 8. Disneyland, WCPO......32.5 3. Your Hit Parade, WLW-T......36.6 4. You Bet Your Life, WLW-T.....34.6 9. December Bride, WKRC......32.1

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Mr. District Attorney (Mys.), Ziv24.0 WLW-T-W, 9:30-10:00 Best of B'way, 29.6 3. I Led Three Lives (Adv.), ABC19.4....WLW-T-Th, 7:30-8:00.................Climax, 23.2 D. Fairbanks Presents (Drama), ABC......16.4....WLW-T-T, 9:30-10:00......Stop the Music, 21.8 8. City Detective (Mys.), MCA-TV........13.4....WKRC-F, 10:30-11:00.......Tonight, 11.8 26. Paris Precinct (UM&M), F-9:30...... 5.6 12. Science Fiction Theater (Ziv), S-10:00....11.8 13. Lone Wolf (MCA-TV), W-10:30......11.1 28. Superman (Flamingo), S-11.00 a.m. 5.5 29. Little Rascals (Interstate), M-F-5:00..... 5.2 14. †Ames Bros. (R. C. Cola), Su-8:15..... 9.2 15. Eddie Cantor (Ziv), F-8:30...... 7.9 30. Ramar of the Jungle (TPA), S-11:30 a.m., 3.5 16. Wild Bill Hickok (Flamingo), W-6:00.... 7.4 30. Dick Tracy (Combined). S-11:00 a.m. 3.5 32. Your Star Showcase (TPA). F-6:30..... 3.2 17. Buffalo Bill Jr. (CBS), Su-11:30 a.m.... 7.2 18. Call the Play (Sta. Distrib.), F-10:15 7.0 33. Royal Playhouse (MCA-TV), Su-4:00 . . . 2.5 33. Hollywood Wrestling (Paramount), 19. Jimmy Demaret (Award), Su-10:15..... 6.7 20. Royal Playhouse (MCA-TV), S-9:30..... 6.5 M-8:00 2.5 20. Big Fights (Big Fights, Inc.), Th-10:30.. 6.5 33. Into the Night (Sterling), S-4:30, 2.5 22. Waterfront (MCA-TV), Su-3:30...... 6.3 36. Bandstand Revue (Paramount), Su-4:30., 2.1 22. Range Rider (CBS). T-6:00..... 6.3 37. †Soldiers of Fortune (Seven-Up), Su-6:00 2.0 22. Ramar of the Jungle (TPA), F-6:00..... 6.3

YOUNGSTOWN, O. 6 STATIONS

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

1. Jackie Gleason, WKBN.....u42.5 2. Toast of the Town, WKBN.....u38.7 3. I've Got a Secret, WKBN.....u37.3 8. The Millionaire, WKBN......u33.5 4. Your Hit Parade, WFMJ.....u36.6 5. Two for the Money, WKBN.....u35.0

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

2. Racket Squad (Mys.), ABC.......u19.0....WKBN-M, 8:30-9:00.........Caesar's Hour, 18.0 4. Inspector Mark Saber (Mys.), 8. Your All Star Theater (Drama), 12. Waterfront (MCA-TV), Th-7:00...... 9.4 | 35. Meet Corliss Archer (Ziv), M-7:00..... & 2.4 12. Buffalo Bill Jr. (CBS), S-11:30 a.m....u 9.4 35. Racket Squad (ABC), T-8:00..... & 2.4 14. Liberace (Guild), Th-11:15....... 9.1 37. I Led Three Lives (Ziv), S-9:00..... & 2.2 15. Wild Bill Hickok (Flamingo), W-6:00...u 8.9 37. Passport to Danger (ABC), W-9:30 . . . & 2.2 16. Little Rascals (Interstate), M to F-6:00.. & 8.7 39. †Sherlock Holmes (UM&M), M-10:30..& 1.9 17. †Ames Bros. (R. C. Cola), Th-7:45.....u 8.1 39. Soldiers of Fortune (Seven-Up), Th-7:00.& 1,9 18. Mayor of the Town (MCA-TV), T-7:00..u 7.9 39. Inspector Mark Saber (Thompson-Koch), 19. †Soldiers of Fortune (Seven-Up), Th-7:00& 1.9 F-6:00u 7.5 39. Eddie Cantor (Ziv), Th-7:30..... & 1.9 20. Little Rascals (Interstate), S-5:30.....u 7.1 39. Badge 714 (NBC), F-7:00..... & 1.9 21. Hopalong Cassidy (NBC), S-2:00.....u 6.7 39. Annie Oakley (CBS), S-6:30...... & 1.9 22. Guy Lombardo (MCA-TV), M-7:00....u 6.2 45. Superman (Flamingo), W-7:00...... & 1.4 22. Meet Corliss Archer (Ziv), F-7:00..... u 6.2 45. Bill Corum Sports (NTA). Su-4:00.....u 1.4 22. Guy Lombardo (MCA-TV), Th-10:30....& 6.2 45. Your All Star Theater (Screen Gems), 25. Hollywood Wrestling (Paramount), W-7:00& 1.4 S-10:00& 5.5 45. Ellery Queen (TPA), W-9:00...... & 1.4 26. I Led Three Lives (Ziv), F-10:30.....& 5.3 45. Gene Autry (CBS), S-3:00..... & 1.4 26. Foreign Intrigue (Official), Su-10:00....& 5.3 45. Annie Oakley (CBS), S-4:00..... & 1.4 28. Hopalong Cassidy (NBC), M-6:00.....& 4.3 45. The Whistler (CBS), S-7:00..... & 1.4 29. Liberace (Guild), W-9:00...... & 3.8 45. Ramar of the Jungle (TPA), M-4:30...& 1.4 30. I Am the Law (MCA-TV), F-10:30..... & 3.3 53. Rocky Jones, Space Ranger (MCA-TV), 31. Waterfront (MCA-TV), W-7:00...... & 3.1 S-5:30& 1.2 31. Mr. District Attorney (Ziv), W-10:30....& 3.1 53. Cowboy G-Men (Flamingo), S-6:30....& 1.2 33. Guy Lombardo (MCA-TV), Th-8:30....& 2.9

Rank May ARB Among Title (Type) and Distributor Rating Station, Day, Time Top Opposition & Ratio Films 56. Movie Museum (Sterling), Su-3:45.....u 1.0 72. Terry and Pirates (Official), The Passersby (NTA), Su-11:15:..... & 1.0 S-11:00 c.m.& 0.5 72. Playhouse 15 (MCA-TV), S-4:00.....u 0.5 56. Superman (Flamingo), M-6:00...... & 1.0 56. Sherlock Holmes (UM&M), M-9:00 ... & 1.0 72. Ames Bros. (R. C. Cola), S-6:45..... & 0.5 72. Call the Play (Sta. Distrib.), S-7:45 ... & 0.5 56. Science Fiction Theater (Ziv), T-7:00...& 1.0 56. Waterfront (MCA-TV), T-8:00 & 1.0 72. Stories of the Century (Hollywood TV), 56. Amos 'n' Andy (CBS), W-8:30..... & 1.0 Th-11:15 & 0.5 56. Playhouse 15 (MCA-TV), Su-4:30..... u 1.0 83. Playhouse 15 (MCA-TV), M to 56. Big Playback (Screem Gems), Th-6:30. & 1.0 Th-11:15 & 0.4 56. Liberace (Guild), Th-9:30...... & 1.0 84. Bandstand Revue (Paramount), Su-5:30..&0.5-56. Foreign Intrigue (Official), Th-11:45 ... & 1.0 84. Orient Express (NTA), Su-8:30......&0.5-56. Soldiers of Fortune (Seven-Up), F-7:00. . & 1.0 84. Paris Precinct (UM&M), M-7:00......&0.5-56. Bobo the Hobo (NTA), S-9:45 a.m.... & 1.0 84. Wild Bill Hickok (Flamingo), W-6:00. . &0.5-84. Telesports Digest (MCA-TV), W-7:00..&0.5-56. Rocky Jones, Space Ranger (MCA-TV), 84. Laurel and Hardy (Governor), Th-6:00. .&0.5-S-3:30& 1.0 56. Buffalo Bill Jr. (CBS), Su-6:00...... & 1.0 84. Sportsman's Club (Syndicated Films), 72. Star and Story (Official), Su-9:00 & 0.5 Th-7:15&0.5-72. Drew Pearson (UM&M), Su-11:00, & 0.5 84. Post Time, U.S.A. (Tel-Ra), F-7:00....&0.5-72. Wild Bill Hickok (Flamingo), M-5:30.. & 0.5 84. Mayor of the Town (MCA-TV), F-9:00. . &0.5-72. Cowboy G-Men (Flamingo), M-7:00 . & 0.5 84. Call the Play (Sta. Distrib.), F-11:15 ... &0.5-72. Meet Corliss Archer (Ziv), M-9:30 ... & 0.5 84. Movie Museum (Sterling), S-4:15.....u0.5-72. Buffalo Bill Jr. (CBS), S-2:30......& 0.5 | 84. The Playhouse (ABC), M-F-3:30......&0.5-PHILADELPHIA 3 STATIONS TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network) This Is Your Life, WPTZ......33.7 2. I've Got a Secret, WCAU......43.9 7. Person to Person, WCAU......33.2

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

3. Stage Show, WCAU......40.7

4. I Love Lucy, WCAU......39.8

5. You Bet Your Life, WPTZ......34.9

5. Toast of the Town, WBNS......38.7

5. Mr. District Attorney (Mys.), Ziv.......12.9....WPTZ-T, 10:30-11:00..........Stage "S", 16. 10. City Detective (Mys.), MCA-TV......... 8.2....WFIL-M, 7:00-7:30.......Superman, 14. 11. Badge 714 (NBC), F-7:00...... 7.3 | 24. Hopalong Cassidy (NBC), Su-11:30 a.m. .. 4.0 12. I Led Three Lives (Ziv), W-7:00...... 6.8 25. Buffalo Bill Jr. (CBS), S-4:30...... 3.9 26. Eddie Cantor (Ziv), W-10:30...... 3.7 13. Mayor of the Town (MCA-TV), M-10:30.. 6.7 14. Hopalong Cassidy (NBC), M-F-5:00, 6.1 27. †Soldiers of Fortune (Seven-Up), 5-6:00.. 3.4 28. My Hero (Official), S-10:30 a.m. 3.3 14. Greatest Fighters (The Big Fights), 29. Call the Play (Sta. Distrib.), S-11:15 2.4 30. Follow That Man (MCA-TV), Su-4:30 2.2 16. Ramar of the Jungle (TPA), Th-8:00.... 5.8 17. Paris Precinct (UM&M), S-7:30..... 5.4 31. †Ames Bros. (R. C. Cola), Su-6:15..... 2.0 32. Ramar of the Jungle (TPA), 17. Man Behind Badge (MCA-TV), S-10:30.. 5.4 Su-11:00 a.m. 1.9 19. Drew Pearson (UM&M), Su-11:00...... 4.8 19. Inner Sanctum 'NBC), S-11:30...... 4.8 32. Science Fiction Theater (Ziv), Su-6:30 1.9 34. Racket Squad (ABC), S-12:15 a.m. 0.7 21. Little Rascals (Interstate), S-9:30 a.m. .. 4.3 35. Ramar of Jungle (TPA), Su-11:30.....0.3-21. Racket Squad (ABC), Su-10:30...... 4.3 23. Ramar of the Jungle (TPA), 5-7:00..... 4.1 35. Racket Squad (ABC), T, Th-12 mid.0.3-

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network) 1. I Love Lucy, WBNS......51.3 6. Jack Benny, WBNS.......37.9 7. Talent Scouts, WBNS......34.2 I've Got a Secret, WBNS......43.6 8. Godfrey and Friends, WBNS......32.6 3. You Hit Parade, WLW-C......43.0 9. Ford Theater, WLW-C31.1 3. December Bride, WBNS......43.0

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

3. Man Behind the Badge (Mys.), MCA-TV....23.0....WBNS-F, 8:30-9:00.......Eddie Cantor, 11. 11. Meet Corliss Archer (Ziv), S-10:00......15.3 | 12. Lone Wolf (MCA-TV), F-10:00.....12.1 12. Buffalo Bill Jr. (CBS), S-12:00 noon....12.1 14. Eddie Cantor (Ziv), F-8:30......11.7 15. Liberace (Guild), W-10:30......11.5 16. Wild Bill Hickok (Flamingo), T-6:00....10.6 17. Hopalong Cassidy (NBC), F-6:30..... 9.3 18. Stories of the Century (Hollywood TV), T-10:30 8.7 18. Superman (Flamingo), W-6:00...... 8.7 20. Star and Story (Official), Th-10:30 8.1 20. Ramar of the Jungle (TPA), S-8:30 a.m. .. 8.1 20. Counterpoint (MCA-TV), S-9:30..... 8.1 23. Amos 'n' Andy (CBS), M-6:30...... 7.6 24. †Ames Bros. (R. C. Cola), W-10:15.... 6.8 43. Flash Gordon (UM&M), W-5:00...... 1.1 25. Art Linkletter and the Kids (CBS), M-6:15 6.4 44. Call the Play (Sta. Distrib.), F-10:15.... 0.8 26. Ellery Queen (TPA), F-8:30...... 6.0 44. Famous Playhouse (MCA-TV), M-F-8:00.. 0.8 27. Royal Playhouse (MCA-TV), Su-10:30.... 5.7 46. Into the Night (Sterling), Su-11:30.....0.4-28. Annie Oakley (CBS), Su-5:30..... 5.3

Appointment with Danger, 28. Laurel and Hardy (Governor), F-6:00.... 5.3 28. Flash Gordon (UM&M), S-9:30 a.m.... 5.3 31. Terry and Pirates (Official), Th-6:00.... 5.1 31. Victory at Sea (NBC), M-10:30...... 5.1 33. Ringside With Rasslers (Consolidated), S-7:00 5.0 34. Ramar of the Jungle (TPA), M-5:00 4.9 34. Beulah (Flamingo), Th-7:00 4.9 34. Dick Tracy (Combined), S-1:00...... 4.9 34. Cisco Kid (Ziv), F-5:00 4.9 38. Florian ZaBach (Guild), M-10:30..... 4.5 39. Beulah (Flamingo), F-7:30..... 3.8 40. †Soldiers of Fortune (Seven-Up), Su-5:30.. 3.4 41. The Falcon (NBC), Su-5:00........... 2.6 42. Dick Tracy (Combined), T-5:00...... 1.9

10. This Is Your Life, WLW-C.....30.6

. 8. Jack Benny, WCAU......32.9

9. Your Hit Parade, WPTZ......31.3

10. What's My Line? WCAU......30.9

TV FILM SALES

ABC FILM SYNDICATION DOUGLAS FAIRBANKS PRESENTS Kroger Co.: WSTV, Steubenville, O.

33. Range Rider (CBS), Su-7:00..... & 2.9

34. Famous Playhouse (MCA-TV), T-8:30. . & 2.7

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CBS TV FILM SALES

55. Championship Bowling

(Walt. Schwimmer), Su-7:30 & 1.1

56. Playhouse 15 (MCA-TV), Su-2:00.....u 1.0

ANNIE OAKLEY Carnation Milk: WSPD, Toledo, O. AMOS 'N' ANDY Sinclair Dealers: KOMU, Columbia, Mo. Adv. TBS: WHAM, Rochester, N. Y.

THE WHISTLER Adv. TBA: KRCG, Jefferson City, Mo.

GENERAL TELERADIO FILM DIVISION

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HIS HONOR, HOMER BELL Adv. TBA: WGR, Buffaio THE FALCON Adv. TBA: WABC, New York; WNAC, JUDGE ROY BEAN

BADGE 714 (B & C) National Biscuit Co.: WSLS, Roanoke, Adv. TBA: WJBF, Augusta, Ga.

Smith-Kelly Hardware: WALA, Mobile,

CAPTURED Adv. TBA: KRDO, Colorado Springs VICTORY AT SEA

Adv. TBA: WNAC, Boston

INNER SANCTUM Lincoln - Mercury Dealers: WNEM, Bay City, Mich. Adv. TBA: WTVH, Columbus, O.

LIFE OF RILEY (C) Adv. TBA: KVAL, Eugene, Ore. HOPALONG CASSIDY (1 Hour)

Adv. TBA: WTPA, Harrisburg, Pa.; WRC, Washington, D. C. HOPALONG CASSIDY (Half-hour B) Adv. TBA: WRC, Washington, D. C.

OFFICIAL FILMS

FOREIGN INTRIGUE National Brewing Co.: WLVA, Lynchburg. Va.

SCREENCRAFT PICTURES American Bakeries: WFAA, Dallas

SCREEN GEMS, INC.

ALL STAR THEATER Adv. TBA: WFAA, Dallas; KDKA, Pittsburgh; KDAL, Duluth, Minn. (R) RIN TIN TIN

Boehmes Bakeries-Holsum Bread: KTXL, San Angelo Adv. TBA: WSM, Nashville (R)

BIG PLAYBACK Adv. TBA: KCCC, Sacramento, Calif.; WTBY, Dothan, Ala.; WGLV, Easton, TOP PLAYS OF '55

Adv. TBA: KMID. Midland. Tex. JET JACKSON, FLYING COMMANDO Adv. TBA: KRBC, Abilene, Tex.; WGAN, Portland, Me.

STERLING TELEVISION COMPANY TALES OF TOMORROW

Banetti Brothers Spaghetti: WSAZ, Huntington, W. Va. HOUSEHOLD HINTS

Home Federal & Loan Assn.: WMCT, Memphis MOVIE MUSEUM Adv. TBA: KRCA, Hollywood: WMGT,

Pittsfield, Mass.; WPRO, Providence, R. I.; CBFT, Montreal, Canada FEATURES Adv. TBA: KTVW. Tacoma, Wash.:

WARM, Scranton, Pa.

TELEVISION PROGRAMS OF AMERICA ELLERY QUEEN

Clark Dunbar & Dunn Furniture: KAL Alexandria, La.

Sportsvision On 4th Show

SAN FRANCISCO, July 2. Sportsvision, Inc., here has pr together another football show, i fourth. The name of the new sho is "Gridiron Cavalcade." It fe tures the 20 top college games the past five seasons. It consis of 13 quarter-hour episodes, ar it is being priced from \$24 to \$36 Don Klein is the announcer.

Sportsvision's other footba series, all weekly releases, are "A American Game of the Week "Big Ten Hi-Lites" and "Pacif Coast Conference Hi-Lites."

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NIGHT CLUB

Cugat Offers Sock Waldorf Roof Show

By BOB FRANCIS

Xavier Cugat and his troupe are owing in at the Waldorf's Starght Roof after an absence of four ears, and on the basis of an openg night reception, it would apear that the swank room is in for efty summer trade. Seldom has a eporter seen a dance floor so mmed with devotees of the aestro's rhythms, and incidentally e is putting on a damn fine show. As usual, his wife, statuesque

nger Abbe Lane, takes the major ootlight. Miss Lane's hair-do has witched from brunette to titian, a hange in this department's book Whatever Lola Wants.'

Gringo, in an effective song and

he business and are sure-fire on fashion. ny stage or floor. In addition, hey provide just the right sort of nterlude in a practically all-Latin how. As always, the Pieros play o a sock reception.

In sum, Cugat once again proves

Cat, 'Wind,' Pajama' Tops

Continued from page 2

cal version of the immortal Barrie intasy put her at the head of the ass as the year's best musical etress. This is Miss Martin's third in. She was a similar top scorer or "One Touch of Venus" back in 943 and for "South Pacific" in

Likewise, "Peter Pan" puts Cyril itchard at the top for best acting onors. His immensely droll charterization of the ubiquitous Capin Hook not only put him far out front as the season's best musical stor, but also scored him a tidy puble win via & best supporting erformance accolade.

In the debut sector, "The Boy riend" and "Plain and Fancy' ared in honors via the splendid intributions of Julie Andrews and avid Daniels. Miss Andrews' roine of the former and young aniels' hero of the latter were the itstanding bow-ins in the musical ald. "Fancy" shared further thru e superlative stepping of Daniel agrin, who took top honors as the st dancer of the season.

Messel's Two

Oliver Messel carries off a pair keys and scrolls for solid wins both the musical scenic and cosme categories for his eye-filling ores for "House of Flowers."

So winds up a 12th edition of e Donaldson Awards, with their low-workers doing the winners tra proud with an unusually high sponse in balloting.

The Billboard wishes to thank Awards Committee for its lendid co-operation, and similarly theatrical trades for their sistance in reaching the voters. A particular bow is due the ge managers of current Broad-

y productions and to Eddie mond, who represented them on

that he is one of the band business' most genial and canny showmen. His program runs like clockwork, timed to the second, with never a wasted minute. He knows exactly the fare that his customers want and sells it accordingly, never giving out with too much of any one thing. For a summer setting like the Starlight Roof, he's hit the formula for an entertainment jack-

The Modernaires, Harry Mimmo Cocoanut Grove, Los Angeles

For a refreshing hour of mirth, songs and genuine entertainment, nat is most becoming. Her rep there'll be few shows that can top icks to the pattern of Latin the current bill at the Grove. empos, utilizing a fine arrange- Slotted in the opening spot, the nent of "Naughty Lady of Shady Modernaires do more than parade ane" for an opener. Other vocal- a series of hit tunes before ringring clicks are "Sway" and "Cha siders. It's a slam-bang paced ha Cha," and she puts across a show, one that has been painsarticularly solid wind-up with takingly staged with just this spot in mind, and it comes off superbly. Otherwise on the show's hour- The interspersed bits of comedy made show pieces of two of his ong agenda is the superior Latin routines, a series of impersonepping of Otto and Carmencita ations carried off by singer Allan Sarcia. The pair's routines are Copeland, drew thunderous cheers. lean-cut and distinctly in the Vocally, there's the Glenn Miller outh-of-the-border top terping medley, an uproarious thing called racket. Carmencita also teams up "I Can't Carry a Tune," and the closer, "Rock Around the Clock" that were outstanding. Comedy tap routines by Harry Mimmo, who For a complete change of pace, was a shade too long, were unhe bill includes the Piero Brothers, fortunately lost in a room known lector and Teddy. This is exceed- as the nemesis of dancers. His ngly smart booking on the patter, tho, was top drawer. Freddy maestro's part, since the boys have Martin ork cuts the show and plays ne of the finest juggling acts in for dancing in his usual yeomanlike Friedman.

Frank Marlowe Palace Theater, New York

The eminent diplomat-comedian Frank Marlowe returns in the next to closing spot this week. dollar pistol with the customers.

polate a proper back flip into her for her risque routine. impression of Grace Fields. Milt Douglas and his wife, Priscilla, also offer an excellent revision of their standard comedy patter act. Derby Wilson is back with his good, nostalgic terping, a la the late Bojangles, and the rotund Senor Cortez contribs his virtuoso picking of the banjo-mandolin.

On the Palace deb side is an opener by the Cycling Kirks, a solid wheel act; the acro-stepping of the De Santos Trio (two lads and a fem who tumble in tango time and an excellently projected pooch act, Sylvia's Kennelkade, Francis. wind-up.

Peggy King La Vie En Rose, New York

so often a singer comes along with ork. a personality to lift the customers over the footlights for a personal hook-up. Young Miss King has it. I wish she could be around, faceto-face, for a long time, and so too should Monte Proser.

The lass has youthful modesty and salesmanship to the nth degree, and her rep bears both out. "Make Me Feel So Young," "Young and Foolish," "St. Agnes of the Mice" and "Can't Take That Away From new group called Opus, and far Me" are examples. From this corner Miss King is a singing dishmeaning tops in vocal and physical projection.

Incidentally, Proser has sharpened up his background show, limiting it now to a trio of production numbers with his ultra-cute dancing line and spotting Romo Vincent in his standard act. It all adds up to solidly paced entertain-Francis.

Pat Boone Blinstrub's, Boston

t the vote of their respective certainly made his mark on a for a more worthy vehicle. crowd which, despite the dying

BROADWAY SHOWLOG

Performances Thru July 2, 1955

DRAMAS

Anastasia12-29, '54	213
Anniversary Waltz 4- 7, '54	517
Bus Stop 3- 2, '55	141
Cat on a Hot Tin Roof., 3-24, '55	115
Inherit the Wind 4-21, '55	84
Lunatics and Lovers12-12, '54	232
The Bad Seed 12- 8, '54	236
The Desperate Hours 2-10, '55	164
The Seven-Year Itch11-20, '52	1,094
The Teahouse of the	-0000
August Moon10-15, '53	719
Witness for Prosecution, . 12-16, '54	228
MUSICALS	

MUSICALS

Almost Crazy 6-20, '55

Ankles Aweigh 4-18, '55

Arabian Nights 6-23, '55

Damn Yankees 5- 5, '55

Fanny11- 4, '54

Pajama Game 5-13, 54	9 70
Phoenix '55 4-23, '55	81
Plain and Fancy 1-27, '55	180
Seventh Heaven 3-26, '55	44
Silk Stockings 2-24, '55	147
The Boy Friend 9-30, '54	316
CLOSED	
Can-Can 5-17, '53	864

RECESSING

Comedy in Music.....10- 2, '53 679

local season, topped 1,500. He platters, "Ain't That a Shame?" and

Two Hearts." The big fem clientele seemed to feel that they were discovering this fledgling performer, a pleasant looking lad who'll do much better when he loosens up his platform manner. His rhythm and blues comes over

better than his ballads, but the lad looks like a comer.

Dewar.

Martha Raye Hotel Sahara, Las Vegas, Nev

Durable Martha Raye comes into Marlowe, as usual, is hot as a the Congo Room of the Hotel Sahara this week, pleasing capac-Also scoring on the return ity crowds with the same old slapagenda are the top-flight imper- stick and songs. This trip she is sonations of Julia Cummings, altho backed up by the Kirby Stone a reporter wishes she would inter-

nent wave she gives to an assistant to the turn which has helped conwith cake mixings. It has all the old Mack Sennett stock stuff, except pie in the face, and comes close to that.

veterans, are still amusing with cycle tricks. the same old act, but they must know more than those half dozen numbers.

Opening the show are the Amin which makes for a crowd-pleasing the headliners for top applause

Peggy King on a nitery floor is a old number for economy's sake, brings in a Latin Revue that cuscomplete delight. Every once in Music is by Cee Davidson and his tomers are greeting with warm en-Oncken.

Kin, Nicolo Lincoln, Mass.

The one point clearly shown in the American premiere of "King Nicolo" is that the works of Frank Wedekind fall far short of what we expect in the theater today. The production is the first venture of a outshone the material. By means of projected scenery, the audience is surrounded on three sides by a presentation that had all the ear-

marks of a Hollywood spectacle. Clarence Derwent, as the illfated king, played with polish in a role that must have been longer than Hamlet's. So much of the act, and neither does Joe Jackson play is wordy and dull that it Jr., with his standard tramp-cycle would be unfair to judge most of routine. Both are new for Oslo. the actors on this score. Directed by Hermann Herrey, it would seem that this would be the first and Poul, talented equilibrists; Can-Can: (National) Washington.

Ring and I: (Royal Alexandra) Toronto.

Ring and I: (Curran) San Francisco.

Per and Poul, talented equilibrists; Rismet: (Curran) San Francisco. that this would be the first and Ben and Andy, zany platter muglast run of this import. Costumes, committee, for their excep-nal interest and help in getting Boone, new Dot recording star, sive at times and could be saved lish "crazy" band, and the Darmora Ballet have been held over.

Dewar.

NIGHT CLUB

LQ's Long on Comedy, Short on the Clothes

THE BILLBOARD

By BOB FRANCIS

completely. So he has switched comes to dead-pan miming.

Emseeing the lengthy show and featuring on his own account is comic Joey Adams, to give matters a good comedy lift, preferably when he teams up with Al Kelly in the latter's double talk routine or when he is introing other acts

which run most to a comedy beam. In the latter category, Tony and Eddie, who have one of the most amusing panto-recording acts in in jig time. the business, are making a sock Broadway nitery debut. The lads are great, as usual, and should be allotted more time. 2-5 Position allotted more time.

Dorothy Collins Chicago Theater, Chicago

Dorothy Collins with the Four Lads fill the bill for a full house. Also on the bill are Deitter The lone vaude house in Chicago Tasso, a good male juggler; a has another hit in its string and handsome ballroom duo, Sinclair should well prompt the other pic and Alda; Les Cardinals, acrobatic houses to sit up and take notice. xylophone players, who go over big. From the way this theater has been and Barbara Maye, a nice looking packing them in for the last year Aweigh" cleffing was tallied for or so, it seems to this reporter that a few of the other ex-vaude palaces may well look to their account

Miss Collins does a real fine job on her first turn here. She is armed with a "Hit Parade" format and delivers a well-diversified set. There is no need to comment on her performance, which is already well known for its pleasantness. The Four Lads again prove to be top fare for the payees here. They perform many of their recorded The laugh highlight of Miss hits, such as "Istanbul," "Down By Raye's act is a typical burlesque the Riverside" and "Skokian." They situation featuring a home perma- have added a good deal of comedy siderably. Both acts got the begoff hands and returned for en-The opening act, the cores. Shyrettos, did their usual good rou-The Stone group, Las Vegas tine of standard and special uni-Schickel.

Cesar Gonzmart Chase Hotel, St. Louis

This spot, having just completed Brothers, who never fail to vie with extensive decorations to make it the most beautiful room in the city, with their tremendous tumbling is featuring the mambo rhythms of DuBois' designs for "Plain and The Sa-Harem girls of the ork, well known in Floridian circhorus line are confined to a week- cles, especially around Tampa, thusiasm. The Gonzmart ork features the maestro's wife, Adela, on piano. A flashy dance team of Paul and Eva Ryes highlights the show along with the flamenco dances and vocalizing of Dalia Fernandez. The entire revue is fast in costuming and presentation.

Abie.

Chat Noir Theater, Oslo, Norway

Chuck Brown and Rita, Joe Jackson Jr.

The second bill of Max Lefko's summer vaude season features two American acts, Chuck Brown and Rita, with their novel triple bar apparatus and their gags. The team has no trouble in selling its gers, and the Four Heirols, speedy Solid Gold Cadillac: (Geary) San Fran-

Wolfram.

Also on the agenda is an ele-With June coming to an end, it gant contribution from yet songis obviously time for Lou Walters and-nitery dancer Rex Weber. He, to refurbish his Latin Quarter revue of course, has everything, when it

from "Paris a La Mode" to "Mid-night in Paris." Les gals de dumb Apache stepping of Lucienne and dora remain virtually as heretofore, Ashour, brother and sister team but the dancing line boasts a va- who first introduced it locally; the riety of new faces and elegant Stuart Morgan adagio trio, and shapes. The body draping of all the ultra nimble feet of Bill Haley. and sundry-or the lack of it-is Revue-wise, there is amiable lead quite something to write home singing by handsome Betty George about. It all adds up to production and John Bartis. Patti Ross con-numbers that will have the visiting tributes a solid limberback terp fireman malleting the hell out of routine or two, and Roger Steffan and Alan Conroy add some superior stepping.

> Over-all, Lou Walters has assembled a sock revue, with the accent primarily on the comic side. The production numbers are eyefilling, except for a "Carmen" routine, which dies in its tracks for a variety of reasons. However, Walter, being the showman that he is, will doubtedless correct this one

Runners-Up

• Continued from page 3

libretto for "Saint of Bleecker Street" was fifth choice.

Menotti's score for "Bleecker Street" had a lot of supporters give it a high rating for second third place, and Albert Hague ("Plain and Fancy") and Harold Arlin ("House of Flowers") both had sufficient admirers to put their efforts in fourth and fifth places respectively.

The lyric category was another complete runaway via the Richard Adler-Jerry Ross rhymes for "Pajama Game." However, other lyricists got some solid support. Dan Shapiro ("Ankles Aweigh") was runner-up. Cole Porter ("Silk Stockings") was third. Truman Capote and Harold Arlen ("House of Flowers") were fourth, and Menotti was fifth for "Bleecker Street."

In the set design column, George Jenkins drew second-best for his backgrounds for "Ankles Aweigh." Raoul Peine DuBois rated third for ditto of "Plain and Fancy." Peter Larkin scored fourth via efforts for "Peter Pan," and Lemuel Ayres was fifth for "Pajama Game's" decor.

Costume-wise in the musical division, Miles White's body-draping of "Ankles Aweigh" won him the voters' second choice. Raoul Peine the Cesar Gonzmart orchestra. The Fancy" put him in third slot. Reginald Woolley ("Boy Friend") was a fourth choice, and Motley drew fifth position for "Peter Pan" contributions.

Theater Votes

• Continued from page 2

vary from year to year, have suggested improvements for the workpaced and exceptionally colorful ing efficiency of the project, but in all essentials the Donaldson Awards have lived up to that original aim-to provide an opportunity for the one completely democratic tribute, by, for and of the theater to its own.

The Billboard continues proud to be associated with them.

DRAMATIC & MUSICAL ROUTES

cisco. Tea and Sympathy: (Biltmore) Los geles.

Teahouse of the August Moon: torium) Presno, Calif., 6-9. Tender Trap: (Harris) Chicago.

Communications to 1564 Broadway, New York 36, N. Y.

25th of August and September, or

dealers a 42 per cent discoun

structure. The LP discoun

amounts to the established 38 pe

cent prevailing among other majors

Double-pocket EP's will list a

\$2.98, with each additional El

going for \$1. In all cases, the

dealers' regular 5 per cent retur

According to Bernie Silverman

vice-president and national sale

manager for the Granz labels, the

move was predicted on the neces

sity to meet existing competition

The firm will continue to releas

10-inch LP wax, Silverman said

since it feels that a healthy market

exists for such material. Both Dic

Bock, president of Pacific Jazz

and Max Weiss, of Fantasy Red

Silverman and Marvin Schwartz

latter sales promotion chief for

Clef and Norgran, are expected t

leave here early next week o

a month-long tour of their distrib

packager Good Time Jazz declare

their prices. Lester Koenig, pres

Contemporary Records at the

present price levels, \$3 list for

On another front, indie jaz

utors thruout the country.

ords, echoed the sentiments

Silverman.

privilege will be applicable.

Granz firm further reduced the

Columbia New Price BILL WOULD KILL Coast Jazz Indies Policy Pegs Most 12-In. LP's at \$4.98

Some Pop Classics Put at \$3.95; New Exchange Deal Is Available

board basis.

NEW YORK, July 2.-Columbia ing to Hal B. Cook, director of Records next week will put into sales. effect a new and simplified price schedule pegging the suggested crease the value of dealer invenlist of practically all the diskery's tory of Columbia LP's by about 12-inch classical and show album four per cent "on an across-the-LP's at \$4.98.

The move, which includes alterations to the company's exchange policy and the shift of certain merchandise to different category series, follows an extensive survey of Series) at \$4.98. Fifty of the label's dealers' pricing problems, accord- best-selling lighter classics are be-

Merc. '5 for 1' **Tops Previous** Sales by 50%

NEW YORK, July 2.—Sales on Mercury's new "five-for-one" dealer return summer promotion to date are 50 per cent higher than those chalked up on previous such efforts by the label, according to Mercury's sales chief Morry

The exec reports that well over 60 LP and EP titles are already out of stock on both the distributor and factory levels, with particularly heavy sales being racked up on the label's EP catalog. The new summer plan, launched June 21 and scheduled to run thru July 31, calls for a reduction on all Mercury EP's from \$1.49 to 98 cents and on all 10-inch LP's from \$2.98 to \$1.49. (The Billboard, June 25).

The "five-for-one," 12-inch LP promotion is set up so that the label accepts \$1 worth of records (regardless of speed, label or size) as credit toward every \$5 worth of 12-inch LP's purchased between June 20 and July 31. The promotion covers Mercury's entire catalog, including its EmArcy jazz

La Day 'Twixt Col and Cap

HOLLYWOOD, July 2. — Doris Day's contract with Columbia is up this month, and if the canary doesn't re-sign with the label, Capitol is reported to have the inside track for her services.

Meanwhile, Columbia's prexy, Jim Conkling, and Executive Vice-President Goddard Lieberson arrived here yesterday (1) for conferences with Miss Day and her husband-manager Marty Melcher. Capitol's artist and repertoire chief, Alan Livingston, acknowledged that the label has put in a bid for her services, out, according to Melcher, no decision has been reached, and meetings with the Columbia execs will continue next week.

FATS DOMINO IS TRIPLE CROWNER

NEW YORK, July 2.-Fats Domino this week joined the select circle of Triple Crown Award winners when his Imperial disking of "Ain't It a Shame?" hit as No. 1 on all three Billboard rhythm and blues charts-dealer, juke box and disk jockey. He is the second r.&b. artist to win the accolade since the award was founded. The first was Johnny Ace, with his "Pledging My Love."

10% DISK TAX

WASHINGTON, July 2.-Record buyers will be able to save as much as \$10,000,000 annually if a bill introduced in Congress this week gets favorable action. The measure, hoppered by Rep. A. Sidney Herlong of Florida, would amend the Internal Revenue Code by no longer requiring a 10 per cent excise tax on manufacturer billing of phono-graph records. The tax has been in effect since World War II.

Until End of Yr.

NEW YORK, July 2. - Decca, Coral and Brunswick Records will guarantee their dealers, until December 31, against any reduction in the present suggested list prices of 10 and 12-inch long-play and 45 r.p.m. EP disks. The guarantee, announced this week by Milton R. Rackmil, president of Decca Rec-

Decca and its affiliated companies, Rackmil stated, have completed a "very satisfactory" first half-year period in 1955 and ex-Under the firm's new exchange pect in the second half to do even policy, exchanges where now per- better, in view of the merchandise Trust Fund (Continued on page 22) scheduled for release.

Decca Labels The new price policy goes into effect Tuesday (5). With only **Guarantee List** inch Masterworks disks (ML-4000

ords, Inc., applies to purchases duction. Firm is offering a bonus made on and after June 30.

WHO HAS THE SONG?

Cook said that the step will in-

minor exceptions it places all 12-

ing removed from the ML category

and will be placed in the CL 500

Series. Including all 34 Kostelan-

etz sets, these 50 packages will

henceforth list at the regular CL-

500 peg of \$3.95. The Kosty sets

will sport newly-designed lami-

nated jackets, with the disks pack-

aged with inner protective sleeves, now standard with the company.

attach removable stickers to all LP

merchandise giving the suggested

list price and the record number.

These stickers may be removed by

dealers when disks are sold as an

Exchange Policy

aid to inventory control.

At the same time, Columbia will

BMI, Lutz Both Claim Right to 'Love Again'

NEW YORK, July 2.-Who has | claimed by two publishers-BMI's the song? This timeworn music own publishing firm, and the Lutz sidiary. business query is applicable this Brothers. week to "May I Never Love Herb Lutz is reticent to talk ney Morris J. Hellman, asked the Again," ditty which has stirred up about the matter at this time, insome action with the Tony Bennett | asmuch as his attorney is scheduled | payment to the Fund by Columbia recording recently issued by Co- to talk to BMI Tuesday (5) in an and to have all fees collected from lumbia. The tune is cleared by attempt to persuade BMI that the the diskery in the past returned by Broadcast Music, Inc., but it is

(Continued on page 22) MPTF.

Drop Prices on LP's

Clef, Norgran, Pacific Jazz, Fantasy Labels Prune Rates to Meet Competition

HOLLYWOOD, July 2.-The | during July, granting a 10 per prices of 10 and 12-inch package cent reduction on all purchase: goods came tumbling again this from the first dollar ordered. It week, with the reduction of LP addition, distributors are being goods by three major jazz firms, offered a deferred payment plar Norman Granz's Clef and Nor- which calls for 25 per cent of the gran labels, Pacific Jazz and Fan-billing to be paid on the 10th and tasy Records.

Effective July 1, 10-inch albums purchases made during July. of Clef and Norgran will carry a suggested list of \$2.98, while the price of its extended play record firm's 12-inch packages will list from \$1.59 to \$1.49, offering for \$3.98. Both Pacific Jazz and Fantasy have pegged their albums at the same price level, tho their move is not effective to dealers until August 1.

The jazz indies have held the line on their package material since the first of the year, despite the realignment of prices then by the major companies, Granz's firms, which represent possible the biggest jazz catalog in the business. formerly had 10 and 12-inch goods listed at \$3.98 and \$4.98 respectively, as did Pacific Jazz and Fantasy Records.

The Granz move encompasses more than a straight price re-

NEW YORK, July 2. - The question of the legality of the Music Performance Trust Fund, posed last week in a suit brought against they have no plans for reducin the Fund and Decca Records by a Decca stockholder (The Billboard, dent of the firm, indicated he wi June 25), was raised again this keep both Good Time Jazz an week in an almost identical action brought against the Fund and Columbia Records. This new action was instituted by A. Edward Morrison, a stockholder in CBS, of which Columbia Records is a sub-

Morrison, represented by Attor-Federal Court to forbid further

10-inch albums, and \$4.85 fc 12-inch packages. Col. Sales Exec **Makes Several**

Staff Shifts

NEW YORK, July 2.-Hal 1 Cook, Columbia Records directs of sales, has named Jack Loe distributor sales manager to replace Forrest Price, who resigned th post. The personnel move was or of several made this week by th diskery sales chief.

Loetz was formerly with Capit Records as sales manager of Cap Baltimore branch. In his new sle with Columbia he will co-ordina distributor and field force a

Cook also named Cene Weis former field promotion exec, district manager for the Baltimor Washington-Philadelphia territor

Columbia this week also set t her time promoting the label's e The stimulus extends beyond ucational vinyl in that specialize

Vinyl Prices Dropped

NEW YORK, July 2.-Supplie dustry this week dropped the The spark that appears to be prices I to 3 cents a pound due Weems notes that more ball- than 59 name leaders to join its inch LP by about three-quarte

Band Business on Upswing; All Hands Work for Revival

Leaders and NBOA to Map Drive in Fall

• Continued from page 1

now include Billy May, Ralph Marterie, Art Mooney, Stan Kenton, Ralph Flanagan, Hal McIntyre, Tony Pastor, Ray McKinley. Claude Thornhill, Pee Wee Hunt Russ Morgan, Buddy Morrow and others.

Weems feels many elements, some of them seemingly small, are all swelling the volume of business. For instance, GAC is flying Marterie and Tony Pastor to Army bases in Alaska for dance dates. Fairs, horse shows and other large groups are using more bands. Jan Garber during the past year played six or seven fairs and horse shows.

Too, as pointed out by both Weems and Music Corporation of America's Larry Barnett recently, Las Vegas, Nev., has become a lush location not only for top ranking acts but also for band groups, including such smaller outfits as Louis Jordan, the Treniers, Pee Wee Hunt, Cab Calloway.

Virtually all the GAC bands will appear on the Gleason show, and this, involving as it does the co-

A THEORY: R&B AIDS THE BANDS

NEW YORK, July 2.-As indicated in the adjacent stories, many factors are operative in the current improved condition of the name band business. One of the more interesting theories is that the expansion of rhythm and blues -its incursions into the pop market during the past year markedly conditioned the teen-age audience so that it became receptive to name bands. Dave Krengel, Sammy Kaye's manager, is among those who favor this philosophy. "R.&b. never lost the beat," he points out.

operation of record companies which have been pumping out band albums and singles, is regarded as of top importance by Weems. GAC, thru Howard Sinnott, is expanding its band promotion services to disk jockeys and business. ballroom operators and is keeping with educational authorities.

(Continued on page 22)

Band Revival Drive Sparked By DOLA Org

By JOEL FRIEDMAN

HOLLYWOOD, July 2,-What may have been only a hoped for revival of interest in the dance Other moves included the appoint band business, is now apparently ment of Gene Block as Californ a very definite objective of band field man, with Walter Semak leaders thruout the country. There's taking over field duties in the Ne more than sheer enthusiasm behind | England area. the drive, with a large group of musicians, who ordinarily wouldn't an educational division, with Fleu rub shoulders with one and other, ette Zuelke as director. She repor now banded for a concerted effort to merchandise manager Sta to put the band business back on its Kavan, and will spend much

working musicians, and thus far market. has permeated the pores of disk jockeys, recording company execs, ballroom operators, booking agencies and others directly or indirectly associated with the music of vinyl plastics to the record i

in close touch with youth move- growing into a forest fire has been increased foreign competition. The ments in Long Island, Chicago and kindled by the Dance Orchestra is not expected to affect the pri other places where dance lessons Leaders of America, which has suc- of records, since the reduction are being given in co-operation ceeded in only three months since only estimated to cut the cost its organization, in attracting more the amount of vinyl used for a 1

(Continued on page 22) of a cent.

Copyrighted material

One-Stops Air Juke Ops' Buying Habits

Billboard Survey Shows 44.6% Phonomen Buy Top Artist in Multi-Label Coverage

How often does he take time out c. records.

to purchase records? How do his purchases in the various categories-rhythm and blues, country and western, popu-

lar and old favorites-compare to

last year? . These and other questions concerning operator record buying habits were asked of one-stops

by The Billboard. Here are the results according to 35 leading record operator outlets:

The largest percentage of operators rely on top current artists when more than one label features the same song. According to onestop estimates, 44.6 per cent of all operators govern their purchases by this method.

Record Picking

Following the top artist system of choosing a new record, one-stop advice pulled the next highest percentage, 27 per cent. Purchases based on individual operator judgment ranked third, with 22.9 per cent, and sample buying for testing purposes on machines was rated fourth, with 5.5 per cent.

percentages clearly indicate that Theater Owners of America, mooperators are relying less and less tion picture exhibitor organization, on their personal opinions when buying disks.

ed out that one-stops were also pushing personal opinions into the background. One-stops also pointed

NEWS REVIEW

Talkin' to Ya' Good Disk Tie-In

By BILL SIMON

Disk dealers with any kind of azz clientele could profit nicely from stocking, displaying and es-pecially from reading "Hear Me Talkin' to Ya" (Rinehart). It's what might be called a "conversational jam session," spinning out as it does the story of jazz from New Orleans origins to the futurist present in the words of many of the musicians who made it happen.

The material, collected and edited by Nat Shapiro, of Broadcast Music, Inc., and Nat Hentoff, Associate Editor of Down Beat, is, for the most part, as dynamic and colorful as the jazz it discusses. The language of the New Orleans raconteurs particularly packs as much spice as your favorite Creole dish, and there are plenty doses of nostalgia, bitterness, braggadocio, pathos and earthy humor. All combine to illuminate the emoticnal and thought processes that resulted in jazz, the social environs in which it thrived and the directions in which it could be

Anyone even casually conversant with jazz is a potential customer for this item, and to habitual jazz disk collectors, a sale should be almost automatic. A logical dealer tie-in would be with Columbia's briskly selling "I Like Jazz" promotion LP.

Harman Firm Sued For Infringement

ng of profits.

CHICAGO, July 2.-How does out that trade paper charts, feaan operator select a new tune tures and advertisements were recorded by more than one artist? most often used in the purchase

FIRST IN SERIES

This is the first article in a series dealing with the growth of record one-stops, their influence and role on the juke box operators record buying habits. All percentages and comments are based upon a survey made by The Billthruout the country in a survey board of leading one-stops thruout the country.

How often does an operator buy

One-stops reported that the largest number of operators called at (Continued on page 75)

TOA Disks for Show Breaks

HOLLYWOOD, July 2.-A move to circumvent American Society of Composers, Authors and Publishers and Broadcast Music Incorporated theater license fees was reportedly Contrary to popular opinion, the in the making this week, when was learned to be offering its members an intermission music package Last week, The Billboard point- of 20 public-domain songs on 45 r.p.m. records.

> TOA, which grew out of the merger of American Theaters' Association and the Motion Picture Theater Owners of America and represents film houses in approximately 26 States, will offer the license-free package for \$6, it was

> Theaters subscribing to the TOA offer would negate the necessity of paying ASCAP or BMI fees, were the public domain music package used exclusively.

ASCAP currently receives an income estimated to be in the neightional theaters, and from \$24 to nothing wrong with it.' \$60 for drive-ins.

20TH-FOX AIDS CORAL DISKING

NEW YORK, July 2 .-Twentieth Century-Fox paid 25 per cent of the recording date costs on Don Cornell's Coral Records' waxing of "Love Is a Many Splendored Thing," title tune of the forthcoming film. The diskery had already completed one disk on the title tune, but had to scrap it when Darryl Zanuck decided to make changes in the film's musical score. In view of Zanuck's decision, the film company felt it proper to take over some of the expense of the second date.

GARY CROSBY

Speaks Mind On Cure of Disk Biz IIIs

believe in."

who entered the disk business less than a year ago as a Decca pactee, expressed the belief that there were too many conflicting interests in the recording industry these days "that actually prevent a newcomer from getting a proper foothold in the

Too many people, Crosby averred, are far more interested in their personal ventures which contradict their primary objective, that of producing the best songs that sell records.

"With the fate of a performer so deeply tied to the record business," Crosby said, "it becomes imperative that a comparative freshman be cautious and not try to climb too far too fast."

Crosby singled out the popularity of rhythm and blues music, and voiced the opinion that no amount of "hysterical panning" of the field would end the interest youngsters have shown for r.&b. "Rhythm and blues has a particular beat borhood of \$500,000 annually from that teen-agers want. It's as much theaters for the use of incidental a fad today as were the 'Mairzy music. ASCAP fees range from Doats' songs of 15 years ago. It's \$12 to \$48 annually for conven-commercial and it sells, and there's

Currently Crosby is airing his BMI started its film licensing ap- summer replacement show via CBS proximately one year ago, with its radio, and just recently worked his rates varying between \$5 and \$15 first theater date, the Chico Theater, with Louis Armstrong.

Senate Okays Bill to Cut Sheet Music Postage

WASHINGTON, July 2.-The Senate this week passed a bill that would substantially reduce the postage rate on sheet music. Before the new rates can go into effect, however, the House of Representatives must act favorably on one of two parallel measures now in committee.

In New York, meanwhile, Leonard Feist, head of Mercury Music and past president of the Music Publishers' Association, has formed a music postage committee composed of the heads of important educational associations to press for favorable House action.

Significant economies are expected to result for publishers, jobbers and retailers if the Senate bill becomes law. The measure, introduced by Sen. Olin D. Johnston, of South Carolina, and spon-NEW YORK, July 2.-Gabriel sored by Sen. Frank Carlson, of Brinsky and Elie A. Borda this Kansas, would place sheet music week filed suit in Federal Court in the same postal rate category against Harman Music, Inc., for as books. It would no longer re-alleged infringement of their copy-righted song ("The Story of) The fourth-class mail rates. Instead,

that the infringing tune is "I Can't Fell a Waltz From a Tango."

The action seeks an injunction, damages sustained and an accountage pound, depending on dis-The action seeks an injunction, music requires 18 to 32 cents posttance.

House bills seeking to effect book-rate classification for music have been introduced by Rep. John E. Moss Jr. and Catherine St. George.

Serving on Feist's music postage committee are Robert A. Choat president of the Music Educators National Conference; S. Lewis Elmer, president of the American Guild of Organists; Howard Hanson, president of the National Music Council; Karl O. Kuersteiner, president of the Music Teachers' National Association; Mrs. Ada Holding Miller, president of the National Association of Music Clubs, and Msgr. Thomas J. Quigley, president of the National Catholic Music Educators' Association.

New Town and Country Label Bows in Detroit

DETROIT, July 2.-A new disk manufacturing company, Town and Country Records, Inc., has Girl With the Golden Hair." Tune music could be mailed at the book rate of 8 cents for the first pound to the record field, Leroy C. Obe-Raven Hair." Complaint charges and 4 cents for each additional ler, with Lloyd Garrett, formerly of White Acoustics Records, as the At the present time, mailed company's artist and repertoire man.

The company has 12 artists under contract.

VOX JOX

WHY NOT?: Johnny Fairchild, WORZ, Orlando, Fla., asks, "Why can't we get the artists down this way to help promote their records?" ... "Why don't you (Billboard) furnish a place to report on album recordings?" queries B. Robinson, KTBC, Austin, Tex. . . . "How about a section listing the whereabouts of major artists?" Morris Reichley, KWBB, Wichita, Kan.... "With the deluge of albums coming out and the companies wanting deejays to spin them, why don't they put the playing time on the records. Some of the majors never put the time on 45's. Why can't the majors follow the lead of the indies and put the release date on the label? Records are used for quite a while, and I'd like to make it easier for the sons of present deejays," Al Bonapart, WIBX, Utica, N. Y.

"How about a campaign to get all diskers to label their records correctly? Like for instance labeling it 'instrumental' when it really is a 99-voice choir. Really, tho, records like Kenton's 'Tenderly' and Marterie's 'September Song' and quite a few new ones are all guilty," says Nick Sanchez, KWCO, Chickasha, Okla.... Commenting on recent tradepaper campaigns on RCA Victor's new recording artist Tony Travis, Jerry Little, WTNS, Coshocton, O., writes, "Why does Victor wait until his third release for the same company before they 'discover' the new personality? I have found in our files two other Travis releases on Victor. Flowers to Tony Travis for a good job, but frowns to Victor for attempting to fool men who know they must keep track of good vocalists to program good shows."

HAVE NOTS: Deejays continue to gripe about not receiving HOLLYWOOD, July 2.- releases from the majors and/or the indies. Spinners in search of rhythm "There's nothing wrong with the and blues disks include George Fennell, WGUY, Bangor, Me., and music business that cannot be cured David H. Hildebran, KATY, San Luis Obispo, Calif. . . . Tom Estes, by recording songs that both rep- WLSM, Louisville; F. Bruce Parsons, WIRA, Fort Pierce, Fla., and ertoire men and artists sincerely Jim Carrington, KBUN, Bemidji, Minn., second recent deejay complaints about the diskeries ignoring small town radio stations and the This was the opinion voiced by 1,000-watters.... Jim Lathrop, KRIB, Mason City, Ia., echos this cry Gary Crosby, younger member of and notes that indie record companies are the most lax.... Don the clan, here this week. Crosby, Hopkins sends kudos to deejays in favor of playing only releases they (Continued on page 42)

DEALER DOINGS

By GARY KRAMER

Grinnell Brothers, downtown Detroit music store, will open a new unit in the Frandor Shopping Center, Lansing, Mich., as the start of its State-wide expansion program, Lloyd Grinnell, president of the company, said, "This new store will set a pattern. ... Record and sheet music departments will be self-service in design and will be integrated with the piano, organ and band instrument departments. There will be parking space for 5,000

BOSTON: Krev's, Inc., with stores on Boylston and Washington streets, will open what it believes will be the largest record shop (pop and classical) in New England. It is to open July 12 on Summer Street and will be the only downtown record store on the street level. It will be managed by Fred Hartstone, one of the five Hartstones active in the Krey chain. The new store will be twice the size of the Washington Street shop and will be arranged entirely for self-service. Opening day ceremonies will find Hub and record industry VIP's on hand.

Charles W. Paetzke, record manager of Music Center, Ann Arbor, Mich., reports that Dave Brubeck LP's on the Columbia and Fantasy labels accounted for a sixth of all his LP sales in the first five months of this year. University of Michigan students are keen about Brubeck, and the annual appearance of the jazz pianist and his ensemble offers an opportunity for a tie-in for added LP sales. . . . Eddie Portnoy, of the Record Shack, uptown New York, also finds jazz LP's accounting for a larger and larger percentage of sales. "Customers do not buy jazz singles at all anymore. This does create a problem, however, for they often want an LP with a particular selection, and it is difficult to find it without taking down quite a few. Can't someone come up with a catalog that would help us locate selections in the various LP's? Record Aid and other catalogs in the field are inadequate."

KANSAS CITY, MO.: Kenneth G. Gillespie, general manager of Jenkins Music Company, has just returned from a two-week European jaunt as a guest of the Philips Company of the Netherlands. Countries that he visited under their auspices included Canada, the Netherlands, Belgium, France and England. . . . R. H. Bailey, of the Oklahoma Record Shop, writes, "I am disgusted with the record business. There is no control over it anymore. All you need is \$5 and a place to set up a player, and you are in business. You can buy them at service stations, hash houses, pool halls and bootblack stands. Before the small retailer gets deliveries on hit records in their original versions, the customer has been supplied a poorly made copy at a cut-rate price, and it all but kills the regular retailer.'

Moses Melody Shop, Little Rock, one of the oldest phonograph and record shops in the State, has moved just across the street from its present location to larger quarters. . . . G. Albert, of World Tire Company, Philadelphia, writes, "If record companies spent less time making covers of already successful tunes and concentrated more on coming up with original material, we would be able to sell more records." . . . "Angel's Thrift Package LP has been a great stimulus to classical business," writes Al Meyer, of Town and Country Music, Westwood, N. J. "People appreciate the quality of the recording and don't mind the lack of program notes." . . . Bob Rippey, of Triangle Record Shop, Waukesha, Wis., comments, "All the 'Davy Crockett' albums are doing well, with the exception of "Davy Crockett at the Alamo." It seems that the youngsters don't dig their hero getting killed."

JUKE BOX WRAP-UP

Juke box operators in New York are finding that straight dime play works in downtown locations but cuts collections drastically in neighborhood spots. New equipment is still being installed without nickel chutes and operators are still anxious to go ahead with the dime trend, but at a little slower pace.

A complete juke box manufacturing plant is being moved by rail from Chicago to Mexico City. The equipment, which includes dies, heavy machinery, jigs, parts and inventory, was purchased from H. C. Evans & Company last March by Abraham Grinberg, juke box distributor in Mexico.

For full details on these stories see Music Machines department on page 81.

FOLK TALENT & TUNES

- By BILL SACHS

Around the Horn

Webb Pierce, Maddox Brothers and Rose and Red Sovine comprise the guestar contingent on "Ozark Jubilee," starring Red Foley, over the ABC-TV network from Springfield, Mo., Saturday (9). . . . Iowa and Minnesota, which haven't been overrun with western and hillbilly bands playing dances, poured forth excellent business the last six weeks for Webb Pierce, the Wandering Boys and Red Sovine. Ballroom operators in the area were especially impressed with the group's ability to hold the dance crowd right down to the finish line, instead of having them peter out once the second half got under way. Pierce increased his group to nine pieces for the Iowa-Minnesota trek and he plans to keep it that size to give the unit greater flexibility. Sovine does the band fronting.

Red Foley and members of his "Ozark Jubilee" cast set for two performances at the Tulsa State Fair, Tulsa, Okla.. October 3. Lefty Frizzell cut a session for Columbia the other day, with Don Law officiating. . . . Riley Crabtree, formerly on Columbia, has inked with Ekko Records, who has him set for a session this week at the Jim Beck Studio in Dallas. Ekko is also setting a session for Red Romine, a newcomer who is said to pack a line of solid material.

Sheriff Tex Davis, c.&w. deejay at WCMS, Norfolk, has his first big summer show going into the 22,000-seat Foreman Field there August 12. He's also dickering with Col. Tom Parker for a return of Elvis Pressley and his unit September 11. . . . Jimmy Work, currently working Pennsylvania hillbilly spots for Jolly Joyce, Philadelphia, made Circle A Ranch, near Philly, July 4. Work, whose latest Dot release is "That's What Makes the Juke Box Play," says his next release for that firm will hit the racks around October 1. . . . Little Jimmy Dickens skedded for "Circle Theater Jamboree," Cleveland, August 3.

Stew Carnall, after a hitch with the Army in Germany, has returned to the West Coast to resume promotion and management of c.&w. talent. He had the Maddox Brothers and Rose at Foster Park, Ventura, Calif., Sunday (3). . . . Pappy Anderson, who has put in the last six months on TV at KKTV and on radio at KVOR, both in Colorado Springs, Colo., takes the "Colorado Western Jamboree" into City Auditorium there Saturday (9) for a four-hour show. Anderson's own group is known as the Buddies of the West, with Ted West and Buddy Watkins in the featured slot. West and the gang are on M-G-M and Republic labels. Anderson leaves Colorado Springs around August I to put on a string of promotions in the South.

The Fifth Annual Chet Atkins Fan Club Convention will be held in Nashville, August 11-14, with some 75 members expected to participate, according to Mrs. Margaret Field, club prexy. Details of the conclave maye be obtained by writing to Mrs. Fields at 4116 West Broadway, Louisville 11. . . . Murray Nash and his partner in Murray Nash Associates, Rav Scrivener, were in Cincinnati last Tuesday (29), visiting with jockeys and music men in the interest of several of their clients. . . . Don Reno and Red Smiley, with the Tennessee Cut-Ups, continue their regular Saturday night stints with WRVA's "Old Dominion Barn Dance," Richmond, Va., while filling summer dates in the territory. They recently attracted good crowds to New River Ranch, Rising Sun, Md., and Melody Ranch, Glen Burnie, Md., and are slated to begin on a string of Pennsylvania park dates soon, according to WRVA's Herb Clarke, who is handling them.

Jimmy and Ardis Wells and Their Dakota Round-Up begin a three-week tour with Rex Allen at Casper, Wvo., August 7. On August Allen and the Round-Up gang will do the entire Pee Wee King TV show from Chicago. Over the Fourth of July weekend, the Dakota Round-Up unit appeared with Allen at the Mandan Rodeo, Mandan, N. D. They appeared on tour twice with Allen last season. . . .

(Continued on page 47)

'POPCORN' TITLE NOW 'POOPED'

NEW YORK, July 2.-Cliffie Stone's new Capitol record is tagged "The Popcorn Song." However, some juke box operators report the novelty waxing pulled more plays when they listed it under the less elegant but evidently more salable "Too Pooped to Pop."

Consequently, Capitol's national sales promotion manaager Dick Linke has made up 250,000 title strips listing the disk under the title "Too Pooped to Pop," with "The Popcorn Song" included only as a sub-title. The new strips will be made available to operators immediately by Capitol distributors.

Show Manager Plea Upheld

ATLANTIC CITY, July 2.-Superior Court Judge Vincent S. Haneman has upheld the validity of a personal manager contract held by two Philadelphia brothers. under which they agreed to promote and exploit the entertainment talents of singer Georgie Shaw for a five-year term.

Under the contract, executed January 1, 1953, Shaw was entitled to at least \$200 weekly from appearances of television, radio, stage and screen or other media. exclusive of royalties from record sales. This, before commissions of 30 per cent on earnings above that amount became due Allen and ing from the contract in May, cast Music, Inc. 1953, on the ground the plaintiffs had failed to perform its terms to his satisfaction.

It was the defendant's claim the contract was terminated by oral mutual consent in May, 1953, and that any damages to which the Taubs might be entitled were too speculative and remote.

In upholding the contract, Judge Haneman found the defendant had failed to prove the contract termination and ordered Shaw to appear plus interest. for discovery and accounting of

Disney to Put Out Label With Am-Par, S & S Tie NEW YORK. July 2.-A three- still join the label (to form ar. a.&r.

Disney label, with American rialize until September. Broadcasting-Paramount Theaters, Inc.'s, new record label, Am-Par, handling sales and distribution and Simon & Schuster supervising record production.

If the deal jells, a joint ansometime next week. The new Disney line (a regular 89-cent platter) will be built around his forthcoming "Mickey Mouse Club" series on ABC-TV and a "From Disneyland" theme, with Simon & Schuster's Little Golden Records chief, Arthur Shimkin, handling the artist and repertoire chores. Simon & Schuster recently made a deal with Disney for its lowerpriced record line, and if the Am-Par-Disney tie-up goes thru, it will in no way effect Disney's present agreement with Simon & Schuster.

Sid Feller

Meanwhile Am-Par's prexy, Sam Clark, who returned here this week from Hollywood with AB-PT veepee Bob O'Brien, has confirmed the appointment of Sid Feller as Am-Par's new a.&r. chief, starting July 18. Arranger Don Costa may

Post Files Suit Vs. Associated Music

HOLLYWOOD, July 2. - An action for declatory relief, accounting, damages for breach of contract and negligence was filed in Murray Taub, of Philadelphia, his Los Angeles Superior Court here managers. The complaint alleged last week (23) by Carl Post against the Taubs were entitled to dam- Associated Music Publishers, ages by virtue of Shaw withdraw- wholly owned subsidiary of Broad- tor Records here last week.

> entered into an oral contract in featuring Ellis, and has appointed October, 1953, with Charles Wall, veteran music tradester Jesse Stool president of AMP, the terms of to set up distribution and promowhich called for Post to receive tion. \$7,500 per year plus 7½ per cent of the gross volume of business transacted in the 11 Western States.

> missions have not been paid, and are limited in the Islands, Ellis asks for damages totaling \$23,750 said, the demand for music by its

his earnings on a date to be fixed manager of Associated's Coast for further distribution througt the office here.

way deal is in the works, whereby team with Feller), but this ap-Walt Disney will put out his own pointment isn't expected to mate-

Cy Paul reportedly is set as Am-Par's sales promotion manager, also starting July 18. Paul formerly served as branch manager for Capitol Records in Boston and more recently was a member of the nouncement is expected to be made label's field promotion staff, under Dick Linke.

Third Shop for Record Hunter

NEW YORK, July 2. - The Record Hunter, nationally known retail outfit here, will open the third store in its rapidly expanding operation July 1. The new outlet will be located in the Stuyvesant Town development here. During the summer the outfit plans to take over additional store space on upper Lexington Avenue, locale of its original outlet. Several months ago it opened its second shop farther downtown at Lexington and 54th Street.

The two downtown shops will carry LP's exclusively, while the uptown outlet carries all LP's, but specializes in classical 78 r.p.m.

Ellis Forms Ellector Diskery in Hollywood

HOLLYWOOD, July 2.—Bob Ellis, former CBS singer who left here and set up in the nitery business in the Virgin Islands in 1951, announced the formation of Ellec-

Firm is currently on the market · Plaintiff alleges that he had with its first release, a 10-inch LP

Ellis plans to release wax by other talent from the Virgin Islands, and has signed singer Mari Con-Complaint declares that com- over for his next album. The sales native people is exceptionally Post, a concert pianist, was strong. He is currently dickering Continent.

RHYTHM-BLUES NOTES

By BILL SIMON

Rhythm and blues disk artists are heading into a lush season of personal appearances. The "Pop R. & B. Show," with Sarah Vaughan, Al Hibbler, the Cardinals, Red Prysock's ork and a flock of additional talent, kicks off July 10 out of Chicago, thence travels to Texas and thru the South, winding up August 7. . . . LaVerne Baker, the Atlantic Records thrush, is set for a week at the Waluhaje Hotel, Atlantic City, . . . Ella Fitzgerald is set for the Gatineau Country Club, Hull. Ont., for a week starting July 14. Then she moves into New York's Basin Street.

Big Maybelle Smith opens a two-week date July 5 at Gleason's, Cleveland. . . . Glen Covington will go into the Belvedere Hotel, London, Ont., for two weeks starting July 18.

Sister Rosetta Tharpe and Marie Knight are set for the Lord Calvert Hotel, Miami, July 11 for two weeks. . . . The Drifters will go into Week's Tavern, Atlantic City, July 8. Ditto the Four Jewels' ork. . Golden Gate Quartet is booked into Don Carlo's, Winnipeg, for July 2. . . . Recent bookings, include: Rusty Bryant's ork into the Hollywood Club, Akron, July 3; Ivory Joe Hunter into the New Era, Nashville, July 1; Willie Mabon into the Apollo, New York, July 8; Bull Moose Jackson for two weeks at the Zanzibar Club, Buffalo, July 4.

Groove Records has re-signed Piano Red to a long-term contract. The diskery has also signed a new group, the Cherokees. . . . Al Green, owner of the Flame Bar, Detroit, and manager of LaVerne Baker, is in town. . . . Annisteen Allen appeared on the Ted Steele show this week. The thrush, whose fans are starting a fan club for her, will open at The Peps in Philadelphia, July 11.

The Sparks of Rhythm, a group of soldiers who were known as the Berliners when they served with the Army of Occupation in Cermany, have been signed by Apollo Records. . . . Apollo has also signed Marga Benitez, a Caribbean thrush.

Hal Jackson, deejay on "The House That Jack Built" over WLIB, New York, will headline his own in-person r.&b. show when he opens a one-week stand at the Apollo, July 11. The Jackson show features Arnett Cobb's ork, the Cadillacs' quartet, Little Jimmy Scott, Titus Turner and Anisteen Allen, the comedy team of Charley and Ray, dancers Bop and Lock, and the Honey Tones.

MUSIC AS WRITTEN

RAPHAEL FORMS TV MUSIC PUBBERY . . .

Music publisher Fred Raphael and Eastman Kodak hour and onehalf teleshows.

MILLS SETS FOREIGN DEALS ON 'BANJO' ...

Jack Mills, just back from an extended European trip, made several deals for the foreign exploitation of the click Mills Music copyright, "Hey Mr. Banjo." Rights were awarded to Ralph Maria Siegal in Germany, to Edizioni Curci in Italy, and to Edition Louis Gaste in France. Mills also brought several portfolios of standard material for publication here.

GRIFFITH ENDS DATE, STARTS ONE-NIGHTERS . . .

week; then starts a series of onenighters, opening in Jacksonville,

M-G-M'S SALES-AID BOOK FOR ALBUMS . . .

last week organized a new publish- covers to play a major sales role ing subsidia:y, Celebrity Music, in the package field, M-G-M is Inc., which will act as a repository making a special album sales-aid Eileen Rodgers to a recording confor songs set for television pur- book available to its distributors tract. The thrush is booked by the poses only. First tunes in the new and salesmen. The looseleaf bind- General Artists Corporation. . . firm are two themes, purchased ers contain samples of M-G-M al- Last week it was erroneously rethis week by J. Walter Thompson bum covers, with a special section ported here that Dot Records

New York

covering all fields. The canary is ried Sunday (26) to Helene Mason. booked into the Pierre Hotel for An all-star jazz combo performed September. . . . M-G-M has signed at the reception. two new artists-country and western singer Vic Claiborne and r.&b. Records, married Toni Hess last canary Doryce Brown. However, week. Bruce, who still operates the Miss Brown will be introduced as a Scope label with Morty Kraft, is pop artist on M-G-M. . . . Ralph setting up a record promotion of Flanagan's band is booked into the fice. . . . The Four Voices, new Co-Riviera Ballroom, Janesville, Ia., lumbia group, will open at the July 1; Peony Park, Omaha, July Club Elegante, Brooklyn, Thurs-2-3-4; Lakeside Park, Denver, July day (30) for a one-week stand. . . 8 thru 21, and Play-Mor, Kansas Warbler Jackie Paris is booked into City, Mo., July 23.

Jubilee Records is putting out an week of July 7. Capitol artist Andy Griffith album of music for newlywed winds up a two-week date at the wives to play while working in the have moved into Palmer's Casino Gus Stevens, Biloxi, Miss., next kitchen. The title: "Music to Ruin Indian Neck, Branford, Conn., for Meals By.

Decca's original cast album of summer. . . . Bobby K's orchestra Fla., July 15; Ponte Vedre. Fla., "Seventh Heaven" is scheduled to formerly featured at Hartford's July 16, and heading up his own receive a nation-wide preview this Lithuanian - American Ballroom show for seven more one-nighters weekend on the NBC "Monitor" has shifted to Crystal Lake Ball thru Florida, starting July 25. On show. In addition to playing the room, Rockville, Conn., for the August 1, he moves into the Sa- album, there will be interviews of summer months. A Dawn Dance is fari Club, New Orleans, for a two- members of the cast. . . . Kermit slated for the Fourth of July Eve week stay; after which he will re- Schafer, collector of airwave bonturns to New York to start rehears- ers and fluffs, has been signed by als of the legit version of "No National Concert and Artists' Cor-Time for Sergeants" September 5. poration for a lecture tour starting

ii. September. He will present tape-recorded boners and examples In line with the trend for album from his Jubilee Record album, "Pardon, My Blooper."

Columbia Records has signed for use on the upcoming fall Ford for the label's original-cast albums. would be issued in Canada via Lendon-Decca. Dot's deal with the British-based diskery does not in-General Artists has signed Mimi clude that country. . . . Jazz im-Benzell to a management contract presario George Painkin was mar-

Monte Bruce, formerly of Bruce the Lotus Club, Washington, the

Al Gentile and his orchestra Saturday night dance music this with music provided by Ray Henry and his orchestra.

M-G-M has signed Einar Han-(Continued on page 24

Here It Is—Starting July 16 and continuing for 10 weeks

THE MOST EXCITING, HELPFUL PROGRAM EVER TO HIT THE MUSIC AND RECORD BUSINESS!

Billboard's

OPERATION OSHPOP 35

For Disk Jockeys, Operators, Record Dealers

All yours - for the first time - new services and features you've asked for to help stimulate more and more pop record activity during the summer months.

JOCKEYS AND PROGRAM DIRECTORS

IN RADIO AND TV-

To help you generate new vitality—new spark—in all your shows to build audiences—keep sponsors

JUKE BOX OPERATORS

To help you get more plays more profit—from every box at every location

RECORD DEALERS

To help you start a new flood of summer traffic into your store — increasing your sales and profits in all categories of records—and leading to the biggest fourth-quarter business you've ever had

Now turn the page—to see how Billboard's OPERATION PUSHPOP '55 works for you...



18

PUSHPOP '55 Mr. Disk Jockey,

Introducing New and Expanded and Extra

New, More-Useful-Than-Ever

HONOR ROLL OF HITS

Carried Out to 30 Places!

By far, 1954's most popular PUSHPOP feature with Disk Jockeys and Operators. This is The Billboard's famous standing of the Nation's top TUNES — now carried to 30 places. Easy to read, easy to use and it's extra valuable with its listing of all records available for each tune — spots the new music — helps keep Pops alive in '55!

A Brand-New, Important Chart of

NEW POPS "COMING UP STRONG"

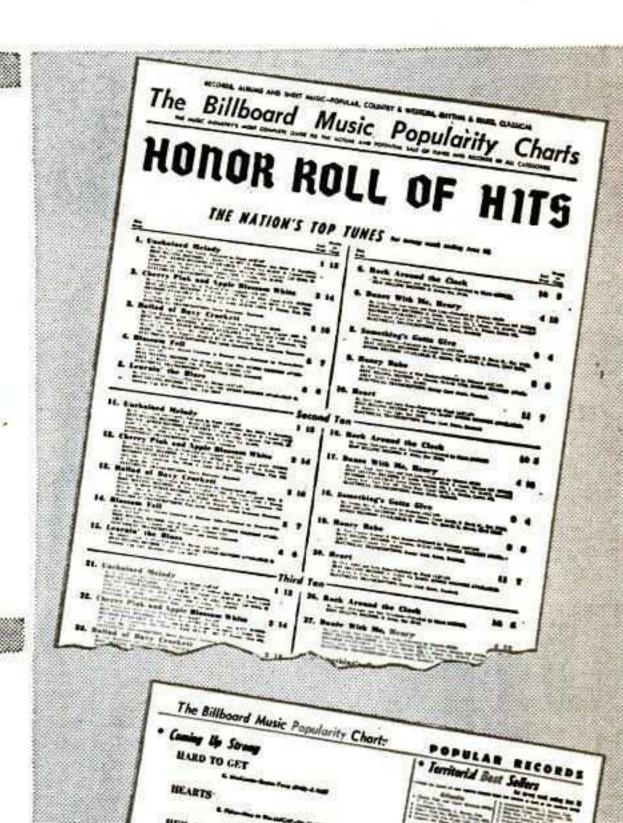
Shows up to 10 of the hottest new platters—the ones already getting big attention in various territories—the ones that may soon make the top 20. Three months of intense preparation went into this valuable chart. Test period showed 94% accuracy, with records appearing better than three weeks ahead of first appearance on regular charts.

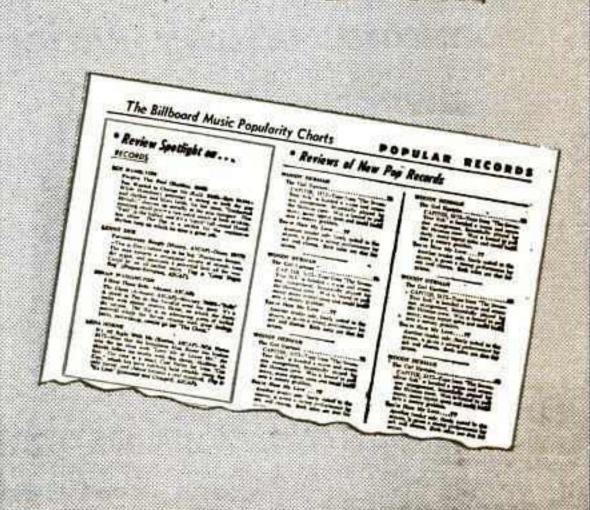
Streamlined

"SPOTLIGHTS"

and

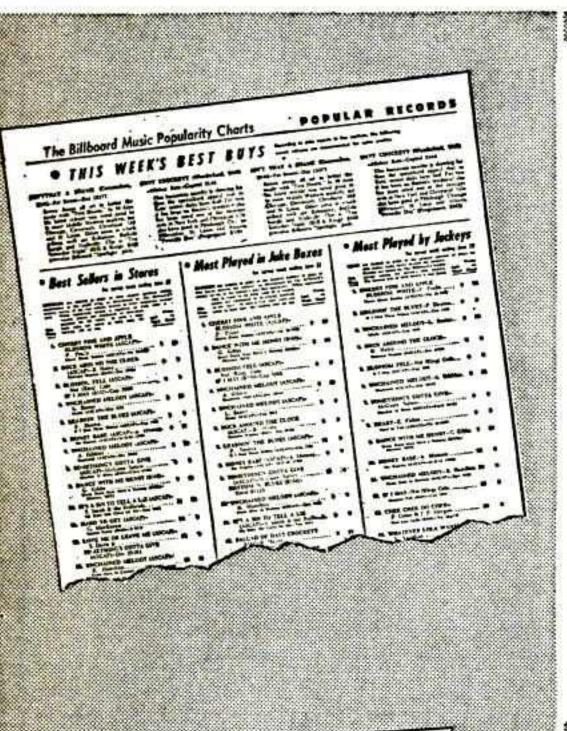
RECORD REVIEWS Brand-new RECORD REVIEW format specially designed to help Disk Jockeys and Program Directors TRY OUT the Best of the newest records. Each week the 8 to 10 best ranked records, according to Billboard's reviewing staff, will be shown separately, providing brand-new easy-to-use programming material for radio and ty shows.





Program Director, Juke Operator, Dealer

Billboard Pop Chart Features Merchandising Service!



IMPORTANT

"BEST SELLING"

and

"MOST PLAYED"

Charts including the famous

BEST BUYS

Feature

Billboard's regular, basic buying guides, of tremendous value to dealers. Shows record popularity, according to Disk Jockey plays, juke box plays and the best sellers in stores. Shows trends of current hits-spotlights new records reaching the select top 20 for the first time. The accompanying BEST BUYS feature provides firm buying recommendations, based on actual reports of consumer reaction.

and continuing as always—the popular charts on Territorial Best Sellers, Best Selling Sheet Music and Most Played Songs on Radio and TV.

And These Two Brand-New Promotion Posters

-Right in Your Billboard Every Week-the

Ideal Promotion for More Dealer Sales and



UNCHAINED MELODY DAVY CROCKETT

5. 6. 7

The Best of the NEWEST TUNES ...BASED ON EXCLUSIVE BILLBOARD SURVEYS

THAT OLD BLACK MAGIC MY ONE SIN THE MAN IN THE RAINCOAT THE ALABAMA JUBILEE CHEE CHEE OO CHEE IT'S A SIN TO TELL A LIE HARD TO GET HUMMINGBIRD SWEET AND GENTLE

DOMANI

THE TOP 10 TUNES POSTER

Juke Box Plays!

Most popular '54 Pushpop item with dealers everywhere, now to be published right in The Billboard every week where all readers can use it.

BEST NEW TUNES POSTER

A companion piece to the Top 10 Poster and a natural for stimulating more interest in the new Pops - based on the previous week's COMING UP STRONG Chart.

Tear them out of The Billboard, post them in windows-at the point of sale-anywhere they'll be seen. See the big MERCHANDISE SERVICE page for details on special, colorful easel display stands for these posters which you can get at minimum cost!

In a Nutshell, here's what PUSHPOP means . . .

is a coast-to-coast program, especially

developed for the Disk Jockey, Juke Box Operator

and Record Dealer—and anyone and everyone

whose "bread and butter" depends upon

the use, performance and sale of pop records—

in order to create a healthy, profitable

summer music-record business

LET'S ALL GET BEHIND IT

Get on the Bandwagon Now

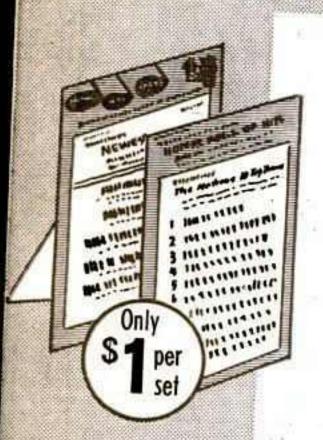
See Next Page . . .

YOUR MODEST INVESTMENT IN ANY OF THESE SPECIAL

MERCHANDISING AIDS

CAN MAKE PUSHPOP '55 REALLY COME ALIVE!

USE THE HANDY BLANKS NOW!



To get the most out of your Billboard PUSHPOP HIT TUNE POSTERS—

Order your special EASEL CARDS today!

These big 14 x 21, attractively colored easels just automatically become the center of attraction. Ideal for Dealers for window and counter display. Ideal for Operators too, to stir up more juke box plays at every location. \$1 is all you pay for the set of two easels. How many sets do you want? Use coupon now.

