AUGUST 27, 1955

AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

# English TV Market Spells U. S. Profits

Sale of Film Shows to British Commercial Video Can Return Over 10% of Its Cost

By JACK SINGER

tance from New York to England is not much greater than from New York to Hollywood. But to TV imately 18 half hours per week. film distributors who look upon geographic areas in terms of markets for their TV film series, England is closer.

For with the coming of commercial television to England, American distributors are finding that the English market today can provide them with as much revenue as can be obtained from the sale of a show in New York-which has always been the most lucrative syndication market available.

mercial television gets on its feet and audiences grow, revenue is expected to increase even more. American distributors are currently obtaining 10 per cent or more of the production cost of a show from as sale to commercial TV interests

in England. To a distributor who has already gotten the bulk, or more than the production and distribution costs of a series from the American market, an English sale to one of the three program contractors there can be an important windfall indeed. And with competition in the American syndication field as intense as it is today, the sale in England of a property can often be the turning point between profit or loss on

a show, But what, if any, are the probems that American distributors have to overcome before they can turn their celluloid into a profitable intercontinental bookkeeping entry? Who are the buyers for the British market and what are the terms on which they buy? These are some of the questions that American distributors studying the British market for the first time are

asking. Quota Problem

The major problem American tributors face in selling their ws to England arises from the that the British commercial gram contractors, because of innal political and economic presfures, have informally agreed to establish a quota on the amount of

#### Seek Union Vs. British

NEW YORK, Aug. 20.-In view of the unified front that the British program contractors have estabished in dealing with American film distributors, some executives here feel that it would be advantageous if American firms would band together in selling to the British market.

Such a move, it's pointed out, would in no way violate the antitoust laws here, which have no jurisdiction over international busimess operations.

The Motion Picture Association of America performs a similar function for the theatrical film

American film programming they NEW YORK, Aug. 20.-The dis- will air. This quota is understood to be about 20 per cent of the total programming time, or approx-

The quota, if adhered to, would greatly limit the number of shows American distributors could sell to their British brethren. In effect, it would make the English commercial TV market one of the most competitive that American distributors sell to.

Some American observers, however, foresee a number of factors that will make it unlikely that the British, even after commercial TV becomes established, will adhere to Furthermore, as English com- their plan to program only 20 per cent of their air time with American films. For one thing, the problem of obtaining enough British programming to fill the remaining 80 per cent of the schedule is seen to be a formidable one. The British producers, it's pointed out, cannot derive enough income from the British TV market to cover the costs of producing quality shows for British TV. For while production costs in England are almost as high as they are in the U.S., the English TV viewing public is so small that revenues derived from the British market would not go far toward covering production

> In an effort to overcome this (Continued on )

#### HOW TO BE IN TWO PLACES AT THE SAME TIME

HOLLYWOOD, Aug. 20 .-Roy Rogers will be corralling Western fans for rodeos all over the nation this fall while still making a TV appearance each week. Rogers' presence for the television show is unnecessary-it's on film.

What this freedom of action can mean to a performer, both in terms of money and promotion, is staggering. For instance, the 18-day Madison Square Garden World Championship Rodeo in September and October is expected to gross at least \$1 million, which was the gate last

In Los Angeles, 104,000 will fill the Coliseum tomorrow (21) for the largest one-day rodeo in the world. With time on his hands for the first time in 10 years, Rogers will make his first Boston Garden appearance in a decade. This will be for 12 days followed by the annual Houston Rodeo for another 12 in

Of prime importance to Rogers is the promotional value of being able to be on TV with a show, shot weeks or months before, at the very time when he is appearing at the rodeo in the same town. According to his manager, Art Rush, TV, because of its intimacy, has built up a following that theatrical features never did.

# Auto Racing Will Roar On Despite AAA's Withdrawal

New Speedway Group Already Set; Fair Racing Remains Strongest Attraction

By HERB DOTTEN

CHICAGO, Aug. 20.-Is auto racing here to stay?

"Yes, definitely," chorus promoters and fans.

American Automobile Association- Memorial Day Indianapolis 500racing's oldest supervisory groupto withdraw will have little or no effect upon the sport, according to the consensus.

retire from racing until the end races. of the current season so that previous commitments can be carried mation of the new group.

in announcing it was quitting the tions racing mainly at fairs in the racing on speed, power and human | Auto racing consistently has been the street and highway safety cam- since the early days when automoadded.

was still another reason. Accord- but of automobiles. ing to them, the Three-A's Contest |

several seasons and gave no promise of changing.

In recent years, the Three-A had not grown in racing. It continued, however, as the prestige organization. It sponsored the biggest and The recent decision of the richest race of them all-the annual mile race, worth \$170,000 in prize money, and, with accessory money added, a total of \$274,000. It also sanctioned other championship big Actually, the Three-A will not car races and some midget car

NASCAR Grows

Meanwhile, however, stock car out. But already, scarcely less than races moved in and up, and the three weeks after its announced National Association for Stock Car withdrawal, another organization Racing, based in Daytona Beach, has been set up to succeed it, with Fla., soon became the top dog in promoters spark-plugging the for- that field. And, at the same time, other racing organizations, chief Recent track deaths and acci- among them the International Modents were cited by the Three-A for Contest Association, which sancfield. Emphasis now placed in Midwest and South, held their own.

endurance is not compatible with a tremendous crowd-puller ever paign conducted by the Three-A, biles were rare and a troupe of its president, Andrew J. Sordoni, drivers barnstormed the country to give the natives their first glimpse To some in auto racing, there in many cases not only of racing

Thru the years, racing has under-Board had been a money-loser for gone many changes. In those tollowing the barnstorming exhibitions, racing developed into an organized sport. The AAA stepped in. The brick-surfaced Indianapolis Speedway was built. So, too, were many board tracks, huge bowls, most of them half-milers, a few as big as a mile and an

> Racing became entrenched as the biggest attraction at many fairs. Two promoters fought to gain conrollol sucing at fairs, but the bat-(Continued on page 65)

### NEWS OF THE WEEK

Columbia's New Record Club Analyzed By The Billboard . . .

Columbia Record's entry into the mail order record club field, announced last week, created excitement throout the disk industry. Initial reaction of retail outlets is mixed. The and studies the move. Page 20

Creator of \$64,000 Question To Debut New Novelty Show . . .

Lon Cowan, the creator of The \$64,000 Question, has come up with a new TVmovelty show, "The Big Surprise," which NBC-TV has bought to beef its Saturday night 

Auto Industry To Spend \$\$3,000,000 On Night TV . . .

The use of nighttime network TV is being increased considerably by the nation's automobile manufacturers and related industries. They are spending more than \$83,000,000, between 40 and 50 per cent more than last 

Reruns of Network Film Shows Bring Most Distributor Profit . . .

The reruns of network film shows are becoming more of a source of profit to TV film syndicators than first-run shows, which have to recoup their production costs in syndication before distributors can begin to earn a profit. This new pattern will probably be accentuated as a result of the new Screen Actors' Guild

First State Fair Midway Does Whopping Business . . .

Thumping midway business highlighted the first State fair of the season-the Illinois State

Fair, at Springfield. Rides, including one of two foreign-invented rotors now in the United States, paced the whopping business registered by the Amusement Company of America on the millory Page 65

Leroy Holmes Tune Released By New Juke Box Music Group . . .

"Rocky Trail to Peaceful Valley," a new record cut by Leroy Holmes on the M-G-M label, is the latest release of National Juke Box Music, the enterprise formed to interest music operators in a third licensing organization. Operators throont country urged to support n time Page 94

Coin Operators Stave Off Nose-Diving Coffee Sales . . .

The nation-wide heat wave brings about an expansion program in coffee, dairy products and cold drink vending. Operators' initiative increases overall volume of coffee vending business. Public acceptance of dairy items in

DEPARTMENTS AND FEATURES

Amusement Games	Maga: 61
Burlasque	Management
Carnival	50000
Circus	Music Charts
Classified Ads 88	Minima Machiner 54
Coin Machines 90	Parks & Pools
Coin Muchine Market	Pipes 14
Coming Events 867	History
Drive-In Theaters	Review Digest
Fairs & Expositions	Rinks
Final Curtain	Research Ferentiale Fi
General Outdoor	Militia
Honor Roll of Hits	Television 2
Legitimate 19	TV Film
Legit Routes	IN REDUCE
Letter List 86	Vending Machines

#### Fair Racing Pulls Crowds

CHICAGO, Aug. 20.-Auto races at Midwest fairs are pulling every bit as well as last year and, in some cases, even better.

The Mason City (Ia.), Fair racked up the biggest auto race crowds in its history last weekend, the Hibbing (Minn.) Fair early had a tornout 10 per cent higher than in 54, and the Burlington (la.), Fair had three capacity crowds.

All of these events were promoted by Al Sweeney under the sanction of the International Motor \_ Contest Association.

Reports of similar good business at other early Midwest fairs were turned in by Frank Winkley, another Midwest IMCA promoter.

Stepped-up advance campaigns were credited in part for the strong business. Sweeney observed that he early concluded that stronger build-up would be required to sustain business and that, as a result," he increased his outlays for publicity and advertising.

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

#### AUTO SPENDING HITS HIGH

# Industry Budgets 83 Million On Night TV Programming

NEW YORK, Aug. 20.-If the work budget was an estimated \$13,900,000. General Motors, of \$83,400,000 to be spent by the \$10,400,000. This year it has course, is not spending all of its network TV next season is any year its network TV bills will soar divisions, such as Delco batteries kind of a factor in creating demand upward to \$21,400,000. Ford Mo- and GMaC trucks, are likely to be -and TV's sales power has been tors paid \$9,200,000 for its TV using TV. demonstrated time and again-the time. This year it will be spending country should enjoy another year of prosperity. For upon the success of the automobile industry hinges the health of many businessesdirectly and indirectly related.

The automobile manufacturers are spending money next season on network video like they never have before. Together they have increased their TV budgets about \$24,800,000 from the \$58,600,000 they spent on network video during 1954-55, an increase of between 40 and 50 per cent. This does not include the substantial sums to be paid by local dealers for spot and local TV.

The most striking increase in expenditures is coming from the coffers of General Motors, the nation's leading carmaker. Last year its net-

# ABC Sets Guns On '64G' Seg

NEW YORK, Aug. 20. - In a move to get out from under the heavy guns of CBS' "\$64,000 Question," ABC-TV has shifted its programming schedule around so that two programs will occupy different time slots this coming season. than had been originally planned.

"The Name's the Same," which was slated to air Tuesdays at 10 p.m. in the period now being dominated by the CBS show, will be shifted to Fridays at 10 p.m. in-stead. "Down You Go," the show that had been assigned the 10 p.m. Friday berth, will air Thursdays at 9:30 p.m.

# Ralston Buys NBC-TV Slot

NEW YORK, Aug. 20.-Ralston-Purina this week locked up the last open half hour on NBC-TV, the Wednesday, 10:30-11 p.m. slot, which only can offer a limited line-up of stations. The program has not been selected, but it may be "Dunninger" or a low-budget quiz show. Purex had an order in for the time, but changed its mind and shifted to Saturdays.

NBC also was hear inking Armour to purchase one half of the last third of its Perry Como Show. The program already has been sold to International Cellucotton, Dormeyer and Noxema.

#### 'GWTW' LIVE? 'WAR & PEACE'? BOTH, SAYS NBC

NEW YORK, Aug. 20. -NBC-TV now has in the think stage two of the most ambitious live dramatic shows ever conceived for TV. They are video adaptations of the Margaret Mitchell novel, "Gone With the Wind," and Leo Tolstoy's "War and Peace," now being made into a motion pic-

Details of the dramatic project are not known, but there is currently a TV adaptation of "War and Peace" at hand at NBC. Each drama would undoubtedly be presented as a spectacular and run at least an hour and a half.

nation's automotive industry and soared to \$25,400,000. Last year money for its car divisions, but for related businesses for nighttime Chrysler spent \$16,750,000. This the first time some of its related

#### AUTOMOBILE AND RELATED INDUSTRY TV ADVERTISERS

SUNDAY

United Motors, GM subsidiary, one-third, "Wide, Wide World," NBC-TV Lincoln-Mercury, "Toast of the Town,"	\$1,800,000
CBS-TV Chrysler-Plymouth, "It's a Great Life," NBC-TV	5,500,000
Dodge Motors, "Break the Bank," ABC-TV Goodyear, "Playhouse," (alt.) NBC-TV United States Rubber 27 participants	3,000,000 2,900,000 2,800,000
"Color Spread," NBC-TV	1,900,000

#### MONDAY

Studebaker-Packard, "TV Reader's	
Digest," ABC-TV  Firestone Tire, "Voice of Firestone," ABC-TV  Goodrich Rubber, "Burns and Allen,"	2,500,000
Ford Motor Company half "p.	
Plymouth Motors, News Carners ale	
out of four, CBS-TV three weeks	1,200,000

#### TUESDAY

(alt) ARC TV	
(alt.), ABC-TV Chevrolet Motors, Dinah Shore, quarter	
Chevrolet Motors, 10 hour shows, NBC-TV A. C. Sparkplug, (alt.) "Big Town," NBC-TV Pontiac Motors, hour dramatic shows (alt.)	3,000,000 1,500,000
NBC-TV	3 600 000

#### WEDNESDAY

American Motors, "Disneyland	," half,
ABC-TV Plymouth Motors, News Caray Tidewater Oil John Dale and	\$3,900,000
Tidewater Oil, John Daly and	an, CBS-1V 1,600,000 the News
TAMES A TANGETT OF THE PARTY OF	200 000

#### THURSDAY

NBC-TV NBC-TV	
NBC-TV De Soto Motors, "You Bet Your Life," NBC \$1,900,000 Chrysler institutional, "Climax," 3 weeks	)
Chrysler institutional, "Shower of Stars" 4,300,000	
Ford Motor, "Ford Theater," NBC-TV 3,600,000 Tidewater Oil, John Daly and the News, ABC-TV 200,000	•

#### FRIDAY

THE PERSON NAMED IN COLUMN	Oil, "Person to Person," Easter
Gulf Oil,	"Life of Riley." NBC-TV 1,600,000
Simonize,	"Big Story" (alt.), NBC-TV 1,700,000

TUNDAT	
Buick Motors, "The Honeymooners,"	
CBS-TV\$5,2 Ford Motors, "Star Jubilee," CBS-TV,	00,000
Texas Oil Company Jimmy Duranta shared al	000,000
Oldsmobile Motors, Saturday night	
spectaculars, NBC-TV	00,000

# Post-Freeze Recipe Given in FCC Study

By MILDRED HALL

Figures in the Federal Communica- UHF's \$8,260. post-freeze television stations, isweekly, and approximating a of these made a profit. monthly revenue of \$30,000 or Network programming featured over. This "ideal" station is 90 per strongly in station revenue. Of the cent secure, no matter what the 101 VHF's carrying seven and a

operation among the stations li- over \$30,000 a month, and the vast censed since the lifting of the majority of these (94 percent) were freeze in 1952, lists 144 stations, in the group that stayed out of the with 52 maintaining profit for the red. Of the 42 VHF's carrying less, 10-month survey period, 50 with an or no network programming, only over-all loss but showing signs of eight hit the monthly \$30,000 mark. recovery in or before October, Among the smaller stations making

mained in the red, with 31 of these UHF's with a plus on network folding by June, 1955. Only 18 reached \$30,000 revenue, with 16 UHF's had continuous success, of these in the profit group. With while 15 were showing signs of less network programming, only recovery by the end of the survey two out of six in the \$30,000 cateperiod. Losers in both VHF and gory stayed in the black. Among UHF averaged losses running well

WASHINGTON, Aug. 20. | over \$8,000 a month: VHF's in the red averaged \$8,750 loss and

sued this week and covering the first 10 months of 1954, give the recipe for successful post-freeze operation: Broadcast on VHF, in a city of over 175,000 population, using seven and a half or more the using seven and a half or more monthly and only there are monthly and only there are monthly and only the more monthly and only the more hours of CBS-NBC programming monthly, and only three quarters

half or more hours of NBC-CBS The survey breakdown on VHF programming a week, 64 took in 1954, while 42 (29 per cent) stayed less than \$20,000, non-nets suc-in the red. One of the 42 gave up in ceeded only 43 per cent while 61 per cent of the network carriers In sharp contrast, 73 per cent of got out of the red. The same story the 12 post-freeze UHF's re- turned up on UHF: 18 out of 42

#### NBC TO PACKAGE

# Replacement Set for 'Phil.-Good. Playhouse'

NEW YORK, Aug. 20. - With Gordon Duff will most likely bethe Aluminum Corporation of new program budget is that it will America to replace Phileo, which have a weekly sinking fund, which dropped the time, one of the top when not used will continue to dramatic shows on TV, the "Phileo- build and finally be employed to Goodyear Playhouse," is on its way get big names. out. NBC will take over the packaging of the new dramatic show for Alcoa and Goodyear, which retains its time period. The new program will be similar to the old The Amusement Industry's Leading Newtworkly one in many ways, but will emphasize lighter material and have a budget of \$50,000, about \$17,000 more than "Playhouse"

The "Playhouse" was probably responsible for more major contributions to TV drama than any other show of its kind. Among its discoveries are Paddy Chayevsky, Gordon Duff, Horton Foote, Fred Coe, Robert Allen Arthur, J. P. Miller, and other creative talent of similar stature. It has pioneered a similar stature. It has pioneered a type of drama-with an emphasis on reality-unique in TV entertain-

The current package is actually owned by Pierson Mapes, the head of radio and TV of the Hutchins Agency, which handles Phileo. He however, subcontracted the production to Talent Associates, the Al Levy-Dave Suskind firm.