2160 F	BILLBOARD Patterson St. nati 22, Ohio	OPERATION PUSHPOP '55
	Please send me postage PUSHPOP Poster easel for—sets. (@ \$1 per	display boards. I enclose \$ set of two boards)
COMPA		
ADDRES	88	
CITY _	T. Comments	ZONE — STATE
ORDERE	D BY	

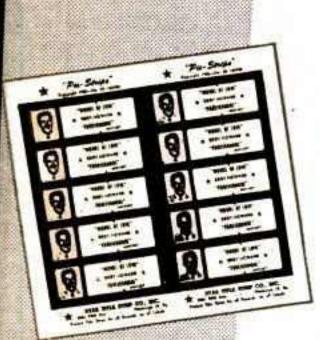


Dealers—for More Sales and Bigger Purchases—from every customer—use

TODAY'S TOP TUNES

Here's the handy 6½ x 8½ folder—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 . . .

THE BILLBOA 2160 Patterson S Cincinnati 22, C	Stroot	ОВ	AY'S	TOP	TUNI	S DEP	T .
Please p CHECK ONI 1-week trial weekly NAME			CH	ECK ON copies	NE \$1 🔲 25	llows: 0 copies \$: 0 copies \$:	3.5(5.50
ADDRESS	please print cle	arly)		2012			-
CITY			ZONE —	s	TATE _		_



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-Strip for six new pop, 3 C & W and 3 R & B records. Each strip is clearly printed and includes artists' photo.

Forget the nasty job of typing your own strip 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! Stor Title Strip Co., P. O. Box 6125, Pittsburgh 12, Pa. 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

LET AIRMAIL BRING YOUR BILLBOARD FASTER!

ADDRESS

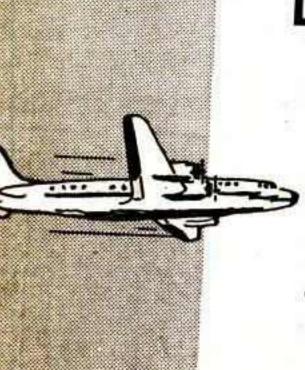
Each week the first Billboard copies off the press are rushed to service airmail subscriptions in all parts of the country—for delivery up to 48 hours faster than regular mail.

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

TRY IT YOURSELF --SPECIAL 13-WEEK TRIAL

THE BIL	LBOARD, Circulation Dept., 2160 Patterson St., Cincinnati 22, C
	- P., 2100 Patterson St., Cincinnati 22, (
	□ NEW SUBSCRIPTION. I enclose \$15.00 (\$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 subscrip- tion to airmail service for 13-week trial.
NAME -	
COMPANY	OR STATION
The same of	
ADDRESS	

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

MUSIC-RADIO

"CHEE CHEE-00 CHEE"

Recorded by: THE MARINERSColumbia THE JOHNSON BROS.London DENNIS HALELondon THE GAYLORDS Mercury

PERRY COMO and JAYE P. MORGAN RCA Victor records listed alphabetically by companies.

HILL & RANGE SONGS

ANOTHER PIN-UP HIT STORY UNTOLD Recorded by THE CREW CUTS ... Mercury THE NUTMEGS Herald THE FOUR COINS Epic Published by ANGEL MUSIC, INC. RUSH MUSIC COMPANY



LIQUIDATION SALE Liquidation of Used 78 RPM and 45 RPM Records

78 RPM—Country and Western, Popular, Foreign, \$100.00 per thousand Also 6 to 7,000 45 RPM Records— Popular and R & B, \$170.00 per thousand

1/3 deposit with order, balance C.O.D. FIDELITY DISTRIBUTORS 66 10th Ave., New York 36, N. Y. Ph.: JUdson 6-4568

BREAKING WIDE OPEN FOR A SMASH HIT "EATIN" GOOBER PEAS" RUSTY DRAPER

MERCURY #70619 PURE MUSIC



Leaders, NBOA to Map Drive

Continued from page 14

name bands.

NBOA officers, in their appraisal of the business, state that whereas over-all business is still spotty, name bands are undoubtedly doing better than one year ago. A chief reason, they say, is that the bands are doing a better job. That is, they are playing for the crowd. "They finally woke up," one NBOA exec stated this week.

NBOA Confab

At the NBOA's Chicago Convention in September, President Tom Archer will hold a meeting with representatives of the entire music industry, including disk and agency execs in addition to DOLA. "We're all partners in this business" is his attitute. We will listen to anybody with ideas to help the business."

Archer, of course, built a new ballroom during the past year in Des Moines at a cost of \$250,000. He is contemplating another in the Midwest. The new construction bug has also affected others. Sammy Kaye, for instance, is lookfor a likely ballroom site on Long Island, to be operated throout the

The maestro and his manager, Dave Krengel, envision an operation like that of Rhodes-on-the-Patuxet, Cranston, R. I., or the Totem Pole, Auburn, Mass., where milk and soft drink bars cater to the youngsters and where the general operation policy is highly regarded by the community.

Call to AFM A number of maestros and band executives feel that the American Federation of Musicians, while it is to be complimented on its campaign against the 20 per cent tax, band and ballroom field and, of tive provision with regard to the limitation on earnings of personal managers and financial backers of bands. This figure for some years has been pegged at 5 per cent of the gross. Admitting that some personal managers abused the function of their office and made excessive profits, the present limitation is claimed to have cut off 'risk capital."

"Why invest in an expensive and risky venture when it can vield 5 per cent at best? It's better to shunted into other fields competent month run.

rooms, too-such as the Aragon in personal managers who felt the New York-are now dickering for small return did not warrant the work and headaches entailed. Booking offices, incidentally, are allowed 10 per cent on location dates and 15 per cent one onenighters.

Broadcast Tax

imposed by AFM, payable by the location, is also believed to have dried up many remotes, and ever though radio is not the medium i once was, such broadcasts could be very helpful, it is believed.

The AFM's mileage provision i regarded as another obstacle. If a band goes out of town for less than five days, the local scale prevails. plus a mileage levy of \$2 for every 25 miles, plus subsistence of \$7.50 per day.

Thus, if a New York band wants to play Detroit, about 1,000 miles away, the mileage and other levies. in addition to the New York local scale of \$24 per day and \$28 Saturday, mounts up to a cost of about \$100 per sideman per day, which is considered prohibitive generally.

Tucker Gets Pal'dium Job

HOLLYWOOD, July 2.-Reports that the Hollywood Palladium would close its doors and institute a house band policy (The Billboard, May 28) were confirmed here this week with the signing of the Orrin Tucker orchestra to play the dance palace for eight weeks beginning August 3.

To be tagged "Orrin Tucker and could do several things to help the His KTLA Crystaltone Orchestra," the band will work the Palladium course, its own members. Specifi- on a Wednesday thru Sunday term cally mentioned is AFM's restric- and will emanate the weekly "Palladium Dance Party" television show from KTLA's new Sunset Boulevard studios. Singer Roberta Linn, formerly with the Lawrence Welk band, has been signed and will work both the dance spot and the TV show.

Tucker is also set to work the Caristmas season of private party dates, traditionally beginning in mid-November at the Palladium. Should the house band policy work out, he ostensibly would be inked back a singer." The same restric- to play during the month of Octotion is also regarded as having ber, thus rounding out a five-

Band Revival Drive Sparked

Continued from page 14

ranks. Headed by President Les Brown, Vice-President Harry James, ing agencies and their managers to retary Freddy Martin, DOLA has ers during the NBOA convention held a series of meetings in Holly- so that as many musicians as poswood only thus far, to "lay upon sible may be available for the meetadvice, suggestions and open dis- the presentation of a formal charter, cussion from all quarters of the

Meets in Other Cities

Plans for meetings in other cities are currently being set, with maestro Tommy Dorsey presently organizing such a function for New York, July 20, with Brown, whose band will be working in that city, scheduled to helm the meet.

A similar meeting has been called for in Chicago on August 11. Meetings, the organizational by nature, will outline some of the plans that DOLA has and acquaint other leaders with what has already been accomplished by the group.

The band biz received another healthy lift this week when James C. Petrillo, president of the American Federation of Musicians, gave AFM sanction to allow DOLA band fall. leaders to record tapes for disk jockey use. The AFM has heretofore frowned on its members doing any recorded guest shots on d.j.

Les Brown was also scheduled cago, September 26-27. to the state of th

DOLA has already notified book-Treasurer Lawrence Welk and Sec- arrange for open dates for all leadthe table" some of the problems of ings. The election of a board of the band biz, and has asked for directors of DOLA, in addition to all designed to hypo and rejuvenate interest in dance bands, will be the schedule of business.

> To date DOLA has held meetings with disk jockey groups and public school boards, with an upcoming confab scheduled with the heads of recording companies. An allindustry committee composed of representatives from musician ranks, agencies, ballroom operators, disk jockeys and record firms has been formed. The organization has plans for the exchange of arrangements for new bands that ordinarily could not afford to buy their own library.

> Television and radio will also be used to rekindle dance band interest, with Tommy Dorsey, as a representative of DOLA, set to present Jackie Gleason with an honorary membership in the organization this

> Plans for a network ABC radio show, featuring the music and voice tracks of DOLA leaders, is in the works, with the project already

approved by Petrillo. Leaders here are possessed of a to huddle with Tom Archer, presi- tremendous enthusiasm in all tributor meetings early in July to dent of the National Ballroom Op- DOLA projects, with nary a dis- elaborate the new price policy, as erators of America, this week at senting voice or the slightest trace well as plans for the fall. Western Des Moines for discussions which of pessimism evident. They are distribs will attend a three-day will lead to a mass gathering of shouting the praises of band music meet in Apple Valley, Calif., beleaders, estimated by Brown at at every opportunity, and playing ginning July 10, while Eastern out-200, at NBOA's convention in Chi- a good deal of it, too, in their lets will convene for a similar conpersonal appearances.

'LOLO' TIE

Dolly Goes Goo Goo for Dot's Sales

NEW YORK, July 2.-Dot Record distributors are branching out into toy distribution, as a result The \$3 per man broadcast tax of a merchandising tie-up on the label's new novelty disk "Close the Door.

The Oak Rubber Company, Raenna, O., is bringing out a LoLo Doll in direct effort to cash in on he sleeper action shown by Jim Lowe's "Close the Door" platter. Frinity Music, which publishes the tune, has granted Oak an exclusive license to merchandise the toy under the tag "a LoLo-close the Door Doll," and all Dot distributors will be offered exclusive rights to distribute the 49-cent toy in their areas thru department stores, record dealers and other retail out-

The gurgly sound effect featured on the Lowe record was actually made by the GooGoo Doll (introduced by Steve Allen and merchandised by NBC). However, the GooGoo Doll manufacturer has been backed up on orders for some time now, so Oak decided to cash in on the record by bringing out a doll that makes the same sound. According to Oak, the company has marketed similar sound-toys in the past.

Who Has Song?

Continued from page 14

copyright belongs to Lutz. BMI's publishing firm, however, feels it is theirs.

The crux of the argument hinges around a BMI practice of years past, when the licensing organization allowed affiliated publishing organizations to acquire BMI copyrights on lease for a period of three, four or five years. These leased copyrights, according to Julie Stearns, BMI professional chief, have all reverted to BMI. Shortly after Stearns joined BMI. in 1947, the leasing practice was discontinued, he says. BMI's files contain a letter to the Lutz Brothers stating that "May I Never Love Again" reverted to BMI in 1952.

Erikson Rights

"Love Again" was written by Sano Marco and Jack Erikson. Lutz, during the period of his lease on the tune, bought out Erikson's writer share. BMI, it is understood, concedes Lutz may be entitled to this amount of the publishing income.

In BMI's earlier years the organization, acting as a clearing house for tunes, did much of this leasing type of activity. Bobby Mellin, for instance, had "I Went Out of My Way" on such an arrangement. Mickey Glass, Bob Baumgart and Jerry Lewin had "You Walked By." The latter, according to BMI, was the last deal of this type.

Meanwhile, further developments on "Love Again" are expected in a few days. Lutz is understood to feel his firm made the tune. BMI is understood to be ready to counter this with information as to royalties drawn by the tune during the period of the lease.

Col. Price Policy

Continued from page 14

mitted will terminate on November 30. But beginning next week, exchanges may be made on all new items if the privilege is exercised within six months of the release

Columbia will also extend dealers a 1 per cent return privilege on ML-4000 LP's, to cover possible losses "due to obsolescence of slower moving merchandise."

Almost 500 Columbia LP's will increase in price under the schedule of lists, it was pointed out,

The diskery will hold two disclave in Miami Beach July 14.

The transfer of the second sec



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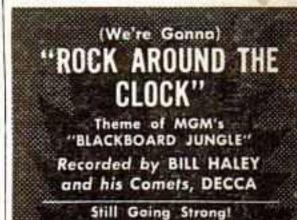
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MUSIC AS WRITTEN

Continued from page 16

sen, a Danish musician, who plays Venice, Calif." . . . Polly Be musical glasses. Hansen is recording a 12-inch LP featuring Christmas carols from 38 different countries. . . . Joe Derise opened at the Hob-Nob, Beverly Hills, Calif., ly arrived from the Hawaiian Tuesday (28) for an eight-week lands to bally the new H engagement. Meanwhile his manager, Mort Hillman, is taking a sides for an upcoming Decca al swing around the country to plug while in town. . . . Maestro Be Derise's new Bethlehem album.

Atlantic Records' Jerry Wexler and his wife, Shirley, have another child, Lisa, born this week at Physicians' Hospital, Queens. Lisa makes a trio with Anita and Paul.

Coral's sales chief Norm Weinstroer on July 19 meets with his distributors and salesmen in Chicago to discuss the label's fall merchandising program. . . . Chanter Jimmy Wakeley in town to cut some Coral sides. . . . Errol Carner, now playing the Blue Note in Philadelphia, set for the CBS Kraft show Sunday (10).

Paul Cohen, Decca country recording topper, has signed Jackie Brooks. Cohen, who also handles Coral's country recordings, has signed Patsy Kline to that label.

M-G-M has signed Claire Hogan, ex-canary with Gene Krupa and Jimmy Dorsey. ... Melvin Price, 16-year-old son of Mercury's sales chief Morry Price, is working as a record salesman at the Wurlitzer Store in Chicago this summer.... Wing's sales manager Jack Bernard is on a swing thru the East to meet his new distributors-his first Eastern trip since joining the label.

Rusty Draper (who closes at the Stateline, Las Vegas, Nev., July 10) opens a one-week date at the Blue Moon, Lowell, Mass., July 18.... The David Carroll band winds up a series of one-nighters thru the Midwest July 26, then opens at the Prom Ballroom, St. Paul. . . . Buddy Morrow and his ork will start a one-nighter tour thru the East July 15, opening at Coney Island, Cincinnati, on that date.

Mercury has rushed out to the trade a David Carroll waxing of "The Girl Upstairs."... The Mariners have had to cancel some appearances, including a guest shot on "Toast of the Town," because Marty Karl, a member of the group, has come down with a case of the mumps.... Richard Maltby will be the ork leader on the Vaughan Monroe show, which replaces the Dinah Shore seg on NBC-TV beginning July 19.

Hollywood

Zeke Manners, KEWB disk jockey, inaugurated a policy of inviting local record distributors to handle phone calls on his early morning show. . . . Song writers Jc nny Mercer and Gene Depaul have turned in six of the nine songs contemplated for the musical version of "It Happened One Night."
... Capitol Records feted a host of its country stars... Stan Jones, who penned "Riders in the Sky" some years ago, has written a title song for "The Searchers." . . . Shorty Rogers' next album for At-lantic will be titled "Carnival in

began a series of Wilson Steam Line dates. . . . Hanson & Sch will handle promotion for I Records. . . . Alfred Apaka, rec Kaiser Hotel there, will record Strong in town before returning his oil business in Wichita, Strong has dropped all music tivities. . . . Benny Goodman an all-star band featuring (Krupa, Teddy Wilson, Buck C ton and Harry James, recorded of the 29 tunes to be used in maestro's film bio at Unive International.

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THE BILLBOARD JULY 2, 1955

The Billboard Music Popularity Charts POPULAR RECORDS

· Review Spotlight on . . .

RECORDS

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PHONOS—HI FI

By JUNE BUNDY

PHILCO INTRODUCES TRANSISTOR PHONO . . .

The Philco Corporation this week introduced its new phono line to some 1,200 distributors attending a summer convention at Miami Beach. Highlight model was a portable phono in which three transistors take the place of vacuum tubes.

Machine retails for \$59.95, and will play up to 3,000 standard 45 records using current from four standard flashlight batteries. Phileo also introduced 12 other phonos, ranging from a portable threespeed unit retailing at \$29.95, to a high fidelity console priced at \$189.95.

EMERSON PORTABLE IS PRICE LEADER . . .

A three-speed manually operated portable phono retailing at \$28 is the price leader in the new 1956 line of phonos introduced this week by Emerson. The line also includes four other portable phonos, one portable radio-phono, one table model phono, one phono console, and one radio-phono consoleall three-speed. Latter, pegged at \$198, is the toppriced unit of the radio-phono line, with the exception of two radio-TV-phono consoles ranging up to \$498.

Concurrent with introducing its new line, Emerson established uniform retail prices thruout the country (rather than raising them in the South and West), and scrapped the practice of setting up retail prices on a dollars-and-odd-cents basis. Instead, Emerson (which celebrates its 40th anniversary this year) will price its models "realistically" in rounddollars (e.g., \$28, \$34, etc.) effective immediately; thus defying an industry pricing tradition of some 25 years. According to Emerson's President Benjamin Abrams, uniform prices across the country are made possible by the factory's prepayment of freight charges.

21 MODELS OFFERED BY SYMPHONIC . . .

Symphonic Radio & Electronic Corporation's new phono line spotlights 21 models, ranging in price from a 78 kiddie player at \$19.95 to a threespeed automatic player (mounted on wrought iron legs) retailing at \$119.95.

The line, which will be introduced at the Chicago Music Show, also features a 45 automatic phono at \$29.95, and a three-speed radio-phono with speaker in a removable lid, designed primarily for schools and auditoriums. According to Symphonic's President Max Zimmer, the firm's Lowell, Mass., plant is now operating at capacity in anticipation of a banner sales year.

SENTINEL FEATURES 4 CONSOLE MODELS . . .

The Sentinel Radio Corporation's new 1956 phono line was showcased to distributors this week at the Edgewater Beach Hotel in Chicago. The company's promotional theme for its new line will be "pay a little more for a lot more quality." The line includes four console model hi-fi radio-phonos. ranging in price from \$169.95 to \$249.95-all with three-speed Collaro changers, AM radio, extended range dual speakers and reported frequency response of 20-20,000 c.p.s.

FINDS 85% OF HI-FI SALES TO TEEN-AGERS . . .

More than 85 per cent of all hi-fi phonos sales are made to teen-agers, according to a company survey of the field made by Trav-Ler Radio Corporation, Chicago. In view of these statistics, Trav-Ler's President Ioel Friedman contends "Sales must be beamed toward the teens if a high volume of hi-fi sales is to be realized. Manufacturers must produce sets which appeal to the average income group."

LINER NOTES

CAMDEN CETS OK TO USE SYMPHS' REAL NAMES . . .

Camden Records, now to be known officially under the tag of RCA Camden, has gained the permission of five leading symphony orchestras to use their true names on disk labels. New reissue: of the wax product of the Minneapolis, Indianapolis, San Francisco, Chicago and National orchestras will no longer be tagged with pseudonyms.

Until now, Camden has labeled these orks as follows: Marlborough (Minneapolis), Sussex (Indianapolis), Worldwide (San Francisco), Century (Chicago) and Globe (National). Conductors involved were Eugene Ormandy, Fabien Sevitsky, Pierre Monteux. Frederick Stock, Desire Defauw and Hans Kindler.

Camden, meanwhile, has designed a counter merchandiser that will hold and display all its LP and EP product. The unit will be shipped to dealers in a compact carton, and it can be assembled on location with a screwdriver or a dime, say diskery

MPHC'S REVOLVING RACK SHOWS PIANO COURSE . . .

The Music Publishers Holding Corporation has developed a revolving counter rack to help stores display the piano music of Ada Richter. The Richter Piano Course, one of the top lines in the publisher's educational catalog, can be displayed in the 28 pockets of the rack. The fixture will be furnished free to dealers who purchase \$74.50 (retail value) worth of Richter music.

AGMA HOLDS NATIONAL ELECTION OF OFFICERS . . .

John Brownlee, Metopera baritone, has been reelected president of the American Cuild of Musical Artists. Also re-elected as veepees were Jascha Heifetz, Dr. Leopold Sachse, Betty Stone and Astrid Varney. Other officers named include Tilda Moss and Elizabeth Hoeppel. Balloting was nation-wide, with 35 per cent of all AGMA members participating in the election.

MAJOR AND MINOR

Westminster Records has signed Vera Franceschi to a disk pact. The American pianist's first LP under her new affiliation is already in preparation. . . . Jan Peerce, now in Rome to cut Puccini's "Madame Butterfly" for RCA Victor, this week presented the Vatican with a rare record collection of liturgical music for the Musicians' Emergency Fund in tribute both senses. Of conductors resident in to Fritz Kreisler.

Vox's latest George Feyer album features the pianist in a set titled "Echoes of Budapest." . . . Folkways Records has just released the first in a new series of LP's called "Music From the Southland."

VEGAS TALENT POOL AN OASIS FOR AIR EXECS

HOLLYWOOD, July 2.- The metropolitan city, with possibly the abundance of talent working in exception of New York. The the Las Vegas has rapidly made the desert spa an important stop for the record industry's artist and repertoire execs. Disk business a.ocr. men from both the major and independent companies can be found in Las Vegas during almost any given week of the year, scouting new talent, discussing songs and contracts with artists, and equally important, viewing their pactees working in person.

Curiously enough, Las Vegas to date has produced very few names who have since been inked by recording companies. In addition. the gambling capital is seldom used by the disk business as a recording locale. The necessity for cutting in Las Vegas is largely negated by the proximity of Los Angeles, where recording facilities with superior studio set-ups than exist in Las Vegas.

a.&r. men, to see "show business" due for completion before the year in action since Vegas does have is out, chances are that disk busimore working entertainers per ness personnel will become even Sweetheart." was in Boston last tet was available earlier by the Grillers in square foot than almost any other more frequent visitors.

chances of coming up with new talent are slight, the mere fact that performers abound there generally offers the repertoire men enough impetus. It's a breaking-in ground, too, say the repertoire men, where very often a performer will use new material which quite possibly will be suited for the tastes of the disk market.

names currently working in Las mouths later. Vegas, among them such stars as Sammy Davis Jr., Kay Starr, Xavier works published by the nationals Recorded in Europe, the lush instrumen-Cugat, Marilyn Maxwell, Rosemary of Andorra, Cambodia, Chile, tals include "Blue Danube." "Tales From Clooney and Louis Jourdan. The Costa Rica, German Federal Re- the Vienna Woods," and "Artist's Life." smaller lounges are literally dotted public, Haiti, Israel, Laos, Monaco, with possible recording talent, with Pakistan and Spain will receive the RCA Victor disk pact recently automatic protection in the United BLOCH: FOUR STRING QUARTETS inked by the Mary Kaye Trio States without the necessity of most of the majors have their own stemming from the success they made there.

With 15 major hotels in operation in Las Vegas, and an addi- here. It's important, tho, say the tional six under construction and

UNESCO Pact Effective Sept.

WASHINGTON, July 2. - The Universal Copyright Convention becomes effective September 16. dealers. The performance by the Vienna according to the Director General Philharmonic, conducted by Karl Munchof the United Nations Educational, Social and Cultural Organization, who states that the required 12 countries have deposited ratifications. The principality of Monaco was the 12th, having ratified on June 16. According to its terms, There are almost 30 recording the convention takes effect three

On and after September 16, complying with U. S. law. Similarly, works by U. S. authors re- the purchase calculations of many chamceive protection in the other ber music collectors. Bloch is steadily countries merely thru publication

The Cloverleafs, pop group be said, too, that the readings by the which recently cut "Four Season on with true conviction. The third quarweek plugging the slicing.

Best Selling Popular Albums

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

1. STARRING SAMMY DAVIS JR.Decca DL

2. IN THE WEE SMALL HOURS-Frank Sinatra . . Capitol V

3. LONESONE ECHO-jackie Gleason
4. LOVE ME OR LEAVE ME-Doris Day Columbia C.
5. CRAZY OTTO
6. I LIKE IAZZ
7. DAMN YANKEES—Original CastRCA Victor LOC
8. THE STUDENT PRINCE-Mario Lanza RCA Victor LM
9. MUSIC FOR LOVERS ONLY-Jackie Gleason Capitol I
10. MUSIC, MARTINIS AND MEMORIES-Jackie Gleason .
Capital W
11. HOLIDAY IN ROME-Michel LeGrand Capitol W
11. HOLIDAT IN ROME—Michel LeGrand Columbia G
12. MUSIC FOR TONIGHT-Steve Allen
13. SONG HITS FROM THEATERLAND-Mantovani Ork
London LL
14. BRUBECK TIME-Dave BrubeckColumbia C
15. DEE-LIGHTFUL-Lenny DeeDecca DL
EP'S
1 IN THE WEE CHAIL HOURS E. J. C. J. C. J. LEDI
1. IN THE WEE SMALL HOURS-Frank Sinatra Capitol EBI
2. LONESOME ECHO-Jackie Gleason Capitol EAI
3. STARRING SAMMY DAVIS JR Decca ED 2
4. LOVE ME OR LEAVE ME-Doris Day Columbia EPI
5. THE STUDENT PRINCE-Mario Lanza RCA Victor ERB
6. MUSIC FOR LOVERS ONLY-Jackie Gleason . Capitol EBI
7. SHAKE, RATTLE AND ROLL-Bill Haley Decca ED
8. CRAZY OTTO, PART 1
9. CRAZY OTTO, PART 2
10. I LOVE YOU-Eddie FisherRCA Victor EPB
11. MUSIC, MARTINIS AND MEMORIES-Jackie Gleason .

12. MOODS IN SONGS-Nat (King) Cole...... Capitol EAP

13. GLENN MILLER PLAYS SELECTIONS FROM "T

14. DAMNY YANKEES-Original Cast RCA Victor EOC

GLENN MILLER STORY"RCA Victor EPBT

Classical Possibilities

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates a profitable sales run. Watch for a complete "Classical Best Seller" chart next week.

1. BARTOK: CONCERTO FOR ORCHESTRA-Philadelphia chestra (Ormandy) Columbia ML 2. GOUNOD: MIREILLE-Aix-en-Provence Festival (Cluytens

3. SCHUBERT: SYMPHONY NO. 5; MENDELSSOHN: OCT FOR STRINGS, OP. 20-NBC Symphony (Toscanini)RCA Victor LM

4. CHOPIN: MAZURKAS-William Kapell . . RCA Victor LM

Reviews and Ratings New Classical Releases

RAVEL: DAPHNIS ET CHLOE (COM-PLETE) (1-12") - Minneapolis Symphony: Antal Dorati, Cond. Mercury MG 5004879

Certainly to the ballet lover sight is as important as sound, and Mercury has designed a package here which will excite this country. Dorati is among the select few whose sympathy for the modern French repertoire is well established. And to support his sensitive interpretation of the demanding score, the label has abetted his efforts with some of the most expert and realistic sound on record. The disk is awarded added salability to the market aimed at by virtue of its class packaging, elaborately decorated with Mailtol woodcuts, ballot photos and notes to match. Many stores will earn welcome revenue with this set.

HAYDN: SYMPHONY NO. 88 IN G ("LETTER V"); SYMPHONY NO. 101 IN D ("The CLOCK") (1-12")-Vienna Philharmonic: Karl Munchinger, Cond.

London L.L. 119978 Here are two Haydn staples. The disk is excellently recorded. This, plus the fact that the coupling is unique thus far, makes it a desirable item for classical inger, is excellent,

FOREVER THE WALTZ (1-12")-Vienna Bohemian Orchestra; Fried Walter,

RCA Victor claims this LP has "Schwung." meaning it captures the fullbouvant flavor of the Viennese spirit, Happily, it does just that, with conductor Fried Walter and the Vienna Bohemian Orchestra contributing a package of seven Johann Strauss Jr. selections that more than holds its own quality-wise even in the highly competitive Strauss market. A decorative cover-photo of a waltzing beauty should also help sales.

(3-12")-Griller String Quartet, London

This is certain to rate importantly in winning greater listener attention and a complete set of his quartets, spanning creative activity from 1916 to 1953 figures as inherently important in itself. It must ing with true conviction. The third quara London 10-incher; only the third has

otherwise been recorded. the chamber music fan.

BACH: THE WELL - TEMPS CLAVIER (COMPLETE) (6-12) Wanda Landowska, Harpsichord. Victor LM 6800

There's little need to introduce knowing collector to this monun keyboard accomplishment. Miss Lat ska cut her first disk in this edition in 1949, and since then subsequent umes have been received enthusiasti All, incidentally, have already bee leased singly. What Victor has now is to group them together in a l edition of surpassing interest on levels. First of all the 48 Preludes Fugues are all here in one self-cont package. And the latter is distinc bound in black silk. Detailed note furnished, written by the renowned h chordist and Bach student herself, they are offered in somewhat amp versions of those which graced the of the individual disks. And for the whom such things are important the the bold autograph of Miss Landows add the final connoisseur touch. this down as a quick seller to the dedicated customers almost each cla outlet has on its books.

BIZET: ROMA: CHABRIER: BOUL FANTASQUE (1-12")-New York Ballet Orchestra; Leon Barzin

Vox PL 9320 Balletomanes who enjoyed these major Balanchine creations will be p that the music has now been record used by the company for the perform of these works. "Roma" is based three movements of Bizet's second phony, while "Bourree Fantasque" melange consisting of "Marche Joy (used as an overture), the "Bourre self, the interlude to the opera "Gw line" and the "Fete Polonaise" from opera "Le Roi Malgre Lui." Dance will be interested.

ALBENIZ: IBERIA (BOOKS) NAVARRA: CANTOS DE ESP (2-12")-Jose Echaniz, Piano. Wes

ster WAL 219 A complete exposition of the piano works of Albeniz has been w for a long time. Naturally, it is di to find a planist with the technical mand, the familiarity with the S idiom and the mercurial personality essary to realize these works comp While Echaniz falls short of bein perfect exponent of this music, he a long way toward filling such a "Navarra," "Cantos de Espana" an

(Continued on pa

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BLOWING UP A STORM!

The Sensational Recording By

DAVID CAROLL

AND HIS ORCHESTRA

OF

"The Girl Unstairs"

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"THE SEVEN YEAR ITCH" Starring Marilyn Monroe

and

"YOU'RE HERE MY LOVE"
MERCURY 70658

Right To The Top! The Country Record Gone "Pop"

DADDY, YOU KNOW WHAT

hv

JIM WILSON

AND HIS DAUGHTER, JUNE

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NAshville 5-5691

Reviews and Ratings of New Popular Albums

MUSIC FOR A SUMMER NIGHT84 Boston Pops Orchestra, Arthur Fiedler, Cond. (1-12")

The trend for the record packagers to rival the pocket book publishers in the field of incongruous cover art work continues, and this album is a good case in point. A full-length photo of a slim nymph attired in a diaphanous Grecian nitey adoras this collection of otherwise thoroly virtuous material which creates a musical mood of a band concert in the park rather than the boudoir. However, the seductive cover is bound to be a big-plus for the package in the pop market, and may well put it up on the best-selling album charts in record time. Excellent performances by Fiedler and Boston Pops Orchestra and their extensive followings will also account for healthy sales results. The package includes such well known works as "Liebestraum," "Moonlight Sonata," and "Candlelight Waltz."

AND I THOUGHT ABOUT YOU79 Patti Page (1-10")

Mercury MG 25209 Mercury's top songbird is in fine vocal form here on a group of eight preferred standards, including the title tune, "The Touch of Your Lips," "Stay as Sweet as You Are" and "When Your Lover Has Gone." Patti Page sings a ballad with tenderness, taste, and, most important of all, warm sincerity. Her fans are bound to consider this package a "must" buy, and deejays will find it perfect programming for romantic wax segs.

CURE FOR LONELINESS78 Galen Drake, Narrator; Wayne King Ork (1-10")

Victor LPM 3204 RCA Victor is going all out on cheesecake photos for its album packages this season, and needless to say, the provocative cover pictures are selling plenty of extra LP's, since they now offer something for the eye (well some eyes) as well as the ears. This collection of poetry (narrated by CBS's Galon Drake against a soft musical background by Wayne King) is represented pictorially by a bosomy redhead in a deep-cut transparent nightgown and a cage of lovebirds-a pleasing picture but hardly a convincing candidate for "Loneliness." However, the title should have great commercial appeal, and the LP is bound to enjoy brisk sales. King's dreamy arrangements are strictly secondary to Drake's competent readings of love poems, ranging from Ella Wheeler Wilcox's "I Love You," to Elizabeth Browning's "Why Do I Love You?" Drake is heard regularly over CBS, which should also enhance the sales appeal of the album.

ACADEMY AWARD FAVORITES77 Jack Shaindlin Ork (1-12")

Mercury MG 20061 Film music is currently riding high in the popularity charts, and a number of recent packages have cashed in on this fact. This Mercury album has an additional angle which should prove a merchandising asset. The ditties are all Academy Award favorites-going back as far as 1934, the early years of sound film. Some of the tunes are "Three Coins in the Fountain," "It Might as Well Be Spring," "The Continental," "When You Wish Upon a Star," etc. Jack Shaindlin, noted for his interpretations of film music, does an excellent job.

CAVACADE OF MUSIC70 D'Artega (1-12")

Cavalcade DC 1000 This is the first LP release of Cavalcade, and it shapes up as thoroly pleasant listening with D'Artega (musical director for the new label) serving up lush musical helpings of pop concert mood music arranged along symphonic lines. Deejays should find the package useful for romantic pro-

gramming, with one side (featuring Rebekah Harkness' six part "Safari") an interesting off-beat suggestion for the more adventurous spinners. Other works include orchestral recording of Debussy's "La Plus Que Lente," Chabrier's "Espana," and D'Artega's own "Stradivari Champagne." With the exception of "Espana." all of the orchestrations are by D'Artega.

Jazz

CHARLIE PARKER MEMORIAL, VOL. 2

(1-12")Savoy MG 12009

This colorful LP is a must for the cats. It contains the Bird's unreleased versions of many of his most famous compositions, plus a batch of original masters. The disk includes snatches of conversation between the Bird and other men on the dates, which were held between 1944 and 1948. In addition to the splendid performances captured in these grooves, the disk holds the excitement of the actual sessions. For collectors, there's fine material in the liner notes, too, pertaining to the musicians on each date. Rudy Van Gelder is credited with remastering, and Ozzie Cadena with editing. This is the third Parker package from Savoy since his death

HOWARD RUMSEY'S LIGHTHOUSE ALL-STARS, VOL. 6

(1-12") Contemporary C 3504

Here is another volume from the All Stars that modern jazz collectors wil cherish. The homogeneous ensemble sound of earlier albums is there interspersed with some brilliant sole playing. In this set, tenor man Bot Cooper's talents are probably the most conspicuous. He contributed two significant compositions, "Who" Sleepy?" and "Mad at the World," as well as the arrangement of "Long Ago and Far Away"-all this, in ad dition to his instrumental work. Vy ing for honors is Bud Shank, playing a better alto than ever in his own "Sad Sack" and in "East of the Sun," plus flute in "Mad at the World." Rounding out this swinging crew an Conte Candoli, Frank Rosolino Claude Williamson, Howard Rumse and Stan Levey. A top buy for the cool crowd.

HOLIDAY IN BRAFF (1-10")

Bethlehem BCP 1032 Ruby Braff, the up-and-coming youn trumpeter, has selected a program of tunes associated, for the most part with Billie Holiday. He is backed b a full sax section and rhythm, score for by Bob Wilber. The idiom Swing, and Braff's full, soaring trum pet tone should continue to increase his already broad following. Modera ists may not go along unanimously with the advertised fact that Brai plays everything from Armstrong the Parker, but Armstrong and Beriga lovers should find him very much t their tastes.

DOWN IN THE DEPTHS ON THE 90TH FLOOR Helen Carr (1-10")

Bethlehem BCP 1027 Since she appears on a jazz labe Miss Carr's LP is classified as "jazz. Actually, she is a cute-sounding, be quite limited singer, who gets the benefit here of some expert accom paniment by jazz stars such as h busband Donn Trenner and Do Fagerquist, both of the Les Brow band, plus Stan Levey. Charlie Mar ano and Max Bennett. Most of the grooves, however, are filled by the vocalist. Even the tunes, including the once rare title song, are longer obscure enough to lure colle tors of esoterica.

Reviews and Ratings New Classical Releases

Continued from page 26

last two books of "Iberia" are recorded on LP for the first time.

SCHUMANN: VIOLIN SONATA NO. 1 IN A; BRAHMS: VIOLIN SONATA NO. 2 IN A (1-12")-Rafael Druian, Violin: John Simus, Piano. Mercury

Druian, concertmaster of the Minneapolis Orchestra, probably has a fair enough following in his home territory, the he is something less than a name elsewhere. In these romantic sonatas, he plays quite competently, tho his playing is not distinquished by any rare poetic sense. The recording is excellent. Surprisingly, this Schumann performance is virtually without competition on 12-inch disks. In the Brahms, there is a formidable competitor

BEETHOVEN: TRIO NO. 4 IN D "GHOST"): MOZART: TRIO NO. 4 IN E (K. 542) (1-12")-Trio Di Trieste.

London LL 117766 This group is better scaled to the lovely transparent Mozart work than to the massive Beethoven work. Still, many may prefer this more intimate approach to the well-known "Ghost" Trio, Several companies have produced complete sets of the Mozart Trios, and this issue faces a fairly contracted market. The Albeneri group offers strong competition to the Beethoven face, and it would be wise to consider present stock before investing.

ARMENIAN SUIT YARDUMIAN VIOLIN CONCERTO (1-12")-And Brusilow, Violin; Philadelphia Orche tra; Eugene Ormandy, Cond. Columb

ML 4991. And so there is another "Y" added to LP catalog to keep Ysaye compan Richard Yardumian, a young Philade phian, shows himself well equipped too nically and his work, as evidenced be is easier to grasp and should be quick to please than much of contempora origin. The strong support of the Phil delphia Orchestra should help this enfind its way into "complete" librari Not for the average store, tho.

PERSICHETTI: CONCERTO FOR ANO - FOUR HANDS, OP. CRESTON: SONATA FOR SAK PHONE AND PIANO (1-12")-Vince and Dorothea Persichetti, Piano; V cent J. Abato, Saxophone; Pa Creston, Piano. Columbia MI. 4989. Columbia's Modern American Mu Series is certain to stir up interest aeme educators and adventurers, tho few of disks are likely to find a mass mark The Persichetti, an atonal piece, jammed with interest. It's original, tense and colorful, and this performan brings it to life. The Creston is a light work, written idiomatically for the sa phone, which is played beautifully h by Abato, who appears to be about best around today on that much malige instrument. Sax students should tipped to this one.

BIG SUMMER HIT



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1526 and 45-1526

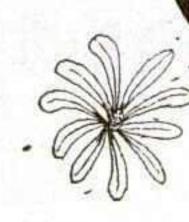
SIDE 1

- SOMEBODY STOLE
 MY GAL
- YOU WERE MEANT
 FOR ME
- I CAN'T GIVE YOU

 ANYTHING BUT LOVE

SIDE 2

- IF YOU KNEW
 SUSIE
- AIN'T SHE
 SWEET
- TOOT TOOT
 TOOTSIE







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The Billboard Music Popularity Chart.

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

Chart Comments

MUSIC-RADIO

An interesting three-way split shows up this week on the pop charts, with Pracio's "Cherry Pink and Apple Blossom White" chopped down from its triple-crown position, and a differnt No. 1 disk for each of the three pop categories.

The Prado disk maintains its top spot on the juke list but steps down one position on the retail listings and dips way down to No. 5 on the jockey chart. The "comeback" platter, Bill Haley's "Rock Around the Clock," takes over the No. 1 etail spot, while Frank Sinatra's "Learning the Blues" moves into the No. 1 jockey position.

Two indie records hit the bestselling retail charts this week for the first time, with Pat Boone's "Air.'t It a Shame?" on Dot checking in as No. 19 and King's "Seven teen" by Boyd Bennett coming up as No. 24.

Fats Domino's "Ain't It a Shame?" retains its triple-crown position in the rhythm and blues field, while Webb Pierce's "In the Jailhouse Now" shows up again as the No. 1 country and western platter on the retail and juke box charts. The top jockey disk in the c.&w. field is Porter Wagoner's "Satisfied Mind," which jumps up from No. 3, edging out last week's top jockey waxing, Faron Young's "Live Fast, Love Hard and Die Young." Tennessee Ernie's "His Hands," which hit the pop charts a couple of weeks ago but dropped off again, shows up on the c.&w. retail chart for the first time this week in 15th place.

Count Basie's Clef waxing, "Everyday," makes the r.&b. best-selling retail charts for the first time this week as No. 8. Prior to this week, the veteran band leader hadn't made the best-seller lists for several years. Coincidentally, the flip side of the new Basie disk is tagged "Comeback."

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. 1. Unchained Melody.... 1 13 2. Cherry Pink and Apple Blossom White 2 14 3. Ballad of Davy Crockett 3 18 4. Learnin' the Blues.... 7 4 5. Melody of Love 4 26 Shapiro-Bernstein 6. Honey Babe..... 4 5 Witmark 7. Something's Cotta Give 8. Rock Around the Clock 8 3 9. Blossom Fell....... 8 Shapiro-Bernstein 11. Hard to Get 3 12. Hey, Mr. Banjo..... 9 6 13. It's a Sin to Tell a Lie. 12 4 Bregman, Vocco & Conn 14. Blue Star (Medic).... -15. Whatever Lola Wants. -

HONOR ROLL OF HITS



Weeks

Week Chart

Last

The Nation's Top Tunes

For survey week ending June 29

1 14 1. Unchained Melody 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; J. Valli, Vic 20-6078, ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard 2 16 2. Cherry Pink and Apple Blossom White By Louiguy and Mack David-Published by Chappell (ASCAP) BEST SELLING RECORD: P. Prado, Vic 20-5965. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; A. Dale, Coral 61373; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; T. Puente, Tico 256; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard. 3. Rock Around the Clock By Jimmy DeKnight and Max Freedman-Published by Myers (ASCAP) BEST SELLING RECORD: B. Haley, Dec 29124. OTHER RECORDS AVAILABLE: S. Doc. Arcade 123; C. Wilcox, M-G-M 12028. 4. Learnin' the Blues By Dolores Vicki Silvers-Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3102. OTHER RECORDS AVAILABLE: R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard. 5. Blossom Fell 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. 6. Something's Gotta Give 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. 9 20 7. Ballad of Davy Crockett By Tom Blackburn and George Burns-Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; T. Ernie, Capitol 3058. OTHER REC-ORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11941; B. Ives, Dec 29423; R. Draper, Mercury 70555; 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. 7 10 8. Honey Babe 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. 8 15 9. Dance With Me, Henry By Jules Taub, Joel Josea and Sam Ling-Published by Modern (BMI) BEST SELLING RECORDS: G. Gibbs, Mercury 70572; E. James, Modern 947. OTHER RECORDS AVAILABLE: Leslie Sisters, Marble 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. 10. Heart By Dick Adler and Jerry Ross-Published by Frank (ASCAP) BEST SELLING RECORD: E. Fisher, Vic 20-6097. OTHER RECORDS AVAILABLE: N. Brooks, X: Four Aces, Dec 29476. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard. Second Ten 12. SWEET AND GENTLE..... 19 2 Published by Peer (BMI) 13. IT'S A SIN TO TELL A LIE.

Published by Bregman, Vocco & Conn (ASCAP) Published by Shapiro-Bernstein (ASCAP) 16. IF I MAY...... 16 Published by Roosevelt (BMI)

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The Honor Roll of Hits comprises the nation's top tunes according

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.

Published by Frank (ASCAP)

WARNING-The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copy-

20. WHATEVER LOLA WANTS.....

P Tunes with Greatest Radio-TV Audiences

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

Radio

A Blossom Fell (R)—Shapiro-Bernstein ASCAP

A Man With a Dream (R) (M)—Chappell ASCAP

Alabama Jubilee (R)—Remick—ASCAP
All of You (R)—Chappell—ASCAP
Ballad of Davy Crockett (R) (F)—Wond
land—BMI

Blue Star (R)—Chappell—ASCAP
Chee Chee-oo Chee (R)—Hill & Range
BMI

Cherry Pink and Apple Blossom White —
Chappell—ASCAP

Dance With Me Henry (R)—Modern

BMI
Darling, Je Vous Aime Beaucoup (F

Good and Lonesome (R)—Porgie—BMI
Hard to Get (R)—Witmark—ASCAP
Heart (R)—Frank—ASCAP

Hey, Mr. Banjo (R)—Mills—ASCAP
Honey Babe (R)—Witmark—ASCAP
Hummingbird (R)—Jungnickel—ASCAP
If It's a Dream (R) (M)—Chappell—ASC
I'll Never Stop Loving You (R)—Feir
ASCAP

Kentuckian Song (R)—Frank—ASCAP
Land of the Pharaohs (R) — Remick
ASCAP
Learnin' the Blues (R)—Barton—ASCAR
Love Me or Leave Me (R)—Bregman, Vo

& Conn—ASCAP

Man in the Raincoat (R)—Canada Lt

BMI

May I Never Love Again (R)—Broadca BMI Rock Around the Clock (R) — Myers ASCAP

Something's Gotta Give (R)—Robbi
ASCAP
Sweet and Gentle (R)—Peer—BMI
That Old Black Magic (R) — Famour

That Old Black Magic (R) — Famou ASCAP
Unchained Melody (R)—Frank—ASCA
Whatever Lola Wants (R) (M)—Fra

World Is Mine (R)-Paramount-AS

ASCAP

Television

A Blossom Fell (R)—Shapiro-Bernston ASCAP
Ballad of Davy Crockett (R) (F)—World—BMI
Banjo's Back in Town (R)—World—AS
Breeze and I (R)—E. B. Marks—BMI
Cherry Pink and Apple Blossom White

—Chappell—ASCAP

Dance With Me Henry (R)—Modern—
Darling, Je Vous Aime Beaucoup
Chappell—ASCAP

Dippy Dippy Doodle (R) — Melhed

Dippy Dippy Doodle (R) — Melhed ASCAP Flip, Flop and Fly (R)—Progressive— Heart (R)—Frank—ASCAP Hey, Mr. Banjo (R)—Mills—ASCAP Honey Babe (R)—Witmark—BMI Hummingbird (R)—Jungnickel—ASCAI I'm the Greatest Father of Them Al

(F)—Famous—ASCAP
Jukin' (R)—Tee-Kaye—ASCAP
Learnin' the Blues (R)—Barton—ASCAP
Love Me or Leave Me (R)—Bregman,
& Conn—ASCAP
Man From Laramie (R)—Shapiro-Ber

—ASCAP
Oh! No! (R)—Porgie—BMI
Play Me Hearts and Flowers (R)—Adv
—ASCAP
Sluefoot (R)—Robbins—ASCAP

Something's Gotta Give (R)—Rob
ASCAP
Sweet and Gentle (R)—Peer—BMI
Swimmin' (R)—Mood—ASCAP
Take My Love (R)—Feist—ASCAP

That Old Black Magic (R) — Fame ASCAP Tweedle Dec (R)—Progressive—BMI Unchained Melody (R)—Frank—ASC Whatever Lola Wants (R)—Frank—A Young and Foolish (R)—Chappell—A

• England's Top Twe

Based on cabled reports from Engli top music jobbers. American publi of each tune is listed in parent! Asterisk indicates no American lisher.

Unchained Melody—Frank (Frank)
I Wonder—Macmelodies (Sanson)
Stranger in Paradise—Frank (Frank)
Cherry Pink and Apple Blossom

Maddox (Chappell)
Dreamboat—Leeds (Winston)
Where Will the Dimple Be?—Cin
(Rogers)

Softly, Softly—Cavendish (Sherwin)
Stowaway—Morris (Melrose)
Under the Bridges of Paris—Southe
& Range)

Earth Angel—Chappell (Williams)
Evermore—Kassner (Piccadilly)
Unsuspecting Heart—Berry (Teepee)
Don't Worry—Lawrence Wright (V
You My Love—Dash (*)
Tomorrow—Cavendish (Reis)
Give Me Your Word—Campbell, (*)

(Shapiro-Bernstein)
Ready, Willing and Able—Berry (Chee Chee-oo Chee—Peter Maurice Range)
Melody of Love — Campbell,

(Shapiro-Bernstein)
Sincerely—Dash (Arc-Regent)

Convidented ma

Capatol BUNDON FO

Due to territorial differences we are forced to list

Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS

Popular

BALLAD OF DAYY CROCKETT-FAREWELL (Tennessee) Ernie Ford. 3058
A BLOSSOM FELL-IF MAYNat (King) Cole3095
DAY BY DAY-HOW CAN I TELL HER The Four Freshmen 3154
DUVID CROCKETT-TWEEDLE DEE Mickey Katz
HIS HANDS-I AM A PILGRIM (Tennessee) Ernie Ford. 3135
HUMMINGBIRD-GOODBYE, MY LOVE Les Paul and Mary Ford 3165
LEARNIN' THE BLUES-
IF I HAD THREE WISHESFrank Sinatra3102
LET ME BE YOUR HONEY, HONEY-
RAGTIME COWBOY JOEJoe (Fingers) Carr3152
MY ONE SIN-
THE BLUES FROM KISS ME DEADLY Nat (King) Cole3136
MOT AS A STRANGER—
HOW COULD YOU DO A THING LIKE
THAT TO ME
THE POPCORN SONG—BARRACUDACliffie Stone
THE SAND AND THE SEA-
DARLING JE VOUS AIME BEAUCOUPKat (King) Cole3027
UNCHAINED MELODY—MEDICLes Baxier3055
THE VERDICT-ME MAKE UM POW WOW. The Five Keys 3127
WAKE THE TOWN AND TELL THE PEOPLE—
TIL NEVER STOP LOVING YOULes Baxler

Country & Western

The state of the s	
GO BACK, YOU FOOL—ALL RIGHTFaron Young316	9
IT TICKLES—LET DOWN	
LIVE FAST, LOVE HARD, DIE YOUNG— FORGIVE ME, DEAR	6
A SATISFIED MIND-TAKE POSSESSIONJean Shepard	8
WILDWOOD FLOWER— BREAKIN' IN ANOTHER HEART Hank Thompson 310	6

Popular Albums

ARTHUR MURRAY CHA CHA MAMBOS Billy May-Album	No.	578
B. G. IN HI FIBenny Goodman-Album		
IN THE WEE SMALL HOURS Frank Sinatra—Album		
KALEIDOSCOPELes Baxter—Album	No.	594
LES AND MARYLes Paul and Mary Ford-Album	No.	577
LONESOME ECHOJackie Gleason—Album	No.	627
MUSIC FOR LOVERS ONLY Jackie Gleason—Album	No.	352
MUSIC, MARTINIS AND MEMORIES Jackie Gleason—Album		
NORTH OF THE RIO GRANDE Hank Thompson-Album	No.	618
SORTA-MAYBilly May—Album	No.	562

Single EP Albums

BLUE MIRAGELes	Baxler-	Album	No.	599	
MOODS IN SONG					
MOONGLOW					
SESSION WITH SINATRAFrank					
"TENNESSEE" ERNIE FORD	-	Album	No.	639	

Children's Albums

BALLAD OF DAYY CROCKETT &		
FAREWELL	No.	37.29
FRANCE Album	No.	3224
LADY AND THE TRAMPOriginal Cast—Album		
TALES OF DAYY CROCKETT"Tennessee" Ernie Ford Album	No.	3235
FRANCE ALBUM	No. No.	322 305 321

Classical Albums

		10.10
A STATE OF THE STA		
ECHOES OF SPAIN		
Hollywood Bowl Symphony Orchestra—Album	No.	8275
FAVORITE CLASSICS FOR PIAMO Leonard Pennario-Album		
PROKOFIEY "CONCERTO NO. 1 IN D MAJOR," LALO		*n#ip#i
"SYMPHONIE ESPAGNOLE"		
Kathan Milstein and The St. Louis Symphony—Album	No.	8303
STARLIGHT CONCERT		
Hollywood Bowl Symphony Orchestra—Album	No.	8276
STARLIGHT ENCORES	na estan	
Hollywood Bowl Symphony Orchestra-Album	No.	8296

Nos. 479 & 480

YOU'RE THE ANSWER TO MY PRAYER
SUMMERTIME IN VENICEJane Froman3164
AROUND AND AROUND MERCI BEAUCOUPLee Kane
HEART FULL OF HOPE LIVIN' LIVIN', LIVIN'Ella Mae Morse3167
I ALMOST LOST MY MIND TURN TO METhe Taylor Maids3168
GO BACK YOU FOOL ALL RIGHTFaron Young3169
HE NEEDS ME SIMPLICITYLes Brown3170
THE MAN FROM LARAMIE TO PLEASE MY LADYAl Martino3171
IN THE GOOD OLD SUMMER TIME Capt. Gleason's THE BAND PLAYED ON
THE GIRL UPSTAIRS . YOU'RE HERE, MY LOVEWoody Herman3173
RUN, MANNY RUN SWEET BABY
DO YOU BELIEVE ME IF IT WASN'T FOR YOUThe Gallahads3175
PETE KELLY'S BLUES - DC-7
PITFALL WHEN I STOP DREAMINGThe Louvin Brothers3177
SONG OF THE DREAMER FOR THE VERY FIRST TIMEBunny Paul3178
international contratted in the contratted of th

Summer Profitmakers

the golden horn of RAY ANTHONY

PETE KELLY'S BLUES

(From the Mark VII Production "Pete Kelly's Blues")

DC-7 Record No. 3176



new talent!

MARGIE RAYBURN

ALLEY OOP

I LAUGHED AND

Record No. 3180

Introducing -

A new Western vocalist

CARL HAYES

GO ON WITH YOUR DANCING

HAS BEEN

Record No. 3182

A stirring message from

FERLIN HUSKEY

and The Coon Creek Girls

DON'T BLAME THE CHILDREN

b/w SAITH THE LORD

Record No. 3183

BUNNY PAUL

SONG OF THE DREAMER

FOR THE VERY FIRST TIME

Record No. 3178







The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

for survey week ending June 29 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 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 Week leading side on top. Week Chart

1. ROCK AROUND THE CLOCK (ASCAP)-B. Haley.... Thirteen Women (BMI)-Dec 29124 2. CHERRY PINK AND APPLE BLOS-

Murie Elena Rumba (ASCAP)-Vic 20-5965

3. BLOSSOM FELL (ASCAP)-Nat (King) Cole..... IF I MAY (BMI)-Cap 3095

SOM WHITE (ASCAP)-P. Prado... 1 19

4. UNCHAINED MELODY (ASCAP)-L. Baxter.... Medic (ASCAP)—Cap 3055 5. LEARNIN' THE BLUES (ASCAP)-F. Sinatra.....

If I Had Three Wishes (ASCAP)-Cap 3102

7. SOMETHING'S GOTTA GIVE

6. HONEY BABE (ASCAP)—A. Mooney... No Regrets (ASCAP)-M-G-M 11900

(ASCAP)-McGuire Sisters..... Rhythm 'a' Blues (BMI)-Coral 61423 8. HARD TO GET (ASCAP)-G. MacKenzie...... 11 Boston Fancy (BMI)-"X" 0137

A. Hibbler..... Daybreak (ASCAP)-Dec 29441 10. SOMETHING'S GOTTA GIVE LOVE ME OR LEAVE ME (ASCAP) Dec 29484

9. UNCHAINED MELODY (ASCAP)-

11. DANCE WITH ME, HENRY (BMI)-G. Gibbs..... 9 Every Road Must Have a Turning (BMI)-Mercury 70572 12. IT'S A SIN TO TELL A LIE (ASCAP)-S. Smith & The Redheads. 10 15 My Baby Just Cares for Me (ASCAP)-Epic 9093

13. UNCHAINED MELODY (ASCAP)-From Here to Eternity (ASCAP)-Epic 9102 14. SWEET AND GENTLE (BMI)-A. Dale..... 17 You Still Mean the Same to Me (ASCAP)-

Coral 61435

15. BALLAD OF DAVY CROCKETT (BMI)-B. Hayes..... 14 20 Farewell (BMI)-Cadence 1256 16. THAT OLD BLACK MACIC (ASCAP)-S. Davis Jr..... 24

17. HEART (ASCAP)-E. Fisher...... 15 Near to You (ASCAP)-Vic 20-6097 18. MAN IN THE RAINCOAT (BMI)-

Man With a Dream (ASCAP)-Dec 29541

P. Wright..... 22 Please Have Mercy (BMI)--Unique 303 19. AIN'T IT A SHAME (BMI)-P. Boone. -Tennessee Sasurday Night (BMI)-Dot 15377

20. STORY UNTOLD (BMI)-Crew Cuts. 24 Carmen's Boogie (BMI)---Mercury 70634

21. ALABAMA JUBILEE (ASCAP)-

Sing a Little Melody (BMI)-Media 1010 22. HOUSE OF BLUE LIGHTS (ASCAP)-C. Miller..... 20 Can't Help Wonderin' (ASCAP)-Mercury 70627

23. HEY, MR. BANJO (ASCAP)-Sunnysiders 23 Zoom, Zoom, Zoom (ASCAP)-Kapp 113 24. SEVENTEEN (BMI)-B. Bennett..... -

25. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford..... 21 17 Farewell (BMI)-Cap 3058

Little Old You-All (BMI)-King 1470

25. BREEZE AND I (BMI)-C. Valente.. -13 Jalousie (ASCAP)-Dec 29467

This Week's Best Buys

SEVENTEEN (Lois, BMI)-Boyd Bennett-King 1470

A sleeper that emerged this week as one of the country's hottest new disks. Now No. 24 on the national retail chart, the record also placed on the Pittsburgh, Cincinnati and Cleveland territorial listings with excellent sales ratings in many other cities to its credit. Flip is "Little Ole You-All" (Lois, BMI).

THE POPCORN SONG (Central, BMI)-Cliffie Stone-Capitol 3131

This novelty has also been a left-field surprise in many areas, appealing to customers in both the pop and hillbilly markets. Currently the top record in Kansas City, "Popcorn Song," is also a good seller in New York, Buffalo, Pittsburgh, Milwaukee, Richmond, Nashville, Durham, Atlanta, St. Louis and Baltimore. Flip is "Barracuda."

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

THE BANJO'S BACK IN TOWN (World, ASCAP)-Teresa Brewer-Coral 61448

In the past 10 days this disk has taken off with almost all territories catching the spark at once. Sales are good to strong and growing rapidly in Boston, Providence, Philadelphia, Baltimore, Buffalo, Pittsburgh, Cleveland, Chicago, Milwaukee, St. Louis, Durham, Nashville and Atlanta. Flip is "How to Be Very, Very Popular." A previous Billboard "Spotlight" pick.

EXPERIENCE UNNECESSARY (Pincus. ASCAP-Sarah Vaughan-Mercury 70646

While this has not been one of the thrush's fastest moving disks, it is now beginning to show a fine spread of good sales reports and is shaping up as a record with chart potential. Best areas for Miss Vaughan so far have been Philadelphia, Buffalo, Baltimore, Providence, Pittsburgh, Cleveland, Chicago, Milwaukee, St. Louis, Detroit and Nashville. Flip is "Slowly With Feeling" (Planetary, ASCAP). A previous Billboard "Spotlight"

For survey week ending June 29

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record. points are combined to determine position Weeks on the chart. In such a case, both sides are Last listed in bold type, the leading side on top. Week Chart 1. CHERRY PINK AND APPLE

P. Prado..... 1 14 Marie Elena Rumba (ASCAP)-Vic 20-5965 2. BLOSSOM FELL (ASCAP)—Nat (King) It I May (BMI - Cap 3095

BLOSSOM WHITE (ASCAP)-

3. DANCE WITH ME HENRY (BMI)-G. Gibbs..... 2 Every Road Must Have a Turning (BMI)-Mercury 70572 4. UNCHAINED MELODY (ASCAP)-L. Baxter..... 4 10

Medic (ASCAP)-Cap 3055 5. ROCK AROUND THE CLOCK (ASCAP)-B. Haley..... 6 Thirteen Women (BMI)-Dec 29124 6. LEARNIN' THE BLUES (ASCAP)-

F. Sinatra..... 7 If I Had Three Wishes (ASCAP)-Cap 3102 7. UNCHAINED MELODY (ASCAP)-A. Hibbler..... 4 11 Daybrenk (ASCAP)-Dec 29441 7. HONEY BABE (ASCAP)-A. Mooney.. 8

No Regrets (ASCAP)-M-G-M 11900 9. SOMETHING'S GOTTA GIVE (ASCAP)-McGuire Sisters..... 9 Rhythm 'n' Blues (BMI)-Coral 61423 10. UNCHAINED MELODY (ASCAP)-

R. Hamilton..... 10 10 From Here to Eternity (ASCAP)-Epic 9102 11. HARD TO GET (ASCAP)-G. MacKenzie..... -

Boston Fancy (BMI)-"X" 0137

12. IT'S A SIN TO TELL A LIE (ASCAP)-S. Smith & th Redheads.......... 11 My Buby Just Cares for Me-Epic 9093 13. HEART (ASCAP)-E. Fisher..... 14 Near to You (ASCAP)-Vic 20-6097

14. BALLAD OF DAVY CROCKETT * Farewell (BMI)-Cadence 1256 15. BALLAD OF DAVY CROCKETT

(BMI)-Tennessee Ernie........... 13 13 Farewell (BMI)-Cap 3058 16. SWEET AND GENTLE (BMI)-A. Dale..... -

You Still Mean the Same to Me (ASCAP)-Coral 61435 17. WHATEVER LOLA WANTS Oh Yeah (ASCAP)-Mercury 70595

18. HEY, MR. BANJO (ASCAP)-Zoom, Zoom, Zoom (ASCAP)-Kapp 113 18. CHEE CHEE OO CHEE-P. Como & J. P. Morgan.......... 19

Love Me or Leave Me (ASCAP)-Dec 29484

Two Lost Souls (BMI)-Vic 20-6137 18. SOMETHING'S GOTTA GIVE (ASCAP)-S. Davis Jr.....

Most Played in Juke Boxes
 Most Played by Jockey

For survey week ending June SIDES are ranked in order of the greatest number of plays

disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed. Week

1. LEARNING THE BLUES-F. Sinatra. 2 If I Had Three Wishes (ASCAP)-Cap 3102

2. UNCHAINED MELODY-L. Baxter.. 3 Medic (ASCAP)-Cap 3055

3. ROCK AROUND THE CLOCK-B. Haley..... 4 Thirteen Women (ASCAP)-Dec 29124

4. BLOSSOM FELL-Nat (King) Cole... 5 If I May (ASCAP)-Cap 3095

5. CHERRY PINK AND APPLE BLOSSOM WHITE-P. Prado..... 1 Marie Elena Rumba (ASCAP)-Vic 20-5965

6. SOMETHING'S GOTTA GIVE-McGuire Sisters..... 7 Rhythm 'n' Blues (ASCAP)-Coral 61423

7. UNCHAINED MELODY-A. Hibbler. 6 Daybreak (ASCAP)-Dec 29441 8. HEART-E. Fisher..... 8

Near to You (ASCAP)-Vic 20-6097

9. UNCHAINED MELODY-R. Hamilton 11 From Here to Eternity (ASCAP)-Epic 9102

10. SWEET AND GENTLE-A. Dale.... -You Still Mean the Same to Me (BMI)-Coral 61435

11. HONEY BABE-A. Mooney...... 10 No Regrets (ASCAP)-M-G-M 11900

12. CHEE CHEE OO CHEE-P. Como & J. P. Morgan 13 Two Lost Souls (BMI)-Vic 20-6137

13. DANCE WITH ME HENRY-C. Cibbs 9 Every Road Must Have a Turning (BMI)-Mercury 70572

14. IF I MAY-Nat (King) Cole...... 12 Biossom Fell (BMI)-Cap 3095

15. THAT OLD BLACK MACIC (ASCAP) -S. Davis Jr..... -Man With a Dream (ASCAP)-Dec 29541

16. HARD TO GET-G. MacKenzie..... 17 Boston Fancy (ASCAP)-"X" 0137

Stuefoot (ASCAP)-Dec 29476

18. LUMMINGBIRD SONG (ASCAP) . -L. Paul & Mary Ford.....-Goodbye My Love (ASCAP)-Cap 3165

19. LOVE ME OR LEAVE ME-L. Horne. -I Love to Love (ASCAP)-Vic 20-6073

20. SWEET AND GENTLE-G. Gibbs... -Blueberries (BMI)-Mercury 70647



BIGGER EVERY WEEK! "The Bible Tells We So"

NICK NOBLE

The First Record And The Best!

"ARMY OF THE LORD"

WING 90003





Lola Dee

"CHA, CHA, CHA"

"I LOVE YOU STOP"

WING 90004



Eddie **Ballentine**

"BYE, BYE BLUES"

"BANJO BLUES" WING 90001



Malcolm Lockyer

EIGHT TO THE BAR"

"CARELESS LIPS" WING 90002



Lew Douglas

(INSTRUMENTAL) AND

"HOW CAN YOU SAY"

WING 90007



Ronnie Gaylord

"AIN'T THAT A SHAME"

AND

"CHE SERA, SERA" WING 90000

Hawkins

"WELL, I TRIED"

"YOU'RE ALL OF LIFE TO ME" WING 90005

Titus Turner

'ALL AROUND THE WORLD'

"DO YOU KNOW" WING 90006



Buddy Morrow

"PLEASE BE KIND"

"SLIPHORN SPECIAL" WING 90009



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LINE? WHEN YOU WISH UPON

ASTAR MEEM STORO SE THE # 51980 49 10m

CASHBOX

VARIETY

PIC

orchestra

NO REGRETS

MCM 11900 78 rpm K 11900 45 rpm

his Orchestra

MGM 12000 . K 12000

CONNIE FRANCIS

PAT O'DAY

SOLDIER

BOY

REWARD,

REWARD

MGM 12025 78 rpm

K 12025 45 rpm

THE MASCOTS

THE OTHERS

and

RELAX-AY-

V00

MGM 12027 78 rpm

K 12027 45 rpm

M-G-M RECORDS

THE GREATEST NAME (IN ENTERTAINMENT

NEW Romantic Hit BETTY MADIGAN

PLEASE BE KIND

MCM 12022 78 Ipm K 12022 45 ram

DIDN'T I LOVE YOU ENGUGH

MGM 12015 TS 19M # K 12015 45 19M

DAVID ROSE

and HIS ORCHESTRA

SUMMERTIME

From the UA Film "Summertime"

and

VIOLIN

(Let Your Song Begin)

MCM 30882 78 rpm

K 30882 45 rpm

ALAN DEAN

REMEMBER ME,

MCM 12012 78 rpm

K 12012 45 rpm

BILLY ECKSTINE

LOVE ME OR

LEAVE ME МСМ 11984 78 грт К 11984 45 грт

CARELESS LIPS

A MAN DOESN'T KNOW MGM 11998 78 rpm K 11998 45 rpm

ROBBIN HOOD

ONE LOVE IS ENOUGH FOR TWO

MGM 11997 78 rpm K 11997 45 rpm

THE CLOVERLEAFS

FOUR SEASON SWEETHEART

RED HEAD

MCM 12026 78 rpm K 12026 45 rpm

HANK WILLIAMS

ALONE AND FORSAKEN

and

A TEARDROP A ROSE

MGM 12029 78 rpm K 12029 45 rpm

JAMES BROWN

Lt. Rip Masters of the Rin Tin Tin TV Show and the TRAIL WINDERS

THE KENTUCKIAN

and THE MAN FROM

MGM 12011 78 rpm K 12011 45 rpm

The Billboard Music Popularity Charts

POPULAR RECORDS

P. Prado, Vic.

6. Something's Gotta Give

McGuire Sisters, Cor.

7. Something's Gotta Give

S. Davis Jr., Dec.

Territorial Best Sellers

For survey week ending June 2º Listings are based on late reports secured from top dealers in each of the markets listed

Atlanta

- 1. Cherry Pink and Apple Blossom White P. Prado, Vic.
- 2. Chee Chee OO Chee
- Johnston Brothers, Lon. Learnin' the Blues, F. Sinatra, Cap.
- Something's Gotta Give McGuire Sisters, Cor.
- 5. Blossom Fell, Nat (King) Cole, Cap. 6. Dance With Me Henry, G. Gibbs, Mer.
- 7. Hard to Get, G. MacKenzie, X

Balti.-Wash.

- 1. Cherry Pink and Apple Blossom White
- P. Prado, Vic. 2. Unchained Melody, L. Baxter, Cap.
- 3. Honey Babe, A. Mooney, M-G-M 4. Rock Around the Clock, B. Haley, Dec. 5. Something's Gotta Give
- McGuire Sisters, Cor.

 6. Blossom Fell, Nat (King) Cole, Cap.

 7. Hard to Get, G. MacKenzie, X
- 8. It's a Sin to Tell a Lie
- S. Smith & The Redheads, Epi. 9. Unchained Melody, A. Hibbler, Dec. 10. Learnin' the Blues, F. Sinatra, Cap.

Boston

- 1. Rock Around the Clock, B. Haley, Dec. 2. Cherry Pink and Apple Blossom White
- P. Prado, Vic. 3. Ballad of Davy Crockett, M. Katz, Cap.
- 4. That Old Black Magic
- S. Davis Jr., Dec.
- 5. Alabama Jubilee, A. Mooney, M-G-M 6. Cattle Call
- E. Arnold-H. Winterhalter, Vic. 7. Sweet and Gentle, A. Dale, Cor.
- 8. Learnin' the Blues, F. Sinatra, Cap.
- 9. Unchained Melody, L. Baxter, Cap. 10. Sweet and Gentle, G. Gibbs, Mer.

Buffalo

- 1. Cherry Pink and Apple Blossom White
- P. Prado, Vic. 2. Man in the Raincont, P. Wright, Unq.
- 3. Hard to Get, G. MacKenzie, X
- 4. Rock Around the Clock, B. Haley, Dec. 5. Unchained Melody, L. Baxter. Cap.
- 6. Razzle Dazzle, B. Haley, Dec.
- 7. Something's Gotta Give McGuire Sisters, Cor.
- 8. Chee Chee OO Chee
- P. Como & J. P. Morgan. Vic. 9. Unchained Melody, A. Hibbler, Dec.

Chicago

- 1. Learnin' the Blues, F. Sinatra, Cap. It's a Sin to Tell a Lie
- S. Smith & The Redheads, Epi.
- 3. Cherry Pink and Apple Blossom White P. Prado, Vic.
- 4. Blossom Fell, Nat (King) Cole, Cap.
- 5. Domani, J. La Rosa, Cdc.
- 6. Rock Around the Clock, B. Haley, Dec.
- 7. Alabama Jubilee, A. Mooney, M-G-M
- 8. Hey, Mr. Banjo, Sunnysiders, Kap. 9. Something's Gotta Give
- S. Davis Jr., Dec. 10. Ain't It a Shame?, P. Boone, Dot
- Cincinnati

1. Learnin' the Blues, F. Sinatra. Cap.

- Blossom Fell, Nat King Cole, Cap.
 Rock Around the Clock, B. Haley. Dec. 4. Cherry Pink and Apple Blossom White
- P. Prado, Vic. 5. Unchained Melody, L. Baxter, Cap.
- 6. Seventeen, B. Bennett, Kng.
- 7. Something's Gotta Give
- McGuire Sisters, Cor.
- 8. Unchained Melody, A. Hibbler, Dec. 9. Honey Babe, A. Mooney, M-G-M

Cleveland

- 1. Seventeen, B. Bennett, Kng. 2. Rock Around the Clock, B. Haley, Dec.
- 3. Ain't It a Shame?, F. Domino, Imp.
- 4. I'll Never Stop Loving Doris Day Col.
- 5. Close the Door, J. Lowe, Dot
- 6. If I May, Nat (King) Cole, Cap. 7. Hard to Get, G. MacKenzie, X
- 8. Something's Gotta Give
- McGuire Sisters, Cor.
- 9. Cherry Pink and Apple Blossom White P. Prado, Vic.

Dallas-Ft. Worth 1. Rock Around the Clock, B. Haley, Dec.

- Cherry Pink and Apple Blossom White P. Prado, Vic.
- 3. Ain't It a Shame?, F. Domino, Imp.
- 4. Blossom Fell, Nat (King) Cole, Cap.
- 5. Honey Babe, A. Mooney, M-G-M
 6. Ridin' on a Train, Commodores, Dot
 7. Hard to Get, G. MacKenzie, X
 8. It's a Sin to Tell a Lie
- S. Smith & The Redheads, Epi.

9. If I May, Nat (King) Cole, Cap. 10. Unchained Melody, L. Baxter, Cap.

- Denver 1. Cherry Pink and Apple Blossom White
- P. Prado, Vic. 2. Blossom Fell, Nat (King) Cole, Cap. 3. Rock Around the Clock, B. Haley, Dec.
- 4. Unchained Melody, L. Baxter, Cap. 5. Learnin' the Blues, F. Sinatra, Cap.
- 6. Dance With Me Henry, G. Gibbs, Mer.
- 7. Breeze and I, C. Valente, Dec. 8. Honey Babe, Sauter-Finegan, Vic.
- 9. Ballad of Davy Crockett, T. Ernie, Cap.

Detroit 1. Rock Around the Clock, B. Haley, Dec.

- 2. That Old Black Magic S. Davis Jr., Dec.
- 3. House of Blue Lights, C. Miller, Mer. 4. Sweet and Gentle, A. Dale, Cor.
- 5. Learnin' the Blues, F. Sinatra, Cap. 6. Alabama Jubilee
- Ferko String Band, Mda.
- 7. Story Untold, Crew Cuts, Mer. 8. Man in the Raincoat, P. Wright, Unq.
- 9. Cherry Pink and Apple Blossom White P. Prado, Vic. 10. Unchained Melody, A. Hibbler, Dec.

Kansas City

- 1. Popcorn Song, C. Stone, Cap.
- 2. Ain't It a Shame?, P. Boone, Dot 3. Hard to Get, G. MacKenzie, X
- 4. Rock Around the Clock, B. Haley, Dec. 5. Unchained Melody, L. Baxter, Cap. 6. Ballad of Davy Crockett, T. Ernic, Cap.
- 7. Ace in the Hole S. Smith & The Redheads, Epi.

8. Something's Gotta Give

S. Davis Jr., Dec. 9. My One Sin, Nat (King) Cole, Cap.

9. Love Me or Leave Me, L. Horne, Vic. 10. Dance With Me Henry, G. Gibbs, Mes Milwaukee

1. Unchained Melody, L. Baxter, Cap. 2. Rock Around the Clock, B. Haley, Dec 3. Cherry Pink and Apple Blossom Whit

Los Angeles

1. Cherry Pink and Apple Blossom White

2. Unchained Melody, L. Baxter, Cap.

3. Learnin' the Blues, F. Sinatra, Cap.

5. Blossom Fell, Nat (King) Cole, Cap.

8. Honey Babe, A. Mooney, M-G-M

4. Rock Around the Clock, B. Haley, Dec

- P. Prado, Vic.

 4. Honey Babe, A. Mooney, M-G-M

 5. Hard to Get, G. MacKenzie, X
- 6. Ain't It a Shame?, P. Boone, Dot 7. Learnin' the Blues, F. Sinatra, Cap. 8. Honey Babe, Sauter-Finegan, Vic.
- Mpls.-St. Paul 1. Rock Around the Clock, B. Haley, Doc 2. Cherry Pink and Apple Blossom Whit
- P. Prado, Vic. 3. Unchained Melody, L. Baxter, Cap. 4. Honey Babe, A. Mooney, M-G-M 5. Man in the Raincoat, P. Wright, Uni 6. Learnin' the Blues, F. Sinatra, Cap.
- 7. House of Blue Lights, C. Miller, Me 8. Blossom Fell, Nat (King) Cole, Cap. 9. Ballad of Davy Crockett, B. Hayes, Cde 10. Sweet and Gentle, A. Dale, Cor. New Orleans
- 1. Rock Around the Clock, B. Haley, Do 2. Unchained Melody, L. Baxter, Cap. 3. Blossom Fell, Nat King Cole, Cap. 4. Cherry Pink and Apple Blossom Whi
- P. Prado, Vic. 5. Hard to Get, G. MacKenzie, X 6. Learnin' the Blues, F. Sinatra, Cap.
- 7. Guilty Shadows, C. Johnson, Col. 8. Love Me or Leave Me
- S. Davis Jr., Dec. 9. It's a Sin to Tell a Lie
- S. Smith & The Redheads, Epi.

 10. Ballad of Davy Crockett, T. Ernie, Ca New York
- 1. Unchained Melody, A. Hibbler, De 2. Cherry Pink and Apple Blossom Whi P. Prado, Vic.
- 3. Rock Around the Clock, B. Haley, De 4. Dance With Me Henry, G. Gibbs, Mc 5. Honey Babe, A. Mooney, M-G-M
- Sweet and Gentle, A. Dale, Cor.
 Blossom Fell, Nat (King) Cole, Cap. 8. Unchained Melody, L. Baxter, Cap.
- 9. Learnin' the Blues, F. Sinatra, Cap. 10. Something's Gotta Give
 - S. Davis Jr., Dec. Philadelphia
- 1. Cherry Pink and Apple Blossom Whi P. Prado, Vic. 2. Unchained Melody, A. Hibbler, De
- 3. Hard to Get, G. MacKenzie, X 4. Sweet and Gentle, A. Dale, Cor. 5. Alabama Jubilee Ferko String Band, Mda,
- 6. Bandit, A. Barclay, Tic. 7. Something's Gotta Give McGuire Sisters, Cor.

 8. It's a Sin to Tell a Lie
- S. Smith & The Redheads, Epl.
- 9. Blossom Fell, Nat (King) Cole, Cap. 19. Rock Around the Clock, B. Haley, De Pittsburgh
- Rock Around the Clock, B. Haley, De
 Unchained Melody, L. Baxter, Cap.
 Hard to Get, G. MacKenzie, X
- 4. Cherry Pink and Apple Blossom Whi
- P. Prado, Vic. 5. Something's Gotta Give
- McGuire Sisters, Cor.

 6. Ballad of Davy Crockett, B. Hayes, Co.
- 7. My One Sin, Nat (King) Cole, Cap. 8. Seventeen, B. Bennett, Kng. 9. We Three, B. Kenny, X

10. If I May, Nat (King) Cole, Cap. St. Louis 1. Rock Around the Clock, B. Haley, De 2. Man in the Raincoat, P. Wright, Ur

- 3. Something's Gotta Give McGuire Sisters, Cor.
 4. Story Untold, Four Coins, Epl.
- 5. Blossom Fell, Nat (King) Cole, Cap. 6. Learnin' the Blues, F. Sinatra, Cap.
 7. Breeze and I. C. Valente, Dec.
 8. Hard to Get, G. MacKenzie, X 9. Unchained Melody, L. Baxter, Cap.
- San Francisco 1. Cherry Pink and Apple Blossom Wh P. Prado, Vic. 2. Rock Around the Clock, B. Haley, D.
- 3. Unchained Melody, L. Baxter, Cap. 4. Honey Babe, A. Mooney, M-G-M 5. Blossom Fell, Nat (King) Cole, Cap. Learnin' the Blues, F. Sinatra, Cap.
 Dance With Me Henry, G. Gibbs, M
- 8. Unchained Melody, A. Hibbler, Dec 9. Heart, E. Fisher, Vic. 10. Something's Gotta Give S. Davis Jr., Dec.
- 1. Rock Around the Clock, B. Haley, D' 2. House of Blue Lights, C. Miller, M. 3. Cherry Pink and Apple Blossom Wh P. Prado, Vic. 4. Story Untold, Crew Cuts, Mer.

Seattle

6. If I May, Nat (King) Cole, Cap. 7. Unchained Melody, L. Baxter, Cap. 8. Blossom Fell, Nat (King) Cole, Cap. 9. Something's Gotta Give

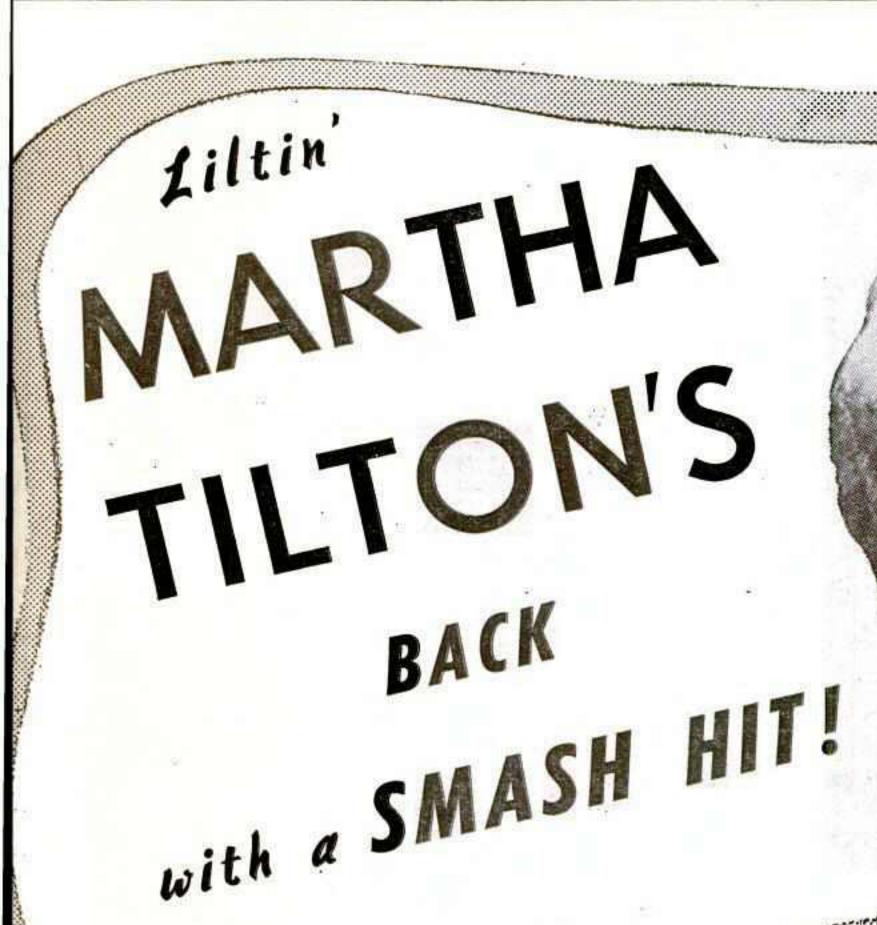
5. Honey Babe, A. Mooney, M-G-M

S. Davis Jr., Dec. 10. Unchained Melody, A. Hibbler, Dec. Toronto 1. Cherry Pink and Apple Blossom WI

P. Prado, Vic.

- 2. Rock Around the Clock, B. Haley, D 3. Blossom Fell, Nat (King) Cole, Cap. 4. Honey Babe, A. Mooney, M-G-M 5. Something's Gotta Give S. Davis Jr., Dec.
- 6. Unchained Melody, L. Baxter, Cap. 7. Learnin' the Blues, F. Sinatra, Cap. 8. Man in the Raincoat, P. Wright, U 9. Hey, Mr. Banjo, Sunnysiders, Kap. 10. Whatever Lola Wants, S. Vaughan, M.

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Charles "Bud" Dant Orchestra with the Mellomen

By JACK ELLIOTT, CHARLES DANT, ROD AMATEAU

"TRUE LOVE" (Is Knocking At My Door)

Published by Christopher Music Co. Hollywood, Calif.



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Review Spotlight on . . .

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JAYE P. MORGAN

The Longest Walk (Advanced, ASCAP)-RCA 6182-Jave P. Morgan is Victor's hottest canary now, and her new waxing showcases her distin vocal style to fine advantage. She sings the le ballad with perceptive phrasing and warmth, un scored by an assuring sense of vocal power to s The platter should grab off considerable jockey juke play. Flip is "Swanee" (New World. ASCAP)

PERRY COMO

Fooled (Harms, ASCAP)-RCA Victor 6192-Como bles an appealing ballad with rich sincerity and ter ness. The star is at his best with this kind of rom material, and the disk is sure to reap its full sha action. Flip is "Tina Marie" (Roncom, ASCAP).

ROSEMARY CLOONEY

Sailor Boys Have Talk to Me in English (E. H. M ASCAP)

Go On By (Hamblen, BMI) - Columbia 40534 thrush has a fine two-sided record here which put her back on the charts. "Sailor Boys" (from the Vegas Ziegfeld Follies) is a charming novelty w robust, catchy rhythm and excellent lyrics sung showmanly humor by Miss Clooney. "Go On By" effective pop-sacred ditty, with the exciting drive infectious pacing of the canary's former hit "This House."

KITTY KALLEN

Just Between Friends (Mellin, BMI)

Let's Make the Most of Tonight (Laurel, ASC. 29593-Ballads are Kitty Kallen's forte and her waxing features two excellent love songs. "Just Bet Friends" is a poignant slow-paced ditty, delicately p by Miss Kallen in the wistful vocal mood of her bi hit "Little Things Mean a Lot." The flip is sung equal warmth and sincerity, but at a faster tempo. sides should get heavy play from deejays and coin b

• Reviews of New Pop Records

FRANK SINATRA

COLUMBIA .0522-A timely reissue of a Sinatra waxing that never got the complete public acceptance it deserved. He's been clicking with material similar to this in recent months, so lively popular response to this might be only logical. (Jefferson, ASCAP)

Dream 78

Another suave styling that merits new exposure. Deejays searching for "quality" songs and singing couldn't do better than to get with these beautiful examples of both, (Capitol, ASCAP)

JOHNNIE RAY

COLUMBIA 40528-Here's the best Ray disk in a long time. A cover on the Billy Brooks side on Duke, Ray delivers the tune with heart and intensity. Will get strong deejay exposure, and it could break out. (Lud-

low, 3MD I've Got So Many Million Years (That I Can't Count Them)....75 A lively sacred tune by Stuart Hamblen rhythmically belted out by Johnnie Ray adds up to impressive a.&r. work. A smartly produced disk.

WERNER MULLER ORK

(Hamblen, BMI)

La Cumparsita78 Decca 29504-The tango perennial gets perhaps its most attractive performance in years by the big German ork. This is wonderful instrumental wax, beautifully arranged and played. Deejays are bound to hand it frequent spins and it could grab plenty of loot also. (PD)

Tango Desire....74 The Werner Muller strings have another good tango selection here and they play it to the hilt. Another deejay staple. (Kassner, ASCAP)

PATTI PAGE

MERCURY 70657-Patti has a lively side here, with considerable novelty value. Side is a cover of the Nappy Brown disk on Savoy. Good deejay programming, with attention from teen-agers likely. (E. B. Marks, BMI) Every Day 75

This is a switch for Patti-a straight blues. It's a cover on the Joe Williams-Count Basie disk on Clef. Deelays and their fans will like, (Golden State, BMI)

THE BURTON SISTERS Piddily Patter Patter77

VICTOR 6186-This r.&b. tune is beginning to stir action and the Burton Sisters are getting in on the free-for-all early enough to share in the loot. A brightly styled reading that does the girls credit. (E. B. Marks, BMI)

The Others I Like 73 A novelty that gets an appropriate tongue-in-cheek treatment. The girls are good, and one of these days are bound to come thru with a big one. (Moguli, ASCAP)

THE SUNNYSIDERS

KAPP 114-The Sunnysiders, riding "Hey Mr. Banjo," follow thru with another lively one. The boogie beat

is infectious and it will get lots play. (Mills, ASCAP)

THE HAPPY HARTS

I Just Wanna Be by You....70 More banjo plunking. Fair. hasn't the effectiveness of flip. (land, BMI)

BILL HALEY Farewell-So Long-Goodbye

ESSEX 399-The boys really rock this one. The slicing should along on the heavy action the H Decca sides are getting. Good due. (Eastwick, BMI)

Rock the Joint 76 Another exciting side by Haley

his crew. A natural for the ju with good sales, too. (Andrea,

LOUIS ARMSTRONG Baby-Your Sleep is Showing

DECCA 29546-Slow and sin shuffler by the ace cleffer team Simon and Tobias is chanted in tiously by Louis. Good listening this face and it should do well the market place. (Shapiro-Berns ASCAP)

Pretty Little Missy....74 Armstrong and the ork romp th bright opus in spirited fashion. eys should hand it repeat s (International, ASCAP)

RAY ANTHONY ORK Pete Kelly's Blues

CAPITOL 3176-A fine wailing strumental treatment of the haus theme from Jack Webb's forthcod movie by the same title. Lot promotion scheduled for this pic and it should pay off in plent play for this waxing. (Mark ASCAP)

DC-7....74

Anthony wraps up one of his instrumentals in a solid, drivin' rangement and an exciting (Moonlight, BMI) THE FOUR LADS

AND CATHY JOHNSON Little Bit

COLUMBIA 40532-This group cut a bright disk here. Lyric h fetching novelty effect, and the n an infectious beat. Something or the common run for deejays. (fair, ASCAP)

I've Got Four Big Brothers (To Look After Me)....74 Country ditty (cleffed by Maddon Rose) gets a swingy, zestful real (Melody, BMI)

RALPH MARTERIE ORK

Mama Wants to Cha Cha Cha ... MERCURY 70655-Marterie, o ing the Lola Dee disk, gets a sound and a slow, intriguing rh into his interpretation. There's a cal midway thru the disk. A side for deejays. (Peer, BMI)

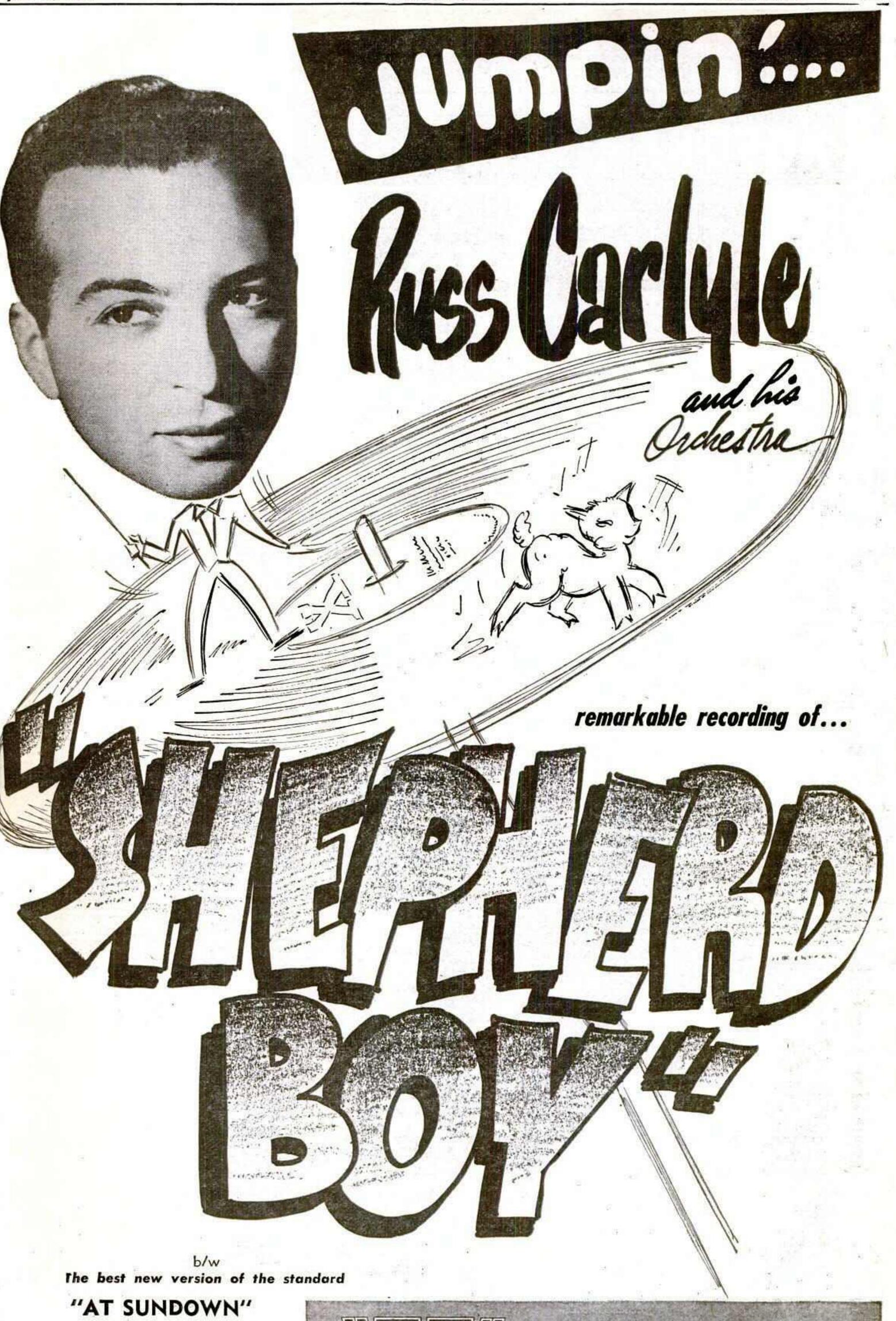
One Fine Day 73 Here's the well-known melody "Madame Butterfly." It's arra as a danceable, melodic item. cordi, ASCAP)

GUY LOMBARDO ORK

Pass the Plate of Happiness Aroun DECCA 29587—The inspirational lad is given a rousing reading. side will get many spins and st (Continued on page

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POPULAR RECORDS

Reviews of New Pop Records

Continued from page 38

sell mighty well to Lombardo fans. Good shelt merchandise. (Shapiro-Bernstein, ASCAP)

Freddy 69

Cute opus is covered graciously by the Lombardo ork, with Kenny Gardner chanting the solo warmly. (Duchess. PMD

RAY HEINDORF AND THE WARNER BROTHERS ORK

COLUMBIA 40533-This is the great standard tune, now in the film, "Pete Kelly's Blues." Side is an instrumental with lush string effects. Merits good decjay play. (Bourne, ASCAP)

Pete Kelly's Blues 73 From the pic of the same name comes this ditty. It's a bluesy item, with a good trumpet solo by Larry Sullivan. (Mark VII, ASCAP)

GEORGIE SHAW

Banjo Woogie74 DECCA 29595-Current favor shown the banjo spells good exposure for this brisk disk effort. It could do some juke business also. Exciting wax.

I Can Tell 73 Soaring weeper ballad is sung with sincere feeling by Shaw. A dramatic reading that should earn jockey spins.

THE SPENCER-HAGEN ORK

Cuba Libre73 "X" 147-A lush, lovely instrumental concoction by one of the better swing bands around on a haunting theme with a romantic Latin-American tempo. Deejays are sure to give both sides attention. (Larrabce, BMI) Silver Fizz 73

This tasteful instrumental is as sparkling as its title with a bubbly pace and a lilting, melodic line. (Larrabee, BMI)

HELEN O'CONNELL

KAPP 119-This tastefully produced disk has Miss O'Connell chanting a pretty ballad front the Sands Hotel Revue of "Ziegfeld Follies." One of the disk's charms is the deceptively simple production. (E. H. Morris,

Sailors Boys Have Talk to Me in English 73 Another from the same show. It's a cute novelty, with smart lyrics and toe-tickling tempo and Miss O'Connell renders it excellently. Decjays

are certain to give this good exposure. (E. H. Morris, ASCAP)

ANNIE CORDY

Freddy (Sung in English).................73 "X" 154-The French canary's waxing of this novelty ditty (sung in German) was out first, but Connie Francis' English version has been grabbing off most of the play. Consequently "X" had the thrush record it in English. Miss Cordy's first version has more "zing" but this side will probably get more jockey play. (Dutchess, BMI)

Freddy (Sung in German)....72 A charming vocal job on the catchy novelty which somehow is more appealing when sung in German. However, flip will probably be more commercial. (Dutchess, BMI)

JOE BARRETT

DECCA 29573-Stomping waltz-beat, gang-sing opus is chanted enthusiastically. Could do some juke box business, especially in beer bistros. (Xavier, ASCAP)

You're My Destiny 70 Barrett wraps his pipes around a soaring romantic ballad, awarding it a convincing performance. Exciting vocalism here. (Xavler, ASCAP)

LOUIS JORDAN

Bannas 72 "X" 148-Jordan belts out a catchy novelty with his usual ace showmanship and vitality (Laurel, ASCAP) Baby, Let's Do it Up....72 Same comment. (Marilyn, BMI)

CHARLIE GRACIE AND THE WILDCATS

Honey! Honey!72 20th Century 5035-A driving vocal interpretation of a lively rhythm number with a danceable beat that should appeal to teen-agers. (Stenton, BMI) Wildwood Boogie....72

Same comment. (Stenton, BMI)

LORRY RAINE

Am I Blue?72 CORAL 60587-The great standard introduced years ago by Ethel Waters is done with considerable charm by chantress Lorry Raine. The disk has a slow, insinuating tempo and a fine instrumental backing. (Whitmark, (ASCAP)

Satisfied 70 Lorry chants a ballad persuasively.

SKIP FARRELL

DECCA 29557-Decca's new baritone warbles warmly, showcasing the ballad attractively. Dreamy waltz beat in the backing helps set the appealing mood. (Hamblen, BMI)

So Dear to My Heart 69 Both tunes are Stuart Hamblen scorings. (Hamblen, BMI)

Far Away From Everybody72 KAPP 118-Here's a smart, catchy item from Monte Proser's "C'est La Vic" revue. Ditty with a Latin beat is excellently chanted by Miss O'Connell. Swell for deejay programming.

Also from Monte Proser's "C'est La Vie" revue comes this ditty chanted by Miss O'Connell. It's sophisticated show material, well sung and recorded. (E. H. Morris, ASCAP)

VICTOR 6185-The McCoy-Singleton writing team have furnished the singer with a bright, upbeat tune here on which she gives out with her characteristic double-barrel pop-r. &b. styling. With enough exposure, will stimulate good commercial reaction. (Maggie, BMI)

stuff. (Fisher, ASCAP)

RUSS CARLYLE ORK

Shepherd Boy 70

An exotic little ditty, with a musical theme reminiscent of the oldie "Skipto-My-Lou," and a chanted vocal chorus. (Rogers, ASCAP)

BARRY DOUGLAS TRIO

ATLANTIC 1068-The oldie has been dressed up in a fresh. flavorable arrangement that will certainly give it a new lease on life. The boys inject thythm and humor into the material,

It's a relaxed item, with tasteful

instrumental accompaniment (Feist,

Without a Girl

Another smooth effort, the the flip should have the edge in the pop area.

HELEN O'CONNELL

(E. H. Morris, ASCAP)

The Moon Must Have

Followed Me Home 69

DAMITA JO

In My Heart72

Abracadabra....68

The singer thinks she has been hypnotized by her lover's charms. Damita gives a personable interpretation of this material but it is not sturdy

At Sundowa71 "X" 146-A swingy interpretation of the lovely oldie. Good juke wax with a solid, danceable beat. (Feist, (ASCAP)

(Continued on page 42) GIVE TO DAMON RUNYON CANCER F

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Reviews of New Pop Records

Continued from page 40

giving it fine commercial potential. (Jungnickel, ASCAP) Sugar Blues 70

Considering the historic number of sales racked up by this tune in the Clyde McCov version, the new vocal group could hardly have chosen better material to get themselves in solid with juke box operators. (Pickwick,

BIG BOB DOUGHERTY ORK

Knock Kneed Baby70 CARDINAL 1039-A houncy vocal reading of an amusing ditty. (Blasco, ASCAP)

Just An: Mood 69 A slow-paced effective instrumental treatment of a moody theme. (Blasco,

SIR HUBERT PIMM

KEM 2739-If there is any life in the honky-tonk piano fad left, a lot of sparks ought to be kindled by this delightful medley of favorite tunes. The usual noises, off-key singing voices in the background, etc., give a familiar happy effect. (Harms, ASCAP) Honky Took Train 68

Sir Hubert turns to a familiar blues riff for a few absorbing minutes of jamming with a solid drummer behind him driving hard all the way. (Shapiro-Bernstein, ASCAP)

BRAD MOREY ORF

DEED 1004-An instrumental with a lot of listening kicks in addition to its fine L. A. beat. The material integrates a well-known standard with a nursery tune for a very pleasing effect. (Miller, ASCAP) Pajama Party Time 65

A Morey original that also makes an

excellent dance side. (Harper, BMI)

BILL PECK ORK

LIN 5000 - A lively ditty, chiefly country in flavor, but with r.&b. touches in the instrumental backing. Bill Peck is quite effective on the vocal. (Lin, BMI)

And So It Goes 64 Bill Peck chants a routine love ditty. Latin-styled tempo. (Lin, BMI)

THREE DEBS

If You Were Here Tonight67 CROWN 153-The three girls, backed by a male group, harmonize pleasantly on this relaxed ballad. They have a fresh sound and neatly tailored style. (Modern, BMI)

Look What You're Doin' to Me....64 Picking up the tempo, the Debs humorously describe the effects of love. A cute nevelty with a catchy beat. (Modern, BMI)

MONA CAROL

CASINO 129-An attractive reading of the lovely oldie, with lush backing. (Box & Cox, ASCAP)

Sweet Sixteen Waltz....62 An okay vocal on a pretty ballad, but flip is better showcase for canary. (Sheldon, BMI)

DON NICKOLAS TRIO

Oh Marie62 GUYDEN 002-Pleasant rendition of the evergreen, featuring the harp of Ted Geonnotti in double-track sound

Jazz Me Blues....60 More of the same.

VOX JOX

Continued from page 15

get, rather than buying them. Orchids to Columbia and Mercury for their fine service," adds Don. "How about a feature story on the deejay service problem?"

In regard to RCA's decision to ban 'cover' tunes, Mike Heuer, KMA, Shenandoah, Ia., writes, "This is a fine idea, but we deejays would be in one heck of a mess if a song is recorded by a company exclusively and the company happens to be one that refuses to service the radio station with releases. I have no bones to pick with RCA, Columbia and Mercury, but we haven't received one record from London, 'X' nor Coral in a long, long time. I wrote London a letter asking for releases July 27, 1954, and didn't even get an answer saying 'no.' My ratings are darn good, too! Personally, tho, I don't care if they never service us as long as there is the 'cover' plan.

'HENRY' BALL: Owen Lackey, WJVA, South Bend, Ind., staged a 'Dance With Me Henry" party as a wind-up for his unique promotion on the tune. The deejay decided he didn't like the song, and circulated pro and con "Henry" petitions among his listeners. At the same time the station announced that the record would be played every JULY 8, 1950 night at 7 p.m. on Lackey's show, so that "folks who liked it knew when to listen, and all the others knew when to leave the radio for three minutes." Needless to say, "Henry" is selling records in South Bend.... Hilary (The Oldtimer) Bogden, WIAS, Pittsburgh, received over 3,000 entries for a three-day letter writing contest on "Would you like to meet Kirk Douglas?"

.

GIMMIX: Cliff Ford, KLRA, Little Rock, is trying to establish a world's record for pole sitting by deejays. He is broadcasting his daily show from a three-foot square platform on a tower in the middle of a local swimming pool.... George Klein, KWEM, Memphis, spent four days in Miami last month with the local Memphis State Air Force ROTC band, glee club and rifle team and taped portions of the affair for a public service show.... Chet Trouten, WHKK, Akron, received a request from Scotland and promptly complied by dedicating one whole hour to the highlander. The letter (from Alec Forrest, Scotland) asked Trouten to play two songs for the James Wemyss family, who recently left Scotland to settle down in Akron. In addition to dedicating a show to the newcomers, Trouten also got the local mayor and newspapers to give the Wemyss clan a royal welcome to the city.

YESTERYEAR'S TOPS-

The nation's top tunes on records as reported in The Billboard

JULY 7, 1945

1. Sentimental Journey 2. Bell-Bottom Trousers

3. There! I've Said It Again 4. Dream

5. You Belong to My Heart

6. Laura 7. The More I See You

8. I Should Care

9. Gotta Be This or That 10. If I Loved You

1. Third Man Theme, The

Bewitched 3. I Wanna Be Loved

4. My Foolish Heart

5. Hoop-Dee-Doo

6. Mona Lisa

7. Sentimental Me 8. Old Piano Roll Blues, The

9. I Don't Care If the Sun Don't Shine

16. Count Every Star

to "roll over." "Makes a clever gimmick," notes KLIF program director Bruce Hayes, "and is an open invitation to summer prod-

Bob Campbell, WING,

ucts' accounts.'

night."

Dayton, O., received the first honorary truck driver certificate last month by the Ohio Trucking Association. Campbell, who handles WING's all-night record session, was cited for his "thoughtfulness of expression to all who travel the highways of Ohio at

Edinburgh,

Larry Monroe, KLIF, Dallas, now offers a special service to sunbathers on Saturday afternoon. He plays soothing music and every 30 minutes tells the Ra worshippers

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PITFALL STOP DREAMING



The Billboard Music Popularity Chart

COUNTRY WESTERN RECORD

Best Sellers in Stores

For survey week ending June RECORDS are ranked in order of their current national selling importance at

nation with a high volume of sales in country and western records. When significa 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 Last side on top. Week Week Ch IN THE JAILHOUSE NOW (BMI)-W. Pierce.....
 I'm Gonna Fall Out of Love With You (BMI)-Dec 29391 2. MAKING BELIEVE (BMI)-K. Wells..... Whose Shoulder Will You Cry On (BMI)-Dec 29419 3. I DON'T CARE (BMI)-W. Pierce..... YOUR GOOD FOR NOTHING HEART (BMI)-Dec 29480 4. YELLOW ROSES (BMI)-H. Snow.....

WOULD YOU MIND? (ASCAP)—Vie 6057

retail level, as determined by The Billboard's weekly survey of dealers thruout

5. SATISFIED MIND-(BMI)-P. Wagoner..... Itchin' for My Baby (BM1)-Vic 20-6105 6. CATTLE CALL (ASCAP)-E. Arnold & H. Winterhalter..... 7 KENTUCKIAN SONG (ASCAP)-Vic 20-6139 7. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)-F. Young..... Forgive Me, Dear (BMI)-Cap 3056 8. SATISFIED MIND (BMI)-R. & B. Foley...... 12 How About Me (BMI)-Dec 29526 9. THERE SHE GOES (BMI)-C. Smith...... 14 Old Lonesome Times (BMI)-Col 21382 10. BALLAD OF DAVY CROCKETT (BMI)-Tennessee Ernie.....

Farewell (BMI)-Cap 3058 You Can Take Possession-Cap 3118 12. WILDWOOD FLOWER (ASCAP)-H. Thompson... 10 BREAKIN' IN ANOTHER HEART (ASCAP)-Cap 3106

13. I'VE BEEN THINKING (BMI)-E. Arnold...... 9 Don't Forget (BMI)-V 20-6000 13. IN THE JAILHOUSE NOW #2 (BMI)-J. Rodgers.. 11 Peach Pickin' Time Down in Georgia (BM1)-Vic 20-6092 15. HIS HANDS (BMI)-T. Ernie..... I'm a Pilgrim (BMI)-Cap 3135

This Week's Best Buys

BLUE DARLIN' (Acuff-Rose, BMI)-Jimmy Newman-Dot 1260 Houston, Dallas, New Orleans, Memphis, Nashville, Durham Richmond are among the important Southern areas that I returned good to strong sales reports on this disk, and it now pears within striking distance of the national charts. Flip is Me Stay in Your Arms" (Acuff-Rose, BMI)

THERE'S POISON IN YOUR HEART (Copar, BMI)-Kitty We Decca 29577

The country songstress' most recent release is starting off with strength that dealers and operators appear thoroly convinced this will be another big one for Miss Wells. All Southern territories report it one of the strongest new records since the Webb Pierce disk. Flip is "I'm in Love With You" (Cedarwe BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

RECORDS

MARTY ROBBINS

It Looks Like I'm Just in Your Way (Acuff-Rose, B I'll Love You Till the Day I Die (Acuff-Rose, BM Columbia 21414 - Robbins wraps up two appears weepers in his own inimitable vocal style. Both s have effective lyrics, and the artist sings them with cerity and expressive phrasing. The disk should rack plenty of spins and loot.

IIM REEVES

Yonder Comes a Sucker (Clearance, BMI)

I'm Hurtin' Inside (Delmore, ASCAP)-RCA Victor 6 -Reeves sings out with showmanly drive and a humor on "Yonder Comes a Sucker," an effective elty with clever lyrics and a catchy beat. He also so with a tender reading of "I'm Hurtin' Inside," a mo-

Reviews of New C & W Records

TERRY FELL

Fa-So-La 80-"X" 149-This happy bouncer is a Terry Fell original and it conveys a gay mood in this infectious reading. This could do lot, of business, earning plenty of juke box and retail loot. Watch it. (American, ASCAP)

I'm Hot to Trot 78 Another strong etching, this rhythmic effor could do mighty well on its own. Together with the flip the disk shapes as a potent juke entry. (Star-

TEX WILL!AMS

day, BMI)

DECCA 29578-The Davy Crockett craze is beginning to die down a bit, but these sides are sure to garner considerable play. Williams warbles in okay fashion about Crockett's faithful gun Betsy, a tune featured in the Disney picture. (Wonderland,

Be Sure You're Right (And Then Go Ahead) 75 Williams wraps up Davy Crockett's motto with a sincere folksy interpretation. (Disney, BMI)

REX ALLEN That What Makes

the Juke Box Play DECCA 29586-Rex Allen chants fine Jimmy Work tune very ef tively. His reading has heart style, and should share the I (Acuff-Rose, BMI)

Pedro Gonzales Tennessee Lopez....74

Rex Allen belts out the novelty 1 Mex ditty with appropriate dial and style. (Tannen, BMI)

DON AND LOU ROBERTSON Hummingbird

EPIC 9110-Lou Robertson (form Lou Dinning) sings a gentle pleas version of the pretty ditty penned her husband Don. This platter sho get plenty of spins in the cour and western market. (Junguic ASCAP)

Saturday Night 72

A deliberately corny waxing personable vocalizing by the husb and wife duo and a happy bou tempo. (Jungnickel, ASCAP)

(Continued on page

IJIM REEWES

THE MAN WITH 5 TOP ABBOTT HITS

and many other ABBOTT Releases to His CREDIT



"MEXICAN JOE" "I COULD CRY"

ABBOTT 116



"BIMBO" "GYPSY HEART"

ABBOTT 148



"THEN I'LL STOP LOVING YOU" "ECHO BONITA"

ABBOTT 160



"PENNY (ANDY" "I'LL FOLLOW YOU"



"DRINKING TEQUILA"

ABBOTT 170

Newest Release—BREAKING BIG! ABBOTT "GIVE ME ONE MORE KISS"

 \succ AND MANY MORE GOOD ONES STILL TO COME FOR ABBOTT Distributors and Dealers \prec

Watch for NEW ABBOTT EP's of these and other JIM REEVES Hits!

WATCH THESE ABBOTT & FABOR BEST SELLERS



FLOYD CRAMER "Aunt Dinah's Quiltin' Party" Rag-A-Tag" (Piano and Banjo Instrumental) Abbott 181



& BUDDY DeVAL "I'm Your Man"

Abbott 177

MYRNA LORRIE "Underway"



HERB HENSON JOYCE YOURS "The Bird and the Bees" Abbott 179



GINNY WRIGHT & TOM TALL "Boom Boom Boomerang"

"Out of Line"

Feber 121



JIM EDWARD & MAXINE BROWN

"Do Memories Haunt You" "Jungle Magic" Febor 122



TOM TALL

"Goldie Jo Malone" "Underway"

Fabor 123



DUSTY ROSE

"It Makes Me So Mad" "The Birds and the Bees"

Feber 120



GINNY WRIGHT & TOM TALL

"Are You Mine" "I've Got Somebody New"

Febor 117

ABBOTT & FABOR RECORDS

NEW ADDRESS: BOX 38, MALIBU, CALIFORNIA

Distributed in Canada by Quality Records, Ltd., Toronto



SWEET LITTLE MISS BLUE EYES

Columbia 21402



The Billboard Music Popularity Charts WESTERN RECORDS COUNTRY &

Most Played in Juke Boxes

For survey week ending June 29 RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. 1. IN THE JAILHOUSE NOW (BMI)-W. Pierce... I'm Gonna Fall Out of Love With You (BMI)-Dec 29391 2. MAKING BELIEVE (BMI)-K. Wells..... WHOSE SHOULDER WILL YOU CRY ON? (BMI)-Dec 29419 3. YELLOW ROSES (BMI)-H. Snow..... WOULD YOU MIND? (ASCAP)—Vie 20-6057 4. LIVE FAST, LOVE HARD, AND DIE YOUNG (BM!)-F. Young..... FORGIVE ME DEAR (BMI)-Cap 3056 5. I DON'T CARE (BMI)-W. Pierce...... Your Good for Nothing Heart (BMI)-Dec 29480 6. THAT'S WHAT MAKES THE JUKE BOX PLAY (BMI)-J. Work..... Don't Give Me a Reason to Wonder Why-Dot 1245 6. SATISFIED MIND (BMI)-P. Wagoner..... Itchin' for My Baby (BMI)-Vic 20-6105 8. KENTUCKIAN SONG (ASCAP)-E. Arnold & H. Winterhalter..... CATTLE CALL (ASCAP)-Vic 20-6139 9. SATISFIED MIND (BMI)-R. & B. Foley..... How About Me (BM1)-Dec 29526 10. BLUE DARLIN' (BMI)-J. Newman..... Let Me Stay in Your Arms (BMI)-Dot 1260

Reviews of New C & W Records

Continued from page 44

MITCHELL TOROK DECCA 29576-A cute novelty. The gal puts the arm on him for minks and Cadillacs, "You're just a smooth talker," he chants. Nice side for deejays. (American, BMI) Too Late Now 73

He wants her back, but it's too late, Mitchell chants this weeper with feeling. (American, BMI)

HARVIE JUNE VAN Mama Don't Chase My Love Away 74 KING 1482-The 15-year-old thrush debuts on the label with a compelling piece of material. The sentimental appeal of this tune, plus a mighty smooth performance on Miss Van's part, are going to win over many a deejay. (Showease, BMI) Don't Offer Me the Stars 72

The singer says she doesn't want a lot of gifts, but she does want love. Miss Van has a pleasing voice quality and she does a very creditable job on the tune. This is a talent to be watched. (Acuff-Rose, BMI)

FRANK STARR LIN 1013-A zestful accompaniment to Frank Starr's vocal gives this side effectiveness. Merits good exposure by deciavs. Picks up as it goes

along, Watch it. (Lin. BMI) For the Want of Your Love 69 Routine weeper. (Lin, BMI)

TOMMY COBB

Who'll Volunteer?70 FOX 407-An effective weeper receives a plaintive vocal reading. (American, BMI) If You Gotta Lotta Kisses ... 68

A lively paced ditty sung with plenty of bounce by Cobb. and featuring an amusing kiss-sound gimmick. (American, BMI)

COLLEEN CARROLL No Tellin'70

CARDINAL 1038 - Rhythm opus, written by Miss Carroll, is a bright item. The canary has an appealing sound in this happy rendition and the side could repay vigorous promotion. (Casey, BMI) Blue Bonnet Waltz 64

Pretty three-beater is sung charmingly by the thrush. Okay deejay prospects. (Casey, BMI)

CHARLIE GORE

I've Got My Doubts About You69 KING 1483-Gore penned this breezy ditty himself, and it makes an attractive vehicle for the talented young singer. (Mar-Kay, BMI)

Wish There Was Something I Could Do 63 The singer pours out his blues as he helplessly watches a love affair come to an end. Read with conviction but the material itself is not strong.

STAN WILSON

(Mar-Kay, BMI)

CAVALIER 831-A warm, sincere interpretation of the traditional folk

St. James Infirmary 68 Same comment, (Gotham, BMI)

BROTHER PAUL BUSKIRK Chapel of My Heart67

Lin 1012-Love song with a religioso slant. Fair stuff. (Lin, BMI) Loser ... 64 Routine country sweeper with a fair

melodic line. (Lin, BMI)

LARRY NOLEN

SARG 117-Nolen warbles a pretty weeper with sincerity. (Acuff-Rose, BMID

High and Dry 65 The warbler sings attractively on a catchy rhythm-weeper with infectious pacing. (Robbins, ASCAP)

LEE HOLDEN Lady Luck CAVALIER 852 - Pleasant ditty is sung warmly by the country baritone.

(Dexter, ASCAP) Two Evil Eyes 60 Another well-produced slicing. Easy listening. (Dexter, ASCAP)

CECIL LUNA That's Why I Cry "X" 153 - Rural weeper of some appeal is showcased by the chanter. (Nash, BMI) Please Believe Me 55

Slighter prospects here. (Nash, BMI) BOB TRAVIS ORK Starlight Up in Heaven

ROYALTY 213-Teresa Rector is the vocalist with Travis and the Texas Rhythm Rangers in this bouncy ballad. Neither the performance nor the material stands out in any way. (4 Star Sales, BMI) Just a Hand-Me-Down ... 45

Miss Rector takes her boy friend to task concerning his careless treatment of her. Another lightweight side, (4 Star Sales, BMI)

Number of Releases This Week

Label ATLANTIC 1 BALLAD 1 CAPITOL 1 CARDINAL 1 1 CASINO 1 CAVALIER - CHESS - COLUMBIA 4 CORAL 1 CROWN 1 DECCA 6 DEED 1 EPIC 1 1 ESSEX 1 - FLAIR - FOX — GRAND - GROVE - GUYDEN 1 - HARMAD - - KAPP 3 – KEM 1 – KING - 2 LIN 1 2 MAMBO 3 ... -
MERCURY 3 ... - ROYALTY - 1 SARG 2 SAVOY - - SOLI 1 - SPARK - SPECIALTY - ... - ... 20th CENTURY 1 ... - ... VICTOR 3 - "X" 2 TOTAL 38 19



e Billboard Music Popularity Charts

Most Played by Jockeys

For survey week ending June 29. DES are ranked in order of the greatest number of plays on disk lockey radio shows thruout the country according to The Billboard's

Hillbilly talent from WBVP,

Beaver Falls, Pa., was featured

nightly at the week-long Beaver

County Exposition held recently in

Beaver Falls. WBVP's deejays. Albuquerque Al Hallaman and

Jolly Joe Grazan, handled the em-

see chores, with the show line-up

including Roy Ziegler and His

Range Riders, Skip Summerville

and His Blue Sky Mountaineers,

and the Valley Boys. . . . The

KOTA Cowboys and Polly John-

son are taking a brief vacation from

their entertaining duties at KOTA,

National exploitation of Jimmy

Littlejohn's new Columbia release,

Randy Atcher guested on Ernest

Tubb's Record Shop program in Nashville Saturday (2) to plug his

M-G-M waxing of "Flying High"

b.w. "Soft Shoulders and Danger-ous Curves." . . . May Ann John-

son's latest M-G-M release, "Lend

Me Your Handkerchief" b.w. "Just What I Always Wanted," is re-

ported getting considerable action

calist with Curley Williams and

the Georgia Peach Pickers, and Georgia Ann Williams, Curley's daughter, were guests of Danny Atkinson and the Rhythm Boys

on their TV show in Columbus. Ga., June 27. On the same night

they were guests of Atkinson and the Rhythm Ranch lads at Rav's

Ranch, Columbus, where the latter

hold forth nightly. Joe and Georgia

(Continued on page 48)

Joe Gibson, bass player and vo-

in the Louisville area.

Rapids City, S. D.

weekly survey of to		Last Week	Weeks on Chart
. SATISFIED MINI	D-P. Wagoner	3	5
	E HARD, AND DIE YOUNG-	F. 24.7	, was
F. Young	***************************************	1	15
3. IN THE JAILHOU	USE NOW-W. Pierce	2	23
MAKING BELIEV	E–K. Wells	5	18
5. I DON'T CARE-V	V. Pierce	8	3
S. YELLOW ROSES- Vic 20-6057—BM1	–H. Snow	4	11
THERE SHE GOI	ES-C. Smith	9	6
B. CUZZ YORE SO S	SWEET-S. Crum	10	12
WOULD YOU M	IND-H. Snow	6	13
BALLAD OF DAY	VY CROCKETT-Tennessee Emie.	7	12
. SATISFIED MINI	D-R & B. Foley		2
	USE NOW #2-J. Rodgers	13	8
	P-G. Wright & T. Tall	11	25
. WILDWOOD FLO	OWER-H. Thompson		1
IN TIME-E. Arn	old	_	4

OLK TALENT AND TUNES

ontinued from page 16

Peterson, heard twice daily, records with Eddie Dean, doing a.m. and 7 p.m., over WCEN, "Open Up Your Door, Baby" b.w. nt Pleasant, Mich., recently "Sign on the Door" for Sage & ed with Columbia Records and Sand. . . . Cousin Johnny Small, arrently sporting two records Ken Kirby and the Coon Hollow r that label. First platter has Boys, Yodeling Dick Lee, and Cougie Blue" b/w "Believe Me," sir. Marion, gospel singer, are reof Earle's own composition, ported pulling good crowd: at the the most recent release is Bridge Drive-In Theater, Poquoe's own ditty, "I'm Not Buyin', tock Bridge, Conn., on Sunday , I'm Just Lookin'" b/w "Be Liternoons. Small, who spins the ful of the Heart You're country wax at WNLC, New Lonna Break," written by O. F. don, Conn., infos that the group, ee, of Nashville. Peterson is along with Randy King, is also r the management of Mrs. staging a series of Monday night Lewis, operator of Bass Lake shows in and around New London ic Pavillion, five miles east of for the Eastern Connecticut Folk ore, Mich., where Peterson Music Association. his band, the Sons of the en West, hold forth each rday night. Efforts are being e to make Bass Lake a hillpark, Mrs. Lewis reports.

erlin Huskey has just signed Col. Tom Parker for a 10-day thru the South and Southwest. Martha Carson and Her Coun-Gentlemen worked their first oom date at the Trianon, homa City, last Saturday (2). The Hayseeds, comedy musirio comprising Dolores Spen-Lefty Carson and Robert (Sun-Spencer, are now on WLW's western Hayride." . . . Red hopped into Nashville rey to record "That's What "Never, Never, Never" b.w. "Walkes the Juke Box Play," novelty ing Streets," is slated to get under erker, for Decca. . . . The way next week, with deejays and Kennedy "Band Wagon," ops to be contacted either in per-Saturday nights on the son or by mail. Fred Stryker will fman Hayride" on KVOR, work the Western States; Charles mel 13, Stockton, Calif., had Wright, Littlejohn's manager, will cent guests the Ranger Quar- cover the Midwest; Littlejohn, himnd the McKinney Sisters. The self, the Southwest, and Murray ride" show is produced and Nash will hit the road from Nashted by Bel Lang. Kennedy ville to blanket the Deep South sored Hank Thompson at Wills and Atlantic Coast States. . . Sacramento, Calif., June 29. at Veterans' Memorial Hall, ling Calif., June 30, with the wagon crew playing the inssions.

nnie Hail, 22-year-old country r, recently made her debut on

pining Popularity FAST . . .

THE JERSEY MOON"

CALL-WRITE-WIRE:

EATIVE ARTISTS RECORDINGS Main Street Orange, N. J.

CHUCK AUSTIN choice distributorships STILL ILABLE in Southern, Southwestern Western States,

when you think NEW COUNTRY TALENT think VICTOR records



star of the midwestern hayride!

Skeeter Bonn

YODELIN' MAN SECOND CHOICE

from a great musical family!

Anita Carter

THAT'S WHAT MAKES THE JUKE BOX PLAY I'M SORRY IF THAT'S THE WAY YOU FEEL



Buddy Thompson

FREE OF THE BLUES DON'T KINDLE UP THE FLAME



successor to Hank Williams!

Jack Turner

'BAMA BAMBOO BOY STORY OF THE SMOKY MOUNTAINS



at the top of charts everywhere! Porter Wagoner A SATISFIED MIND ITCHIN' FOR MY BABY



LAST ONE TO KNOW BABY, BABY, BABY



Billboard "spotlight" talent!

Don Winters

FORGIVE MY MISTAKES LOOK WHAT HAPPENED

FIRST IN RECORDED MUSIC



MUSIC-RADIO

BREAKING

B-I-G

IN

HOUSTON

MEMPHIS

NASHVILLE

NEW ORLEANS

according

to the Charts

BLUE

"LET ME STAY IN YOUR ARMS"

. . . Dot #1260



Personal Manager

SLICK NORRIS

P. O. Box 653

Highlands, Texas

The Billboard Music Popularity Charts COUNTRY & WESTERN

C & W Territorial Best Sellers | FOLK TALENT AND TUNES

For survey week ending June 29

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. Satisfied Mind, R. & B. Foley, Dec. 3. Making Believe, K. Wells, Dec.

4. Cuzz You're So Sweet, S. Crum, Cap. 5. In the Jailhouse Now, W. Pierce, Dec. 6. In the Jailhouse Now # 2

J. Rodgers, Vic. 7. Ballad of Davy Crockett, T. Ernie, Cap.

Charlotte

1. 1 Don't Care, W. Pierce, Dec. 2. Making Believe, K. Wells, Dec. 3. Would You Mind, H. Snow, Vic. 4. In the Jailhouse Now, W. Pierce, Dec. 5. Satisfied Mind, R. & B. Foley, Dec. 6. In the Jailhouse Now # 2

Rodgers, Vic. 7. There She Goes, C. Smith, Col. 8. We Live in two Different Worlds Johnnie & Jack, Vic. 9. Satisfied Mind, J. Shepard, Cap.

10. No One Dear But You Johnnie & Jack, Vic.

Cincinnati

1. Satisfied Mind, P. Wagoner, Vic. 2. There She Goes, C. Smith, Col. 3. In the Jailhouse Now # 2 J. Rodgers, Vic. 4. Live Fast, Love Hard and Die Young

F. Young, Cap. 5. Yellow Roses, H. Snow, Vic.

6. Breakin' in Another Heart H. Thompson, Cap.

Dallas-Fort Worth

1. Breakin' in Another Heart H. Thompson, Cap. 2. I Don't Care, W. Pierce, Dec. 3. Making Believe, K. Wells, Dec. 4. In the Jailhouse Now, W. Pierce, Dec. 5. Cattle Call, E. Arnold, Vic. 6. Deceive Me Once Again, S. James, Cap. 7. His Hands, T. Ernie, Cap.

8. Wildwood Flower, H. Thompson, Cap. 9. If You Ain't Lovin', F. Young, Cap. 10. In the Jailhouse Now # 2 J. Rodgers, Vic.

Houston

1. Satisfied Mind, P. Wagoner, Vic. 2. Blue Darlin', J. Newman, Dot 3. I Don't Care, W. Pierce, Dec. 4. In the Jailbonse Now, W. Pierce, Dec. 5. Satisfied Mind, R. & B. Foley, Dec. 6. Making Believe, K. Wells. Dec.

7. His Hands, T. Ernie, Cap. 8. Ballad of Davy Crockett, T. Ernie, Cap. 9. Make Believe R. Foley & K. Wells, Dec.

10. Making Believe, J. Work, Dot

Memphis

I. Satisfied Mind, R. & B. Foley, Dec. 2. That's What Makes the Juke Box Play J. Work, Dot

3. In the Jailhouset Now, W. Pierce, Dec. 4. Blue Darlin', J. Newman, Dot 5. You're Right, I'm Left, She's Gone E. Presley, Sun

6. Satisfied Mind, J. Shepard, Cap. 7. In the Jailhouse Now # 2 J. Rodgers, Vic.

8. 1 Don't Care, W. Pierce, Dec. 9. Live Fast, Love Hard and Die Young F. Young, Cap.

Nashville

1. Satisfied Mind, P. Wagoner, Vic. 2. Cattle Call, E. Arnold, Vic.
3. Live Fast, Love Hard and Die Young F. Young, Cap.

4. Blue Darlin', J. Newman, Dot 5. Whose Shoulder Will You Cry On? K. Wells, Dec. 6. That's What Makes the Juke Box Play

J. Work, Dot 7. Satisfied Mind, J. Shepard, Cap. 8. I Don't Care, W. Pierce, Dec. 9. There She Goes, C. Smith, Col. 10. Satisfied Mind, R. & B. Foley, Dec.

New Orleans

I. I Don't Care, W. Pierce, Dec. 2. Satisfied Mind, R. & B. Foley, Dec. 3. Cattle Call, E. Arnold, Vic. 4. In the Jailbouse Now, W. Pierce, Dec. 5. Satisfied Mind, P. Wagoner, Vic. 6. Blue Darlin', J. Newman, Dot 7. Baby, Let's Play House, E. Presley, Sun 8. Yellow Roses, H. Snow, Vic. 9. Breakin' in Another Heart H. Thompson, Cap. 16. Making Believe, K. Wells, Dec.

Richmond, Va.

1. Satisfied Mind, P. Wagoner, Vic. 2. His Hands, T. Ernie, Cap. 3. Cattle Call, E. Arnold, Vic. 4. I Don't Care, W. Pierce, Dec. 5. Yellow Roses, H. Snow, Vic. 6. Baby, Let's Play House, E. Presley, Sun. 7. In the Jailhouse Now, W. Pierce, Dec. 8. Sweet Little Miss Blue Eyes

St. Louis

3. In the Jailhouse Now # 2 J. Rodgers, Vic.

4. It Tickles, T. Collins, Cap.

R. Price, Col.

6. In the Jailhouse Now, W. Pierce, Dec. 7. Wildwood Flower, H. Thompson, Cap. 8. Baby, Let's Play House, E. Presley, Sun

5. His Hands, T. Ernie, Cap.

R & B Territorial Best Sellers

ice from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Ain't It a Shame, F. Domino, Imp. 2. This Little Girl of Mine, R. Charles, Atl. 3. As Long as I'm Moving, R. Brown, Atl. 4. This Is My Story, Gene & Eunice, Ala. 5. It's Love Baby, L. Brooks, Exc. 6. Unchained Melody, R. Hamilton, Epi. 7. Bop Ting a Ling, L. Baker, Atl. 8. Fool for You, R. Charles, Atl. 9. Don't Be Angry, N. Brown, Atl. 10. That's All I Need, L. Baker, Atl.

Balti.-Wash.

1. Ain't It a Shame, F. Domino, Imp. 2. Story Untold, Nutmegs. Her. 3. Soldier Boy, Four Fellows, Gly. 4. Door Is Still Open, R. Charles, Atl. 5. This Is My Story, Gene & Eunice, Ala. 6. Bo Diddley, B. Diddley. Che. 7. Verdict, Five Keys, Cap. 8. Don't Be Angry, N. Brown, Sav. 9. Rollin' Stone, Marigolds, Exc. 10. What'cha Gonna Do?, Drifters, Atl.

Charlotte

1. Ain't It a Shame?, F. Domino, Imp. 2. Rock Around the Clock, B. Haley, Dec. 3. Lonely Nights, Hearts, Btn. 4. Henry's Got Flat Feet, Midnighters, Fed. 5. Don't Be Angry. N. Brown, Sav. 6. My Babe, Little Walter, Che.

Chicago

1. Bo Diddley, B. Diddley, Che. 2. Roller Coaster, Little Walter, Che. 3. If It's the Last Thing I Do D. Washington, Mer. 4. I've Got a Woman, R. Charles. Atl.

5. That's All I Need, L. Baker, Atl.

Cincinnati 1. Ain't It a Shame?, F. Domino, Imp. 2. Everyday, C. Basie, Clf.

3. Unchained Melody, A. Hibbler, Dec. 4. I Can See Everybody's Baby R. Brown, Atl. 5. Henry's Got Flat Feet, Midnighters, Fed. 6. Door Is Still Open, Cardinals, Ad.

Detroit

1. Ain't It a Shame?, F. Domino, Imp. 2. Fool for You, R. Charles, Atl. 3. I'm In Love, B. B. King, RPM 4. What'cha Gonna Do?, Drifters, Atl. 5. Eagle, Rev. C. L. Franklin, Che. 6. 1 Diddie, D. Washington, Mer.

Los Angeles

1. Bo Diddley, B. Diddley, Che. 2. Unchained Melody, R. Hamilton, Epi. 3. Diddley Daddy, B. Diddley, Che. 4. Don't Be Augry, N. Brown, Sav. 5. Story Untold, Nutmegs, Her. 6. Rollin' Stone, Marigolds, Exc. 7. Ain't It a Shame?, F. Domino. Imp. 8. Soldier Boy, Four Fellows, Gly. Love, Voices, Cas.

10. Only You, Platters, Mer. **New Orleans**

1. Ain't It a Shame?, F. Domino, Imp. 2. Don't Take It So Hard, E. King, Kng. 3. Fool for You, R. Charles, Atl. 4. Story Untold, Nutmegs, Her. 5. Unchained Melody, R. Hamilton, Epi.

For survey week ending June 29 Listings are based on late sales reports secured via Western Union messenger serv-

6. Song of the Dreamer, B. Brooks, Duk. 7. Every Day, C. Basie, Clf. 8. Rock Around the Clock, B. Haley, Dec.

9, If It's the Last Thing I Do D. Washington, Mer. 10. Don't Be Angry, N. Brown, Sav.

New York

1. Story Untold, Nutmegs, Her. 2. Soldier Boy, Four Fellows, Gly. 3. Unchained Melody, A. Hibbler, Dec. 4. Unchained Melody, R. Hamilton, Ept. 5. Verdict, Five Keys, Cap. 6. Don't Be Angry, N. Brown, Sav.

Philadelphia

1. Story Untold, Nutmegs, Her. 2. Everyday, C. Basic, Clf. 3. Dearest One. Charley & Ray, Her. 4. Ain't It a Shame?, F. Domino, Imp. 5. It's 'Bout to Break My Heart in two E. Johnson, Mer.

6. Soldier Boy, Four Fellows, Gly. 7. Only You, Platters, Mer. 8. Everybody Needs Somebody, J. Scott 9. As Long as I'm Moving, R. Brown, Atl.

10. Fool for You, R. Charles, Atl. St. Louis

1. Unchained Melody, R. Hamilton, Epl. 2. Soldier Boy, Four Fellows, Gly. 3. Fool for You, R. Charles, Atl. 4. Everyday, C. Basie, Clf. 5. You Don't Have to Go, J. Reed, VJ

6. As Long as I'm Moving, R. Brown, Atl. 7. Lonely Nights, Hearts, Btn. 8. Do Wah, Spaniels, VJ 9. Roller Coaster, Little Walter, Che.

10. Now Listen Baby, Kid King Combo, Exc.

Other Records Released This Week

Popular

Fire in My Heart; Saint Louis Bounce-Lee Golden, Ballad 1011 I Hope These Words Will Find You Well; Oh Maria-Joe Alexander, Ballad 1008 The Cheat; I Hear Those Bells-Dinah Washington, Mercury 70653 You Wanted to Change Me; Forgive This Fool-Roy Hamilton, Epic 9111

Country & Western

Hummingbird; Words Are So Easy to Say-Rose Maddox, Columbia 21419 I'm in Love With You; There's Poison in Heart-Kitty Wells, Decca 29577 Rollin', Rollin; A Real American Joe-Little Doug, Sarg 113

Rhythm & Blues

Young Fashion Ways; Manish Boy-Muddy Waters, Chess 1602

Continued from page 47

fin and His Texans at the You-and Me Club, Columbus. Curley and the Peach Pickers, with Sam Roberts, steel guitar; Calvin (Ozzie Sneezeweed) Ruff, piano and accordion; Jack Pruett, lead guitar; Joe Gibson, bass and rhythm, and Curley Williams, fiddle, are doing a weekly hour-and-a-half show, "Bar 20 Barn Dance," over WOOV, Montgomery, Ala. Wednesday thru Saturday they appear at the Spur Club in that city.

Guest stars on Pee Wee King's ABC-TV show on the Fourth of July were Marty Roberts, Charlene Mills and the Peppermans, trio of fem vocalists from Chicago. On the same show, Pee Wee TV-previewed the new ditty, "When the One You Love Loves Somebody Else," by Nick and Charles Kenny, New York Mirror columnists. . . . Nelson King, of WCKY, Cincinnati, who at least three times has been voted the nation's outstanding c.&w. disk jockey by the deejays themselves, was re-elected president, for the third consecutive year, of the National Country Music Disk Jockeys Association at the group's recent business meeting in New Orleans.

Dale Noe and band have shifted to Clovis, N. M., from the Red Barn, El Paso, Tex. . . . Jaimie Hilliard, who records on Flair label, now has his own noontime show on KSET, El Paso, Tex. . . . Red Brown and Anna Lee wound 1. Satisfied Mind, R. & B. Foley, Dec. up the June month on a convention date in Truth and Consequences, N. M., and then hit out for the Mescalero Indian Reservation for the big Indian Rodeo July 1-5.

Bob Neal, manager of Elvis Presley, reports that his charge this week begins a fortnight's vacation before embarking on a busy summer and fall schedule being arranged by Col. Tom Parker, of Jamboree Attractions, Madison, Tenn. The package, which will make Florida dates the last week in July, will include Presley, Andy Griffith and Ferlin Huskey. . . Jimmie Skinner, who operates the c.&w. Music Center in Cincinnati bearing his name, appears with Casey Clark on TV in Windsor, Ont., July 15, and the following day holds forth on Casey's "Barn Dance" in Detroit. On July 23, Skinner appears on Pee Wee King's TV show in Chicago, and July 25 does a shot on Pee Wee's network TV show. Jimmie is set for an appearance on "Ozark Jubilee," Red Foley's network TV show, from Springfield, Mo., July 30. Skinner, who recently celebrated his fourth year on WNOP, Newport Ky., had as recent guests Hylo Brown (Capitol), whose "Lost to a Stranger" is a hot item in the Cincy area these days; Randy Atcher, plugging his new M-G-M disk, "Soft Shoulders and Dangerous Curves," and Jimmie Logsdon (Decca). Skinner airs his WNOP programs directly from his shop. His latest on Decca is "I Don't Need a Doctor" b.w. "Blame the Right One.'

With the Jockeys Uncle Joe (Joe Allison), c.&w.

deejay at WMAK, Nashville, recently observed an Eddy Arnold 10th Anniversary Program over his "Dinner Bell Show." Among those attending the affair, which featured two hours of Arnold releases, were Arnold and his wife, Sally; their two children, Dickie and Jo Ann; Steve Sholes, Chick Crum-Packer, Charlie Grean, and Ed Hines. . . . Deejay Cliff Rodgers, of WHKK, Akron, infos that because of so many sponsors wanting to buy c.&w. music time, he has extended his show, "Melody Round-Up," a half hour. Show, which was moved to a new time slot June 27, is now heard from 12:30-3:30 p.m., EDST. . . . Shorty Chesser, who spins the "Early-Morning Frolic Show" over WHAS, Louisville, at 5 a.m., and his wife

Ann also were guests of Ken Wood-, Dolores, have named their late Timothy Allen.

Hayden Thompson and I Southern Melody Boys, regul performers of the "Dixieland Jar boree," Boonville, Miss., recent signed a contract with Von Re ords. . . . Jay Thompson's no twirling the platter an hour and minutes a day over KSTB, Brecke ridge, Tex., and also from 6:15-6: a.m. on Saturdays over the statio Latter seg is a gospel program.

Crowning an unbroke succession of Country and Western Hits on RCA VICTOF ! RECORDS



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'New Orthophonic' High F RCATHEST IN ACCOUNTS ME

AV/ and

The Billboard Music Popularity Charts

This Week's Best Buys

PIDDILY PATTER PATTER (E. B. Marks, BMI)-Nappy Brown-Savoy 1162

Surging ahead at an increasingly fast pace, Brown looks as if he may come up with another hit, even if it may not be another "Don't Be Angry." Boston, New York, Philadelphia, Buffalo, Baltimore, Nashville, Durham and St. Louis were among the areas where the disk is making out nicely and building. In some cases, action is good on the flip, "There'll Come a Day" (Savoy, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

RECORDS

THE HARPTONES

Life Is But a Dream-Paradise 101-Paradise may have a hit in its first release. The group sings out with feeling and sock emotional impact on an attractive ballad with an insistent beat. Lead singer Willie Winfield warbles with heart and sincerity. Flip is "You Know You're Doing Me Wrong" (Old Town, BMI).

JIMMY SCOTT

Very Truly Yours (Crossroads, BMI)-Savoy 1163-Scott projects a moving ballad with a powerful dramatic reading, highlighted by knowing phrasing and intense pacing. The waxing should attract much coin to the boxes. Flip is "Don't Cry, Baby."

Reviews of New R & B Records

THE PLATTERS

Only You (and You Alone)...........79 MERCURY 70633-The group's lead does a fine job with this pretty ballad. His smooth styling stands out impressively against the quiet but rhythmically solid backing of the group. (Ram, BMI)

Bark, Battle and Ball....72

This is one of those noisy, outgoing novelties that have such great appeal for the youngsters these days, and ought to make out as well as most others. (Pico, BMI)

PIANO RED

Rockin' With Red76 GROOVE 5000-A personable vocal by Piano Red and his usual showmanly job on the ivories on a catchy little ditty. Both sides are reissues of 1947 platters. (St. Louis, BMI)

Red's Boogie 76

An infectiously paced instrumental on a bouncy boogie theme. Both sides should grab off lots of juke play. (St. Louis, BMI)

MARVIN PHILLIPS BAND

SPECIALTY 554—Humorous rhythm

Breaking Big! LOS ANGELES-CHICAGO

and NEW YORK

THE SQUIRES

#105

1486 N. Fair Oaks Pasadena 3, Calif. RYan 1-8545

Two Appealing Songs

SINCE JESUS CHANGED THIS HEART OF MINE

b/w

IT WILL SOON BE OVER

by THE BELLS OF JOY

Peacock #1738

PEACOCK RECORDS, Inc.

2809 Erastus St. Hauston 26, Texas

Chess #1602

MUDDY WATERS

CHESS RECORD CO. 4750 5 Cattage Grove Ave. Chicago 15. III. Phone: Kenwood 8-4342

ditty with a Latin turn is projected with great enthusiasm by the Phillips crew. The teen-agers should show it favor and it could earn some look (Venice, BMI)

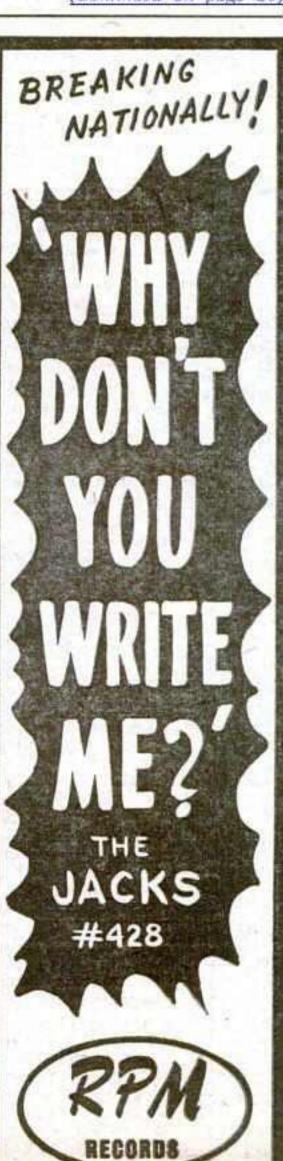
Mamo Mamo 75 This is a wild shout from start to finish, with the ork slapping out a penetrating beat. Will make itself heard in the noisiest juke joint, (Venice, BMI)

THE DIXIE BLUES BOYS

My Baby Left Town76 FLAIR 1072-Southern blues has an irresistible beat and is effectively sung by Dee Dee. Fine was for Southern jukes. (Flair, BMI)

Monte Carlo 72 Another good blues, this with a slower beat. Again the harmonicas of the group blow a strong accompaniment. (Flair, BMI)

(Continued on page 50)



• Best Sellers in Stores

For survey week ending June 29

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are

combined to determine position on the chart. In such a

RHYTHM & BLUES RECORDS

This Week		Last Week	Chart
1.	AIN'T IT A SHAME? (BMI)-F. Domino La La (BMI)-Imperial 5348	1	9
	BO DIDDLEY (BMI)—B. Diddley I'M A MAN (BMI)—Checker 814	2	9
3.	STORY UNTOLD (BMI)—Nutmegs	4	6
4.	UNCHAINED MELODY (ASCAP)-R. Hamilton From Here to Eternity (ASCAP)-Epic 9102	3	11
5.	SOLDIER BOY (BMI)-Four Fellows Take Me Back, Baby (BMI)-Glory 234	11	2
	FOOL FOR YOU (BMI)—R. Charles THIS LITTLE GIRL OF MINE (BMI)—Atlantic 1063		2
7.	UNCHAINED MELODY (ASCAP)-A. Hibbler Daybreak (ASCAP)-Dec 29441	5	12
8.	EVERYDAY (BMI)—Count Basie		1
9.	DON'T BE ANGRY (BMI)-N. Brown It's Really You (BMI)-Savoy 1155	9	13
10.	BOP TING A LING (BMI)-L. Baker	6	9
10.	AS LONG AS I'M MOVING (BMI)-R. Brown I Can See Everybody's Baby (BMI)-Atlantic 1059	7	5
12.	ROCK AROUND THE CLOCK (ASCAP)-B. Haley. Thirteen Women (BMI)-Dec 29124	8	3
13.	ROLLIN' STONE (BMI)—Marigolds	12	6
14.	THIS IS MY STORY (BMI)—Gene & Eunice Move It Over Baby (BMI)—Aladdin 3282	14	4
15.	DON'T TAKE IT SO HARD (BMI)-E. King Gratefully (BMI)-King 4780	-	- 1

Most Played in Juke Boxes

For survey week ending June 29

RECORDS are ranked in order of the greatest number of plays in luke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined

This Wee	하는 사람이 발생하는 사람이 가는 아이를 받았다면서 보고 있다. 그리고 있다면서 사람이 없는 사람이 없는 사람이 하고 있다면서 하는 사람이 없다면서 하는 사람이	Last Week	Weeks on Chart
1.	AIN'T IT A SHAME? (BMI)-F. Domino	1	5
2.	BO DIDDLEY (BMI)-B. Diddley I'M A MAN (BMI)-Checker 814	3	10
3.	DON'T BE ANGRY (BMI)-N. Brown	2	9
4.	FOOL FOR YOU (BMI)-R. Charles THIS LITTLE GIRL OF MINE (BMI)-Atlantic 1063		1
5.	WHAT'CHA GONNA DO? (BMI)-Drifters	4	14
6.	ROLLER COASTER (BMI)-Little Walter	EC	1
7.	UNCHAINED MELODY (ASCAP)-A. Hibbler	5	7
7.	UNCHAINED MELODY (ASCAP)-R. Hamilton From Here to Eternity (ASCAP)-Epic 9102	7	8
9.	MY BABE (BMI)-Little Walter	5	17
10.	AS LONG AS I'M MOVING (BMI)—R. Brown I CAN SEE EVERYBODY'S BABY (BMI)— Atlantic 1059	8	6
10.	STORY UNTOLD (BMI)-Nutmegs	-	1

Most Played by Jockeys

Make Me Lose My Mind (BMI)-Herald 452

For survey week ending June 29

SIDES are ranked in order of the greatest number of plays on disk lockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. Weeks This

Week	Week	Chart
1. AIN'T IT A SHAME?—F. Domino	1	8
2. IT'S LOVE BABY-L. Brooks		1
3. WHAT'CHA GONNA DO?—Drifters		14
4. MY BABE-Little Walter	8	18
 ROCK AROUND THE CLOCK-B. Haley 	5	4
5. FOOL FOR YOU-R. Charles		1
7. UNCHAINED MELODY-R. Hamilton		10
8. THIS IS MY STORY-Gene & Eunice	4	3
8. MOST OF ALL-Moonglows		11
10. BO DIDDLEY-B. Diddley	4	6
11. THIS LITTLE GIRL OF MINE-R. Charles		1
12. DOOR IS STILL OPEN-Cardinals		13
13. DON'T BE ANGRY-N. Brown	13	11
13. VERDICT-Five Keys	=	1
15. LONELY NIGHTS-Hearts	13	6

Baton 208-BMI

THIS IS IT!!!

"PIDDILY PATTER PATTER"

Nappy Brown

on Savoy 1162

is the Original the First—the Best!!

The Biggest Hit in Years in R&B and Pop





Vee-Jay 141

YOU GO" "WHY DON'T CHU"

TOMMY DEAN WITH JOE BUCKNER

VEE-JAY Records, Inc. 2129 S. Michigan Ave. Chicago Phone: CAlumet 5-6141

The Original

HAVE THE BLUES'

Joe Williams Checker #762

CHECKER RECORD CO. ATER S. COTTAGE GROVE AVE. CHICAGO 11. II

> Sleeper Hit of the Season!

HOW (AN I WIN YOUR LOVE

THE TONE TWINS

Atlantic 1064

THE FINAL CURTAIN

well-known show business personality, June 25 in Chicago.

49, master of ceremonies with clubs and carnivals, at Chicago June 25 after a two-year iliness. He was a member the Showmen's League of America, which conducted the funeral. Burial at Showmen's Rest, Chicago, Survivors include his widow and a daughter.

79, former secretary of the Portage is Prairie, Man., fair board, at Flin Flon, Man, June 17. Survivors include a

In Cherished Memory of My Dear Husband Denny Pugh



Who Passed Away July 10, 1949

IN FOND MEMORY

of Our

PAL and PARTNER **PUGH**

Who Passed Away July 10, 1949

"Always in Our Hearts"

JOE and SALLY

MURPHY

IN MEMORY

DENNY PUGH

who passed on JULY 10, 1949

SIMMY and INEZ CARROLL

daughter, a son, two brothers and three

DEVORE-Lon,

19, son of Tom Devore, ride owner and concessionaire, June 9 of injuries sustained in an automobile accident near Baltimore. At the time of the accident, he was transporting equipment to Petersburg, Va. In addition to his father, he is survived by a sister, Mrs. Mary Pitta.

FITZ-Mabel Elaine.

widely known song and dance performer in the old vaude and legit days, June 19 St. Barnabus Hospital, New York. During her many years in show business, she appeared in vaudeville with McIntyre and Heath and Henry Marshall and later worked as a member of the teams of Burr and Elaine and Elaine and Pitz. She also performed in the musical productions "Lovely Lady" and Boom Boom," Survived by her husband, known professionally as Jolly Hughie Fitz the Clown.

USSE-Mrs. Bichard F.,

wife of Richard F. Lusse, operator of Forest Park, Chalfont, Pa., June 27 in Norristown, Pa.

MARTIN-Kitty Lee.

89, one-time circus and vaudeville performer, June 21 in Prescott, Ari. Known professionally as Kitty Lee, she was the widow of Powder River Jackson Lee, the songwriter who composed "Red River Valley" and "Old Faithful." She and her husband, performing as a team. traveled thruout the world with the Buffalo Bill show. She worked as a trick equestrienne. After leaving the Buffalo Bill show they appeared in vaudeville for 15 years. Burial Mesa, Ariz.

MINEVITCH-Borrah,

52, leader of the famous Harmonica Rascals, June 26 in Neuilly, Prance. He formed his Rascals from a group of 25 boys in 1925. The Harmonica Rascals became popular in the 1930's in night clubs and vaudeville. He varied his programs between jazz and the classics, with a generous dash of comedy. His widow and a daughter survive.

O'HARA-Grace, 50, night club singer, June 23 in Mercy-Fitzgerald Hospital, Philadelphia. She had been in show business 25 years, singing in clubs in Philadelphia, Chicago and New York. Surviving are her mother, Mrs. Margaret Wilkins; three sisters and a brother. Services June 27 in Philadelphia and burial in Fernwood Cemetery there.

POWELL-Mack,

veteran circus advance man, June of injuries sustained in an automobile accident near Coeur d'Alene, Idaho. During his many year in show business, he trouped with Ringling Bros. and various other shows. At the time of his death he was in advance of the Clyde Beatty Circus. Burial in Waco.

RICKEY-Fred.

34, widely known television producer, recently in New York. At the time of his death he was working on "Wide, Wide World," an hour-and-a-half TV show recently aired over NBC.

SAPIRO-Philip Herman, 73, leader of the San Francisco Municipal Band for 35 years, June 23 in San

CHWALB-Daniel S.,

63, former rep show performer. June 18 in Jackson, Tenn. Survived by a son, Daniel Jr., and two brothers, William, Camden, Tenn., and Robert A., Memphis

69, concert violonist and composer. June 23 in Rochester, N. Y. He had played thruout the U. S. and Europe. Among his compositions was "Nocturne Rouge." His widow and a sister survive.

SIMONS-Rube.

well-known circus clown, June 24 in Dedham, Mass. Survived by his widow, a son and a daughter. Burial in Brookdale Cemetery, Dedham.

TUCKER-Genevieve.

80, one-time musical comedy performer. June 19 in Los Angeles. A native of Portland, Ind., she performed in musical comedies for almost 30 years. She appeared on the New York stage with Lillian Russell, Eddie Poy, Frank Daniels. Louise Cummings and Pete Dailey. Her career, which began at the turn of the century, took her across the United States and South Africa in Gilbert and Sullivan operettas and musical comedies.

FARNEY-Earl W.,

55, West Coast circus fan, June 25 in Santa Barbara, Calif. He operated an accounting and tax return firm in that city and was a member of the Pacific Coast Showmen's Association. Survived by his widow, Rosie; a daughter, Nora Lee, and his father, Willis W. Varney. Burial in Santa Barbara Cemetery.



IN MEMORY

JULY 10. 1949

Six Years Have Passed Since You Went Away. You are sadly missed, but you will never be forgotten.

YOUR FRIENDS OF THE MIDWAY

Dallas Fair Park

State Fair of Texas

Reviews of New R & B Records

Continued from page 49

MERCY DEE

FLAIR 1073-Wild performance of rocking material makes for an exciting side. This one could do lots of business, especially on the juke boxes. (Flair, BMI) Oh. Oh Please 73

Mercy Dec has another strong side here, altho it's a bit more on the routine side than the flip. Could do right well, tho. (Flair, BMI)

ROLLEE McGILL

In. My Neighborhood75 MERCURY 70652 - Story ballad about a romantic meeting is sung with feeling by McGill. He conveys the opus effectively and it could pull some action. (Drexall, BMI) Rhythm Rockin' Blues....73

A wild chant in front of exciting ork backing makes this a good bet for juke spots catering to teen-agers. Could grab coin. (Drexell, BMI)

BIG MACEO

GROOVE 5001-This was a big one more than a decade ago and its reissue now could make a lot of sense. The wonderful blues makes powerful good listening, and deejays should hand it spins in bunches. (St. Louis, BMI)

Chicago Breakdown....72 Big Macco shows his skill as an 88-er on this exciting instrumental. Another reissue. (St. Louis, BMI)

RONNIE GREY ORK

Sweet Baby7 CAPITOL 3174 - With the Jets capably handling the vocal, the Grey ork serves up a tasty, pleasantly rocking opus that will fall tantalizingly on the ears of both pop and r.&b. customers. (Simon, BMI)

Run, Manny, Run....73 Introduced and then paced by a brilliant trumpet solo, this material is all the more unusual for its clever lyrics and sturdy beat. Teen-agers will find this flashy number appealing. (Simon, BMI)

LIL MCKENZIE The Others I Like7

GROOVE 0013-An appealing vocal reading of a pop-ish tune with good lyrics patterned on the theme "The others I like, but you I love." Jockeys should play. (Mogull, ASCAP)

Run a' Long....72 Groove's new canary belts out a happy-sounding up-tempo ditty, with nice choral backing by the Four

Students. (Monument, BMI)

LUTHER BOND

I Won't Believe You Anymore7 SAVOY 1159-Luther Bond and his group belt this ditty out in rousing fashion. Has a slightly pop-ish touch despite the conventional repeating figure in the backing. (Savoy, BMI)

It's Written in the Stars 71 A change from the flip. This is a slow, tender ballad. Fair, but not with the impact of the flip. (Crossroads, BMI)

THE FOUR FRIENDS

HARMAD 105-There's a fine beat to this side. The Friends, a mixed group, chant the lyric smartly. Good sound. (Okun, BMI)

By Your Side 69 Routine love ditty chanted by the Friends. Quite pop in character. (Okun, BMI)

THE SQUIRES

MAMBO 105-Turning to this upbeat novelty, the group shows another facet of its talents. While the material is not unusual, the beat and quality of performance helps. (BMI) Sindy 77

This material has a marked resemblance to "Earth Angel," but since it gets the beautifully harmonized styling it does here, its commercial potential is probably all the greater. (Gallo, BMI)

THE SONICS

GROOVE 0012-Groove's new group romps thru an appealing cover job on the catchy "Bumble Bcc." (Conley, BMI) As 1 Live On....73

The boys sob out an effective reading of a plaintiv; weeper, which should grab off play. (Styletone, BMI)

THE TRITONES

GRAND 126-Relaxed instrumental (Continued on page 57)

'39 and 13'

Continued from page 10

was "Dangerous Assignment" in Chicago.

According to the American Research Bureau, the 13 repeat telecasts in its year in Chicago age of the 39 original telecasts. The first 13 drew an average of drew an average of 15.9.

"the very last rating-a resounding Diane and her monkey for two emsee; Danny O'Connor, vocalist; 18.5-set the high for the whole weeks starting July 29 at the New Lee Clare, record impressionist, run."

HOCUS-POCUS

By JAY MARSHALL and FRANCES IRELAND

This is the fourth in a series of articles by Jay Marshall, well-known American magician, emsee and comedian, and his wife, Frances Ireland, operator of the L. L. Ireland Magic Company, Chicago, who recently flew to Lundon for the international magic concluve sponsored by the London Magic Circle. They later toured the Continent and returned to the States early in June. In this and succeeding articles, Jay and Frances will relate their experiences with theatricals in England and on the Continent.

PROSPEROUS the theater | grass, very clean, and vast numbers land, the circus likewise is extremely popular. Remember that England, Scotland and Wales are all together smaller than Texas, yet there are eight touring circuses in Britain, scheduled for a 48-week year each. This is not a bitterly cold climate, but it freezes and snows here. Despite this, the shows work under anvas all year. They have a clever method of heating Children worked in all the booths. the grandstand seats from underneath, so the show may be watched | there were many, the guns are not in comfort. The performers must depend on activity to keep warm, I suppose, which may account for the excitement of an English cir-

The Bertram Mills Circus is the largest of these, starting out in April just as many of our own circuses do. This is the only British circus that travels by train, and they figure it takes three years to make the complete tour. The show returns each Christmas to London's Olympia for the holiday circus season. A big feature of this We saw no Ferris Wheels, no circus is Coco the Clown, aided and abetted by a sort of straightman clown, Percy Huxter.

We had neard a lot about the British "fair" and were anxious to see one. They seem to play thruout the year, weather permitting, and are especially to be seen on bank holidays. We were here Easter Morday, so set off for Hampstead Heath, scene of two the edge of the expanse or fields and both said at the same time: "Why, it's a carrival!" And sure enough, that is what an English fair is today, altho they did once include exhibits of produce, merchandise sales, shows and entertainments, and the like.

had rolling hills covered with soft | b: successful.

has been, and still is, in Eng- of folk were having picnic spreads. Jay's big-city carnival experience never included anything like that. The booths of chance were all like ours, but without (thank goodness) the ear-shattering microphones and speakers. As mentioned before, we again saw very young people selling three darts for a shilling, three balls to knock down a cocoanut. At the shooting galleries, of which chained down, and the targets are so badly lighted that good shooting is very difficult. (Public places, like these, and all other types, are not too well lighted, anyhow.)

Sign on one shooting gallery read: "If you don't kno 7 how to shoot, don't come here to learn." Another sign: "Hot Dogs, Made With Frankfurters.

The rides at the three fairs we have seen were all of the carrousel variety, with a few other small ones of the same types we have. Roller Coasters, but hese may be at the permanent installations at the resorts.

One game was new to us, and possible only here. A chickenwired circular enclosure permitted the crowd to be close to a circular table. Spread all over the table were coins of every value, including paper money. Every 12 inches around the edge was a slot and a such "fairs." Strangers tho we slide. One rolled an English penny were, we had no trouble finding it, (size of our half dollar) down the becruse half of London was going slide, and it rolled out on the table, out there by subway. We stood at then fell over. If it fell squarely on any coin, you get the coin (mostly 3 and 6 pence). Anything but a clean fall completely covering the coin lost your penny. The paper money had a coin in the middle, which had to be covered to win. Business was brisk, and the layout as fascinating as a Las There were a few things that Wegas gambling table. Game could made it different from an American carnival. This particular heath dollars, but we doubt if it would

BURLESQUE BITS

is Mrs. Fred Beck, lives in West- in Chicago. wood, Mass., where Beck, former straight man, is now employed as an athletic instructor. She plans on becoming a vegetable and cattle raiser on the acre and a half of land her home stands on. . Veronica Lester, exotic dancer from Pittsburgh, her home, is the top feature at the 4811 Club in Cicero, Ill. . . . Once a top vaude house patronized by the elite of Indianapolis, the Mutual Follies burly theater will be wrecked soon to make way for a parking lot, according to the Indiana National Bank, owners of the property. Negotiations for the replacement began 28 months ago when the house began operating at a loss in patronage. The edifice was built in 1907 by Volney T. Malott at a cost of \$250,000. Then named the Majestic, its structural beauty, to-gether with its topflight entertain-the Flying Orbs," is now presentjestic, its structural beauty, toment, attracted the city's most ing a new routine in keeping with fashionable element. It finally be-came an eyesore which worsened a new title, "Daisy Crockett, Queen the honky tonk appearance of the of Them All." The act had its Donna Christie, new Hirst wheel land. Wardrobe included a buckstrip, rose to principal ranks all in skin skirt, boots, hat and six-shootone season. Her start was last Sep- ers. Previous to her advent in clubs tember when she was a parade girl and theaters as a featured strip, at the Empire. Newark, N. J., and she spent several seasons on tours later a dancer in the chorus of the with her father, LeRoy Sullivan, drew an average rating that was Hudson, Union City, N. J. Her in an act known as LeRoy and 21 per cent higher than the aver-billing is "The TNT Cirl," and her Roxy, knife impalement and sharp home is in Rochester, N. Y. . . . shooting. . . . New York booker Recent placements by Bob Good- Jimmy White has gathered a pack-10.1. The first 39 drew an average man out of the Milt Schuster office age show which opened July 8 at of 13.1. The 13 repeated episodes in Chicago are Siska and her the Club Caddy in Union City,

Lynn York, featured strip, who strip, Cherry Punch, at the Frolies

Benita Francis, who moved from the Neon Club in Louisville to the Piccadilly Club in Evansville, Ind., for an indefinite stay thru Pat Mc-Claren of Chicago, is perfecting a new act, "Puppets," which she expects will be ready for the road in six weeks. The act is the creation of Gene Temple, now at the Merry-Go-Round in Louisville. . . . Ray Walker, pianist, vocalist and songwriter, opened July 1 at Holl's Inn, Inlet, N. Y., for the summer. . . . Carrie Finnell, while at the Sho Bar in New Orleans last week, was visited by Mickey and Edith Markwood, former co-workers in the good old burly days, now retired New Orleans residents. . . . Mickey macaw, for eight weeks at the N. J. Principals include, besides a "As a matter of fact," he stated, Follies Bergere, Calumet City, Ill.; line of six girls, Bruce Howard, Follies, Los Angeles, and a new and Givins and Ferris, dance team.