NBC undoubtedly will retain many of the producers and writers responsible for the show's success.

the sale of the 9-10 p.m. alternate- come producer of record, as he is week Sunday hour on NBC-TV, currently. A unique feature of the

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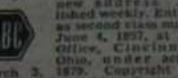
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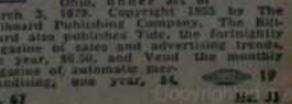
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#### Circulation Department

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Subscription rates parable in advance. One pwar, \$10 in U.S.A. and Canada. All foreign countries. \$20. Subscribers, when requireding change of address, should give uid as well as new address. Pub-





# NBC-TV Sets 'Big Surprise' As Gleason Problem Answer

NEW YORK, Aug. 20,-NBC-TV | comedian, if "The Big Surprise" irony is that Cowan now works for this week came up with the answer and Como pull their weight. problem-a new Lou Cowan pack- snapped up the new Cowan pack- ceived before he moved over to the age, "The Big Surprise," which will age. Swift, which had the time network. be produced by the two men head- period, could not make up its mind ing his firm, Harry Fleischman and on a program, and evidently was What makes "The Big Surprise" Steve Carlin. The show will go into the 7:30-8 p.m. time period, Saturdays, preceding the Perry Como show. Gleason and his was first offered to CBS for its CBS Tuesday 10-10:30 p.m. for

"Honeymooners" go on at 8:30

next fall on CBS-TV. NBC-TC expects to have quite a jump on the "My Favorite Hurband" As a local control of the solution of the program has been clobbering the opposition, and is curemagainer of automate meremagainer of automate merpeets to have quite a jump on the "My Favorite Husband." An added

CBS as one of top programming to its Saturday night Jackie Gleason Purex and Speidel have already executives, but the show was con-

(Continued on page 3) vol. 61

#### THE BILLBOARD SCOREBOARD

### New TV Spot Campaigns— Who Bought Them Where

A guide for TV stations and advertisers on new contracts set from July 31 thru August 6.

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

#### NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser Anahist, Anahist Co. Bab-O, B. T. Babbitt, Inc. Dromedary Food Products, Hills Bros.

Florida Valencia Oranges, Florida Citrus Commission Griffin Shoe Polish, Griffin Mfg. Co.

M-O-Lene Rug Cleaner, Grant

Product and Advertiser

Old Gold Cigarettes, P. Lorillard Peak Anti-Freeze, Commercial Solvents Corp.

Poll Parrot Shoes, International Shoe

Taystee Bread, American Bakeries

Whitman Chocolates, Whitman & Son

#### REGIONAL SUMMARIES

#### Eastern

Bab-O, B. T. Babbitt, Inc. Brookpark, International Molded Plastics

Bulova Watches & Radio, Bulova Watch Co.

Dash Soap & Flakes, Procter & Gamble

Dromedary Food Products, Hills Bros.

Florida Valencia Oranges, Florida Citrus Commission 4-Way Cold Tablets, Grove

Laboratories Glim Cleaner, B. T. Babbitt, Inc. Griffin Shoe Polish, Griffin

Mfg. Co. Helena Rubinstein Beauty Preparations, Helena Rubinstein,

Kool Cigarettes, Brown & Williamson

Koylon Foam Mattress, U. S. Rubber Co.

Luden's Menthol Cough Drops, Ludens, Inc.

Molson's Ale, Molson's Brewery

Nabisco Food Products,

National Biscuit Old Gold Cigarettes, P. Lorillard Poll Parrot Shoes, International

Shoe Two T Pie Crust & Frosting,

Taylor-Reed Raleigh Cigarettes, Brown &

Williamson Rath Black Hawk Ham, Rath

Packing Robin Hood Flour, International Milling

Serutan Health Food, Serutan

Super-Anahist Tablets, Anahist U. S. Rubber Footwear, United States Rubber

Viceroy Cigarettes, Brown & Williamson

Wildroot Toilet Preparations, Wildroot, Inc.

#### Southern

"H-A" Hair Arranger, Boyer International Labs., Inc. Ful-O-Pep Feeds, Quaker Oats Lilt Permanent Wave, Procter &

Mr. Roberts (Movie), Warner Muriel Cigar, P. Lorillard

Peak Anti-Freeze, Commercial Solvents Corp.

Purina Chows, Ralston Purina

Taystee Bread, American Bakeries

Water Maid Rice, Louisiana State Rice Milling

#### Midwestern

Anahist, Anahist Co. Bab-O, B. T. Babbitt, Inc. Brylcreem, Harold F. Ritchie,

Canterbury Tea & Coffee, Safeway Stores Cream of Wheat Cereal, Cream

of Wheat Corp. Dromedary Food Products, Hills Bros.

Drewry's Ale & Beer, Drewry's, Ltd.

Flagg Shoes, General Retail Florida Valencia Oranges, Florida Citrus Commission Hep Aerosol Insect Killer,

Bostwick Lab., Inc. Instant Maxwell House Coffee, General Foods Ironwear Nylon Hosiery,

Manchester Hosiery Mills Lehigh Acres, Grant Co. M & M Candy, M & M Co.

M-O-Lene Rug Cleaner, Grant

Malt-O-Meal Corn Flakes, Malt-O-Meal Co.

Manischewitz Kosher Wine, Monarch Wines Co. Mars Candy, Mars, Inc.

Mounds Candy Bar, Peter & Paul

Old Gold Cigarettes, P. Lorillard Poll Parrot Shoes, International Reader's Digest, Reader's Digest

Reddi-Wip Cream, Reddi-Wip

Spray Gun, Labor Savers, Inc. Vicks Inhaler, Vicks Chemical Whitman's Chocolates, Whitman

& Son Wonder Bread, Continental Baking

#### Southwestern

Anahist, Anahist Co.

#### Rocky Mountain & West Coast

Bardahl Oil, Bardahl Mfg. Corp. Florida Valencia Oranges, Florida Citrus Commission Gallo Wines, Gallo Winery Griffin Shoe Polish, Griffin Mfg.

M-O-Lene Rug Cleaner, Grant

Necchi Sewing Machines, Necchi Sewing Machine Sales

Old Gold Cigarettes. P. Lorillard Poll Parrot Shoes, International

Pillsbury Flour, Pillsbury Mills,

Whitman's Chocolates, Whitman & Son

White Rain Creme Rinse, Toni

# Schwimmer for Williams Segs

CHICAGO, Aug. 20. - Walter Schwimmer, hustling president of the firm bearing his name, is winging his way to the West Coast this film series, "Break Through," a half- audience, Klaus Landsberg, general Welk slot. hour musical film show. The turn- manager of the seventh, indie ing points in the careers of such KTLA, is building viewers by of Sophie Tucker, Judy Garland, just gramming-primarily music, movies to name a few, are portrayed by Miss Williams, in her inimitable manner, as she sings the songs that have become so popular by the efforts of these stars.

It may be recalled that several years ago, Mae Williams was stricken with polio, and since her recovery, has traveled thruout the world soliciting funds for the Sister Kenny Foundation. Her inspiring story was the feature recently on "This Is Your Life."

#### Oakley Mdse. Gross to Top \$10 Mil in '55

HOLLYWOOD, Aug. 20.-Sales of Annie Oakley licensed merchandise are expected to top \$10 million this year, Mitchell J. Hamilburg, Flying A Productions v.-p., said this week. Flying A now has licensing agreements with 48 American and 12 Canadian manufacturers.

Most popular item, according to Hamilburg, is the lunch pail, with two million orders on hand. Others are records, being turned out by Simon & Schuster, of which about Theater" at 18.3. one million have been sold, and comic books.

#### 'Big Surprise'

• Continued from page 2

rently number one in the rating parade. It has received reams of publicity and is the most talked of new property in TV since "Disney-

Many of the same facets of "\$64,000 Question" are embodied in "The Big Surprise," tho it is not a quiz show. It is rather in the novelty class. It uses a confidential agent who gives the program's producers some emotionally-loaded situations from the subject's life.

He or she is then brought on to play a game in which the drama or comedy of the situation is resolved by a pay-off. The confidential agent then gets a crack at a \$100,-000 jackpot which can be won by solving a riddle. In the event, it cannot be solved by the contestant, a description of another person is given by the agent to a machine which selects someone identical to the person described to get a chance at the jackpot.

#### Re-Evaluate Attitude

There is no question but that the success of "The \$64,000 Question," and now the purchase of "The Big Surprise" indicates that sponsors and agencies are beginning to reevaluate their attitude toward quiz and novelty shows. If such programs can get top ratings - and "\$64,000 Question" indicates they can-the nation may be in for a deluge similar to one several years

Currently, the top packagers in the business are grinding out new quiz show ideas. Wilbur Stark and Jerry Layton have one called "The American Sweepstakes," which keeps tilting the prize to astronomi-cal sums. Another offers \$100 a week for life, and still another an

oi, well. Another aspect of this is the beefing up of quiz shows now on TV. Goodson and Cowan's "Stop the Music" will incorporate the carry-over factor next season in two ways: Giving a hint on each show as to what the mystery melody will be next week, and bringing on to the show a home viewer who corby telephone the previous week. And there will be more attention to contestants and less to production numbers.

#### THREE-PLY WINNER

## Music, Movies, Roller Derby Click at KTLA

famous entertainers as Al Jolson, fering a specialized type of proand roller derby.

Whether this format will work during the stiffer programming of the fall and winter is still to be tested, but during the hot weather siege it's undoubtedly successful. In July, for instance, the average ARB rating of the leading channel, KNXT (CBS) was 5.5. Indie KTTV which banks on TV film, and KTLA were neck and neck with 4.5 and 4.4 respectively. KRCA (NBC) was fourth at 3.5, with the other three stations trailing considerably behind.

Landsberg has a knack of building musical programs into rating contenders and has twice as many hours devoted to music as any other single channel. Until a dispute resulted in Lawrence Welk leaving the station earlier this month, the Welk show had been among the top 25 in Los Angeles for five years, and at the last rating was sixth with 26.6.

The hour-long "Western Varieties" Friday night garnered 14.4, being outrated only by "Playhouse of Stars" and "Ray Milland" of 10 other programs on the air during that period. "Bandstand Revue," an hour Sunday, scores a 14-plus and bows only to "G.E.

Spade Cooley (8-9 p.m., Saturday) with 13.5, tops all but "Life in production here. of Riley" and "I Led Three Lives." "Home Town Jamborce," the hour Florence Henderson from "Fanny," "Badge 714" and Harry Owens.

The newest of the musicals, the sey plays the spymaster.

HOLLYWOOD, Aug. 20.-With | "Orrin Tucker Show," bowed in at six stations, including three net out- 7.2 the first month and will probweek to negotiate with Eli Schiff lets, in stiff competition for the ably do considerably better now and Mae Williams for her new TV general Southern California TV that it's been moved into the old

Landsberg has had more success with motion picture features than anyone else in a definitely antimovie town, with "Sunday Night Movies" consistently among the top 25 for several years. The show is now 18th with a 20.4.

The success of the Roller Derby is another phenomenon. On for two hours from 9 to 11 p.m. Monday, it gets a 12-plus rating, and during its course is topped by but three programs, "Medic," "Those Whit-ing Girls" and "Robert Montgomery." On again from 10:30-11:30 p.m. Saturday, its rating ranges from 9.6 to 6.3 and plays second fiddle only to Peter Potter, who hits 7.2 for his half hour.

Landsberg makes no bones about the fact that his programming budget is considerably less than that of his top three competitors. Despite the fact that the ratings under these circumstances are impressive, he contends that what counts isn't the ratings but the product that the advertiser sells thru the show.

#### **Guild Stars** Legit Talent

NEW YORK, Aug. 20.-Guild Films has been using featured performers from some of the top shows on Broadway to grace the cast of its new vidfilm series, "I Spy," now

Among the talent recruited are preceding, checks in at 7.2 and is Leon Belasco from "Silk Stockout-audienced only by "Superman," ings," and Nehemiah Persoff from "Damn Yankees." Raymond Mas-



LANCASTER, PA.

NBC and CBS STEINMAN STATION Clair McCollough, Pres.

MEEKER TV, INC. NEW YORK . LOS ANGELES CHICAGO . SAN FRANCISCO

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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). Foreign rate \$20.

Payment enclosed Bill me 848 Occupation or Title\_\_\_\_\_ Company\_ Address\_ Zone\_\_\_\_ State\_ Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

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#### BADGE 714

... best non-network mystery series ... best performer, Jack Webb

All time favorite, BADGE 714 wins big audiences for your sales messages. Now available for first run syndication sponsorship—third series of 39 thrilling half-hour episodes.



# NEW HONORS FOR

### LIFE OF RILEY

... best non-network comedy series ... best performer, William Bendix

All time comedy favorite with the whole family, starring William Bendix. New 39 half-hour series available for first run sponsorship in many markets.

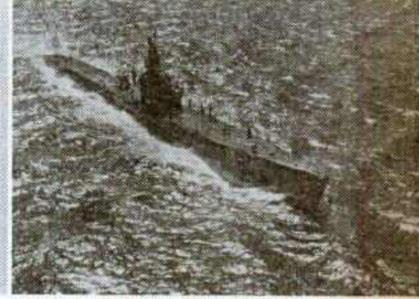


### VICTORY AT SEA

... series performing greatest public service
... series contributing most toward raising cultural standards of film
programming

. . . best Documentary, Commentary or Instruction

Top award winning drama of World War II. 26 unforgettable half-hours that win larger audiences every time they're run.



#### LILLI PALMER

. . . best non-network woman's show

All time great woman's show. 26 sparkling 15-minute interviews with famous guests including Bea Lillie . . . Thornton Wilder . . . etc.



# NBC FILM DIVISION

SERVING ALL SPONSORS...SERVING ALL STATIONS

NBC FILM DIVISION—30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Illinois Sunset & Vine Sts., Hollywood, Calif. • In Canada RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

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# A ALL TIME GREATS!

# NBC Film Division tops Billboard Poll...with 8 "bests" in the 3rd Annual Program & Talent Awards

Quality television programming seems to grow in popularity as the years pass. Proof? Voters in the latest Annual Billboard Poll selected 4 of NBC Film Division's all time favorites as their choice for "Best"...twice as many as the second leading distributor of syndicated films.

For top-rated audience building programs, see your local NBC Film Division sales representative, now! He'll tell you all about these programs, and some of NBC Film Division award winners of tomorrow.

And our new contenders for future honors...



#### THE GREAT GILDERSLEEVE

Great, new, hilarious situation comedy.
"Gildy" has everything it takes for top TV comedy.
39 half-hours available for sponsorship.



# STEVE DONOVAN, WESTERN MARSHAL

Already considered most exciting new Western Hero in 20 years. 39 action-packed half-hours ready to sell for you.



Consisting of one key executive from each of 550 leadadvertisers, advertising agencies, TV broadcasters and



Mohr



Roger



Bishop

#### ALL REALITY ASIDE

## Board Takes Pull at the Old Pipe And Dreams Up Ideal Programs

This week the Advisory Board was asked to take time out from the summer heat, let their imagination go and build a dream show. With unlimited budget, free choice of time, talent and facilities as the material such dreams are made of, the board drew up the blueprints.

One outline in the plans stood out sharply-the board's dreams apparently contradict reality. While the actual trend is toward more shows on film, the members voted 51 to 35 for a live program with another 31 in favor of a combination of live and film. Again, altho production is actually centering in Hollywood, the majority wanted New York as origination point for their dream shows; 14 more wanted both Hollywood and New York, while two underlined anywhere except the two major television capitals.

The straight dramatic format proved to be the most popular, but special ideas not fitting the general labels or a combination of ideas-music and drama or variety and drama-came close to the majority vote.

In spite of the rousing success now enjoyed by "The \$64,000 Question," the audience participation format received only one vote. Nor did mystery get much of a nod. The "Wide, Wide World" concept was applanded by seven board members who wanted their dream shows to range the globe. On the other hand six felt that they could turn out a top-notch production right in their own home

#### NEXT WEEK

The TV Editorial Advisory Board will tell . . .

ABOUT DREAM SHOW TIME AND TALENT

towns of Detroit, Miami, Fort Dodge, Ia., etc.