Copyrighted ma

Winnipeg Exhibition OK Week Noted Ringling Executives Tops'54 Attendance For Canadian

Gain of 42,000 in Paid Gate Seen Tho Heavy Rain Washes Out One Night

expected to show a final paid at- the fair shared in good business, substantial increase over the 108,- manager. 000 paid gate registered last year, when the exhibition, then confined to six days, used its new plant for the first time.

The big jump in attendance was registered in the face of a heavy rain that hit at about 5 p.m. Thursday (30) and washed out the night. About two inches of rain fell within an hour and a half to mire the Wednesday (29) hypoed the final grounds. But crews that worked all night had the midway and other areas in condition by noon Friday (1).

Water Ski Act Out of Action Until '56 Show

NEW YORK, July 2.-A combination of circumstances has prevented the novel water ski tank act from being booked into any so band from Trinidad, presented parks or fairs for this season, it as a free attraction with the Imwas reported yesterday. The act perial Oil Company as the sponsor, made its debut at last winter's New Sports and Vacation Show in which had not been finished for the Kingsbridge Armory and drew interested spectators in the talent vance of the fair and was a com-

cular tank 40 feet in diameter and farm machinery and farm equipshoulder high, surrounded by a ment, no fewer than 300 pieces catwalk and lined with Koroseal, being displayed. It holds four feet of water or about 40,000 gallons. Weight is 320,000 pounds when full. A water-protected motor housing juts above the water to power the spin of a propeller-like bar. Water ski performers hold a rope on each end of the bar and are pulled around Williams, Ont. the tank at high speeds.

New York Expositions, show sponsors, and pro skier Bruce Parker are partners in the act, and Parker has three girls trained to perform routines in the tank with him. After its New York bow the tank was used at the Los Angeles sports show but 10t since then. It was reported that interest was shown by a major State fair and several bookers, but that the price put on the act could not be met.

Another problem cited was that Parker has become involved in several water ski schools and has not been available to headline the act as a champion, nor to devote any time to its promotion. It was indicated that the act will again be used at next year's sports show, in late February, and that major bookers will be approached to see if a suitable string of dates can be arranged for 1956.

WINNIPEG, July 2. - The, Strength of the exhibition was Greater Winnipeg Exhibition, demonstrated the first three days which tonight winds up its eight- of this week, when 76,000 paid at day run in suburban St. Vital, is the outside gates. All segments of tendance of about 150,000 for a according to E. J. Casey, exhibition

Programmed Feats

A rodeo in for five nights, starting with the opener, and a Saturday (25) matinee produced grosses in those six performances that topped by 10 per cent the receipts for a rodeo that gave two performances a day for the full six days of last year. A car giveaway performance of the rodeo.

Gene Holter's ostrich races were Friday and today.

On the midway the Royal Ameribetter business than last year. Top three shows were "Flashes of '55,"

"Harlem in Havana," and "Dancing Waters," the last named, in for the second year, making a notably strong run. Games concessionaires on the Royal American reported the first real business of the season.

Calypso Band

Added highlights of the fair's attraction program was the daily appearance of a 21-member Calvp-

Commercial exhibit building, '54 fair, was completed well in adplete sellout. The exhibition of-The equipment consists of a cir- fered an outstanding showing of

Visitors to the fair included

Thrill Show

OUTDOOR

FREDERICTON, N. B., July 2. -The Congress of Canadian Daredevils rounded out a satisfactory week here Friday night (24). Show used the race track on the Fredericton Exhibition Grounds and seated about 1,800 customers at \$1.25 straight.

Week had opened at Stanley on Monday (20). This is a small point getting its first look at the rubberat the Exhibition Park on Tuesday good, with the exception (21) and Wednesday (22).

Mercuries and the cannon truck.

Report Good Season

New England, Canadian Tours Termed Okay; Detroit Stand Starts Slowly; Ushers Out

By TOM PARKINSON

DETROIT, July 2.-Top executives of Ringling Bros. and Barnum & Bailey Circus today contradicted continued reports that the show

Michael Burke, John Ringling North's executive, said they have in central New Brunswick and was been "extremely well satisfied" with the tour since the good day's tired ruckus. Saint John, leading business at Red Bank, N. J. He port city, mustered 2,000 a night termed the New England tour as Nashua, N. H. Independent reports The unit has 10 new Fords and said the just-completed tour of Canada drew mediocre business Bobo Canup, of Charlotte, N. C., with the exception of one day, scheduled to be presented Thurs- handles the car that is shot from Saturday (24), in Montreal. Show day night (30) but were rained out the cannon. Buddy Young, of management said Sarnia (31) was and were to give two performances Toronto, is doing the demolition weak, but stated that Montreal was Renee Vallee, rookie, also hail from was the bright spot in an otherwise can Shows were reported as doing Toronto. Bill Cooke is announcer, losing tour of Ontario, and that

this time Montreal was better than anticipated. Hamilton was said to have been fair, along with

Management observed that the has experienced poor business this Canadian tour was better than the alternative of playing New York State, where the show has experienced weak business in past years. including 1954.

Even With '54

Burke said that the show was running about even with last year's business at this point, with a slight edge on the 1954 score. He said the show has been making the nut and that it was looking to the West for its profits.

Detroit, a three-day stand, opened Friday (1) with two very light turnouts, and Saturday's afrollover. Trudy Munro, fem, and up somewhat from 1953, when it ternoon show attracted a small at-

tendance. The show moved smoothly in crossing the border and it set up

in Detroit without special incident. Commenting on the ticket policy which eliminates children's prices at the general admission level, Burke said the price structure had proved satisfactory so far. He said charts were being kept to record the proportion of seats sold in each of the five price levels. He said, too, that an observer was placed from time to time to see whether an undue number of customers left the midway without buying be-(Continued on page 53)

Helicopter Service Set by Disneyland

Ten Flights Daily Slated From L. A.; Funspot to Run Every Day of Week

copter from Los Angeles International Airport to the park here. a day and start with the park's invitational premiere July 17.

Douglas K. Baldwin and Harry who plan to go by automobile to Frost, secretary and concession sec- the park, the possibilities of a freeretary, respectively of the Minne- way to Disneyland are not too sota State Fair, St. Paul, and Wil- bright. The super-highway is now fred Walker, secretary of the Ca- completed to a point south of Nor- publicity fields were canvassed this nadian Lakehead Exhibition, Fort walk, about 10 miles from Disney- week for requests for tickets to the

ANAHEIM, Calif., July 2.—Walt fornia Department of Public Works Disney will real a bid for out-of- estimated that the span between town business for his famed Dis- the completed area and to the park neyland, by flying patrons by heli- would not be ready for service until sometime in 1957.

Schedule for the operation of The service, arranged with Trans Disneyland is being changed, for World Airlines, will offer 10 flights this summer at least, to operate seven days a week. Originally the park was to be closed on Mondays For Los Angeles area residents with the public to be received July Because of the large attendance anticipated, the park will remain open thruout the week.

The press, radio and television land. A spokesman for the Cali- invitational premiere. Arrangements for tickets are being handled by the Hebert-Rose organization. In issuing press passes, this organization requests that tickets be used only by the immediate family of those to whom they are issued. A limit of five tickets to a family is set. However, where there are children that bring the total above the limit, tickets will be issued. Requests for ducats will not be handled after July 5.

FLORIDA SPOT GROWS

Fun Business Booming At Daytona Shoreline

along the Daytona Beach board- charm in evening gowns. co-operation of the city recreation of the Fourth. department.

DAYTONA BEACH, Fla., July gional contests held thruout the 2.-Excellent business is expected South, compete in a talent contest by ride owners and concessionaires held at the Peabody Auditorium. Later the entrants will be judged over the holiday weekend here on the basis of personality and walk. Big draw is the "Dixie finals, a bathing beauty parade, Frolics," three-day annual event will be held at the open-air band sponsored by the local Jaycees with shell on the boardwalk, the evening

Winners and runners-up will split The "Frolics" get under way to- awards consisting of educational night (2) when contestants for the scholarships, cash prizes and mer-Miss Dixie title, winners of 25 re- chandise awards with the added probability of screen tests, personal appearance offers and the chance to enter the professional field.

> beachfront point out that Daytona. unlike many other Florida resorts, has a very active summer season. With the closing of schools, the The games are run by church, frafamily vacation trade from adjoin- ternal and civic organizations. ing States flocks in in full force and the 2,500 hotels, motels and guest cottages in the area enjoy booming business. Free band con- Are Signed by DeRock certs, teen-age dances and other attractions provided by the city and civic groups pull the attendance to high levels thruout the summer season. Operators are unanimous that spending is topping last summer's and that the '55 season will show a record gross.

Units Listed

(Continued on page 53) ing Association.

Jersey Bingo Gets \$19 Mil. In First Year

NEWARK, N. J., July 2.—Gross revenues of \$16,922,351 have been reported in the year that bingo has been legalized in this State.

In the report issued this week by the Bingo Raffles Commission, it was estimated that an additional \$2,000,000 remains to be re-Owners of attractions along the ported and that the ultimate total will be closer to \$19,000,000.

> Legal bingo in New Jersey was approved in a referendum vote.

Six Auto Race Dates

MASON CITY, Ia., July 2.-Six more fairs have been added to the big car schedule of Speedway Car Associates, Leon DeRock, managing director, announced. The additions are Fairbault, Kasson and Albert Lea, in Minnesota; Webster co-publisher of the comic book City, Ia.; North Platte, Neb., and firm, said the booklets will be Rapid City, S. D. DeRock, a for- available for circulation by the The Bowling Center, owned by mer race driver, operates under the Tulsa event before August 15. The ticipants will take part in a specially Robert Hollon, has six conventional sanction of the Central States Rac- press run of several million is

Rotors Rack Up Okay Grosses In Park Stands

LONG BEACH, Calif., July 2.-The world's only two portable Rotors are doing satisfactory business despite bad weather in parks and will move into the fair circuit soon, Elmer Velare, of the Velare Amusement Manufacturing Company, said here.

One Rotor unit, under the road management of Charles Coss, is in Pontchartrain Beach Park, New Orleans. This ride is turning in an average weekly gross of \$4.000 with some weeks running as high as \$7,000. The other unit, managed by James Deal, is in Lakeside Park in Denver, where despite rain and a ld. the gross average is \$3,000.

The Rotor under Goss' direction played the Battle of Flowers in San Antonio and the Cotton Carnival in Memphis. It was moved to New Orleans about May 15 and will remain there until July 28. Its future route includes fairs in Chippewa Falls, Wis.; Illinois State Fair, Springfield; Iowa State Fair, Des Moines, and Kentucky State Fair, Louisville.

The other ride is scheduled for dates at the Wisconsin State Fair, Milwaukee; Michigan State Fair, Detroit, and the Oklahoma State Fair, Oklahoma City.

Tulsa Joins Fair Fun **Book Users**

NEW YORK, July 2.- The Tulsa Exposition will use 50,000 copies of the promotional comic book, "Come to the Fair," in its 1955 promotional campaign.

Mac Culver, sales manager and scheduled for mid-July.

Minn. Aquatennial Slates 120 Events

annual Minneapolis Aquatennial, during the Aquatennial. Randy the nation's largest summer festival Merriman, a hometown boy, brings starring national and local talent along Bess Myerson and the cast and beauty, has scheduled more for "Big Payoff," telecast over CBS than 120 events for the 10-day July 18-22, from the Lyceum run starting July 15.

Festival preview will be the ending July 24.

Two network television shows

MINNEAPOLIS, July 2. - The will originate from Minneapolis Theater here.

NBC "Today" show is sending presentation of the "Aqua Follies" in Jack Les Coulie, right-hand man in Theodore Wirth Park pool here, of Dave Garroway: chimpanzees with Al Sheehan, producer, kicking J. Fred Muggs and Phoebe to take off this feature Wednesday, July part in the festivities. The Aqua-13. for 14 consecutive performances tennial royal party and other par-(Continued on page 53)

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Del Mar Gate Dips Slightly As Weather Hits

First Six Days Attract 120,736; Off 5,000 From '54

DEL MAR, Calif., July 2. Clouded morning skies and cool nights were blamed for the cutting back of the attendance at the annual Southern California Exposition here. Attendance was 5,000 under the 1954 mark for the first six of the 11-day run. The event opened Friday (24).

The total attendance at the almost mid-way mark was 120,736. compared with 125,374 last year. Paid attendance during the first six days was reported ahead of 1954, approximately 1,000 patrons.

However, with good weather prevailing this weekend, Paul T Mannen, secretary-manager, hopes to pull crowds with a strong entertainment program. Latter includes a "Grandstand Revue," produced and directed by Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, for the fourth consecutive year, and the Aut Swenson Thrillcade, making its first area appearance on Sunday and Monday. Lawrence Welk, a feature Monday and Tuesday (27-28), will again appear before the grandstand for two performances July 4.

Open-Pay Gate

The event is again using the one-Junior National Horse Show and National Horse Show, both under the direction of Allen Ross. The National Horse Show winds up tomorrow night (3).

Under the direction of William Arballo, head of the publicity department, the queen of the fair was selected from competitions held thruout the area in the various communities. The queen, known as "The Fairest of the Fair," appears daily accompanied by Don Diego, played for the last nine vears by Tom Hernandez. In the beauty department, the fair staged the contest for "Miss California" Tuesday night. She will be a later this month.

"Dancing Waters" is presented mechanic. for the second time as a free atbetween the exhibit buildings and the carnival lot. The attraction is presented every half hour nightly, starting at 8:30.

Babcock Midway

Frank W. Babcock United Shows are playing the midway for the third consecutive year. On the main midway, Babcock uses 11 major rides. A separate Kiddieland with nine devices is located near the main entrance.

Larry (Bozo the Clown) Valli is playing the entire run of the event with his balloon blowing turn. Harry Flax, Hum-a-Tune impresario, is on the independent midway. Jake Schwartz, of San Francisco, has the independent area novelties.

Press department is under the direction of Arballo with Dick Van Brackle, fair flack, assisting. Assigned to special news features are Johnnie McDonald and Pete Kay, San Diego Union staffers, who are spending vacations in the press room.

Faribault, Minn., Signs MCA Show

FARIBAULT, Minn., July 2 .-Music Corporation of America has minster, Alta., auditorium (2); night grandstand show at the Rice (4); Prince Albert Armory (5), contract for MCA.

CONEY ISLAND, N. Y.

with the Island's progress, one of is a four-abreast Carousel, the propthe largest is the McCullough erty of James, who has as manager brothers, George, Ted, James and James J. McCullough Jr., and as Leonard. Their operations and assistants Edward Gardner and possessions cover a wide area. A William O'Brien. Then there is Kiddieland of 15 rides on Surf Ave- another four-abreast Carousel in nue, corner West 8th, is owned by Prospect Park. Brooklyn, also James and Ted and managed by owned by the four brothers but op-Albert James Joyce, who started erated by George and his assistant, with the McCulloughs six years ago | Edward Rvan Sr. Another assistas a ticket taker. His assistants are ant, Leo Theodosakis, left recently Joel Sena, Robert Wood and Wil- to join the Army. Concessionaires liam Lubyewski. Two parking lots, include Gus Woolfe, corn and soft one at West 8th and one at West drinks, and Arthur Brooks, cotton 15th, are controlled by Theodore, candy and souvenirs, both at West the former managed by two other 8th, and Irving Rubenstein, frozen of Jovce's assistants, Elmer Nicola custard, and Edward Girdes, ringand Joseph Murray, and the latter toss game, at West 15th. by Louis Nioin and Elmer Tegethoff. At Surf Avenue and West die parks within a radius of five 15th is another kiddle park with blocks that strive for patronage. seven rides, managed by Fred One of these is Johnny Ward's Wadman. His assists are Victor leased to John Curran who has a Abraham and Mike Foley. This is Sky Fighter, Roto-Ship, Fire Enowned by the four brothers. On gine, Pony Cart, Motor Boat, Dragthe same spot is a Carousel and Arcade run by Leonard with Jute and Over-the-Waves. For the Esposito managing. On the board-

Rocks' Builds Off-Park Spot Into 5 Games

NEW YORK, July 2.-Space for an additional five-game concessions has been acquired by Rockaways' pay gate, charging 85 cents for Playland, by removing a Tic Tac adults. Opening weekend, a RCA Toe installation on park property is progessing rapidly. First unit approved rodeo was featured along off the corner of 98th Street, of many is due to be completed by with the Don Diego Super-Circus, across Edgemere Boulevard from October 1. Also on the way is the the park. Five game stores have new BMT station at West Sth July 4 weekend.

> Concessionaires at the new location are Harry Currie and Ted Meischler. Currie and his wife Evelyn operate a half dozen stands headed by Vinnie Johnson that rewithin the park, namely a slot rolldown, basketball throw, punk rack, Marco. Also a new Clam Bar metal milk bottles, balloon darts, annex. . . . Frank Bower, an exand over-12.

The new location contains an over-12, ring-the-Coke, balloon darts, huckley buck, and punk rack.

Meischler was one-time owner of the Bubble Bounce which he brought in from Bridgeport several vears ago and sold to the park. contestant in the Miss Universe Since then he has been connected Pageant to be held in Long Beach at various tasks in the funspot, with the reputation of a top ride

Park business generally was traction. However, this year the nearly 10 per cent better than last site was moved to the end of the year's for the week-end preceding 'Avenue of Flags' from its old spot July 4, despite the fact that the late hours on Saturday (25) were lost to rain which, tho light, was also constant enough to discourage much of the patronage.

A series of three weekly beauty contests will start next Saturday (9) with the finals on the 23d. Intention is to select a "Miss Du Mont Television" to appear as guest on WABD video programs.

Tom Scott Unit

CALGARY, Alta., July 2.-The Tommy Scott Show, country and western unit playing arenas, auditoriums and stadiums, has been doing s.r.o. business in Western Canada.

In Cranbrook they gave two shows to accommodate the crowd in the 1,200-seat auditorium. Show plays the fairgrounds pavillion with 3,500 seats in Calgary. It follows a "Grand Ole Opry" unit with Roy Acuff and Minnie Pearl, and is a day ahead of the Ink Spots, singing group.

Show is booked into the Llovdbeen contracted to provide the North Battleford, Sask., auditorium County Fair here August 5-7, Fair Saskatoon Arena (6), Moose Jaw Secretary Frank Duncan an- Auditorium (7), Regina Legion nounced. Eldred Stacey closed the Hall (8), and Weyburn auditorium (9).

Of the many families associated walk in front of Steeplechase Park There are as many as six kid-

> on, Hand Car, Ferris Wheel, Jeep adults Curran is introducing this season a Rock-o-Plane brought from Salem, Ore., the only one on the Island. Other rides for adults are Big Whip, Carousel (36 capacity) and a Roller Coaster. Manager is Robert Buckley and head maintenance man Michael Curran, John's brother. . . . Al Lesser has been appointed by Jerry Shapiro as manager of the pan game in Wonderland Park. . . . Stanley Ehrman, brother of Monroe Ehrman, publicity chief for the Chamber of Commerce, is in his second season bossing the Riviera restaurant and bar facing the beach in Sea Gate.

Construction of the Oceanarium been constructed in time for the which is to be one end or the overhead ramp connecting the station with the Aquarium. . . . Frank and Ronnie Gulmi's Oceanside Tavern on the Bowery has a new ork placed the one led by Jimmie De-Marine, is making his debut this season as an Island concessionaire operating a balloon game on Jones



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R-B Execs Say Business Good

Continued from page 51

cause children pay full price. thru the Poughkeepsie, N. Y., J. McKenna no longer is with the stand, indicated that the scale was show and next week starts work all right. A second check was to with a commercial firm in Sarasota. cover the period thru the end of Original plans to move the Sarathe Detroit run. Burke said the sota office to the show train and

the scale if the need developed. Other developments on Ringling staff there.

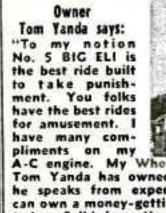
included these:

briefly, have been discharged and and Minneapolis. General Agent Scooter. the staff of girl ushers increased. Paul Eagles' recent trip from the There are six male directors now West Coast to New York was to helping direct the department. Use discuss only, routine details of of a tightened gate, involving routing. turnstiles not only at the marquee but also at the connection, continues.

Sked Finance Survey

Operation of the show's finance and auditing department still is unsettled. Since the Sarasota, Fla., office was ordered closed, however, a new man is scheduled to





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start a survey of the problems in-One chart, covering the tour volved. Meanwhile, Auditor Fred show is not tied fast to the present cut the staff to include only clerical policy and that it would change help have been amended so that Lorne Russell is staying with the

The route beyond Chicago has All male ushers, on the show been changed to include St. Paul

Milton Pickman, promotiona manager, declared that press agents were being granted "unlimited" numbers of passes with the qualification that they must account for use of the ducats. This was in sharp contrast with reports from some newspapers that newsrooms were being allowed as little as one-eighth of previous ticket

Eddie Johnson, former contracting press agent, now is a fifth member of the show's general press staff. Pickman switched Johnson's duties as part of the reorganization of press and TV departments. A New York advertising agency is doing much of the press contract-

Charles Schuler was assigned by

young hippo were delivered here, and beach paraphernalia.

Daytona Beach Continued from page 51

THE BILLBOARD

alleys, miniature golf on the roof and houses approximately amusement machines owned by Brown & Beyer. Merchandise prizes are given for point scores on ski ball and shuffle alleys. Frank Johns owns the Midway Recreation Center and has upward of 75 amusement machines working plus a rooftop golf course. In adjoining floor space, he also operates a

Rides in the midway area are owned by Turner Scott, who has a Ferris Wheel, Ridee-O, Caterpillar, Roller Coaster and Kiddie Autos. Iim Forrest has an Octopus, Wheel Merry-Go-Round, Tilt-a-Whirl and Kiddie Fire Engines. On Alec DeFlorio's location are live ponies, Chairplanes, pony cart, kiddie ride and three concessions. One ride, not erected here, will be booked elsewhere for the summer.

Playland consists of eight varied hanky panks operated by Owner William Flannagan and his agents. The Ocean Pier, recently purchased by Theodore Kypreos, features nightly dancing with the Gene Tuck band and Jeanne Rand, vocalist. Daytimes the pier is open for fishing, snacks and bar service. Kypreos is gratified with the way business is shaping up and predicts a good summer.

Other active concessions which Pickman to Chicago, where he line the beach for miles are snack would set up an office for dis- and refreshment set-ups, renters of tributing material to radio and TV floats, cabanas, beach umbrellas, motor scooters, bicycles and midget A baby African elephant and a cars, and purveyors of souvenirs Builds Air Calliopes

Minn. Aguatennial Sets Events

• Continued from page 51

'Aqua Follies" pool.

annual Aquatennial two-hour radio variety acts, bands and community show in Municipal Auditorium, has sings in neighborhood parks; spesigned Bob, Gary and Kathy Cros-

along with the Modernaires and the Aquatennial Roving Unit, local radio personalities, including package program made up of local Cedric Adams. Show is scheduled entertainers and by the Aqua Jes-

Festival schedule also includes a 9:30 a.m. three-hour parade thru downtown district July 16; torchlight parade, 8:30 p.m. Wednesday, July 20, with at least 40 top bands already signed to participate in both, plus crack drill teams, dozens

of floats and hundreds of marchers. Climaxing the Aquatennial is the Star Night and Coronation program Friday night, July 22, in Parade Stadium. Two hours of top vaudeville entertainment still being signed, singing by the Naval Aviation Cadet Choir from Pensacola, Fla., and appearance of several movie stars will be highlighted by selection of a new Queen of the Lakes to succeed Marlene Dolbec, reigning beauty over the 1955 festival. There are 40 candidates seeking to succeed her, with the retiring queen crowning her successor during the coronation presentation. Reigning with the queen are R. W. Blackmur, Aquatennial president, and Karl Diessner, commodore.

Other programs will include water shows; thrill performances by the Navy's jet flight demonstration team, the Blue Angels; 16th annual Music Festival, with winners going to the Chicagoland Mu-

Mills Seeks Date In Brooklyn Area

FUNKSTOWN, Md., July 2 .-Mills Bros.' Circus has had agents in Brooklyn in an effort to contract one or more stands in the metropolitan area, but General Manager Jack Mills said this week that the plan had been dropped because adequate auspices had not been obtained.

Few circuses other than Ringling-Barnum have played metropolitan New York in recent years. Biller Bros. played a Christmasseason stand, and Polack Eastern put a show into a theater at the same time of year. Several shows, however, have played Long Island

staged "Today" telecast from the sic Festival; Children's Trip Through Wonderland; nightly con-WCCO-Radio, which stages an certs from Lake Harriet bandstand; by to headline this year's program, institutions thruout the State by ters, clown organization.

Al Sheehan has signed Johnny O'Brien to headline the 1955 "Aqua Follies" show in the Wirth pool, with Howard Hardin, emsee, and Nita and Peppy, acro-balance team.

Joanne Millin is girl swimming lead, sharing honors with Irma Lozano, Mexican hi-tower diving champion. Other water stars are Bruce Harlan, Olympic champ; Al Coffee, U. S. Navy diver; Jack Calhoun, Florida swimming instructor; Eddie Chamberlain, comic diver, plus old favorites Charlie Diehl, Hobie Billingsley, Orwin

Harvey and Tommy Thompson. The stage line will include 14 dancers and six posers under the direction of Betty Gour. Helen Starr, of the University of Minnesota, again directs the 24-girl water ballet made up of the top gal swimmers in Twin Cities high schools and colleges. Ben Barnett's 15piece orchestra will provide music, with "Red" Mcleod in charge of arrangements. Marie Kuhlman is stage director, Fred Smith in charge of properties.

From here Sheehan takes his "Aqua Follies" to the Seattle Sea Fair for the run July 28-August 10.

III. Legislature Okays Chicago Arena Proposal

SPRINGFIELD, Ill., July 2.-The State Legislature has passed bills to permit preliminary work toward building Chicago's proposed \$34,000,000 convention hall on the lake front. The governor is expected to sign the legislation without delay.

They provide for setting up a "metropolitan fair and exposition authority" empowered to issue bonds, select and acquire a site from the Chicago park district, and design the building.

There has been some opposition to the project. Numerous organizations and individuals in Chicago have voiced opposition to the suggested site, which is the former location of the Century of Progress and the more recent Railroad Fair.

Some Chicagoans and several members of the Legislature objected to the entire building plan, charging it would be a "white elephant" and that it was improper competition by the city with privately owned auditoriums and

Some legislators objected to the fund raising plan, which involves grants-in-aid to some Illinois fairs. One group of State representatives staged a filibuster protesting the measures. A State senator predicted more money would be requested in the future.

DANVILLE, Ill., July 2.—Raymond A. Walton said here this MERRY GO ROUNDS . BOAT RIDE . AUTO week his firm in building new air ROLLER COASTER . JOLLY CATERPILLAR . TANK calliopes is making both gasoline SKY FIGHTER . BUGGY . GASOLINE SPOR and electric models and an automatic player-roll model. Walton said he has been in the circus business for 25 years and that his calliones are being constructed by a builder with 50 years' experience cial presentations in hospitals and in calliope and band organ fields.

> John Ringling North has scheduled his European trip to begin July 13 when he leaves New York aboard the Ille de France.

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AUDITORIUMS-ARENAS

Feature Page Puts New Value in Oakland Schedule

By TOM PARKINSON

Monthly booking schedule sheets serve different purposes for nearly every auditorium or arena that issues them, but most local businesses. Altho it is of the sheets are like the others, readied two months ahead, it Not so with that issued by Lin Lueddeke for the Oakland (Calif.) Auditorium, where he is director.

events booked into the building aires and unions.) follows a page to which he deand future.

racers out when the National "feature page." Roadster Show came in. (A real publicity job.)"

Comes early this year. . . . Remember, a whole new Oakland front of the building. . . .

Lueddeke also includes urgings that readers get up and go to auditorium events. The sheet is open to nearly any type of comment.

Moreover, it comes out as much as two months in advance. This bulletin, Lueddeke states, goes to hotels, neighborhood newspapers, restaurants and other business houses with an interest in auditorium events and crowds. Printers and others soliciting business from shows often call the auditorium. As the director points out, this proves

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promoters not familiar with local merchants and services.

Since the schedule comes out well in advance, it is of value to both the shows and these has proved to be 90 per cent accurate. (A more accurate sheet comes out later and is distributed to those particularly concerned, such as police, Cham-Lueddcke's routine list of bers of Commerce, concession-

The past-present-future feavotes a paragraph each to com- ture has served several specific ments on events past, present purposes. In the past, Lueddeke says, many restaurants and ho-It's all done in an informal, tels paid little or no attention to light-hearted manner. And it the routine listing of events and gives him a place to comment discarded the sheet without conabout events just closed, those sideration or benefit. By adding current in the building and those the front page and writing in that can be spotted on the ho- relaxed, humorous or unorthodox style, he has captured at-One entry read: "The past tention for the bookings. Now (just)-Automobiles were really people are constantly stopping a big part of our immediate past. Lueddeke on the street to refer No sooner were the midget to remarks he has made on the

Those novel paragraphs also have caught the eye of city of-Another: "The future (closer ficials, including the city counthan you realize). Everyone cilmen, Listing of future events wants to know about the circus. has led them to ask questions and this has given the building management the opportunity to Spring Garden Show this year. discuss working operations. This . . . Still reworking plans for a is better, Lueddeke observes, new parking development in than answering questions after an event is held.

> Oakland has a special situation which Lueddeke puts this

> "I feel that for a town like Oakland, which is just across the bay from San Francisco and its world-wide fame as an entertainment city, that any encouragement we can give local restaurants and hotels to urge people to plan evenings in Oakland and include an event in the Oakland Auditorium is of a very definite benefit to the community."

The unusual page of informal to be a convenience to outside comment helps do that trick.

Mack Shutters To Reorganize

COLUMBUS, O., July 2.-The Fred J. Mack Circus is closing for a few days, according to President Fred D. Pfening Jr., who said the layoff was for reorganization and possibly some retrenching.

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PETER CERTIK, age 14, missing since April 1, 1955. Weight 130 pounds, height 5 feet 10 inches, eyes light blue, blond hair. Identifying mark, mole on left cheek. Appears older, could pass for 16 years. Drives car, truck or tractor. Indications may be with traveling show. Please contact SUPT. PHIL M. BROWN or SGT. ED STANWYCK, Illinois State Police, Springfield, IIL Phone: Springfield 6651.



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Food, Parking Pact Inked by Reade Chain

OAKHURST, N. J., July 2.-A third major catering contract within a month has been procured by the Walter Reade Theaters organization, this one the annual American Shakespearean Festival at Stratford, Conn., where Reade will operate the food sales and will operate the food sales and 4-6; (Fair) Langdon 11-13; (Fair) Hamilwill operate the food sales and parking lot. It is a six-year centract.

Reade also operates food sales at Storyland Village kid amusement center in Neptune, N. J., and at Fairytown, U. S. A., another Cumberland Valley: Tullahoma, Tenn. such enterprise in Middle Village, Long Island.

The catering department operates a multi-million-dollar annual business in theaters, restaurants, stock car and flat horse racing Drago Am.: North Judson, Ind. Drew, James H.: Point Pleasant, W. Va.; business in theaters, restaurants, tracks, and beach clubs in New York and New Jersey, and has been rapidly expanding into this field. Walter Reade Theaters operates more than 40 theaters in the conventional and drive-in fields in New York, New Jersey and Cali-

Paramount Pyro **Furnishes Salutes** For Civil Defense

TULSA, Okla., July 2. - The Gold Medal: Staunton, Va. Paramount Fireworks Company has Golden West: Elbow Lake, Minn. found a new use for pyrotechnicsas warnings for the appearance of enemy aircraft and tornados. The firm is working with Civilian Defense agencies of nearby Muskogee, fense agencies of nearby Muskogee, Gooding Am. Co., No. 7: Greencastle, Ind. Okla., experimenting on the use Gooding Am. Co., No. 8: Cleveland. Gooding Am. Co., No. 9: West Carrollton. of fireworks for these purposes.

Paramount is furnishing mortars that are located at police and fire Greater Dixieland Expo.: Corydon, Is. duty at all times and can fire salutes. In the event of tornado warnings, three extra-heavy aerial salutes are fired at 10-second intervals. After the danger has passed, green colors are fired high into the sky. except different colors are being

Civilian Defense officials figure the pyrotechnics will make a good auxiliary warning system in case Hill's Greater: Hallock, Minn., 4-7. of an attack that knocks out electrical service.

Fred Herrin Jr., general manager of the firm, said Paramount will Hottle, Buff, No. 2: Alpha, Ill., 6-9. fire shows at 58 fairs this year, starting in North Dakota in July and ending November 30 in the Rio Crande Valley.

Biz Reported Good At Texas Kid Spot

LONGVIEW, Tex., July 2. -Business is reported good by H. Doornenbal, who with A. Palmeter opened Playland Park here this spring. Playland, a Kiddieland, is on Highway 80, one mile east of est growing industrial towns. The owners formerly operated spots in Victoria, Beaumont and Port Arthur, Tex.

Line-up of attractions includes M. D. Am.: Weatherly, Pa.; Middletown a 10-hole miniature golf course, an archery range that offers a moving bear target, Merry-Co-Round, Miniature Train, Ferris Wheel, Trolley Car, Plane, Boats, Kiddie Cars, refreshment stand, and souvenir and gift shop, operated by Lois Palmeter.

The operators cater to private parties during morning hours, getting four to eight such events a week. The park is open to the public from 1 to 11 p.m., daily.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Alamo Expo.: Casper, Wyo., 6-9. American Beauty: Canton, Mo.; Moberly Am. Co. of America: (Fair) Anderson, Ind. Amusements of America: Oswego, N. Y. Badger State: Barnesville, Minn., 7-9; Warren 14-16.

Baker United: Linton, Ind.; Beach Grove 11-16. Beam's Attrs : Sligo, Pa. Bee's Old Reliable: Wheelwright, Ky .;

Mount Sterling 11-14.

Belle City: (Fair) Pewaukee, Wis., 6-10; (Pair) Waterford 14-17. Bernard & Barry: London, Ont.; Toronto

THE BILLBOARD

11-16. Big Four: Johnson Creek, Wis., 6-10. Big State: McGregor, Tex. Blue Grass: Waukegan, Ill. Blue Valley: Breckenridge, Mo., 6-9. Borderland: Van Horn, Tex., 4-10. Briggs, A. R.: Ripley, W. Va.; Roseville, O., 11-16. Buck, O. C.: Claremont, N. H.

Burke, Harry: Oakdale, La., 5-11. Burkharts: Colfax, Ill.; Kewanee 11-16. Byers Bros.: Brooklyn, Ia. Capital City: Burkesville, Ky. Carl, A. J.: Capac, Mich., 7-10. Caravella Am.; Tyrone, Pa.; Bellefonte

Carpenter Bros.: Green Springs, O., 6-9. Carroll's Greater: Tolley, N. D., 7-9; (Pair) Flaxton 11-13; (Pair) Crosby 14-16. Central States: Huron, S. D., 6-9; South

Sioux City, Neb., 11-16. Cetlin & Wilson: Menands, N. Y. Cherokee Am. Co.: Spring Hill, Kan., 7-9;

Coney Island: Prestonburg, Ky. Continental: Woodsville, N. H. Crafts Expo.: Chico, Calif. Crafts Expo.: Marysville, Calif. Cross Roads Am. Co.: Twin Lake, Mich.,

Cunningham's Expo.: Parkersburg, W. Va Davis Am. Co.: Odell, Ore., 6-10. Del Flore Am.: Irwin, Pa.; Avonmore 11-16. Dickson United: Weleetka, Okla. Dobson's United: Prarie Parm, Wis., 8-10. Down River Am. Co.: Dexter, Mich., 6-10;

Columbus, O., 11-16. Dudley, D. S.: Fort Collins, Colo., 7-16. Dumont: Chilhowie, Va. Dyer's Greater: Amboy, Ill.; DeKalb 11-16. Eddie's Expo.: Franklin, Pa. Emshoff: Viola, Wis., 8-10; Walworth

13-16. Fair & Expo.: Carrollton, Ky., 7-16. Pairtime: Santa Cruz, Calif., 6-10. Pidler's United: Depue, Ill. Frame's Greater: Ripley, N. Y., 3-5; Phelps 7-10; Holly 12-16.
Franklin, Don, No. 1: Lake Geneva, Wis., 6-11; (Fair) Stoughton 14-17. Franklin, Don, No. 2: Missouri Valley, Ia. Gayland: Biggar, Sask., 7-9.
G. & B.: Buckhannon, W. Va.
Gem City: (Fair) Paducah, Ky.
Gentsch, J. A.: Huntingdon, Tenn.; New

Albany, Miss., 11-16. Georgia Am. Co.: Cleveland, Ga. Gladstone Expo.: Henderson, Ky., 6-9;

Gooding Am. Co., No. 1: Chillicothe, O. Gooding Am. Co., No. 2: Hudson, Mich. Gooding Am. Co., No. 3: Indiana, Pa. Gooding Am. Co., No. 4: Brooklyn, O. Gooding Am. Co., No. 5: Elkhart, Ind. Gooding Am. Co., No. 6: Martins Perry, O.

Grand American: Newton, Ia., 4-5; Toledo 7-9; Wilton Junction 14-16. stations, where personnel are on H. & H. Am. Co.: Woodstock, Va. Hale's Shows of Tomorrow: Chariton, Ia., 4; Lenox 6-9; Bellevue, Neb., 11-16. Hammond, Bob: Granbury, Tex., 5-9. Hannah's Am.: Greensburg, Pa.: Black Lick 11-16. Hannum, Morris: Conshohocken, Pa., 6-16.

Happy Attrs.: Quaker City, O., 6-9; New Washington 12-16. Happyland: Monroe, Mich., 6-10. Harrison Greater: Snow Hill, N. C. Enemy attack signals work the same Harrison Greater: Snow Hill, N. C. Labell

7-9. Heller's Acme: Wycoff, N. J.; Haskell 11-16. Heth, L. J.: (Pair) Sparts, Ill., 5-16. Hiawatha: Luckey, O., 6-9; Perrysburg 11-

16. Hill's Greater: (Fair) Ada, Minn. Holiday Am. Co.: (Fair) Williamsburg, Kan., 6-9; (Fair) Pomona 12-16. Holly Am. Co.: Atlanta. Hottle, Buff, No. 1: Pairfield, Ill.; Newton

11-16. Howard, Ray S.: Willowick, O., 5-10; Northfield 11-17. Hugo's Novelty Expo.: Warrensburg, Mo.;

Hardin 13-16. Ideal Rides: Sellersburg, Ind. Imperial, No. 1: (Fair) Brownstown, Ill., 4-8; (Pair) Carrollton 10-15. Imperial, No. 2: (Fair) Jerseyville, Ill.; (Fair) Hillsboro 11-16. Johnny's United: Brazil, Ind.

Ken-Penn Am.: Punxsutawney, Pa.; Eastwood 11-16. Key City: Demotte, Ind., 6-9. Kile, Floyd O.: Marceline, Mo.; Cabool

King Bros.: Wall, S. D., 9-10; Philip 15-17, King Shows, Ltd.: Willowdale, Ont.; Oakville 14-16. Klein Am. Co.: Alpha, Minn., 5-6; Blooming Prairie, Minn., 7-10; Arlington, S. D.

Lagasse Am. Co., No. 1: White River June-Longview, one of East Texas' fast- Leeright's Midway: Broadus, Mont., 6-9; Circle 11-13; Jordan 14-16. Lee's United: Bridgeport (Saginaw), Mich.,

6-12. Lewis, Ted: Cliffwood, N. J. McKenna's Rides & Am.: New Holstein, Wis., 8-10; Lakewood 15-17.

11-16. Manning, Ross: Alleghany, N. Y.; Hammonton, N. J., 12-16. Marks, John H .: Stamford, Conn.

Marvel: Danvers, Ili., 7-9. Maryland Bazaar Unit: Hyattsville, Md. Merriam's Midway: Detroit Lakes, Minn., 7-10; Glenwood 11-13; Buffalo 14-16. Merry Midway: Center Point, Ia., 6-9. Metropolitan: Alton, Ill., 4-16. Midway of Mirth: Pocahontas, Ill. Mighty Hoosier State: Olney, Ill.

Mighty Interstate: Plain City, O. Motor State: Oxford, Mich., 7-10, Bradner, O., 12-16. Mullins Royal Pine: Dover-Poxcroft, Me.

Mound City, No. 2: Nevada, Mo.; Sailsbury

(Continued on page 66)

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Balley-Cristiani: Lewiston, Mont., 5; Great Palls 7-9; Glendive 11-12; Miles City 13-14; Livingston 15-16; Helena 18-19; Polson 21; Kalispell 22-23. Beatty, Clyde: Spokane, 5; Coeur d'Alene, Idaho, 6; Moscow 7; Lewiston 8; Walla Walla, Wash., 9; Pendleton, Ore., 10; Pasco, Wash., 11; Sunnyside 12; Yakima 13; Ellensburg 14; Renton 15; Everett 16;

Anacortes 12.

Burling Bros.: Waynesboro, O., 5; Malvern 6; Letonia 7; New Waterford 8; Bessemer 9; Wampum I1; New Wilmington 12; Cochranton 13; Sandy Lake 14;

Jamestown 15.
Cole, Geo. W.: Galveston, Ind., 5; Mont-peller 6; Albany 7; Summitville 8; Frankton 9. Hagen Bros.: Niagara Palls, N. Y., 5; North

Tonawanda 6; Lockport 7; Rochester 8 Hunt Bros .: Lake Ronkonkoma, N. Y., 5; Patchogue 6; Brentwood 7; Deer Park 8; North Bellmore 9; Mamaroneck II; Stamford, Conn., 12.

Kelly-Miller: Esterville, Ia., 5; Algona 6; Iowa Falls 7; Waverly 8; Manchester 9; Elkader 10.

King Bros.-Cole Bros.: Port Huron, Mich., 5; Bad Axe 6; Bay City 7; Alma 8; Owosso 9; Mount Pleasant 10; Muskegon 11; Ludington 12; Cadillac 13; Traverse City 14; Petoskey 15; Cheboygan 16; St. Ignace 17; Sault Ste Marie 18.

Mills Bros.: Bloomsburg, Pa., 5; Hazelton 6; Wilkes-Barre 7; Scranton 8; Honesdale 9; Binghamton, N. Y., 11; Sidney 12; Norwich 13; Hamilton 14; Cortland 15: Auburn 16. Packs, Tom: Mattoon, Ill., 6; Flora 7;

Indianapolis 9-10. Polack Bros. Eastern: Rapid City, S. D., 8-10; Pargo, N. D., 14-15; Mankato, Minn., 18-19; Topeka, Kan., 21-23; Quincy, Ill., 26-28; Glaesburg 29-30.

Polack Bros.' Western: Eureka, Calif., 7-9; Chico 12-13; Redwood City 15-17. Ring Bros.: Asbury Park, N. J., 5; Point Pleasant 6: Toms River 7; Forked River 8; Beach Haven 9; Cape May 11. Ringling Bros, and Barnum & Bailey: Canton, O., 5; Pittsburgh 6-8; Youngs-

town, O., 9. Strong, John A.: Kannarville, Utah, 5; Parowan 6; Emercy 7; Ferron 8; Hunt-ington 9; Castle Dale 11. Von Bros : Black River, N. Y., 5; Philadelphia 6; Gouverneur 7; Harrisville 8; Newton Falls 9; Cranberry Lake 10; Norfolk 11; Waddington 12.

Ward-Bell: Anchorage, Alaska, 6; Fair-

Ice Shows

Holiday on Ice, International, No. 1 Rome, Italy, 5-17; Gothenburgh, Sweden Ice Vogues of 1955: Calgary, Alta., 11-16; Minot, N. D., 18-23.

Miscellaneous

Plunkett's Stageshow: Julesburg, Colo. Hitler Car Exhibit: Grand Rapids, Minn., 5-6; Bemidji 7-8; International Falls 9-10; Virginia 11-13; Ely 14-15; Two Harbors 16; Ashland, Wis., 18-19.

O'Day, Marie, Palace Car: Shelbyville, Ky., 5-6; La Grange 7; Carroliton 8-9; Georgetown 11-12; Cynthiana 13-14; Flemingsburg 15-16.

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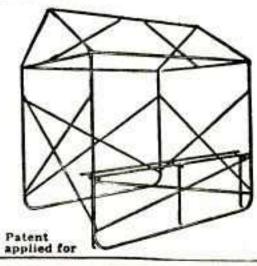
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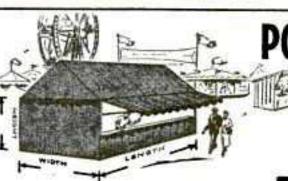


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CONVERTS WASTE LAND

III. State Fair Preps Conservation Area

Chief change has been the conversion of a 40-acre waste land nto a scenic area. Undertaken in s designed to demonstrate conervation as it should be practiced n Illinois.

lucks, geese and other wildfowl in time for the fair's opening. native to the State have been placed in two of these. In other nival site has been leveled and conections, animals, including four verted into a lot for parking 300 pison, three elk and 10 deer, will

SPRINGFIELD, Ill., July 2.—The be quartered. Another section will 336-acre Illinois State Fairgrounds feature small game, birds and prednere has been given considerable atory creatures in cages. Nearby, ace-lifting in preparation for the a miniature forest nursery, provides 0-day State fair which opens Au- a demonstration area for the raising of quail and pheasants.

New Horse Barns

Two new horse barns, providing stalls for 80 harness horses, are to 53, the development of the area be erected in time for the fair at the north side of the race track, increasing the fair's stabling facilities to about 380 stalls. A paddock, Three ponds dot the area, and with 62 stalls, is also to be erected

A rolling area west of the car-(Continued on page 57)

Ribbons

Trophies

Premiums

Illinois State Fair offerings

\$132,681.00

Association offerings

\$11,592.39



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* * * * * * * * * * * * * * * * *

WANTED ARK.-OKLAHOMA FREE FAIR

Ft. Smith, Ark., Sept. 10-16

Concessions of all kind for independent midway. Stock Concessions, Hanky Panks, Long Range Gallery, Jewelry, Novelties, Pitch to Win, Candy Floss, Photos, Ball Games; any kind of Stock Concessions. Sorry, Corn Game booked. No grift, no

Contact K. G. CLAPP 100 N. 8 St., Ft. Smith, Ark. Phone: SUnset 3-1636 or SU 3-6313.

WASHINGTON COUNTY FARMERS' & MERCHANTS' FAIR ASSN., Inc.

SALEM, INDIANA Now booking Concessions for the Big Fair, August 15 through 21, 1955. All Concessions open for booking except Bingo, Cotton Candy, Snowball, Pop Corn, Ice Cream and Eating Stands. Can use Jewelry. Stands, Photo, Hi-Striker, Ball Games, Fish Pond, Duck Pond, Pitch-Till-You-Win, String Game, Hoop-La, Coke Bottle, Age and Weight, Novelty, Glass Pitch, or what have you? We will not consider booking flats or gypsies doing anything. Interested in a few small Shows of merit. Fair association has independent midway, no organized carnival. Riley's Rides are contracted. Contact

MURRIL MEADORS, Mgr. Concessions, Post Office Box 167, Salem, Indiana. Phone 35.

IKE'S VISITS AID 2 N. E. FAIR PLANTS

NEW YORK, July 2.-President Eisenhower's appearance at two New England fair plants during his swing thru that territory helped focus attention on the annuals, both of which will operate within the next two months.

While the plants gained prominent mention nationally, the publicity they received in their own drawing areas should help at the box office. The lucky events are the Rutland (Vt.) Fair and the Skowhegan (Me.) Fair.

FREE GATE

Bedford Ups Grandstand In Policy Shift

BEDFORD, Ia., July 2.-Other Iowa fairmen will watch closely the results of the Taylor County fair this year. The fair, in operation 80 years, will operate with free outside gates for the first time in its history.

The fair will run July 26-31. In the past the fair has charged 50 cents at the gate and 50 cents for grandstand seats. This year there will be no charge at the gate but the grandstand tickets have including harness racing, an ice nounced. show, racing ostrichs and other to the fair due to the free gate.

of fence around the race track so latter produced and staged by Isathe activities without buying a ductions, San Francisco.

Artists to Vie At Pittsburgh

PITTSBURGH, July 2. - The Allegheny County Fair and the art exhibit at the annual, Septem- ist. ber 1-5.

be awarded. Twelve winners will be selected by a panel of three midway. judges. The 13th winner will be determined by popular vote.

Ohio Managers' Group Hears Cooper and Brown

fair management to be held in No- of both rural and city people. vember under the direction of the College of Agriculture at Ohio State University.

"Fairs of Ohio, taken collective-

ly have really become big business, with approximately 3,000,000 people attending Ohio's fairs annually," Governor Cooper said. "The dynamic age in which we are now living demands that we give serious study to all phases of fair management, including costs, improvement of programs and many other problems which face fair boards. That is why we believe this refresher course at Ohio State University will be of real value," he said.

Secretary of State Ted W.

Vallejo, Calif., Skeds Strong Attraction Bill

VALLEJO, Calif., July 2.-Topflight entertainment, a race meet, and a record number of exhibits will be featured at the annual Sobeen increased to one buck. To lano County Fair, which opens here improve grandstand attendance, the Friday (8) for nine days, Terry fair has booked bigger attractions, Rowe, secretary-manager, an-

Included in the program are two acts. The carnival has agreed to night appearances of the Aut Swenincrease the money it will turn over son Thrillcade, an RCA-approved rodeo, an Armed Forces talent The fair built about 1,000 feet show, and a grandstand show, the that the free guests can't watch belle Whall, of Fun Unlimited Pro-

The grandstand show talent includes Francesa, ballerina, the first three days; Boxley and Marie, illusionists, the last six days; Jack Reese Jr., emsee and director of special events; the Mandarins, Oriental acrobats; Duke Art, novelties in clay; Ken Card, banjo humorist; the Wheelers, marimba Amateur Artists Association of trio; Three Aces, high act, and Phil Pittsburgh will sponsor an amateur Arden, musical director and organ-

Larry (Bozo the Clown) Valli will George E. Kelly, fair director, offer strolling entertainment on the said 13 prizes totaling \$185 would independent midway.

West Coast Shows will play the

Fair will use the one-pay gate policy, charging 50 cents for adults.

COLUMBUS, O., July 2.-Ohio | Brown, speaking on "Making Fair Managers' Association at its Progress and Economy Work Toannual mid-summer conference in gether," commended Ohio fairs for Columbus, Tuesday (28), heard finding that "fine balance" in their former Governor Myers Y. Cooper programs which will stimulate inexplain plans for a short course in terest and accendance on the part

> "When we look at the vast expenditures for correctional institutions and the provisions made to cope with crime," Brown said, "we may be reminded how penny-wise and pound-foolish' we may become (Continued on page 57)

YOU'LL BUY

THE FOUR WHIRLWINDS

WHEN YOU SEE THEM ON SUPER CIRCUS T. V., JULY 10

Cyclonic Comedy Roller Skating on a small elevated table AVAILABLE STARTING JULY 11

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LYNCH BROKERS MULL QUITTING FAIR SCENE

NEW YORK, July 2. - Invest-| started three seasons back to conment exhibits of the Merrill Lynch, struct displays and make them Pierce, Fenner & Beane brokerage available to local office managers. firm at fairs may not be continued Judgment of the manager was the this season, it was learned this basis for any decision to exhibit, week. The company reported dis- and their same theory will be apcouragement over the number of plied this year, but it was said the requests for information and visits house does not have its original to its local offices resulting from enthusiasm due to the weak refair displays.

Cognizant of the chance to approach people with investment data on a grass-roots level, the company

WANT

Carnival of ten to twelve Rides and five to eight Shows for CLARENDON COUNTY AGRL. FAIR October 17-22

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HUNTSVILLE, ALA.

SEPT. 26-OCT. 1

Choice locations on independent midway area available for choice independent Concessions of all kinds, including Bingo. MARIE DICKSON

Secretary and Treasurer

34th Street Armory here. Some 100,000 free admissions were estimated by the Pinkerton personnel assigned, and about 27,000 requests for material and visits to offices were reported. A unique educational show, it offered a 10-exhibit seminar on in-

The company reported very good

results from its recent How to In-

vest Show held May 24-30 at the

sponse earned thus far.

vesting, plus displays by six companies and two business groups. They showed their growth, stability and future, including several consumer products not yet on the market. Several proposals for touring the How to Invest Show in major cities are being considered, but there has been no decision yet.

Communications to 2160 Patterson St., Cincinnati 22, O.

ROADSHOW REP

comment on the Silas Green Show stops for well-known old-time perand want to say that I agree that formers. too much emphasis is put on the tab style show," writes Sid Burley from Vicksburg, Miss. "However, I know its hard to get talent such as we had in the old days. My opinion is that most tent shows spend little or nothing for bills that could help their talent put on a good show."

From Newton, Mass., Frank Brotherton pens that he is glad to note that Billy Wehle's new show will come into New England and is willing to bet that it will do business. "Say what you will about New England, it is fine summer show country for a tented attraction, providing something worthwhile is offered," said Brotherton.

A. J. McDonald writes from Providence, R. I.: "Had a long trip in New York State the summer of 1954 with a leading publication and, as I once knew the State, having been in advance of various shows in the old days, I was surprised at how little is left of small-town showbiz. Binghampton used to be a good city for 10-20-30, minstrel and other shows, and the small towns around it were hot spots for med and other traveling outfits. They're as dead as the playing fairs, celebrations and Arctic regions now. In the Cherry other outdoor events with his Valley area that was once the home steam calliope, is currently on tour of the DeRue brothers, I could in Kentucky with a Rural Electrinot meet one person who remem- fication Association unit show. He R. L., men's figures; Sally Peabered the shows of the early '20's, was a visitor at the home office of and I found the story to be the The Billboard in Cincinnati Monsame at a number of other small day (27) of last week.

"Was glad to read the recent | towns that used to be regular

Val Balfour's "Passion Play," which will be presented this summer at Watkins Glen, N. Y., in the Finger Lakes region, is now in rehearsal. Judas will again be played by Paul Holden, who has done the ing Championship, June 23-26, a role on tour with the company. Matt Sheridan and Frank Rough- Boulevard, is being hailed by conton are among others of the tourrole of Pilate: James Beasley, King day to run-off, drew 352 dance. da Schouten, Salome; Sally Tyler, six States. Claudia, and Mary Bennet, the widow of Nain. Another road tour for the show is planned to follow the Labor Day Closing at Watkins

Harry and Billie Shell, Farmington, Mo., while on a recent vacation, spent a few days in Toronto with the Milt Hale show out of was better than half. Extra parknow district manager for the Hires Company in Toronto.

Bob Corbin, erstwhile repster, who in more recent years has been

Drivin' 'Round the Drive-Ins

\$100,000 on the Brandywine Drive-In, outside of Wilmington. Del., and expects to open July 1 with first runs. . . . In Lancaster. to open shortly with the completion of all construction, last week ran into a legal snarl when adjacent property owners filed for an injunction to restrain agents or emplovees of the theater from entering or using the premises of the plaintiffs. The complaint named as defendants By-Pass Theaters, Inc., and Jacob A. and William A. Martin, who are charged with having invaded and destroyed some 40 feet of pastureland in the installation of a large storm-water drainpipe. . . . Interested in the new drive-in being built in Shillington, Pa., with 1,000-car capacity by Gordon White, Buffalo, builder; Morris Weinstein, attorney, and M. Katz, associated with Western Auto Vending Company, both of Buffalo, N. Y.

William E. Lind, vice-president and general manager of A.R.A. Manufacturing of Fort Worth, has developed a drive-in aid conditioner, similar to a room air conditioner, with many of its component parts. It is mounted on a stand above or alongside the parked car. Two tubes are attached to the car window, one feeding cool air into the car, the other pulling used air out. In the winter, warm, dehumidified air is fec. into the car.

The Ellis Drive-In, formerly the Brandywine, Wilmington, Del., will formally reopen on Wednesday (29), with accommodation for more than 1,000 automobiles, twice its former size. A. M. Ellis Theaters Company announced the drivein is under the supervision of Larry Ruch, district manager for the firm, and the manager will be Don Warner, at present manager of the firm's Chester Pike Drive-In, Ches-

AT LOW COST

New and guaranteed rebuilt equipment from 373. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8' 50¢: 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

The A. M. Ellis Theaters chain, I ter, Pa. The management also an-Philadelphia, reported spending nounced that it will provide firstrun pictures. to run a full week. Newark, ladies' speed. When shorter films are booked there will be two features. Yearround operation is planned with Pa., the Comet Drive-In, scheduled the drive-in open at least on weekends during the winter. The box office has been relocated, new cars. This addition ups the parking roads have been built and a fence capacity of the grounds to about put around the property. Baffles 15,000 cars. Parking space for an have been built to keep outside noises out of the theater area. The new screen is said to be 100 feet wide and adaptable for Cinema-Scope. The projection equipment has been increased to 130 amperes to show new kinds of film. The gate, is to be further improved. theater will provide a cafeteria, be- according to Strother G. Jones, fair children's recreation, with rides and other equipment for youngsters up to six years old. An attendant will be provided.

Reviews of New R & B Records

Continued from page 50

with good sound and beat and an effective riff. Sweet and Lovely 73

Another nice side. Tune is the oldie, and it's done with quiet taste.

LAWRENCE PEEL AND THE FILATONES

GRAND 128-Instrumental with good beat and musicianship. The Latin beat is flavored with an oriental Strain (Slotkin, BMI)

Song of Sadac 65 More oriental-flavored r.&b. One side's enough. (Slotkin, BMI)

THE GRIFFINS

MERCURY 70650 -The group has a ballad here with a haunting melodic line and a touching emotional message. They present it with taste and subdued showmanship. (Munson,

Bad Little Girl 67 A jumping little novelty tune that is

amiable enough, tho not too different from a host of others. The spirit and enthusiasm of the Griffins partly overcomes weakness of material. (Manson, BMI)

ERNIE ANDREWS

SPARK 108 - Eraie's warbling is highly stylized, and he chants a nice

Hail RSROA's Northeastern As a Topper

BROOKLYN, July 2-The 11th annual RSROA Northeastern Skat-Empire Rollerdrome, 200 Empire testants and spectators as a record ing cast who will play the sum- breaker. Event, which required mer stand. Robert Cercotti has the three fuil days and half of opening Herod; Bill Whiting, Malcus; Lin- figure and speed contestants from

> All contestants qualified by placing first, second or third in a State competition. Place-winners at Empire became eligible to compete in the RSROA American Meet, July 24-30 at the Rollercade in Toledo, O.

Attendance for the Regional was with W. R. and Lottie Chagnon. hypoed by sale of \$3.50 "season The Shells and Chagnons trouped tickets" which admitted the buyer together on the old Leslie Kell to all daytime and evening sessions. show. The Chagnons also did stints The saving over single admission Dothan, Ala., and the Ed Nutt and ing. always a problem, was arthe Sedgwick shows. Chagnon is ranged with the parking field management at nearby Ebbets Field. home of the Brooklyn Dodgers. Booths for manufacturer displays were sold at the rink.

> Senior division winners were Edgar Watrous, of Hartford, Conn., men's singles; Elizabeth Klein, Wal-Cliffe Rink, Elmont, ladies' singles; Henry Haffke, Riverdale, body, Riverdale, R. I., ladies' figures; Warren Colozzo and Patricia Benedict, Eastern Parkway, Brooklyn, pairs; Charles Wahlig and Miriam Centaro, Fordham Palace, the Bronx, dance; De-John-Trotter-Hessemann-McSweeney, Wal-Cliffe, fours; Charles Wahlig, Fordham, men's speed, and Elizabeth Stelker, New Dreamland,

III. State Fair

• Continued from page 56

additional 100 trucks is also being boroughs with only one roller skatprovided in the livestock area.

In the intervening weeks before the fair opens the recreation-picnic site, immediately inside the main sides its snack bar. One part in manager. Cement walkways have the area has been set aside for already been laid around a bandstand in the plot and more than 100 evergreens have been planted in the area.

set, offers considerable variety. "Holiday on Ice" will be presented on Fort Mill High School grounds. on a two-a-night-basis each night of the fair, while the Amusement Company of America again will be back on the midway.

The night grandstand program will offer a Barnes-Carruthers revue five nights, starting Monday. August 15. Acts to appear with the B-C show include Bandy's Creat Danes, the King and Queen of the Sky, ice skater Bill Wade; the Rudells, trampoline, and the Seven Ashtons, Risley.

Opening night grandstand bill will offer Singers Nelson Eddy and Cale Sherwood, Lou Breese and his ork, and one-legged Arthur Dick dancing and roller skating on crutches. WLS "National Barn Dance," with Lulu Belle and Scottv. comedian Red Blanchard. Homer and Jethro, Bob Atcher, and Grace Wilson, will be in Saturday night, August 13.

Victor Borge and Dennis Day will top the Saturday. August 20. bill. Also programmed with them are the Crew Cuts, Jan Garber and ork, and the Four Step Brothers, dancers.

ballad. Organ backing is effective. (Regent, BMI)

the Still of the Night 65 Ernie belts out the great Cole Porter standard here. The side's not quite as good as the flip. (Chappell, ASCAP)

Brown's New Dreamland Converting to Bowling

(Buddy) Brown's plush New Dreamland Arena, a skating landmark at 985 Frelinghuysen Avenue since October, 1941, has been sold to become a 36-alley bowling establishment. Brown, a founder of the Roller Skating Rink Operators' Association of America, announced the sale on Monday (27), following the RSROA Northeastern Regional meet at Empire Rollerdrome, Brooklyn. The rink featured an unobstructed skating surface, 225 feet by 110, one of the nation's

According to Edward Miller, of Newark, who heads the new operation, the opening for bowling will be around Labor Day. Miller is installing automatic pin-setters by AMF and the new submarine ball returns. The name will be "Dreamland Bowling Arena."

New Dreamland's closing was the fourth by a major metropolitan

SUMMER SLUMP

Reason for Gay Blades' Shuttering

NEW YORK, July 2.-For the first time since conversion to roller skating in pre-World War II days, in the national meet in Toledo. operator Lou Brecker is closing Gay Blades Rollerdrome, Broad- and his partner, Pauline Nutter of way and 52d Street, for the sum- New Castle, won first place in the mer months. Shutdown of the air- junior dance division. They are conditioned skatery will follow members of the Merryland Dance public sessions on July 4. Poor and Figure Club, Glasgow, Del. attendance is blamed for the and will also compete in the naclange in policy.

Brecker, who plans to reopen on Thursday, September 1, announces that the rink will be available during the summer months to large groups wanting to rent the entire building for skating parties or other

The shutdown leaves the five ing place open, giant Empire Rollerdrome, 200 Empire Boulevard, Brooklyn, Empire, operated by the Durante family with Frank Gallagher as pro, operates evenings, except Sundays and Mondays.

Cement Slab Rollery For Fort Mill, S. C.

FORT MILL. S. C., July 2 .-Permission has been granted Col. The attraction program, already Elliot White Springs, textile manufacturer, to construct a roller rink

> The concrete skating surface will be 110 feet by 60 feet. A new type process reportedly will be used to pour the entire slab without expansion cracks and with no danger of it cracking.

> Work on the project is scheduled to be completed before the end

Ohio Managers

Continued from page 56

if we do not furnish enough money to fairs for such character-building activities they furnish-especially the junior departments.

He further commended Ohio fairs for their interest in both farm and city youth, as reflected in their junior fairs.

NEWARK, N. J., July 2.-Vic area rollerdrome this year. Proviously, Nat Steinberg and Ben Class were forced out of Queens Rink, Elmhurst, to make way for a new superhighway. Both the Staten Island Rolladium operated by Harry Kleicman, and Ben Scher's Springfield Cardens Rink, were converted to business operations of another nature. Brown, one of the nation's colorfu! rink operators, plans to stay in roller

Wilmington Area Skaters Click in Eastern Regional

WILMINGTON. Det., July 2. -When roller skaters from all over the United States compete in the American Championship Meet at Toledo, O., July 24-31, the Wilmington, Del., area will be well represented. Four members of the Printz Skating Club of the Printz Roller Way here won first place in the mixed relay contest at the Eastern Regional Roller Skating Championship Saturday (18) in Norfolk,

They are Bunny Wardell, Payton Cherrix, Shirley Hill and Jim

David Godwin, New Castle, and his partner. Frances Ciach, took first place in the novice division. Both are members of the Printz Skating Glub, and will compete

Gregg Codwin, David's brother, tional meet

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250 PR. NEW MEN'S SHOES, leather lined, broken sizes, formerly \$6.75. NOW 3600 ECONOMY PRECISION Bearings, fit any wheel 150 SETS ROYAL PRECISION 350 SETS HOWARD FIBRE PRE-CISION WHEELS WOOL POM-POMS, all colors .. 3.00 Dt.

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Iowa Farm Centers Click for Millers

K-M Business Leads Tent Circus Field; More Animals Purchased; Staffers Named

Kelly & Miller Bros.' Circus seemed Red Compton, Side Show canvas. to be pacing the tented circus field as it continued its run of good busi- and road marker; Richard O. Seatness thru Iowa.

three-quarter house in the afternoon and a full house at night despite rain. Washington, Ia., Saturday (25), had three-quarter and near-full houses, with local sources terming the night business the best a circus has had there in years.

The Sunday stop, scheduled as usual for afternoon only, was Sigourney, and it pulled a straw house. No show had made the town since K-M was there in 1948.

Farmers Busy

Ideal weather extended thru the period. This was both good and bad since it meant that farmers could keep busy in the fields. The afternoon business done by the show was unusually strong in some areas when farm schedules were considered.

Grinnell, the Monday (27) stand however, had a half house in the afternoon. The night house was back up at the near-full mark.

The big show performers include Maurice Marmolejo, Shirley Lindemann Logan, the MacIntoshes, and Fred Logan with the elephants, along with other acts. The Skating Carltons closed last week.

Animal Annex

In place of a Side Show the K-M operation this year has a Wild Animal Museum, with Guy Smick as manager. In it are the 11 elephants, cage animals and other menagerie attractions. Separate, however, are the snake and gorilla pit shows, giraffe show, pony ride and little horses show.

Kelly-Miller has taken delivery on three camels. They are in addition to the six which are in Hollywood for picture work. In addition to the giraffe and rhino added recently, the show has bought a new tapir, crane and emu as well as a baby elephant bought in Florida just before the season opened.

Staff Listed

Help situation has been fair, with the show moving on time and with an adequate number of truck drivers on hand.

include:

Obert Miller, general manager; D. R. Miller and Kelly Miller, coowners; Art Miller, general agent; Pete Smith, superintendent; Tedd stake-puller. Meyers, press agent; Sid Stevenson, red wagon and mail agent; Tom King, little horses; Doug Riggs, giraffe show; Lil and John Long, combined pie car and cookhouse;

Wirth Again Will Produce At Springfield

NEW YORK, July 2.-Frank hung on wires like shower curtains Wirth Agency has been awarded a contract to produce a circus for the Melha Shrine Temple, Springfield, Mass., next May. The show will again be staged in the Coliseum on the grounds of the Eastern Making Tour States Exposition.

Wirth produced the show, a revival, in the Coliseum last May, A special meeting was called to award the new contract after a report from the committee showed this year's event was highly successful.

CRINNELL, Ia., July 2.-Al G. the Sheers, pony ride and concert;

Also Harry Thomsas, banners terday, national advertising; Sylvia Oskaloosa, Friday (24), pulled a Thompson, purchasing agent; Deacon and Dave MacIntosh, mechanical department; Corky Clark, electrician; Tommy Bentley, equestrian director; Jack Kofron, bandmaster; Shot Egan and Buster Todd, connection ticket sellers; Freddie Logan, track ticket seller; Red Farraher, ring stock; Camel Dutch Narfski, menagerie superintendent; Freddie Logan, elephant superintendent; Mr. and Mrs. Obert Miller, front door; Kelly Miller, Dale Miller and Karen Miller, white wagon; Guy Smuck, Side Show; Roger Agnew, carpenter and water wagon; Edward Cliquot Young, big-top canvas boss; Ione Stevens, concessions, and Don Mac-Intosh, assistant concessions superintendent.

SCATTERDAY

GRINNELL, Ia., July 2 .-Dick Scatterday, national advertising representative of the Al G. Kelly & Miller Bros.' Circus, keeps the towners busier than ever this year with downtown displays.

His regular accounts are repeating. These include taking the elephants to the Chevrolet dealer's and sending a sixhorse hitch with Frigidaire's polar bear display wagon and a six-pony team with a Red Goose Shoe float to local stores.

New is a national tie-in with the movie "Daddy Long Legs," using a clown and stilt-walker. Another deal has an elephant bouncing on a mattress in front of a furniture store. The tractor-elephant tug-of-war stunt for International Harvester has been moved from the showgrounds to the tractor agency in most cases. Still another elephant is taken to a grocery supermarket to stage a "birthday party" for Swansdown cake flour. There are other tie-ins on the

DISPLAY BALLYS

lot.

MAGNESIUM CARTS

New Polack Equipment Reduces Bulk, Weight

Polack Bros.' Circus has added flown from all guy lines. flash to the layout and speed to the work, according to show staffers and performers. Included are vehicles and equipment designed by Harold Voise, production manager. Arthur Wallenda designed the lighting system. Dick Slavton designed the sound system.

Principal item is a four-h.p. Bantam tractor. The small threewheeler is used to haul two specially built low flat-bed carts, These are used for loading and unloading all types of equipment. An automatic stake driver is mounted on the tractor and includes a gasoline-powered air hammer with a special head.

Extremely light-weight metal, magnesium, has been used for building hand carts, used in prop changes and for an eight-foot lad-The staff and department heads der. A small portable welding machine has been acquired for repair and construction work on the spot. A ratchet suspended from a metal tripod is a light and fast

"Bridge" on Poles

Show is using four aluminum poles for hanging rigging of aerial bar, web, loop-loops and single trap acts. The bar act is himg between the two inner poles. To provide rigidity there, an aluminum bridge similar to a TV antenna tower spans the distance between poles. The bridge may be telescoped to fit available space.

Also for outdoor dates is a band top and two 50-foot sidewalls to frame the back. The sidewalls are

Henry Bros. Of Missouri

TRENTON, N. J., July 2,-Henry Bros.' Circus is touring Missouri now and has been operating Thursday, said that he had no comcontinuously. Glen Henry said here ment to make at this time. He was this week that the family circus was completing television publicity going along as before. His imme- duties for that stand and was un-Newsweek, issued dated June 25, diate family left the show to make decided as to whether he would

quipment on the Eastern unit of event of high wind. Pennants are

Sound, Lights

The high-fidelity sound system includes a dual 50-watt amplifier, eight weatherproof speakers that may be used in any combination of pairs, an all-direction mike for the band, another mike for the band, another mike for the announcer, a third for the clowns and special announcements, plus sets of mike and speaker cords in 50. 100 and 150-foot lengths to fit various fields and buildings.

for hanging between the four officials. poles, a 4.000-watt pan light be-

DOOR IS OPEN

R-B, Garden Plan **Opposition Moves**

Bailey Circus refuses to accept a are interested. new contract for a period of five move is up to the circus.

The Ringling circus stands ready to stage its annual spring appearance in New York under canvas if the Garden refuses a downward revision of its present contract terms, including the acceptance of a one-year pact. The next move is up to the Garden.

So said spokesmen Ned Irish, executive vice-president of the midtown arena, and Michael Burke, second in command to John Ringling North, circus prexy, when queried here this week.

Rumors Rampant

The last meeting between Irish and North was held shortly after the circus ended its \$1,800,000 40-day run at the Garden last May 9. Both sides stated their case, as outlined generally above, at the time. Since then references to the breach, and what might be done by either side to counteract the end of the 33-year association, have found their way into public prints, both in the form of news stories and as column items.

The Garden reportedly wants to retain, or increase, its \$400,000 rental fee while the circus wants to OGDEN, Utah, July 2.-New so they may be removed quickly in cart away more than the meager \$100,000. Production, staging and operating costs reportedly gobbled up the remaining \$1,300,000.

While the door has been left open for the resumption of negotiations by either party, the time element is not presently a factor and there is no show of anxiety on either side.

Garden Plans

While the thought of even coming close to duplicating the Ring-ling production is awesome, Garden execs have explored the possibility and feel that they can do the job. Experts Arthur M. Con-Lighting includes a dozen 1,500- cello, former general manager of watt floods mounted in pairs on the Ringling show, and George A. eight-foot stands, gelatin screens Hamid, major agency head and a for colored light, six 2,000-watt partner in the Hamid-Morton infloods, stringers of 20 bulbs each door circus, have talked to Garden

The intricacies of rigging the tween center poles, two 3,000-watt huge arena could be overcome by pan lights between other poles, the use of the equipment and talstringers of white and colored ent of Orrin Davenport. Matching lights for various high acts, a spot the elaborate costuming of the cirlight and a self-contained switch- cus, which can be charged off night (29) to 16,200 paid customers board box with equipment heavy against a lengthy tour as opposed enough to carry the load if all to the Garden's planned one-shot 18,000 persons. lights were to be on at one time. |effort, can be accomplished, Gar-

NEW YORK, July 2.-Madison den execs say, at minimum cost by Square Garden stands ready to packaging the wardrobe needs of produce its own circus next spring all of the major productions in if Ringling Bros. and Barnum & which the Garden, or its directors,

Talent poses no serious probyears on the old terms. The next lems. The Clyde Beatty wild animal act, easily the circus attraction best known to the public, has been mentioned as a feature. The traditional sawdust turns, acrobats, aerialists, and even elephants, would be available in quantity and quality, particularly in April.

R-B Title Important

The principal problem, and one that could not be overcome, would be the loss of the Ringling title. While it is impossible to measure the actual worth of the Ringling title to the Garden gross, it is safe to assume that it is considerable.

Meanwhile the Ringling folk have been giving some thought to the possible end of their association with the Garden. The Polo Grounds, home of the New York Ciants, is a possible under-canvas site, Burke admitted. Both the inside of the stadium and the adjoining parking lot are in the picture. Other possible sites are also said to be under consideration.

Principal problem attached to an under-canvas showing would be the weather. It wouldn't be to the Big Show's advantage to be second in. They would do everything possible to either pre-date or day and date a Garden offering. This would mean a March opening and the probability of cold, damp weather requiring heat.

Chances are that the Garden and the circus would like to have the matter resolved but, as the spokesmen say, the move is up to the other fellow.

Succession of Strong Turnouts

ST. LOUIS, July 2.—The Tom Packs Circus has been running up a succession of strong turnouts.

It -opened a Shrine-sponsored six-night stand here Wednesday and the following night showed to

Alton, Ill., played Monday (27), yielded excellent business in a new outdoor stadium. Approximately 8,000 paid to see the engagement, which was sponsored by a Shrine

The four-day Nashville Shrine engagement, which ended Saturday (25), was the best in many years. For the first time in a number of years the show was given good weather in the Tennessee city, and the turnouts at Sulphur Dell ball park matched the

Minnie Alzana, injured in a fall June 16 at Robinson, Ill., is back, working again in the high-wire act.

Dr. Davenport Quits Gainesville Post

GAINESVILLE, Tex., July 2.-Dr. A. A. Davenport has resigned as president of the Gainesville Community Circus. He said pressure of his own professional work with the reorganized press depart- left no time for the circus. A meeting is to be called to name a suc-

A rosin-back horse the show a nod to Clyde Beatty, Hamid- not change the status of the show, briefly or go direct to New York, this was apparently not a part of purchased several years ago from Morton, Hunt Bros., Kelly-Miller, he said. The Glen Henrys played where he has a theater offer pend- the department reorganization. Tex the Loyal-Repenski Family was Bailey-Cristiani and King Bros. & Steel Pier, Atlantic City, for 10 ing. Kelley is highly regarded as Copeland, utility man, also was re- found dead in a pasture where trucks had been driving.

Kelley Out as Ringling Closes TV Department

SARNIA, Ont., July 2.—Ringling known to have turned down earlier this week abolished the position held by F. Beverly Kelley as direc- ling. tor of television publicity.

In confirming the action. Michael Burke, executive assistant to John Ringling North, said that the radio-TV and newspaper press departments had been combined into one press department. Press agents Frank Braden, Allen Lester and Eddie Howe are scheduled to take on radio and TV work with their newspaper publicity work, with Ed Knoblaugh as head of the department.

Kelley, contacted in Detroit an agent for legit shows and is ported leaving the show.

Bros. and Barnum & Bailey Circus offers of positions with road companies in order to be with Ring-

Burke stated that Ringling management feels its press staff is "versatile enough" to include broadcast publicity and said if it proved otherwise the show would have to "look elsewhere for new blood,"

While principals declined to discuss the situation, it was known that Milton Pickman, promotional director, was responsible for Kelley's leaving.

It was understood that Charles Schuler, also a member of the television-radio department, was to be

Scott Hall, press agent back on cessor. carries a story about Ringling, with a different booking, but this did return to his Delaware, O., home the show, reportedly has left, but

WANTED

PHOHEMEN, CREW MANAGERS, PROGRAM, U.P.C., BANNERS

Can use Men and Women, Pay daily. We have towns waiting.

(Bill Osborne, answer)

Phone: RA 7-4751, Duluth, Minn.

Chamber of Commerce Circus Offices in Providence and Springfield,

UPC'S-BLOCK TICKETS-BANNERS Collect and pay daily, We will work until last of November with the season's best dates now coming.

J. F. SHAFER East Providence 1-7716 152 Warren Ave., East Providence, R. I. No collects

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PHONEMEN

Fire Dept. Deals. Season's work. Joe Candrea and Ted Brooks, answer.

CHAIRMAN

AL 7-2679-Madison, Wis. You pay yours, I'll pay mine.

PHONEMEN

WANTED FOR SHRINE TEMPLE DEAL TOM PACKS CIRCUS. CONTACT

PAT MULVEY Phone: King 9-9154) Alexandria, Va.

ACTS

FOR JULY 13

Eastern auditorium date. Ed Widaman, Mei Hall, Spiller, contact me. More dates to follow. Answer

HARRY SWANK Davy Crockett Circus, Pataskala, Ohio

PHONEMEN

Can use 8 for spots in Ky, and Tenn. Pay daily. Strong sponsor. Call

> RAY STEVENS Hotel Ventura, Ashland, Ky.

CAPABLE PHONEMAN

WANTED

For strongly endorsed County Deal, Call Clint (Doc) Butler Orlando Hotel, Decatur, Illinois, in evening. Or address: Room 210, Standard Building, Decatur, Illinois,

WANTED

Strong Circus Trumpet, union, Wire

JACK KOFRON, Bandleader

Kelly Miller Circus, as per route

HUNT BROS.' CIRCUS

WANTS FOR BALANCE OF SEASON

Troupe of 4 or 5 people doing at least 2 (eature acts, also fill-in numbers; Cornel and Double Drummer for Band; Side Show Boss Canvasman and other Useful People in all departments. Answer as per route.

PHONEMEN

Book, Tickets. Year round, new deal

just started, \$15,000 in Taps.

BOB FEENEY 935 Gist Ave. Silver Spring, Md.

WANT 10 PHONEMEN WIDE AWAKE CIVIC SPONSORSHIP

TOLEDO, OHIO Will be at Commodore Perry Hotel, Toledo, Ohio, Aug. 20. Contact

SAM WARD OF TOMMY O'BRIEN Shrine Circus Office, Reno, Nev., until Aug. 15.

PHONEMEN

Boys' Camp Deal. Plenty of Good Calls.

Chrm. Circus Comm. Room 306, Morgan Bidg., Buffalo, N. Y. Tel.: Mohawk 5706

-PHONEMEN-

Book and tix. OMAHA OPPORTUNITY CENTER (school for handicapped chil-drea) is aponsor for this top-flight deal. Mr. Ley, answer; what happened, Jack? Hollywood Attractions 1417 Farnom ATlantic 2969 Nebraska

UNDER THE MARQUEE

cently. The same sheet carried a too. . . E. F. Brown, formerly of New Jersey, now lives in Phoebusiness was good last year but slow this time.

Joseph McCarthy, Ringling wardrobe boss, left the Allentown, Pa., hospital for Sarasota recently, accompanied by his wife. Genevieve. He entered the hospital while in Allentown with the show, and now plans to recuperate in Sarasota. Robert D. Good, of Allentown, reports that Donald Robinson, R-B tractor driver, was still in the hospital there, but that Fred Mills, also of R-B, has returned to the show.

Mike C. Piccolo visited Jack Mills, Joe Rossi and others on the Mills show. Also on hand were Leonard Sangston, John Jamison, Helen K. Dunn, Jimmy Andrews and Tom Brownfield. . . . The Dolly Copeland Tent, Number 76, of CFA, was organized at Chevenne, Wyo., with 19 members on hand. Dr. Louis Catellier, president, gave a talk. Taking part in the program were Tedd Prichard, Carl Harms, Paul Gunnels, N. A Oursler, and Marian Prichard. Tent is named for the Ringling performer.

Troy Scruggs, Royal American Shows, and a daughter, Susan, caught the Kelly-Miller show at Bushnell, Ill., visiting with Fred Logan. . . . Joe Gilligan, formerly with King, is with Hunt Bros. . . Billy Pape is still recuperating at

Bill White caught Bailey-Cristiani at Sheridan, Wyo., and met Big Bob Stevens, Stevens' daughter and son-in-law, Tommy Com-

WANTED

Experienced Circus Cook, also Bannerman with car. Slats Beeson, contact.

JIMMY GALLAHER

No phones here.

Ring Brothers' Circus Asbury Park, N. J., July 5; Paint Pleasant, 6; Toms River, 7; Forked River, 8; Beach Haven, 9; Cape May, 11.

WANT Week of August 15 HIGH ACT

CHIMPANZEE ACT

E. R. Gray Evansville, Ind. 685 Sweetser Ave.

3 PHONEMEN WANTED

Year book, UPC tickets, banners. Good sponsors. Other shows to follow (Scott Percell, contact.

D. MORRIS

Windsor Hotel Hannibal, Mo.

PHONEMEN WANTED

Troy and Albany for Knights of Co-lumbus, U.P.C. and Banners. Deal just started and will run at least 4 weeks.

ERNIE MALONE Ashley 4-6251 Troy, N. Y. HERB LEHMAN 624232 Albany, N. Y.

HAPPY DAVIS

Please call or wire collect immediately GEORGE PENNY

Bailey-Cristiani Circus, per route. Lewiston, 4-5; Great Falls, 7-8-9; Glendive, 11-12: Miles City, 13-14; Livingston, 15-16, all Montana,

PHONEMEN

Established trade newspaper, Now on our special issue of the year. Cards to call from, all with last year's cutoffs of sales made. Pay daily, pickup the same day. This is just outside of Philadelphia.

MACK WITZER 396 Avon Road Upper Darby, Penna. Flanders 2-1900 P.S.: T. O. and Bill Howard, call.

WANTED ANIMAL ACTS

For Fall Run, Open Sept. 16. Wanted-Top-notch General Agent that can book. Write

H. W. (JAKE) JACOBSEN 514 Royal Union Bidg., Dec Moines, Iowa Phones: 5-1446 or 4-5500

Arthur L. Crampton, Flint, stock and Eddie Hodgini. . . . After and Vern Henry dusted off fish Mich., who clowns special dates leaving Ringling's ticket departas "Joe Hanneford" or "Biffo," was ment, Bill McGough went to work subject of an article in The Detroit | with the outdoor opera series at Free Press Sunday magazine re- Dallas. . . . Warren (Rube) Simonds, clown, who is ill, tells that story about him several years ago, the CFA convention sent him a greeting. . . . Working at a "circus night" at the Oakland-Hollywood nix, Ariz., and reports clowning baseball game in Oakland, Calif., June 24, were the Lane Trio, Effie, the Elephant, Deen Brothers, Twinkles, the Clown, Three Dees and Pinky Lee, TV name. Don Marcks, Oakland, clowned for the Oakland Senior Citizens Show.

Ringling visitors included Harry

LaMarr Troupe, Bobby Nelson, Mrs. Louise Reed, Yorkie, the Clown, the E. E. Rowlands, the Charles DeCoes, the Emil Pallenbergs and daughter, Dibirma; Steve and Veronica Neubauer, Blink, the Palisades clown; Crawford Droege, of the World of Mirth; Dr. Ganey and party, who gave a chowder party between shows; Mrs. Paul Albert and CFA members Don Frances, Gil Conlinn, the Bill Days, John L. Sullivan, Dr. H. H. Conley, the Walter Hohenadels, the Melvin Olsens, Julian Jiminez, Paul Van Pool, the Frank Van Epps, Bette Leonard, Herman Quinius, Don Smith, the Wallace Anlbergs. Charles Casher, John Boyle, Norman Senhauser, Benny Kronberger, Floyd McClintock, Roger Brown, the John Arters, Alex Garretson, Joe Minchin, Jim Hoye, Tip Stone, Helen Hoye and the Herm Lindens.

From Paul Kaye and Polack's Eastern unit: Louis Stern and others of the Western unit visited at Las Vegas . . . Most of the personnel caught several shows at Las Vegas hotels. . . . Ralph Oyseth escaped with minor injuries when the truck he was driving was nearly demol-2930 Hawthorne Street, Sarasota. ished. His passenger, Henshen Torreanis, was uninjured. . . . Those in the company who move by train were guests recently of Kris Krinkle. He caught a basketful of of trout and had them prepared in the dining car for the group. . . Rose Murphy came on in Las Vagas for a visit but ended up doing web and loop-the-loop for the engagement. . . . Rietta also worked the Las Vegas stand. . . . Grette Torreanis and Gretta Frisk are sporting new wardrobes. . . . Helmuth Gunther brought out his short trouser wardrobe on the first hot day. . . . Gene Randow, Larry Benner, Al Ackerman, John Cirrillino, Fred Werner, Jack Klippel, John Siems, Helmuth Gunther and Costine's Chimps made a hospital show.

More from Kaye and Polack Eastern: The Rhodins have a new aluminum truck body. . . . The Torreanis have a new trailer. . . Dick and Carmen Slayton got a Daschund for Dick Jr. . . . The Madisons have been having a number of dinner guests. . . . Johnny Cirrillino is doing a military dance bit in the clown band, and Sir Frederick Werner is doing a Davy Crockett routine. . . . Franklin and Astrid closed. . . . The Everett Howells rejoined. . . . the pony belenging to Sonny and Liz Gautier had a colt, which was named Leo for Leo Kreczmer, of the prop department. . . . Alfred Freddi celebrated a birthday on the same day he and his wife celebrated their wedding anniversary. . . . June Madison was guest of honor at a birthday party attended by Pinky Madison, Gene Randow, Henry Kyes, Sonny and Liz Gautier, and Harold and Eileen Voise. . . . The Shanghai Twins, balancing, joined ir. Butte. Frank Panisko was a guest there.

Polack Eastern notes from Paul Kaye tell that John Seims made a TV show and Jack Klippel and Harry Benner made a children's hospital. . . . Visiting were Rose Murphy and son, the George Emersons, Robert Lorraine, the Earl Lindsays, Mrs. Madison Hopes, the Don Hopes family, the Virgil Trees family, Dr. Gus Haas, Jake and Curly Schaeffer, Chris Petersen, and the Al Velices.

Harold Barnes, reporting from Polack Western, writes that Roland Tiebor, Roland Jr., Francis Hogan

hooks to replace the spoilage of their sea lion food. . . . Sio Lien Karjanis gave a birthday party for daughter Maying before she departed for nursery school. . . . Vander Barbette and Charley Cheer demonstrated cooking talents between shows at Stockton. . . . Harold Barnes was host to interviewers in an hour-long broadcast from backstage. . . . On Grapevine Pass, Kurt Bokvist burned out a truck transmission and Bill (Tarzan) Clarkson blew four tires. . . Awaiting the show upon arrival at Los Angeles were Parley Baer and Justus Edwards with assignments for press and radio campaigns. Also waiting were relatives of Sharon McFarland, Elaine Millar, Ross Paul and Vern Henry.

When Polack Western was in Los Angeles, backstage visitors included Clark Gable, Edward Arnold, Burt Lancaster, Kirk Douglas, Susan Hayward, Mitzi Green, Joe Pevney, Hope Emerson and Tony Sennes. . . Entertained at the home of Ernestine and Parley Baer were Justus Edwards and Irene and Harold Barnes. . . . Sharon McFarland, Joe Sherman, Carol Brent, Dollye Green, Beverly Duke, Ronnie Lombardi, Joe Pilla, Don Hill, Herta Klauser, Elaine Millar, Beryl Smith and Frieda Wiswell invaded the Moulin Rouge, with Frieda spending \$15 for three

Slim Wolfe, donkey baseball and rodeo, is playing firemen's dates around Washington, D. C. . . Sol Nugent played Falls Church, Md., under firemen's auspices recently. . . . Steve Rose, who was with Hagan-Wallace, is promoting rodeos in Alabama. . . . Al Porter is at Frederick, Md. . . . Charles Velvin Turner is with a film theater in St. Louis

Jerry D. Martin's Fearless Stars, high act, played Hershey Park, Hershey, Pa., and have other Eastern parks and Carolina fairs to make. . . . Roy Godfray has closed with Hagen Bros. and returned to Peru, Ind. . . . Donald Bumpus, formerly in Ringling's electrical department, caught the show in Concord, N. H., near the park where he is employed now.

Freddie Freeman reports from Ringling that Joe Minchin gave a party for R-B people at a Newark, N. J., hotel and included eight acts of night club performers on the program. . . . Tommy Bale, tiger act. celebrated a pirthday, as did Arthur Burson, Felix Adler and Albert White. . . . B. F. (Smiley) Lowe, porter of car 376, is getting compliments on the menu he puts out. . . . Albert White, Ernie (Blin-(Continued on page 70)

of all descriptions

THURS.-FRI.-SAT.,

AUG. 11-12-13

Chrm. Circus Comm.

Room #306, Morgan Bldg. Tel.: Mohawk 5706 Buffalo, N. Y.

P. S.: Interested in Cannon and Flying Acts

BIG TOP FOR SALE

210'x90' with three 40's. Complete with poles and rigging.

Wire, write or phone:

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2000 Hempstead Turnpike East Meadow, L. I., N. Y. Phone: IVanhoe 1-6600

LIBERTY

Six Horses, five Ponies, Dog Act and two Menage Horses worked by Burt & Jeanette Wallace for balance of season. Fairs or Independent Dates.

HAGEN BROS.' CIRCUS As per route.

MARION FOSTER

Good proposition for you on High Act. If available, please contact.

HARVEY EARLIN

56 Potter Ave.

Trenton, N. J.

PHONE MEN

Safety Deal just starting. 25% comm. daily-list ready for first-comers. Collect calls accepted till phones are filled.

LOU SHARP

Phone 4-3139 or write Box 670, Knoxville, Tenn.

WANTED AT ONCE

Indian Troupe for concert, Knife Thrower, Bow and Arrow, War Dance, also two Girls for Big Show, Web Iron Jaw Contortionist.

Kelly-Miller Circus As per route,



OPEN AFTER OCTOBER 1

HAWTHORN ZOO

LIBERTYVILLE, ILL

CIRCUS ACTS—WANTED—CIRCUS ACTS

Have approximately 12 weeks starting August 6. Small Jumps. One to four-day stands in front grandstand. Family Act doing two or more high acts, Trampoline, Wire Acts, Ponies, Elephants, Animal Act, Clowns, Comedy Bar Act, Concession Help. Hartman, write in; also Happy Davis, Don Francisco and Cordo Campbell. Tex Maynard, Chester Cable, write.

CIRCUS ENTERPRISES

610 W. 24th St., Charlotte, North Carolina. Phone: Franklin 6-9327.

P.S.: Can also use three good Promotional Men.

WANTED

Lady to assist domestic Animal Acts, with good figure, about 5 ft., weight not over 120 lbs. Send phote and state height, weight and age. Write

MRS. AMELIA FORNERIS

RT. 1, LEBANON ROAD COLLINSVILLE, ILLINOIS

Communications to 188 W. Randolph St., Chicago 1, III.

Promotion Outlay Up;

Lincoln Park Booming

benefit of a 50 per cent greater outlay for promotion at Lincoln Park. He has gone heavier this busses as well as giving special Anthony. rates on weekends on busses from Fall River and New Bedford, direct to the park. The 50-acre plant has been all painted up and several new attractions have been added. Big draw for the moppet trade is the new Merry Menagerie, a walktaru with Mother Goose reproductions and animals. Coming in a ecuple of weeks is a Kiddie Cadil-

The Miniature Train ride and kiddie Roller Coaster are the big attractions this season At the park roller skating rink last week big crowds gathered to watch the finals of the Massachusetts and New Hampshire Roller Skating Derby.

lac ride. Every Wednesday is Chil-

dren's day with 5 cents off on all

Free Acts Score

Free acts every day have proven a big crcwd-getter. This week's drawing card is Jack Joyce and his performing camels, three shows daily. Next week will find Joyce at Mountain Park, Holyoke, Mass., then he will go on to Hamburg, N. Y. From there he has dates in Ottawa, Toronto and London, Canada, after which he will appear at the Eastern States Exposition in Springfield, Mass., as well as other fairs in West Virginia, North Carolina and Texas.

The Lincoln Park Ballroom, advertised as "The Million Dollar Ballroom," has had an \$80,000 face lifting job. Manager Ted Doherty reports that last Saturday broke the capacity record of apballroom and the park when movies are taken and some personal interdence, R. I.

A record Fourth crowd is anticipated for the park and the ball-

FOR SALE Spitfire, 1947 model, sell cheap for each. Can be seen in operation.

ROLLING GREEN PARK Sunbury, Pa.

P.S.: Might trade for another Major Ride not conflicting.

FOR SALE

Kiddle Amusement Park - California Beach Location. Hot Spot Year 'Round. Ten Rides, A-I condition. Net return 2½ years. Must see to appreciate. \$30,000 to handle. For information write BOX A-166

c/o The Billboard 6000 Sunset Blvd. Hollywood 28, Calif.

KIDDIE CAR RAILROADS Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

For medium-sized Midwestern Park, General Maintenance Man. Must have knowledge of rides. Year round work.

Reply BOX D-126 c/o The Billboard Cincinnati 22. O.

FOR SALE 8 CAR MANGEL WHIP 12 CAR RIDEE'O GOOD FOR PARK CHEAP

Box 999, The Billboard, 1564 Breadway, New York 36, N. Y.

NORTH DARTMOUTH, Mass., room where the Dorsey brothers July 2.- John Collins is reaping the and their band will appear. Other names lined up or in the negotiation process are Jerry Vale, Joni year on ads on television, radio and James, Guy Lombardo and Ray

Games Ahead At Va. Beach

VIRGINIA BEACH, Va., July 2.-Jack Greenspoon and Dudley Cooper are to erect a \$750,000 motel at the north end of their Seaside Park on the ocean front here, it is reported, with construction to get under way within a month. Greenspoon also owns Hamburger Heaven at 21st Street and Atlantic Avenue.

Louis Wish reports concession games running healthily ahead of 1954, with percentage of around 36 per cent increase. Max Packman has arrived for his fourth year as Fascination manager. Among other concessionaires are the Liptons, in their eighth year at the Santa Anita Handicap, and Cash show for a month at Coney Is-Miller, who has arrived with his land prior to going out on fair Brady-Puss.

Hoger Falls; **Coney Free-Act** Series Delayed

act series which was to begin at new Wonderland Park on Coney Island was delayed this week by injury to the opening performer, the Amazing Hoger. He was to inaugurate the season-long program Monday (27) but could not appear.

Hoger, who does swaypole bits climaxed by a unicycle turn on rollers atop the pole, fell during a performance Sunday (26) at

Hoger was presenting his 8:30 p.m. show and had been up for 15 minutes when he felt the pole sway as he prepared to do a headstand. He started down the 65foot metal mast and was about 10 feet from the top when it buckled and fell to the ground Four spectators were injured and Hoger suffered two broken legs and a possible spinal fracture. He said in Memorial Hospital it was his first accident in 20 years as a

Hoger acquired the pole last winter to replace an old steel one he had been using. He was to

White City Park, Worcester, Mass.

performer.

Big Weekend Scored By White City Park

Sunday (26) of the Amazing Ho- 1,000 cars. views made with the patrons. It ger, swaypole artist. The perform-

The Crew Cuts drew heavily two weeks ago in conjunction with the LaBlone Trio. The past week's feature was vocalist Norman Brooks. Booked for the future are the four Aces, Ames Brothers, and Jaye P. Morgan. Fourth of July weekend schedule includes fireworks on three straight nights at midnight. Acts will be the Mellow Larks and the Great Allen and Company, high act.

Kid's Day is offered every Wednesday, with rides going at a nickel, with last week's attempt drawing thousands of children.

On Sunday (19), all entrances to the park were jammed during the day and the 1,200-capacity parking lot was full at 6 p.m. With good weather, the Sunday afternoon shows have been drawing 2,000 and more, with Larry Knohl owner, using radio, TV and all local and county newspapers for advertising.

Free dancing continues nightly,

Conn. Funspot Gets Runnings

STRATFORD, Conn., July 2.-Ahearn's Playland, new amusement park, opened Thursday (23) next to the Bridgeport Airport. Spot contains a Carousel, Tank Ride, Choo Choo Train, Roller Coaster, Ferris Wheels, Sky Fighter and Boat Ride. It will be open weekdays from noon to 9 p.m., and on Mrs. Jule Fink, wife of the park colors. It is designed to stimulate Sundays from 2 to 9. There is manager. There is a live pony ride interest among children and adults. plenty of parking space and also at Frontierland. Also concession- About 500,000 will be distributed facilities for family picnics.

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.

WORCESTER, Mass., July 2.- and Mickey Sullivan's crew is the new management of Guido M. A near-perfect weekend at White scheduled for musical concerts Fascia, with the Hill Top Casino proximately 3,500. A promotional City Amusement Park was regis- daily over the holiday weekend, presenting live entertainment three gimmick is used Saturdays at the tered last week, with the only set- Knohl is expanding the parking nights weekly. back being the fall and injury area to accommodate another

is shown for 15 minutes every er's 65-foot pole buckled and Thursday (22) was George A. some spot plugs over stations former White City Park owner.

Detroit Grocery Chain Testing Two Kiddielands

kets chain, which operates some house a music system. NEW YORK, July 2.-The free- 30-odd units here. One is on the East Side at Outer Drive and Sherwood Street, and the other in suburban Birmingham.

> An area of the parking lot was separated by high cyclone fence, providing full protection for young-

Business Good At Kaydeross

SARATOGA SPRINGS, N. Y. July 2.-Kayde oss Beach and Amusement Park on Saratoga Lake is now going full blast, with several picnics and outings coming in to the spot every day for the past three weeks. Season started off slow with the Decoration Day weekend all but lost to a heavy rain and wind storm that toppled over trees and cut the power off from 2 to 10 p.m. on Sunday (29).

(19) with rides, concessions and refres!ment stands all getting a nice play.

sold the Arcade and pokerino after a score of years, due to illness. Kaufman suffered a heart attack just a few days before the opening early in May. The new arcade operators are Mike and Syrmia Kublan. The Beach Tap Room and Hill Top Casino are under

A visitor for several hours on in more papers, and also is using Hamid, talent impresario and WTRY and WSPN. Spot will have a pyro display Sunday, July 3.

Attendance was big on Sunday

Dave and Ida Kaufman have

The park has stepped up the newspaper flack, with more space

GOVERNOR AT PREMIERE OF JERSEY STORY VILLAGE

NEPTUNE, N. J., July 2.-Story- | Unofficial opening was attended of California's Disneyland.

Some 25 acres have been developed of the 50-acre tract, with accurately gauged. 30 exhibit structures now in existence. Each is styled in storybook fashion. Admission prices to the park are 85 cents for adults and 35 for kids, with a school group fable motif. rate in the making.

The Walter Reade Theaters food division which handles eats and drinks at Storyland, operates its restaurant at the King Arthur's Court building, and also runs Birthdayland. The latter is a cakeshaped structure in which kids' parties are held. Price of \$1.80 per child is good for food, drink, cake, ice cream, favors and other

Sales, Ride Concessions

Two other commercial enteroperated are two G-16 Miniature in Philadelphia, Baltimore, Wash-Trains run by Ray Howell's New ington and the surrounding areas

The trains run over a half-mile pier draw heavily. route including a 100-foot trestle. The story depicts the meeting of story line, a second booklet, "Come A scenic route terminates at a Toon- Hamid with a typical family group to the Fair," which will be puberville Trolley-like station designed on a train en route to Atlantic City. lished late this month, has a genby Russell Patterson, who also The parents, while anxious to show eral story line that applies to virlayed out the entire Storyland Villeir children a wonderful time, tually all fairs and a number of lage compound. Only animals at are concerned with costs. Hamid, annuals thruout the nation will use the park are some bird cages and whose identity is not revealed un- them to help promote their events monkeys in a Noah's Ark setting. til the train arrives in Atlantic this year.

land Village at Asbury Circle on by Gov. Robert Meyner with 900 Route 66 had its unofficial opening orphans being treated. Lynn Faron June 17, with the general public nol Associates, of New York, which attending starting the following has done public relations for Cinday. Built by New York garment erama, is handling Storyland Vilmanufacturer Max Kolmer, the en- lage. Farnol said group rates for terprise is a "lower case" version schools, churches and institutions are being worked out leisurely to be applied once the traffic can be

There is ample parking at the location, and further acreage is to be developed for the following season, in keeping with the kiddie

DETROIT, July 2.-Two Kiddie-| sters. Three assorted kiddie rides lands were opened here this week were installed. A ticket booth at as sales-inducing adjuncts to se- the front is used to collect tickets, lected stores of the Big Bear Mar- operate control equipment and

> Some 20 selected items of merchandise in each store, to be changed about weekly, were listed and customers buying these received one ride ticket for each purchase.

> This served as a direct stimulant to building sales, and at the same time removed the Kiddieland from the free operation class, providing a definite tie-in with store sales. The marquees of the rides have a series of signs identifying the merchandise item.

> Atop the center ride a large sign identified "Big Bear Kiddy Lane" and offered free rides, making youngsters conscious of extra bonus.

Big Biz Hits Lakeside at Dracut, Mass.

DRACUT, Mass., July 2.-Lakeview Park here benefited from last weekend's good weather and high temperatures. It was the second consecutive spell of good weather, which was late in coming for most of the area's operators.

Owner Carl Braun reported nearrecord, one-day business. Ballroom pulled large evening crowds, and the five kiddie rides, a Ferris Wheel, Dodgem and Merry-Go-Round also did well. Braun and son, Carl Jr., also run the Commodore Ballroom, Lowell, Mass.

Promotions Make Up For Drop in Gross At Birmingham Pool

BIRMINGHAM, July 2.-Swimming business at Cascade Plunge here has been about 25 per cent below last year because of unseasonable cold, rainy weather. Promotions, however, have served to keep the gross about even with 1954, according to Jame: H. Dick-

Helping much was one of the largest industrial piccies ever booked at the spot. This was the U S. Pipe and Foundry Company, with 2,000 employees in for a picnic and barbecue on a Saturday. Dickson said that spending was good. Other picnics are booked or practically every weekend thru Labor Day.

He said that if it "ever warms up to cotton growing weather" the spot's outlook is excellent.

Comic Book Promotion Aid Is Launched by Steel Pier

NEW YORK, July 2.- The spe- | City, tells of the wonders of the cially produced comic book, "The Steel Pier Story," was put in circulation this week by the Atlantic City funspot as a promotional aid.

Jersey Associated Enterprises, Inc. from which Atlantic City and the

Steel Pier-the multiple top attractions that are included in the single admission fee. Shown in pictures and described

in text are the famed diving horses, Devised by George A. Hamid the elaborate ballrooms and the prises, both concessions, are the Sr., pier president, and produced bands that will play there, the camera shop and he Frontierland, by Custom Comics, New York, the name talent drawn from Hollywood a cowboy accessory store run by 24-page booklet is printed in four and television, the circus and water sports show, pienic facilities, the diving bell, and the theaters.

The promotional booklet is the first completed for use in the outdoor field by Custom Comics. While it is limited in use to the Steel Pier because of the special

Communications to 188 W. Randolph St., Chicago 1, III.

Injunction Halts Teamsters Picketing Strates in Buffalo

Retail Clerks Marshal Legal Forces To Protect Show Signed Recently

tion issued by State Supreme affected business at all. Court Justice Hagerty halted the picketing of the James E. Strates Shows here last Saturday (25) by the local council of the Teamster's Union.

The injunction was secured by the Outdoor Amusement Employee's Chapter of the Retail Clerks' International Association (AFL) Local 1648, New York, in behalf of the union and the Strates organization. Strates signed a contract with this group June 16.

The picketing, which began Friday night (24), was said by show officials to have been instigated by Harry Karsh, organizer for the Carnival and Allied Workers' Union letter here, 447, St. Louis, an affiliate of the International Brotherhood of Teamsters. Karsh recently signed a labor pact with the Royal American Shows.

Aid in 4 Hours

When the picketing began show officials immediately contacted union President Al Pfeffer and Secretary Dave Lustigman in New York. Union attorney Charles B. Torche was notified in Albany and he was on the scene within four hours. With the aid of a local law firm Torche was able to seek out the Supreme Court Judge, post the required bond and secure the injunction.

The pickets appeared on the scene carrying machine-printed signs calling for organization of the Strates personnel. Actually, the Strates workers were organized by the Retail Clerks' affiliate and a contract signed with management on June 16. The injunction was readily secured on the grounds that the Strates Show actually was a union shop. Both the Teamsters and the Retail Clerks are AFL affiliates.

The picketing, owner Strates

Illions Starts Make-Ready At Pomona Fair

POMONA, Calif., July 2.-Harry A. Illions, amusement zone director, this week launched the preparatory program on his World's Fair midway to ready it for the annual 17-day run of the Los Angeles County Fair which opens here September 16.

Illions' permanent rides, including the giant sky wheel, dark ride, Magic Carpet, Rapids and other devices, will be augmented by the equipment of the Frank W. Babcock United Shows, managed by Larry Ferris.

Sam Hillson, formerly with the Hoppyland Park in Venice, has been added to the office force. Sam Knickerbocker, an Illions associate for nearly 25 years, left here recently for Illions' New Liberty Park in Buffalo. Knickerbocker will return prior to the county fair's opening to assist with the final prepara-

Illions said that A. W. McAskill will again feature his Illusion Show on the midway. Tentative title for the attraction is "Wonder Palace." McAskill also operates "Hell's Belles," which closes Monday (4) on the Frank W. Babcock midway at the Southern California Exposition in Del Mar. He also has a new illusion attraction with the

BUFFALO, July 2.-An injunc-|said, did not appear to have

Picketing Foreseen

The situation which existed here exactly paralleled conjectures made at the time the Strates show show was organized. At that time picketing by the Karsh group was anticipated in the belief that a jurisdictional squable might result.

At the time union officials acknowledged the possibility that picketing by a rival group might occur. However, they said, in the event of its happening they would marshall their legal forces and assume the job of protecting the show. The defensive plan outlined Poor Weather at the time was carried out to the

IN FOR 12 YEARS

Ont. Extends **Conklin Pact** 10 More Years

LONDON, Ont., July 2. - The Conklin Shows will be on the midway of the Western Fair here for 12 more years, according to a contract extension awarded this week by the fair.

Walter Jackson, fair secretary, in announcing the extension said that the Conklin organization had two more years to go under the existing contract before the 10-year extension was granted.

Jackson also said that a new restroom building, reportedly costing \$25,000, in the middle of the midway area, will be finished in ample time for the '55 fair. Location of the building and its facilities are expected to help business on the Franklin Shows piled up the bigmidway.

The Conklin Shows, it was pointed out, in recent months signed long-term contracts with two other Ontario fairs, Peterboro and Sudbury, both of which are to run five years, and also with one Quebec fair, Three Rivers, also for five years. The Conklins' contract to operate their Roller Coaster at the Canadian National Exhibition, Toronto, has 18 more years to go, it also was pointed out.

New York Spots Okay For Strates

JOHNSON CITY, N. Y., July 2. -Business was good for the James E. Strates Shows here this week. The cream of the date, however, was expected to come over the weekend. The show will operate here tomorrow and again on Monday to take advantage of the full holiday period.

Stand here is in close proximity to Binghamton. Area is heavily populated and far enough away from the shore to build hopes of a banner turnout for the Fourth.

Last week in Buffalo business was also reported good, altho acknowledged to be off slightly from a year ago.

Crafts Shows on the Lake Merritt limit the showing in Glens Falls, Martin M. Weiss, association ex-show lot in Oakland. N. Y., next week to four days. Several of the larger fairs played by the Cetlin & Wilson Shows. Monday (4).

FOUR RAINY TEARDOWNS BOG WOM

WORCESTER, Mass., July 2.-World of Mirth workers had their fingers crossed here today, hoping that they would avoid tonight the fifth consecutive teardown in the rain. The show teardowns have been hampered by rain and mud at each of the four stands played to date, Plainfield and New Brunswick, N. J.; New Britain and New London, Conn. Last week at New London some of the wagons had to be winched off the newly created show lot.

WOM Reports Okay Despite

WORCHESTER, Mass., July 2. -A good week is in prospect for the World of Mirth Shows here. Attendance on opening Monday and Tuesday (27-28) was good and indications were that it would climb steadily.

The show has an excellent locaand directly on a railroad siding.

The show has had few breaks signed for the show. in the weather so far this season but Frank Bergen, general man-

have been played by the organiza- All workers paid by the show begin its fair route.

gest gross in their history here last

week at the Clinton Centennial.

All departments shared in the

bumper business, Owner Don

Franklin said. The centennial ran

seven days, ending Saturday night

by the show were used in three

street parades held in conjunction

in the centennial's historical pag-

baby elephants and his four-pony

Killed in Miami

MIAMI, July 2.-An automobile

accident here Tuesday (28) took

the life of Mattie J. Donahue, 39,

a member since 1944 of the Miami

Showmen's Association. Donahue,

who is survived by his widow and

two daughters, was buried in

and Mrs. George Whitehead, Mr.

and Mrs. William J. Tucker, Mr.

and Mrs. Clif Wilson, Mrs. Elsie

Keeler, Mrs. Myrtle Brooks, Mrs.

May Nelson, Mrs. Peggy Hirsch,

Attending the funeral were Mr.

Southern Memorial Park.

The three baby elephants owned

Clinton, Ia., Gives

Franklin Peak Gross

CLINTON, Ia., July 2.- The Don | a circus, making one and two-night

with the event and also appeared val. In some spots since he dis-

Franklin disclosed that the three stand attraction.

stands.

WOM Signs Pact With Retail Clerks Outdoor Chapter

Strates Pact Sets AFL Group Pattern; More Pay, Group Insurance Provided

second railroad carnival to sign a period of employment. contract with the Outdoor Amuse-16 in Utica, N. Y.

in the Strates contract. Provided and medical care. are cumulative wage increases of \$4 plus a group insurance plan which provides \$1,000 life insurance plus hospital, surgical and medical benefits on a year-around basis. About 100 employees are covered by the contract.

Organization of the workers and signing of the contract was accomplished in two days. Representing the union were Al Pfeffer, president, and Dave Lustigman, secretary-treasurer of Local 1648, and tion, close to the center of town and directly on a railroad siding. Torche, of Albany, N. Y. Bergen

As in the case of Strates the contract will cover the 1955 and 1956 ager, reported that business would operating seasons. A general in-probably be up over last year un-crease of \$4 will be in effect by der favorable weather conditions. This is only the fifth stand to route next month. The show begins its fair the show begins its fair to route next month.

tion. The first two were in New office are covered under the con-Jersey and the second two in Con- tract with the exception of staff necticut. From here the show and executive personnel. Performjumps directly into Maine where it ing personnel and independent will spend more than a month and contractors are not eligible for membership. Work permits will be

"Absentee ownership doesn't

He stored the circus top, ring

curbs, props and wardrobe in Kan-

sas City and continued the ele-

phants and ponies with the carni-

continued the circus, Franklin

worked the elephants as a grand-

work, I found out," Franklin said

in explaining why he discontinued

WORCESTER, Mass., July 2.- issued concession personnel at 50 Frank Bergen's World of Mirth cents per week. The \$3 per month Shows Thursday (30) became the dues are payable only during the

Besides granting wage increases ment Employee's Chapter of the the show will pay for the group Retail Clerk's International Asso- insurance coverage at the rate of ciation (AFL), Local 1648, New \$4.33 per month per person. Indi-York. The first signing was with vidual policies and identification the James E. Strates Shows June cards will be issued to each member. The benefits include \$1,000 Contract terms were reported by life insurance, \$8 per day for hosshow and union officials to be ex- pitalization, \$70 for miscellaneous actly the same as those contained charges and payments for surgical

Stewards Named

Chet Fowler and Joe Gleason were elected shop stewards. They were named after meetings for organization purposes and the acceptance of contract terms were held. It was near midnight before the signing was accomplished.

In the week between the signing of Strates and the World of Mirth, union officials attended their national conventior in New York at which AFL President Meany was the principal speaker.

Temperatures In Brooklyn

BROOKLYN, July 2.-The I. T. Shows got the worst of it from the weather this week altho the skies have been clear and the rains absent. It came about when the temperatures soared and stayed there and drove fun-seeking inhabitants from this thickly settled borough to the adjoining beaches.

The No. 2 unit managed by Phil Isser has had a rough time of it with a pair of poor dates in Rockland County and a series of rainy weekends. The Route 9W lot in Kingston was changed at a late hour resulting in the show being set near the Hudson, in a bad location. Haverstraw drew rain practically thru the week. Hicksville and Oceanside have also been played on rainy weekends.

Isser's unit moves from the Glen Cove to Bay Shore next week, while Is Trebish's No. 1 unit is in Brooklyn at Pennsylvania Avenue near Bushwick. The two units will combine for the Orange County Fair in Middletown on August 6, beginning of the fair season. Isser and Trebish are seeking a replacement date for the week of the Mineola Fair, which canceled out this season. The season was reported as disappointing thus far, due partly to the Rockland County setbacks.

Before leaving here, Franklin drill are now available for bookings was contracted to bring his carnival as he discontinued his circus June back here next year. 15 after operating it about two weeks in connection with his car-Scramblers Set nival and then trying it strictly as Mattie Donahue For Three Big

the circus venture.

Eastern Shows

NEW YORK, July 2.-Scrambler units, the new major ride manufactured by the Eli Bridge Company, are reported set for three Eastern railroad shows.

The unit owned and operated by Sam Solomon and Alton Pierson has been with the World of Mirth Shows from the beginning of the season and will continue thru

Playland Park, Council Bluffs, Ia., the wind-up days were extremely Mrs. Rhea Carson, Mrs. Rose will join the James E. Strates good.

Indianapolis Light for ACA

INDIANAPOLIS, July 2.-The Amusement Company of America, in here this week, experienced light to fair business during the first four days of the six-day stand. The engagement is a new one to the show's still date route.

Joliet, Ill., played last week, proved a winner, with receipts a third better than last year. Early J. W. Byers, who has his unit at week play at Joliet was strong and

Hicks, Mrs. Mickey Hawkins, Mrs. Shows in time for fairs. C. S. Peck From here the show goes to An-The eight-day stand here will Ethel Weer, Mrs. Sam Hall and is reported planning to make derson, Ind., where it will play its

WANT FOR RED LION, PA., FAIR, WEEK OF JULY 18, FOLLOWED BY BUTLER AND 14 MORE OUTSTANDING FAIRS INCLUDING WEST VIRGINIA STATE FAIR; PETERSBURG, VA., FAIR, AND ANDERSON, S. C., FAIR

CONCESSIONS

Scales & Age, Custard, Snow Balls, Foot Longs, Chocolate Dip, Photos and all kinds of legitimate Concessions only. No flats, no gypsies.

SHOWS

Arcade, Wild Life, Monkey, Snake. Will book or buy Glass House, also Fun House.

RIDES

Will book Dark Ride and Rockoplane.

HELP

A No. 1 Foreman for Tilt. Can use Help for 15 major and 10 Kiddie Rides.

Can use Scenic Artist who can paint fronts.

JOHNNY J. DENTON or DAVID E. FINEMAN c/o Gold Medal Shows, Staunton, Va., this week

P.S.—Bobby Cooper, can use Grab and Popcorn Help.

HILL'S GREATER SHOWS

FINAL CALL FOR THE BEST FAIR ROUTE OF ANY BICYCLE SHOW WITH 20 RIDES AND ALL THAT GOES WITH IT

Have opening for two well-framed Girl Shows, with Girls. 14 Fairs to follow this date, including 3 State Fairs. Contact immediately, Ada, Minn. (Fair), July 7-8-9-10.

SHOWS-Will book Fun House, Illusion Show, Snake Show, Motordrome, Monkey Drome or any Grind Show not conflicting.

HELP—Want top Foreman for Rock-o-Plane, two top Second Men for Twin Wheels. Dodgem Foreman. Help for second Kiddieland, salary no object if you can produce.

All wires to H. P. HILL, Mgr., Ada, Minn. (Fair), this week P.S.—Mac McDonner or Hedy Jo Starr, Contact. (Charlie Sheansy no longer with show.)

MORRIS HANNUM SHOWS

SPRING MILL FAIR, CONSHOHOCKEN, PA., JULY 6-16 10 BIG DAYS STARTING THIS WEDNESDAY

Still have room for Straight Sales and Merchandise Concessions. Age and Scale, Novelties, Photos, Short Range, Candy and Hats. No time to write. Phone and come on. Can place experienced Ride Help who drive. Good wages to sober, qualified people. Want Callers and Agents for #2 Bingo. Wire Mack's Bingo, care Show.

All replies to

MORRIS HANNUM

934 Murdock Road, Philadelphia, Pa. Phone Philadelphia: CHestnut Hill 7-8176.

HOLLY AMUSEMENT CO.

For 4 more weeks in Atlanta, then 14 Agriculture Fairs. HELP for new Eli Wheel, Roller Coaster and Roll-o-Plane. CONCESSIONS: Photos, Long Range, Water Games, Basketball, Age, Scales, Coke Bottles, Cork Gallery or any legitimate Concessions. Wire care

Western Union, Atlanta, Ga. Write General Delivery.

HOLLY AMUSEMENT CO.

Wanted-Agents-Wanted

All Fairs and Celebrations Balance of Season Starting Next Week Thru November Agents for Pin Store, Razzle, Skillo, Pan, One Dice, Six Cats and Hanky Panks or will frame Concession to suit agent. Men to up and down Concessions. Those who have worked for me contact

ROLAND PAGE

c/o PAGE & MORRIS SHOWS, MEDINA, N. Y. P.S.: Andy and Pat Valo, contact Eddie Boone. Clarence Osteen, wire Eddie Boone,

TED LEWIS SHOWS

Time is getting short for Mt. Carmel Celebration, Rosetta, Pa., July 25-31 Want Free Act. Also want Hanky Panks, Bingo and Shows with own outfits. All replies Cliffwood Ave. & Route 35, Cliffwood, N. J.

WANTED

For the GIANT POLKA FESTIVAL, 51st St. & Cicero Ave., Chicago, III., July 7-20, Incl. Microphone Men and Percentage Dealers for Cigarette Block Cames. Jim Sullivan, John O'Rourke, Curley Monroe, contact.

> CHAS. E. LEVINE Buena Park Hotel, 869 Buena Ave., Phone BI 8-2020, Chicago, III.

2-Abreast Allan Herschell Merry-Go-Round, #5 Eli Wheel, Spitfire, Smith & Smith Chairplane, 3 Kiddie Rides, Train, Comet, Kiddie Auto Ride, 75 KVA Caterpillar right Flant; o trailers, & tractors; beautiful Office, hot and cold water, up to date in every respect, mounted on Fruehauf 30-ft. Trailer. Can be seen in operation. Or will consider partner with ability and some money. Terms to reliable people. This show is booked until Labor Day week. All replies to BOX D-127, CARE BILLBOARD, CINCINNATI 22, OHIO.

ADA COWAN

WANTS BINGO CALLER AND ASSISTANT MANAGER ALSO COUNTERMEN, SEMI DRIVER PREFERRED

Good treatment, best of solaries. (Paul Martin or John Smith, contact immediately.)

> Care GEM CITY SHOWS Paducah, Ky.

Want Foremen for Chairplane, Merry-Co-Round and Spitfire. Drivers given preference. Also can use good, sober Help. Few Concessions open. No rackets. All address as per route: Wycoff, N. Jer., this week; then Haskell, N. Jer.; followed by Sloatsburg, N. Y.

BLOWER AGENTS

A

N

Need two for Sandy Beach Park, average 5,000 people per day. Phone:

> CHUCK DUMA 4-6431, Russells Point, Ohio

WANTED

Ride Foremen for Merry-Go-Round, Ferris Wheel and Rock-o-Plane. Semi-Trailer Driver helpful.

DELGARIAN AMUSEMENT CO. 2303 N. Melvina Avenue Chicago, III.

RIDE HELP WANTED Second Men on Wheel and Octopus. Top

wages and BONUS. Must be able to drive semi. Contact

CARROLL'S GREATER SHOWS

WANTED TO BUY

Unborn Show Specimens, Two Headed Baby, Fun House and Side Show Banners. Want Acts for Side Show. Shorty, con-

BOB RANDI CONEY ISLAND SHOWS Prestonsburg, Ky., this week.

Contact Joe Dupont

I. T. Shows, Inc. 2686 Valentine Ave. Bronx, N. Y.

Phone: LUdlow 4-3247

Gate Good, Spending Off for Sullivan In Week at Regina

Show Opens Swing Over B Circuit; Early Concession Biz Below 1954

Canadian Legion auspices.

The show closed Saturday (25) and moved to Lethbridge, Alta., for the start of its 14-date Class B Org is moving on 47 cars, all couver, and tended to cut into the Saskatchewan and Alberta. money-making of the latter because of its much stronger back- R. L. Lohmar, of Royal American end and its bigger Kiddieland.

has been here before under the op. Wallace Bros.' Shows banner.

midway area where Royal Ameri- their fairs. can Shows play the summer fair date. Size of the unit as a whole and the Kiddieland in particular drew much favorable comment. Tab at the entrance was 10 cents.

Season's opener was at Brantford, Ont., May 7, where an eightday stand was played under Canadian Legion auspices. Weather was mixed, attendance was good and spending was poor, altho biz was up from last year when the weather was rainy and cold.

At Sarnia, Ont., May 16 to 21, weather and business were the same as last year, with two days lost to cold. Stand was under Optimist club sponsorship.

The Hamilton, Ont., date included May 23, a national holiday. Holiday biz, a Kids' Day, was good until midafternoon when a rainstorm hampered things until evening. The day was well ahead of the same day last year. The next night was lost to an evening storm and the rest of the week was okay weather-wise. Crowds were big but spending was off, Sullivan reports. Date was under Optimist Club auspices and marked the debut of the show's street parade.

The parade, presented once a week since, has been going over well, according to Sullivan. Terrell Jacobs' circus equipment and animals and the Hermine midget band are featured.

At Sault Ste. Marie, Ont., under Kiwanis Club auspices, weather and biz were both good, with an increase of 5 to 10 per cent noted. Show played a chopped-up site in the heart of the city and an unusual twist was that the org utilized six different entrances. Main gate payees had their hands stamped for admission to the various sections of the carnival.

An 1,100-mile move was made to Winnipeg for a scheduled June 6 opening in West Kildonan. Org blew the first day with a late arrival, missed the next day because of rain, set up on a nearby lot and battled wet weather for the rest of the week. "The week was about the same as last year-nothing,' said Sullivan.

Second week in Winnipeg was played in the St. James district under Canadian Legion auspices. Weather was good for the first four days, biz was fair, Friday was lost to rain and Saturday turned out threatening. Money was down quite a bit from last year, according to Sullivan.

To date, Malott's Side Show has been the best grosser, with the Girl Show second. Terrell Jacobs' circus has been doing poorly, with the Regina biz particularly disappointing. Top kids' ride is a new one, The Turnpike, and the top major ride is Moon Rocket, with the Tilt-a-Whirl and Scooter runners-up. Front end spending has been off all season, Sullivan reports.

REGINA, Sask., July 2.-Attend- After having drawn a blank here ance was good but spending wasn't last year when it rained all week, in line with it when J. P. (Jimmy) Sullivan was looking forward to a Sullivan's World's Finest Shows good stand. Outcome was that played a week-long still date at attendance was big but spending the exhibition grounds here under was cautious. "Spending was off all week, considering the number of

Org is moving on 47 cars, all fairs trek Monday (27). The unit bearing a silver repaint job. Signs played day and date here with on the boxcars draw attention to Royal Canadian Shows of Van- the Golden Jubilee observances in

Visitors in Winnipeg included Shows; C. N. Kushner, Winnipeg, Weather was fine all week, SLA attorney in Western Canada; which was a new deal for Sullivan, Ald. Bloomberg: Chuck Magid, who has always had to contend formerly of Gold Medal Shows, with cold, rainy weather when he and E. J. Casey, Winnipeg carnival

Officials of Moose Jaw, Estevan Org, which played the front end and Weyburn exhibitions, on the of the fairgrounds in recent years, Class B fairs circuit, visited in Reset up this time on the hard-topped gina to preview the attractions for

AGENTS!

For Pin Store, Six Cat, Buckets, Swinger or Big Tom. Only one store of a kind on show.

All replies contact

Charles Lamkin or Frank Duncan

c/o Hoosier State Shows Olney, Ill., July 3-9; then Shools, Ind., July 11-16.

WANT Legitimate Concessions

For Old Pome Week, Inc. On Main Streets-August 1-6. Delano, get in touch with me. H. J. BENTY AND F. HACKATHORN 752 St. Clair Ave.

East Liverpool, Ohio

A few more working Acts for Side Show. strong Freak to feature. Salary no object if you are good.

Also A-1 Talker. Tex and Peggy Ion Buttons Show last year), can use both of you. This is a strong route with plenty of red ones. Answer

BUFF HOTTLE SHOWS Fairfield, Ill., July 2-9.

WANTED

Ride Help for Wheel and Kid Rides. Agents for Water Games, Bolloon Darts and others. Counter Men for Bingo.

E. L. (BUCK) SMITH Imperial Shows, Jerseyville, III., this week; Hillsboro, Ill., next.

Merry Midway Show Center Point, lows, July 6-9. Want Concessions: Age and Weight, Hi-Striker, Coke, Popcorn, Cotton Candy.

String, Long or Short Range. Only book one of a kind. Will book Octopus, Rollo-Plane, Loop-o-Plane, Swing; good proposition. Want Fat Show or Wildlife or Mechanical. Contact

ALBERT BARKER Center Point, Iowa, July 6-9.

FAIRS—CELEBRATIONS

Want Eli No. 5 Wheel Foreman, other Help, Agents. Fish Pond. Targets. Clothes Pin, Hi-Striker. Grab, Coke Bottle, what have you? Want one more Major Hide, any Show.

Dickson United Shows Weleetka, Okla.

FOR SALE

Like-new Tilt-a-Whirl, new transportation; #12 Big Eli Wheel, metal seats, fluorescent lighting, excellent trans-

portation. Sacrifice for cash. Mrs. Mike Rockwell Kinsley, Kansas

MIDWAY CONFAB

many years of the J. C. Weer met (Calif.) Hospital, where he is Shows and more recently a ride op- slated to undergo surgery. Friends erator, and Lou Torti, of Wisconsin are asked to write to him c/o Vet-DeLuxe Company, Milwaukee, met | erans Administration Branch P. O., recently at the Mayo Clinic, Rochester, Minn., where both were undergoing physical check-ups. Weer, who is now retired from the business, went to Rochester from his Miami home. . . . Kay and Walter Gawle are spending the season in dynamo; Eugene Butler, fire eater; Johnny Denton's new Joyland Park, Charleston, W. Va., where Mr. Gawle is electrician and painter glass dance and ladder of saws; and Mrs. Gawle has confections and long-rai.ge gallery.

Mr. and Mrs. Carl Pearson celebrated the first birthday of their daughter, Cendy, during the Rocky Mountain Empire Shows' stand at Glenwood Springs, Colo. Darleen Swartz made a bee-line for Glenwood Springs' warm pool shortly after the Rocky Mountain unit arrived in the resort town.

River Shows, was the subject of a feature article in the Sunday (25) issue of The Detroit News Free Press magazine section.

Harry and Frances Seber plan to leave Los Angeles about July 10 for Toronte, where they will have a Girl Show on the Conklin Shows' midway. Dan Dix will accompany them to operate food concessions. . . . M. J. (Mike) Doolan is back in Chicago, where he has the Kiddieland in Oak Lawn, after attending the graduation of his daughter in Altadena, Calif. The family accompanied him and will remain in Illinois for the summer, returning to California for the winter. . . . The Pacific Coast Showmen's Association is well represented at the Southern California who visited the Pacific Coast Show-Arthur Hockwald, J. Ed Brown, Carson, and Meyer Schlom. Al the PCSA members at the Southern California Exposition in Del Mar.

Maurice Meyers' wife and children joined him recently on the Gooding Amusement Company No. 3 at Moundsville, W. Va. Meyers has candy apples and cotton candy on the unit. . . . Homer R. Sharar, after playing street celebrations and rodeos ir. Texas and Oklahoma, joined Frank Harrison's cookhouse on the Bob Hammond Shows recently. . . . Mickie Ryder joined Gladstone Exposition Shows recently at Springfield, Ky., with her Girl Show. Two more girls are to bo added to the show, which now includes Ralph Ryder, talker, and Miss Ryder, relief talker and dancer. . . . Pittsburgh Jackie, the former Jackie Francis, is playing Pittsburgh night spots.

Emma Jean Duncan has rejoined her husband Frank on the Mighty Hoosier Shows. She has convalesced rapidly following an operation three weeks ago in Lexington, Ky. . . . Jean Dellabate, who operates concessions with her hus-Shows, is still confined to Univer- manager Frank Bergen. sity Hospital, Philadelphia. She would like to hear from friends.

A. L. Sykes, who recently left the Ross Manning Shows, has been named managing director of the Creat Keller (W. Va.) Fair, August 29-September 3. . . . Estelline (Ball) Pike, sword swallower on the Royal American Shows, letters that when sl became ill of food poisoning recently when the show played Evansville, Ind., her 19-year-old son. James, stepped in and did a professional job of subbing for her. The lad's father, John G. (Lucky) Ray Charles Ellis, vet showman, George has managed rides with who was with Harry Rubin and

J. C. Weer, former owner for Paul H. Miller las year, is in He-General Delivery, Los Angeles 25.

. . . Line-up of performers on Princess Tiny and Stan Wrisley's Side Show on Blue Grass Shows includes Frank Donnell, magic and emsee; Carmen Gardner, human Chuck Wills, torture; Janet Sullivan, sword barrel; Don Fleener, Alley Wilson, alligator boy; Louise Wrisley, world's smallest mother; Princess Tiny, girl with four hands, and Diane, annex. Also on the show are Clarence Patrick, No. 1 ticket box; Kenneth Butler, No. 2 ticker box, and Wrisley, manager and talker. Louis McBride, magician, visited the show at South Bend, Ind., and revealed that he is making plans to tour again soon. . . . Joe the Grinder infos that he's Severin Hilo, owner of the Down returning to Vivona's Amusements of America Shows. He recently completed a tour of New England. where he ran into an old acquaintance, Kokomo Slim. Latter has a ride unit that is being worked around Providence by Phil Ray.

> It was happy birthday on the Continental Shows for Doris Fritz on June 28. She is the daughter of owner Roland Champagne and wife of Freddie Fritz whose birthday was observed only three days earlier, on the 25th, with show personnel giving him a special gift. Mr. and Mrs. Bob Sherry and daughter visited the show Monday night (27) in Plattsburg, N. Y., and said they will join soon with concessions.

La Vonnie and Joe Pelaquin, of the James E. Strates Shows Motor-Exposition in Del Mar. Among the drome, were married June 24 in Los Angelenos there are Jewel and Cheektowaga, N. Y. The day be-Bill Hobday, C. E. (Candy) Moore, fore, La Vonnie's son Jack (Butch) Steve Vaughn, Ed Kennedy, Gene Robinson, two, was scalded in a Rose, Charles Austin, Al (Red) trailer when Pelaquin rushed out Cohn, Jack Beams, Louis and Al to try and save worker William Cecchini, John Levaggi, Joe Blash, Trombis who was having his right Harry Dickens, Dorothy and New- hand clawed by a show lion. ton Stone. . . . Regular members Trombis had 15 stitches taken in his hand. Little Butch was rushed men's Association clubrooms in Los by his mother and Paul Pelaquin Angeles last week included Harry to Cleveland Hill Clinic. He had LeMack, Bob Matthews, Harry tipped over some boiling water Phillips, Al Weber, Louis Roth, when left alone. . . . Another injury struck Tuesday (29) when Don Ted LeFors, Fred Donnelly, Andy Davis, Motordrome rider, was clawed by Pete, the small lion, Flint, executive secretary, visited during his fighting lion act.... Also on the 29th, Ruby Barron, Strates wild animal show operator, was visited by Irene Burton, who operates the Wild Life Exhibit on the King Reid Show; her husband Robert, who has the Wild Life on the Vivona show; Joyce Barron, Darlene Holden, and Ramona Crystal. . . . Len Hathaway, of WENE in Endicott, N. Y., conducted an interview June 27 with Clarence Samuels, Strates Ebony Follies operator; Winnie Warren, his wife, and publicist Mae S. Hong.... Bonnie Norman took ill with the grippe last week and was treated for a couple of days in the hospital.

> Helen and Larry Osborne have added a candy floss to their popcorn, peanut and apple concession at Sunset Lake Park between Norfolk and Portsmouth, Va., recently opened by Barney Tassell. They report business as big at the spot.

This year's World of Mirth Shows pictorial magazine is again lavish in its use of pictures, with advertising director Gerald Snelband on the James E. Strates lens in the book, and six of general

> Harry Jones may be the rubber man on the World of Mirth, but that didn't prevent him from suffering a broken leg in New London, Conn. He incurred the injury when he took a fall Sunday (26) while tearing down, and was left behind in the hospital.

George Roberts, who manages the group of rides owned by Alec DeFlorio in the recreation area at Daytona Beach, Fla., asks whether Sailor Harris, lot man, Ball, was a well-known sword and Curley Wilson, trainmaster, wallower of a few years ago. . . . are still trouping. More recently, (Continued on page 65)

CRAFTS 20 BIG SHOWS, INC.

CALIFORNIA'S LEADING CARNIVAL

Now Booking SHOWS and CONCESSIONS for 20 Weeks of FALL FAIRS

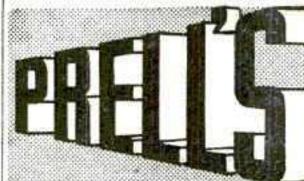
Starting July 19, 1955. Riverbank, Firebaugh, San Mateo, Roseville, Antioch, Woodland, Merced, the CALIFORNIA STATE FAIR, Sacramento (Sept. 1 to 11, inc.), Lodi, Watsonville, Tulare, the FRESNO DISTRICT FAIR (Sept. 30 to Oct. 9, inc.), Hanford, Ridgecrest, Blythe, the ARIZONA STATE FAIR, Phoenix (Nov. 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 or

CRAFTS 20 BIG SHOWS, Inc. 7283 Bellaire Ave., No. Hollywood, Calif. Phone: Poplar 5-0909



BROADWAY SHOWS

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR

Newark Lodge #21 B. P. O. E. Elks, Crippled Kiddies and Orphans Frolic and Circus. Newark Stadium, Bloomfield Ave. 7 Days—July 11 to 17. Kiddle Twilight Matinee Every Day. Special Matinee Friday, Saturday, and Sunday. First Show in 12 Years. Harrington Fair to Follow, July 25.

WANT: All kinds of Hanky Panks, Novelties, Eating Stands, Derby Racer, Age and Scales.

WANT: Kiddie Rides that do not conflict. Octopus, Scooter, Round-Up, Rocket, Dark Ride, Fun House, Class House. Will book or lease Ferris Wheel. Jim or Fred Thompson, get in touch.

WANT: High class Cirl Show for balance of Fair season. Dope Show, Wildlife, Midget Show.

WANT: Ride Help, semi drivers preferred. Salary every week. Bobby Snow, contact. Want experienced Man for Shooting Callery. Max Sharp wants Crew for newly framed Buckets.

All answer: SAM E. PRELL, HUNTINGTON, L. I., N. Y. or call JOE PRELL, TAIMadge 9-2259, N. Y.



Cleanest Finest. Most Dependable

Whitehall Business Men's Annual Celebration, Columbus, Ohio, July 11 to 16. Location: Whitehall at Great Eastern Shopping Center. Covington Free Street Fair, Covington, Ind., July 18 to 23; Annual Summer Festival, South Bend, Ind., July 25 to 30; Porter County Free Fair, Valparaiso, Ind., August 1 to 6. With long circuit of Bona Fide Fairs to follow ending the middle of November.

Will place one more Grind or Bally Show that does not conflict with what we have. Will place legitimate Merchandise and Outright Sale Concessions. Good opening for Bobo, High Striker, Custard, Photo, Novelties, Hats, Long Range, Jewelry, Derby and Basket Ball. Note: Please do not phone. Address as per below. All replies wire Western Union.

JAMES H. DREW SHOWS

POINT PLEASANT, W. VA., THIS WEEK.

ANNUAL CAMBRIA COUNTY AMERICAN LEGION CELEBRATION

EBENSBURG, PA., FAIRGROUNDS, NEXT WEEK, JULY 11-16

Firemen's Parade, Monday: Beauty Pageant, Tuesday; High School Band Festival, Wednesday; Drum & Bugle Parade, Thursday: Races, Friday: Big Children's Day, Saturday. \$5,000 being spent for promotion.

Can book all kinds of legitimate Concessions and Shows.

CONTACT BEAM'S ATTRACTIONS FOR SPACE, Sligo, Pa., this week

Show wants Cat Foreman and Second Man. Help for Kiddie Rides. Operator for Candy Floss, Hanky Pank Agents. Side Show People can be placed by Chief Thundercloud. Paul Botwin wants Bingo Help. Bill Smith, come on.

CAPABLE CONCESSION MANAGER

Wonderful opportunity for Concession Manager who can get and hold agents. Shows play outstanding Celebrations and Fairs, including Manassas and Gaithersburg in August. Out till November. Contact

M. A. Beam or Steve Decker, Sligo, Pa.

CAN PLACE LEGITIMATE STOCK CONCESSIONS FOR

THE GREAT MIDDLETOWN, PA., BI-CENTENNIAL, July 11 to 16 *

(200 HUNDRED YEARS OLD)

Will sell exclusive for Novelties or Hats on streets, Pageant Area, Stadium and Midway. Will also sell exclusives for Soft Drinks, same locations.

- * \$25,000 to be spent on entertainment. * All activities will take place directly near Show Midway.
- * Fireworks every night.
- * Five big parades-\$6,000 prize money (All parades end at the Midway).
- * All people must pass thru Show Midway to get to

* Name entertainment nightly.

* 1500 children to spend annual picnic Thursday afternoon on the Midway. Paid by Civic and Church Organizations.

NOW BOOKING FOR THE GREAT BETHLEHEM, PA., AND BRANCHVILLE, N. J., FAIRS.

All replies MICHAEL DEMBROSKY

302 E. DIAMOND AVE., HAZLETON, PA. PHONE: GLADSTONE 5-0473 - OR WEATHERLY, PA., THIS WEEK

DELPHI, INDIANA—OLD SETTLERS

6-DAYS-6

ON THE PUBLIC SQUARE

INDIANA'S OLDEST BONA FIDE CELEBRATION

Celebrating its 100th consecutive year. Always one of Indiana's very best annuals This one should be outstanding. This year SIX DAYS and NIGHTS. PARADES—BANDS—CONTESTS—FREE ACTS. Can place all STRICTLY LEGITIMATE CONCESSIONS, POSITIVELY NO OTHER KIND NEED APPLY—NO GYPSIES. GET IN EARLY ON ONE YOU CAN DEPEND ON. All communications to

TOM L. BAKER, 2257 Madison Avenue, Indianapolis, Ind. Ph.: Garfield 4584. ERNIE ALLEN, Baker United Shows, Linton, Ind.; then as per route.

BAKER UNITED SHOWS, Linton, Indiana

Can place Concessions to join at once for our Indiana and Illinois Fair Route.

GEORGE CLYDE SMITH

Want Ball Games, Basket Ball, Pitch Till You Win, Slum Spindle, Condy Floss, Hoop-La, Glass Pitch, High Striker, Photos, Fish Pond, Duck Pond, Penny Arcade. Wanted-Side Show, Girl Show, Snake Show, Monkey Show, Wildlife. Agents for affice Hanky Panks, General Ride Help, Truck and Tractor Drivers. Wanted— Truck Mechanic. All replies to

GEORGE CLYDE SMITH SHOWS

Six Mile Run, Pa., this week; Meyersdale, Pa., next week.

CARAVELLA * * AMUSEMENTS ST. MARGARET'S FEAST - BIG ITALIAN CELEBRATION - JULY 17, 18, 19, 20,

MAHONINGTOWN, PA. Bands—Street Dances—Mammoth Fireworks Display, all on the streets. WANT FOR THE ABOVE: Can use four or five more Rides, Ferris Wheel, Merry-Go-Round. One other good Major Ride and two or three Kiddie Rides, WANT FOR THE ABOVE: Bingo, Grab, Hanky Panks, any flashy legitimate Concessions. All contact

> F. H. CARAVELLA or FRANK BLAND. Western Union, Tyrone, Pa., this week,

GROVE CITY, OHIO, STREET FAIR, July 6-9 CANAL WINCHESTER, OHIO, STREET FAIR, July 13-16 MT. STERLING, OHIO, STREET FAIR, July 20-23

CONCESSIONS: Age, Weight, Photos, Basket Ball, Pea Pool, Glass Pitch, Cigarette Bleck, Lead Gallery, Hi-Striker, French Fries, Coke Bottles, Hoop-La, Ball Games and Hanky Panks of all kinds. SHOWS: Committee money only.

NOLAN AMUSEMENT CO.

FAIRS

FAIRS

FAIRS

Until October 10

Will now have room for Shows with own equipment, including Athletic, Mechanical, Animal, Fun or Class House and Platform Shows, commencing at Harmony, Minn. Fun Fest. We will put on more Second and Third Ride Men that drive semis. Can place Foot-Longs, Custard or Ice Cream, Short Range, Pitch-Win, Dip, Hi-Strikers and

SUNSET AMUSEMENT CO.

Winona, Minn., Steamboat Days, this week; Harmony, Minn., next.

Girls

\$85.00 WEEK FOR GIRL SHOW

Girls

Strip, Rumba, Hula, Fan Dancers, etc. Can also use inexperenced Girls. Rance, Candy, La Rue, wire. Also want two Candyman for two Sit Down Shows. Want two Ticket Sellers, prefer semi drivers. Good treatment, long season and bonus to all people. Want all People to join July 15 at Columbus, Indiana. Write or wire now to

F. W. MILLER GENERAL DELIVERY, COLUMBUS, IND.

FOR SALE-NO. 12 ELI WHEEL

Perfect throughout, including motor. Flashy ticket box, metal tence. Now booked in park, Prichard, Ala. Reason for selling, am situated so I can't handle satisfactorily.

PRICE, \$3,500.00 CASH

MARIE K. SMUCKLER P. O. BOX 1607 **PHONE 5881**

MERIDIAN, MISS.

NOTICE!

CANADIAN AND AMERICAN AGENTS WANTED

Two-color Darks and Swinger Agent. Slim Watts, answer. Also one 6-Cat Agent, three P. C. Dealers for Rat Game and Over-and-Under.

Showing two spots a week, Celebrations in Saskatchewan until Aug. 15, then the Pacific National Exhibition, Vancouver, B. C., over Labor Day. Wire Wood Mountain, July 6-7; Andriod, 8-9; Vanguard, 12-13, all Saskatchewan.

VIRGIE WATERS

WANT—DEL FLORE AMUSEMENTS—WANT

Concessions: Duck Pond, Ball Games, Six Cats, Swinger, Buckets or any Concession that does not conflict, Rides: Till or Octopus. Write or wire

AL DEL FLORE, Mgr.; GEORGE LEWIS, Bus. Mgr. This week, Irwin, Penna.; Avonmore, Penna., next.

FIDLER UNITED SHOWS

Foremen for Ferris Wheel and Tilt-a-Whirl, Will book Honky Panks of all kinds. Princeton, Joliet and Avon, Ill., to follow. All on the streets. ADDRESS: DEPUE, ILL., JULY 6-10.

GOLDEN WEST SHOWS

WANT FOR 20 FAIRS AND CELEBRATIONS Concessions of all kinds. Athletic Show Crew, we have equipment. Bingo Help. Girls for Girl Show. Can use small Cookhouse catering to show people. Ride Help,

Kenneth Charlesworth, Owner; R. "Peg" Owens, Bus. Mgr.

ELBOW LAKE, MINN., JULY 7-10.

1	Roll .		5 1.	.50
5	Rolls		. 4.	.50
30	Rolls		8.	25
25	Rolls		18.	.75
50	Rolls		24.	
700	Rolls		. 44,	00
	LLS 2 cuble Double	Cou	pons	н
	C.O.			

STOCK TICKETS

We Manufacture TICKETS

of every description Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO. Toledo 12, Ohio

SPECIAL PRINTED E Cash With Order, Prices 2,000 .5 6.90 4,000 .7.80 6,000 .8.70 8,000 .7.40 10,000 .10.50 10,000 10.50 5 30,000 15.50 5 100,000 23.00 5 500,000 133.00 5 1,000,000 250.00 1

Royal Canadian Biz Continental Opens Big Mixed at Early Dates At Plattsburg

Canadian Shows, a motorized unit weather and money were good but out of Vancouver, B. C., wound up the over-all result was down a bit a 10-day still date on Broad Street from last year. Park here Saturday (25) before moving on to Swift Current, Sask., season, the org's financial situator a three-day fair date, opening tion is a bit better than last year June 30, which will be followed mainly because of longer dates in by other fairs and stampedes thruout Saskatchewan, Alberta and ton and Regina which have given British Columbia.

Biz for the first four days was about on par with last year's fourday date, according to Gerry Crawshaw, manager, but slackened off during the following week because of too many other activities in the

Show played near the heart of the city and had competition during the week of June 20-25 from J. P. Sullivan's World's Finest Shows, which played the exhibition grounds under Canadian Legion auspices. A Shriners' convention parade and a baseball park wingding to raise funds for floodlights were among other events that helped detract from the Royal Canadian's presentation.

Attendance during the 10 days was never on the heavy side but weather was good. Rain has usually marred the show's stands in the past four years. A tightening up on spending was noted, particularly on the front end. Business, on the whole, was fair.

Show opened in Vancouver's Central Park April 13 for four days. Weather was cold, with snow, and biz was poor; about the same as last year. Poor weather was also encountered at the Burnaby, B. C., week-long fair and the take was

At Trail, B. C., May 6 to 14, the weekends were good but weather and biz as a whole were on the poor side. Two days at Castlegar and three days at the Creston Cranbrook, B. C., held up well, biz at Sholdice Park, Calgary, Alta., and "very good" business was re-ported for the two-day Hanna, Alta., stampede.

66 PAGES

Publish New WOM Magazine

NEW YORK, July 2.—The 1955 World of Mirth pictorial magazine, published by Gerald Snellens, was put in circulation this week.

The 66-page magazine is printed in offset. The cover, in four colors, shows a clown holding a chimp. The latter is attired as a baby and

holds a bottle.

National advertisers are using 25 full pages, including three covers. This is a sizable increase over last year, according to Snellens. Included are Lucky Strike, Camels, Pall Mali, Winston, Marlboro and Philip Morris cigarettes; Webster cigars; Swift & Company, International Harvester, Pabst Beer, Philco TV and radio and Coca-Cola.

FROM THE LOTS

Belle City

APPLETON, Wis., July 2.-Date here under auspices of the South Side Athletic Club was mediocre. Rain and cold weather is still following the show.

Joe Karius' erock concession is the top money getter. In Milwaukee the weather was good, but business was only fair until Sunday, which was big. At the next date in Cedarburg, Wis., where the State Music Festival was held, the show put up 12 rides and 25 stands.

REGINA, Sask., July 2.-Royal | At Edmonton, June 3 to 11,

Altho biz has been spotty all

some spots such as Trail, Edmonthe show double weekends, accord-

ing to Crawshaw. Tilt and kids' car ride have been

the top money-makers.

Dick Crawshaw is the org's assistant manager, George Crawshaw is president and Jim McCallister is general agent.

CLUB ACTIVITIES

National Showmen's Association

317 West 56th Street, New York

NEW YORK, July 2.-Services were held last week at the burial of member Isidore (Skibo) Reichenthaler, who passed away June 23 at his home. Funeral was from Midwood Chapel in Brooklyn on the week over Channel 3 in Platts-Sunday (26) with his brothe, Louis burg. They were set for Tuesday Richards, of San Diego, Calif., in (28) and Thursday (30) to help discharged from a veterans' hospital six months ago to recuperate at

Max Cooper is at the Jewish WADE Home for Convalescents, 609 At Chilliwack, B. C., a three- Beach 9th Street, Far Rockaway, day still date, weather and money recovering from surgery. He was were both on the fair side and at in the hospital for 11 weeks but his Hope, B. C., weather for three days family kept the situation quiet. was okay but spending was weak. The club is eager to send their Grand Forks, B. C., a three-day shut-ins something to cheer them date, was about the same as Hope. up, but most be informed about

New applications for membership are for Joseph Mann, sponsored by Morris Batalsky, and Bill Appleton, sponsored by Charles Apple Blossom Festival were good. Davenport. Recent visitors included Steve Yerkes, of Rochester; was fair during a three-day date Harry Meyers, of Miami Beach; Herman Moskowitz, Harry Levine, Harry Schwartz, Morris Glass, Morris Black, Leo Nacht, Sam Rothstein, Jack Harris, Al Burt, Charles Davenport, Albert Keating and many others who drop in prior to starting with their shows in the evening.

> July birthdays include, July 1, Max Sharp, Harry Sussman and John Warmus; 3, Harry Flanagan; 4, Vincent Anderson, Sidney H. Levine, Isaac Cetlin, Ben Merson, Sam Rothstein, Charles Zucker, Jacob Dworetsky, Ben Hoff and Francis J. McDonald; 7, Stephen M. Cicala, Crawford H. Droege and Milton Nathan; 9, Harold Nevins. Dues f: the coming year are payable July 15. There is mail on hand for several members who have not informed the club of their whereabouts.

PLATTSBURG, N. Y., July 2.-Continental Shows has pulled two dates recently which have not held up in comparison with the appearances of last year. Both Fulton and last week's Ogdensburg date, both in up-State New York, were off about a third.

Fulton's new location was blamed for the decline there, and Ogdensburg suffered from competing circus activity. On Tuesday (21), for example, Kelly-Morris Circus was at the other end of town, and King Bros. & Cole Bros.' Circus was only 12 miles away over the Canadian line. First two days at Ogdensburg were hit by rain as well as competition.

Plattsburg started strong on a new lot and a big week was looked forward to. Show is on the Diamond Match Company lot on Margaret Street in town on Route 9. Crowds were big and spending good for the opening. Friday and Saturday (1-2) are Canadian holidays and much traffic from over the border was expected. All traffie to and from the local business district goes by the carnival grounds.

General agent Paul La Cross promoted two live TV shows during attentance, and burial was in the build the matinees yesterday and family plot at Beth David Ceme- today. Visitors in Ogdensburg last tery, Elmont, N. Y. Reichenthaler week were former showman Harold had been ill 'or some time and was Wilkins, of Saranac Lake, and Mrs. Wilkins.

ST. CLAIR, MICH. ANNUAL WATER CARNIVAL JULY 13 thru 17

On the streets. One of Michigan's biggest Street Celebrations, followed by Carleton, Mich., Free Fair and Milan, Mich., Free Fair.

CAN PLACE for this excellent route

LEGITIMATE CONCESSIONS OF ALL KINDS and all outright sales privileges (NOTICEI Neal Carlin does not have Concessions on this unit starting at St. Clair), Ball Games, Water Games, Dart Games, Block Pitches, High Striker, String Games and all others.

ALSO

Photos, Grab, Novelties, Cotton Candy, Popcorn, Names on Hats, Cookhouse, Long and Short Ronge Galleries and all other outright sales.

Excellent opportunity for Grind and Bally Shows, such as Mankey, Glass House, Mechanical, Drome, Monster, Life, Unborn, Arcade, etc.

Have opening for two Major Rides for balance of season, playing all Fairs and Centennials, including MICHIGAN STATE FAIR of Detroit, such as Octopus, Rolloplane, Coaster, Caterpillar, Flyoplane, etc. All replies via Western Union only to

W. G. WADE

c/o Western Union, Adrian, Mich.

CONCESSIONS WANTED

For Balance of Canadian Still Dates and Our Powerful Route of U. S. Fairs

Want Hanky Panks of all kinds, Duck Pond, Fish Pond, Hoop-La, Pitch-Till-U-Win, lewelry, Novelties, Derby, Arcade, Dart Game, Bear Blocks, Rat Game, Hi-Striker and Penny Pitch. Pat Finnerty wants Six Cat Agents, preferably couples. Want Operator for giant office-owned Glass Pitch or will book top-flight Operator with own equipment. Eddie McTeague, please contact. Reason for this ad, our front end will be enlarged to balance 21 Rides and 14 Shows. We are now playing the finest Still Dates in Eastern Canada. Contact us by phone or wire for full customs

> King Reid or Charles Joyce Lord Beaverbrook Hotel, Fredericton, New Brunswick, Canada.

CHARLIE GRIGGS WANTS

Pin Store Agent, one Count Store Agent, one Skillo Agent, capable Help around Concessions: Swinger, male Six Cats Agent. Those joining now will get to play soldier's payday, July 27-August 5. No drunks or agitators. Ripley, Ohio, Street Fair now; followed by Maysville, Ky., downtown. Don't phone.

CHARLIE GRIGGS, Ripley, Ohio

P.S.: Have fourteen weeks of Fairs starting August 8 and ending October*29.

CARPENTER BROS.' SHOWS

GREEN SPRINGS, OHIO, STREET FAIR, JULY 6-7-8-9

Want Snow Cones, French Fries, High Striker, Balloon Darts, Number Darts. Cat Rack, Basket Ball, Bowling Alley and Pea Pool, WHITEHOUSE, OHIO, HOME COMING, JULY 13 thru 16. Balph Baughman wants Agents.

Contact NORMAN CARPENTER



ST. IGNACE, MICH.

July 11 thru 16

New location, right downtown on the bay, in business district on Highway U.S. #2.

CAN PLACE

Legitimate Concessions of all kinds, String Games, Milk Bottle Ball Game, Balloon Darts, Cork Gallery, Coke Bottle Ball Game, African Dip, Hoop-La, etc.; also Novelties, Names on Hats, Long and Short Range Galleries and the like.

All replies:

W. G. WADE SHOWS c/o Western Union

Iron River, Mich., all this week.

LOOKING FOR MONEY?

THEN PLAY

SOUTH LYON, MICH., July 13 to 16 PETERSBURY, MICH., July 21 to 23 ADAMS #1, TOLEDO, O., July 29 to 31 SYLVANIA, OHIO, August 3 to 7

Can use Photo, Jewelry, French Fry, Waffle, Hi-Striker, Age & Scale and all Hanky Panks working for stock. Can use Ride Help in all departments; drivers preferred.

GLASS CITY SHOWS

GERALD R. ANDERSON, Mgr.

THE JOLLY SHOWS

Will book or buy 2 Abreast Merry-Go-Round. Write, wire or call

> BILL ENFANTE 47 Crittenden St., N.E. Tuckerman 24942 Washington 11, D. C.

Thank You J. A. & FLOIS V. MILLIKEN

Owners Milliken Bros,' Shows for your new Buick Roadmaster pur-

"Save Money With Johnny" JOHNNY CANOLE Altoona, Pa. Phones 9347 or 3-0003

OPERATOR

With or without equipment to operate Girl Show.

LOU RILEY

Chilhowie, Va., July 4 to 8; Damascus, Va., 11 to 16.

RIDE HELP

Want Rock-o-Plane Foreman, must have license to drive semi. Man must be able to take care of equipment and not ruin good equipment. This is the reason for this ad. Drunks will not stay here. wages and long season. Contact

H. L. ANDERSON WADE EXPOSITION SHOWS Beecher, Mich. (Flint, Mich.)

WANT

Show and Concessions for North Industry Homecoming, largest in the State, July 19-23 inclusive. 3 miles from Canton. Educational Show, Photos, Cork Gallery, Scales, Waffles and Games for mer-chandise.

GEORGE MARLOW 911 Payne Ct., N.E. Canton 5, Ohio

RIDES FOR SALE

Kiddie Park Property taken by city for new highway. Must vacate July 5. Rides 4 years old in good condition. Now op-erating. Mangels 3-Abreast Merry-Go-Round, Roto-Whip, Kiddle Ferris Wheel, Pony Buggy, Jet Rocket, Fire Engine and Auto Ride, Inspect or contact im-mediately. KIDDIE PARK, 174th St. and Horace Harding Blyd., Flushing, N. Y.

PARAKEETS

Shipped daily, 100-\$125, 50-\$67.50. Plus delivery charges.

Durkee's Bird Farm 8967 E. Gallatin Rd. Phone: OXford 9-5210

WANT TO LEASE SET OF RIDES

BOB K. PARKER

P. O. Box #111 Delavan, Wisconsin Phone 8015

MIDWAY CONFAB

 Continued from page 63 Fidler United, Marion Greater, Strates, Leo Lane and Groscurth. He has also had rides in various Florida locations and fair dates for Turner Scott.

Rex W. Carson has shifted from Riverside Park, Chicago, to the World of Mirth Shows. . . . First birthday of Mary Jo Boseley, daughter of Mr. and Mrs. L. Boseley, concessionaires on the Rogers Bros.' Shows, was celebrated on the show July 4 at Bemidgi, Minn. . . . Concessionaires Mr. and Mrs. M. L. Whiteside on the Rogers Bros' Shows, were visited at Harvey, N. D., by R. A. Mac Eachern.

Capt. Bill Forkum'; dynamite casket act, which closed recently as the free attraction with the Amusements of America, is now with the Clyde Smith Shows. On Sundays, the act will be presented at drive-in theaters or auto race tracks, Forkum advises. He also infos that his Hell Drivers unit will appear at 8 county fairs.

Art Frazier writes that he has purchased three units of trailermounted rest rooms and will make fairs with them, starting with the Anderson (Ind.) Free Fair. He adds that if these units show any success he will put out additional

Cameron Murray, veteran show unit manager for the W. G. Wade Shows, died in Mount Carmel Mercy Hospital, Detroit, following an automobile accident.

\$50.00 REWARD

For information as to whereabouts of

CARROLL P. JOYNES

MYRTLE PHILLIPS JOYNES

Formerly with Riley's Amusement Rides. Any information-call

R. M. MORTON, Atty. 501 Realty Bldg. Louisville 2, Ky. Phone JAckson 3851

GRAB STAND WANTED

to join at once on I. T. SHOWS UNIT NO. 2 Phil Isser, Gen. Mgr.

1916 Avenue K Brooklyn, N. Y. 5Heepshead 3-2702

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y. Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

SHOW FOLKS WANTED

Operators for office-owned Funhouse, well-framed; large Snake Show and Roll-o-Whirl. Also Side Show People of all kinds. Contact

KING REID

Lord Beaverbrook Hotel, Fredericton, New Brunswick, Canada

WANTED

Hanky Panks (no racket), Fish Pond, Hi-Striker, Punk Rack, Hoop-La, Bumper, Over 30, etc. Only one of a kind on show, playing best concession territory around Washington, D. C. Ride Help for Merry-Go-Round and Foreman for Eli Wheel. No drunks. Bonus and winter's work in Florida. Can use Man to put up four P.C. Outfits and take care of them. Apply JERRY GERARD, Mgr., MARYLAND BAZAAR UNIT, Hystrauling Maryland. ville, Maryland.

WANTED

Dodgem Foreman, at once. Thursday, phone or wire

T. J. MeMANUS

Sunset Amusement Co., Winona, Minn., this week; Harmony, Mina., next.

CONKLIN SHOWS

FOR TEN CANADIAN FAIRS

Peterborough, Ont. Aug. 3-6 | Quebec City, Que. Sept. 3-11 Leamington, Ont. Aug. 9-13 Belleville, Ont. Aug. 15-18 Three Rivers, Que. . . . Aug. 20-26 Lindsay, Ont. Sept. 21-24

Renfrew, Ont. Sept. 13-16 Sudbury, Ont. Sept. 17, 19, 20 Sherbrooke, Que. . . Aug. 27-Sept. 2 Kitchener, Ont. . . . Sept. 26-Oct. 1

AT ANY ONE - SEVERAL - OR ALL THESE FAIRS

Will place legitimate Game Concessions. Have real attractive propositions for worthwhile Shows. If your Show has merit — it will get money at these dates.

FRANK R. CONKLIN

Brantford, CANADA

UNIT #1 CAN PLACE FOR THE FOLLOWING ROUTE OF FAIRS

SHOWS: Side Show, Monkey, Freak Animal, Wildlife, Mechanical, Snake, Big Dog, Midget Horse or Cattle, any show not conflicting, committee money only.

CONCESSIONS: Can place Photos, Age and Scales, Short Range, Hanky Panks that operate in Wisconsin. HELP: Want experienced Second Men who drive semis for Wheel Scooter, Tilt, Octopus, Rock-a-Plane.

Lake Geneva, Wis., this week; Stoughton, Wis. (Fair), July 13-17; Wisconsin Dells, Wis. (Still Date), 19-24. Then Solid Fairs — All Repeats.