Musical comedy and Broadway appealed to 11 who dreamed of an opening night, every night. With most taking advantage of the theoretical unlimited budget, four members pointed out that their dream shows did not have a high price tag attached. Maturity and cultural content were top considerations of seven others. Only two members pointedly guarded the details of their dream show, perhaps with an eye on future

production. And one agency representative, apparently unaffected by the hot weather, felt he had to be realistic.

However, Andrew Vladimir, television director, Gotham-Vladimir Advertising of New York, proved he could really dream on a grand scale when he added that his show "... should have a Telepulse and American Research Bureau rating of 100."

While not designed to rock the industry, the dream show study has turned out an interesting and not altogether anticipated programming picture.

Audience Other or

Partici- Combi-

#### HOW THEY VOTED

1. What is the format of your dream show?

					Laurich-	Country.
	usic	Variety	Dramatic	Mystery	pation	nation
Networks and Stations	1	5)	12	4	_	8
Ad Agencies		7	12	-	200-	6
Network Sponsors	_	1	2000	_	-	2
Regional, Local and						
Spot Advertisers	-	4	5		1	4
Distributors	4	n	G		-	4 5
Producers, Labs, Equipment	5	4 2 3	6	9_3	-	14
a transcent Zama, Zafarfancia	<u>S</u> .,		8.0		7.27	
Grand Total	7	26	42	4	1	39
2. Is it live or film?  Networks and Stations		200	ive 4	Film 7		Both 133
Ad Agencies				7 2 1		6
Network Sponsors				1		-
Regional Local and				-		
Spot Advertisers		. 1	2	1		1
Distributors	920	J. S.	3	10	55	$\frac{1}{4}$
Producers, Labs, Equipment			1	14		7
readicers, raiss, rapaparene				***		
Grand Total		- 5	1	35		31
			The second second			13.1

the state of the s	•				
SEASTED CONTROL CONTRO	New York	Hollywood	Chicago	Europe	Other or
				C	nationican
Networks and Stations	16	4	2	1	11
Ad Agencies	. 11	8	2	0.00	2
Network Sponsors		2		100	1
Regional, Local and					
Spot Advertisers	. 4	2	1	-	5
Distributors	. 3	6	1	1	6
Producers, Labs, Equipment	7	4	2	1	11
OCCUPANT OF THE PARTY OF THE PA	200			-	-
Grand Total	41	26	8	3	36

transmission of real life happenings.

# FOR QUOTATION

PRODUCERS AND DISTRIBUTORS SAY . . . BRUCE CHAPMAN, BRUCE CHAPMAN COM-PANY, New York: "My dream show is one that's auto-matic—it writes, produces and sells itself, so I can go fishing. I think I will anyway."

DAN THOMPSON, NATIONAL SAFETY COUNCIL, Chicago: "The actual first nights of any shows good enough to reach Broadway. This would combine good entertainment with the 'you are there' spirit of adventure. My public service appeals would be aired between

ZACH BAYM, ZACH BAYM FILMS, New York: "This concept of a dream show sounds quite strange to me. If it were possible to televise a space ship coming in from Mars and discharging Martians in Central Park, you would have something. But let's be realistic. Let's exploit some of the tried and proven entertainment of the cinema, theater and literature. Let's give the audience something solid to enjoy.'

F. W. ZENS, executive producer, RIVIERA PRODUCTIONS, Redondo Beach, Calif.: "A family series! But different-not stereotyped. It's a dream merely because we've wanted to do it-not because it's a glamorous high-bud-

HENRY ROGER, ROLAB STUDIOS, Sandy Hook, Conn.: "Any mature or cultural program. Very tired of erooners, hoofers, variety, give-aways, mysteries, etc.

ADVERTISERS AND AGENCIES SAY . . . V. L. MORELOCK, TV director, VINIUS-BRANDON, St. Louis: "Give me the right cameraman, and the oldest, most dramatic stories thru the ages (ghost stories) will do the

RICHARD HUGHES, TV director, SIMONS-MICHELSON COMPANY, Detroit: "Why dream. . . . Let's have another Wide, Wide World'.

JACK MOHR, vice-president LEN-THERIC, INC., New York: "Live, Live, Live, Stuff like 'America's Greatest Bands is great. JAMES A. BISHOP, sales manager, DUQUESNE BREWING, Pittsburgh: "It would take the fullest advantage of television's real punch-instantaneous live

EDWARD M. RAYNOLDS, director of research & media, LAMBERT PHARMACAL, COMPANY, Jersey City, N. J.: "Not being a TV productions man, my dream show is one that delivers a big andience with low cost, and one which has a low fatigue factor. As a viewer, I'd love to see some good full-length Broadway plays or musicals-but would they be economic

for the sponsor?" IRMA FAERBER, TV director, GULF STATE ADVERTISING, Houston: "Common everyday people in common everyday situations. No one normally bothers writing about the 'Marty'-type thing,'

#### STATIONS AND NETWORKS SAY . . .

LOWELL W. WILLIAMS, general manager, WNOW-TV, York, Pa.: "The 'Davy Crockett' thing has about run its course. The public has nowhere to go for additional thrills except outer space. Give Orson (Welles) his head on a mature outer space series."

TED BERGMANN, director of broadcasting, DU MONT TV NETWORK, New York: "Every night an Academy Award."

JOHN J. LAUX, executive vice-president, WSTV, Steubenville, O.: "A dramatic presentation of American History-no fooling with the facts,

LAWRENCE ROGERS II, vice-president, WSAZ, Huntington, W. Va.; "It might require some additional releases for the rights to . . . Oklahoma!

# News in Brief

LUCY RE-RUNS SET OVER CBS . . .

The reruns of "I Love Lucy," which Lehn & Fink will sponsor again next season, are slated to be aired on CBS Saturdays in the 6:30-7 p.m. slot, which was the alternative period Lehn & Fink could have had.

DEPEW TAKES OVER ABC CLOSED CIRCUIT . . .

ABC's closed-circuit department will continue in operation under the management of Richard DePew, who's been assistant to Bob Lewine, the web's national program director. DePew reportedly will turn over some of his present duties to another member of the programming department in order to take on the responsibilities of handling the web's closed-circuit activities. DePew moves into his new job immediately, following the resignation this week of Bill Balaban, who's joining TV film producer Lou Edelman in Hollywood.

NBC TO AIR MIRANDA FILM . . .

NBC will air the Jimmy Durante film featuring Carmen Miranda, who was stricken with a heart attack and died the night she completed the picture. In radio, a taped program was usually shelved in similar situations. But Producer Bill Harmon said that both he and Durante felt that Miss Miranda would want the show telecast and that the surviving members of the family are in accord.

SIEGEL TO PRODUCE COLGATE VARIETY . . .

> Max Siegel, who spent five years with Max Liebman as a writer and associate producer has been signed as producer of this coming season's "Colgate Variety Hour." Siegel was previously a theatrical film producer and Broadway legit executive on a number of shows.

WCPO-TV TO AIR PAY TV PANEL . . .

WCPO-TV, Cincinnati, will air a series of three panel discussions on subscription television on September 13, 15 and 16. The panel will feature spokesmen from the pay TV firms, including Zenith, Skiatron and Telemeter, and representatives of the forces opposing subscription television. The discussions will be given full coverage by the Cincinnati Post, owner of the station.

# **CBS** Daytime Segs Dizzy in **Revolving Door**

NEW YORK, Aug. 20. — The CBS-TV daytime personality show roster has taken on some of the attributes of a revolving door in recent days, with some advertisers shifting their weight around from one time slot to another, while several new ones have entered and a big batch have left the picture entirely.

Hardest hit by bankrollers' exits is Robert Q. Lewis, who has been dickering with NBC on the possibility of moving over to that web. Four advertisers, who have been sponsoring five quarter hours per week of Lewis, have bowed out of the stanza, leaving Lewis with only two quarter-hour segments per week fully sponsored and one quarter-hour period sponsored on an alternate week basis. The bankrollers who have pulled stakes are Alka Seltzer, Helene Curtis, S. C. Johnson and General Mills (which bankrolled two quarter hours per week).

The Bob Crosby afternoon show, however, has come out on the plus side of the ledger in the shuffle. Alka Seltzer has moved into the Tuesday 3:45-4 p.m. segment and Carnation Milk and Larsen Canning have bought alternating weeks of the Tuesday 3:30-3:45 p.m. period with Toni shifting to the first quarter hour on Thursday in the process. The shifts leave Crosby with two quarter hours per week for sale.

Exiting the Carry Moore show are Best Foods, Toni, and Borden's. Entering it is Masland, who bankrolled the show earlier this year.

The web, meanwhile, is still wide open for sponsorship on its newly furbished "Morning Show" and its new afternoon Jack Paar

#### National Biscuit Sponsors 'Journal'

HOLLYWOOD, Aug. 20,-The MCA-TV syndicated series, "Dr. went to "We Can't Be the First, cuit Company.

#### 5TH AMENDMENT

# **Discipline** 18 Pleaders

NEW YORK, Aug. 20. - The hearings of the House Un-American Committee this week in Foley Square were concluded with 18 out of 23 actors pleading the Fifth Amendment, one invoking the First Amendment, and three citing no constitutional ground. Only one-George Hall-told a full story of his former Communist associations, Practically all except one witness are legit actors who have appeared

Their union, the American Federation of Television and Radio Actors, has voted to discipline members who take the Fitth Amendment before Congressional committees. Up to now, no action has been taken by the union against the witnesses who used the Fifth Amendment, but it is expected that disciplinary steps will be taken shortly.

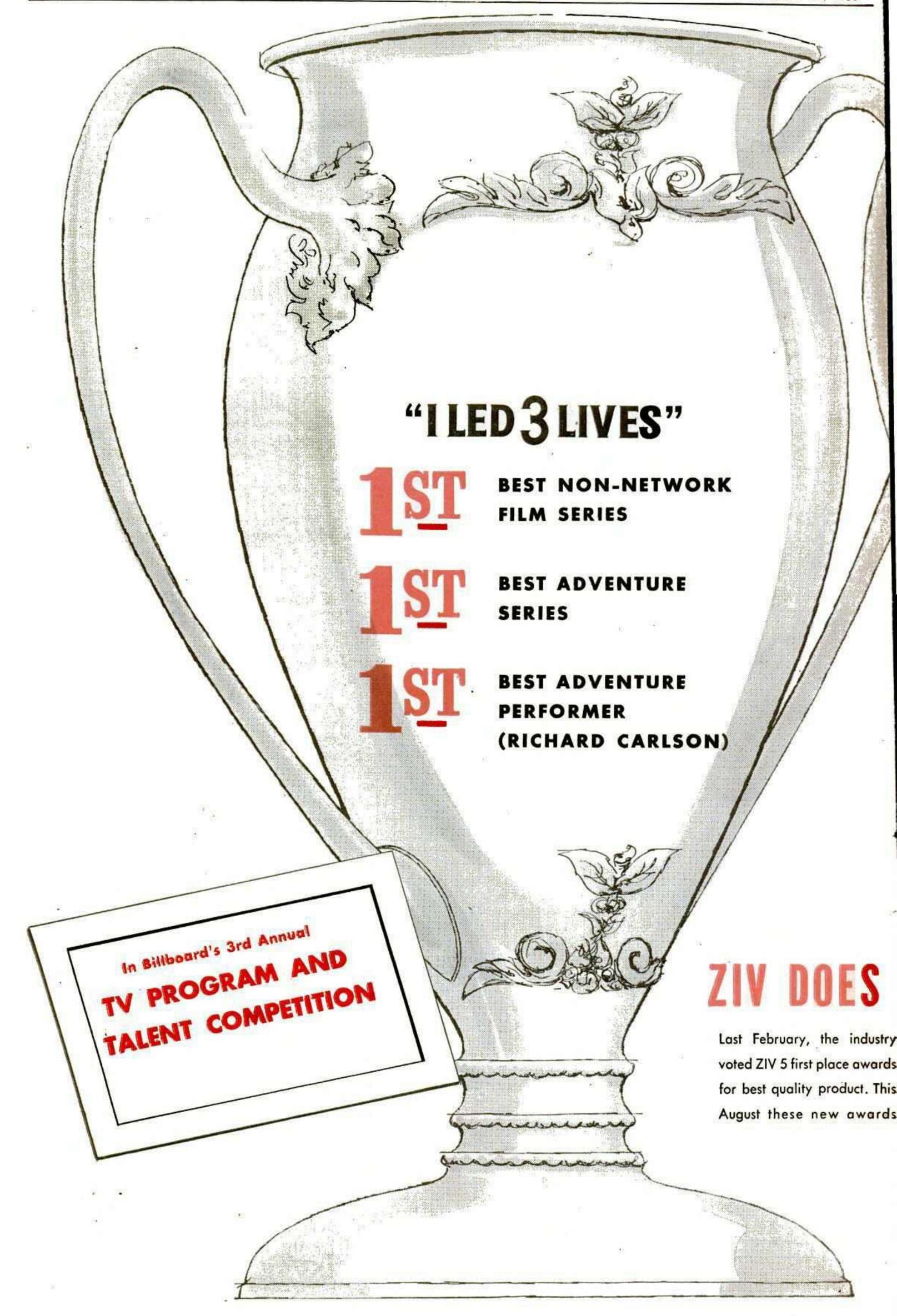
# **Award Prizes** On Ford Fund

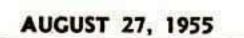
NEW YORK, Aug. 20.—The two \$5,000 first prizes in the Ford Foundations Fund for the Republie's TV competition went to Burton and James Benjamin, and Lillian Schoon Andrews. The brother writing team won in the documentary division for "Pepito," a factual account of the adjustment of a Puerto Rican youth during his first few days in New York.

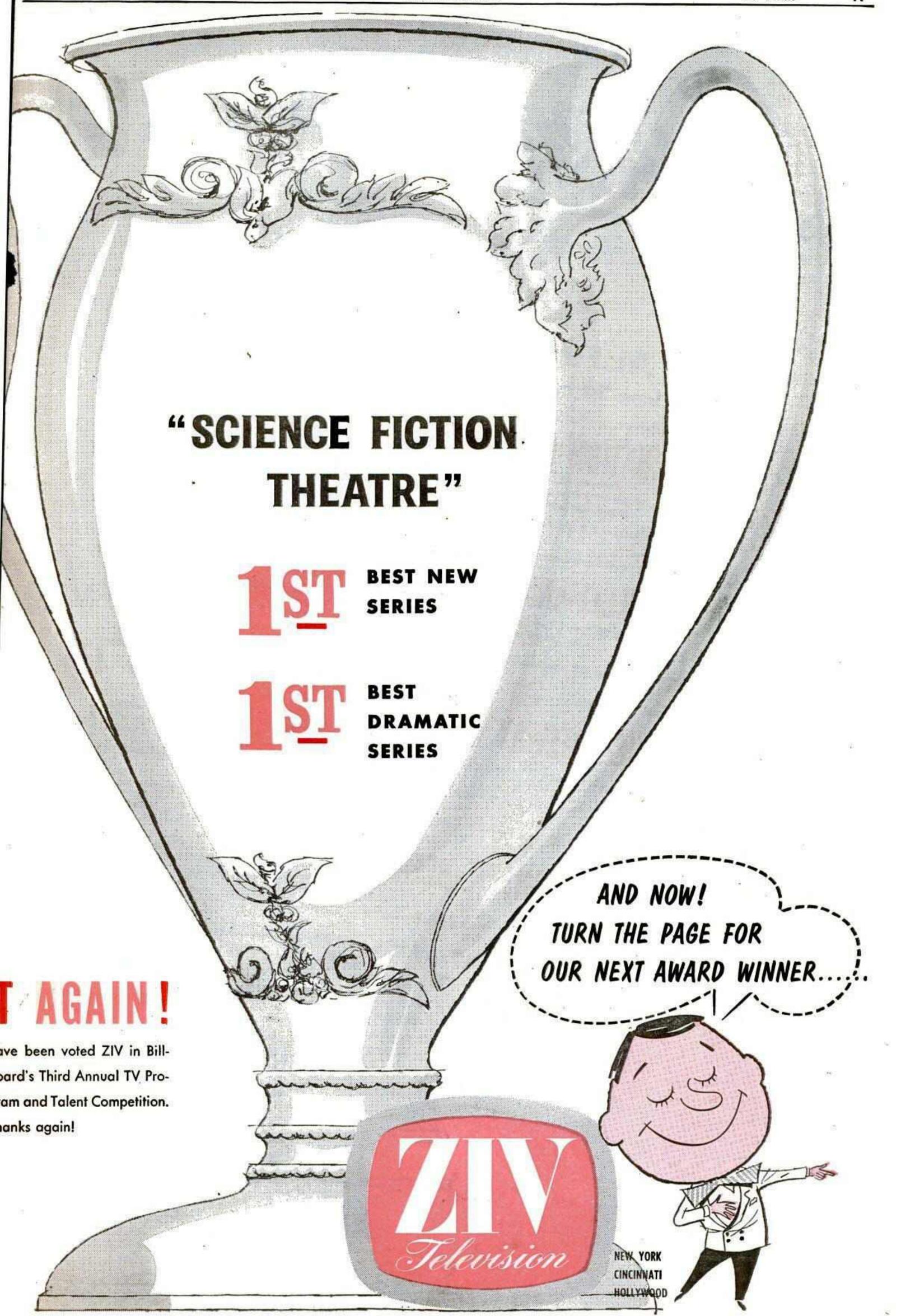
Mrs. Andrews, the wife of ABC director Marty Andrews, won in the drama division for "The Conspirators," a story of the last days of Elijah Lovejov, the abolitionist editor.