TOMAH, WIS., JULY 27-31 FARIBAULT, MINN., AUG. 3-7 AUSTIN, MINN., AUG. 9-14 NEW ULM, MINN., AUG. 17-21

P. O. Box 31

WEST UNION, IOWA, AUG. 23-26 BELLEVILLE, KANS., AUG. 28-SEPT. 3 TEXARKANA STATE FAIR, SEPT. 9-17 WHARTON, TEX., SEPT. 20-24

ROSENBERG, TEX., SEPT. 28-OCT. 1 ANGLETON, TEX., OCT. 4-8 REFUGIO, TEX., OCT. 11-13 GOLIAD, TEX., OCT. 14-15

All replies DON FRANKLIN, Mgr., Lake Geneva, Wis., this week; then per route

Can place for outstanding route of Fairs. Starting Lawrenceburg, Scottsburg, New Bethel, Indianapolis, Crown Point, all Indiana. Southern West Virginia Fair, Charleston, W. Va., Sept. 2-10 inclusive; Kingwood, W. Va., Buckwheat Festival, Sept. 29-Oct. 1; Elkins, W. Va., Forest Festival, Oct. 8-13.

CONCESSIONS OF ALL KINDS: Now booking for these super Spots. Wire or write at once for Choice locations. Will sell a few exclusives in Concession Department.

RIDES: Can place Scrambler, Round-Up, Scooter and Kid Rides.

SHOWS: Good territory for Fun House, Fat Show, Jig Show, Life and Animal Show. Want Side Show Acts for officeowned Side Show, also Talker and Ticket Sellers. HELP: Good Ride Help who drive semis. Can place Hanky Pank, Scale and Age Agents. Relief Caller and Counter

Men for Bingo. Gene Rose wants Six-Cat Agents. WILL PLACE ALL ABOVE NOW AND GIVE PREFERENCE AT FAIR DATES

All wire or write L. I. THOMAS, Mgr. Charleroi, Pa., this week; Follansbee, W. Va., next week; Covington, Ky., July 18-23; then the Fairs as above.

METROPOLITAN SHOWS AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW



ALTON, ILL.; KANSAS CITY, MO. (IN-TOWN LOTS AND GOOD AUSPICES), WITH BIG SOLDIER'S PAYDAY; MANHATTAN, KANSAS, AND THE OZARK EMPIRE FAIR, SPRINGFIELD, MO., AND A STRONG ROUTE OF SOUTHERN FAIRS TO FOLLOW.

CONCESSIONS

RIDES

HELP

Want Cotton Candy, Snow Balls, Custard, Ice Cream Dip, Cookhouse, Scales and Age, Six Cats, Buckets, Jewelry. Percentage open. Will sell "EX" on Glass Pitches or Pottery, Diggers, (Spaulding, contact). Will book two Wheels and any legitimate Concessions.

Want Dark Ride, Octopus, Scrambler, Round-Up, Rock-o-Plane, Pony Ride.

SHOWS

Want Side Show with or without equipment, will give good proposition to right operator. Have neatly framed Fun House, need Operator. Also Monkey Show, have working Monks. Motordrome, have Drome or will use yours, reasonable percentage. Want Wildlife and Penny Arcade. Will book two Cirl Shows with own equipment.

Foreman for Caterpillar, Roll-o-Plane, Whip, Ferris Wheels. Second Men on all Rides. Caterpillar Tractor Driver, Welders, Workingmen for shop, Carpenters. Want Lot Man who can lay out a railroad Show. Want Hanky Pank and Six Cat Agents. Also Man to operate office-owned Popcorn and Candy Apples. Want Man for Billboard Agent and handle mail. Johnny Reed can use a few Grind Store Agents. (Jay Williams, get in touch.) (Gerald Wantz, contact Danny Royal.) Tom Cooper, contact Johnny Reed. ADDRESS ALTON, ILL., TILL JULY 16; THEN KANSAS CITY, MO.

DENN PREMIER SHOWS ds * cleanes

LANESBORO, MASS., JULY 11-16 INCLUSIVE, BIG FIREMEN'S CELEBRATION

CONCESSIONS

Any legitimate Concessions.

SHOWS

RIDES

HELP

MAN TO TAKE CHARGE OF MONKEY CIRCUS. Have complete outfit. Any Show not conflicting. Austin wants attractive Girls, experience not necessary. Will send tickets to those I know. Red Crawford wants Motordrome Talker. Don Davis, Doc Wilson and Eddie Fillmore, contact.

Caterpillar, Fly-o-Plane or any other Flat Ride. (J. D. Weisser, contact again.)

ROLLOPLANE AND OCTOPUS HELP. Can always use Help who are sober and drive semis. Bonus and good treatment to those who stay for season. All wires and mail to LLOYD D. SERFASS, Gen. Mgr.

PENN PREMIER SHOWS

Athol, Mass.

All phone calls to HARRY (BUSTER) WESTBROOK, Bus. Mgr. Pequoig Hotel, Athol, Mass.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



FAIRS AND CELEBRATIONS

Want all kinds of legitimate Concessions, Confections, Eats and Drinks. Outright sales.

On the Streets ST. CLAIR, MICH. 3rd Annual Water Carnival July 14-17

HUNTINGTON, IND. V.F.W. Celebration Aug. 1-6

CAN PLACE **2 GOOD** PLATFORM SHOWS

CARLETON, MICH. Rotary Club Celebration July 20-24

BLUFFTON, IND. Wells County 4-H Free Fair Aug. 9-12

On the Streets ITHACA, MICH. Gratiot County and Ithaca Centennial Aug. 23-27

MILAN, MICH. Free Fair July 26-30

CHELSEA, MICH. Community Fair Aug. 16-20

WANT Experienced, sober Ride Help that can drive semis

APPLY

HARRY LOTTRIDGE, Manager Until July 9, FORT RECOVERY, OHIO, then as per route.

Have a Few Spaces Left for Legitimate Hanky Pank Concessions, Also Monogram Hats for the FORT WAYNE FREE FAIR, INC.

1107 S. Clinton St.

Fort Wayne, Ind.

Phone: EAstbrook 7486

JULY 11-16

PARKER & McCARTER ENTERPRISES

DUAL EXDUCITION CHUMS KUTAL LAPUJIIIUN JIIUNJ

Wanted for balance of season, Photos, Long and Short-Range Shooting Galleries, Hanky Panks of all kinds, \$21.75 per week. Want Geek Show, Snake Show and Animal Show. Want Help for Count Store and Pin Store. W. W. (Red) Owens, come on.

All answers to

SPLINTER ROYAL, ROYAL EXPOSITION SHOWS Vass, N. C., this week; Augusta, Ga., follows.

AGENTS

For Grind Stores, Six Cats, Over 12 Buckets. Fort Wayne, Indiana, Fair-July 11-16. Chicago now and thru July.

BOB K. PARKER OF HARRY ASHERON

Ambassador 2-7199 — Chicago, Illinois.

CUMBERLAND VALLEY SHOWS

CONCESSIONS: A few more legitimate Concessions open. SHOWS: Fat Head Williams wants for new Minstrel Show—Musicians. Trombone Wayman and Bobby Sax, answer. Can use one more Chorus Girl. Ervin Heller, contact at once. Need Ride Man, Licensed Semi Drivers. No drunks; reason for this ad. Address all mail and wires to

> LAVOY WINTON TULLAHOMA, TENN., JULY 1-9.

GIRLS WANTED

For JOE SCIORTINO GIRL SHOW

Girls with or without experience

Contact BILL THOMPSON

c/o W. G. WADE SHOWS

Iran River, Mich., this week; St. Ignace, Mich., next week.

KLEIN AMUSEMENT CO.

Want Long Range, Short Range, Novelties and other Stock Concessions not conflicting. Want Ferris Wheel Foreman (no drinker). Good wages and bonus. Thomas Smith, answer. Sun Harris wants Front Man for Grind Show. Alpha, Minn., July 5-6; Blooming Prairie, Minn., July 7-10; Arlington, S. D., 75th Anniversary, July 12-14.

GOLD COAST SHOWS

BLUFFTON, IND., JULY 6-9

Want Hanky Panks of all kinds. Bingo, Glass Pitch, Hoop-La, Short Range, Cotton Candy, Snow Balls, Grab and Ball Games. Jimmy Ackley wants Hanky Pank Agents of all kinds, Age, Weight, Duck Pond, etc. Peck and Count Store and Skillo Help. Can place Shows of merit with own equipment. Want Ride Help: Foremen for Tilt, Rolloplane and Merry-Go-Round. Must be licensed semi drivers. Burgess, Merry-Go-Round foreman, contact for ticket at once. R. JACKSON, MGR.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

NEW DEVELOPMENTS

Popcorn Machine Sets Radical Departures

controls are completely different Chicago 1. from older models.

Other features include automatically controlled heat which is said to make it possible to pop corn without regard for fluctuations in electrical supply, a major problem in some locations. The firm points out that this feature eliminates two variables-the operator's opinion of proper heat and current fluctua-

Another departure is the warming pan. Popcorn is heated by heated forced air blown upward thru the working popcorn. Thus the temperature of the air and the pepeorn is thermostatically contiolled. The popcorn is heated evenly, and there are no hot spots at the bottom of the corn bank to pull seasoning to one side of the kernel, the firm points out. It is impossible to have soggy popcorn, officials said.

Increased depth gives the interior of the machine more working area, yet the width has been held constant so that it will fit into the same space in a concession stand as previous machines. Seasoning is dispensed by pump, the kettle is emptied by push button. -Manley, Inc., 1920 Wyandotte Street, Kansas City 8, Mo.

Compact Straw, Napkin Unit . . .

LOS ANGELES—A combination serving unit that dispenses unwrapped straws one at a time and has a tray on top to hold a napkin dispenser, sugar and salt and pepper shakers, is being marketed here. According to the manufacturer, the straw dispenser cuts straw costs by using the unwrapped straws and dispensing them singly. Two models, one for standard size and the other for jumbo size, are available. The tray snaps on top of the straw dispenser. It also saves space, according to the maker. Units come in stainless steel.-Duplex Straw Dispenser Company, 511 North Page & Ferris Combined: Medina, N. Y. Cienega, Los Angeles 48.

Custard Maker

Uses Little Space . . . CHICAGO-A compact maker and dispenser of soft ice cream cı frozen custard has been introduced here that requires only four square feet of floor space. Action is continuous; freezer reservoir automatically refills with mix as the finished product is drawn off. A d:al indicates if the product is at the proper serving consistency. Unit comes with spigot or knife-type draw-off gate. Maker claims it can be cleaned in from five to 10 minutes.-Freez-King Corporation, 2518 West Montrose Avenue, Chicago 18.

Deep Fryer Has Big Output . . .

LOUISVILLE-A gas deep fryer Skerbeck: Sault Ste. Marie, Mich., 4-17. that is said to French fry 18 pounds of raw potatoes in one hour Snapp Greater: Prairie du Chien, Wis., has been developed here. Manu-facturer states the burner design stephens, C. A.; Richland, Va.; St. Paul assures uniform heat distribution, and thermostatic control keeps the fat at a constant, desired temperature. Fry kettle is one-piece, has a 15-pound fat capacity and is easily removed for cleaning. Kettle and body unit are made of stainless steel. Each unit comes with double, nickel-plated fry baskets; single size is also available. Appliance measures 18 by 20 by 14 3/8 inches high. It operates on natural, manufactured, or propane air gas.-Vulcan-Hart Manufacturing Company, Inc., 2006 North Western Parkway, Louisville 3.

Six Ounce Canned Pop . . .

CHICAGO-A new line of soft Volunteer: Harriman, Tenn. drinks called Pabst Sparkling Beverages is being offered to restaurants, hotels and other public-feeding operations in a special six-ounce can.

KANSAS CITY, Mo. July 2 .- | cherry, lemon, orange, cola, root Manley has introduced a new pop-corn machine called the "Vistapop" that is, acording to the firm, the lined cans and points out advanfirst radical departure from con- tages of easy storage, quick chillventional popping in 25 years. It ing, lack of breakage and deposit has a merchandising feature of loss.-Pabst Sparkling Beverages, visual popping and the electrical Inc., 221 North LaSalle Street,

Compact

Pizza Oven . NEW YORK-A compact pizza oven that is designed for use by smaller operators is being offered here. The unit is suitable for installation on a counter top; it has two decks, each large enough for a 16-inch pizza. Oven operates on either gas or electricity. Can operate with manufactured, bottled or natural gas or if electric, can be plugged i::to a 110-volt A.C. outlet. Oven Paid attendance, however, was said is insulated and has automatic heat control to 700 degrees Fahrenheit.

-Frank Mastro Company, Inc., 240

Bower, New York 12.

Repair Kit . .

fully-stocked canvas repair unit is 1947 thru 1950. being sold in a 60-pound, two-cube metal box. Containing five drawers full of gromets, washers, snaps, evelets and tools in various sizes, the kit will enable concessionaires and other outdoor showmen using canvas to make repairs on the spot. Made by United Car Company, this "Fastener Kit" is priced much lower than the total individual cost of the items it contains. - David Cottlieb, 29 East First Street, New York.

Carnival Routes

Continued from page 55

Murphy's Tri-State: Madison, S. D., 4-6; Carthage 7; Miller 8-10; Iroquois 14-12; Doland 13-14; Bristol 15-16. Myers, Sonny: St. Joseph, Mo., 11-16. Nelson, Geo. W.: Leeds, North Sioux City, 'Ia., 7-9; Staplehurst, Neb., 11-12; Hallam

New England Am .: West Brookfield, Mass., Nolan Am Co., No. 1: Grove City, O.; Canal Winchester 13-16. Nolan, Am. Co., No. 2: Jeffersonville, O.,

6-9: Columbus 11-16. North Star: Lake Johanna, Minn., 6-10; Norwood 12-14. Northern Expo.: Glendive, Mont., 6-10. Norton's Rides: Helena, Mont. Page Bros.: Vine Grove, Ky. Pan American: Prestonsburg, Ky. Parada: Stillwater, Okla. Penn Premier: Athol, Mass.; Lanesboro

Playtime: Palmouth, Mass.; Hyannis 11-16. Powelson Greater: Shreve, O., 6-9; Reynoldsburg 12-16. Prell's Broadway: Commack, L. I., N. Y.

Putska, A. H.: Antioch, Ill., 6-10; Wheeling Raines Am. Co.: Pawnee, Okla. Raley Bros.: Belle Haven, N. C. Reid, King: Fredericton, N. B., Canada. Reithoffer Blue: Tremont, Pa.

Rogers Bros.: Onamia, Minn., 6-7; Cambridge 8-9; Ironton 11-12; Lisbon, N. D., 14-16. Rohr's Modern: Manhatten, Ill., 6-10; Cerro Gordo 12-17. Rose City Rides: Jonesburg, Mo., 7-10.

Royal American: Brandon, Man., Canada. Royal Expo.: Vass, N. C.; Augusta, Ga., 11-16. Royal Midwest: Chrisman, Ill., 6-9.

Royal United: Danbury, Ia., 6-7; Manning 8-9; New Virginia 11-12; Baxter 13-14; Coggon 15-16. Rumble Greater: Booneville, Ind.: Loogootee 10-16.

Schafer's Just for Pun: Oconto, Wis., Shoemaker's Tri-State: Herdon, Pa. Siebrand Bros.: Anaconda, Mont., 6-9.

Smith, Geo. Clyde: Six Mile Run, Pa .: Meyersdale 11-16.

Stephens, Otto: Fremont, Ia., 7-9; Eddyville 11-13: Milton 14-16, Stipe's: Spooner, Wis., 6-10; Cameron 12-14: Chetek 15-17.

Strates, James E.: Glens Falls, N. Y. Strong's Am. Dwight, Neb., 9-10. Sunset Am. Co.: Winona, Minn.; Harmony 11-16. Tatham Bros.: Sullivan, Ill.; Gardner 13-

Tennessee Valley; Ripley, O.; Maysville, Ky., 11-16. Thomas, Art B., No. 2; Alden, Minn., 5-6; Red Wing 7-10; Garvin, Ia., 13-14; Monteruma 15-16. Thomas Joyland: Charlerot, Pa.; Follans-

bee, W. Va., 11-16, Tinsley, Johnny T.: Galex, Va. Tip Top: Plainfield, Wis., 8-16; Milwaukee 15-17.

20th Century: Rugby, N. D., 4-6; Rolla 7-9; Fessenden 12-15. United Expo.: Cloverport, Ky. United States: East Rainelle, W. Va. Virginia Greater: Dover, N. J.; Dover, Del.,

Tivoli Expo.: Otumwa, Ia., 6-9.

Wade, Expo.: (Beecher) Plint, Mich. Wade Greater: Adrian, Mich.; St. Clair 13-17.

Wade, W. G.: Iron Mountain, Mich.; St. Ignace 11-16. Wade Greater: Fort Recovery, O. Six flavors are available-black wallace Bros.: Delavan, Wis.

Babcock Gross Holds Up as Gate At Del Mar Dips

Opening Day Take For United Shows Tops '54 by 12%

DEL MAR, Calif., July 2.-Altho the total attendance at the Southern California Exposition was 5.000 behind 1954 at the end of the first six of the 11-day run, business on the midway of the Frank W. Babcock United Shows here was reported holding up well. Larry Ferris, manager, said that opening day's (24) show take was up about 12 per cent over the same day last year.

The total attendance for the fair during the first six days hit 120,-736, against 125,375 a year ago. to be up approximately 1,000 pa-

Babcock shows is playing the date for the third consecutive year. However, this is the seventh year for Ferris on the lot. He played NEW YORK-A complete and the date with his own show from

Ride Features

The show is featuring 11 major rides on the main midway and kid devices in the moppet area near the main entrance. The entrance to the main midway was changed this year with "Dancing Waters," a free attraction being placed at the end of the Avenue of Flags just past the carnival entrance. The attraction is offered every 30 minutes starting at 8:30 p.m.

According to Louis Ceccini, veteron concessionaire, stands total 56. All of the concessions are under the direction of Cecchini & Levaggi, of Sun Valley, Calif. The entire concession operation was turned over to C. & L. by the Babcock organization. Independent operators made their bookings thru Cecchini. One of the outstanding stands on the midway is that of Steve Vaughn, who has a Panda bear dime pitch 60 feet long and 16 feet wide. He also has a parakeet bird wheel on the opposite side of the midway.

A. W. McAskill has his "Hell's Belles" illusion attraction on the main midway. Harry G. Seber had booked space for a girl show but did not install one. McAskill is opening a second attraction this week in Oakland for the July 4 date of the Crafts Shows.

Entertains Kids

Following his usual procedure for the past nine years, even when neither the Ferris nor Babcock shows were on the lot, Ferris entertained the spastic and polio patient-children from the Sunshine Hospital in San Diego. Two busses were chartered to bring them to the fairgrounds where they were given silver identification bracelets and carte blanche on the rides. Favors and food were also supplied. Ferris recalls that in 1947 seven of the children were entertained, being transported in a station wagon. This year the number hit 130.

The first Sunday (26) of the two-weekend run, approximately 7,000 newsboys were given free

The Regular Associated Troupers are holding "open house" in a large tent during the run. A "Showmen's Day" is scheduled for them tomorrow (3). Ferris is chairman of the day with C. H. Allton as cochairman. Money is being raised to retire the second mortgage on the Troupers' West Adams club-

Elmer Hanscom joined the staff as office representative. James Cone is handling the office.

West Coast: Medford, Ore., 5-10; Roseburg 11-17. West Coast Expo.: (Pair) Vallejo, Calif., Wilber's Wolverine: Boyne City, Mich.,

Wilcox, Dick: Jonesport, Me., 5-16. Wilson Famous, No. 1: Athens, Ill., 6-9. Wilson Famous, Wolfe Am, Co.: Cape Charles, Va. World of Mirth: Saco, Me.

World's Pinest: Moose Jaw, Sask., 4-6; Estevan 7-9; Portage La Prairie, Man., 11-13; Carman 14-16.

Young, Monty: Nephi, Utah, 6-9; Ogden 14-24.

WRITE FOR INFORMATION

DESIGNED OF LIGHT WEIGHT - RUST PROOF ALU-

MINUM (1 1/2 x2") . HINGED LEGS, SLIP JOINTS .

Made to the Quality Standards of

ANCHOR SUPPLY CO., INC.

OF CANVAS TENTS FOR ALL PURPOSES

PHONE HA 5-8105

NO SCREWS, BOLTS, PINS OR KEYS.

COMING EVENTS

Arizona

Plagstaff-Northern Ariz. Square Dance Festival, Aug. 12-13. Glendale—Melon Festival, July 8-9. Mesa-Pioneer Day Celebration, July 24. Mesa-Pioneer Celebration, July 24. Payson-Payson Rodeo, Aug. 12-14.

Arkansas

Crossett-Crossett Rodeo, Aug. 3-6. Harrison—Harrison Rodeo, Sept. 15-17. Little Rock—Parade of Homes, Sept. 11-18. Pine Bluff—Pine Bluff Rodeo, Sept. 20-24.

California

Barstow-Barstow Rodeo, Sept. 24-25. Bishop-Bishop Rodeo, Sept. 4-5. Fortune-Fortuna Rodeo, July 30-31. Lancaster-Lancaster Rodeo, Sept. 11. Los Angeles-Sheriff's Rodeo, Aug. 21. Marysville-Yuba-Sutter Rodeo, July 29-30. Merced-County Pair Rodeo, Aug. 27-28. Oakland-Celebration, June 30-July 5. Paso Robles-San Luis Obispo Co. Rodeo, Aug. 19-20.

Plymouth-Plymouth Rodeo, Aug. 28. Salinas—California Rodeo, July 14-17. San Diego—San Diego Rodeo, Sept. 24-25. San Pernando—San Fernando Rodeo, Sept.

San Juan Bautista-Flesta Rodeo, July 10. Vallejo-Solano Co. Rodeo, July 15. Yuba City-Yuba-Sutter Rodeo, July 29-30.

Colorado

Boulder-Pow Wow Rodeo, July 30-Aug. 1. Brighton-Brighton Rodeo, Aug. 13-14. Cheyenne Wells-Cheyenne Co. Rodeo, Sept. 2-3.

Colorado Springs-Pikes Peak or Bust Rodeo, Aug. 9-13. Denver-Antique Show, July 5-8. Durango-Spanish Trails Piesta, Aug. 5-7. Estes Park-National Arabian Horse Show, Aug. 20-21. Dr. A. G. Piske. Estes Park-Apaloosa Horse Show, July

16. Dr. A. G. Fiske. Estes Park-Koshare Indian Show, July 21-22.

Estes Park-Roof Top Rodeo, Aug. 4-6. Evergreen-Evergreen Rodeo, Aug. 6-7. Gunnison-Cattlemen's Days, July 15-17. La Junta-Legion Kids Rodeo, Aug. 9-11. John A. Brown.

Longmont-Legion Rodeo, Aug. 18-20. Loveland-Larimer Co. Rodeo, Aug. 15-16. Monte Vista-Ski-Hi Stampede, Aug. 2-4. Montrose-Montrose Rodeo, Aug. 17-18. Norwood-San Miguel Basin Rodeo, Aug. 13-14.

Pueblo-State Fair Rodeo, Aug. 23-25. Ridgway-Ouray Co. Rodeo, Sept. 4-5. Walden-North Park Rodeo, July 17. Woodland Park-Ute Trail Stampede, July 21-23. Yuma-County Pair Rodeo, Aug. 9-10.

Connecticut Bethel-State Firemen's Convention, Aug.

Georgia

Atlanta-Do-It-Yourself Show, Sept. 24-29. George Hoover, 6915 Red Sunset Blvd., S. Miami, Fla. Atlanta-Southeastern China, Glass &

Gift Show, July 17-20. Foster B. Steward, 1401 Peachtree St., N.E. Atlanta-Southern Jewelry Show, Aug.

28-31. Burly Sacks, 1 Peachtree Bldg. Wayeross-Ga. Championship Rodeo, Sept. 30-Oct. 2.

Idaho

St. Anthony-Premont Co. Pioneer Days, July 22-23, Robert Smith. Boise-Western Idaho State Pair Rodeo, Aug. 23-27.

Burley-Cassia Co. Rodeo, Aug. 18-20. Caldwell-Caldwell Night Rodeo, Aug. 9-13. Filer-Twin Falls Co. Rodeo, Aug. 31-

Gooding-Gooding Co. Rodeo, Aug. 18-20. Idaho Palls-War Bonnet Round-Up, Aug.

Jerome-Jerome Co. Rodeo, Aug. 11-13. Lewiston-Lewiston Rodeo, Sept. 9-11. Montpelier-Bear Lake Co. Rodeo, Aug. 25-27.

Nampa-Snake River Stampede, July 19-23. Pocatello-Frontier Days, July 14-16. Preston-Preston Night Rodeo, July 28-30. Soda Springs-Soda Springs Stampede, Aug. 6-7.

Weiser-Weiser Round-Up, Aug. 4-6.

Illinois

Alexis Pall Festival, Aug. 25-27. T. B. McKnight, Lions Club. Alton-Celebration, July 6-9. Chrisman-Homecoming and Street Pair, July 6-9. Homer Wolfe. Chrisman-Street Fair, July 6-9. Chicago-General Motors Powerami, Aug. 31-Sept. 18.

Chicago-Polka Festival, July 7-20 (at 51st & Cicero). L. Matura, 8322 S. May Field,

Compton-Homecoming, July 9-10. Davis-Celebration, July 28-30. William Brault Farmington-Legion Fall Pestival, Aug.

17-20. James Vaira, Hull-Legion and Lions Picnic, July 28-30. Don Weir. Kampsville-Legion Picnic, Sept. 3-5. C. W.

Lexington-Centennial, July 10-17. T. M. Patton.

Maywood-Italian Festival of Chicagoland, July 18-27, Joseph De Serto, 1615 North 18th Ave., Melrose Park. Moline-Rock Island Co. Rodeo, Sept. 2-3.

Mount Carmel-Championship Boat Races, Sept. 17-19. Steve Bellinger, Orangeville-Firemen's Celebration, July

Palmyra-Terry Park Industrial Pair & Centennial, July 23-28. Oral H. Cooper. Peoria-Anitque Show, Sept. 9-12. Rutland-Centennial, Aug. 4-7. L. M. Vine-Shabbona-Homecoming, July 6-7.

Stockton-Street Celebration, July 14-16. F. C. Niemeyer, Lions Club. Strasburg-Homecoming, Aug. 17-20. L. R. Hamm.

Indiana Batesville-Pall Featival, Aug. 5-6. Vol. Fire Dept.

Brownstown-Homecoming & Reunion, July Columbia City-Old Settlers' Day & Legion Festival, Aug. 10-13. Dave Spence.

Greencastle-Firemen's Festival, July 4-9. Hartford City-Fall Festival, Sept. 13-17. Lagrange - Corn School-Golden Anniversary-Street Pair, Sept. 12-17. Linton-Celebration, July 4-9. Mitchell-Persimmon Festival, Sept. 26-

Oct. 1. Odon-Old Settlers Meeting, Aug. 17-20. Lex Seneff.

Terre Haute-Miners' Picnic, Aug. 12-14. Wabash-Diamond Jubilee & Nat'l Plowing Contest, Sept. 12-17.

Iowa Cedar Rapids-Al-Iowa Rodeo, Aug. 18-19. Correctionville-Centennial, July 22-23. Des Moines-Iowa State Fair Rodeo,

Port Madison-Fort Madison Championship Rodeo, Sept. 9-11. Lewis-Homecoming, June 27-29.

Newton-Celebration, July 4-6. Chamber of

Sidney-Iowa Championship Rodeo, Aug. Sioux City-Merchants Celebration, July Vinton-Celebration, Sept. 5.

Woodbine-Celebration, July 18-19. Kansas Abilene-Wild Bill Hickok Rodeo, Aug.

Atwood-Atwood Rodeo, Aug. 20-21. Cherryvale-Southeast Kansas Reunion, July 25-30. Coffeyville-Inter-State Rodeo, Sept. 2-5.

Dighton-Lake Co. Rodeo, Aug. 3-4. Goodland-Northwest Kan. Rodeo, Aug. Hanover-Celebration, July 25-27. Hill City—Hill City Rodeo, Aug. 11-12, Jewell—Celebration, July 28-30.

Linn-Celebration, July 21-23. Mound City-Linn Co. Fair Rodeo, Aug. Phillipsburg-Kansas' Biggest Rodeo, Aug.

Rodeo, July 19-21. Scott City-Scott City Rodeo, Aug. 26. Wichita-Jaycee Frontier Days, Sept. 22-25. Winfield-Cowley Co. Rodeo, Aug. 30-Sept. I.

Kentucky

Lexington-Jr. League Horse Show, July Paintsville-Celebration, July 4-9.

Louisiana

Alexandria-Lions Club Rodeo, Aug. 23-27. Leesville-West La. Forestry Festival, Sept. 12-17. Pinley Stanly Jr., Rt. 4.

Morgan City—Shrimp Festival & Blessing of Fleet, Sept. 3-4. Mrs. Elizabeth Russo. Natchitoches—Louisiana Broiler Festival. Sept. 28. L. J. Pleasant. West Monroe-N. Louisiana Rodeo, Sept.

Maryland

Hyattsville-Prince George Co. Police Carnival, July 4-9. Paul R. Porter. Princess Anne-Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Ander-

Massachusetts

Athol—Celebration, July 4-9. New Bedford—S. S. Sacramento Feast, Aug.

New Bedford-S. S. Sacramento, Aug. 5-7. New Bedford-Feast of the Blessed Sacra-ment, Aug. 5-7.

Michigan

Alston-Laird Twsp. Dairy Show, Sept. 2. Mrs. Anne Pirhonen. Ann Arbor-Gladiolus Show, Aug. 7-8. Big Rapids-Centennial, July 17-23. Cassopolis—Guernsey Show, Aug. 8. Harold L. Sparks, Court House,

Coloma-Gladiolus Show, Aug. 27-28. Delton-Midsummer Carnival, July 13-16. Detroit-Riverama Festival, Aug. 20-28. East Lansing-Gladiolus Show, Aug. 6. Fairgrove-Bean Festival, Sept. 5. Flint-Centennial, Aug. 27-Sept. 11. Hillsdale-Guernsey Show, Aug. 20, Lauren

Goodlock, Clayton. Holly-Catholic Church Festival, Aug. 5-7. J. C. Patterson. Lakeview-Livestock Show, Aug. 2. H. W. Reading.

Lapeer-Thumb Dist. Guernsey Show, Aug. 3. Harold L. Kingsbury. Luther-Homecoming, Aug. 18-20. Dan D. Smith

Menominee-Menominee Dairy Show, July 30. Gail E. Bowers, Court House, Messick-State Gladiolus Show, Aug. 20-21. Midland-Gladiolus Show, Aug. 15-16. Port Huron-Blue Water Festival, July

18-24. Floyd B. Walters. Rudyard-Eastern U. P. Jr. Pat Stock Show, Aug. 11-12. Wm. Dickinson, 139

Arlington, Sault Ste. Marie. Sault Ste. Marie-Soo Intl. Centennial Expo. & Marine Pair, June 28-July 17. Minnesota

Buffalo-Buffalo Rodeo, July 23-24. Detroit Lakes-Water Carnival, July 7-10. Duluth-Anitque Show, Aug. 21-24.

Duluth-Duluth Rodeo, July 30-31. Edgerton-Dutch Pestival, July Clifford H. Peterson. Glenwood-Jaycee Water Carnival, July

Minneapolis-Aquatennial, July 15-24. Walnut Grove-Plum Creek Rodeo, July 9-10.

Mississippi

New Albany-American Legion Celebration, July 11-16. Robert Owens Jr. Newton-Newton State Dairy Show, Sept. 19-24. W. P. McMullan Jr.

Missouri Brookfield-Linn Co. Hoof & Horn Rodeo,

Sept. 3-5 Cabool-Dairy Show, July 11-16. Carthage Country 4-H Show, July 26-30. Jerry Nutt Jr., WCAZ. Cassville-Soldiers-Settlers' Reunion, Aug.

Chillicothe-Eagle Club Rodeo, Sept. 16-18. Pairfax-Four-State Rodeo, July 20-23. Herman-Homecoming, Aug. 27-28. M. F. Kappelmann, Chamber of Commerce.

King City-Tri-Co. Livestock & Horse Show, Aug. 11-12. Marvin Blair. La Belle-La Belle Rodeo, Aug. 6-7. Louisburg-Old Settlers' Reunion, July 22-

23. Harry W. Atchley.

Marceline—Celebration, July 4-9.

Maryville—Baby Beef & Pig Club Show,
Sept. 19. Kenneth Walkup. Maryville-Northwest Mo. Horse Show, July 21-23. Mrs. Lester Swaney,

Milan-Junior Livestock Show, Sept. 16. Mrs. Margaret Marr. Monett-Lawrence-Barry Co. Dairy Show, Sept. 9-10. Helen Sager. Pledmont-Centennial, Sept. 2-5. Wm.

Harris and son. Pierce City-FA Stock Show, Sept. 15-16. Wayne Bowen. Platte City-Platte Co. Pair Rodeo, July 27-29

Plattsburg-Jr. Livestock & Home Economics Show. Aug. 14-20. Queen City-Schuyler Co. Corn & Stock Show, Sept. 15-17. Geo. McCluskey. Sikeston-Bootheel Rodeo, Sept. 15-16. Sikeston-Jaycee Bootheel Rodeo, Sept.

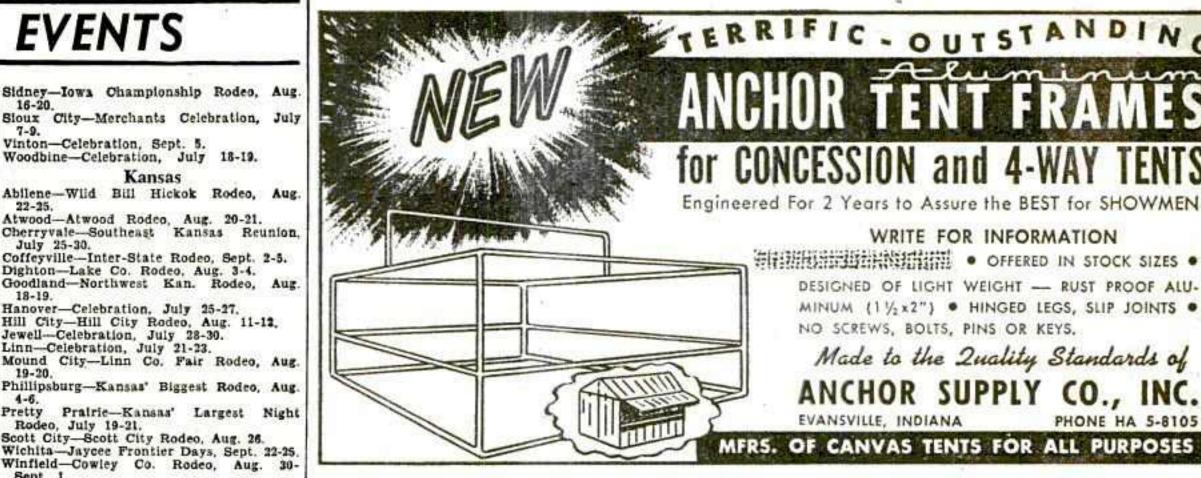
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock St. Joseph—Pony Express Rodeo, Sept. 23-25.

St. Louis-St. Louis Rodeo, Aug. 23-28. Springfield-Ozark PFA Fat Stock Show, Sept. 8-9. John L. Kirby. Tarkio-Atchison Co. Stock Show, Aug. 26-27. Rankin Sheets. Unionville-Centennial Rodeo, July 16-17.

Urbana-Four Co. Dairy Show, Sept. 24-H. R. Klein. Warrensburg-Centennial, July 3-9. C. L. Park, Station KOKO.

Montana

Baker-Fallon Co. Fair Rodeo, Sept. 4-5. Billings-Midland Empire Rodeo, Aug. 9-13. Deer Lodge-Deer Lodge Rodeo, Aug. 20-21. Dodson-Philips Co. Rodeo, Aug. 6-7. Ekalaka-Days of '35 Rodeo. July 30-31. Forsyth-66 Ranch Rodeo, Aug. 16-18.



JULY LIST NUMBER

EVANSVILLE, INDIANA

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Lasting Readership

Featuring the final publication of the 1955 Fair Dates with all late changes and additions, insuring complete and lasting readership . . . making it the best resultproducing advertising issue of the season for obtaining all your needs before the big major Fairs begin.

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ADVERTISING

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JULY 21

1955

FAIR

SPECIAL

JULY 30

CONCESSION, CIRCUS, CARNIVAL

TENT CORPORATION America's Largest Builders

of Fine Show Tents 201 E. Water St. Norfolk 10, Va. Representative G. C. Mitchell

BILL SANDERS

KING BROS.' CIRCUS
Want Ride Men on all Rides. Need Foreman for Merry-Go-Round, 24-ft. Warner.
ALSO want Foreman for No. 5 Eli Wheel, Best pay and good treatment. Can use man with wife. Long season ahead. Close Nov. 15. Will book a few more Hanky Panks not conflicting. Want Jewelry, Fish or Duck Pond, Strings, Darts, Coke Bottle. No gypsies or flaties. Darts, Coke Bottle. No gypsies or flaties. Will book Octopus or Tilt, Rollowhirl or Rolloplane. Will buy for cash any good Ride. No junk wanted. Must be priced right. Olie Olson wants Agents for Ball Games and Short Range. There is only one of a kind on this show. All replies: JOE L. KING, Fairfax, S. Dak., July 2, 3, 4; Wall, S. Dak., 9-10; Philip, S. Dak., 15, 16, 17; then the Fairs. P.S.: Will book any Kid Ride or buy; except Pony or Airplanes.

PARAKEETS

50, assorted colors, \$50.00. Finches, Rice Birds, Canaries, etc.

BIRD WONDERLAND

15648 Ventura Ave.

Encino, Calif.

NORTH STAR SHOWS

Want Hanky Panks of all kinds-Photos, Want Hanky Panks of all kinds—Photos, Scales. Need Top Men on Tilt and Wheel; top wages and bonus. Contact as per route: July 2-4, Powderhorn Park, Minneapolis, Minn.; 6-10, Lake Johanna, Minn.; 12-14, Norwood, Minn.; 15-17, Watertown, Minn.

PRICED FOR IMMEDIATE SALE Kid Automobile, Kid Airplane, Rollawhirl.

Petersburg, Ind.

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Finest Materials-60 Yrs.' Experience Recognized as the Tent House of FIT-STYLE-AND QUALITY

Concessions-Show Tents-Ride Tops-Bingo-Merry-Go-Round-Cookhouse Tops 4 DAYS' SHIPMENT MOST SIZES. Phone 5-8105

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

ATTENTION, SHOW FOLKS

TED PARKS, concession agent, in serious trouble, confined in Lucas County Jail, Toledo, Ohio, pending trial under Federal indictments; conviction carries long prison sentence. He is in need of immediate cash before July 25 for his defense and restitution on several complaints. Sincere thanks for donations received, will need \$1,500 to complete defense and settle complaints. If any past employer could arrange cash or property bond of \$5,000 case can be continued until January and he would work entire season for them. Anyone desiring details contact attorney. Please send donations to

ALBERT M. MATTHEWS, ATTORNEY 1004 Edison Bldg., Toledo, Ohio. Phone Garfield 3733 or TED PARKS Lucas County Jail. Toledo, Ohio. (Ad donated by friends.)

We announce with pride the association of

former Executive Secretary of the Miami Showmen's Association with our organization

KRAVITZ and ROTHBARD

100 N. Greene Street

Baltimore 2, Maryland

RIDE HELP WANTED

Foreman for Tilt, \$75.00 plus; Foreman for Octopus, \$60.00 plus; Foreman for Jenny and Wheel, \$60.00 plus. Will consider good Ride Superintendent. Salary all you are worth.

Legitimate Concessions wanted.

Wire HARRY J. KAHN West Brookfield, Mass., July 7-16.

CARAVELLA * * AMUSEMENTS

Bellefonte, Pa., July 11-16; Altoona, Pa., July 18-23; Williamsburg, Pa., July 25-30. DON'T MISS MAMMOTH ITALIAN CELEBRATION COMING UP FOR AUGUST 15-20, NEW CASTLE, PA.

WANT FOR THE ABOVE-Bingo, Ball Games, Short Range, Hi-Striker, Duck Pond and any flashy legitimate Concessions SHOWS-Can place clean and attractive Cirl Shows with or without own equip-

ment. Operator for Unborn Show, Side Show, Grind Shows. JOE CIANDUSSO WANTS AGENTS FOR 6 CATS, BUCKETS, P. C. GAMES and any useful Help.

All replies this week F. H. Caravella or Frank Bland, Western Union, Tyrone, Pa.

GIVE TO DAMON RUNYON CANCER FUND



Want for complete office owned Motordrome. Rider-Manager with extra Boy or Girl Riders. Drome is hauled on one truck. (No drunks).

Want for large office-owned Girl Show: Manager with Girls and own P.A. set. Show to be set to open Greater Grand Forks State Fair, July 17, and all our Fairs until Oct. 8.

Will book Major Rides not conflicting. Also want Fun House, Snake Show or any Grind Show. Have openings for a few more Hanky Panks, Good opening for Custard.

JESS WRIGLEY OR CHARLIE TRAVERS

Rugby, N. D., July 4-6; Rolla, 7-9; Fessenden, 12-15.

Grand American Shows

Want for Street Celebrations at Toledo, Iowa, July 7-9; Wilton Junction, 14-16; Jesup, 19-20; Plainfield, 21-23; Marble Rock, 25-26; Traer, 28-30; Fairbank, August 8-9; Clarion, 11-13; Atlantic, 15-18; the Greater Jackson Co. Fair, Maguoketa, August 3-7; the Central Iowa Fair, Marshalltown, August 19-23.

Want Grind Shows with own equipment. Want Hanky Panks, Photo, Glass Pitch, Hi-Striker, Ball Cames, Novelties. Johnny Wallace, Curley Carroll, contact Sam Tucker. Want Second Ride Help who will drive; we need Truck Drivers. WANT TO BOOK #5 WHEEL AND ONE OTHER MAJOR, ALSO TWO KIDDIE RIDES, FOR MAQUOKETA AND MARSHALLTOWN FAIRS.

L. O. WEAVER, Mgr.



DOVER, NEW JERSEY, THIS WEEK; DOVER, DELAWARE, JULY 11 TO 16 NOW ON OUR WAY SOUTH

WANT AT ONCE-Bingo, Custard, Bottle Ball Game, Pitch-Till-Win, Cigarette Gallery, Basketball Came, Bumper, Bottle Ball Came, Penny and Cigarette Pitch. Want Agents for Hanky Panks who can drive tractor and trailers; also Man and Wife for Hanky Panks, Criddle Man for Cookhouse who drives tractor and trailer. Want Monkey Show, Uuborn, Wildlife, Minstrel Show People. Side Show Acts, come in. Have 14 straight weeks of Fairs. All mail and wires to

WM. C. (BILL) MURRAY

WANT-WANT-WANT

Bingo Caller, Derby Caller, Agents for office concessions. Will book Side Shows that cater to family trade. Motordrome, Monkey Show and Snake Show.

Punxsutawney, Pa., week of July 4 to 9; Eastwood near Wilkinsburg, Penn., July 11 to 16.

> RALPH SANDERS KEN-PENN AMUSEMENT (O.

WILLIAM T. COLLINS SHOWS

"AMERICA'S LARGEST MOTORIZED MIDWAY"

Want to join at North Dakota State Fair, Minot, July 25, and a solid route of Fairs closing at Tulsa State Fair, Tulsa, Okla., Oct. 7.

Have opening for first class Motordrome. Can place a few good Foremen, also Second Men on all Rides; must be licensed semi drivers. Long season, good treatment, salary and bonus. Can place Canvas Man for Revue and Posing Show. Want Man for Light Towers and Entrance Arch. Can always use useful People in all departments. Want Cirls for Revue and Posing Show. Address

WILLIAM T. COLLINS, Mgr., Hamilton, N. D.

MOTOR STATE SHOWS

ANNUAL HOMECOMING ON THE STREETS, BRADNER, OHIO, JULY 12-16; AND ALL CELEBRATIONS AND FAIRS FOLLOWING

Want Hanky Panks. Man for Snake Show. Merry-Go-Round Foreman. Foreman for Octopus. Must drive; long season. We play Tennessee, Mississippi, Louisiana late fall Fairs. No Mitt Camps, no flats, no phone calls. Wire

JOE FREDERICKS, MGR.

Oxford, Mich., July 7-10; Bradner, Ohio, follows. P.S.: Floyd Stockdale, contact. Willis Johnson, come on.

FLOYD O. KILE SHOWS

Want at once for all Fairs and Celebrations—Small Cook House or a Sit-Down Grab, must be clean; Bingo; Stock Concessions of all kinds, will place you two of a kind only. Foreman who can handle rods and stay sober; good pay and bonus. First and Second for Eli, Merry-Go-Round, Caterpillar, Allan Herschell Baby Autos, Rolloplane. Semi drivers with licenses, come on. All replies to

Marceline, Missouri, July 4-9; Cabool, Missouri, July 11-16.

LEE UNITED SHOWS

Two Wheel Men; must drive. Top salaries and bonus. Can place Hanky Panks, Fish Pond, High Striker, Glass Pitch, or any Concession that works for stock. Red Burton can use Agents. Come in, no time to write. Address

BRIDGEPORT (SAGINAW), MICH., JULY 6-12

WANT

Two Dart Store Agents, two Bucket Agents, Girl for String Game, Girl for Jewelry Stand; two Men to help up and down, including one who can drive a semi. All answer:

EDDIE HOROWITZ

COLEMAN BROS.' SHOWS, KINGSTON, N. Y.

WANT FOR BARNESVILLE, OHIO, CELEBRATION, JULY 19-20-21-22-23

Food Concessions, all other legitimate Concessions and Cames. NO FLATS. Privilege okay, come on or call.

> MERCIER ATTRACTIONS CANTON, OHIO - Phone: Clendale 6-7501

July 31-Aug. 4. Kalispell-Northwest Mont. Rodeo, Sept. Lewistown-Central Montana Rodeo, July

Plains—Sanders Co. Rodeo, Aug. 27-28. Shelby—Marias Co. Fair Rodeo, July 21-24. Terry—Prairie Co. Rodeo, Aug. 20-21.

Nebraska

Benkelman-Dundy Co. Rodeo, Aug. 13-14. Bladen-Bladen Rodeo, Aug. 8-10. Burwell-Nebraska's Big Rodeo,

Chambers-Chambers Rodeo, Aug. 19-20. Genoa-Commercial Club Rodeo, Aug. 12-14. Gordon-Sheridan Co. Rodeo, Sept. 9-11. Hastings-Hastings Rodeo, Aug. 29-30. Omaha-Ak-Sar-Ben Livestock Show &

Rodeo, Sept. 23-Oct. 2. J. J. J. accoon, 201 Patterson Bldg. Omaha—Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2. Seward—Seward Co. Rodeo, Aug. 15-16. Shelton—Celebration, Aug. 1-3. Sidney—Cheyenne Co. Rodco, Aug. 27-28. South Sloux City-Police Carnival, July

Wahoo-Saunders Co. Rodeo, Aug. 25-27. Nevada

Ely-Nevada Fair of Industry, Aug. 25-28. Darwin Lambert.

New Jersey Dover-VFW Celebration, July 4-9.

New Mexico

Gallup-Inter-Tribal Indian Ceremonial. Aug. 11-14. Edward S. Merry, P. O. Box

Las Vegas-Cowboys' Reunion Rodeo, Aug. Roswell-Eastern N. M. State Pair Rodeo, Sept. 13-17.

Santa Fe-Santa Fe Fiesta, Sept. 2-5. Mrs. Helen Baca, P. O. Box 181. Santa Fe-Rodeo de Santa Fe, July 14-17. New York

DeRuyter - Piremen's Centennial Celebration, Aug. 18-21. Ray Wells. Lackawanna—Legion Field Days, July 20-24. James Tarquin, 456 Ridge Road. Oswego-Celebration, July 4-9.

North Carolina Shelby-Shelby Rodeo, Sept. 20-24.

North Dakota

Bowman-Bowman Co. Rodeo, Sept. 10-11. Hazelton-Hazelton Rodeo, July 23-24.

Ohio

Canton-Sesquicentennial, Aug. 14-21. Wallace Lafferty, 533 Market Ave., S. Cincinnati—Food and Home Show, Aug. 15-28. Eugene P. Zachman. Columbus-Marion Twsp. Piremen's Celebration, July 11-16.

Delphos-Homecoming, Aug. 15-20. Fort Recovery-Harvest Jubilee, July 4-9

Jeffersonville-Lions Club Celebration, July E. Liverpool-Old Home Week, Aug. 1-6. H. J. Benty, 752 St. Clair Ave. Madison—Booster Club Harvest Picnic, July 22-24. Mrs. Norah Austen.

Magnolia-Band Homecoming, Aug. 16-13. Nelsonville-Parade of the Hills, Sept. 5-10. North Industry-Homecoming, July 19-23. Waynesburg-Firemen's Homecoming, July 6.9. J. M. Finefrock,

Oklahoma

Ada-Elks Rodeo, Aug. 9-13. Anadarko-Indian Expo., Aug. 15-20. Ardmore-Ardmore Rodeo, Sept. 20-23. Chickasha—Chickasha Rodeo, July 13-16. 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.

Vinita-Will Rogers Memorial Rodeo, Aug. 24 - 28.

Walters-Walters Rodeo, July 14-16. Woodward-Elks Rodeo, Sept. 1-4. Yale-Northwest Okla. Reunion, July 18-

Yukon-Yukon Rodeo, July 29-30.

Oregon Cottage Grove-Riding Club Rodeo, July

Elgin-Elgin Stampede, July 23-24. Eugene-Emerald Empire Round-Up, Aug.

Joseph-Chief Joseph Days, July 29-31. Myrtle Point-Coos Co. Rodeo, Aug. 26-21 Nyssa-Nyssa Night Rodco, July 15-16. Pendleton-Pendleton Round-Up, Sept

Prineville-Crooked River Round-Up, Aug. 12-14. Redmond-Deschutes Co. Pair Rodeo, Aug. 27-28.

Sisters-Sisters Rodeo, Aug. 6-7.

Pennsylvania

Arnold-Old Home Week, July 11-17. David V. Santore. Avonmore-Firemen's Celebration, July 11-

Blairsville-Legion Mardi Gras, Aug. 8-13. Clarksville-Firemen's Old Home Week, Aug. 2-6. George Liter.

Ebensburg-Cambria Co. A. L. Celebration, July 11-16. Roland E. Pisher, 2 S. Market St. Franklin-Oil City-Venango Co. Sesquicen-

tennial, July 2-10. Jim Kling. Middletown-Centennial, July 11-16. Philadelphia - National Aircraft Show, Sept. 3-5.

Pittsburgh-Western Pa. Pig Round-Up. Aug. 16-17. C. L. McAdams. Roseto-Mt. Carmel Celebration, July

Shade Gap-Soldiers-Sailors' Fair & Picnic, Aug. 1-6, A. L. Blackmon. Sligo-Old Home Week-July 4 Celebration, July 4-9.

Wayne-Lions Pair, July 7-16.

South Dakota Canistota-Sports Day, July 14

Corsica - 50th Anniversary Celebration, Aug. 31-Sept. 1. Custer City-Gold Discovery Days, July 24-26.

Custer—Gold Discovery Days Pageant, July 24-26. Deadwood-Days of '76. Aug. 5-7.

Hot Springs-Miss. S. D. Talent & Beauty Pageant, July 16-17. Kadoka-Labor Celebration, Sept. 5. Lake Preston-Watermelon Day. Sept. 5.

Madison-75th Jubilee Celebration, July Milbank-75th Anniversary Fete, Aug. 8-Mitchell-4-H Fat Stock Show and Sale,

Sept. 13-14. Mitchell-Corn Palace Pestival, Sept. Parkinson-Community Days, Aug. 29-30. Rapid City-Black Hills Range Days, Aug. 18-21.

Stickney-Golden Jubilee, Aug. 17-18. Sturgis-Key City Riding Club Rocco, July 16-17. 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.

Great Palls-N. Mont. State Pair Rodeo, Cleveland-Bradley Co. Jr. Dairy Show, Sept. 9. W. M. Hale. Greenback-Loudon Co. Dairy Show, Sept. 3. Roy M. Brooks Jr.

Huntingdon-Homecoming, July 5-9. Joe Hillard. Show, Aug. 26-27. Sue Hill.

Lewisburg-Marshall Co. Jr. Dairy & Colt Martin-Weakley Co. Dairy Show, Aug. 11-12. Wade Barton.

Memphis-Memphis Rodeo, Sept. 23-30. Memphis-Shelby Co. Jr. Livestock & Jr. Dairy Show, July 20. James T. Guill. 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 Dalry Show, Aug. 12. Mrs. Grace Fly. Yorkville-Yorkville Jersey Cattle Show,

Aug. 19. M. R. Forrester, Texas

Austin-Travis Co. Rodeo, July 28-30. Big Spring-Big Spring Rodeo, Aug. 3-6. Center-Center Rodeo, July 21-23. Cleburne-N. Central Tex. Rodeo, Sept.

Coleman-Coleman Rodeo, July 13-16. Colorado City-Frontier Round-Up, Aug. 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. Pred Sands, 3108 S. Joplin, Tulsa, Dallas-Summer Gift Market, July 10-13. E. Paul Jones, 510 Southland Life An-

nex. Dublin-Dublin Rodeo, Aug. 31-Sept. 3. Pioresville-Peanut Festival, Sept. 23-24. Georgetown-Georgetown Rodeo, Aug. 24-27 Gladewater-E. Tex. Quarter-Horse Breed-

ers' Show & Races, Aug. 22-23. W. C. Holcombe, Longview. Gorman-Pirst Annual Peanut Pestival, Sept. 8-10. Ariton E. Smith,

Granbury-Hood Co. Reunion, July 11-16. Houston-Gift & Housewares Show, Aug. 14-16. Kaufman-Kaufman Co. Livestock Show. Sept. 8-10. Ernest Bauerle.

Kerryville-S. Texas Sheep Dog Trials, Sept. 3. Kerryville-Angora Goat Raisers' Show & Sale, Aug. 4-6. P. E. Gulley, Uvalde. Levelland-Sheriff Posse Rodeo, July 21-23. 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 San Antonio-Expo. of Modern Living,

Sept. 25-29. San Antonio-Soap Box Derby, July 24. Taylor-Taylor Rodeo, Aug. 4-6. Texarkana-Fall Rodeo, Sept. 13-17. Waxahachie-Ellis Co. Rodeo, Sept. 22-24. Weatherford-Park Co. Frontier Days, July

West-West Rodeo, Sept. 1-3.

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.

Descret-Days of Old West Rodeo, Aug. Feron-Southeastern Jr. Livestock Show, Aug. 6-8. Logan-Cache Co. Rodeo, Aug. 18-20.

Monticello-Monticello Round-Up, July 22-23. Nephi-Ute Stampede, July 7-9, Ogden-Pioneer Days, July 20-25. Ogden-Pioneer Days, July 24-30. Price-Black Diamond Stampede, July

Richfield-S. Utah Jr. Livestock Show, Aug. 25-27. Van Jarrett, Mgr. Salt Lake City-Days of '47, July 20-25. Salt Lake City-Pioneer Celebration, July 20-24. Jos. Chandler, 326 S. State St. Spanish Fork-Spanish Fork Rodeo, July

Tremonton-Golden Spike Rodeo, Aug. 26-27. Vernal-Vernal Rodeo, Aug. 18-20.

Virginia Galax-Piremen's Celebration, July 4-9.

Washington Ellensburg-Ellensburg Rodeo, Sept. 3-5. Kennewick-Kennewick Rodeo, Aug. 26-28. Monroe-Evergreen State Fair Rodeo, Sept.

Moses Lake-Columbia Basin Rodeo, Sept. 10-11 Omak—Omak Rodeo, Aug. 13-14. Soap Lake—Soap Lake Rodeo, July 30-31. Spokane—Spokane Rodeo, July 14-16. Walla Walla-Southeast Wash. Fair Rodeo. Sept. 3-5.

Woodinville-Woodinville Rodeo, July 30-31. West Virginia Kingwood-Preston Co. Buckwheat Festival. Sept. 20-Oct. 1. Mrs. Ruth A. Deavers.

Parkersburg-Legion Celebration, July 4-9. Ripley-Celebration, July 4-9. Wisconsin

Pewauker-Legion Fall Festival, Sept. 3-5. Ray Romens. Racine St. Lucy Parish Festival, July 29-31. Spooner-Heart of the North Rodeo, July

E-10. Wyoming Casper-Central Wyo. Night Rodeo, Aug. 10-13

Cheyenne-Cheyenne Frontier Days, July Douglas—State Fair Rodeo, Aug. 31-Sept. 3. Lusk—Niobrara Co. Rodeo, Aug. 19-20. Thermopolis-Thermopolis Rodeo, Sept. 4-5. Torrington-Goshen Co. Rodco, Aug. 25-27. Wheatland-Platte Co. Rodeo, Aug. 27-28.

CANADA

Alberta

Calgary-Calgary Stampede, July 11-16. Cardston-Cardston Stampede, July 18-19. Coleman-Coleman Rodeo, July 9. Medicine Hat-Medicine Hat Rodeo, July

British Columbia Penticton-Peach Pestival, Aug. 18-20.

Telkwa-Mid-Summer Night Pestival, July

Manitoba

Flin Flon-Canadian Legion Carnival, July 13-15 Flin Flon-Rotary Horticultural Exhn. Aug.

New Brunswick

Fort Beausejour - Acadian Biscentenary, Aug. 13. Memramcook-Acadian Bicentenary, Aug.

Moncton-Acadian Bicentenary, Aug. 11. Shediac-Lobster Festival, Aug. 5-10. Woodstock-Old Home Week, Aug. 1-6.

Memramcook-Strawberry Festival, July 8-

Novia Scotia Annapolis Royal-350th Anniversary Celebration, July 30-Aug. 2. Bridgewater-Water Carnival, Aug. 18. Dartmouth-Natal Day Celebration, Aug. 8-13.

Deep Brook-Craftsmen-at-Work Exhn., July 25-29. Parrsboro-Old Home Week, Aug. 8-13. Yarmouth-Memorial Festival, July 17-24.

Gravenhurst-Night Carnival, Aug. 11-13. Leamington-Tomato Festival, Sept. 9-10.

London-Centennial, June 30-July 9. Tom Ringler, City Hall. Prince Edward Island Charlottetown-Old Home Week,

Dundas-Provincial Plowing Match, Sept. 14-15. Quebec

Mentreal—Eastern Canada All Electrical Show, Sept. 19-23.

Saskatchewan Regina-Golden Jubilee, July 22-Aug. 6. Regina-Hereford Show & Sale, Aug. 1-6.

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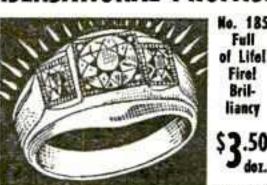
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introduced a new item which he reports that its big seller this spring has been the Beauty Bar handbag, made of vinyl-like leather which is colorfast and will not peel or crack. In addition to a spacious handbag compartment, the Beauty Bar features a compartment on the side which contains two perfume bottles and a cold cream jar made of unbreakable polyethelene. A replacement mirror is also included. Advantage of the Beauty Bar is the convenience of carrying the cosmetics without fear of breakage or spilling. Beauty Bar is brass trimmed and comes in a wide variety of popular summer colors. Cuttler offers them at \$36 per dozen.

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All you have to do, says Sunbcam Products, St. Petersburg, Fla., is soil one of our new plastic rayon towels and you'll make a sale when you show how it may be rinsed clean in 30 seconds. The towels are 18 by 27 inches and absorb moisture but not dirt. When rinsed in water, the dirt floats off, leaving the towel ready for reuse. They are ideal for dusting because they leave no lint and are tough enough so that they can be used many times. They retail six for \$1. Details will be sent when you order your sample for \$1, but the dollar. will be deducted when you send a quantity order.

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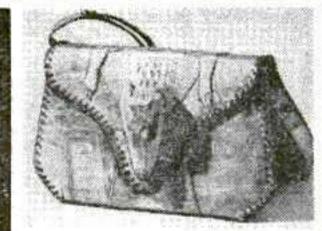
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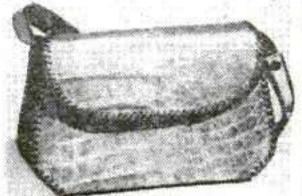
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of the reports that we've received from a few of the boys in the field. the N. K. Morris Manufacturing Company, Avon, N. J., has come up with a pretty fast geedus grabber by way of their new platform, plastic shredder and grater package.

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E. C. PARDEE . . .

postals that he has finally made his way into the great State of Maryland. He reports that among the old-time sheeties in the vicinity taking advantage of the moola in the markets are: Jack (Bottles) Stover, Eddie Brownfield and Mr. FREE FRISCO SPINDLE Dietrich. He says that he'd like to have some of the other boys blow into town and join him and his friends.

UNDER THE MARQUEE

Continued from page 59

ko) Burch and Harry Ruster made a tape recording in Bridgeport for the forthcoming Barnum Festival. . Jackie Gerlich, midget clown and Billboard agent, now is doing the boxing entree with Freddie Freeman, with Billy Rice a referee.

The garage of the Great Wilno, human cannonball, was destroyed in a fire at Peru, Ind., recently, with some youngsters said to be involved. A truck damaged in the fire did not belong to Wilno, who was away at the time. . . . Tom Scaperlanda, CFA, reports the San Antonio newspaper carried a feature column about Vivienne Mars and the Hertzberg circusiana collection at the library there.

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1955 Carnival Catalog

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Letters and packages addressed to persons in care of The Biliboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Biliboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Hoff, Roy
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No. 3927 SNAKE BOW TIE \$10.00 per gross \$1.50 per dozen

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ACTS. SONGS & PARODIES

23,000 PROFESSIONAL GAGS, ROUTINES, adlibs, doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. se3

AGENTS & DISTRIBUTORS

BEST SELLER-FIRST TIME EVER OF fered. Brand new. Amazing new novelty T-Shirts. Nothing else like them. 5 color silk screening; brightest colors obtainable. 100% profits. Details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ili. 1930

AMAZING TALL-GLOW, KODACHROME Christmas Cards sell swiftly. Free samples. \$52.50 profit on 50 boxes easy! Many Cards, Stationery, Novelties, Profits to 100%, gift bonuses. Samples on approval. Hurry—get sensational Mail Minder free. Creative, 4401 Cermak, Dept. 502-B, Chicago 23.

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. jy30

BARGAINS—JOB LOTS, CLOSE-OUTS, 2000 items. Save to 50%, clothing, hosiery, toys, toiletries, gifts, jewelry, Television, etc. Get acquainted, 25e brings wholesale catalog plus free \$1 merchandise certificate. Reliable Jobbing, 311-H North Desplaines, Chicago

BASKETS — STRAW, BAMBOO, SHELL with miniature fruit. Covered Wagon, Fruit Cart, Saddles, Guitars, Leather Boots, Cup-Saucer, Pitchers, Jugs, Jeweled Dice, Tiny Thermometers, Trial 3 dozen pairs handmade Earrings, \$15. Lastufka Products, House of Miniatures, Box 10248, Tampa, Fla.

BUY WHOLESALE 100,000 ADVERTISED products! Profit selling others! Free details. National Buyers Service, Box 426FC. Oakland, Calif. CASH IN ON TREMENDOUS DEMAND FOR new cheap Burglar Alarm for auto-mobiles, homes, stores. Nothing like it. Everybody wants one. 306% profit. Unique sample offer. Northwest Electric Co., 381-J Main, Mitchell, S. D. ch-np

CLOSEOUTS—\$1 SOUVENIRS: SALT-PEP-pers, Slippers, Pitchers, Vases, Ashtrays; shell decorated, 6 dozen, \$18; 6 dozen pairs handmade assorted Earrings, \$18, Lastufka Products, Box 10248, Tampa, Fia.

DESK SIGNS, NAMEPLATES—FREE SAM-ples. Best deal, Whitney Signs, Dept. B1, West Springfield, Mass.

DISTRIBUTE CALLING CARD SCRIPTURE Texts. Introductory package contains fifty assorted, \$1. Samples, particulars, 25¢. Standard Specialties, Box 4382 E, San

DISTRIBUTOR WANTS ITEMS SUITABLE for stores, service stations, salesmen. Submit samples or complete information with quantity prices. Doyle, 1373 Glenn Ave., Columbus 12, O.

EARRINGS — ASSORTED STONE AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. jy30

AMAZING CLOSEOUTS

Rhinestone neck and earrings, boxed,

NEW ENGLAND JEWELRY BUYERS 124 Empire St. Prov., R. Prov., R. I.

ENJOY COLOR TELEVISION NOW! NONinflammable multicolor screens for all black and white sets, \$2 and screen size. George, 5008 Stenton Ave., Phila. 44, Pa.

FAMOUS MFR. CLOSEOUTS

Tailored or Stoned Earrings 2.00 dz. Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO. 1820 Westminster St. Providence Providence, R. I. GIANT 10x40 AIRSHIP BALLOONS, \$9.60 gross. Davy Crockett Pinwheels, \$9. Sample Balloon, 15¢. No catalog. Powers Novelty Co., Dunbar, W. Va.

GIANT 6 FT. BALLS, 59e RETAIL-IN-flates to 21 feet around. Genuine neo-prene rubber. Terrific seller at beaches, fairs, parks, anywhere. Sample, 50e; dozen, \$4.20; 8 dozen lots, 30e ea.; Gross lots, 25e ea. Rainbow, 5010 School, Chicago 41, III.

GREATER PROFITS SELLING GREETING Cards. Get list of sensational factory surplus bargains. \$1.25 boxes for 50¢, \$1 boxes for 35¢, while they last! Big line new 1955 Christmas Cards, Stationery, Gifts. Assortments on approval, personalized samples free! Midwest, 1113 Washington, Dept. 560-B, St. Louis 1, Mo. ch-np HANDCRAFTED COPPER EARRINGS— Assorted hammered or plain, dangle and/or button, \$12 dozen. Assorted colors and styles, dangle and or button enamel, \$15 dozen. Picturesque Imports, 2881 Mary-wood Ave., Lansing 17, Mich.

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JOKERS FUN SHOPS—FULL CREDIT AL-lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co.,

LOOK AGENTS! — SELL TV COLOR Screens. Puts television in color in two minutes. Sample only \$1, jobber's prices. Moodys Supply, 3026 Mesquite Rd., Ft. Worth 11, Tex. 3916 MAKE \$10,000 YEAR AND MORE WITH

(2) great wholesale catalogs (64 and 300 pages), Appliances, Homewares, Jewelry, Furniture, Sporting Goods, Toys! Free catalog plans. General Wholesalers, Box 3058CH, San Francisco, 1916mp

ALL FAVORITE SNOWBALL FLAVORS—
\$1.50 quart; sample, 35c postpaid. Ice Shaver, Flavors and Cups for thousand snowballs, \$8.50. Free catalog. Snowball Co., 9534 Lemturner, Jacksonville 8, Fig. 1916

MEN'S GENUINE LEATHER BILLFOLDS-Removable pass case, zipper bill com-partment, secret pocket. Tan, mahogany, black. \$5.50 dozen postpaid. Gross, \$5 dozen. Two samples, \$1. Crescent Sales Co., 150-B, Broadway, N. Y. C. 38.

NEW LOW PRICES—LIGHT REFLECTING Signs. Red hot and sensible 7"x11" illu-strated color blended; 2000 varieties, 10¢ for sample, Koehler, 335 Goetz, St. Louis 23, Mo. jy30

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STAINLESS STEEL TABLEWARE—INTRO-ductory offer, "Lasts forever, polish never." Will never tarnish or corrode. Guaranteed 50 years. 24 pc. set, \$5.95 pre-paid. Lovely Gem and Florentine patterns. Melvin Bryant's Tableware Sales Co., 204 E. Cambridge St., Greenwood, S. C.

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31,000 COSTUME JEWELRY BOXED goods, just purchased from bankrupt firms. Send for latest catalog for terrific buys. Baldwin Ward Mfg. Co., 113 Munroe St., Lynn, Mass. jyl6

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A MUCH LARGER DEN OF SNAKES, \$25— Poisonous, harmless or mixed; state which. C. C. McClung, Telephone 5411, Snake Farm, LaPlace, La. jy9

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On hand for immediate shipment, in time
for the 4th. 18-foot Regal Python, \$600; 19
foot, \$650; 22 foot, \$1,000; 23 foot, \$1,250;
23½ foot, \$1,350. Clean mouths. Heavy
bodies; feeding on pigeons and chickens.
Fresh stock Brazilian "Red Tailed" Boa
Constrictors, 6 to 11 feet; Anacondas, 6 to 13 feet; Tegu Lizards, Dragons, mixed dens. Complete reptile exhibit, \$100. Immediate shipment. Live arrival and satisfaction guaranteed. For fastest service, best stock and lowest prices, write or wire. Reptile Jungle, Slidell, La. Phone 322 daytime or 699J1 at night. From Reptile Jungle, Arthur Jones.

BORN FREAKS-3 YEAR STEER, 3 LEGS: l year Steer, without eyes; 2 year Hog, 8 feet. All healthy; good display. All or separate. Ben Harris, Box 6, Dexter, Mo.

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PLENTY SNAKES, ARMADILLOS, ALLIgators, Horned Toads, Terrapins, Boas, Coyote Pups, Timber Wolf Pups, Ocelot, Guinea Pigs, Kangaroo Rats, White Doves, Jungle Rats, Peafowl, pair adult African Lions. Otto Martin Locke, Phone 141, New Braunfels, Tex.

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Locke, Phone 141. New Braunfels, Tex.
jy23

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TALKING MYNAH BIRDS, \$30 EA. CINNA-mon. Black Ringtails, \$33; Spiders, \$30; Owis, Squirrel Monkeys, \$22. Bronson Birds, 149B Fortgeorge, New York 40, N. Y. Lorraine 9-0940. jy30

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CO-ORDIPATHIC, THE MODERN DRUG-less way to prepare for health. Corre-spondence course, diploma awarded, 502 Ogilvle Bldg., San Antonio 5, Tex.

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The West's finest Baseball Batting Range.
Third year of successful operation; strategic location, unlimited parking. Land, 300 by 400 feet. Can extend lease. Fence, 30 feet high. 5 Pitching Machines, 5 Batting Cages, Floodlighting, etc. Long season, low maintenance. \$11.500.

BATTER-UP
322 E. Alvarado Rd., Phoenix

FOR SALE—SKATING RINK, MODERN building, 40x100. All equipped living quarters above; also 40x100 Portable Rink. Now operating in Winchester, Ill. Will sell together or separately. George Averse, Gen. Del., Meredosia, Ill. jy23

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NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

RIDES, BINGO, DANCE MGR., OR ANY legitimate money maker for park. Small percent. Drive-'N-Theater, Lake City, S. C. SKATING RINK FLOOH-7500 SQUARE feet. 2½ 'x14' sections. 250 Skates, Grinder, Sander, etc. \$2,500 takes all. Phone 35392. Shelby Proud, 207 S. Park, Streator, Ill. THEATRICAL AND MASQUERADE COS tume business for sale. Excellent lo-cation. Part or full time for lady or couple. 2,000 costumes, no competition. Must sell. Abdulia Realtor, 837 McKinley Ave., N. Canton, O. jy23

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CHORUS WARDROBE, 40 SETS, 12, 14, 16, selling at very low cost, some in excel-lent condition. Williams and Lee, 464 Holly Ave., St. Paul, Minn.

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PRE-POPT POPCORN "READY TO EAT." New Poppers Vending machines, Warmers, popcorn one bag to carload. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. jy9

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ABOUT ALL MAKES OF POPPERS-CARAmel Corn equipment. Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago. Ill. jy30 BARGAINS, FLOOR SAMPLES, ECHOLS, Snokonette, Polar Peter Snowball Ma-chines, Cretor Counter Popper. Also 41 Star Hot Dog. Poppers, 146 Walton, Atlanta,

CONCESSION TRAILER—NEAT, FLASHY, completely equipped for hot dogs and snowballs, \$395. Ed Opalek, 2939 Fairfield, Muskegon Heights, Mich.

FOR SALE—2 AUTOMATIC ELECTRIC Application Machines, felt Crew and Jockey Hats, felt Letters. S. Stouffer, Rural Route, Mount Morris, III. FOR SALE—27 FOOT ALUMINUM CON-cession Trailer, equipped. Good for fairs and following construction work. Melvin Nawman, 4025 W. National Road, Spring-

GRAB JOINT ON WHEELS — FULLY equipped, reasonable, 152 Ellenwood Ave., Bedford, O., or Phone BE 2-5297 after

4:30 p.m. G-12 MINIATURE TRAIN—COMPLETE, 330 ft. Track. Run 30 hours. No room. Purchased new Sept. 1954. \$2,300 cash. Sports Center, Montpelier, Vt. jy9 TRAIN—EXCELLENT CONDITION. WIL-liams Aluminum, 4 h.p. engine. Electric starter, 4 Cars, 250 ft, Track. Also King Pony Cart Ride and Bogen Sound System. Make offer. E. Lerner, 2938 Horne Road, Corpus Christi, Tex.

FOR SALE—SECONDHAND SHOW PROPERTY

A NEW KIDDIE RIDE PLAN—SPINNING Tubs, 32 passenger, 21' diameter, \$10. Free, 48 plan circulars. Brill, Box 875, Peoria, Ill.

BY OWNER—PARKER MERRY-GO-ROUND, 36 ft., 2 abreast, 24 horses, 4 seats, Wurlitzer Organ, \$4,000. 36 ft. Spillman, 3 abreast, \$5,500. In operation daily. B. B. Campbell, 1106 Maple St., Longview, Tex. DISPLAY BOOTHS-THESE ARE ALUMinum pipes with drapes and electric wiring, carnival concessions. Cash sales. Phone Elgin 3962. B. O. Guertin, 509 Cook-

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Levins' Catalog Ready

Write Today for Catalog 354CC Listing Novelties-Slum-Bingo Goods #5 Darl Balloons, Long Necks, 10 gr. for.....\$ 6.50

Ball Rack Baseballs. Doz..... 2.40 Oak's Sag Balloons, Stretched, All Sizes

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Attention JOBBERS

Press To Write Again To Retract No Clip Mechanism

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New! "FULLY" AUTOMATIC Retractable BALL PEN

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MFR. \$2.50 **New! LIQUID** LEAD PENCIL

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Erases in Seconds \$17.28 Colors. Sample Doz. \$2.00.

MODERN PEN MFG. CO., INC. 395 Broadway New York 13, N. Y. CAnal 6-8016

30" GIANT PLUSH BEAR



All Plush, Asstd. Colors, Cotton Stuffed. \$20.00 21" FLAPPER BEAR All Plush, Vinyl Nose, \$12.00 Cotton Stuffed. 24" CLOWN MAJOR

All Plush, Cotton Stuffed. \$14.50

\$15.50 Dr. In 3 Doz. Lots 21" BONNET OR PINOCCHIO DOLL Satin Taffeta, Plastic Face, Cotton Stuffed. Pliofilm Bay \$9.60

12" PLUSH "DOLLY" All Plush, Plastic Face, Cotton \$5.75 Stuffed. Plio Bag. \$6.00 Dz. \$5.75

In 6 Doz. Lots

Prices, Net 38" DAYY CROCKETT DOLL with order, bal. c.o.d. Pliofilm Bag ... 25.00

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Costume Jewelry Manufacturer

Men's 3-Stone Rhinestone Rings in Display Tray ... \$2.75 Doz. Asst. Men's Onyx and Cameo Rings in Display Tray ... \$2.75 Doz. Asst. Ladies' Adjustable Rhinestone and Jewelled Rings in Display



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60-INCH SEARCHLIGHTS — SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts new, in original crates; 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 15400 Hesperian Bivd., San Lorenzo, Calif. All inquiries answered. jy30 \$100 TAKES 48 IN. DOUBLE SIDE CARNIval Wheel, one side blank; 12 ft. mason-ite lay down Counter Cover and Drapes to trim stand all new. Ray Knox, Water-Gap Hotel, Atlantic City, N. J.

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YOU CAN ENTERTAIN FOR ALL OC-casions with our Chalk Talks and Rag Pictures. Catalog, 10s. Balda Art Service, Oshkosh, Wis.

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A BRAND NEW #24 CATALOG—MIND-reading. Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic, 144-page illustrated cat-alog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, O. jy9

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MISCELLANEOUS

BAND ORGAN, CALLIOPE, HAMMOND, Records. 6 for \$5; Steam Calliope \$1.50; Lp. \$4. Carnival Record Co., 903 N. 7th St., Springfield, Ill. jy16

GENUINE CALLIOPE RECORDS—5 NEW hi-fi releases on 45 and 78 r.p.m., \$1.10 each. 5 record album on 78 r.p.m., \$5.85 postpaid. Taggart, 1602 National, Rockford, III.

INTERIOR DECORATION FOR FAIRS, booths, inside shows and all crepe paper work. Contact Harvey Hobbs, Post Office Box 562, Smithfield, N. C.

MEXICAN IMPORTER—CARTRIDGE BELTS and holsters, Western Style, hand carved leather or plain. Your initials free with one holster, \$11.50. With two holsters, \$14.50. Cowboy Belts, Western style, 2" plain or hand carved with your initials, \$4 postpaid. General Merchantile Co., Laredo, Tex.

MEXICAN JUMPING BEANS OF THE NEW crop 1955. Send your order to Joaquin Hernandez, Exporter, Alamos, Sonora,

MEXICAN SADDLES—FOR BURROS OR ponies. Special for boys. Complete. \$30, prepaid. Stamps for illustrated circulars. General Mercantile Co., Laredo, Tex.

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16MM. SOUND FILMS—LOWEST RENTAL rates in history; get our prices now. Rogers Films, Lombard, Ill. jy9 16MM. 5000 SOUND REELS, NEW LIST Features, Westerns, Serials, War films. Excellent condition. Sell, rent. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

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ANYONE KNOWING THE LOCATION OF the following persons, phone Warren.
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LETTERS REMAILED,25¢ EACH-PERSONal receiving, forwarding address. Monthly rates. Hollywood Mail Service, 172314 Sichel St., Los Angeles 31, Calif. 199 WELCOME CARNIVAL, CIRCUS AND show people, to The Georgian Hotel, 301 Water St., Bainbridge, Ga. Rates \$1,50 to \$4.50 per day, \$7 to \$15 per week. We'll be exacting your be expecting you!

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SELL 8x10 ENLARGEMENTS, \$2.95, \$1 commission, plus bonus, Acme Enlargers, Box 57 (Levy), North Little Rock, Ark. jy16

PRINTING

NEARGRAVURE EMBOSSO LETTERheads! Sparkling! Dynamic! Special engravings, golds and colors, for midways, circuses, orchestras, magicians, concessions. Samples, dime. Solliday's Colorprint, Knox,

PHOTO-OFFSET 5,000, \$18-COPY, ARTwork, layout, lowest rates. Request samples, prices. Maurice Fischer, 711 Southern Boulevard, New York 55.

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Speaker, fine condition. Williams and
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What do you have or want. Smith Tent,
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250 81/2 x11 BOND (20 LB.) LETTERHEADS,
250 64 Envelopes, \$4.95 postpaid. 1,000
6x9 Posters, \$6.50, each addl. 1,000, \$3.75;
1,000 9x12, \$10.50, each addl. 1,000, \$5.25.
Write for prices and samples of anything you need. Prompt service. Ayers, 2001 Columbia Rd., N.W., Washington, D. C. 1,000 BLACK AND WHITE POSTCARDS ON Kromekote stock of your photograph with one line of copy underneath photo. \$10.86 postpaid. Leon W. Otteson, Box 852, Alliance, Ohio. Samples on request.

AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing; Sales kit furnished. Match Corp., Dept. D80, Chicago 32, III. np

MAKE \$2 HOURLY. SELL RA-GLO SIGNS; bars, stores, restaurants. Brilliant Ra-Glo signs, 17 signs, 7x11, \$1 postpaid, 110 Signs, \$6 postpaid. Sell 35¢ ea. 50% deposit on c.o.d. orders. Free literature. All Art Signs, 179 N. Wells, Dept. 43, Chicago 6.

WANTED—SALESMAN TO SELL SO-TITE-Tubeless Tire-Kit, Just out, Repairs punctures in 1 minute on car. Sells to service stations, automobile dealers and all new car owners. Announced nationally. Send \$1.25 for sample, prepaid. Territory open. Millerlei Novelty Co., 308 North Saint Joe, Evansville, Ind. Saint Joe, Evansville, Ind.

SIGN LETTERS — GOLD & SILVER Metallic Foil. Two tone embossed. 3" size. Only 12¢ ea. Spinks Signs, Albia, Iowa.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. au20

REAL TATTOO MACHINES — NEW DE-signs; outfits \$19 and up; ready mixed colors. #12 needles. Milt Zeis, 728 Lesley. Rockford, Ill. se24

WANTED TO BUY

AUTOMATIC CARD PRINTING PRESS-Hand crank operated. "Chicago" or "Wait" make. Write Box C-248, c/o Bill-board, Cincinnati 22, O. Jy23

EXPANDING KIDDIELAND WANTS IMmediately, 12 Major Rides; Arcade, Dark
Ride, Games, etc. Also Kiddie Rides not
conflicting. 20% and free electricity. On
main thruway artery. Merryville Park,
Amsterdam, N. Y.

WANTED-1 OR 2 BEARS, YOUNG. IRA Ray, Naples, N. C. Call Ardin 9128. WANTED-2 GOOD USED DIRECT POSItive Street Cameras. Any make, size 21/2x31/2 in. Quick cash if low priced. Paul Wisner, 3306 Dix Ave., Overland, Mo. jy30

The Complete Deal Smart Sample Case is included FREE

with sample

assortment. Here's the set-up that puts you in business for terrific profits!! Two 4-pc. boxed sets, four gorgeous 3-pc. costume sets, assorted scatter pins, smartly boxed, high style earrings, carded for easy display... ALL included in a handsome luggage style Sample Case... THE COMPLETE DEAL for only \$12.95! You re-order from samples to keep business boominally Managery and appreciated.

a little cash!

Jeweled Watch Expansion Band. Gold front and back. Beauti-

ful Dial with sweep second-

White Necklacest Chokers! Earrings!

GERMAN IMPORTS

GET GOING FOR BIGGER BUSINESS ... Get on the Cel-Max BARGAINTEER mailing lists. Sensational limited offers every two weeks! Send name and address today . . . it's FREE

CEL-MAX, INC. EXPORTERS 582 So. Main St. (Dept. 10), Memphis, Tenn.

You Can't Beat

We Carry a Complete Line of TOASTERS-Kitchen Utensils-ALUMI-NUMWARE-Irons-GRIDDLES-Waffle

72-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY

1116 S. Halsted St., Chicago 7, III. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

least resistance with



THE HOUSE OF

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP. 145-B West 15th Street, New York 11, N.Y.

17-JEWELS

YELLOW CASE

Looks like \$100 flash. One year written guarantee with every watch.

FEARLESS STARS — AMAZING HIGH trapeze act. Available, parks and fairs, celebrations and carnivals. Contact Jerry D. Martin, c/o The Billboard, Cincinnati

25% dep., bal. C.O.D.

NATIONAL DIST. CO.

222 CALUMET BLDG.

MIAMI 32, FLORIDA



For Engravers, Store and Fair

Workers and Ring Demonstrators. 25% deposit with all C.O.D. orders. Include postage with prepaid orders. McBRIDE JEWELRY CO., 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

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THE BILLBOARD

SALESMEN WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps, RATE: 15c a word-Minimum \$3. CASH WITH COPY.

CLASSIFIED ADVERTISEMENTS

HELP WANTED

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line-\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

established NAVY Magazine De-sires experienced advertising solicitors. Navy Day and Christmas specials, Repeat business. High commissions. Cover all United States. Navy Life Magazine, 210 Finance Building, Philadelphia, Pa.

HONKY TONK PIANIST OR ORGANIST-Boy or girl, play dance music sing and entertain. Salary \$60 to \$75 week. Box 117, Byesville, O.

LADY DRUMMER TO JOIN MAN AND wife team, Western swing, western ward-robe. Location, Musician, 880 N. 36th, East St. Louis, Ill. Phone UPton 4-2240.

PIANO MAN FOR MID-WEST TRAVELING orchestra. Sleeper bus. Steady pay fifty weeks a year. Need man about July 18th. Little John Beecher, 1611 City Nat'l Bank Bldg., Omaha, Neb. jy23

WANT WHEEL MAN NO. 5 OPERATOR Also up and down work in Baltimore area. Good pay, eighty dollars weekly

LEROY SHAW Phone Gilmore 5-6156, Baltimore, Md. WANTED — MEDICINE SHOW PEOPLE, all experienced, Chartle Hudson, So. Pittsburg, Tenn.

Minimum \$1

TRUMPET—ALL AROUND COMMERCIAL experience, ballad vocals; prefer hotel combo. Dick Shelby, 15818 Mendota, Detroit 38, Mich. University 45988.

VIBIST DOUBLES BLOCK PIANO—BASS, drums, light vocals. Read, arrange. Small combo, much trio experience. Car and will travel. 802. Bill Youngs, 157 East 81st St., New York 28, N. Y. RH-4-6123.

4-PIECE ORCHESTRA AND COMPLETE vaudeville show available after July 4. Fairs, celebrations, clubs. Modern, old time, country music, specialties and novelty acts. 1 to 2 hour show: Don Null, 2015 West 18th, Sioux Falls, S. D. Phone 8-2511.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

BEARS, PONIES, MONKEYS, DOGS, ACRO-bats, Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

AT LIBERTY—ADVERTISEMENTS

Remittance in full must accompany all ads for publication in this column.

Forms Close Thursdays for the Following Week's Issue

HYPNOTISM — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl. Post Office Box 2002, Seattle, Wash. sel7 MAN AND WIFE DESIRE ROLLER RINK connection. 20 years' experience as rink owners, managers and professionals. Avail-able short notice. Box C-246, c/o Billboard, Cincinnati 22, Ohio. jy23

MISCELLANEOUS

MUSICIANS

A-1 ORGANIST FOR LOUNGE, HOTEL, restaurant, club, rink. Reasonable, Organ-ist, 308 W. 49th, c/o Siems, New York,

ALTO-CLAR. TENOR (DOUBLE BARI-tone.) Contact Musician, Mayflower Hotel, Room 223. Phone PLaza 2-6700, Chicago, III. Will travel single.

ALTO, TENOR, CLARINET — EXPERI-enced tone, read well. Available im-mediately. Will travel. Sober, reliable. Gerald B. Check, 2111 Gentry, North Kansas City, Mo., Phone Norclay 4106. jy16

Gerald B. Cheek, 2111 Gentry, North Kansas City, Mo., Phone Norclay 4106. 1916

ATTRACTIVE GIRL—HAMMOND ORGANist, pianist. First class hotel lounge only. Wardrobe, tops. Music, versatile. All tempos, plus requests. Vocals optional. Available July 4. Hotel must furnish musical instrument. Box C-241, c/o Billboard, Cincinnati, O.

DRUMMER SEEKING LOCATION ON EStablished band. Play shows, Dixie, society, Latin and jump. No bop. Read, good equipment, sober and dependable. No panic combos please! Will consider any offers accompanied by details. Jack Rearick, Box 620, Aberdeen, Miss. Phone 277.

DRUMMER — BONGOS, VIRIST, SOLID.

DRUMMER — BONGOS, VIRIST, SOLID.

PRUMMER — BONGOS, VIRIST, SOLID.

DRUMMER — BONGOS, VIRIST, SOLID.

DRUMMER — BONGOS, VIRIST, SOLID.

PRUMMER — BONGOS, VIRIST, SOLID.

DRUMMER — BONGOS, VIRIST, SOLID.

PRUMMER — BONGOS,

DRUMMER - BONGOS, VIBIST. SOLID modern drums. Latin rhythms a specialty. Solo vibes on most standards. Young, sober, reliable. Wide experience. Beautiful instruments. Member 47. Musician, 815 W. Calif. St., Oklahoma City.

DRUMMER—UNION; READ, LATIN. COM-mercial band experience. Cut shows, sober, reliable. Go anywhere. Can join im-mediately. Jerry Arnold, 251 Jackson St., Jackson, Tenn. Phone 7-4448.

DRUMMER—29, SOBER, RESPONSIBLE, shows, commercial, jazz. Local 10 card. S. Falls, 411 South Wabash, Chicago, Ill. jy16

GIRL PIANO PLAYER AVAILABLE IM-mediately, Read. Fake. Transpose. Cut shows. Box C-242 e/o Billboard, Cincin-nati, O. 199 HAMMOND ORGAN-PIANO DUO — TWO young men, experienced, cocktail lounge, fairs, hotels. 10 month hotel engagement, New York, July 2. Organist has own organ. Go anywhere. Ray Mullin Presentations, 98 Broad St., Pawtucket, Rhode Island. Sole representatives, Write or wire for details. PIANIST—DANCE, SHOW, TO RELOCATE.
Have organo and celeste, For location
only, J. Gillrup, 1752 Hilly Rd., Jacksonville, Fla.

HAMMOND ORGANIST — EXPERIENCED restaurant, lounge, rink. Also much rink experience. Prefer rink. Reliable, co-operative; good habits. Available now. Write or phone Organist, 100 Hawthorne, Creve Coeur, Ill. Phone Peoria 4-0902. PIANIST-UNION, MALE, SINGLE, GEN-tile, professional, trained musician. Hotel, lounge, alone. Accompanist, soloist singer, other offers. Box C-249, Billboard, Cincinnati 22, O.

PIANO PLAYER — FOR REP., MED., dance, western, country, popular or honkytonk. Double stage, name best. Cody Thomas, 254 S. Avely, Los Angeles 31, Calif.

experienced, sober. Desire commercial band. Will travel anywhere. Jimmy Deaton, 258 Jackson St., Jackson, Tenn. Phone 7-1258. TROMBONE — EXPERIENCED, READ, commercial, or otherwise. Reliable. Prefer location. Nick Cords, St. Clair, Minn.

SAX-CLARINET MAN-AGE 20, UNION,

ing!! Money-back guarantee! A LOT of flash for

hand. Sensational seller at a quantity price!

Over 100 styles. Guaranteed \$1.00 retail values! terrific value in a top seller.



BRODY for Merchandise

NUMWARE—Irons—GRIDDLES—Warne
Irons—BABY DOLLS—Boudoir Dolls—
PLUSH ANIMALS—Plastic Goods—
HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES
COORS—ASSORTED NOVELTIES— -Glassware-ASSORTED NOVELTIES-Household Goods-Lamps.

Take the lines of **NAME BRANDS**



NAME BRANDS

3-D DIAL (BRAND NEW)

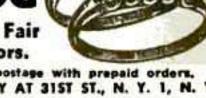
BANDED

In lots of 3 or more SAMPLE \$7.50

PH. 82-6473







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 venders, 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.

PINBALL GAMES

Adv't'd

(12, 53) 145.00

(4/51) 145.00

(12/52) 120.00

Duette Deluxe.... 335.00

Futurity 40.00

Jockey Club 110.00

Mystic Marvel.... 155.00

Quartet 125.00

Super Jumbo..... 375.00

Three-of-a-Kind 18.50

(5/46)\$ 20.00 Astro Scope.... 175.00

(Mutoscope) 135 00 Auto Photo1,850.00

Balloon-O-Mat 395.00

Baseball (Scientific) 79.50

(Bally) 163 "2

(8/48) 175.00

(8/48) 65.00

(47) 150.00

(Williams) (3/51) 295.00

(12/54) 395.00

(United) 375.00

(United) (10/54), 395.00

(Seeburg) 95.00

(2/54) 275.00

Dale Gun (Exhibit) .. 89.50

Dedo Space Ships... 395.00

Coin) (3/52) ... 19. 00

(Mutoscope) 165.00

Duck Hunter 20.00

(Exhibit) 185.00

(9/46) 75.00

(Scientific) 125 %

(6, 50) 149.50

Football, 2 player.. 195.00

Footease (Exhibit)... 95.00

(1/46) 99.50

(5/51) 150.00

King Pony Ride..... 285.00

King Sabre Jet Auto. 165.00

(2/38) 75.00

(3/54) 245.00

(12/51) 145.00

Hockey (Chicago Coin) 75.00

Goalee (Chicago Coin)

Gun Patrol (Exhibt)

HI-Ball (Exhibit)

Home Run, 6 player (Chicago Coin)

Jet Gun (Exhibit)

mobile (Mutoscope), 595.00

Champion Hockey... 85.00

Capital Projector 3-D 225.00

Big Top (6/54).... 450.00

Big Bronche (1/51). 400.00

Basketball (Console)

Bat-a-Score (Evans)

Bat-a-Score (Senior)

Big Inning (Bally)

Bonus Gun (United)

Big League

Bonus Deluxe

Carnival Gun

Chicken Sam

Drivemobile

Coon Hunt (Seeburg)

Derby, 4 player (Chi.

Driveyourself Drive-

Exhibit's Jr. Jet

Field Goal

Flying Saucer (Mutoscope)

Flash Hockey (Coinex)

MANUFACTURER NOT LISTED

ARCADE EQUIPMENT

Times Square..... 110.00

Super World Series

Twenty Grand

ABI Challenger

Atomic Bomber

1

1

3

3

2

1

2

1

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3

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(Williams) 295.00

95.00

155,00

125.00

375.00

18.50

1,850.00

395.00

79.50

100.00

94.00

65.00

350.00

125.00

225.00

410.00

395.00

375.00

225.00

275.00

85.00

95.00

145.00

395.00

135.00

165.00

595.00

20.00

185.00

75.00

125.00

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285.00

165.00

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75.00

195.00

95.00

50.00

	нісн	LOW	Times
BALLY Atlantic City (5/52).\$1	15.00	\$ 70.00	33
Atlantic City (5/52). 1		70.00	33
Beach Club (2/53 2 Beauty (21/52) 2	Control of the Contro	165.00	36 36
Big Time (1/55) 5		450.00	6
Bright Lights (5/51)		65.00	16
Bright Spot.(11/51) Broadway	95.00 25.00	65.06 25.00	16
	85.00	59.00	15
Dude Ranch (9/51). 2		200.00	39
Frolic (10/52) 1 Hi-Fi (6/54) 2		120.00 225.00	23
Ice Frolics (1/54) 3	05.00	275.00	28
Palm Beach (7/52'. 2 Palm Springs (11/52) 3		75.00 250.00	40
	95.00	40.00	25
Sunshine Park	DE 00		
(12/52) Surf Club (3/54) 3		95.00 240.00	33
Varieties 4		385,00	54
Yacht Club			
CHICAGO COIN Band Box (12/50) 1	FF 00	355.00	
Basketball Champ	55.00	155.00	2
(3/47) 1		175.00	6
Tahiti (10/49) 1	95.00	135.00	9
DAVAL	£8.00	3/0/00	
Gun Club (11/53). 1	60.00	160.00	1
EVANS Saddie & Turf, Club M	odel		
(10/53) 2		295.00	1
Saddle & Turf (10/53) 2	50.00	228.00	6
	50.00	220.00	•
EXHIBIT Circus	45.00	125.00	3
Seatteress		O. PERVONE	
GENCO Basketball,			
Two Player 2		250.00	.7
400 (10/53) Golden Nugget	75.00	65.00	11
(2/53)		45.00	8
Wild West 4	45.00	445.00	3
GOTTLIEB Arabian Knights			
(12/53)	85.00	145.00	4
Chinatown (10/52). 3	35.00	135.00	2,75
Coronation (11/52). 3 Daisy Mae (7/54)3		110.00 185.00	1 3
Diamond Lill (12/54) 2	25.00	225.00	2
Flying High (2/53). 3 Gold Star (3/54)3		160.00	4-1, 2
Grand Slam (4/53). 3		150.00	200
Green Pastures (1/54) 2	20.00	140.00	#47
Guys & Dolls (5/53) 3		140.00 95.00	
Hayburner (6/51)		75.00	
Hit 'n' Run (3/51). 3 Knockout (1/51)		75.00 45.00	11.75.03
Lady Luck (9/54) 2	00.00	195.00	3
Lovely Lucy (2/54). 3 Marble Queen (8/53) 3		140.00 150.00	1
Niagara (12/51)		110.00	
Pinwheel (11/53) 3		130,00	
Poker Face (9/53) 3 Queen of Hearts	145.00	115.00	.4
(12/52) 1	45.00	95.00	
Rocketts	49.50	125.00 49.50	1
Sharpshooter (5/49). 2	295.00	295.00	î
	165.00	130.00 85.00	4
	25.00	225.00	3
Wild West (9/51)	69.50	69.50	1
KEENEY		20700H	920
Holiday (12/51)	35.00	35.00	2
UNITED ABC (3/51)	50.00	35.00	7
Cabana (3/53))	165.00	125.00	10
CHALLEST AND ACCUSED SAID TO THE RESERVE AND ACCUSED AS A SAID TO THE RESERVE A	75.00 325.00	130.00 225.00	7
- 10 TO 10 T	50.00	45.00	10
Mexico (3/54) 2	255.00	200.00	2
	295.00 245.00	235.00 125.00	11
Stars (6/52)	85.00	50.00	5
그 보통하다. 에너의 상탁 보통을 잃었다면 하지 않는데 되었다면 하다 하나 없다.	95.00	395.00 125.00	5
Zingo (10/51)	6 5.00	65.00	3
UNIVERSAL			
Five Star (5/51) Singapore (10/54)3		35.00 345.00	2
	75.00	J-15.00	
WILLIAMS Big Ses (9/54)	95.00	145.00	4

		M	03	T ACTIV	V E	EQU	IPA	VENI			
			1000	four-week perio	d endi						
1. GENCO-Rifle				USIC MACHINES	1.	SHUFF UNITED—C	LE GAM ascade Sh	UTY 5.75	NDING M EDA-Mode	ACHINES	.)
2 EXHIBIT—Sho	oting Galle	ry	2. WURL	TZER1500	2.	Alley, 6 UNITED-0	lympics	Z. NATI	ONAL-91	8	
3. UNITED—Carr			3. AMI—	ANDRISC		Shuffley UNITED—R	loyal Shuf	fie Alley	2. NARTHWESTERN-39 1c 2. SILVER KING-5c		
 SEEBURG—Sh SEEBURG—Co 		1217	3. SEEBURG—M-100-A 3. WURLITZ—1100		4. CHICAGO COIN—Crown Bowler 4. CHICAGO COIN—Double Score Bowler 4. GENCO—Match Pool			ble 5. Tied	5. Tied for fifth place are ma- chines listed below with four times advertised.		
5. KEENEY—Spo	rtsman										
				PINB	ALL GA	MES					
₽3		(1	Manufa	turers with ten	or mo	re game	s listec	below)			
1. Paim Springs 2. Dude Ranch 3. Beach Club 3. Beauty	•••			Pastures	2,	RIO Cabane Hawaii	NITED	2. Time:	WILLIA Bend iian Beaut s Square ty Grand	200723	
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eravan (7/52)		55.00	2	Jumping Jack (Genco	A Section 1	2011	AUTEU	Telequiz (1/49)	w. 100 (100)	95.00	Adv'
luxe Baseball		245.00	1	(11/52)	* I Characteria	85.00	2	Ten Strike (Evans)			
irway (6/53)		79.50	2	Jungle Gun (United)	25/2000	5253555	= 70	(46)	800	85.00	4
eshie (10/49) iwalian Beauty		49.50	1	(7/54) Kicker & Catcher	360.00	175.00	6	(12/53) Three-Way Gripper	199.50	199.50	1
(4/54) lopy (8/51)		175.00 95.00	2	(3/47)		35.2C	4	(Gottlieb)	20.00	20.00	3
zy Q (2/54)		150.00	ì	K. O. Fighter		195.00	1	Twin Shoe Shine		150.00	ĩ
ympics (5/52)		69.50	1	Lee Carousels		395.00	1	Undersea Raider		E1355	
reamo (4/54)		75.00 150.00	. 2	Lite League (2/46). Little Grandmother. Mercury Counter		75.00 195.00	1	(2/46) Voice-o-Graph (Mu- toscope) (4/46).	000000000000000000000000000000000000000	125.00	3 4
(11/51)	45.00	45.00	1	Gripper	20.00	20.00	3	Voice Recorder	160.00	325.00 160.00	
truggle Buggie						205.00		73.Way Athletic	100 CO S S S S S S S S S S S S S S S S S S	-0010G	

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(11/52)		85.00	2 .	Ten Strike (Evans)	5.00 4
(7/54)	360.00	175.00	6	3-D Theater	9.50 1
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e Carousels		395.00	1		0.00 1
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ttle Grandmother.		195.00	1	Voice-a-Graph (Mu-	5.00 3
ercury Counter Gripper 2	0.00	20.00	3		5.00 9
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idget Skee Ball	1/5 00		100	Zoo Ride (Bert Lane) 185.00 - 18	5.00 1
(Chicago Coin)		395.00	1	At a second second second second second	
Round	395.00	395.00	4	MUSIC MACHIN	ES -
moram		325.00	5		0.256
notomatic Deluxe (2/36)	375 00	365.00	7	AMI	
(2/36)	2,2.00	203.00			9.50 14
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(1/50)	445.00% Le	445.00late	1		5.00 10
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(Scientific)	185.00	145.00	5	[[[[[[[]]]]]]] [[[[[]]]]] [[[]] [[]] [5.00 5
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Coin)		40.00 90.00	6	WOODE 2-120 1557 625.00 54	9.50 8
fle Gallery	73.00	70.00	0		
(Genco) (6/54)	350.00	225.00	22	EVANS	
cket Ship (Bally).			1	Constellation (Evans)	
ck-Ola 1c Scale	50.00	50.00	1	(49) 175.00 17	5.00 4
ock-Ola Shuffleboard	149.50	149.50	1	ROCK-OLA	
ound-the-World			14	THE PROPERTY OF THE PROPERTY OF THE	
Trainer (Chicago Coin)	495.00	375.00	4	[47] JULIU IN TURBUNG SURESH PROPERTY FOR THE STREET STREET	5.00 1 9.50 13
ientific Boat		350.00	1	[[일까] [[입니다] [[입니다] [[입니다] [[입니다] [[[입니다]]]] [[[[[[[]]] [[[]] [[[]] [[[]] [[] [[]] [[] [[] [[]] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[] [[]	9.50 4
Shot Basketball	BEERS :				5.00 10
(6/52)			1		9.50 2
oe Shine	125.00	125.00	4		5.00 1
(Seeburg)	245.00	340.00	25		5.00 4 5.00 3
ipman Art Show			4		9.50
nooting Gallery,		170,000	11.580		5.00 13
500 (Exhibit)	395.00	350.00	4	1438 595.00 59	5.00 1
ooting Gallery (Exhibit) (6/54).	275.00	175.00	18		5.00 1 5.00 5
lent Salesman	275.00	175.00	16	jerniel 1990 of Harman and Alexander. Tamper operationer	5.00 5
Card Vendor (3/52)	00.نــ	35.00	4	ROCK-OLA	
Iver Bullets		25.00	-	Rock-Ola 1436	
(Exhibit)	95.00	65.00	4	##UNKYERMINE_BELLENAMINENERSEM 233	5.00 1 5.00 1
(Mutoscope)	135.00	135.00	1	SEEBURG	
(Mutoscope)	195.00	185.00	5	70 92	9.50 1
x Shooter (Exhibit)		95.00	11	#F:	0.00 4
ceball (Bally)	125.00	125.00	1		9.50 1
eeball (Lynco)	125.00	125.00	3	147-M 59.50 5	
ceeball (Phil.	305.00	305.00	2		5.00 4
(Toboggan)		395.00	3		9.50 2 5.00 4 5.00 4 9.50 6
(8/36)		150.00	4	# 17 17 17 18 17 17 17 17 17 17 17 17 17 17 17 17 17	9.50 6 5.00 1
ill Gun, ABT		20.00	3	M-100-A (78 RPM)	
i Roli (Evans)		95.00	4	(50) 340.00 29	5.00 14
y Fighter (Mutoscope)	150.00	125.00	*		5.00 13
y Gunner (Genco)	130.00	123.00	5	[[[17] [17] [17] [17] [17] [17] [17] [17	5.00 6 5.00 5
(9/53)	175.00	109.00	9		5.00 5 9.50 7
ace Ship		350.00	2	# 0.77 P. T. (1917) 1.17 P. (1917)	9.50 1
ace Invaders		95.00	4	1947 Hideaway '57) 50.00 5	0.00 3
oark Plug (10/51). portland (Exhibit)		75.00	4	WURLITZER	
(11/54)	425.00	225.00	14	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	6.00 19
(11/54)	350.00	249.50	10		9.50 19
ar Series (Williams		247.30	40		0.00 1
(4/49)		89.50	1		9.50 14
ar Shooting Gallery				1217 Hideaway 139.50 13	9.50 2
(Exhibit) (9/54)		199.50	8		9.50 3
eeple Chase	75.00	75.00	4		9.50 8 5.00 8
per Bomber	750.00	150.00	3		5.00 8 5.00 15
F B Later Co. C.	430.00	420.00	3	######################################	
(Evans)				1500-6 (52) 495.00	5.00 2
uper Home Run,		245.00	5		5.00 4
uper Home Run, 6 Player uper Jet (Chicago Coin) (4/53)	295.00	245.00	5	1550-A (52) 395.00 39 1550 (52) 425.00 32	A. (1975.7)

1650 (53)...... 419.50

1700 (54)..... 695.00

695.00

5

			Times
	HIGH	LOW	Adv't'd
	345.00	\$325.00	,
(Chicago Coin)	245.00	195.00	8
American (Keeney)	350.00		3
		325.00	10
Sowl-a-Matic			1
Carnival Bowler			1
Carnival Bowler, 6			1
Carnival Deluxe			
Cascade Shuffle Alley		0000000	
Champion Bowler			16
Chief Shuffle Alley			2
Classic Shuffle Alley,	275.00	225.00	11
(6/53)	150.00	134.00	9
6 player (United)	125.00	125.00	
Criss-Cross Bowler (Chicago Coin)			
(12/53) Criss Cross Target	395.00	275.00	5
	395.00	315.00	7
Criss-Cross Targette Deluxe			3
Criss-Cross Target Regular	295.00	295.00	1
(Chicago Coin)	345.00	70.00	30
Double Score Bowler	145.06	79.50	12
(3/53)	115.00	99.00	12
	350.00	350.00	1
Alley (United) (1/51)	44.00		
	425.00	425.00	2
cago Coin) (10/54)			2
	50.00	50,00	4
(Chicago Coin)	160.00	160.00	5
Hi-Speed Triple			
(7/53)		225.00	5
(Chicago Coin) (9/54)	475.00	425.00	11
(United) (9/53)	250.00	225.00	11
Keeney with Bottle	A0.00	350.00	4
League Bowler			4
League Bowler			
Leader Shuffle Alley			36
Magic (Bally)	435.00	435.00	2
Mars Deluxe (United) Match Bowler (Chi-	425.00	425.00	2
Match Pool (Genco)			
Mercury Shuffle Alley	395.00		
			2
Name Bowler (Chi-			
Official Shuffle Alley,			
		95.00	4
(United (6/53)	145.00	125.00	16
(United) (8/54) Regulation (United)	340.00		
(3/53) Rockets (Bally)	175.00 350.00		
The Control of the Co	235.00	195.00	13
6 player (Unitr	90 50	40.50	
Shuffle Alley, 6	07.50	47,30	
Coin) (2/51) Shuffle Alley, 6			
Player (Keeney) Shuffle Alley, 6	75.00	w/p 75.00	3
player (United)	50.00	50.00	6
Shuffle Alley, 10 player (Keeney)			
Shuffle Alley Deluxe, 11 Frame (United)			1
Shuffle Pool (Genco) (11/53) Six Player, 10th	139.50	85.00	11
TOTAL TOTAL			11
	dvance Bowler (Chicago Coin) (10/53)	Advance Bowler Chicago Coin (10/53)	(Chicago Coin) (10/53) 245.00 195.00 (10/53) 245.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.00 350.0

NEW LOCATION

Canada's First FEATURE, 2 Subway Gets **Drink Venders**

TORONTO, July 2.-The first dent in the use of coin-operated vending machines in Canada's first subway here was made by Canteen Services Ltd., thru Garfield News, which has the concession.

A total of four machines have been placed on location, according to Keith Copping, head of Canteen Services, which operates a number of industrial locations in both Ontario and Quebec.

The first two machines were placed on location three months ago in the main downtown station, and they "went over big," according to the Toronto Transit Commis-

The TTC was satisfied with the operation of the machines which offered both coffee and a choice of four cold drinks, inasmuch as there was little or no litter scattered near the machines.

Copping said that customers utilized the waste containers placed near the machines for used

The second two machines were placed at the northern part of the subway, and thus far, according to Copping, business has been better than anticipated.

Truck Strike Hampers N. E. Coin Trade

BOSTON, July 2.-The crippling truck strike which has spread thruout New England moved into its fourth week, with devastating effects on the coin machine and record business in the area.

Distributors are using any kind of private truck as well as Railway and Air Express to keep shipments moving. The Trimount Automatic Sales Corporation, which ships music machines abroad, had to hire a hard-to-get furniture mover in order to meet the deadline.

Jerry Flatto, of Boston Record Distributors, said that out of 100 cases of records shipped to him, he received only four. There is no telling what will arrive. Sometimes they are 45's or they may be 78's.

The strike has put an enormous strain financially on the distributors, but there is little they can do but absorb the added cost.

BB GETS NEW STYLE CHANGES

CHICAGO, July 2.-Beginning this week, The Billboard launches a new editorial feature and announces two style changes for easier reading.

Henceforth, "Coinmen You Know" will appear on a twocolumn measure for easier reading and quicker identification of coinmen mentioned. The new make-up will enable operators to locate their respective cities in a glance.

A new editorial feature reflecting the growth of the industry, "10 Years Ago"begins in this issue and will appear once every month. It will highlight the stories that made coin machine headlines exactly 10 years ago that week. Operators will be reminded in this week's story of the early postwar years, the problems that faced the industry and the methods by which they were overcome.

The Billboard Index of Advertised Used Coin Machine Prices, which recently acquired a complete overhauling to insure easier, quicker reference, gets another new look this week. The pinball machine classification has been revamped to provide separate listings for each manufacturer, with separate listings in the Most Active Equipment chart for each manufacturer with 10 or more machines in the index.

Operator Disk Buying Habits Aired by Record One-Stops

Continued from page 15

surveyed reported that operators chasing about the same number. were buying more rhythm and blues records than ever before.

Popular Disks

firm reported that pop sales to ord service. operators were down compared to

level. Approximately 43 per cent buying by mail.

ords every three weeks or longer, were at a standstill, neither higher climb. nor lower compared to a year ago. Of the 35 one-stops surveyed,

four operators stops to buy records ebbed slightly. One third of the mail order business with operators more often than once a week firms said that operator purchases in addition to their regular counter indicates that location requests are in the c.&w. field were down com- sales. They pointed out that mail being filled almost immediately. pared to last year. Again only a orders accounted for slightly over few one-stops, 4 per cent, said that 25 per cent of their total operator buying, one-stops agreed, is in the sales had increased in this field. sales volume. type of music demanded. Approxi- The largest number, 57 per cent, mately 86 per cent of the firms reported that operators were pur-

Disk Sales Figures

Significantly, record one-stops reported that 45 r.p.m. disks ac-Popular disks, which must also counted for 70.4 per cent of their be purchased before they reach record sales to operators. While the hit stage if an operator expects the number of 45 r.p.m. juke to pull maximum play, are also boxes on location thruout the counbeing purchased more and more try is estimated to be slightly highfrom one-stops. Fifty per cent of er than the number of 78's, the the one-stops stated that operator percentage figures clearly show purchases in the pop field were that operators are paying more climbing. The other 50 per cent attention to their newer machines, said that operators were buying the older boxes being used more approximately the same number and more in marginal locations that they did last year. Only one which do not warrant weekly rec-

Another interesting fact brought out in the survey was that oper-Old favorites, on the other hand, ators were not only buying records dropped in sales at the one-stop from local one-stops, but were also

their establishments once a week, of the firms contacted said that | The assumption that one-stops approximately 44.6 per cent. Op- sales in this category were lower are successful because they re erators stopping every other week than a year ago. Slightly over 7 handy for operators and save them accounted for 25.25 per cent, more per cent said that they noted a time in traveling from one disthan once a week another 22.8 per slight increase, and the remaining tributor to another, is swinging less cent, and operators purchasing rec- 50 per cent said that old favorites weight as one-stop sales by mail

The fact that nearly one out of Country and western music also 26 said that they were doing a

The Billboard's eighth annual juke box operator poll showed that one-stops were handling nearly 50 per cent of all operator record purchases. According to the firms centacted last week, operator purchases at the one-stop level are steadily climbing.

(Next Week: The second article in this series will cover the various services offered to operators by one-stops. It will also spotlight the reasons for the rapid growth of these subdistributors.)

Ravreby Finds Kiddie Ride Rentals Lush

BOSTON, July 2.-During the past year, Ed Ravreby, of World Fair & Associated Amusements here, has ventured into the kiddie ride rental field in New England. Ravreby also figures that he has sold more kiddie rides during that period than any time since he began business.

He started the rental business when he found that many opera-Rolfe M. Lobell will moderate tors, faced with rising costs, wanted a series of panel discussions on the to add to their other items on vending industry, led by Milton T. routes, but just didn't have the Raynor (legal), Ira Lipschutz (in- ready cash. Since the beginning surance), Paul Crisman (distribu- of the season, the demand has been tor), Charles Kanak (distributor) high. Ravreby rents on a straight fee. 10 weeks, paid in advance.

Sunday's program will be headed | With the addition of rentals, he by the election of officers. Fol- has been able to enlarge his terrilowing the election, Major Bush, tory. He is now operating with Beech-Nut Packing Company, New rentals and ales in New England, New York City, Long Island and New Rochelle, N. Y.

(Continued on page 88)

NABV Convention Plans Set; Announce Speakers, Program

bulk vending meet in history-the 1955 National Association of Bulk Vendors Convention-at the Conrad Hilton Hotel here July 15-17.

Rolfe Lobell, convention chairman and vice-president of Leaf Brands, Inc., announced the complete speaker roster and program this week.

A crowd of 500 to 1,000 people —the majority of which will be people active in the bulk vending machine business-is expected to take part in the three-day meet, bannered "Vending Pageant of 1955."

Following registration at convention headquarters Friday (15),

CHICAGO, July 2. - Plans conventioners will be greeted Sat- The Billboard, will speak on "Poneared completion this week for urday (16) in a welcoming address tential of the Penny Vending Inwhat is expected to be the biggest by NABV president, Warner C. dustry." H. B. Hutchinson Jr., At-

Speakers Named

Speakers Friday include Alvin Kantor, Chicago, who will lead a panel on "The Change in Consumer Buying Habits and Its Effect on Our Business." Samuel Eppy, Samuel Eppy, Inc., Jamaica, N. Y., will lead a ganel on "Common Sense in Vending." A. E. Lafferty, assistant vice-president, Walter E. Heller Company, Chicago, will head the panel on "Equipment Financing.

A panel on "Diversification of Equipment and Merchandise" will be led by Moe Mandell, New York. General counsel Milton T. Raynor will discuss "Current Legal Issue, Legislation and Increasing Tax Problems in the Vending Field.

Saturday's program will be led off by a panel discussion of "Short Cuts to Repairing, Servicing, Filling and Maintaining Equipment," led by Philip Sparacino, Chicago. Leonard Quinn, Columbus, O., will head the panel on "Auto and Truck –Methods and Economies."

Penny Vending

G. R. Schreiber, editor and publisher of Vend, sister publication of

Capitol Preems Crockett Horse

NEW YORK, July 2. - Capitol Projectors has hopped on the Davy Crockett bandwagon with a Davy Crockett horse, with a list price of less than \$500.

The ride base is 19 inches wide and 36 inches long, with the ride body of fiberglas. The name and face of the famed frontiersman are molded in the saddle.

duction capacity of about 200 rides industry, and that all requests for than 25 per cent down. a month.

lanta, will discuss "How Getting New Members Helps You."

and Roy Becker (operator).

York, will discuss "Gum Merchandising Thru Vending Machines."

(Continued on page 76)

Conditional Sales Plans Vending Financing Push

Credit Corporation, a factoring firm specializing in coin machine effort in the direction of merchandising vending.

Graubart, secretary-treasurer, both about the same. disclosed that they are impressed by automatic merchandising in 1954, and both feel that growth outstrip expansion prospects in games and music.

To date, the small percentage of CSCC financing in vending has been confined largely to cigarette machines, with some backing of soft drink and coffee units.

distributor a discount sum for the get a price for reprossessed equipaccount, then notify the buyer that ment. it has been assigned.

straight operator loans-for such

NEW YORK, July 2.-Altho moves as buying out of routesvirtually all its business is confined will be obliged by putting the poto juke box and amusement game tential borrower in touch with financing. The Conditional Sales firms or investors specializing in those type loans.

Craubart said that collections accounts, plans to make its major have become a little tighter this summer, compared with last year, particularly in juke boxes. On President Sam Bushnell and Noel games, he added, collections are

Nevetherless, Graubart conby the \$1.6 billion in sales grossed tinued, the repossession rate in the coin machine industry is negligable a small fraction of a percent. possibilities in coin merchandising Compared with other industriestrucking, refrigeration, food service and appliances-the coin machine industry has a remarkable stability.

What few reprossessions there are, are handled by the distributor. not Conditional Sales. The theory is CSCC doesn't work directly thru that the distributor is in a better operators-the custom is to pay the position than the finance house to

Current terms on juke boxes are Sam Goldsmith, Capitol execu- However, Bushnell said that the 20 to 25 per cent down, with 18 tive, said first deliveries would be firm wants to be known as a to 24 months to pay. Quite a few made this week, with a plant pro- financial clearing house for the operators are shelling out more

(Continued on page 91)

—10 Years Ago

Following are stories that made The Billboard headlines 10 years ago this week in the three major coin machine sections -Amusement Games, Juke Boxes and Vending Machines:

RECONVERSION UNDERWAY. Manufacturers of amusement games, phonographs and vending machines begin to tool up for peace time production. War Production Board begins to release such commodities as wood, tin and steel for civilian manufacturing. Industry watches lumber supplies, anticipates restrictions by government.

NAMA TACKLES P-R STORY. Nathaniel Leverone, president of National Automatic Merchandising Association, outlines good-will program for vending industry. Leverone explains that the industry must convince the public that merchandise sold thru vending machines is top quality, the same products that are sold in retail stores; that new coin rejectors guarantee a customer his money back if the machine is empty, and that breakage is a thing of the past. Leverone also outlines plan to crack down on blue-sky promoters who are taking advantage of returning veterans.

USED MARKET DROPS. Distributors in all three coin machine fields report a general falling off in the market for used machines as industry begins to look to new equipment production. Detroit distributors report that operators seem to feel that they might as well save their money for postwar models, even if it means curtailing their routes. The days of operators clamoring for used equipment and outbidding one another have come to a close.

AUTOS FOR COINMEN. Coin operators whose businesses are dependent on automobiles were elated this week when the War Production Board announced that civilian buyers would be able to purchase postwar motor vehicles without a priority in January, 1946.

Communications to 188 W. Randolph St., Chicago 1, III.

Milk Vending Wins Major Victory In N. J.; Westfield Ban Is Denied

Ruling Has No Binding Effect on Other Towns, But May Have 'Persuasive' Value

The first major, clean-cut victory machines at outdoor locations? for the forces of milk vending was gained in New Jersey Superior Court, Unior County Division, this week when Superior Court Judge Richard Hughe, ruled that the municipality of Westfield does not have the right to place an outright ban on outdoor mechanical merelandisers dispensing food and beverages.

The case, which may be a classic in the hot anti-vending war being waged in the Garden State, began in September, 1954, when O. Jackson Meyer, a milk distrit itor operating under he name of Town and Country Dairy, attempted to place a quart milk vender outside of his place of business in Westfield.

Meyer ran afoul of a then recently passed ordinance which prohibited the placement of automatic vending machines dispensing food or beverages in outdoor locations.

Law Challenged

Meyer's attorney, Cuddie Davidvender on location and filed a com-

At the pre-trial examination, all questions of fact were eliminated,

Gotham Coke Drivers Go Back to Work

NEW YORK, July 2.-A twoweek strike which closed five of the nine Coca-Cola bottling plants in New York ended Tuesday (28). A company spokesman credited Dave Beck, president, and Thomas Hickey, vice-president the International Brotherhood of Teamsters, AFL, with halting the wildcat walkout.

The stoppage shut off deliveries of bottled coke to bottle venders, but it had no effect on deliveries to cup machines. It also spread to New Jersey, where all plants except the one in Trenton went on strike. The New Jersey plants resumed operations Wednesday (29).

The walkout began in the middle of June, when union members voted to reject a company proposal to arbitrate wages and benefits for a new contract. The last contract expired June 1.

ELIZABETH, N. J., July 2.- New Jersey law, arbitrarily to ban | was issued until the Superior Court

Westfield's contention was that the ban came under police and regulatory powers. Davidson countered that there was no basic distinction between a vender placed lice power, and that the prohibition indoors and one placed outdoors, and there was also no basic distinction between food and beverages and other commodities.

Injunction Issued

field from enforcing the ordinance

decision was handed down.

Tuesday (28), Davidson received his answer. Judge Hughes ruled the ordinance was invalid, that it was an abuse of the municipal powas too broad.

Because of the peculiar home rule set-up it. New Jersey, the ruling has no binding effect on any other community in the State. An injunction restraining West- What its persuasive effect will be (Continued on page 77)

Profits, Taxes to Key NABV Show

• Continued from page 15

which, in effect, challenges the ing"; the introduction of the new Calif. constitutionality of the ordinance. officers and a farewell luncheon.

ready contracted for display suites, Penny King Company, Pittsburgh; so the issue was solely-does a mu- with others expected to move in Paul A. Price Company, New nicipality have the authority, under before convention time. Displays York; Victor Vending Corporation, will be shown over the entire Chicago. seventh floor of the hotel. A num- A special ladies' program is be exhibited for the first time, in- of the Ladies' Committee, is excluding both bulk venders and pecting some 80 ladies to be prespackage venders.

> of the hotel, starting Saturday noon and continuing until 4:30 p.m. These meetings will be preceded by a closed board of directors meet be held Friday from 9 a.m. to 9

> Exhibits will open Saturday from 4:30 to 11 p.m. Leaf Brands Lobell stressed that there will be will hold a special buffet luncheon no charge for badges or registraon Saturday in the Waldorf Room tion, altho badges will be required from 7:30 to 10:30 p.m.

Meetings will resume Sunday morning, and election of officers will begin at 10 a.m. Sunday's program will wind up with a farewell luncheon at 1 p.m.

Lobell said that most of the reservations on the seventh floor for exhibitors and visitors have been booked.

signed up for display suites include Atlas Manufacturing & Sales Company, Detroit; Beech-Nut Packing Company, Canajoharie, N. J.; Curtiss Candy Company, Chicago;

Rounding out Sunday's schedule | Samuel Eppy & Company, Long will be a color movie on "Sales Island, N.-Y.; Leaf Brands, Inc., and Merchandising"; a talk by Chicago; Karl Guggenheim, Inc., son Jr., told his client to leave the Philip Schnering, Curtiss Candy New York; Northwestern Corpora-Company, Chicago, on "New Hori- tion, Morris, Ill.; Oak Manufacplaint in lieu of prerogative writ, zons for Bar and Package Vend- turing Company, Culver City,

Oak Sales Company, Pittsburgh; Some 13 vending firms have al- Ohio Gum Supply. Wickliffe, O.;

ent for a Saturday luncheon at the Meetings will be held in the Imperial House. Included with the Wiliford Room on the third floor luncheon is special entertainment, individual gifts for all the ladies and door prizes.

> Registration for all visitors wil p.m. at convention headquarters on the seventh floor, Suite 719A-720A. for admission to meetings and exhibit rooms.

The complete program of activities for the convention follows:

Friday, July 15-9 a.m. to 9 p.m. Registration in convention headquarters. Seventh (Continued on page 79)

Companies which have thus far Jim-Jak Bows **Portable** Coffee Vender

MINNEAPOLIS, July 2.-Jim-Jak Industries, Inc., has announced a portable coffee vending machine for use with the firm's AerVoiDs coffee containers.

The vender, compact, weighing only 16 pounds and measuring 8 by 9 by 11 inches, is simply attached to the AerVoiD container which is delivered every morning

E. J. Wegler, president of the firm, states that beside being equipped with a National automatic coin changer, the machine can be furnished for token operation. If the portable vender is used in a plant, this token arrangement enables the plant owner to regulate coffee breaks thru distribution of the tokens.

The coffee vended is freshly brewed, no plumbing is necessary with the machine, sugar and cream are added by the consumer, thereby eliminating complicated mechanisms. The vender also functions by Century Products Ltd., here, large enough to hold 40 10-cent with non-carbonated cold drinks.

Serving Machine, which costs \$275 designed with its co-operation.

'55 NAMA MEET ATTENDANCE LEAPS 203.8%

CHICAGO, July 2.-Attendance at National Automatic Merchandising Association regional meetings this year broke all records.

The total meeting attendance was 1,747, opposed to 575 in 1954, a jump of 203.8

The top regional attendance figure for 1955 was 254 at the Region X-XI-XII meeting, June 19, in Los Angeles. The same regions drew only 77 last year, which means an increase of 229.9 per cent.

Other records established: Largest number of operators -147 (Region VI); biggest per cent of increase in total attendance over 1954-505.2 per cent (Regions I-II); largest per cent of member operating companies attending-53.3 per cent (Region 1).

Other 1955 regional attendance figures: Regions I-II, 351 as compared to 58 in 1954; Regions 3-A, 205 (last year 102); Region IV, 163 (last year 80); Region V, 213 (last year 80); Region VI, 248 (last year 97); and Regions VIII-IX, 313 (last year 77).

New Firm Bows Coffee Vender

CUPERTINO, Calif., July 2.ber of new vending machines will slated. Mrs. Rolfe Lobell, chairman Snack Wagon, a newcomer to vending field, has announced the development of a new, fresh-brew coffee vending machine, which has a capacity of 132 six-ounce cups and is priced at \$296, f.o.b.

The vender, according to William R. Sparks, manager of the firm, brews coffee, has a dime mechanism, turns off heater and turns on "empty" sign when last cup is vended, and keeps coffee fresh for prolonged periods of

Snack Wagon has been operating the machine for the past six months in local industrial food catering services, and, says Sparks, "this machine can cover the small location and also make it profitable to place more than one machine in the larger location."

Mail, Salesmen

CHICAGO, July 2.-New applieations for National Automatic Merchandising Association membership, received thru a mail campaign by regional chairmen and operator membership teams, have Mgr. for Tap-A Con accounted for a fast start in NAMA's current membership drive.

"Every Member Get a Member" is the theme of the drive, and all regional chairmen are working with regional committees to achieve the goal of 500 new members by September 6, close of the campaign. (Continued on page 80) pany in another field.

Report Norris To Manufacture Milk Venders

BALD KNOB, Arks, July 2.-Norris Dispensers, Inc., of Minneapolis, manufacturer of non-coinoperated milk dispensers, will open a plant here and, according to a reliable source, the firm will use it to manufacture a new coinoperated vending machine.

President F. L. Norris said the bald Knob plant would employ about 150 persons requiring an annual pay roll of approximately \$400,000.

The new industry will occupy a building used formerly by International Shoe Company, which closed its Bald Knob operations several weeks ago.

The dispenser firm will start operations here about August 1, according to present plans.

NAMA Advises Members on Navy Contracts

CHICAGO, July 2.—The Military Liaison Committee of the National Automatic Merchandising Association is undertaking to inform NAMA members with Navy contracts of developments in the "much misunderstood" Navy bulletin of last January.

The bulletin, referring to space and utility charges on vending machines, stated there would be a monthly charge of \$2.50 on machines requiring electrical current and \$1 on other machines.

Harold Gallarneau, chairman of the committee, said the bulletin was based on a Bureau of Yards and Docks ruling, and does not apply to contracts between operators and the Navy Exchange, whose contracts provide that the operator is not required to pay rental for vending machines, nor cost of electric

No clarifying information has been issued by the Navy, but Navy officials have informed the committee there will be no charges if the contracts are with Navy Exchange. Where the contract is with Employees Beneficial Association (in establishments where civilians predominate), the operator already is paying rental utility charges.

Gallarneau urges all NAMA members with Navy contracts to register with the committee to be kept informed of the situation.

Pabst Names Sales

CHICAGO, July 2.—Pabst Brewing Company has announced the appointment of R. E. Anthony as general sales manager for the firm's Tap-A Can Division. He succeeds J. A. Wood, who resigned to accept an executive position with a com-

Can. Firm Bows Dime Pack Peanut Vender

designed to handle the largest of drop after the first run of the the Planter Peanut packages sold and carry the planter trademark is being offered for the first time

The machine carries the trade-The firm is presently arranging for mark of the Planter Company, a The Jim-Jak Portable Coffee trademark, but the machine was

ucts, is expected to sell for around 7 inches deep.

TORONTO, July 2.-A machine \$70, altho the price is expected to machines.

Only a few parts of the machine are made in the U. S., and it is packages of peanuts. Its main fea-

ture is its simplicity of construc-Company is very jealous of its | The machine is constructed of heavy gauge No. 1 steel, with an acid and alkali resisting baked white enamel finish, and fitted with

stainless steel delivery chute. It is

New SodaShoppe Line Goes Into Production

Inc., this week went into product reduced from 1.000 to 800; 3) The tion of a new Junior SodaShoppe prices have been reduced \$41 on for vending of the coffee. line, with first deliveries promised the single-selection model and \$172 by the end of the month. The on the three-drink unit. line has two new models and two modifications of older models, with one older model eliminated.

New models in the Junior line are the three-drink, three-sirup tank number and the four-drink, threesirup tank unit.

Listing for \$862, the three-drinker has an 800-cup capacity and a 1,400-drink sirup capacity. Height and depth is 18.5 inches.

The four-drink SodaShoppe Junior lists for \$895 and has the vice-president, emphasized that the same capacities and dimensions as new models have the same comcarbonated and one non-carbonated older venders, with the only physi- well.

The other two models of the new bellishments. Junior line are identical to the bellishments have been simplified; optional at \$33.

NEW YORK, July 2.-Apco, 2) The cup capacities have been

The new single-drink vender has two sirup tanks, a cup capacity of 800 and a sirup capacity of 1,000 drinks. List price is \$694.

\$795 List

The three-drink model, vending two carbonated and one non-carbonated drinks from two sirup tanks, has the same capacities and lists for \$795. Dimensions for all is 68 inches, width is 27.5 inches models in the new line are the

Melville Rapp, Apco executive selections from three sirup tanks. cal changes in capacities and em-

The model being dropped from previous models in all but three the Junior 'ine is the two-drink respects; 1) The illuminated em- Junior model. Changemakers are

the three-drinker, but it vends three ponents, design and cabinet as the the machine to dispense milk as figure of Mr. Peanut. The Planter tion.

delivered, has been in the field! The unit, designed in Canada by for approximately one year, accord- Richard Tranter, industrial meing to Wegler, and over 300 are chanical engineer for Century Prod- 36 inches high, 7 inches wide and in use today.

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Milk Vending Wins Victory Beech Reduces

Continued from page 76

is difficult to calculate, but Davidson feels it will be considerable.

"Judge Hughes' ruling," he commented, "cannot easily be ignored according to Ed Murach, executive by other courts and municipalities in the State. It will undoubtedly be a major consideration of any municipal board considering similar ordinances."

The current situation in Westfield is that outdoor venders may on the books aimed specifically at sent Sentinel. outdoor venders, but it is felt that a license fee ordinance is the next order of business.

Latest New Jersey community to place an outright ban on outdoor resort city of Seaside Heights, with and advertising book. final reading of an anti-vending ordinance scheduled for Wednesday (6).



In Hillside, the appeal on the prohibition of outdoor vending has been set for a September hearing, secretary of the New Jersey Automatic Merchandising Association. Union and Rahway have similar

Murach disclosed that Sentinel 30 days, freight prepaid. Sales, operator of milk vending m. chines in North Jersey, has apbe placed in any area of the town, pealed the 100-per-machine liproviding the zoning laws are ad- cense fee in Irvington. Norman hered to. There is no legislation Schiff, NJAMA counsel, will repre-

Meanwhile, the NJAMA is planning a drive for funds, with a finance committee meeting set for next week. It is expected it will

Tab Gum Price

CANAJOHARIE, N. Y., July 2. -Beech-Nut Packing Company has announced a price reduction on 1-cent Tab Gum, from 45 cents per box of 100 pieces to 42 cents per box.

The price will be less 2 per cent for payment within 15 days, net

The price of the 1-cent single stick and 5-cent package will remain the same, 55 cents per box of 100 sticks or 20 packages.

Continental Rolls On Corsair Unit

SUPER V

The Ideal Capsule Vendor

featuring the greatest earning power ever

built into a Bulk Vender at 1¢, 5¢ or 10¢ play. Cabinet of two-tone solid oak . . . trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity — 350 capsules or 950 100-count ball gum. Also vends ROCKET CHARMS with 100-count gum.

Packed and sold 4 to the case. Less than 25 cases

\$71.80

25 cases or more

\$67.80

VICTOR VENDING CORP.

5701-13 W. Grand Avenue Chicago 39, III.

WESTBURY, L. I., N. Y., July 2. -The Continental Vending Mafood and beverage venders is the recommend a fund-raising dinner chine Corporation here has completed its fourth week of produc-

tion on the Corsair 20-column cigarette vender, with weekly output geared for 200.

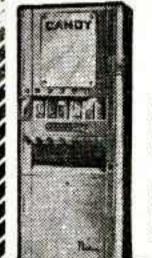
According to Robert S. Hirsch, E Continental secretary, reports from about 300 machines on location show increases of from 18 to 26 per cent on stops previously equipped with limited selectivity venders.

Hirsch said sales had been pretty well scattered thruout the nation. दिवसमामामामामामामामामामामामामामामा

Ad No. 10 of a series

YOU'RE GOING TO SPEND A WEEK-END

at the N.A.B.V. CONVENTION Hotel Hilton, Chicago, III. Fri. to Sun.-July 15 to 17, 1955 WE'RE READY with many Jim-dandy NEW GIMMICKS. SEE EPPY FIRST. SAMUEL EPPY & CO., INC. Jamaica. FIRST & LARGEST CHARM MANUFACTURER



ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap. \$ 85.00 Imperial, 8 Cols., 240 Cap. 90.00 Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢ 150.00 Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢ 160.00 President, 8 Cols., 340 Cap., Vends 25¢ & 30¢ 135.00 DuGRENIER MODEL W, 9 COLS., 270 CAP. 95.00

UNEEDA CIGARETTE VENDORS

ROWE CANDY MERCHANT

with changemaker, 7 Cols., 158 Cap.

\$165.00

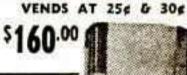
Wall Model \$ 52.50 Stoner Candy, Pre-National Model

U-Select-It, 74 Cap.,

CANDY MACHINES

war, 160 Cap. 135.00 918, 162 Cap. 115.00

SPECIAL!! ROWE DIPLOMAT Manual Cig. Vendor 8 Cols., 340 Cap.



WE ARE DISTRIBUTORS FOR ICE CREAM-SODA-COFFEE MACHINES, BOTH NEW & RECONDITIONED WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed Trade Prices 1/3 Deposit, Balance C.O.D.

Uneeda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" 250 Meserole Street . Brooklyn 6, N. Y. . HEgeman 3-6295

NOW-You Can Expand Your Vending Business with this KEENEY Deluxe COFFEE VENDER

Inseen! KEENEY'S Look closely at this new Keeney Deluxe Coffee Vender-study its superior features and you'll see more than the physical materials of which it is made. You'll see the attitude of a company determined to make and market a more practical, better performing unit designed by men who are never quite satisfied until they have produced a far superior product. It's the "unseen ingredient" that insures lasting, low cost performance.

LET'S LOOK AT

THE VISIBLE FEATURES:

optional. Every feature to insure successful operation!

All controls are conveniently located on the face plate. Each selector

button actuates the entire vending cycle by means of snap-action. Auto-

matic light below coin insert indicates when vender is empty. Full safety

features include: Coin Lockout-Ground Wire in power cord-Shock-

Proof Mountings to prevent free operation and to protect all controls

from damage or misadjustment—Built-In Coin Changer that may be preset to return 1 to 4 pennies change—stainless steel Mixing Bowls, Hot Water Containers and stainless steel coffee, sugar, and cream containers -Adjustment to control quantity of ingredients-adjustable Temperature

Controls—Anti-Overflow Float and shut-off switch—Water Supply Pres-

sure Regulator—a simplified easily accessible electro-mechanical mechanism with standard components—slow-blow type fuses—service outlet—

toggle switch for servicing without disconnecting line voltage—swing-up top for easy loading without removing containers. Auxiliary Reserve Tank

Write FOR YOUR FREE CIRCULAR!

eeney & co. INC.

300 CUP CAPACITY

Experienced coffee vender operators agree that this new 300-cup Keeney Deluxe Coffee vender ideally combines the average capacity requirement for smaller size at a much lower investment per unit. It is but 1934" wide by 1514' deep by 52" high! You can install a single unit for marginal locations, or group these compact venders for mass dispensing in larger places.

 Black Coffee
 With Sugar With Cream . Sugar and Cream

Insert a dime at top and I to 4" pennies drop into the built-in coin changer return outlet while a cup vends automatically at the left. Open dispensing chamber door, place cup in position, depress one of four selector buttons and the cup fills up with a full 61/2 ounces of rich full-flavored that coffee, as you want it, when you want it, almost instantly! Sugar and cream containers and the mixing bowl are of stainless steel for easy cleaning as well as to preserve ingredients and insure cleanliness at all

*Price pre-set at option of operator.

BUILT-IN COIN CHANGER **OPERATES** ON NICKELS, DIMES OR QUARTERS

RETURNS CHANGE IN CORRECT AMOUNT AUTOMATICALLY

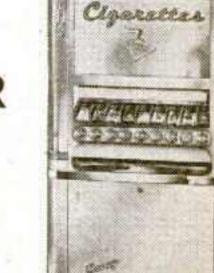
KEENEY DESIGNED TO MEET AL KNOWN REQUIREMENTS FOR **HEALTH AND SANITATION**

AT LOW COST OPERATION

more money with this Keeney Deluxe electrically operated Cigarette Vender. Nine double columns dispense regular or king size packs alternately from front or rear and "the pack you see is the pack you get!" Capacity 432. Has quick price adjustment on each column, swing-up top, 3-way match vending. Write for circular.

The Keeney Deluxe Electric CIGARETTE VENDER

* Year after year, operators have made much



VARIETY

OF FINISHES

Copyrighted material

2600 WEST FIFTIETH STREET

CHICAGO 32, ILLINOIS

Fool-Proof! Profit-Packed! Multi-Purpose Vender!



Learn Names 8 Reps to Sell New Milk Unit

OAK PARK, Ill., July 2.—Learn Distributors, sales outlet for the Shields outdoor milk vender, this week announced eight sales representatives had been named to sell the automatic units in territories thruout the U. S.

Paul D. Learn, head of the firm, listed the newly represented territories as New England, California, Indiana, Wisconsin, Florida, Tennessee, Pennsylvania and Georgia.

The eight men underwent a three-day sales training program conducted by Learn at his headquarters here.

The training programs are part of Learn's nation-wide sales campaign, and the main points emphasized in the programs are the selection of proper locations, and the maintenance, in theory and practice, of the Shields venders.

Training Period

Learn recruits his salesmen from all over the 48 States, pays their expenses for the three-day training period in Oak Park, and, upon satisfactory completion of the course, the men become his exclusive sales agents, working on a commission

The salesmen are trained to recognize the best locations for the outdoor milk venders and Learn shows them correspondingly good locations established in the Oak Park area.

The agents call primarily on dairies, but if a location looks particularly good, they call on the shop owner, operators, or anyone connected with the prospective spot

According to Learn, the main sales pitch consists of pointing out that milk venders sell on a 24-hour basis as opposed to much shorter operating hours by shops and dairies, and the fact that "cash"

(Continued on page 30)



NABY CONVENTION

JULY 15, 16 and 17 CONRAD HILTON HOTEL, CHICAGO

Be sure to attend the big 5TH ANNUAL CONVENTION of the

NATIONAL ASSOCIATION OF BULK VENDORS

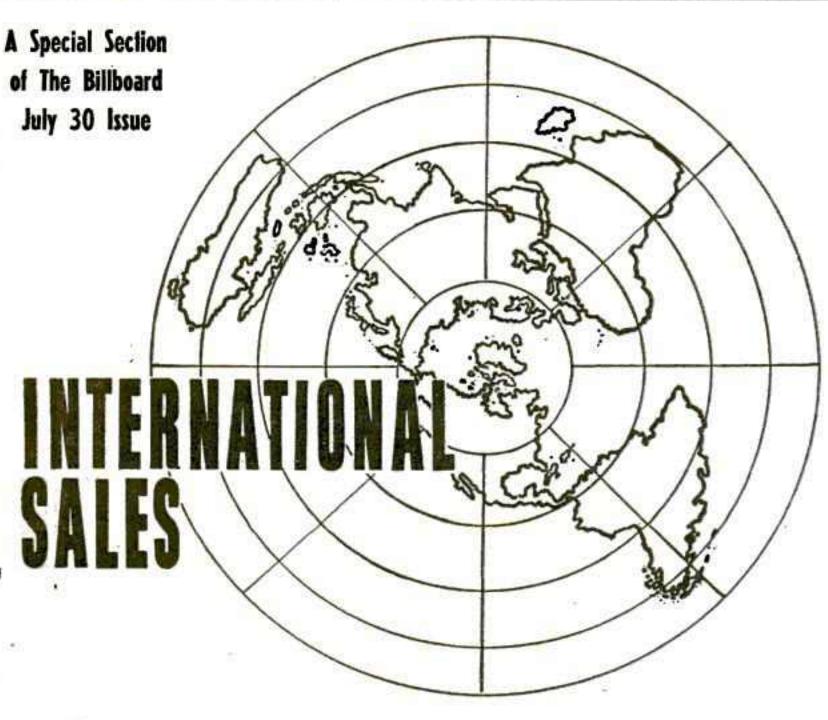
See the exhibits of newest equipment and supplies.

Meet the biggest Operators and Distributors from all America.

Attend the important sessions on best vending methods, legal matters, placement and servicing, etc.

DON'T WAIT: Write or wire for your reservation and FREE ADMISSION

N.A.B.V., 33 No. LaSalle St. Chicago, Illinois



The Billboard International Sales Edition becomes increasingly important to you as an advertising medium at this time.

WHY? 1954 proved to be a \$15,000,000 market in foreign coin machine sales and ended with a 25% increase over the previous year. The latest U. S. Department of Commerce figures show that shipments of U. S. Coin Machines to world markets hit \$3,682,659 for the first three months in 1955. This is a 171/2% increase over the same period last year.

SO THAT YOU MAY SELL MORE ABROAD

The following statistics released by the U. S. Department of Commerce show actual shipments of Coin Operated Equipment during the first quarter of 1955:

Units Dollar Volume
Juke Boxes 7,338 \$2,901,384
Games 3,483 545,439
Venders 2,278 235,836

Top market for Juke Boxes during this quarter was Germany; for Amusement Games and Venders, Canada led.

This growing market affords an opportunity to reach your regular Billboard coin machine audience in the United States; plus having 5,300 copies of The Billboard mailed to prospective buyers of all types of Coin Operated Equipment, such as distributors, operators and other businessmen abroad.

Billboard editors will give this INTERNATIONAL SALES EDITION greater news coverage than ever before.

The July 30 issue promises to be the biggest and best INTERNATIONAL SALES EDITION ever produced.

So . . . if you've got new or used Vending Machines, Juke Boxes or Amusement Games for sale, then schedule an ad for this issue.

IMPORTANT INFORMATION

Call or wire collect today. Learn how sales abroad help the domestic market; increase business for you two ways!

CONTACT YOUR NEAREST OFFICE TODAY

ADVERTISING DEADLINE......JULY 21 ISSUE DATED.....JULY 30

CHICAGO 1, ILLINOIS 188 W. RANDOLPH ST. CEntral 6-8761 Jack Sloan Dick Ford Dick Wilson NEW YORK 36, N. Y.

1564 BROADWAY
Ploze 7-2800

Ron Carpenter Martin Toohey

13

HOLLYWOOD 28, CALIF.

6000 SUNSET BLVD.

HOllywood 9-5831

ST. LOUIS 1, MO.

390 ARCADE BLDG.

CHestnut 1-0443

Frank Joerling

oerling CINCINNATI 22, OHIO
DUNBOR 1-6450

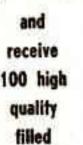
Lou Schochet

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 cap-

Send \$2.50



National Sales Agents ACORN ARM VENDOR ecussories

capsules. Contains our complete assortment. or send 35¢ for regular sample

Penny King Company

kit of charms.

2538 Mission St., Pittsburgh 3, Pa. World's Largest Selection of Miniature Charms



VICTOR STANDARD TOPPER \$50

4 Standard Toppers, plus 4 lbs. of Gum, plus 1,000 Charms . . \$61.00

Precision-Built for PROTECTION & PROFITS!

ACORN

ALL-PURPOSE VENDOR

Vends GUM—all bulk merchandise.

· Polished, easy-to-clean merchandise chute.

EASTERN OFFICE:
PENNY KING CO.
2538 Mission St.
Pittsburgh 3, Pa.
WESTERN OFFICE:
OPERATORS VENDING

Find out every

week in

Billböard

MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.

 Tamperproof! Held by top lock, body clamp only. Guaranteed mechanically — weight less

All Victor models available, f.o.b. Brooklyn. Time payment plan, tradeins accepted. Write for our filled Victor capsule list.

Pioneer Vending Service 590 Albany Ave., Brooklyn 3, N. Y. territories.

1c & 5c

mechanism

slides into

IMPROVED.

SHLVER-STREAK

11411 Knightsbridge Ave., Culver City, Calif

BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.

WHAT ARE THEY GETTING FOR USED EQUIPMENT!

WHAT ARE YOUR FRIENDS IN THE BUSINESS

place-

Vend Group To Act on A. Bulk Ban

LOS ANGELES, July 2.-Alleged discriminatory actions against Western Vending Machine Operators Tuesday night (28) at the Unique Cafe here.

The association voted to send letters to the Los Angeles City Council and the Los Angeles County Board of Supervisors to ask clarification of a ruling which bans bulk vending machines from both city and county property. An operator reported that he had been requested to move a machine from a street location. In view of the fact that newspaper racks are placed on sidewalks, the operators are seeking the clarification.

Frank Biro Jr., of Biro Vending Service, suggested that a study be made of commissions paid to locations. He declared that he felt commissions should be reduced and paid on the net rather than the gross.

Bob Leidenberger, president, conducted the meeting with W. H. Seigle, secretary, and Leo Weiner, treasurer. Weiner is also handling the association's promotion, which included the showing of a TWA film "Overseas Run" as a special feature.

National Coin Trains Navy

ST. LOUIS, July 2.-With the increased use of vending machines at Naval installations and a corresponding need for qualified men to service the equipment, National Rejectors, Inc., has instituted a service training program for Naval personnel.

As part of the program, class instruction for Navy men on the installation and servicing of National's rejectors, coin changers, and other National coin handling equip-ment was recently conducted at the Naval Operating Base in Norfolk by John Gratkins, one of National's Atlanta branch service engineers.

Engineers from six other National branch offices are scheduled to conduct similar classes in their

NABV Profits, Taxes Study

Continued from page 76

floor, Suites 719A-720A. (Registration badges required for admission ment Financing." Panel leader, A. to meetings and exhibit rooms. No E. Lafferty, assistant vice-presicharge for badges or registration.) dent, Walter E. Heller Company,

THE BILLBOARD

10 a.m. to 1:30 p.m. Closed Chicago. bulk venders were discussed at the Board of Directors Meeting and regular monthly meeting of the Luncheon. Room 3, Third Floor.

2 p.m. to 11 p.m. Exhibits open. Saturday, July 16 - Wiliford Mandell, New York. Room-Third Floor.

9 a.m. to 10 a.m. Registration for late arrivals. Wiliford Room,

Third Floor. 10 a.m. to 10:30 a.m. Welcoming address: President, Warner C.

10:30 a.m. to 10:45 a.m. The Change in Consumer Buying Habits and Its Effect on Our Business." Panel leader, Alvin Kantor, Chicago.

10:45 a.m. to 11 a.m. "Common Sense in Vending." Panel leader, Samuel Eppy, Samuel Eppy, Inc., Jamaica, N. Y.

Coin-Operated Washer Shown In Mobile Display

LONG ISLAND CITY, N. Y., July 2.-A portable showroom, built on a Chevrolet truck chassis, is currently in use by Cole Distributors Corporation here to demonstrate the Apex Wash-A-Matic coin-operated commerical model washer to operators and location Raynor (legal), Ira Lipschutz (in-

The Apex Displaymobile, as the showroom is called, contains a glass demonstration model of the washer, and a "cutaway" model displaying all the operating parts.

The purpose of the Displaymobile, according to Bill Doherty, wait for the client to come to Cole Third Floor. to bring the Apex washer to the

The Cole firm is exclusive distributor for the Apex machine, and the Displaymobile is also available for use by any operator to help in securing locations.

MANDELL GUARANTEED USED MACHINES

	STATE OF THE PERSON NAMED IN
N.W. DeLuxe Is & St Comb	\$12.00
N.W. #39 1¢ Porc	7.92
N.W. #31 14 Porc. B.G	6.50
Master 1¢ Bulk Porc	6.50
Master Se Bulk Porc	6.50
Master 14 & 5¢ Bulk Porc	6.95
Columbus 14 Bulk	6.50
Silver King 1# B.G. or Mdse	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 14 B.G	6.45
Advance #11 Mdse	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen ...\$.56
Pistachio Nuts, Vendor's Mix52
Pistachio Nuts, Sheik45
Cashew Whole55
Cashew Butts53
Peanuts, Jumbo45
Spanish34 Spanish
Mixed Nuts
Almonds, 480 ct., 5 lbs.
Tabby-Lets, 520 ct.
Rainbow Peanuts
Boston Baked Beans Jelly Beans Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs, minimum,

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.

1/3 Deposit, Balance C.O.D. See Us at the NABY Convention, Conrad Hilton Hotel, Chicago, Ill., Friday to Sunday, July 15-17

NORTHWESTERN SALES AND SERVICE CO

MOE MANDELL 446 W 36th St., New York 18, N. Y. 10ngarre 4-6467

Beautiful Big Round **IRON-ON EMBLEM**

Brilliant Flock on satin background— vat dyed fast colors—washable—2" dia.—3 different color combinations. In capsules complete with instruction

filled capsules

Write for free sample Ohio Gum Supply Corp. WICKLIFFE, OHIO

11 a.m. to 11:30 a.m. "Equip-

11:30 a.m. to 11:45 a.m. "Diversification of Equipment and Merchandise." Panel leader, Moe

11:45 a.m. to 12:30 p.m. "Current Legal Issues, Legislation and Increasing Tax Problems in the Vending Field." General counsel, Milton T. Raynor.

12:30 p.m. to 2 p.m. Adjourn for lunch.

Saturday, July 16 - Wiliford Room—Third Floor.

2 p.m. to 2:15 p.m. "Short Cuts to Repairing, Servicing, Filling and Maintaining Equipment." Panel leader, Philip Sparacino, Chicago.

2:15 p.m. to 2:30 p.m. "Auto and Truck-Methods and Economies." Panel leader, Leonard Quinn, Columbus, O.

2:30 p.m. to 2:45 p.m. "Potential of the Penny Vending Industry." Panel leader, G. R. Schreiber, editor and publisher of Vend, magazine of automatic merchandising.

2:45 p.m. to 3:15 p.m. "How Getting New Members Helps You." Panel leader, H. B. Hutchinson Jr.,

3:15 p.m. to 3:45 p.m. "Panel Discussions." Moderator, Rolfe M. Lobell. Panel leaders, Milton T. surance), Paul Crisman (distributor), Charles Kanak (distributor), Roy Becker (operator).

3:45 p.m. to 4:30 p.m. Open Discussions.

4:30 p.m. thru evening. Exhibits

7:30 p.m. to 10:30 p.m. "Leaf Cole's sales manager, is rather than Buffet Party"-Waldorf Room-

Sunday, July 17-10 a.m. to 10:30 a.m. Election of officers.

10:30 a.m. to 11 a.m. "Gum Merchandising Thru Vending Machines." Panel leader, Major Bush, Beech-Nut Packing Company, New

11 a.m. to 11:30 a.m. "Movie in Color on Sales and Merchandising.

11:30 a.m. to 12 a.m. "New Horizons for Bar and Package Vending." Panel leader, Philip Schnering, Curtiss Candy Company, Chicago.

12 a.m. to 1 p.m. Introduction of new officers.

1 p.m. Farewell luncheon.



-13"WIDE

WEIGHT 165 LBS.

Balance \$10 Monthly

400 DE LUXE

PENNY FORTUNE SCALE

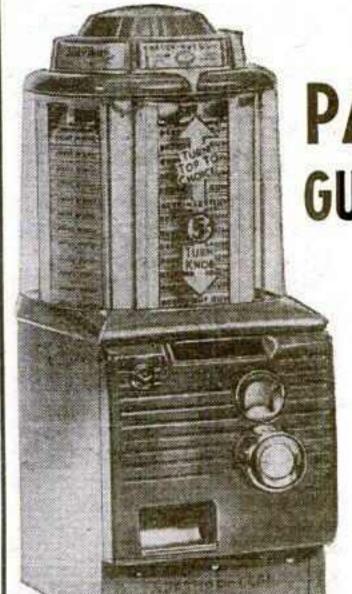
NO SPRINGS

Invented and made only by

Manufacturing Company

Chicago 44, III. 4650 W. Fulton St. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

LOOKING FOR FAST MONEY? WHY NOT TRY THE NEW ...



Northwestern ®

PACKAGE **GUM VENDER**

> That's all you have to do-just try this sensational moneymaker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every

You can try it at no-risk 30-day trial basis.



Attend the **NABV** Convention July 15-17 Conrad Hilton Hotel Chicago

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION MORRIS, ILLINOIS

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Billboard

WHAT'S NEW IN COIN MACHINES!

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes - Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

DAVY CROCKETT RINGS (U.S. T.M. Reg. Pend.)

VENDING MACHINES



Complete assortment consists rings pictured above, as well as other characterizations of the Davy Crockett life story. AVAILABLE IN:

Copper inlay\$13.75 M Nickel inlay 14.00 M Simulated gold

inlay 14.25 M **VENDS IN ALL MACHINES** DON'T WASTE A MINUTE—ORDER NOW!! See us at NABV in Chicago

> DAVY CROCKETT HEADQUARTERS Suite #721, 722, 723





Mail, Salesmen

Continued from page 76

A new leaflet, "The Most Important Investment You Can Make," is being used as an aid to committee-members, when making calls on qualified non-members, to NAMA membership.

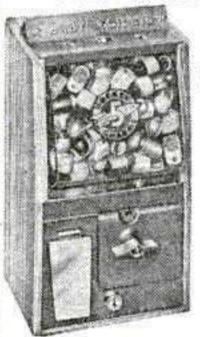
While member-operators are calling on their non-member friends, manufacturers and suppliers are releasing campaign packets, containing leaflets and membership application forms, to their sales representatives all over the country, urging them to compete for contest awards.

Campaign Awards

For 10 new members, sales representatives will receive an Elgin automatic watch; for five members, a Regency transistor radio, and for three members, a Scheaffer Snorkel" pen and pencil set.

The Bernard W. Scheuer Me-

5c-FIVE CENT-5c VENDING IS HERE N.A.B.V. SPECIAL



Baby Grands ALL for \$98.75 Deal will gross you approxi-

2,500

FILLED

CAPSULES

With many

AND

FOUR

5 Star

\$12.50 each SEE BITTERMAN at the N.A.B.V. Show, Conrad Hilton Hotel, Chicago, III., July 15 through 17.

DAVY CROCKETT CHARMS NOW IN

STOCK. Complete Stock of the FAMOUS VICTOR LINE.

Vending Machines and Supplies 709 East 27th Kansas City, Mo. Write for catalog.

morial Award for 1955 awaits the Orange-Crush Bows New region that shows the greatest percentage of increase in operator membership, and NAMA will post an honor roll of operators and sales representatives who enroll new members, at the 1955 convention November 6-9 in Chicago.

tee chairman Aaron Goldman, refrigeration unit, cooling from 75 with more services for each mem- degrees to 40 degrees in a matter ber, more effective help in local of minutes, two 9-gallon bowls, problems of taxation, public rela- 16 by 26-inch base, 29-inch over-all tions industry expansion and pro- height, ½ h.p. hermetically sealed motion . . . and for a firmer founda- compressor, and a stainless steel tion for automatic merchandising base. on which each member can build a more sound and profitable business . . . every NAMA member owes it to himself to get behind this campaign and get at least one new member.'

Learn Names

Continued from page 78

is received before the product is delivered. The product's dispensation under sanitary and refrigerated conditions also is emphasized.

Statistics Cited

As aids to selling, the men are equipped with convincing statistics: For the year 1954, three of the Shields venders placed on location by Learn (who himself operates 13 of the machines) netted a total of \$15,000, according to Learn. One of the machines sold 50,000 half-gallons of milk during the year, he said. The machines vended the milk at 40 cents a half-gallon in comparison with 38 cents in chain stores and 42 cents in independents.

Learn, who became exclusive distributor for the vender in November, 1954, is currently training salesmen, and more will continue to be trained.

The Shields Automatic Outdoor Milk Vender is manufactured by the Grand Rapids Textile & Manufacturing Company of Grand Rapids. Mich., a newcomer in the vending field. The firm also manufactures textile machinery, but is now concentrating on manufactur-ing the venders. The Shields ma-

Soft-Drink Dispenser

CHICAGO, July 2.-Orange-Crush Company has added the new OC-75 Twin Dispenser to its line of soft-drink dispensers.

The dispenser features two sep-"For a bigger and better The dispenser features two sep-NAMA," says membership commit-arated cooling circuits from one

> chine is available in one, two and four-selection sizes, priced at \$1,950, \$2,450 and \$4,345 respectively.

The machine functions on a patented, gravity-feed system with the cartons stacked upright in a vending position. A toothed spindle, actuated by a coin, picks up the cartons and places them in a counter-balanced wire mesh, where they are then dropped into a chute for delivery to the consumer.

SEE YOU

AT THE

CONVENTION N.A.B.V.

CONRAD HILTON HOTEL Chicago, III.

Rooms 710A-711A

If you cannot attend, be sure to write for new price list and information on our newest charm line.



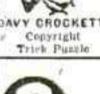
33 UNION SQUARE N. Y. C. 3. N. Y. . AL. 5-8393

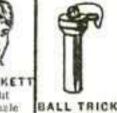
We've Got It! No Guessing! Your Machines Will Move Again

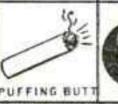














FIRST SHOWING

Breaking with new, heavy 400 series. Plastic and Vacuum Plated. Send for Price List of complete line of Charms and Capsules.

PLASTIC PROCESSES FREEPORT, N. Y

In Philadelphia or Anywhere FILLED

CAPSULES

Immediate Delivery Write for Lowest Prices

VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR

Immediate Delivery

2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

CLOSE OUT

110 12-Column Cigarette Vending Ma-chines. Must sell. Priced below cost. Will sell all or any part of stock, All new machines. For information write or call

Phone: 4-3245 before 5:00 P.M. or 4-5086 after 5:00 P.M.)

ATTENTION, OPERATORS! CHECK THESE SPECIAL OFFERS

- . 5 lb. can Almonds with every 5 nut machines.
- lbs. Ball Gum with every 4 Ball Gum machines. . 6 Boxes Adams Gum with every Tab Gum machine.

MACHINES

Northwestern Model #49, 1¢ ...\$12.50 Silver King, 5¢ or 1¢ Northwestern Standard Columbus B/G 4 Col. Tab Gum, DuGrenier... 17.50 4 Col. Tab Gum, DuGrenier... 17.50 6 Col. Tab Gum, Mills 17.50 6 Col. Tab Gum, Heide 12.50 4 Comp. 1¢ Nut Mach. (New) ... 5.00 Jewel 2 Compartment, 5¢ ... 7.50

SEND IMMEDIATELY FOR OUR SUMMER SPECIAL ON MACHINES! 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE 609-A Spring Garden Street Philadelphia 23, Pa. LOmbard 3-2676

Great Time-Saving PENNY WEIGHING

CAPACITY \$10.00

SPRINGS ARE PRE-CISIONED CALI-BRATED. HEAVY SHEET METAL BASE. TIN SCOOP. DIAL IS GLASS COVERED WHICH PROTECTS POINT-ER WHEN IN USE. workmanship

is employed in building this scale to assure reliability and accuracy. There is sturdiness

of construction more durable than is genscales. Finish is black crinkle. Carry-

ing case is made of string black fibre to meet the hard ORDER TODAY

Machines 1647 Bedford Ave., Brooklyn 25, N. Y.

BALL and VENDING GUMS LOW Factory

Prices BUBBLE . CHICLE

CHLOROPHYLL and TAB Bubble Ball Gum, 140-170 &

Clor-o-Vend Ball Gum 40¢ lb. Clor-o-Vend Chicks, 320 ct. 40¢ lb. Chicle Chicks, 320 & 520 ct. 36¢ lb. Bubble Chicks, 320 & 520 ct. 27¢ lb. Tab (short stick), 100 ct. . . 38c box 5-Stick Gum, 100 packs \$1.90 F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant . Newark 4, N.