Second place in this division Hudson's Secret Journal," which by Jo Sinclair, author of the novel, will make its debut this fall, is being "Wasteland." Six additional prizes sponsored in 17 Midwest and were given to winners in the docu-Southwest markets by National Bis- mentary division, and 10 to winners in the drama division.









# SMASHING TO NEW SALF

# ALREADY BOUGHT BY

a long list of important TV advertisers including ...

(Morning Milk Division) . . . in Salt Lake City, Seattle, Tacoma, Portland, Spokane, Yakima.

... in Cincinnati, Dayton, Columbus, Indianapolis.

... in Tulsa, Oklahoma City.

... In Memphis, Pine Bluff, Jackson, Miss., Jackson, Tenn., Nashville, Monroe, La., Little Rock, Ft. Smith and Texarkana, Texas.

... in St. Louis, Mo., Roanoke, Va., Greensboro, Winston-Salem, N. C., Huntington, Charleston, W. Va., Kansas City, Louisville.

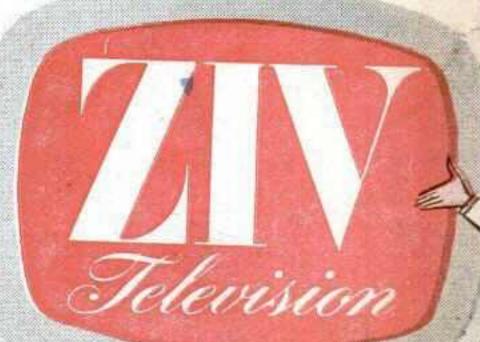
... in Lansing, Bay City, Grand Rapids, Cadillac, Rochester, Minn., Austin, Minn., Detroit, Minneapolis, Toledo, Ft. Wayne, Traverse City, Fargo.

. . in New York, Boston, Philadelphia, Miami, Washington, D. C., New Haven, Buffalo, Schenectady, Syracuse, Binghamton, Springfield, Mass., Providence, Portland, Bangor, Harrisburg, Wilkes-Barre, St. Petersburg, Norfolk, Richmond, Va., Watertown, Orlando.

# PLUS MANY, MANY MORE!

When you audition "Highway Patrol" you'll say that this can easily be the most important program in your community and for your community. It's the perfect combination for exciting entertainment . . . the kind that helps win customers . . . a big star, stirring adventure, tense drama, and features a highly colorful law enforcement agency in A-C-T-I-O-N! Wire, phone or write immediately for your screening of the show that can mean more business for you!





# RECORDS

#### FILMED ON THE HIGHWAYS

oad-blocks, fires, disasers, investigations! . . . in real homes, farms, factories, along the way! . . in real State Patrol Headquarters!

# ZIV's

NEW TRAFFIC-STOPPING
TELEVISION SERIES...

THE PROGRAM
THE PROGRAM
THATS FRONT PAGE"
THATS FRONT PAGE"
NEWS EVERY DAY!

EACH DRAMATIC

COMPLETE STORY

HALF-HOUR A

Based on the experiences of highway patrol officers of all 48 states

STARRING ACADEMY AWARD WINNER

# BRODERICK CRAYFORD

AS HEAD OF THE HIGHWAY PATROL

NOW AVAILABLE

nsi

AUTHENTIC
Technical supervision
by State Highway
Patrol Officers!

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TV FILM

#### VIDFILM BONANZA IN MAKING

# Strip Shows Loom as Hypo For Syndicator, Producer

large numbers of half hours, gen- 4 almost bound to be exceeded. erally two vears' production and up, are happily watching the buying them rapidly for their strips, growth of a small-scale bonanza, the strip .. how.

Expected to give added impetus to stripping is the new contract signed between producers and the SAG (The Billboard, August 20 and elsewhere this issue). It's not unlikely that across-the-board programming will, during the next two or three years, be the most important shot in the arm for both syndicator and film maker.

Strips have already had their effect on the concepts of selling film, primarily within about the last three months. Perhaps the outstanding example is Official Films, which wa openly perturbed about the number of episodes in "My Little Margie" and the "Stu Erwin Show" when it acquired the series.

#### \$1.5 Mit in Pacts

The two programs, with a total of 256 half hours, have turned out, however, to be the best sellers in the Official catalog, with sales contracts bettering \$1.5 million in

# Big Story' to Join Ranks of

NEW YORK, Aug. 20. - "Big Story," one of the few remaining live half-hour drama shows, is reportedly being prepared for conversion to film early next year.

The stanza, a Pyramid Productions property, will start the new season in live form on its Friday night NBC spot for American Tobacco and Simoniz. It will probably go before the film cameras in Hollywood shortly thereafter. These film episodes are slated to hit the air early next year.

the live program ranks leaves only shows on the networks next season. They are CBS' "Appointment With Adventure" and ABC's "Star To-Theater" and NBC's "Star Stage" shows, but most of the episodes on these programs will be filmed. Weidemann Brewing for five. A

#### ZERO OR TEN, RATING'S OKAY

HOLLYWOOD, Aug. 20.-What do rating services mean to retail stores? In the opinion of Ken Barton, manager of the Sears-Roebuck outlets in the Southern California areanothing.

Sears has sponsored "Kingdom of the Sea" over Station KCOP for the past several months, and the show has bounced around from close to 0 to nearly 10. Barton, however, has his own unique method of sampling the audience he's getting.

He advertises a leader product on the program, doesn't publicize it anywhere else, and then buries it in the store so that people will have to ask for it. Recently when the rating was close to its lowest ebb he advertised a bargain in silk stockings. He promptly sold

The rating's good enough, he ventured.

tributors with TV series containing gross of \$5 million (Billboard, June placed on the publicizing of a show

and are looking for other 100-plusepisode series to program like vise. The 126 segments of "Margie," for instance, would take a channel two and one-half years to run off on a regular schedule, and few program directors are of a mind to tie themselves down for that length of time.

In stripping, however, the station can run off the whole batch in four or five months, and during that time does not have to repeat a single episode. With most of the contracts made for four runs, a station can play the entire batch in about one and a half years, utilizing it in various time periods to draw the largest possible audience.

At the same time, an outlet can often derive a good deal of benefit from the network publicity, the start of the second run being almost simultaneous with the end of the web first run in many markets.

#### Defer Payment

ment until six months after the slot. first telecast of each respective run, or until the : iring of the run in a minimum of 70 markets.

In the past, many producers have disliked multiple-run pacts because they had to make residual the sixth run is clear. Also, with for its product.

HOLLYWOOD, Aug. 20.—Dis- two months and the final estimated greater and greater emphasis being during its first run, its salability The reason is that stations are drops sharply as the length of time over which its subsequent runs are drawn out increases.

#### Practice Spreading

The telefilm strip is primarily a Western development, altho a number of stations in the East are beginning the practice also. The first to strip a top program was KRON-TV, San Francisco, with "Lone Wolf" early this year. The technique has caught on fast, with an estimated 40 to 50 stations now utilizing it, and KTTV, Los Angeles, with 11 across-the-board programs, believed to be the numerical leader.

What this means to producers is that film wi'l be eaten up at an ever faster rate, and markets for new products wil. be continuously opened up. For the station, the strip has preved a solid sales-getter. Primarily, an advertiser is more likely to place a spot in the same show five nights a week than in five different programs. Secondarily, more spots can be placed Under the new SAG contract in a TV pic than in a feature which producers may defer rerun pay- would ordinarily be played in that

#### **NBC Film Rejects** Musketeers' Deal

NEW YORK, Aug. 20. - The payments immediately upon the deal whereby the NBC Film Dicompletion of a run in a single vision was to have taken over dismarket. With this roadblock re- tribution of Italian Film Export's moved, it may actually benefit a "Three Musketeers" vidfilm series film maker to get in as many runs this week was canceled. The syna: soon as possible, since total re- dicator changed its mind on scansidual pay has increased relatively ning all 26 of the pictures. IFE little, from 100 to 140 per cent of has been, for some considerable minimum, and everything after time, trying to find a distributor

# 'Highway Patrol' Is Sold in 120 Mkts.

"Highway Patrol" is proving a purchased the property. The exiting of "Big Story" from highly salable piece of vidfilm racked up five regional deals.

> Pfeiffer Brewing for eight and Bakery. Francisco, Los Angeles, Dallas and top markets in the country.

NEW YORK, Aug. 20. - Ziv's New Orleans, among others, have

While the majority of the remerchandise. The series, starring gional selling has been mainly to two other live half-hour drama Broderick Crawford, has already beer companies, local supermarkets been sold in 120 markets and and food sponsors have shown a great interest in the program. Regional buys were made by Among them are Morning Milk, night." CBS' "General Electric Ballantine for 28 Eastern cities, Mission Macaroni, Kroger super-Sunshine Biscuit for five Southern market chain, which has bought it will each consist partially of live cities, Lion Oil for nine markets, for six cities; Safeway and Bost

The show uses as material case smaller buy was made in two mar- histories of highway patrols all kets by Hamm's Beer. In addition over the nation. Ziv claims it has to these buys, stations in San sold the show in 90 per cent of the

#### THE BILLBOARD SCOREBOARD

#### Top Vidfilms Among Teens

#### and Their Pulse Multi-Market Ratings

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

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

Rank Order	Title and Distributor of Series	Teens Per 100 Homes	Avg. June Rating
1	Biff Baker, U. S. A. (MCA)	34	8.3
	Soldier of Fortune (Seven-Up)		8.2
	Times Square Playhouse (Ziv)		6.8
4	Cisco Kid (Ziv)		10.5
4	Life of Riley (NBC)	31	16.1
	Science Fiction Theater (Ziv)		10.8
	Terry and the Pirates (Official)		5.2
	. Story Theater (Ziv)		2.2
	. Meet Corliss Archer (Ziv)		11.7
	. Foreign Intrigue (Official)		9.1
	Joe Palooka Story (Guild)		4.8
	. Kit Carson (Coca-Cola)		7.0
	Beulah (Flamingo)		5.2
13	Files of Jeffrey Jones (CBS)	24	4.4
13	Laurel and Hardy (Governor)	:24	7.8
	Little Rascals (Interstate)		12.1
	Mr. and Mrs. North (ATPS)		6.3
13	Royal Playhouse (MCA)	24	3.5
13	Superman (Flamingo)	24	13.1
13	Victory at Sea (NBC)	24	9.2
	Dick Tracy (Combined)		5.8
	. Paris Precinct (UM&M)		6.0
21	Ramar of the Jungle (TPA)	23	7.9
	Range Rider (CBS)		9.9
	Secret File II S A (Official)		5.8

#### THE BILLBOARD SCOREBOARD

#### Top 25 Vidfilms Among Kiddies

#### and Their Pulse Multi-Market Ratings

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

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

Rank Order	Title and Distributor of Series	Per 100 Homes	Avg. June Rating
1	. Abbott and Costello (MCA)	107	10.1
	. Hopalong Cassidy (NBC)		9.7
	Annie Oakley (CBS)		12.5
3	. Dick Tracy (Combined)	98	5.8
5	.Cisco Kid (Ziv)	96	10.5
5	Gene Autry (CBS)	96	9.4
	.Superman (Flamingo)		13.1
	.Little Rascals (Interstate)		12.1
	. Ramar of the Jungle (TPA)		7.9
	Wild Bill Hickok (Flamingo)		10.7
	. Soldiers of Fortune (Seven-Up)		8.2
	.Terry and the Pirates (Official)		5.2
	. Range Rider (CBS)		9.9
	. Laurel and Hardy (Governor)		7.8
	. Badge 714 (NBC)		18.8
	.Kit Carson (Coca-Cola)		7.0
17	. Cowboy G-Men (Flamingo)	85	5.3
18	. Hans C. Andersen (Interstate)	66	5.8
19	Victory at Sea (NBC)	56	9.2
20	. Death Valley Days (Pacific Borax)	52	9.8
21	Your All Star Theater (Screen Gems)	49	3.0
22	. Meet Corliss Archer (Ziv)	48	11.7
23	I Led Three Lives (Ziv)	37	15.9
24	.Amos 'n' Andy (CBS)	36	11.2
25	.The Visitor (NBC)	34	3.9

### Re-Runs Gain in Importance; May Pass First Runs as Revenue Source

newest pattern taking shape in the first-run show. ever-changing TV film syndication

the TV film scene, the network re- have to recoup production costs. runs may soon reach the stage where they will become more im- for today's difficulties in syndicaportant than first-run shows as a tion of first-run series is the popusource of profit to syndicators, larity, among advertisers, of the Many of them already have.

to these observers, is not that the would otherwise be spent for firstre-run properties are being sold for run shows because of the cost. higher prices than was formerly As a result, distributors today duction costs plus profits out of and distributing fewer first-run work re-run shows.

NEW YORK, Aug. 20. - The syndication alone of a high-cost, series. They are, of course, more

The network re-runs, on the business is the elevation of the other hand, have gotten most, if network re-run show, which up to not all, of their production costs now has played second fiddle to from the network sale. Consesyndicators' first-run programs, to quently, syndicators can start maka position of honor in the roster ing a profit with them much more of a syndication firm's properties, easily than they can with a first-According to some observers of run property, for which they first dication.

Ironically, one of the reasons re-run shows. Many sponsors are The reason for this, according buying re-runs with money that

anxious than ever to close a national deal before syndicating a first-run property, for in that way they greatly lessen the risk of losthe distributors who have set up new national sales departments within the past month or so are Ziv-TV and ABC Film Syn-

A factor that will probably make the net-work re-run stanzas even more popular with distributors is Horgan. Horgan, who won a Pulthe new Screen Actors' Guild contract which gives actors payment, the Rio Grande, has started work for the first time, from second-run on the scripts. showings of a film. This principle,

# Playhouse Sets 2 More Series

HOLLYWOOD, Aug. 20.-Authors' Playhouse, Eugene Solow-Brewster Morgan vidfilm company, expects to get into production on ing money on the show. Among two more series following the completion of "Dr. Hudson's Secret Journal" which is halfway thru its 39-pic production schedule.

New Western series, to be called "Fort Delivery," is being prepped from the Saturday Evening Post stories of the same name by Paul tizer prize this year for his book on

Also scheduled for resumption is when and if adopted by other un- "Authors' Playhouse" itself. Solow ions, will probably make it more filmed nine half hours last year, difficult for distributors to syndi- six of which were used as a fill-in the case, but that it is becoming are taking on more re-run shows cate first-run shows profitably in by Bristol-Myers. The other three, increasingly difficult to get pro- for syndication and are producing comparison to syndication of net- John Steinbeck stories, were shown on "Omnibus."



Hying Droductions

BUFFALO BILL, JR.

**ADVENTURES OF CHAMPION** 

All Shows Distributed by CBS Television Film Sales, Inc.

6920 Sunset Blvd., Hollywood, Calif.

MITCHELL J. HAMILBURG

Rank

Among

THE BILLBOARD SCOREBOARD-AMERICAN RESEARCH BUREAU RATINGS

# The Nation's Top Television Programs

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

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

The 10 rop-rated shows are listed first for each n:arket, 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.

#### INDIANAPOLIS ...... 3 STATIONS

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

1. \$64,000 Question, WISH62.9	6. Studio One Summer Theater, WISH29.8
2. I've Got a Secret, WISH46.7	7. Climax, WISH28.5
3. Toust of the Town, WISH40.8	8. U. S. Steel Hour, WISH28.2
4. Four Star Playhouse, WISH34.7	9. Godfrey and Friends, WISH28.0
5. Godfrey's Talent Scouts, WISH31.1	10. Millionaire, WISH27.6

#### LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

July

ARB

Films Title, (Type) and Distributor Rating Station, Day, Time Top Opposition & 1. City Detective (Mys.), MCA-TV	ert, 13.3
2. Man Behind the Badge (Mys.), MCA-TV 18.7 WFBM-M, 8:30-9:00 Ethel & Albe	ert, 13.3
	er 17 9
3. Waterfront (Adv.), MCA-TV16.4 WFBM-T. 8:30-9:00 Spotlight Playhou	
3. Wild Bill Hickok (West.), Flamingo16.4 WFBM-S, 5:30-6:00 Early Sho	ow, 3.1
5. Passport to Danger (Adv.), ABC	er. 26.0
6. Hopalong Cassidy (West.), NBC	
7 Eddie Cantor (Comedy), Ziv	ter, 30.7
8. Annie Oakley (West.), CBS	w. 6.2
9. Meet Corliss Archer (Comedy), Ziv12.0WFBM-Th, 9:30-10:00Lux Video Thea	er. 27.4
10. Budge 714 (Mys.), NBC&11.6 WTTV-F, 10:00-10:30 Vario	us, 10.9
11. Little Rascals (Interstate), WTTV.   31. The Falcon (NBC), WFBM, F-10:00	
M. W. Th. F-5:00	:00. 4.7
12 Liberace (Guild), WFBM, Th-8:30	DV300546
13. Waterfront (MCA-TV), WTTV, S-10:00&10.7 WTTV, W-8:30	&4.4
13. Favorite Story (Ziv), WISH, T-10:15 10.7 34. This Is the Life (Westheimer & Block),	
15. The Whistler (CBS), WTTV, T-10:00&10.5 WFBM, Su-1:00	
16. China Smith (NTA). WTTV, Th-10:00&10.2 35. Wild Bill Hickok (Flamingo), WISH, Su-12	
17. I Led Three Lives (Ziv), WFBM, F-9:00 9.6 36 Duffy's Tavern (UM&M), WISH, Th-10:1	
17. I Am the Law (MCA-TV), WISH, M-10:15 9.6 36. Science Fiction Theater (Ziv), WISH, Su-4	:30. 4.0
19. Ethel Barrymore Theater (Interstate), 38. 1 Am the Law (MCA-TV), WTTV,	AND UNITED TO S
WISH, Su-10:15	&3.1
20. Cisco Kid (Ziv), WTTV, Su-5:00&7.6 39. Famous Playhouse (MCA-TV), WFBM,	102315
20. Cisco Kid (Ziv), WTTV, Su-5:00&7.6 39. Famous Playhouse (MCA-TV), WFBM, 20. Pride of the Family (MCA-TV), WISH, M to F-10:15 a.m	2.3
Su-6:00 7.6 40. Royal Playhouse (MCA-TV), WTTV,	
22 Superman (Flamingo) WFRM, T-5:30 7.1 Su-3:00	&2.0
22. 1 Led Three Lives (Ziv), WTTV, T-9:30&7.1 41. Pulse of the City (Telescene), WTTV, F-9:	45.21.3
24. †Ames Bros. (R. C. Cola), WISH, Su-5:30 6.7 41. †Ames Bros. (R. C. Cola), WTTV, W-7:3	0&1.3
24. Grand Ole Opry (Flamingo), WISH, W-10:15. 6.7 41. Sportsman's Club (Syndicated Films),	5335
26. Ethel Barrymore Theater (Interstate), WTTV. Su-10:30	&1.3
WISH, S-10:15	
27. Mayor of the Town (MCA-IV), WFBM, 44. Animal Time (Sterling), WISH, 18-4:45.	0.9
Th-10:30 6.0 46. Walt's Workshop (Walt. Schwimmer),	
28. Inner Sanctum (NBC), WTTV, M-10:00&5.6 WISH, Su-1:30	0.2
28. Inspector Mark Saber (Thompson-Koch), 47. Pulse of the City (Telescene), WTTV,	
WTTV. W-8:00	&0.4
30. †Soldiers of Fortune (Seven-Up), WISH, 47. This Is the Life (Westheimer & Block),	(98200
S-6:00 5.3 WTTV. Su-10:30 a.m.	&0.4

#### DAYTON ...... 2 STATION

	THE TOP 10 TV SHOWS IN DA	YION (* Indicates Non-Network)
1.	\$64,000 Question, WHIO63.8	6. Toast of the Town. WHIO
	Big Town, WHIO38.3	6. Lux Video Theater, WI.W-D27.5
3.	I've Got a Secret, WHIO37.6	8. People Are Funny, WLW-D27.1
4.	The Millionaire, WHIO31.5	9. *Three City Final. WI.W-D26.5
5	Two for the Money, WHIO30.7	10. All Star Game, WLW-D26.4
	ACCOUNT OF THE PARTY OF THE PAR	The order of the control of the cont

#### LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

2. Badge 714 (Mys.), NBC.       21.6         3. Man Behind the Badge (Mys.), MCA-TV.       19.4         4. Mr. District Attorney (Mys.), Ziv.       18.6         5. Science Fiction Theater (Drama), Ziv.       17.6         6. Racket Squad (Mys.), ABC.       17.5         7. Kit Carson (West.), Coca-Cola.       15.4         8. Ellery Queen (Mys.), TPA.       15.3         9. Wild Bill Hickok (West.), Flamingo.       14.1	WHIO—S, 9:30-10:00
10. Liberace (Music), Guild	WLW-D-S. 10:30-11:00Badge 714, 21.6
12. I Led Three Lives (Ziv), WHIO, T-8:0011.2 13. Call the Play (Station), WLW-D, Th-10:159.7 13. Meet Corliss Archer (Ziv), WHIO, Th-10:159.7 15. Hopalong Cassidy (NBC), WHIO, M-6:009.6 15. Passport to Danger (ABC), WHIO, W-10:309.6 17. Ramar of the Jungle (TPA), WLW-D, F-5:009.4 18. †Soldiers of Fortune (Seven-Up), WLW-D, Su-6:008.7 20. Superman (Flamingo), WLW-D, F-8:308.7 20. Superman (Flamingo), WLW-D, M-5:008.6 21. Gene Autry (CBS), WHIO, Th-6:307.8	22. MrMrs. North (ATPS). WLW-D, Su-11:00 5.7 23. Patti Page (Oldsmobile). WHIO, T-10:45 4.7 24. Pride of the Family (MCA-TV), WHIO, Su-6:00 4.2 25. Wild Bill Hickok (Flamingo). WHIO, Su-2:30 3.9 26. Baseball Hall of Fame (Flamingo), WHIO, M-10:45 3.5 27 This Is the Life (Westheimer & Block). WHIO, Su-10:30 a.m. 1.9 28. †Ames Bros. (R. C. Cola), WHIO, T-6:15 1.0

#### BOSTON ...... 2 STATIONS

	THE TOP IS TV SHOWS IN	BOSTON (* Indicates Non-Network)
١.	564,000 Question, WNAC71.3	6. Godfrey and Friends, WNAC35.0
2.	Toast of the Town, WNAC	7. Mr. District Attorney, WNAC34.6
	I've Got a Secret, WNAC41.0	
	Climax. WNAC39.3	9. The Medic, WBZ33.1
	Best of Groucho, WBZ35.6	10. Lux Video Theater, WBZ33.0

#### LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

LOCALIDA ONIONI MARINE LIE	THE CHARLES ALL BOALTS CONTRACTOR
1. Mr. District Attorney (Adv.), Ziv34.6	WNAC-T, 10:30-11:00
2. Ellery Queen (Mys.), IPA	
3. I Led Three Lives (Adv.), Ziv20.8 .	WNAC-M. 7:00-7:30 Various, 5.4
	WBZ-Su, 7:00-7:30Feature Film, 8.5
4. Badge 714 (Mys.), NBC	WNAC-W. 6:30-7:00 Various, 7.1
6 Boston Blackie (Mys.), Ziv	WNAC-F, 10:30-11:00Baseball, 23.9
	WBZ-M. 10:30-11:00Summer Theater, 17.3
	WNAC-S, 10:30-11:00 Your Play Time, 10.7
	WNAC-F. 6:30-7:00
10. Patti Page (Music), Oldsmobile	WNAC-M, 7:45-8:00 News Caravan, 12.5
	The state of the s
11. Cisco Kid (Ziv) WNAC, W-6:0010.0	29. This Is Your Music (Official), WNAC, Su-5.00 4.7
12. The Whistler (CBS), WBZ, S-11:15 8.3	30. †Ames Bros. (R. C. Cola), WNAC, F-7:15 4.2
13 City Detective (MCA-TV), WBZ, M-11:15 7.3	31. Baseball Hall of Fame (Flamingo), WNAC,
14. Royal Playhouse (MCA-TV), WBZ, Th-11:15. 7.1	T, W, Th-7:45 4.0
15. Call the Play (Station), WNAC, W-7:15 6.6	32 MrMrs. North (ATPS), WNAC,
16. Annie Oakley (CBS), WBZ, M-6:45 6.4	W, 1h, F-9:30 a.m 3.8
17. Sherlock Holmes (UM&M), WNAC, Th-10:30. 6.2	33. Science Fiction Theater (Ziv), WBZ, Th-6:45, 3.7
18. Hopalong Cassidy (NBC), WBZ-6:45 6.1	33. King's Crossroads (Sterling), WBZ, S-4:15 3.7
18. Meet Corliss Archer (Ziv), WNAC, S-5:30 6.1	35. Royal Playhouse (MCA-TV), WBZ, W-2:15., 3.5
20. Paris Precinct (UM&M), WNAC, Su-5:30 5.9	36. My Hero (Official), WNAC, Th-6:00 2.6
20. Gene Autry (CBS), WNAC, M-6:00 5.9	37. Armchair Adventure (Sterling), WBZ,
20. Royal Playhouse (MCA-TV), WBZ, W-11:15, 5.9	Su-noon 2.1
23. Heart of the City (MCA-TV), WNAC, Th-8:00 5.7	38. Wild Bill Hickok (Flamingo), WNAC,
24. Terry and Pirates (Official), WBZ, S-5:00 5.4	Su-11:30 a.m 1.9
25 Eddie Cantor (Ziv), WBZ, T-10:30 5.2	39. Space Ranger (MCA-TV), WBZ, S-1:00, 0.9
26. Your Star Showcase (TPA), WNAC, Su-4:30, 4.8	40. This Is the Life (Westheimer & Block).

26. Dick Tracy (Combined), WNAC, F-5:30..... 4.8 26. Hopalong Cassidy (NBC), WBZ, S-1:30..... 4.8

#### WASHINGTON ...... 4 STATIONS

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

1. \$64,000 Question. WTOP42.4	6. Disneyland, WMAL
2. Robert Montgomery Presents, WRC27.7	7. Lux Video Theater, WRC25.8
3. I've Got a Secret, WTOP	8. Best of Groucho, WRC25.0
4. Toast of the Town, WTOP26.6	9. The Medic, WRC24.9
5 Dragnet WRC 263	10 II S Steel Hour WTOP 23.6

#### LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

2. Badge 714 (Mys.), NBC       12.8         3. Wild Bill Hickok (West.), Flamingo       12.2         4. Man Behind the Badge (Mys.), MCA-TV       11.3         5. Follow That Man (Adv.), MCA-TV       11.1         6. Ramar of the Jungle (Adv.), TPA       11.0         7. MrMrs. North (Mys.), ATPS       10.7         8. Cowboy G-Men (West.), Flamingo       10.2         9. Little Rascals (Comedy), Interstate       9.7	WRC-Th, 7:00-7:30
11. Little Rascals (Interstate),	38. Terry and Pirates (Official), WTOP,
WRC, M to F-9:00 a.m 8.8	10:30 a.m
12. Heart of the City (MCA-TV), WMAL, T-9:30. 8.7	10 Wild Bill Higher (Flamings) BUTOR
12 Science Piction Theater (Ziv)	Tribe tributes (Filamingo), 17 corp
WMAL, T-7:30	10 Dandstand Danse (Daramount) WTOD
14. China Smith (NIA), WTOP, Su-4:30, 7.6	Su-5:30
14. Mr. District Attorney (Ziv). WMAL, T-10:30, 7.6	40. Secret File, U.S.A. (Official), WTTG, Su-6:30. 2.8
14. Annie Oakley (CBS), WTOP, F-7:00 7.6	AN INTERPOLATION OF THE RESIDENCE OF THE POLICY OF THE POL
17. Inspector Mark Saber (Koch),	42. Wrestling-Chicago (Imperial),
WTTG, T-9:30	42. Wresting—Chicago (Imperial), WTTG, S-10:30
19. My Hero (Official) WTOP, Su-3:30 6.4	43. Hand to neaven (NTA), W110, 50-6:00 2.2
20. Meet Corliss Archer (Ziv) WMAL, T-8:00. 6.3	43. Greatest Sports Thrills (Winik), WMAL, Su & M-7:30
21. †Soldiers of Fortune (Seven-Up),	43. All Star Theater (Screen Gems), WTTG,
WTOP, M-7:005.8	M to F-3:30
21. Beulah (Flamingo), WMAL, T-8:30 5.8	46. Heart of the City (MCA-TV), WMAL,
21 Waterfront (MCA-TV), WTOP, Th-10:30 5.8	M-10:30 2.0
24. Ellery Queen (TPA). WTTG, Su-10:00 5.6	46. Rev. Oral Roberts (Kling), WMAL, Su-1:30 2.0
25. Hopalong Cassidy (NBC), WRC, Su-4:00 5.5	48. Counterpoint (MCA-TV), WTTG, W-10:30 1.9
26 City Detective (MCA-TV), WMAL, F-9:00 5.3	49. This Is the Story (Sterling), WMAL, Su-4:30 1.8
27. †Patti Page (Oldsmobile) WTOP. T-7:45 5.0	49. Colonel March (Official), WTOP, Su-11:30 1.8
28. Times Square Playhouse (Ziv), WTTG, T-8:30. 4.7	
29 Stories of the Century (Hollywood),	51. This Is the Story (Sterling), WMAL, S-6:30 1.5
WTOP, S-6:30 4.6	
30. Cisco Kid (Ziv), WTOP, Th-7:00 4.4	M. T. F-7:15
30. Call the Play. (Station). WTOP, F-11:15 4.4	53. Post Time. U.S.A. (Tel-Ra), WTTG, T-7:45., 0.9
32. Pride of the Family (MCA-TV), WTOP,	53. Post Time, U.S.A. (Tel-Ra), WTTG, S-10:00 0.9
Su-7:00	
34. Range Rider (CBS), WTOP, M-6:00 3.8	WTTG. Su-2:00
34 Eddie Cantor (Ziv), WMAL, M-10:00 3.8	57 Facts Forum (Facts Forum, Inc.), WTTG, Su-5:30
36. Town and Country Time (RCA), WMAL,	57. Fulton Lewis Jr. (Gen'l Tele.), WTTG, T-7:30. 0.3
M to F-6:00	57. Hoillywood Off-Beat (MCA-TV), WTTG,
M to F-6:00	W-8:00

#### COLUMBUS ...... 3 STATION

THE TOP IO IN SHOWS IN COL	.UMBUS (* Indicates Non-Network)
1. \$64,000 Question, WBNS54.0	6. Climax. WBNS29.9
2. Toast of the Town. WBNS37.7	7. *Death Valley Days, WBNS29.8
3. What's My Line? WBNS35.9	8. Godfrey and Friends, WBNS28.0
4. I've Got a Secret, WBNS34.0	9. Godfrey's Talent Scouts, WBNS26.9
5. U. S. Steel Hour, WBN532.2	10. Two for the Money, WBNS26.3

#### LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

	ECCHELL CHICKENED ILE	" SERIES III KAIN ORDER
2 3 4 5 6 6 8 9	. I Led Three Lives (Adv.), Ziv	. WBNS—Su. 8:30-9:00
111 122 133 144 155 166 177 188 200 211 211 242 252 266	Inner Sanctum (NBC), WTVN, Th-9:30	28. Annie Oakley (CBS), WTVN, Su-5:30

#### ALTIMORE ...... 3 STATIONS

THE TOP 10 IN SHOWS IN BALTIMORE (* Indicates Non-Network)		
1. Toast of the Town, WMAR37.5	4, \$64,000 Question, WMAR31.0	
2. Lux Video Theater, WBAL33.8	7. Two for the Money, WBAL30.9	
3. *Baseball, WBAL31.2	8. G. E. Theater, WMAR30.6	
4. I've Got a Secret, WMAR 31.0	9. Private Secretary, WMAR27.3	
4. What's My Line? WMAR31.0	10. Climax. WMAR26.9	

#### LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

	, WBA1 W. 10.30-11:00
	WBAL-T, 10:30-11:00Wrestling, 14.6
	WBAL-S. 5:30-6:00 Matince Movie, 1.5
	WBAL-S, 10:30-11:00 Premium Playhouse, 23.4
	WBA1M. 10:30-11:00Summer Theater, 18.9
6. Patti Page (Music), Oldsmobile	
7. Little Rascals (Comedy), Interstate	WBAL-F. 6:00-6:30Early Show, 5.7
8. Little Rascals (Comedy), Interstate	WBAL-W. 6:00-6:45Early Show, 6.1
9. The Whistler (Mys.). CBS	WMAR-Su, 11:00-11:30 Nocturne Movies, 4.3
10. Superman (Adv.), Flamingo11.1	WBALW, 7:00-7:30Various, 5.0
11. Little Rascals (Interstate). WBAL, S-4:0010.6	1 23. Times Square Playhouse (Ziv), WAAM,
12. Waterfront (MCA), WMAR, Th-10:3010.5	
12 Death Valley Days (Pacific Roses)	24 Honslong Cusside (NRC) WRAI
WMAR, S-6:3010.5	S-9:00 a.m 4.6
14. Little Rascals (Interstate) WBAL, Th-6:1510.3	25. Wrestling From Hollywood (Paramount),
15. Wild Bill Hickok (Flamingo). WBAL, F-7:00, 9.9	그 사람들은 사람들이 살아내면 가장 마음을 가지 않는데 살아 있다면 하는데 살아 있다면 하는데 살아 있다면 하는데 하는데 살아
16. Hopalong Cassidy (NBC), WBAL, S-6:00 9.7	
17. Times Square Playhouse (Ziv), WAAM, S-10:00	28. Wild Bill Hickok (Flamingo), WMAR,
18. Little Rascals (Interstate), WBAL, M-6:30 7.3	
18. Ellery Queen (TPA), WAAM. T-11:00 7.3	
20. Science Fiction Theater (Ziv), WBAL,	30. Dangerous Assignment (NBC), WMAR,
S-7:00 7.0	M-11:30 3.0
21. Little Rascals (Interstate), WBAL,	31. Your All Star Theater (Screen Gems),
Su-11:30 a.m 6.3	WMAR, T Th-11:30 2.7

22. †Soldiers of Fortune (Seven-Up), WBAL.