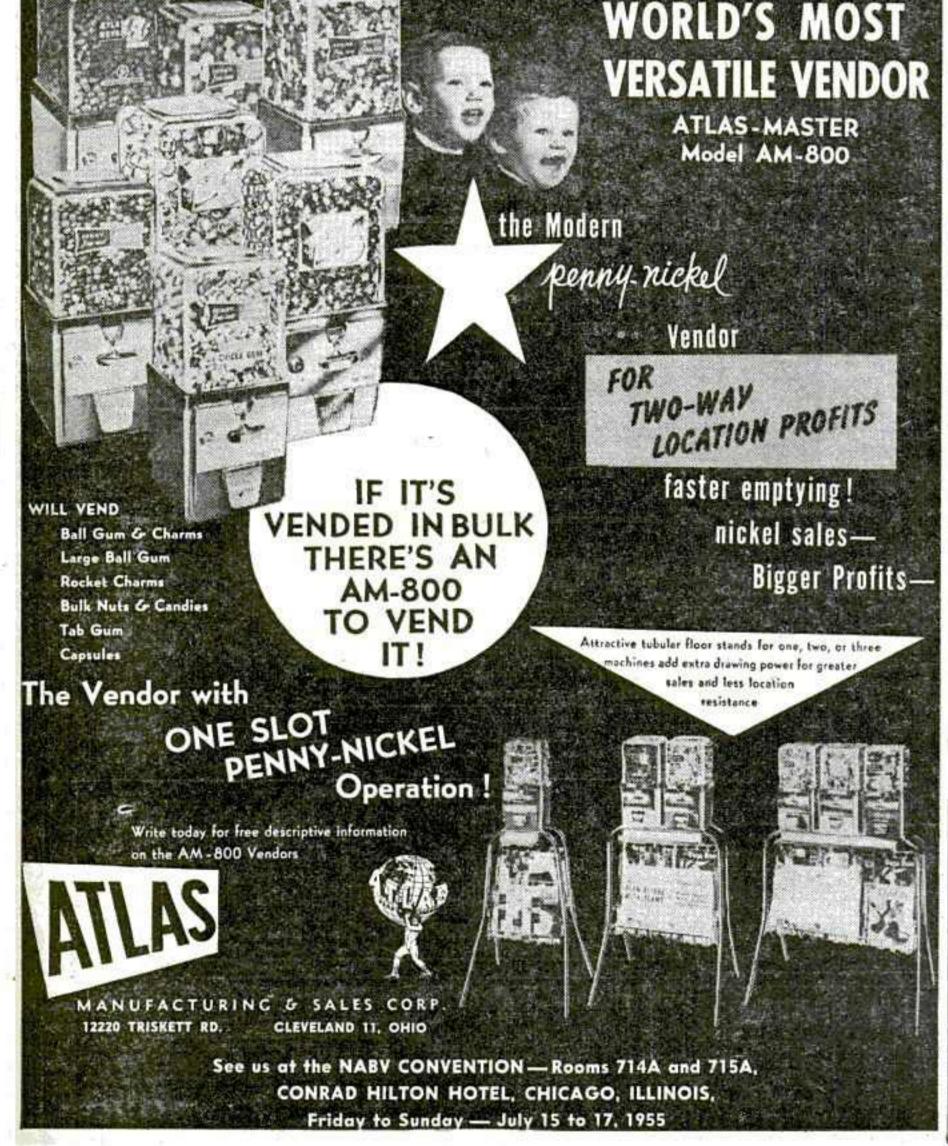


SEE YOU NEXT WEEK IN CHICAGO AT THE

HILTON HOTEL

Copyrightéd material

George Eppy Sam Eppy Sid Eppy



MUSIC MACHINES

EDITORIAL

No Pat Answer

A number of juke box operators in the New York area who had converted to dime play switched back to a nickel in some marginal stops and immediately boosted lagging takes. (See story on this page.)

This in itself is nothing alarming-or even surprising. But it does furnish food for thought.

As the story explains, most New York operators attribute the decrease in takes to seasonal and business factors (e.g., the fact that bar business is off) rather than to the dime prices, and point to the fact that unlike marginal locations, good stops have improved since conversion.

Still, it should set operators to thinking hard about what he already knows better than anyone else: that all locations are not the same and that no single action-regardless of how justified-is going to bring the same results. As one operator suggests, a dual pricing system, with 5-cent play for luncheonettes and neighborhood locations, and dime play for transient stops and better bars and restaurants may provide at least a temporary solution.

The news serves a gentle warning to operators that all-out dime play is no panacea, no pat answer to their problem of climbing costs.

Dime play is here to stay. The operator today needs and is justified in getting a dime a play. There is no question about that.

But how it will eventually be used and how it can be adapted to best advantage for individual localities are problems yet to be solved. The experience of the New York operators who reconverted to 5 cents shows that.

Chi Ops, WAAF Select Third 'Hunch Tune'

Pick Patti Page's 'Piddily Patter' As July Choice

CHICAGO, July 2. - Chicago juke box operators and radio station WAAF will combine their the customary dip following early record promotional powers again conversions. Lee Burkhart, of Tuesday (5), when they launch Allegheny Amusement Company, their third "Hunch Tune" of the month selection, Patti Page's latest Mercury recording, "Piddily Patter Patter."

The music operator-radio station fie-in was launched last May in an effort to build better public relations for the juke box industry and to keep the name of WAAF before the public via the city's juke L. A. Ops Sked

Carl Green, chairman of the operator-radio station committee, said that eards announcing the newest selection were mailed to all members of the Recorded Music Service Association, local operator organization, on Thursday.

Special Title Strips

Special title strips to plug the tune have also been ordered, Green said. The title strips call attention to the "Hunch Tune" selection and , the WAAF radio program, "Juke Box Matinee."

Hal Fredricks, who deejays "Juke late in the month. Box Matinee," also begins promoting the tune on Tuesday. As in the in the association's local offices at past. Fredricks will chat about the 2822 West Pico Boulevard. The record and explain that the tune meeting will convene promptly at

Dime Switch Gains Speed In Pa. Area

PITTSBURGH. July 2.-At least 50 music operators in the Pittsburgh area have added their support to the dime play move.

The move to increase the price of juke box music began here less than two months ago, and altho operators expected considerable opposition the changeover has gone along smoothly.

Even collections have not taken said that play dropped off only slightly, but collections increased as much as 35 per cent.

Reports now indicate that conversions will be made at a more rapid clip than before.

Meeting Aug. 2

LOS ANGELES, July 2.-The Los Angeles Division of California Music Merchants' Association has postponed its July meeting but will the first leg of a trip to end two resume the monthly schedule again on August 2. Ben Chemers, local representative, said.

Chemers said the reason for skipping the July meeting was that the association held its June session so

The August session will be held (Continued on page 84) 8 p.m., Chemers added.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations, Check the calendar weekly for new events scheduled in your area.

July 11-Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

July 12-Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

July 13-Retail Amusement Association of Canton, O., m mthly meeting, Masillon, O. July 15-17-National Association of Bulk Venders, annual

convention, Conrad Hilton Hotel, Chicago. July 18-Westchester Operators' Guild, Inc., monthly

meeting, American Legion Hall, White Plains, N. Y.

August 2-Los Angeles Division, California Music Merchants' Association, monthly meeting, association headquarters,

Dime Play Hits Snag in N. Y.; Some Ops Back to 5c in Neighborhoods

But Midtown Locations Double Grosses at 10c; Good Stops Better; Marginals Poorer

operators who have converted to tically. dime play in the New York areabloom is off the rose.

erators have been making a concerted drive to convert boxes from marginal stops have dipped below 5-cent to 10-cent play, with an estimated 40 per cent of all stops currently at the higher figure.

switched back to a nickel policy. Ir. all cases the reason for the switch was the same-takes on con- and three dimes in the coin box at

Evans Juke Plant

Begins Move From

Chicago to Mexico

Firm Skeds 3 Multi-Selection Models;

Production to Begin Next February

manufacturing plant is on its way to Grinberg and Jose Tabachnik, of

Eighteen carloads of equipment, proximately \$200,000.

machines, pulled out of the Chi- for production.

NEW YORK, July 2.-For many | verted stops were falling off dras- | the end of the week on a stop that

This doesn't mean that dime play perticularly those with luncheon- is a dead issue here. In midtown ette and neighborhood stops-the bars, takes have climbed considerably since the dime conversions. In recent months New York op- In general, good stops have improved since conversions, while the margin.

While none of the local distributors would be quoted on the de-But in the last two weeks a velopment, all but one admitted goodly number of operators have that the number of backsliders is considerable

One operator found one quarter

Mexico City, on March 29 for ap-

Grinberg told The Billboard this

week that he expected the equip-

ment to reach Mexico City by Au-

gust 1, with production to get un-

would be Fornografos Automaticos

Three phonographs will be pro-

(Continued on page 84)

duced, according to Grinberg. A

S. D. Juke Ops

10c Play Trend

PIERRE, S. D., July 2.- Dime

Members of the South Dakota

Phonograph Operators' Association,

who met at the St. Charles Hotel

here for their quarterly convention

June 19-20, unanimously voted to

support the national trend toward

operators switching to straight dime

play, and three to five plays for a

quarter, depending upon the terri-

of the largest ever held by the as-

The quarterly meeting was one

play will soon be the order of the

day thruout South Dakota.

dime play.

Green Light

He said that the firm name

der way next February.

had been averaging \$15 to \$20 on nickel play. He switched back to a nickel, and the take was \$35 in the first week.

Cold War

Operators are meeting more than customer resistance tho. Some locations have grudgingly accepted dime play, then have done their best to kill it. Keeping the television set on full blast and discouraging patrons from dropping their coins in the juke box are a couple of methods neighborhood bars employ in their cold war against the

A distributor checked 35 operators who have converted to dime play. Of the total, 20 have changed some stops back to a nickel ir the last two weeks.

On the other side of the coin, however, the better stops-mostly in the midtown area-have more than doubled their takes since conversion, with \$40-\$50 locations reporting weekly grosses of \$100 to \$110 after conversion.

(Continued on page 84)

Wurlitzer Co. CHICAGO, July 2.-A juke box pany, was purchased by Abraham **Appoints New** It was announced at that time Ga. Distrib jigs, parts, heavy machinery and that the equipment would be even a small inventory of finished shipped to Mexico and assembled

NORTH TONAWANDA. N. Y., July 2.—The Rudolph Wurlitzer Company announced this week the appointment of the Peach State Music Company, Inc., Macon, Ga., as its phonograph distributor in most of Georgia and parts of Alabama and South Carolina.

Robert Bear, phonograph sales manager of Wurlitzer, said that the appointment was the result of a mutual agreement between Wurlitzer, Peach State and Crown Music Company, Inc., former distributor in that area.

Peach State headquarters are at 549 Pine Street, W. N. (Dyke) Hawes, 15-year veteran in the coin machine business, is president, and A. J. Hawkins, former operator, is vice-president.

Peach State Set-Up

Peach State was formed by Hawes and Hawkins in 1952, it was incorporated two years later.

Wesley and Bill Dean head Peach State's service department, Bill Ray is in charge of the parts department, and James Hunt, A. C. Clarke and Bennie Holt head the refinishing and shipping departments.

A branch office has been set up in Columbia, S. C., in the same offices previously used by Crown Music. Roy Ward has been named Wide spread conversions were expected to begin this month, with branch manager.

The Macon office will cover 109 counties in Georgia and three in Alabama. The Columbia office will handle 21 counties in Georgia and 36 in South Carolina.

W. F. (Dickie) Buford will rep-(Continued on page 84) resent the firm on the road.

including phonograph tools, dies,

cago, Milwaukee, St. Paul & Pa-

cific yards here Friday and began

Mexico City.

ABRAHAM GRINBERG

miles outside of Mexico's capital

The equipment, which formerly represented the entire phonograph division of H. C. Evans & Com-

JUKES FINDING **WELCOME IN** ENGLISH PUBS

LONDON, July 2.-Juke boxes in England, like in America, are becoming a fixture in "every pub (tavern), soda fountain and clubroom, according to a recent article by a London Express writer.

The article pointed up that the bright familiar lights of the juke box were adding a bit of color and entertainment in the heretofore strictly drinking spots.

The article also revealed that the machines were not all imported and cited Bal-Ami's production as an example of home-made equip-

"But," continued the London writer, "regardless of where the juke boxes come from, they're coming, and before it's all over, they're going to be as familiar to a Britisher's ear as an American's."

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

THE 10 PER CENT EXCISE TAX on records, imposed since the early days of World War II, may finally be lifted if a bill introduced this week in Congress is enacted into law.

THE BILLBOARD TRIPLE CROWN AWARD this week goes to Fats Domino for his click waxing of "Ain't It a Shame." The slicing hit the No. 1 spot on all three rhythm and blues charts-Dealer, Juke Box and Disk Jockey.

A SERIES OF COLUMBIA RECORDS personnel shifts were made this week. Among them is the naming of Jack Loetz as assistant sales chief under topper Hal B. Cook.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

COINMEN YOU KNOW

Boston

Communications to: Cameron Dewar, HAncock 6-3000

Named to UJA Post. Dave Bond, of Trimount Automatic Sales Corporation, has been appointed chairman of the Businessmen's Council of the Combined United Jewish Appeal. He is making a fulltime job of it and is enjoying it immensely. . . . Topic of discussion among local coinmen this week was July 4 weekends. Before Louis Blatt, of Atlas Distributors, headed for a restful time at his New Hampshire retreat he was able to do a little business with Henry Brooks of Dover, N. H.; Martin Oliver, Portland, Me.; Tony Petteruti of Providence; Jerry Belliveau, Fitchburg, and Howard Cronin of

Dick Mitchell, of Dick's Records (One Stop), took his wife to Canobie Lake, N. H., to catch the show featuring Bill Haley and his Comets. Among those looking in on Dick this week were D. J. Halle, Berlin, N. H.; Don Swanson of Lowell as well as Tony Alamo, who brought his new Victor record with him. . . . At Redd Distributors, everyone is optimistic at the start of the new fiscal year. Last year was a good one and there are high hopes that the coming one will be even better. They are looking to the Wurlitzer 1800, United's 5th Inning and Bally's Gaytime to make this a banner year. . . . Si Redd is off to Hyannis on the Cape for July 4, as is Bob Jones, sales chief. Ed Pearle is hitting the long trail for a spell in the Adirondacks.

Irwin Margold, Trimount's sales manager, has removed the Seeburg juke box from the South Station, where it had been playing for the Cerebral Palsy Campaign since May 1. Irwin reports that, together with some little collection boxes in the station, the machine took in the surprisingly large sum of \$1,500. . . . Jerry Flatto, of Boston Record Distributors, will spend July 4 in New York City doing up the big town. Some out-of-town visitors at his one stop were Bob Peno of Greenfield; Al Sharpe of Portland, Me., and Harry Walker of Newport, R. I. Jerry put on a big show this week at the West Roxbury Veterans Hospital. He had among the entertainers Charlie Applewhite, Pat Boone, Cindy Lord, Pat O'Day and the Love Notes.

Los Angeles

Communications to: Joel Friedman, HOllywood 0-5831

Sierra Wurlitzer Sales Up. At Sierra Distributing Company Wayne Copeland and Howard Freer report a steady climb in the sales volume of Wurlitzer phonographs since taking over the line several months ago. Jack Dolan, of the Sierra sales staff, continues taking field trips, just returning from Bakersfield and San Diego last week. . . Jimmy Wilkins, Paul Laymon Company, is back from his vacation with glowing words for the "outdoor life." Jim and family spent a week of camping in Northern California. The Laymon firm is currently continuing its extensive mail campaign to acquaint operators with the

Jack Simon, Simon Sales, is back in town for a short spell. Tho frequently on the road these days, Jack gets back to his headquarters regularly and reports his sales of equipment to foreign buyers are constantly on the rise. While the firm was not in the field at all last year, nually to \$15 in all other establishthe export business, according to Simon, is currently proving to be an important facet of his business. . . . Lou Wolcher, Advance Automatic Sales president, along with sales staffer Bob Portale, returned to San Francisco after attending the NAMA show here last week.

W. H. Siegle, bulk vending operator from Bellflower, Calif., is driving to St. Louis with his wife and planning to return via TWA next week. . . . George Seedman, president of Rowe Service Company. announced the resignation of Marion W. Ball this week. Ball had been with the company for 28 years. . . . Bill Happel and Al Silberman, Badger Sales Company, attribute the heavy increase in sales of drink machines last month to the rate of construction of new locations in this

area, particularly theaters.

Milwaukee

Communications to: Benn Ollman. UPtown 3-6018

Ops Face Busy Week With Game Tax Due. First week in July is the headache period for most operators hereabouts. Their supplies of aspirins get a workout as they scurry around the territory trying to keep up with switches in location ownerships. This is the week when tayern and amusement game taxes are due. Many a spot changes hands suddenly during the mid-year week resulting in a shift in operators for a high percentage of these locations.

While Bob Thompson is vacationing, the Capitol Records office supervisor, Bud Levinson, is keeping a watchful eye on sales. Up from the St. Louis Capitol Records office by way of Texas, Bud reports a nice operator traffic moving in this week for such items as "Hummingbird," by Les Paul and Mary Ford; Jackie Gleason's "The Band Played On," and "The Gold Old Summer Time." Giving all the appearances of a strong juke box favorite, says Levinson, is the new number by the

Banjo Boys, "Somebody Is Nobody But Me."

Frank Bartnik, of Banaco Music, is prepping his plane this week for a projected flight over the weekend to his hunting lodge in Canada. Young Roger Bartnik, just back from his training stint with the 32d Division at Camp McCoy, is gradually taking over the reins and learning the route-running techniques from his father. Johnny Zanewski, who was Banaco's route man for more than a decade, is now working in the television repair field. . . . Joe Pelligrino, partner at P. & P. Distributors, reports excellent results so far this summer with the string of baseball games his firm has out on location, "They're doing better for us this year than they did last year," says Pelligrino.

Les Reder, L. & R. Novelty Company, informs that his experimen! with 10-cent music play on a number of his locations showed only fair to middlin' results. Based on these results, he recently reverted

most of his locations back to nickel play.

Despite the heat this week the regular run of disk-seeking oper ators turned up at Radio Doctors, according to one-stopper Stu Glassman. Out-of-towners included Mike Young, Soldiers Grove; Hi Turnmeier, Solders Grove; Mrs. Wilfred Sawyer, East Troy, and Tony Hirst of Sheboygan. Topping the list of operator favorites, says Stu Glassman. are "Man in the Raincoat" by Marion Marlowe on Cadence; "Seventeen" by Boyd Bennett on King, and The Chordettes' version of "Hummingbird" on Cadence. . . . Spheeris Brothers, jobbing and vending firm, took a beating from thieves here this week when one of their route trucks was looted. Missing were \$4,000 worth of cigarettes and a bag of \$700 in quarters. In their haste the crooks overlooked another 275 cartons in the truck and \$268 in the glove compartment.

Hastings Distributing Company's annual employee outing at Sam Hastings' summer cottage on Lower Lake Nemahbin, according to all reports, was a big success. Hundred per cent turnout of Hastings' workers gathered for boating, swimming, fishing and delectable barbecue sandwiches June 26. . . . Reid Whipple, Wurlitzer factory service expert, stopped in town briefly before heading up north with Leo Krenz to do some machine installation work for United, Inc. Whipple will be back in Milwaukee most of next week for service schools for

operators at the United, Inc., Vliet Street headquarters.

Monroe Named AMI Distrib In Cleveland

CLEVELAND, July 2.-Monroe Coin Machine Exchange, Inc., headed by Roy L. Monore, was appointed AMI, Inc., distributor in the Cleveland area, Jack J. Mitnick, Eastern regional representative, announced this week.

The Monroe Coin Machine Exchange is at 2423 Payne Avenue. Pittsburgh George George is vice-president and Norman Goldstein, sales man-

The firm's modern building is equipped with a complete parts department, large showrooms and an up-to-date service department, Perry Hackbart, service manager, in carge. Ample parking facilities and an easily accessible loading dock are located alongside of the building.

Both Monroe and George have extended an open invitation to all operators in the area.

Ala. Legislature Pigeon Holes Bill To Hike Juke Tax

MONTGOMERY, Ala., July 2. The House Ways and Means Committee voted unanimously to postpone indefinitely a bill to increase State juke box license fees from two to five times their present amount.

Under the provisions of the bill, license fees would have been increased from \$8 annually to \$37.50 ages were sold, and from \$8 an-

sponsor of he bill, said that the the trade. increase would have produced approximately \$50,000 annually, earmarked for education.

Opponents of the bill previously warned that its passage would ultimately result in less revenue for the State as many operators would be forced to drop marginal locations which would not justify an expense of \$37.50.

San Antonio Warns Coin Licenses Due

SAN ANTONIO, July 2.-Location owners where juke boxes and other coin-operated equipment is being operated were warned this week that they had until July 7 to obtain city licenses.

A total of 15 complaints were filed in Corporation Court against owners who are operating coin equipment without licenses.

license is \$200. The annual license fee is \$25 for juke boxes and \$15 for amusement games.

JUKE BOX OPERATORS COMPLETE STOCK Capitol—Columbia—Coral—Decca —Dot—Victor—X—and all other labels. 5¢ Over Regular Wholesale. PRINTED TITLE STRIPS (fornished at no charge) with all Best Sellers and Top News Releases. Shipment same day order is received by express, parcel post, truck, bus, air express, air mail

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1-STOP DISTRIBUTING CO. 4095 Lancaster Ave. Philadelphia, Pa.

Complete Title Strips Back Listings Same Day Shipments Orders

FANTASTIC PRICE REDUCTIONS ON RECORD ACCESSORIES CALL BAring 2-4919

COINMEN YOU KNOW

Washington

Communications to: Delores Newcomb. EMerson 3-7451

Music Guild Dinner-Dance Success. Evan Griffith, president of the Washington Music Guild, announced that the dinner-dance recently held at the Shoreham Hotel for members and their wives was a success. "A good time was had by all," he says. Business at Griffith's Pioneer Novelty is good. . . . Hirsh Machines is doing a quiet but steady business, says Miss Gannon, one of the staff. . . . Dick Zigler, of Canteen, is pleased that business is holding up so well. He says that the slump in candy sales has been offset by the increase in beverage sales. . . . Cool weather hurt sales for a while at Dr. Pepper-Tru Ade, says manager Norman Hayter, but things are looking better now that the hot weather is moving in.

Communications to: Leon Leffingwell. WAlnut 1-0102

Bachman Named to Vending Post. Ted Bachman, formerly manager of Coca-Cola at McKeesport, Pa., has been put in charge of experimental vending in Pittsburgh for Coca-Cola. . . . Tim McCaffery, of the coin control department of Coca-Cola, reports that diversified vending is going to replace the old cafeteria type of service in plants.

Harry Dennis, manager Automatic Canteen Company, is visiting his mother, who has been ill, in Michigan. . . . George Terzis, head of Victory Vending Company, reports his canned juice operation has been leased to Norman Feltman, of Electro-Matic, in Wilkinsburg. Pa. ... M. I. Abelson, special representative for Oak Manufacturing Company, Saturday and Sunday (25-26) attended the confirmation of the son of Herman Eisenberg, of Confection Sales, Cleveland, then continued on to Canada to visit Ottawa and Montreal.

Twin Cities

Communications to: Jack Weinberg. HYland 2896

Ops Irked by License Boost. Altho somewhat irked by the proposed increases in coin machine licenses as advanced by the St. Paul city council, operators here have indicated no concerted opposition to the plan at the public hearing slated for July 8. Most of the categories for which permit fee increases are being proposed were raised about a year ago. Archie LaBeau, president of the Ramsey County Operators Association, indicated he planned no formal or official protest at the public hearings.

Charles Webber, operator of Webber Music Company, Minneapolis, is out after a siege in the hospital, and, under doctor's orders, is taking it easy, playing golf and doing some resting. Mrs. Webber (Mary Ann) continues to keep tab on the business while he is regaining his strength. . . . M. M. (Doc) Berenson, of Harmony Music Company, Minneapolis, spent the July 4 weekend vacationing at Breezy Point in locations where alcoholic bever- Lodge near Brainerd, Minn. . . . Paul Felling, of Sauk Center, Minn., who left the coin machine business in 1952, visited distributors this week just to say "hello," but with no indication he planned to re-enter the industry. The same was true of Lester York, Mitchell, S. D., who Rep. Karl Harrison, of Shelby, sold out during the past year. He stopped by to visit old friends in

> Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul. took a couple of days off this week to go fishing. His son, Archie (Bud) Jr., reported operators were giving good reception to the new line of Rock-Ola phonographs and that many orders are being taken for the units. Business in games is good at LaBeau's, too, Bud said. . . Harold Havenor, of Eleva, Wis., was in this market shopping for phonographs. . . . Lawrence Schillinger, who recently moved from Hersey, Wis., to Knapp, Wis., bought games on his trip to the Twin Towns. . . . L. J. Savard, of Red Lake Falls, Minn., also bought games on his visit here. . . . Charlie Sersen, of St. Cloud, Minn., picked up music units.

> Bert Davidson, regional sales manager for Wurlitzer, who went to Des Moines with Robert Bear, general sales manager, to visit Irving Sandler, of the Sandler Distributing Company, came on to Minneapolis alone to see how the Sandler office here was doing. Operators continue to show great interest in the Wurlitzer line, Sandler reported. . . . Ben Weis, of Pine Ridge, Minn., bought music on his visit here and reported business in his area was good. The same was true of Al Eggermount, of Marshall, Minn., here on a similar mission. Mr. and Mrs. Frank Davidson, of Spooner, Wis., concentrated on game purchases during their visit.

Morris Anseeuw, operator from Minneota, Minn., and his son, Larry, were in this territory shopping. So were Mr. and Mrs. Ray Diedrich, of Stone Lake, Wis. . . . Roy Stone, of Rice Lake. Wis., came up to buy games, as did Frank Ponterio, of Worthington, Minn. . . . Andy Benna, of Ironwood, Mich., stopped in for supplies. . . . Penalty for failure to obtain a city Jack Tomar, of Two Harbors, Minn., and Lawrence Sieg, of Eau Claire, Wis., bought music on their trips to the cities. . . . Harold Lieberman, of Lieberman Music Company, Minneapolis, reports AMI phonos getting good operator play these days, with Lieberman's long line of games receiving considerable attention.

Wis. Sidesteps \$25 Game Tax

MILWAUKEE, July 2. - Coin machine operators thruout Wisconsin breathed a sigh of relief this week when the State Legislature adjourned without taking definite both regular pinball games and action on the bill which would five-ball games operating on nickel have levied a \$25 tax on each play, and multiple-player dime piece of amusement equipment on play five-balls. ocation.

of the coin machine industry, the dime play five-balls as a necessity bill's chances of passing looked to profitable operations. "With bright at times, but it died along prices spiraling and cost of equipwith a number of others in the ment up, dime play is needed, rush of the solons to wind up their said Gottlieb. session and get home for the July 4 holiday.

income tax surtax, which did re- of revenue.

Dime 5-Ball Play on Move

CHICAGO, July 2.-Dime play on five-ball pinball games is steadily increasing, according to Alvin Gottlieb, D. Gottlieb & Company.

Gottlieb is currently shipping

Gottlieb believes the majority of Sturdily opposed by all segments operators will eventually switch to

Coin machine industry spokes- ceive approval, is expected to promen feel that chances of the bill vide enough funds for the forthbeing resurrected at the next ses- coming biennium and thereby sion of the lawmakers are slim. eliminates the need for using coin The 20 per cent boost in the State machines as an additional source



A man sawing his own wood can warm himself twice ... with any kind of saw.



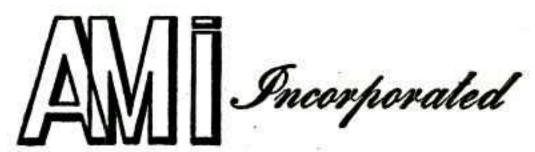
But, when he saws wood for a living, he needs the most modern equipment to be had to make things bot for his competitors.

Strange, isn't it, that some men will struggle along with yesterday's saws when today's fast-cutting power equipment will put them out ahead. Naturally, there's a fresh look to these new tools that distinguishes them immediately. They don't look like old-time saws. And, oh my, how this up-to-date equipment makes the wood fly.

The AMI Model "F" Juke Box Will Help You Stack Up a PILE

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW



GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates-building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark, Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.I. England-building the BAL-AMI Juke Box

Blatts Make Comeback Via Atlas Distribbery

BOSTON, July 2.-Blatt brotn-creased three-fold in the last 12 ers, partners in Atlas Distributors, months. AMI outlet, who for many years were in the music machine distribution business in this area, have and came back stronger, the Blatts come back after a retirement to are happy with their latest comebuild, within a year, a new busi- back. ness which ranks high in the in-

Some years ago, the brothers ran the Seeburg outlet here, but illness • Continued from page 81 forced them into retirement. Later they came back with the Wurlitzer line, but again ill health forced retirement.

While they have sold many AMI's in the metropolitan area, they have found a bonanza in a relatively untapped section thru Northern New England, chiefly in New Hampshire and Vermont. They have sold operators who service summer resort hotels, drugstores and bars in that territory.

Conversion Kits

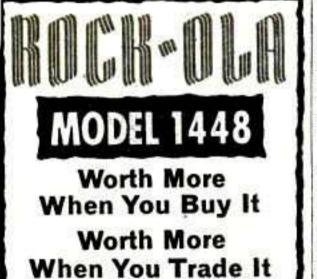
They report they have boosted Bronx. business greatly with conversion kits which change AMI models as far back as 1946 playing 78, to the newer 45's.

The kits sell for \$29.50 and give operators a new tone arm, needle and camshaft. The Blatts report a big upsurge in this type of conversion as well as an upswing in changing over of AMI's from 5 to 10-cent play. All AMI's are now coming from the factory on 10 cents and three for a quarter. Conversion kits of this type are in the same price as the others.

One of the biggest operators now a 5-cent box. converting from 5 to 10 cents is Louis Stevens, of Southbridge, ble solution-a dual pricing arrange-Mass. He has AMI's in many lo- ment, with 5-cent play for lunchcations and has met with no re- eonettes and neighborhood stops, sistance in the changeover.

Expenses Up

Louis Blatt says the music machine distribution business has been good in his territory. He also reports it has been excellent with the operators, altho rising costs are giving operators some concern. Blatt says his expenses have in-



Convert Your SEEBURG M100-A to 45 RPM and PAY FOR CONVERSION OUT OF RECORD SAVINGS!



You can install-it-yourself . . . kit complete . . . no special tools needed . . . takes only one hour.

Upgrade your locations — buy good used Seeburg M100-A's and modernize with a

➤ For Complete Details Clip and Mail TODAY! W. PRICE CORP., Manufacturers 11167 W. Pico Blvd. Los Angeles 64, Calif. Show me how I can convert Seeburg M100-A's to 45 rpm . . . and pay for conversion out of record cost savings! Name.....

City..... Zone... State....

But for a couple of men who quit the distribution business twice

Dime Play Snag

A Bronx operator gave dime play a three-month trial, and stops that had averaged \$20 to \$30 a week dropped to as low as \$7. When he reconverted, the average went over \$30.

In Westchester County, where 10-cent play was pioneered in this area, about three-quarters of the machines are still on dime play. However, the operators are taking it easy on the other 25 per cent, particularly in Mount Vernon and Yonkers, which border on the

All new boxes are still being set at 10 cents, and most operators are still willing to go along with dime play. A lot of them attribute the decrease to seasonal and business factors-bar business is way offrather than to the increased price.

Fly in Ointment

Many operators said they would prefer to stick to the dime and jerk the machine if the location holds out for a nickel. The only catch is that as soon as the machine is pulled from the stop, another operator will come along and install

One operator suggested a possiand dime play for transient locations and better bars and restau-

Evans Plant

Continued from page 81

100, 50 and a 40-selection model. The 100 and the 50 will be geared exclusively for 45's, while the 40selection will feature 78's.

far enough along by the end of this month to move in the equip-

Full production, Grinberg declared, should be reached approximately six months following the February launching. Parts for the new phonographs and all of the old Evans models will be available around November of 1956, he said.

Grinberg, who has been in the coin machine business for nearly 15 years, said that once production was in full swing, exports would probably account for nearly 75 per cent of all sales.

He said that a distributor organization would be set up, but that no appointments would be made until the first models were off the production line.

Not all of the parts for the phonographs will be produced in Mexico, Grinberg said. Such items as coin chutes, electrical wiring, motors, etc., will have to be im-

However, he added, the amount to be imported into Mexico will account for less than 20 per cent of the finished product.

The plant now under construction includes approximately 100,-000 square feet, but Grinberg said that an addition to the plant was already being planned which would double this space.

Grinberg said that Fornografos Automaticos Evans marked the first complete juke box plant ever to be set up in Mexico.

Vital Statistics Marriages

William H. Marvin, one of the owners of the F. & M. Vending Company, Bridgeport, Conn., was married June 26 in Bridgeport to Ronnie Turman. Miss Turman is also a resident of Bridgeport.

Chi Ops Pick Third Tune

Continued from page 81

erators and a WAAF panel.

According to Green, the record will soon be featured in the No. 1 spots on some 7,000 boxes thruout the city. He said that it takes about

MUSIC DISTRIB STOGIE CHAMP

OMAHA, July 2.-Hymie Zorinsky, Rock-Ola distributor here, is becoming as well known in the tobacco industry as he is in the juke box industry.

Recently, the United States Tobacco Journal carried an article about Hymie's cigarsmoking prowess. It seems that during the past 30 years, Hymie has averaged about 10 cigars a day, which, the article calculated, brought his over-all total to approximately 109,500 eigars.

It all started, Hymie rela.es, with my first job, "selling stogies."

was picked by local juke box op- a week to 10 days for operators to equip their machines with a new

well in the Chicago area," Green said, "and we are confident that this third tune will do equally as

May-June Picks

"Rollin' Stone," by Eddie Fontaine, Label X, was selected as the "Hunch Tune" for May, and "Alabama Jubilee," by the Ferko Stringband, Media, was picked in lune.

used on the phonographs, Green said, operators would soon be receiving streamers and posters to be used in their locations.

Title strips and other advertising, as well as the radio program, is out charge by WAAF. Green said that the only operator cost involved was the price of the record. But operators would buy the tune in any event, he added.

Green said that operator co-operation was better than expected, ing in the program.

S. D. Juke Ops

• Continued from page 81

sociation, over 70 operators and their guests registering for the two-day event.

Other topics discussed during "Both of the previous 'Hunch the business sessions included pub-Tune' selections have done very lic relations, current copyright legislation aimed at removing the juke box exemption from the 1909 Copyright Act, local legislation and ways and means to improve service procedures.

A banquet was held on Monday, with Pierre's mayor, the State attorney general, director of taxation, secretary of the Chamber of Commerce, members of the Associated Press and the editor-publisher of In addition to title strips being The Capital Daily Journal, in attendance as special guests.

Gordon Stout, president of the association, said that thru these quarterly meetings and a well planned good will program, South Dakota operators were improving being furnished to operators with public confidence and respect of the juke box industry thruout the

The meeting was held to coincide with Pierre's "Diamond Jubiles Celebration." Operators attending were escorted thru the Oahe Dam and witnessed a two-mile with even non-members participat- parade depicting Pierre's 75-year

IMPORTANT INFORMATION

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illusrations or cuts permitted. RATE: \$1.00 a line—\$14.00 per inch. CASH WITH ORDER

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ADDRESS ALL ORDERS AND INQUIRIES TO:

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Business Opportunities

....... COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector, write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Production will be set up in a new plant now being constructed, Grinberg said. He added that the work on the new plant should be far enough along by the added to the set of the

SALESMEN WANTED—WITH COIN VEND-ing, selling experience. Make \$1,000 weekly, new greeting card deal. Write Standard, Box 11, Hubbard, Woods, Ill. jy16

.......

Help Wanted

HELP WANTED, MALE—ARCADE ME-chanic at New Jersey shore. Must be reliable. Coastal Amusement Co., Seaside Heights, N. J. jyl6

WANTED — BINGO AND SHUFFLE ME-chanics; good pay and good working conditions. Persons must be sober and fur-nish references. Write Box 733, The Bill-board, Chicago, Ill.

Parts, Supplies & Services

COIN-OPERATED TIMERS-ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices, Coin Radio Co., 190A Duane St., New York City. jy9

STAMP FOLDERS DIRECT FROM MANU-facturer, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia J, Pa. LOcust chines, almost new. \$15 each. Write to 7-1448.

Routes for Sale ******************

JUKE BOX AND GAME ROUTE IN MID-west. Established 12 years. For complete information write M-137, c/o Billboard, Cincinnati 22, Ohio.

PINS, ALLEYS AND MUSIC — GOOD equipment, established 1930; located Eastern Central Pa. Will sacrifice at Bill-board prices, no goodwill. Finance to responsible party. Apply Box No. M-135, c/o Billboard, Cincinnati 22, O. jy16

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL

Chicago 18, III. CANADIAN OPERATORS—MUSIC Machines thoroughly reconditioned and refinished, Rock-Ola 1422, 1426, 1428. Wurlitzer 750, 1015, 1100. AMI C, D, 40, D, 80. Lyons Music Co., Skowhegan, Me. jy30

CHARM MACHINES, 5¢ CAPSULE, VIC-tor, Northwestern, Acorn. Excellent con-dition, \$5 each. Or route of 700 machines, Confection Novelty Co., 440 Porter Ave., Buffalo, N. Y.

CIGARETTE MACHINES—DU GRENIER 7
col. S, \$45; 7 col. V, \$50; 9 col. W, \$53,
Rowe Imperial, 6 col., \$45; 8 col., \$50;
Uneedapak E, 6 col., \$45; 8 and 9 col., \$55.
Quarter operation, refinished, ready for
location. One-third deposit required with
order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa. EVergreen 6-4244. ch-tin

CIGARETTE MACHINES—6, 7, 8, 9 COL-umns, quarter operation; from \$30 up. Candy machines, U-Select-It, 75 capacity, \$45 each, Half deposit, balance c.o.d. City Vending Service, 422 E. Okmuigee, Musko-

Chicago Coin & United Shuffles, each \$49.00
2 Exhibit Jet 5r Guns, each 99.00
1 Exhibit Gun Patrol 5e 99.00
1 Evans 10-Strike 5e Play 49.00
1 Bally Moon Ride 295.00
10 Model M' 1e Porcelain Columbus

CASH WITH ORDER Birmingham Vending Company, 540 2d Ave., No. Phone 54-7526 Birmingham, Alabama

RCA LICENSED, 10¢ PER HOUR. MOTEL, hospital, rest homes, coin radio under pillow speaker, \$25 each. Twelve, \$240 f.o.b. Warren, H. F. Champlin, 1040 E. South St., Warren, O.

SANITARY VENDING MACHINE HEADQUARTERS

'Spare" sanitary napkin venders; DAV razor blade venders. Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices, Manufacturers & Distributors.

NATIONAL SANITARY SALES Dept. B-7, 4307 W. Lawrence Av., Chicago 30

SEVERAL 25¢ KWIK-KOIN CHANGERS— Like new, \$3 each. Milner Novelty Co., La Fayette, Ind. STANDARD METAL TYPER, LIKE NEW, just off location, \$150. Want Panorams & peeks. Playmart, 1111 Main St., Fort

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Box 673, The Biliboard, Chi-

cago 1, Ill. FRENCHBOY POPCORN State price, condition & quantity. Car-lene Popcorn, John Groves Company, 39 Skyline Drive, Duquesne, Pa. jy16 MACHINES WANTED — WE BUY ALLI types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price, Rake, 609C Spring Garden St., Philadelphia 23,

PANORAMS WANTED—HIGHEST PRICES paid, any quantity. Also fate Bingo Games and Phonographs. Western Distributors, 3126 Elliott Ave., Seattle 1, Wash. au20

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- 1. Clip your ad to this form.
- 2. Check classification you want your ad to appear under.
- Business Opportunities ☐ Help Wanted
- Parts, Supplies & Services
- Positions Wanted
- Routes For Sale
- ☐ Used Coin-Operated Equipment
- ☐ Wanted To Buy 3. Check whether you want Regular
 - or Display Classified. If Display is anted, indicate on your ad words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular

□ Display

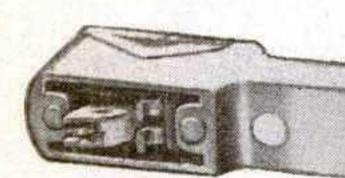
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22, Ohio Please insert my ad in "Market Place" and run as indicated below:

■ Next 6 issues ■ Next 4 issues ■ Next 3 issues ■ Next issue only Payment enclosed

Address.

ONLY WURLITZER



Has a Single low inertia tone arm with Zenith Cobra

Greater tonal brilliance! At least an extra thousand plays per record with no loss of fidelity! Many thousand more plays per stylus! All of these great features are yours with. Wurlitzer's single low inertia tone arm and exclusive Zenith Cobra Stylus. Another example of Wurlitzer quality that produces extra savings and added earnings.

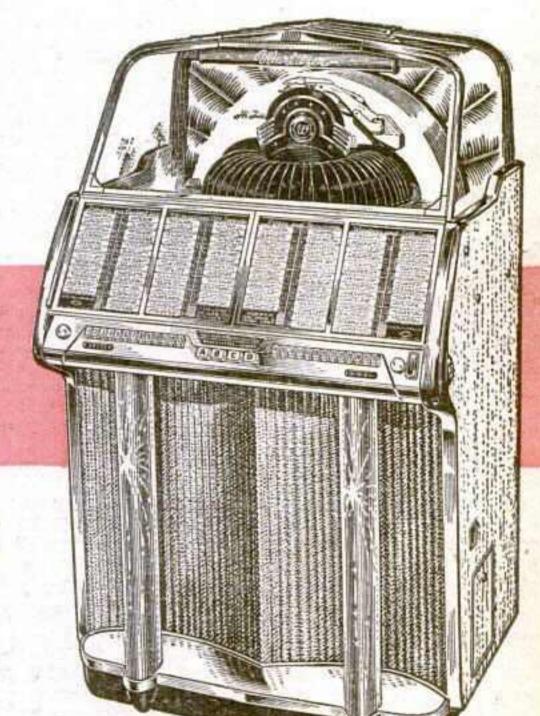
Murlitzer 1800

THE YEAR'S TOP PHONOGRAPH

IN BEAUTY - IN TONE - IN EARNINGS

See it - Hear it - Buy it at your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY . NORTH TONAWANDA, NEW YORK



Communications to 188 W. Randolph St., Chicago 1, III.

Op Game Rentals Decline; Seasonal Spots Take Most

By KEN KNAUF

CHICAGO, July 2.-The practice of operators renting amusement games from distributors has declined in cities around the nation, with current rentals most active among operators in resort areas.

The rental plan can work both for and against the operator. It can save him the investment risk and financing problems necessary i purchasing new equipment; it can put the distributor in the operating business, in direct competition with the operators.

Apparently the system is not working out as well for most distributors as it has in past years, due to higher costs of equipment, necessitating high rents to make a fair return.

Seasonal Ops

Small operators, operators who are active seasonally in resort areas, and out-of-city operators, however, continue to rent games in some as well buy the equipment areas.

Chicago is one of the few cities to report any amount of success with game r.ntals, with a handful of distributors in this coin machine hub renting machines to operators.

Even here, rental business is small compared to sales. A number of local distributors who are renting machines to operators refrain from commenting on their operations, evidently for fear of possible repercussion on sales.

Game distributors in New York, Boston, Los Angeles, Detroit and machines on a take-back guaran-Milwaukee report little or no tee. Machines are sold on \$13 a rental activity, with most of that done with operators moving games into resort areas for the summer season.

Rental Plan

A rental plan put in effect by Purveyor Distributing Company, Chicago, has been a source of added profit for the firm and an advantage to operator customers.

United Names Ala., Ga., Tenn. Area Distribs

CHICAGO, July 2. – United Manufacturing Company announced this week appointments of distributers for Alabama, Georgia and Eastern Tennessee.

C. O. Moon, Variety Distributing Company, Atlanta, has been



C. O. MOON

named distributor for the State of Georgia. He has been in the coin holes. machine business since 1932, and 1945. Moon says the firm is ready field. to make deliveries thruout the

Harry and Max Hurwich, Birmingham Vending Company, Birmingham, have been appointed distributors for Alabama.

Kenneth Brake, Rock City Amusement, Nashville, is the new- above the tiers at the back of the ly appointed United distributor for playfield, a variable value worth Nashville and Eastern Tennessee. from 10 to 50 extra runs is scored.

products.

diversify their routes.

Purveyor ients out a weekly avand down-State Illinois. From 30 land business. to 40 operators are now utilizing the plan, according to Purveyor. The operator, according to terms, must guarantee at least 10 weeks' rental. Rates vary, ranging from \$5 a week per machine to \$15.

New York Area

There are no game rental systems reported with headquarters in the New York area. Distributors here have concluded that in eral Coin Machine Sales and Servorder to charge enough on rentals to come out ahead, the tab would tion plan has been used in some be so high that the uperator might instances to provide service to a re-

Automatic Sales Corporation is renting some machines. George Lake, operator of an Arcade at Salisbury Beach, rents machines from Trimount for 10 weeks at \$100. The whole rental cost can be deducted from his income tax, while if he buys the machines he can deduct only 10 per cent. Lake rents because of his short operating

Redd Distributors, Boston, don't rent machines, but say they sell week payments, the buyer able to turn back the machine any time he wishes. A rental, if used, would cost the operator at least \$18 a week, says Redd.

Ride Rentals

Ed Ravreby, World's Fair & Associated Amusements, Brighton, a week in a 50-50 split, with a Mass., has started rentals to opera-

According to Herb Perkins, Pur- | tors this year on kiddle ride equipveyor head, the rental plan enables ment because operators, faced with small operators, who might not rising costs, haven't ready cash to o. ..erwise be in the business, to buy. He rents machines on operate their routes on a part-time straight fee- 10 weeks pair in adbasis; it permits other operators to vance. Ravreby says demand for equipment on the rental basis is high. He has enlarged his terrierage of 300 to 350 machines, in- tory to Connecticut, Long Island, cluding shuffle games, pinballs and New Rochelie and New York, as jukes, covering the Chicago area well as expanding his New Eng-

Rental operation of games is close to unknown in the Detroit area. Only one firm, Southern Automatic, is reported to be carrying on rentals in this territory, and it is reported cutting down the scope of its activity in this field.

A limited rental operation exists up-State. It was suggested by Guenther Koeppe, partner in Genice Company, that a rental-to-locasort area in · distant location, too In the Boston area, Trimount far to be profitably served by an operator. In such cases the machine is delivered and kept for the season, but serviced by the resort.

Used Machines

Other distributors said that a rental plan could work if there was a good market for the used machines after renovation, as in the export market, but not otherwise.

Miller - Newmark Distributing Company, largest local jobber in the field, tried rentals up-State sometime ago, but dropped them, largely because the locations were too distant to handle profitably and did not provide a profitable concentration. An adequate profit margin for the parties involved is also necessary for successful rental, Dan Evans, manager of the firm,

Evans cited a game grossing \$50 (Continued on nage 88)

NEW GAMES SCORE HIT

Riverview Sees 20% **Arcade Take Boost**

at Riverview Amusement Park here, they were new machines. with Herb Tekip, Arcade manager, over last year's receipts by summer's end.

The three Arcades at Riverview are actually operating with some coin takes thus far this season 60 less machines than they carried shows a 100 per cent increase in on the scene this summer have more than made up for the equipment retired.

A factor not to be overlooked, is sure to affect takes at the Arcades, as well as at other con-

Equip. Inventory

Just completing an inventory of equipment and takes at the Arcades, Tekip listed among the machines moved in this season four Mutoscope Drivemobiles, four Williams Sidewalk Engineers, five Williams Jet Fighter gun games, 18 Exhibit card venders, one Mike Munves Air Hockey game, three Williams baseball games, and a new Photomat machine.

Tekip said the Arcades are concentrating this year on new machines, having turned out the old "deadwood." This plan has sharply reduced maintenance costs and machine taxes and has made for smoother operations. Tekip said that where previously several ma- having little mechanical trouble chines at each Arcade were pe- with the new machines, the rifle riodically in need of repair, games and baseball units particucustomers can now be more con-fident that the machine they drop rifle games, the Arcades keep on a coin into will operate in good

The recent inventory gave Tekip a good breakdown on the types of units that were bringing in high takes. Among those rated highly thus far in the season are the Drivemobiles, the ...22 rifle gun units, and the coin-operated base-

Tekip reported that the rifle games, most of which are in their

CHICAGO, July 2.-New games second year of operation, are holdand bigger park attendance have ing up well, and even increasing combined to boost Arcade takes their takes over last year, when

The baseball games, he said, all expecting a 20 per cent run-up do well, altho they take longer to play and don't appeal to everyone, as the rifle units do.

An interesting breakdown of last year, but 37 new machines dime takes over the same period last year, while penny and nickel takes, conversely, have dropped just 30 per cent. This indicates that the new machines, combined however, is that park attendance with the best of the old equipment, is well up above last year thus have thus far out-grossed the far in the season, and is expected larger number of machines on loby park officials to better last cation last year. It further indiyear's mark by 25 per cent. This cates that patrons are not hesitant about paying a dime for coinmachine entertainment.

Among the most popular coin takers at the Arcades are the card venders. These machines, dispensing to the kiddies pictures of jet planes, sport cars, baseball players, and other features, handle some 2½ million cards per season. An order just went out from Riverview for 10,000 Exhibit Supply cards featuring pictures of Davy Crockett. Some 300,000 "license bureau" cards, very popular with the kiddies, have also been purchased. Augmenting the cards, more than 5,000 decal stickers have been sold thru these machines already this season, and more have been ordered.

New Arcade Mchs.

Tekip said the Arcades are (Continued on page 87)

Ernest Rezeau **New Genco** Sales Manager

CHICAGO, July 2. - Emest Rezeau has been named sales manager for Genco Manufacturing & Sales Company, Ralph Sheffield, director of sales, announced this

Rezeau had been assistant sales manager for the J. P. Seeburg Corporation, Chicago, for the past few

The new Genco sales manager started in the coin machine business in 1933. With Mills Novelty



ERNEST REZEAU

for eight and a half years, Rezeau started as an office boy, working up to assistant sales manager in the refrigeration division. Later Rezeau began work for Seeburg, starting in the engineering department and spending the past few years as asment game within two weeks, Mel sistant sales manager for the juke

> Rezeau has a college and engineering background, along with ex-

His immediate duties will find type coin game, according to Binks. him traveling thruout the country.

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FLYING BASEBALLS

New Genco Game—Balls Pitched, Hit in Mid-Air

CHICAGO, July 2.-Champion hits, and score runs as hits are Baseball, a new coin-operated base- made. ball game featuring ping-pong size balls that are pitched and hit in the fence" section, there is a pennant air, was shipped to distributors this hole which is adjustable and gives week by Genco Manufacturing & the player 100 extra bonus runs for Sales Company.

game at one time, each taking turns and an adjustable pennant holdbatting in three innings, and continuing to bat until three outs are

The player presses one button to 'pitch the ball" and another button to hit the ball, riming at home run tiers towering above the playfield. All types of hits-fly balls, grounders and foul balls-are possible.

Solid plastic balls slide out of an elevated metal chute above a seven-inch baseball bat when the player presses the "pitch" button. As the ball drops, the player 'swings the bat" by pressing the 'hit" button.

A well-timed hit will knock the ball up into the home-run tiers. A ball not hit solidly will fly into the playfield like a line-drive, rolling into single, double, triple or out

A plastic pitcher and six plastic established Variety Distributing in fielders add realism to the play-

Each player deposits a dime to play the game; the average playing time is 11/2 minutes for a three-inning game. The game is adjustable to one or two innings if the operator so desires.

If the ball is hit "over the fence," All of the new distributors will Various home run tiers award 3, 5 handle the complete line of United or 10 runs each. Lights advance along the bases to indicate regular

In the center of the "over the landing a ball there. Pennants One or two players can play the light up as these scores are made, over feature will keep these pennants lighted from game to game. Other play features include an adjustable replay system and a match play system to give a free game if the operator desires.

Approximately one foot longer than the average baseball game on the market, the game is average width. Playfield depth is 6 feet, and the game is 79 inches high.

DAVY CROCKETT PENNY CARDS! WHAT NEXT?

CHICAGO, July 2,-A special series of penny cards featuring pictures of Davy Crockett is in the works at Exhibit Supply.

Designed to be dispensed for pennies from coin-operated venders, the cards are due to be shipped July 15.

Chet Gore, of the Exhibit card vender division, said the new card series was an answer to the demand for Davy Crockett pictures at amuseparks and other vender locations.

Detroit Area Slow to Add Conversions

DETROIT, July 2.-The Motor City is currently the paradox of the game conversion field-such conversions are almost unknown at locations here, while the town is a focal point of the manufacturing side of the conversion business.

(The trend to converting used shuffle bowling games to games with up-to-date play features is increasing in Chicago, Los Angeles and spreading to new areas around the country, The Billboard, July 2.)

The fact that only a few types of games are sanctioned for location in Detroit renders the city a poor place for conversions.

Up-State Picture

Up-State there is a limited use of conversions indicated, but few, (Continued on page 88)

New Binks Game Due

CHICAGO, July 2.-Binks Industries expects to go into production on a new coin-operated amuse-Binks, president, announced this box manufacturer.

Still in the development stage, the new unit is to be something tensive sales experience. different in the regular location

SHUFFLE GAMES

FIRST-Conditioned

CHI. COIN-Match

THUNDERBOLT\$435

CRISS CROSS BOWL 295

CROWN 140

CHI. COIN-Reg.

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TRIPLE SCORE ... 135
DOUBLE SCORE

UNITED-Match

MARS DELUXE \$425

BANNER 365

UNITED-Regular

LEAGUE 265

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SUPER

HOLIDAY

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Chicago

Communications to: Ken Knauf. CEntral 5-7681

H. C. Evans Closes Offices. The H. C. Evans Company closed its offices here this week. Bill Hood, former president, plans to go on vacation. He is building a home at Wheaton, Ill., and intends to go into another business. The Evans juke box company was purchased by a Mexican group, and is being moved to Mexico this week.

Donan Distributing Company employees took off Wednesday (29) for their annual golf tournament at the Wilmette Country Club. Don Moloney, however, had to stick to the job of taking care of Donan customers during the day. . . . Jack Nelson, general sales manager of Bally Manufacturing Company, recently received a letter from Louis Boasberg, of the New Orleans Novelty Company, with good words about the Bally Hot Rod rides on location at Boasberg's Arcade there. "No piece of equipment has caused more comment here", Boasberg

Sam Gensburg, Chicago Coin Machine Company exec, returned to Florida to spend the July 4 holiday with his family there. Sam Wolberg, co-head of the firm, is still receiving congratulatory messages on his election as president of the Zionist organization of Chicago. . . . First Coin Machine Exchange has received sample shipments of the Exhibit Treasure Cove Shooting Gallery, with advance orders to take care of deliveries for the next week. Sam Kolber, First export manager, has a big collection of foreign stamps-an added bonus with incoming export orders. Joe Kline's car lost its paint job this week when a garage attendant "cleaned" it with kitchen cleanser. Wally Finke keeps in shape during working hours by lifting weights-bar bells, not shuffle games. Shop foreman, Bon VanAllen, has his crew working overtime with the big demand for reconditioned games.

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, announced the appointment this week of Ernest Rezeau, formerly of the J. P. Seeburg Corporation, as new Genco sales manager. . . . United Manufacturing Company roadmen Johnny Casola and Ben Becker are now in Memphis. Al Thoelke was reported in San Francisco this week.

Frank Mencuri, Exhibit Supply, was busy completing his moving job during the July 4 weekend. Mencuri has moved into a new home in Arlington Heights. Ed Hall was traveling thru Wisconsin on a sales mission this week, after which he will begin his vacation. Ken Wilson, Exhibit traveling representative, is back at the office after a trip thru the country visiting Arcades and amusement parks, . . . Monte West, back at Purveyor Distributing Company after a vacation at Winnipeg, finds the transition back to the coin machine business a tough one. West had nothing but peace and quiet up North, he said.

New York

Communications to: Aaron Sternfield. PLaza 7-2800

Haskell, Blatt in new office. Counsel for the American Amusement Machine Operators of New York, Teddy Blatt, and Benjamin Haskell, coin machine attorney, moved into their new offices at 32 Broadway. . . . Lou Levy, Dover Music, has joined the AAMONY. Sal Petillo has sold his Van Nest Amusement game route to Bill Chase, of Whitestone Amusement. . . . Ralph Schectman, manager at Leslie Distributors, has returned from his honeymoon.

Bermine Boorstein, Leslie executive, reports that sales are runing about 15 per cent ahead of a year ago, but that inventories are up 30 per cent. . . . Bill Furst and Bill Schwarts, Stoner distributors, say that summer sales of candy venders are higher than ever. Doc Shapiro, local music operator, is vacationing at Lake Placid, N. Y.

George Ponser, former executive director of the AAMONY, is associated with Al Simon, 10th Avenue distributor, in the Albert Simon Syracuse Corporation, which opened recently at 602 N. State Street. Syracuse. The firm is up-State New York distributor for Chicago Coin. Genco and Auto Photo.

Murray Kaye, Atlantic-New York, local Seeburg outlet, reports that 80 per cent of the firm's personnel will be on vacation during the first two weeks of July. . . . Al Gilbert, executive in the coin Machine Employees' Union, is handling promotion for Sol Burns' Sandee label. First release is "Marie's Wedding" and "Together My Love," both with the Charles Dickens orchestra.

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New C.C. ROUND THE WORLD TRAINER\$575 Genco 2-PLAYER BASKETBALL\$275

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VARIETY \$455
HI-FI 295
SURF CLUB 285
ICE FROLICS 255
PALM SPRINGS 265
DUDE RANCH 240
BEACH CLUB 215
BEAUTY 175
FROLICS 145
PALM BEACH 110
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BRIGHT SPOT 75
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BRIGHT LIGHTS 75 BRIGHT LIGHTS ... 75

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ALgonquin 4-4040

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Riverview Sees

Continued from page 86

hand a spare electrical contact bank which can be inserted in place of any needing repair. This has enabled all of the rifles to keep in near constant operation, none of the units losing more than five minutes of operating time. One of the new baseball games paid for itself in seven days of operation, according to Tekip; another in 10 days' time.

New rides at the park this year have helped to bring in bigger crowds. One of these is the new Hot Rod racing ride, which consists of 20 gas engine cars that travel over a half mile track. Other rides have been improved by relocation at the park.

A new Arcade has replaced one of those used last year, which has helped boost game takes.

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MISCELLANEOUS

Detroit Slow to Convert BUYS OF A LIFETIME

if any, are sold thru regular dis-1\$25 a game-including considerable tributors, with most being bought by direct purchase from the manu-

Continued from page 86

In resort areas, where there is a constant transient trade, conversi as appear to find better acceptance, particularly in view of the short operating season. But even

here their spread is partly offset by the same factor-that the trans. nt character of patronage places less emphasis upon the need for novelty appeal in games.

Solid opposition to corversions as commonly used is voiced by Dan Evans, manager of Miller-Newmark Distributing Company, the only active game distributor ir the city: "Conversions never seem to work just right mechanically. You're hooking a new horse to a pretty old wagon

This firm termerly nandled conversions, but had a history of difthe policy. Evans points out that many fring? locations will justify the use of conversions. But, he warns strengt, too many operators will install the conversion without taking the trouble to do a thoro renovation on the game itself. The renovation costs this firm about

Ravreby Finds

• Continued from page 75

Ravreby reports collections on kindie rides have skyrocketed in the last few days on account of the warm weather. He finds the take can be improved by weeding out poor locations and moving into better ones.

He has discovered that it is not necessary to place two, three or four rides where one will suffice. If h: finds a location is doing well in two out of three rides, he :emoves the poor one and places it in a new location.

There is a big demand for kiddie rides this season in Arcades and beaches. Many hotels in New England have opened kiddie ride parks in the rear of the establishment for tne benefit of the guests' children. Some run for free.

As well as an upswing in kiddie rides, Ravreby reports a generally good demane in the Metropolitan ea for used cigarette and music machines.

Game Rentals

• Continued from page 86

rental of \$80 monthly. (Average rental he indicated is \$50 to \$80 per month.) This rental left about \$5 a week for the operator-a low margin.

Volume Potential

The long-startling slin. potential volume of he games business in Michigan has been the outstanding factor in keeping rentals almost out of the local picture. Total absence of games in Detroit because of legal restrictions, and restrictions on free play thruout the State, have kept play down.

In Los Angeles the rental of games has been discortinued, largely, says distributors, because the system was found to be financially unsound.

About one year ago, several of the major distributors here did have rental plans, a formula that allowed an operator to try out a same on location, and, assuming the game proved satisfactory, to apply the rental fee oward the purchase price of the equipment.

Rental Fees

Rental fees then ranged from \$8 to \$20 per week, depending upon the selling price of the game.

Distributors here report the rental plan was abandoned due to a lack of interest in those games offered, with the plan itself very often negating any possible chance of a future sale. Another failing, say the distributors, was the resultant poor condition in which games were returned to the shops, with frequent cases of wood finishes badly scarred, broken glass with film 95.00 and other damage. The time and work 1005. 175.00 labor cost or repairs on returned E-20 625.00 equipment often took away the minute amount of profit in the rental.

parts replacement-but is justified if the game is worth the cost of conversion.

Stresses Changes

Evans stresses that "the good operator keeps changing his equipment around, but he should renovate it before he changes it, whether 't is the original game or a

With this adverse attitude in the distributing field, local area locations appear to offer a poor market fo. conversions.

Grand-daddy of the conversion field is Edoute Products, which has changed their plant over for exclusive manufacture of shuffle bowler conversions. Here business is booming, but the picture is on the national, not the local, scale since the firm ells virtually rone of its product in the some territory, few ficulty with them and discontinued in Southeastern Michigan, but some up-State.

> Business for this firm has increased considerably in the past month. Isidor Edelman, Edolite president, is currently on an extenced cross-country trip, establishing discributors throut the country.

CLEAN . . . READY! HURRY! Keeney National Alley\$419.50 Gottlieb Gypsy Queen Pin Game
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Ex. Big Bronco Horse
Wms. Sidewalk Engineer ... Wms. Major League, 6 player 159.50 Ex. Silver Bullets Activeaire Electric Towel, new United Elec. Towel, new Chico World Trainer 339.50 1/2 deposit no packing charge

Exhibit Treasure Cove Gun United Carnival Gun, new \$395.00 Williams Jet Fighter, new 295.00 Genco invader, black lite, new .. 275.00 Seeburg Coon Hunt, new 350.00 Machines Rebuilt—Equal to New Exhibit Shooting Gallery\$195.00 Exhibit Star Shooting Gallery ... 295.00 Sxhibit Jet Gun 145.00 Genco Rifle Gallery 275.00 Genco Sky Gunner 175.00 Muto. Flying Saucer Gun 125.00

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Wizards, 5¢ 20.00

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Gay Time	Write	econditioned Wurlitzers
Gayety	25 00	And the second s
Big Time 4	77.50)\$325.0
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Hi-Fi 2	35 00	
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the the transfer of the transf	25.00 1500	D A 375.0
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그는 그는 전에 살아나는 그 아들이 가입니다 생각이 되는데 가입니다.	75.00	595.0
Beauty 1	49.50	DIS SESS ESCORE S
C 0 50 50	34.50	Wurlitzer Wall Boxes
보이지 않고 있다면 게 하여 명이 있었습니다. 요리는 이 이 1 (charles) 하는 것 같아 보고 있다. 보다 없	85.00 104	Selection (5204)\$49.5
Atlantic City	74.50 48	Selection (4851) 29.5
	69.50	Selection (4051) 29.3
	49.50 48	Selection (3048) 15.0
	7.555-51	Steppers 34.5

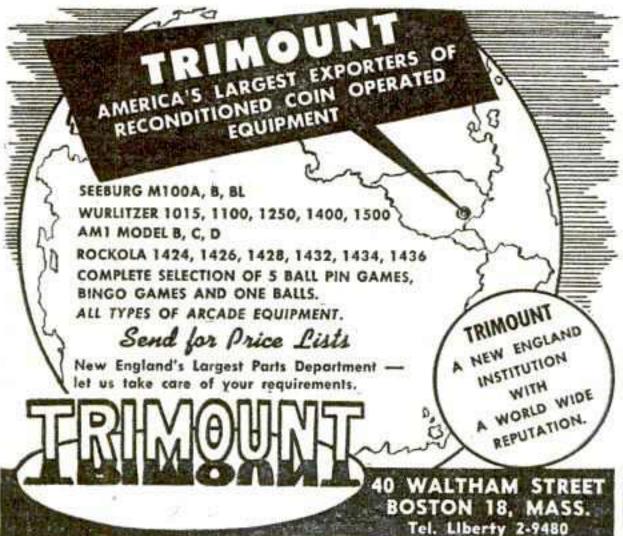
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No Drifters

Write The Billboard Box 809 Chicago, Ulinois

Price Index

Continued from page 74

SHUFF	LE G	AMES	
	Territoria de la companya de la comp	TO COMPANY OF	Times
	HIGH	LOW	Adv't'd
Speedie (United)			
(8/54)	395.00	335.00	4
Special Bowler, 10th Frame (Chicago			
Coin) (12/52)	100.00	-100.00	4
Star, 6 player			
(United) (7/52)	89.00	85.00	6
Star 10 Frame, 6			
player (United)	99.00	95.00	9
Starlite Bowler (Chi-	ACT - 0.00 (1) (1)	50000 me	9511
cago Coin) (5/54)	315.00	219.50	11
Super Frame Bow	AND CAREE II		
(Chicago Coin)			
(3 '54)	315.00	300.00	8
Super Match Bowler		5000000	95.11
(Chicago Coin)			
(10/52)	100.00	95.00	7
Super Six Shuffle		,,,,,,,	0.5
Alley (United)			
(3/52)	95.00	60.00	12
Targette (United)	13.00	00.00	A. 1174
Deluxe (8/54)	375.00	375.00	4
Targette (United)		375.00	2
Team Bowler Deluxe	2,2.00	373.00	
(United) (1/54)	205.00	205 00	1
Team Bowler	275.00	273.00	•
(United) (1/54)	205 00	250.00	8
Tenth Frame Bowler	273.00	250.00	•
(Chicago Coin)			
(3/53)	75 00	75.00	5
		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	- 5
Top Hat, 6 player Triple Score Bowler,	85.00	85.00	1
10th Frame	EEEEEEE	6/20/20	520
(Chicago Coin)	150.00	145.00	5
Triple Score Bowler	Seeman	ESTROCKIO	320
(Chi Coin) (6/53).	150.00	135.00	6
Thunderholt (Chicago			

VENDING MACHINES

275.00

1

Cain) 435.00

(Bally) (5/54).. 275.00

Victory Bowler

Ac. n Cabinet	\$ 9.00	\$ 9.00	1
Advance D 1c BG	6.45	6.45	4
Advance No. 11			
Mdse	5.95	5.95	4
Andica Caffee	450.00	450.00	1
Sert Mills	450.00	450.00	1
Columbus Ball Gum.	4.95	4.95	1
Columbus 5c	6.95	6.95	1
adillac Jr., Sc	6.95	6.95	1
Columbus 1c Bulk	6.50	6.50	4
JoVal's Panny Pack.	7.50	7.50	1
DuGrenier Tab Gum			
(4 col.)	17.50	17.50	1
DuGrenier Tab Gum			
(6 col.)	17.50	17.50	1
DuGrenier Model W			
(9 col.)	95.00	95.00	4
lectro (8 cal.1	125.00	125.00	4
whibit Post Card	15 00	15.00	110

Popular

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SPEED

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RINGO GAMES

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BA	LLY	UNITED
VARIETY \$425 ICE FROLICS 245 PALM SPRINGS . 255 BEACH CLUB 195 BEAUTY 175	PALM BEACH\$115 ATLANTIC CITY 115 FROLIC 160 GAYETY 495 HI FI 255	NEVADA \$265 HAWAII 225 RIO 175 CABANA 125 STARS 75 LEADER 60

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GAMES

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GOLD STAR 195

UNITED SHUFFLE GAMES LIGHTNING\$445 DeL. MERCURY 375 DeL. 11TH FRAME 355

LEADER 245 IMPERIAL 215

CLASSIC 135 CLOVER 115

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Con. 'ued from page 89

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New STOP & GO TIMER CONTROL

For all motorized games. No relays or other parts needed. Supplied with pin-jack plug in for quick hook-up into any system. Ready to operate when connected to 110 Volt ac. Size: 5"x8"x12" in baked enamel, dust and moisture proof case. Model J764 available in Time Cycle 0-30" \$.00 and 0-60". Complete.........

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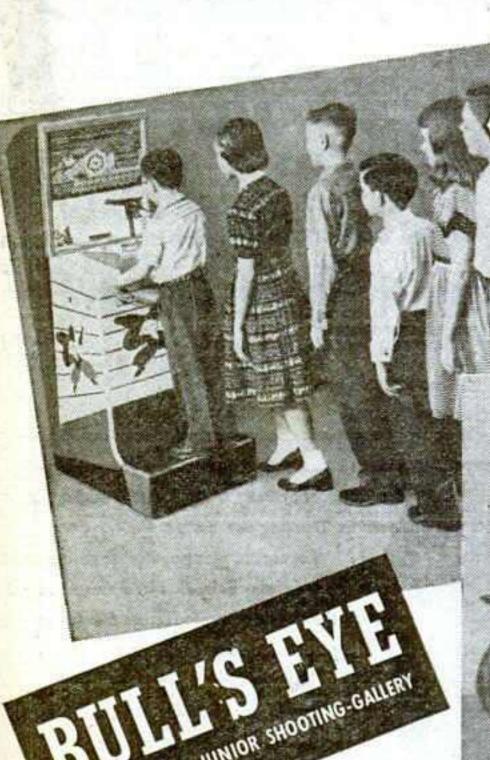
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Price Index

	b		Times
	HIGH	LOW	Adv't'd
Stoner (8 col.) (Unl	vender)		
(Postwar)	165.00	265.00	2
Stoner Pastry &			
Sandwich	175.00	175.00	2
Super Vends (3 set).	225.00	225.00	1
Uneeda Model A	92.50	85.00	4
Uneeda Candy			
(6 col.)	65.00	65.00	3
Uneeda Model E			
(6 col.)	75.00	45.00	6
Uneeda Model E			
(8 col.)	92.50	80.00	4
Uneeda Model 500			
(9 col.)	100.00	100.00	4
U-Select-It	52.50	52.50	4
Victor Model V,			
lc Cabinet	9.50	9.50	1
Victor Model V			
B/G Wheel	8.50	8.50	1

Conditional Plans

• Continued from page 75

On pin games, the credit requirements are considerably tighter -about a third down and six months to pay. Bushnell explained that the introduction of new games and the vagaries of municipal legislation limit credit of games. Terms are relaxed somewhat on shuffle alleys-up to 12 months-and on Arcade pieces-up to 18 months.

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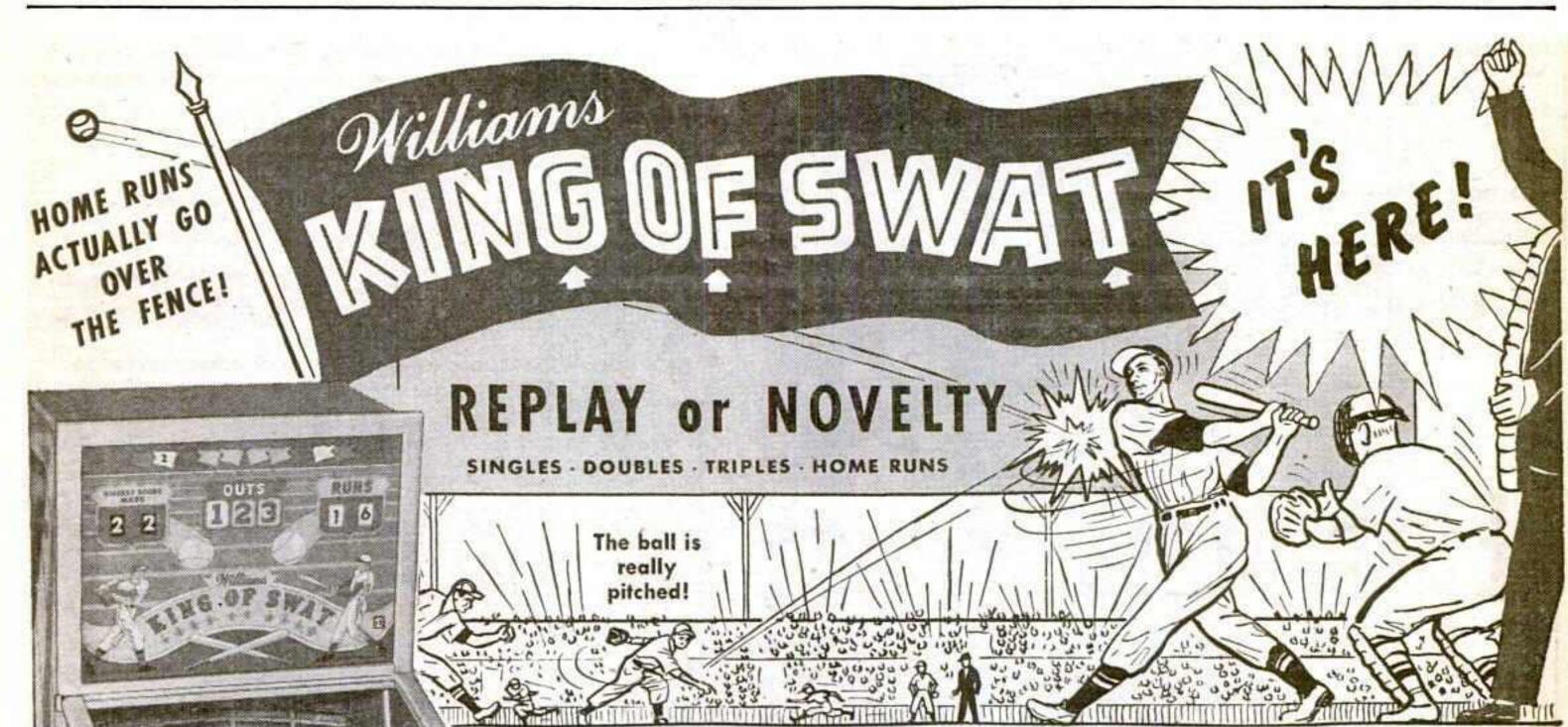
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PLAYERS RUN BASES

AUTHENTIC BASEBALL GAME WITH WILLIAMS NEW ANIMATED BASE RUNNING UNIT

HITTING a "bases loaded" homer lites up arrows under letters in name KING OF SWAT. Liting arrows under G and F good for one replay . . . carry-overs from game to game . . . liting arrows under T scores 5 replays . . . then all arrows are reset.

"SAFE" -the Umpire calls 'em when the runner crosses home plate.

Previous HIGH SCORE stays on . . . Beat previous High Score for replays!

REPLAYS FOR SCORE . . . "NUMBER-MATCH" scores REPLAY!

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BASEBALL GAME TODAY!

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CHAMPION BASEBALL

for 1 or 2 Players

SCREAMING LINE DRIVES . HITS A-PLENTY

THE ONLY BASEBALL GAME
WHERE PLAYERS ACTUALLY
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KING-SIZE WHITE PLASTIC BALLS

> Realistic wooden bat!

for approximately 5 feet

NO RAMPS

OVER-THE-FENCE WALLOP SCORES UP TO 50 RUNS!

Keeps game "alive" until last man is out!

SPECIAL CARRY-OVER **FEATURE**

(OPTIONAL)

Plus 100 runs for hitting ball into press box!

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> on realistic playfield

MATCH PLAY WITH OP-TIONAL SINGLE RE-PLAY OR ADJUSTABLE TO MULTIPLE RE-PLAYS ON HIGH SCORE.

80" LONG 25" WIDE . . . 78" HIGH . . . Lightweight and Portable . . . **Easy Servicing**

- Glassed-in sides and top for full view . . . attracts players
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50 EXTRA RUNS

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* NEW TOURNAMENT STYLE PLAYING METHOD!

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Plus . . . 4 Drum Scoring!

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Balls from 7 top rows (Magic-Pockets) do not roll down playfield at end of game but are immediately cleared through hole at top of board.

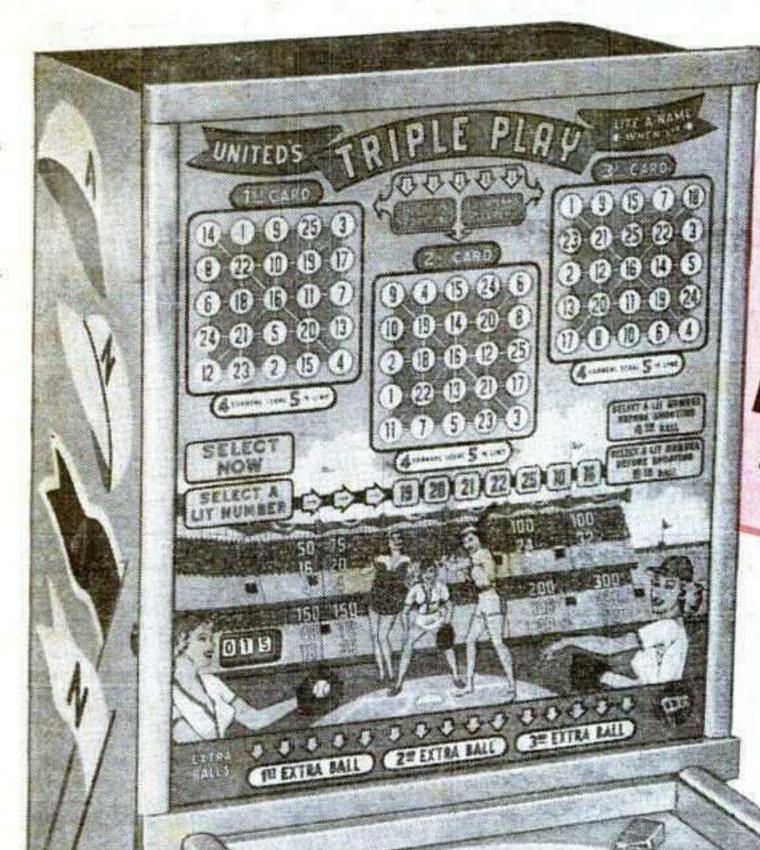
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WHEN PLAYER LIGHTS

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ALL CARDS
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FIRST COIN LIGHTS FIRST CARD

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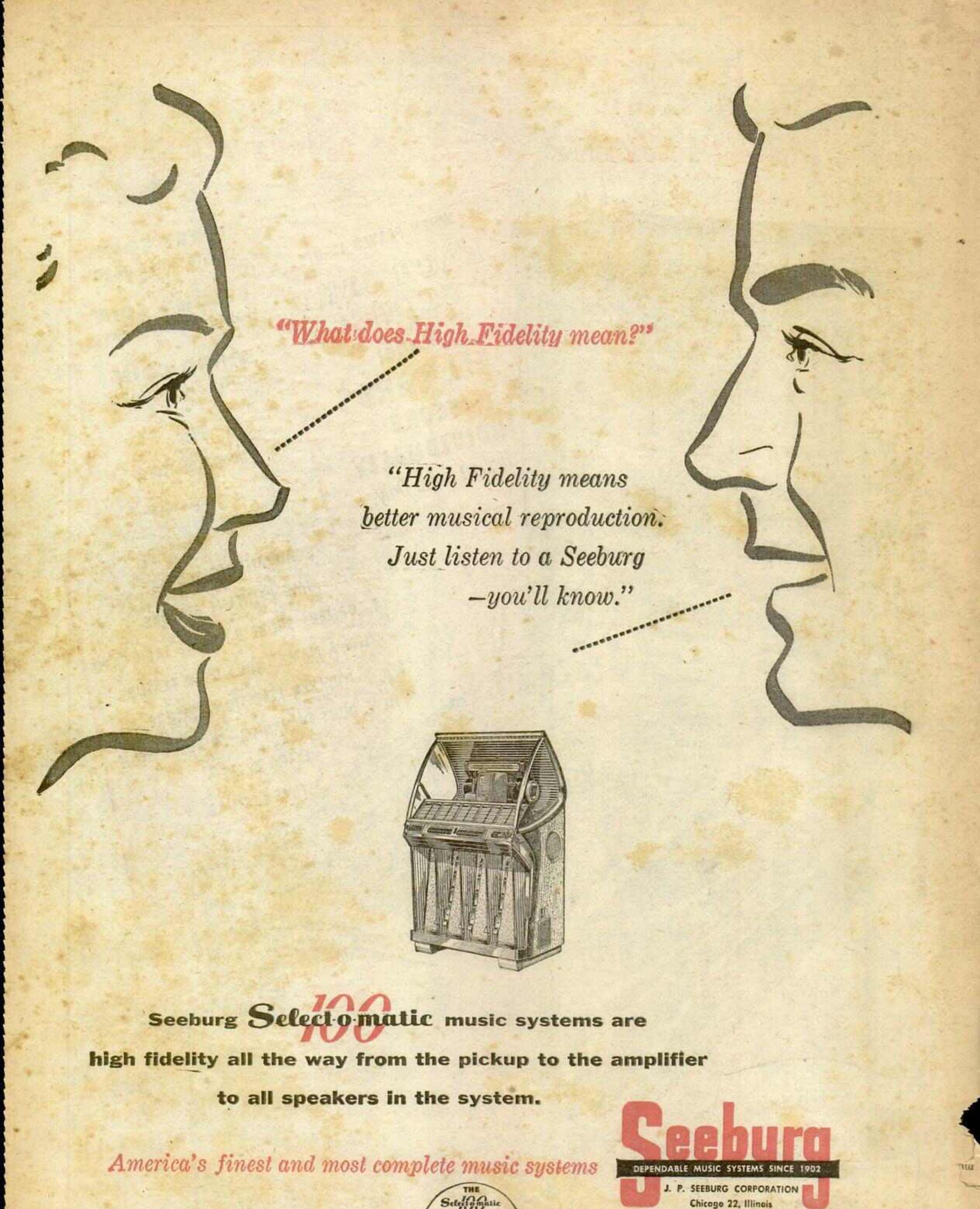


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