Th-7:00 ..... 4.9

(Continued on page 18)

32. Ames Bros. (R. C. Cola), WMAR, W-7:15. 21.1

#### **EXTRA FILM PROFITS**

# Sale to British Can Bring 10% of Cost

Continued from page 1

Hannah Weinstein, have already is currently being sought. made deals with one American distributor, Official Films, whereby Official shares in the ownership of the British properties and takes assigned the task of providing proover American distribution.

A similar deal was made this month by Towers with CBS-TV Film Sales on a series called "African Rifles." Such arrangements. which are likely to be duplicated by other British and American firms, give both parties manifold advantages. In effect, they put the British and Americans in partnership, giving each partner the status of having a definite entree into the market across the ocean.

From the Americans' standpoint. there are several other advantages to having film series produced in England. For one thing, it eliminates any difficulties that may exist in taking American dollars out of the country. The money earned by an American firm selling in England could be used to help pay production costs of series that are shot there. Another advantage. which takes on increased importance in view of the Screen Actors' Guild's recent battle to obtain additional payment for second run use of film, is that shows shot in England do not require actors to be paid additional money when the films are rerun. This cuts production costs considerably and thereby permits a show to be sold in the U. S. for lower prices.

However, despite what undoubtedly will be a large increase in the number of shows produced in England, it's not expected that there will be enough of them to satisfy the needs of the British commerthe needs of the British commercial programming schedules. And the many of their shows will be live, low-budget affairs, it's expected that competition for quality programming will encourage the British contractors to devote more than 20 per cent of their schedule to American series, whose costs have already been absorbed by sale in the U. S. and consequently can be purchased fairly cheap.

In addition to the British commercial TV program contractors.

mercial TV program contractors, the government owned and oper-ated British Broadcasting Corpora-tion television network provides American film distributors with another outlet for sale of their shows in England. The BBC up to rem England. The BBC up to re-cently has been neither willing nor able to pay too much for American films. However, the competition it faces from the commercial outlets is expected to change this situation radically. There are already signs that the BBC fully intends to in-crease both the number of Ameri-can shows it will use and the prices it will pay for them. It's felt howit will pay for them. It's felt, how-ever, the commercial outlets will be more important as a buyer of American series than the BBC.

There are currently three con-tractors licensed to purchase pro-grams for the three commercial television stations located in London, Manchester and Birmingham. They are; Associated Rediffusion, Ltd.; Associated Broadcasting Company.

quality film show for Every Product, Every Market, **Every Budget** Offices in principal cities throughout the

My sincere thanks

votes made this

outstanding honor

to all whose

possible.

GIVE TO DAMON RUNYON CANCER FUND

problem, the British producers are Ltd., and Granada Television, Ltd. siming toward distributing their A fourth contractor, Winnick Teleseries in the U. S. Several of them. vision, Ltd., was removed from the including Harry Alan Towers and list a month ago and a replacement

#### Packaging Firms

Associated Rediffusion has been gramming for the London station Mondays thru Fridays. Associated Broadcasting will program the London station on weekends and the

before the end of the year.

Among the officers of Associated Rediffusion are Roland Cillett, pro- fusion. gram director; Captain J. Brownrigg, administrative head; George reportedly been sold to program Lasky, sales and advertising man-contractors in England thus far inager. ABC's executives include Norman Collins; Harry Alan Towers, program director; Richard Meyer, sales and advertising director; Prince Littler, chairman of the company. Granada is headed by "I Lad Three Live" "Company of the company of the com company. Granada is headed by "I Led Three Lives," "Science Fic-Sydney Bernstein; Bob Heller is tion Theater," "Eddie Cantor Theaprogram director; Eddie Pola is in ter," "Mr. District Attorney," "Inner charge of light entertainment pro- Sanctum," "Ozzic and Harriet," the gramming; Victor Peers is execu- Ray Milland show. tive administrator.

Birmingham station during the three program contractors work Sea," "Cisco Kid," Burns and Allen, week. Granada will program the very closely with each other and "Famous Playhouse," "I Am the cal advertisers programming which Manchester outlet on Mondays thru exchange programs where possible, Law," "Kit Carson,"

Fridays. The fourth contractor will | American distributors are selling | FILM SPEC handle the programming for the their series to one of the three con-Birmingham and Manchester sta- tractors for the entire United Kingtions on weekends. The London dom. This contractor, in turn, will station is scheduled to go on the make arrangements with the other air September 23, while the other contractors to use the series. The two outlets plan to do likewise program contractor that has been most active in buying American series to date is Associated Redif-

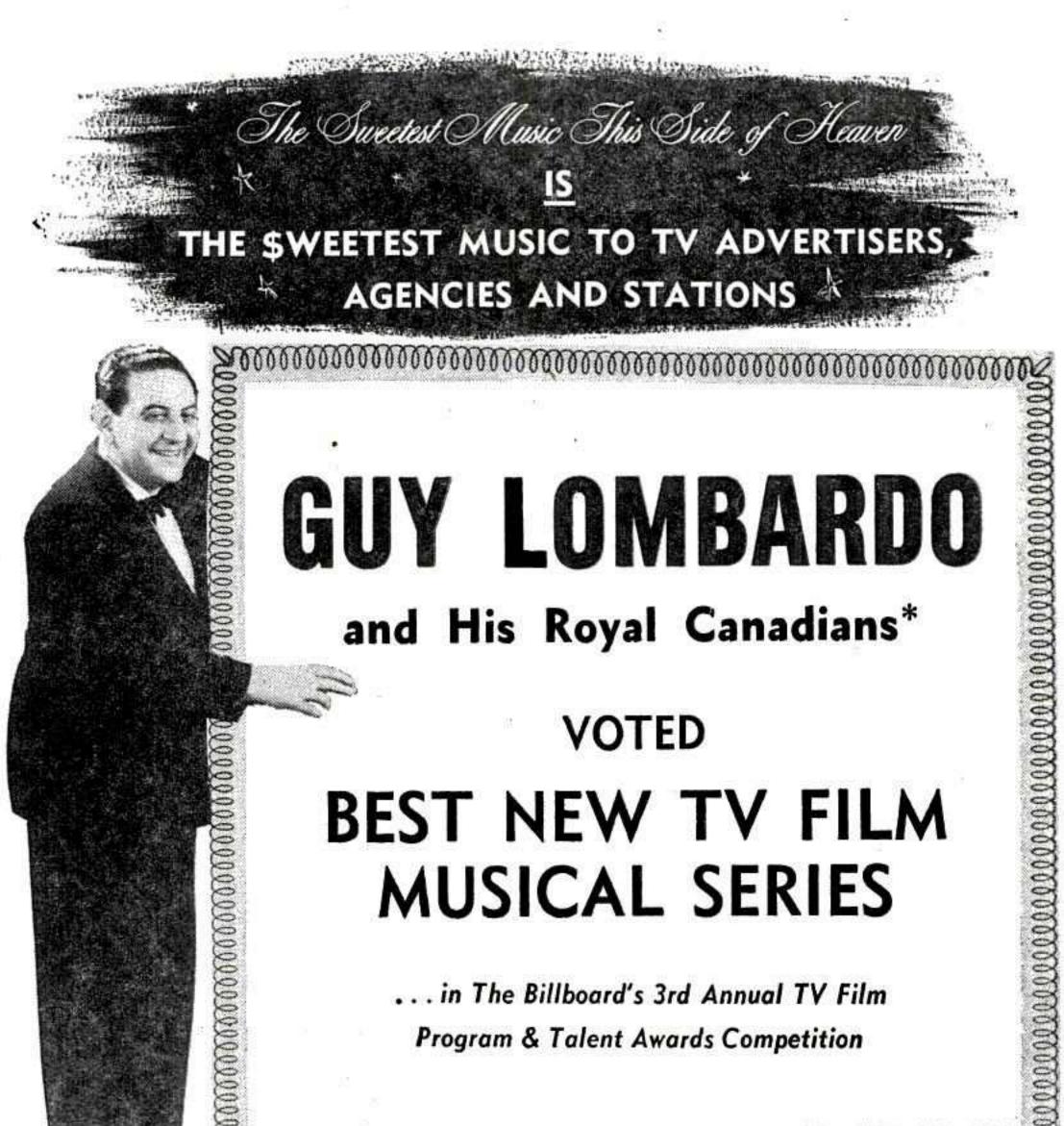
The American shows that have

As a result of the fact that all bought by the BBC are "Victory at The aim of the film syndication

#### **Guild Has New Color** Drama Plan

NEW YORK, Aug. 20.-Now in the planning stage at Guild Films is a limited series of hour dramatic shows in color which would be offered to advertisers as special presentations. Each show is expected to have a budget of about \$175,000 and will use the top names available.

They will be filmed here and abroad and made exclusively for Guild. It is believed they will be Among the shows reportedly ready for the season of 1956-57. and production firm is to offer locan compete with spectaculars.



and His Royal Canadians\*

VOTED

# BEST NEW TV FILM MUSICAL SERIES ... in The Billboard's 3rd Annual TV Film Program & Talent Awards Competition

Returning to ROOSEVELT HOTEL

NEW YORK in the Fall

Producer of Musical Spectacle "ARABIAN NIGHTS" JONES BEACH, N. Y.

Exclusively **DECCA RECORDS** 

\*39 HALF-HOUR FILMS MADE EXPRESSLY FOR TV.!



Syndicated Nationally

A top TV attraction for local or regional sponsorship! On the air and in person, Guy Lombardo is America's Number 1 nusical favorite. Sponsored live this past season by Lincoln Mercury, the Guy Lombardo Show out-rated its nearest competitor by an average 39%. As an extra added attraction each week, a glamorous name recording star will make a guest oppearance.

\*ARB, April, May, June 1955

EXCLUSIVE MANAGEMENT: MUSIC CORPORATION OF AMERICA PUBLICITY: DAVID O. ALBER ASSOCIATES; Gene Shefrin

### Continued from page 16

CINCINNATI ..... 3 STATIONS

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

1. \$64,000 Question, WKRC......57.1 6. Two for the Money, WKRC......25.4 2. Lux Video Theater, WLW-T......34.3 7. I've Got a Secret. WKRC......25.0 3. All Star Baseball Game, WLW-T......27.2 8. What's My Line? WKRC......24.2 4. Best of Groucho, WLW-T......26.4 9. \*Three City Final, WI.W-T .................24.1 

#### LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

EDUALET ORIGINATED FILM SERIES IN MAIN ORDER	
1. Mr/ District Attorney (Mys.), Zir 20.6 WLW-T-W. 9:30-10:00 U. S. Steel Hot	c, 18.5
2. Mayor of the Town (Drama), MCA-TV16.9 WCPO-T. 9:30-10:00 The Search	h. 18.3
3. Racket Squad (Mys.), ABC	r. 16.5
3. I Led Three Lives (Adv.), Ziv14.1 WLW-T-Th. 7:30-8:00	x. 23.2
5. Science Fiction Theater (Drama), Ziv12.8 WI.W-T-S. 10:00-10:30 Million Dollar Mov	c. 18.0
6. Boston Blackie (Mys.), Ziv	d. 11.8
7. D. Fairbanks Presents (Drama), ABC12.4 WI.W-T-T. 9:30-10:00 The Searce	h. 18.3
8. City Detective (Mys.), MCA-TV10.7 WKRC-P, 10:30-11:00	t, 17.5

#### 10. Superman (Adv.), Flamingo...... 9.7 ... WLW-T-M, 6:00-6:30.... Air Force Academy, 2.9 24. Ramar of the Jungle (TPA), 12. Passport to Danger (ABC), WCPO, T-7:30... 9.4 13. I Am the Law (MCA-TV). WKRC, M-10:30... 9.2 WLW-T, S-11:30 a.m. ...... 4.4 27. Wrestling From Hollywood (Paramount), 13. Call the Play (Station Distrib.), WCPO, T-7:00..... 4.1 WLW-T, F-10:15 ...... 9.2 28. Pride of the Family (MCA-TV), 15. Patti Page (Oldsmobile), WKRC, Su-6:00..... 3.9 WKRC, T & Th-10:15..... 8.9 16. Heart of the City (MCA-1V), WKRC, S-9:30, 8.2 28. Greatest Sports Thrills (Winik), 17. Little Rascals (Interstate), WKRC, M to F-6:00...... 7.0 Ramar of the Jungle (TPA), WLW-T, F-6:00, 3.3 18. Lone Wolf (MCA-TV). WKRC. W-10:30... 6.9 32. Liberace (Guild), WCPO, T-6:30...... 3.t 19. Runge Rider (CPS), WI.W-1, Th-6:00..... 6.9 33. Big Fights (Big Fights, Inc.), Eddie Cantor (Ziv), W1.W-T, F-8:30,...... 6.5 WKRC, Th-10:30...... 3.0 21. Life With Father (CBS). WKRC, F-5:30 .... 4.9 34. The Passerby (NTA), WCPO, F-9:45...... 2.3 22. Wild Bill Hickok (Flamingo). 35. Your Star Showcase (TPA), WCPO, F-7:00., 2.0 35. Into the Night (Sterling), WLW-T, S-4:30... 2.0 22. Jimmy Demaret (Award) WKRC, Su-10:15., 4.6 37 Bandstand Revue (Paramount), WKRC, Su-4:30...... 1.5 24. Wild Bill Hickok (Flamingo), WKRC, Su-12:30 ..... 4.4 38. This Is the Life (Westheimer & Block), WCPO. Su-10:00 a.m. ..... 0.7 24. †Soldiers of Fortune (Senv-Up), 39. James Mason (NTA), WCPO, S-7:00 a.m. ... 0.3

#### SYNDICATED FILM MAN

### Seen Big Winner in SAG-Producer Tussle

primary winner in the new SAC-TV 35 per cent (none); third run-30 film producer contract signed this (25); fourth run-25 (25); fifth runweek after a 10-day strike is the 25 (25); sixth run-25 (25). Minisyndicated film maker.

happy with the pact, and the SAG per week. terms it a "good deal" because the principle of payment on second run has been established, it's the syndicated producer who is the most enthusiastic, with many feeling that the new contract is actually better than the old, despite the 35 per cent second-run bite.

The reason, of course, is that under the new contract there is no payment for a run until it has been on the air at least six months or in a minimum of 70 markets. Further, 13 re-runs are allowed in a series of 39 (this does not apply to net shows), so that 39 films actually constitute 52 air times on a first

Additionally, the five-year term of the contract is a boon to all producers since it permits them to plan ahead for a considerable period of

On the other side of the ledger, Calc the pact prohibits advance buyout of residuals (because of certain) abuses which had crept into the practice) for all players hired by the day and for others making up complex accounting system proa result, get even more complex.

Total residual pay is upped from 100 to 140 per cent of minimum. broken down as follows (old fig-

#### **NIELSEN TOP 10** TV WEB SHOWS

(2 weeks ending July 23, 1955)

\*Indicates Film

Show & Web \$64,000 Question, CB5 .... 13,423 Toust of the Town, CBS ... 9,967 \*Disneyland, ABC ...... I us Video Theater, NBC .. \*Dateline Disneyland, A8C . 9.051 I've Got a Secret, CBS .... \*Dragnet, NBC ..... \*Ford Theater, NBC ...... 8,442 \*Undercurrent, CBS Robert Montgomery, NBC . 8,281



Main office and studios in Hutchinson

office and studio in Wichita (Hotel Las-

sen). Howard O. Peterson. Gen. Mgs

HOLLYWOOD, Aug. 20.-The ures in parentheses): Second runmum was raised from \$70 to \$80 Altho producers in general are per day and from \$250 to \$285

> A surprising amount of opposition developed within the SAG, approximately 30 per cent of the members voting against it at a meeting here Tuesday (16). Final mail ballot is expected to show approval by a safe margin, however.

United front put on by producers during talks is expected to help them considerably in future negotiations. First of these will be with 18 IATSE unions in October. Unions are demanding 15 to 20 per cent pay increase, residual pay to certain groups, and the reduction of the six-day week to five days. The last point will almost certainly be the original one.

# Jeiz Promotion

NEW YORK, Aug. 20.-Screen Gems, which will have eight nato double the minimum rate. The tionally sponsored shows on the air this coming season, is launching a ducers are forced to keep will, as contest that will see prizes awarded to station program directors who do the best job of locally promoting a nationally sponsored Screen Cems show.

> The move is designed, in effect, to give Screen Cems' national bankrollers greater local audience promotion to supplement that provided nationally by the networks, in the case of the network stanzas, and by Screen Gems, in the case of the nationally spot-booked pro-

> The contest, which gets underway October 1, was planned by Henry S. White, Screen Gems' director of advertising. Winners will be selected from the ranks of the station program directors who do the best audience promotion job on any one of the Screen Gems' shows during the 13-week period starting October 2. First prize winner will be given a 13-day midwinter Caribbean cruise for two. Other prizes include projectors and screens, hi-fi systems, air conditioners, deep freezers, cameras and

gold wrist watches. The eight nationally sponsored Screen Gems shows are: "Rin Tin Tin." "Captain Midnight." "Falstaff Celebrity Playhouse," "Ford Theater." "Father Knows Best," The Patti Page Show, "Damon Runyon Theater" and "Tales of the Texas Rangers."

#### Craftsmen Moves 'Fights'

NEW YORK, Aug. 20.-Craftsmen Films has moved its "Greatest Fights of the Century into 20 markets in the two weeks the package has been available from the

syndicator. Latest stations to buy the sports CKLW-TV. Windsor-Detroit.

top fights in the history of the

(July, 1955)

\*Indicates Film

Rank Show & Web  1. \$64,000 Question, CB	Rating
1. \$64,000 Question, CB	1535
2. Toast of the Town, C	BS34.6
3. *Dragnet, NBC	
4. This Is Your Life. N	BC28 (
5. *Best of Groucho, NE	K 26.5
6. Lux Video Theater, ?	VBC 26.
7. I've Got a Secret, Cl	
8. Two for the Money.	CBS 257
9. *Ford Theater, NBC	71
10. Godfrey's Talent Sco	ots CRS 21
11. *G. E. Theater, CBS	
11. Robert Montgomery.	NRC 22
13. *Burns and Allen, CB	5 22
14. *Disneyland, ABC	23
15. What's My Line? CB	5 71
16. America's	3
Greatest Bands, Cl	95 21.
16. Godfrey and His Frie	ade CRS 21
18. *Four Star Playhouse.	CDS 70
18. TV Playhouse, NBC	20
20. *Millionaire, CBS	***********
zo. Simionalie, CBS	

# **NBC May Offer Color Jungle**

CHICAGO, Aug. 20.—Plans that Parade's" Marlin Perkins, Jim Hurl- built around his talents. but and Don Meier are now shooting in Africa, WNBQ-TV said it

wildlife to be used as part of a show has been building its audiseries on "Zoo Parade." Perkins has ence, it does not yet rank among selected four locations. Kruger National Park, Praetoria Zoo, Tel Aviv Biblical Zoo and the Sweetwaters Game Preserve, where the rare white rhinoceros still exists. A good hint on what may be expected can be seen on NBC-TV's "Today" show, as Perkins has been sending back film clips of his exploits.

# RR-GK Expands Com'cial Dept.

proximately \$400,000 since its for- as well.
Ination four months ago, with es- The series, which was taken on of \$1 million.

New York at 521 Fifth Avenue, Southeast markets. Russ Raycroft, former TV-radio Also this week, CBS Film sold v.-p. at Robert W. Orr Associates, its bundles of 52 "Range Rider" RR-GK and will be in charge.

will be headed by Burton Neu-period. berger, who is resigning as national sales manager of Kling to take the

Clients signed by RR-GK so far show are WOR-TV, here, and this year are Regal Pale. Dodge, Colgate-Palmolive, Chrysler, Lever The show features some of the Bros., Carnation, Chevrolet, International Harvester, Lucrene Milk, Ceritol, and Nash-American Motors.

### **Auto Spending at New High**

Continued from page 2

ences of these giants of industry? thousand, Generally speaking, their main enperiods of the evening.

cludes the top names in show busi- spend astronomical sums for specness. Bob Hope, Betty Hutton, taculars, and their talent, and to Jackie Gleason, Fred Coe and Max be sure they could find buyers. Liebman work for General Motors. And it has enabled the American Ford uses Ed Sullivan and two public to benefit immeasurably bebig shows which should be replete | cause of the kind of entertainment with names. Chrysler has Groucho they are now getting - Broadway Marx, Danny Thomas, Jack Benny plays, top comedians, and, in the and a Hollywood hour drama con- future, top motion picture product. taining some of the top stars in the movie capital.

The automotive companies usually do not buy on a cost-perthousand basis. They are interested in attractions that compel Consequently Jackie Gleason will Live Shows be getting between \$65,000 and \$75,000 per half-hour program from Buick Motors, the top price a jungle spectacular may hit the for a show of 30 minutes dura-NBC-TV network this fall were tion. And General Motors is also hinted here this week by WNBQ- paying Bob Hope an estimated TV. Using the color footage, "Zoo \$200,000 to package an hour show

Dodge Differs

One of the few motor companies was possible that a one-and-one- to specialize in cost-per-thousand half-hour color spectacular might is Dodge. Its "Break the Bank" is be produced this fall for NBC-TV. a show whose cost is minimal com-Perkins and his crew have been in pared with the sums other com-Africa since the latter part of July panies are spending, and its rating African jaunt is to film African much higher tab, and altho the

# **CBS-TV Gets** 2 'Silver' Sales

NEW YORK, Aug. 20.-CBS-TV Film Sales has come up with the makings of two more regional deals for its new first-run property, "Long John Silver,"

Dean's Milk has bought the show for four Midwest markets and is currently considering adding some eight more markets to its HOLLYWOOD, Aug. 20. - Ex- line-up for the show. The stanza pansion of the Roland Reed-Gross was also sold this week to See-It-Krasne commercial division will take Pop and Redi-Magic, who will coplace early in September as a re-sponsor the show in Los Angeles sult of mounting billings from ad- and San Francisco, and probably vertisers. Company has grossed ap- some additional West Coast ones

timated total gross for the 1955-56 by CBS Film Sales for distribution season ranging in the neighborhood a few weeks ago, was sold by the firm a week or so after its acquisi-Firm is opening new offices in tion to Lay's Potato Chips for 22

is being made a vice-president of and 52 Gene Autry episodes to WBEN-TV, Buffalo, and WFIL-Chicago office is being estab- TV. Philadelphia, for a cross-thelished in the Heart Building and board slottings over an 18-month

What are the program prefer- the leaders in low cost per-

These companies spend an estideavor is to overwhelm the view- mated 20 to 30 per cent of their ers of the nation with blockbuster advertising budgets for nighttime presentations which compel view- network TV. Their expenditures ing. They are the leading clients have enabled the webs to become for NBC-TV's spectaculars, for relatively free of the important ra-CBS-TV's specials, and for ABC- dio advertisers-the tobacco com-TV's "Disneyland." They are inter- panies and the soap companiesested in the all-family audiences in nighttime TV. It was thought which tune in at the prime time that they would play the same role in TV.

The roster of their talent in- It has enabled the networks to

# Viewers Like

NEW YORK, Aug. 20.-A survey made by Trendex clearly indicates that televiewers prefer live programming over film. Of the viewers polled, 15.6 prefer live shows, 6.0 liked film, and 42.2 had no preference. The two most important reasons for their taste for live programming was that its picture was clearer and that it was more realistic.

The majority of people liking film had no clear reason for their preference, tho many referred to and won't return until early Oc- is comparatively substantial. But better scenery as responsible for in also sponsoring name comedian their viewing of film. The survey The primary purpose for the Danny Thomas. Dodge picks up a also showed that 70.8 per cent could correctly identify whether a program was live or film, and that only 19.5 did not know, and 9.7 were incorrect as to their identiti-

# TRENDEX

(August 1-7, 1955)

*Indicates Film	
Rank Show & Web	Ruting
1. \$64,000 Question. CB5	25 4
2. I've Got a Secret, CBS	18.9
3. Toast of the Town. CBS	17.1
4. Two for the Money, CBS	16.8
5. *G. E. Theater, CBS	16.7
6. Robert Montgomery, NBC	16.5
7. What's My Line? CBS	15.5
8. Godfrey's Talent Scouts. CBS	15.0
9. Lux Video Theater, NBC	
10. *Ford Theater, NBC	14.6



TV COMICS: WRITERS: PRODUCERS: Billy Glason's FUN-MASTER GAG FILES.

The Original & Only PROFESSIONAL Comedy Material Service! "We service the Stars!" \$1.05 ea. (in sequence). First 13 for \$7—ALL 35 issues for \$25.
Terrific for all branches of theatricals and home-talent production "Humor-Dor for Emcees" ....\$100 • 4 Blackout Bks., per bk. .......\$25 • "Minstrel Budget" ................\$25 • 3 Bks. Parodies, per bk. ................................\$10 • "How to Master the Ceremonies" \$3 • "Blue Book, #1/\$50; #2 \$35. Both .........\$75 • "THE COMEDIAN," monthly service, \$15 pr. yr. to those who have all 35 files. • GIANT CLASSIFIED ENCYCLOPEDIA, 2 diff. editions, 6 vols., ea. \$300 per edition.
• WE TEACH EMCEEING and COMEDY! • NO C.O.D.'s.

BILLY GLASON, 200 W. 54TH ST., N.Y.C. 19, N. Y. DEPT. BB CIRCLE 7-1130

#### NIGHT CLUB

# Beverly Hilton Acts Vie With Decor

By BOB SPIELMAN

Acts in the Beverly Hilton's Bali Room are going to be in competition with the room itself, and it may not be easy. Conrad Hilton has unveiled the plushest nitery outside Las Vegas, and it may take a special kind of performer to take the customers' eyes off the surroundings and onto the stage.

Will Jordan, in a semi-revue called "Boast of the Town," does a journeyman-like job as a comic and emsee, but didn't come up to the heights of his last Sunset Strip stint. His Ed Sullivan routine has grown out of its novel infancy, and it seems time for a change.

French import Gilbert Becaud is only moderately successful as a vocalist but does better when he accompanies himself on the piano. British ventriloquist Arthur Wors-

Mr. Ballantine Palace Theater, New York

The Palace press blurb says that Mr. Ballantine's "sharp satire of magicians is skyrocketing him to the top among the star comics.' This is an interesting observation, because in this reviewer's book, Mr. Ballantine has long been one of the funniest, horrible magicians around Roy Hamilton these parts. Currently, he is living Basin Street, New York up to every minute of that opinion. The bill's next-to-closing seg is "class" rhythm and blues package, once more a sock act.

week's hiatus for a package show, band, featuring Ella Johnson. Hamis solidly on the eight-act vaude ilton, whose big baritone voicings beam. The Three Jets, Negro male have established him as a big pop strong. Stuff they use is nearly tapping trio, get the proceedings off seller on Epic, as well as an r.&b. all special material, such as "San to a solid start. Those excellent entity, made an excellent appear- Fernando Hideaway, marionette artists, Martin and Flor- ance and pleased the crowd with Hernando seem rather pale by enz, contribute their topflight pup- recaps of his broadly phrased hits, comparison. peteering, altho they feature a new including "I Believe." However, canine stooge who is a rank neither the mike set-up nor the by Cross, who portrays George M.

Cedrone and Damian Mitchell, tall warbler to best advantage. whom this reporter has applauded heftily in niteries, con- registered neatly with their Mertribute their vagaries which set a cury disk clicks, and for the jazz Hildegarde Palace audience to taking mental fans who may have straggled in, nip-ups. Before the week is out there was a special treat via the the customers will likely discover Milt Hinton trio, featuring the in years without her alter ego,

novelty finale.

over-arranged, but nonetheless drums and Al Williams at the keyvirtuoso performance on the har- board. The latter, a newcomer making fun. monica. This is good stuff, but it locally, impressed as a broad jazz seems that a prolonged stanza of talent. "Murder on Tenth Avenue" overcalls musical savvy on the part of a Palace audience. The Three Renowns, adagio burlesquers, are sock as usual. The Texans, man and wife team, provide a rope-spinning and bull-whip snapping

For one reason or another, the Three Galenes, male mambo stepping trio, are back in the house. This reporter wonders why.

Francis.

The Vagabonds Hotel Sahara, Las Vegas

One of the funniest acts to play Las Vegas returns this week to the Congo Room of Hotel Sahara, when the Vagabonds, backed up by ample variety talent, provide one of the Strip's top attractions.

The Vagabonds, with rare comedy talent, bring in a few new numbers and give out with some old standbys, to maintain their position as the top act of its type to play Las Vegas.

Backing up the main attraction in second spot is fiddler Maria Neglia, who can make her violin do everything but handsprings. She draws top applause of the

Back after many years' absence is funnyman Chaz Chase, who by now has found a few new things to devour in his unique and entertaining routine.

The opening act is Condos and Brandow, a pair of song-and-dance men with a good routine and talent

Chorus numbers are by the Sa-Harem dancers. Music is by Cee Davidson and his ork.

ley is clever, but in trying to foist the same routine that he did on the "Colgate Variety Hour" onto a highly sophisticated audience he lost much of the sparkle. The dance team of Augie and Margo got good reception.

When it comes to impersonations, Jordan is still top man in the business, and he gave the act a new wrinkle by doing the "walks" of Marlon Brando, Liberace, et al.

Basically it's a room for big shows. The stage is a prosceniumtype, jutting out into the audience, thereby affording an unobstructed view from all angles. The one drawback is that a performer is faced with the problem of having about a third of the crowd directly formance is the pleasant warbling to his sides and rear.

The Empire Eight, a dance act imported from the Palmer House in Chicago, occupied the spotlight for her bread and butter. for two numbers. The six gals and two guys went over well, and it's likely that this kind of thing is more suited for the house than the intimate-type show.

Bernard Hilda ork provides top accompaniment and danceable music.

This nitery has booked in a Roy Hamilton-a repeater-and the material fits the pair well. Elsewhere, the agenda, after a clean-cut, swinging Buddy Johnson height of the room presented the Cohan, Sir Harry Lauder and

The Johnsons, brother and sister, leader's remarkable string bass Anna Sosenko, the incomparable Stan Fisher offers a somewhat soloing, with Osie Johnson on

Simon.

Spike Jones Riviera Hotel, Las Vegas

fill a brand-new role this week as the pewsitters in the palm of her a replacement act. But that is hand, as she offers a varied routine about the only new thing that can of songs, some familiar, some be said about the Musical Insan- strictly novelty. ities of 1955 in the Riviera Hotel's Clover Room.

booked with Edith Piaf. She was younger than ever. Weinberg. canceled and replaced with Kathryn Grayson. When the latter became ill, the Spike Jones aggrega- Chicago Theater, Chicago tion was enticed into filling the

#### BROADWAY SHOWLOG

Performances Thru August 20, 1955

DRAMAS	
Anniversary Waltz 4- 7, '54	573
Bus Stop 3- 2, '55	197
Cat on a Hot Tin Roof. 3-24, '55	171
Inherit the Wind 4-21, '55	140
Lunatics and Lovers12-12, '54	288
The Bad Seed12- 8, '54	292
The Teahouse of the August Moon10-15, '54	775
Witness for the Prosecution12-16, '54	284
MUSICALS	
Ankles Aweigh 4-10, 155	144

Ankles Aweigh 4-10, '55	144
Arabian Nights 6-23, '55	62
Damn Yankees 5- 5, '55	124
Fanny	332
Pajama Game 5-13, '54	526
Plain and Fancy 1-27, '55	236
Silk Stockings 2-24, '55	203
The Boy Friend 9-30, '54	372
RECESSING	

such slapstick since the silent

movies of Mack Sennett. Only serious note of the perof Helen (Mrs. Spike) Grayco, who is the only member of the cast not required to make outlandish noises

Brief and subdued numbers are performed by the chorus line, while ordinary music is provided by Ray Sinatra and his ork.

Oncken.

Cross and Dunn

Mocambo, Hollywood

The old vaude team of Cross (Alan) and Dunn (Henry) can still stir up an enjoyable passel of entertainment, and the Sunset Strip ringsiders gave them a warm re-ception. Slightly blue updated

Dunn's voice remains full and clear in solos, and, in harmonies with Cross, the duo comes out " which makes

Nice touch of nostalgia is added other greats of the vaude age. Spielman.

Hotel Radisson, Minneapolis

Out alone for the the first time

Hildegarde, entertaining both the audience and herself, having fun,

Ably accompanied by pianist Martin Fried, Hildegarde sings, jokes, plays the piano, kids the customers, distributes roses-keeps busy every minute of the nearly full hour she's on stage with her Spike Jones and His City Slickers | Steinway. Her showmanship has

There's no question this Hildegarde will go on and on, looking The current date was originally and singing and merrymaking

Howard Miller

coonskin cap and buckskin shorts five rows back in the audience. The City Slickers are living to set the mood for a successful Della Reese, a little harsh with petition made the grade. club audiences, who haven't seen and proving popular with the Plenty of power in her voice.

LEGIT

### Cast Superb, But 'Skin' Still Belabors Obvious

By BOB FRANCIS

Be it understood at the start, that this reviewer was not one of the hat-tossers, when Thornton Wilder's "Skin of Our Teeth" was unveiled at the Plymouth Theater back in 1942. It was tagged with such adjectives as "provacative," "brilliant" and "profound." In fact, so hysterical were some of the encomiums, that your correspondent began to wonder whether he had sat in on the same play.

Now he has seen it again, the version which was sent to Paris this summer as part of our "Salute to France" program, and currently on limited-run view at the ANTA Theater. The verdict is the same. Wilder's parable anent the indestructability of the human race is her career; the frenzied Afro-Cuban still a hodgepodge combination of symbolism, pseudo-philosophy and marathon, another up-tempo in farcial whimsey, hooked-up for a three-act span to belabor the

its ardent, drum-beating admirers. Robert Whitehead has provided it in command of her turn all the with a brilliant foursome of stars, way, with deft touches of added and Alan Schneider has staged it appeal in her stage mannerisms. for the best of whatever Wilder's The Dassies, ace tumblers, and scripting may be worth. Even in a puerile play, an evening with such players as Helen Hayes, Mary Martin, Florence Reed and George Abbott is bound to be rewarding.

As Tallulah Bankhead did in the original production, Miss Martin carries off major honors. When she plays the sultry eternal temptress in her own particular style, she makes Wilder's lines sound even witty. Where "Teeth" is concerned, that takes a real performer.

Since Miss Hayes never gives a bad performance, it is to be expected that she would put her own special stamp on Mr. Mankind's indomitable helpmate. She, too, does far better by Wilder than he deserves.

Windy City young set, got a hot reception and drew big hands on "Ain't That a Shame" and "Unchained Melody."

Lenny Dee teamed up with his organ to let loose the boogie woogie, throwing in lyrics and jokes that caught on well. Dee had good timing, drawing applause all the way.

The Hi-Lo's Quartet, leading of the show, blended well with Louis Basil and the orchestra on "Jeepers Creepers," "Georgia," and their "Rock Around the Clock" special The boys showed they could rock away with the music, too.

Felicia Sanders, good to be seen, as well as heard, did a torchy \$30,000 but above \$10,000, only "Blue Star" and "Dancing in the about a third of the post-freeze Dark." Gal was most convincing on VHF's made out in competition the "Blue Star" number.

Howard Miller turned up in a when he "shed tears" that landed a third made a profit, while two

proof that pure corn is still ac- record star variety show. Pat the soft notes, sang "In the Still ceptable to discriminating night Boone, showing a lot of bounce of the Night," for her feature.

Mr. Abbott, turned back to acting after long years of directorial chores, is admirable as the philosophically snowed-under prototype of human durability. Miss Reed again is properly omnicient as a sort of latter-day Cassandra, the role she created in the original version.

Peggy Lee Ciro's, Hollywood

The pear shaped tones of song subletly exuded by thrush Peggy Lee have long spelled top box office. Her stand her is no different than her previous runs, and should prove to be an equal financial success. Essentially Miss Lee essays the same tunes that have dotted beat of "Lover" performed a la "Just One of Those Things," the tender tones of "The Touch of Your Lips" and the sofe-pedaled Doubtless, this revival will have "Learning the Blues," the latter a new entry in her repertoire. She's Hal Loman, dancer, warm up the Friedman. boards.

> Charlivels, Kenneth Spencer China Theater, Stockholm, Sweden

The three Charlivels, in their hectic melange of music; hokum Kenneth Spencer, popular Ameri-can bass singer, and Rene Strange, nifty (English) fem puppet manipu-lator, features on the final bill of the season.

Other good acts are the Impero Brothers, equilibrists; Danya and Alvares, dance team; Cycasso, rapid sketcher; Du Marte and Denzar, "flying skeletons" novelty dance; Eterno, magic-telepathy; Albenez, Spanish dancers; Mogens Ellegard, accordionist, and three Skating Ryles, fem roller-skaters. Eckert-Lundin produces the show and conducts the China pit band. Wolfram.

#### Post-Freeze

• Continued from page 2

UHF's making less than \$20,000 a month, only three out of 40 without network programming got by.

On the competition front, the survey lists 44 of the 143 VHF's competing with two or more stations in their area, 55 with one, and 44 with no competition. To stations taking in over \$30,000 a month, competition held no fears. Under with two or more rivals, while 80 Yonley, musical clown, capered per cent of this revenue group for laughs with midget violins, stayed healthy when there was no clarinet, tamburine, and a whole competition. Among 73 UHF's who bag full of props. Got top response had to face VHF rivalry, less than

Revenue varies in close ratio to the size of the community, according to the survey. Out of 43 VHF's in cities of 175,000 or over, 37 hit a monthly revenue of \$30,000 or more. Getting down to communities of less than 75,000, only 13 out of 64 stations got into the higher revenue brackets. In addition, the communities of less than 75,000 population accounted for 21 out of the 41 VHF's continuously in the red.

#### DRAMATIC & MUSICAL ROUTES

Bus Stop: Central City, Colo. Can-Can: (Shubert) Chicago. Day by the Sea: (Huntington Hartford)
Los Angeles.
D'Oyly Cart Opera Company: (Bilimore)

Los Angeles. King and I: (National) Washington. Pajama Game: (Curran) San Francisco. Solid Gold Cadillac: (Lyceum) Minne-apolis 23-25; (College) Madison, Wis., 25-

LEGIT

# 'Day by Sea' Not Exactly a Picnic

By BOB SPIELMAN

interest into what is a pretty bar- tain climber. ren vehicle. It debuted this week ater in Hollywood.

by the sea and then waits for some- learn more about them, but the characters in a struggling play.

N. C. Hunter's British play, "A on. There is a British diplomat who Day by the Sea," about what a is throwing his life away in a mad dirty trick life is, sputters, back- scramble for success, his old sweetfires and shakes like a Model T but heart who is seeking escape in pronever manages to get rolling, even miscuous love, an alcoholic doctor, tho it is undoubtedly endowed with a frustrated middle-aged governess, a particularly fine cast. The players the diplomat's mother and an old manage to inject a fair amount of man who had once been a moun-

thing to happen. The wait is still effect is more like watching a tea party than a play. There are some flashes of fine

humor and some genuinely dramatic moments but they stand out like peaks above a desert consisting of absurd platitudes cloaked as profundities. Hunter does not seem to share the general British talent for subtlety and understatement.

Plaudits go to Croyn, Jessica Hume Cronyn, as the diplomat, Tandy, Dennis King, Aline Macat the Huntington Hartford The- says at the end, "There is no end." Mahon, Halliwell Hobbes, Megs There is no beginning or middle Jenkins, Leo Britt, Veronica Cole, The playwright throws a number either. Basically, neither characters John W. Austin and Barclay Hodges of characters together in a house nor events undergo a change. We for superb portrayals of struggling Teahouse of the August Moon: (Fair) Dale

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

# Col. Moves Ahead With Club Plan, Bolsters Dealer Pitch

#### Label Vetoes Deals Offered By 'Hustlers'

By BILL SIMON

NEW YORK, Aug. 20.-Earlier this week, before most of the Columbia Record Club presentations were delivered to dealers (The Billboard, August 20), the record company already was hard at work revising its advertising copy to strengthen the "enroll thru your dealer" angle, and to insure generally the dealers' stake in the Club plan.

Altho diskery executives reported that preparatory discussions had been held with representative dealers several months back, the dramatic introduction of the plan apparently caught the great mass of retailers flat-footed, and initial reactions may best be described as "mixed," tho the mixture included many of a violent nature.

As the week progressed, initial emotional reactions showed signs of abating in favor of a "wait and see" attitude. In a number of markets, dealers were organizing meetings to combat the Club, but in many sectors, as diskery and distributor representatives were able to parry dealer doubts first hand, the tide appeared to be changing. It remained to be seen what effect the national consumer ads, breaking this Sunday (21) would have on the holdouts, and whether or not these dealers would turn away customers who appeared at their stores with subscription coupons on Monday morning.

Altho a number of the more antagonistic dealers have even gone so far as to cancel their Columbia orders, another group of dealers, including some opposed in (Continued on page 55)

# Form Record **Automat Firm**

HOLLYWOOD, Aug. 20.-Formation of Record Automat, Inc., and completion of the firm's first location test of its disk vending machine was disclosed this week by Glenn Becker, president of the company.

While firm marketing plans have as yet not been formulated, Becker averred the likelihood existed that established rack jobbers in metropolitan cities would eventually be franchised to handle the machine. Equipment would be leased, rather than sold.

Firm's machine is designed to hold 48 45 r.p.m. records of 15 selections, or a total of 720 records. Unit will have no phono playing equipment and, according to Becker, will sell only the top 15

Machine was tested here last week at a suburban supermarket, with future plans calling for tests in industrial locations.

# Film Deal for Eddie Fisher?

HOLLYWOOD, Aug. 20.-Negotiations that might possibly lead to the motion picture debut of singer Eddie Fisher have been conducted here, it was learned this week, with Milton Blackstone, Fisher's personal manager; Music Corporation of America execs and Columbia Pictures' Producer Jerry

Wald huddling. Columbia allegedly wants Fisher to star in a musical version of "Mr. Deeds Goes to Town," 1936 production which starred Cary Cooper.

#### CATCH ERROR IN AD COPY

NEW YORK, Aug. 20.-Columbia's ad agency sent out the full-page plates on its club program to the 40 large city newspapers for insertion Sunday (21). Late this week somebody reread the fine print and discovered the membership coupon return address was not right. It was immediately changed to read "Take or Mail This Coupon to Your Columbia Records Dealer, or if there is none near you mail direct to . . . etc. Every paper could make the change except, unfortunately, The Chicago Tribune. Same thing happened to the radio spots which have now been changed to emphasize desirability of the member filing the application thru his record dealer.

#### Tubb Limiting P.A.'s to 3 in Spring, Fall

NASHVILLE, Aug. 20.—Folk artist Ernest Tubb will limit p.a. tours to three in the spring and three in the fall during 1956, it chandise. was anounced here this week by Tubb's manager, Gabe Tucker. Two of the spring tours are already noted, was keyed to this philososet, Tucker said.

that Tubb may devote more time ing new customers for dealers. As to his Ernest Tubb Music, Inc., and other Tubb business ventures pointed to the label's Personal Muin Nashville. Tucker, who recently sic Service plan (The Billboard, closed a deal to represent the pub- June 11). lishing firm here, said that more exploitation will be done on published material in the company catalog and that plans are being made to broaden the catalog.

#### **GOODY TO CASH** IN ON COLUMBIA DISK CLUB PLAN

NEW YORK, Aug. 20. -Sam Goody may have worked out a neat way to collect some extra sales dividends on Columbia's new record club plan. He is mapping out a special advertising campaign, whereby a prospective Columbia club member will receive an extra free LP if he sends in his enrollment coupon to Goody rather than mailing it to Columbia or a local dealer.

Goody is going ahead with a regular co-op ad schedule set-up with Columbia on the record club, but at the same time he plans to augment the co-op space with his own special ads (placed a few days after the co-ops), offering mail-members the extra LP premium (any LP of their choice up to \$5.95 list price on any label.) The copy will probably stress the fact that by enrolling thru Goody, members will receive two free LP's-Goody's and the regular premium platter offered by Columbia.

Goody regards the promotion as virtually self-liquidating since the 20 per cent he will collect from Columbia on each member's purchases will enable him to break even on the giveaway if the customer only buys the club's minimum sales requirements of four albums. Anything over will be gravy. At the same time, of course, Goody will be building up a tremendous new mailing list-a factor which probably figures as a more powerful incentive to him than the 20 per cent commission.

#### Victor Voices Opposition to Club Principle

NEW YORK, Aug. 20.-Major record manufacturers other than Columbia this week indicated that they had no intention of entering the mail order record club field, and that they would adhere closely to the normal dealer-distributor structure. RCA Victor was most "take its gloves off and fight Columbia all along the line, page for page and dollar for dollar." Larry Kanaga, RCA Victor vice-president and record operations manager, stated that in his opinion the Columbia plan was not in the best interests of dealers. Victor's attitude is that the dealer will be undercut pricewise by Columbia. "You must sell to dealers, or sell direct-you cannot do both," it was

Earlier in the week Manie Sacks, vice-president and general manager of the RCA Victor Record Division, issued a statement that the label would not start its own record club; that it plans to strengthen the existing dealer organization; that the best way to do this is thru aggressive dealers with competitively priced quality mer-

New Customers

The Victor price slash, Sacks phy. He added that Victor's efforts The tours are being limited so would be channeled toward findan example of this activity he

According to Kanaga, 20 per (Continued on page 55)

# **Capitol Signs Judy Garland**

HOLLYWOOD, Aug. 20.-Capitol Records continued its talent signing spree this week, inking veteran singer Judy Garland to a recording contract. Pact, announced by artist and repertoire topper Alan Livingston, calls for Miss Garland to etch albums only.

Capitol has already scheduled Miss Garland's first album, titled "Miss Show Business," and will coordinate the release of it with the singer's 90-minute color telecast for the "Ford Star Jubilee" via CBS network on September 24. Album will include 16 songs associated with Miss Garland thruout her career. She most recently was under contract to Columbia Records, and last appeared in "A Star Is Born."

At the same time, Livingston disclosed other contracts had been signed with pop artist Bob Roubian, and with three country and western artists: Ray Parks, Gloria Henson and Freddy Frank.

#### Hy Grill Now Pop A&R Exec With King Co.

NEW YORK, Aug. 20.-Hy Crill has become associated with King Records as artist and repertoire exec, artist and talent scout. He will function primarily in the pop

Grill was with Decca Records for approximately 15 years, and was at RCA Victor, reporting to Dave Kapp when the latter headed up the pop a.&r. department several years ago. He has also been with Leeds Music.

Crill will operate out of King's New York office.

**EDITORIAL** 

#### No Cause for Alarm

The Billboard as an entertainment business paper, is vitally interested in maintaining the health of certain primary markets with substantial buying power. One of the most important of these is the retail music-record market-composed of established record dealers who represent an annual dollar volume of \$100,000,000 for manufacturers and distributors.

Altho The Billboard is constantly searching for methods to help broaden the base of consumer sales, we would be opposed to any program dedicated to the weakening of the present retail dealer structure. This stand of The Billboard is an obvious one-but we re-state it because of its significance in relation to The Billboard's convictions about Columbia's LP Record

Club Plan.

To Expand Sales Thru Dealers We are aware-just as the dealer is-that this is a bold, competitive move by the label to increase its own volume. But we are also convinced that it is the dedicated intention of the present Columbia management, thru the LP Record Club Planto expand the total sale of ALL records THRU THE ESTAB-LISHED RETAIL DEALER. In evaluating such a major departure as the Columbia plan, it is impossible to forecast all potential developments. Thus, it becomes necessary to evaluate the men behind the move; their motives, intentions and their sincerity-for somewhere along the line faith must supplement

But facts also supplement faith. In this regard it may be pointed out that it does not make sense for Columbia to damage the present dealer-distributor in order to gain a foothold in the mail order business. According to the most optimistic estimates, the mail order business is figured as comprising 15 per cent of the total LP dollar volume. Most executives place the figure at considerably less. Mr. Dealer, ask it of yourself: Is there any rhyme or reason for the Columbia management to cripple itself at the dealer level because it wishes to gain a stake in the mailorder field? The answer is No! The stakes are immeasurably larger in the retail field and it is foolhardy to think that Columbia will jeopardize its status therein.

By the time the dealer reads this, Columbia's first newspaper ad barrage will be history. Let's take a look at some of the most

vital questions:

the record industry?

Effect of "Armchair" Record Buying The immediate reaction is that armchair buying will hurt store traffic and store buying plenty. However, such does not seem to have been the case in the book industry which has been subject to highly competitive mail order clubs for many years. The unit volume of books sold thru regular retail stores is greater now than ever in its history (dollar volume is much, much greater). Leaders in this industry say that other factors are significant in this growth, but that the tremendous advertising and promotion conducted by the book mail-order clubs has created a large reading public; a public not content with accepting books selected for them by clubs; a public that is going into the stores in greater numbers. Drop in on one or two of your town's better book dealers. We believe they will confirm this. Doesn't it appear logical that such a pattern will develop in

Dealers Giving Lists Away? Any regular customer or non-customer that a dealer signs up for the Columbia Club IS sent to Columbia headquarters. This does not necessarily mean a dealer's complete mailing list. Furthermore, thru the monthly reporting plan the dealer does not lose control of what his customer members are doing. Many feel that Columbia is going to eventually "run off" with the dealer's list and leave him high and dry. The Billboard doesn't think so.

What Revenue Can Dealer Expect? Based upon the advice of their mail-order experts, Columbia says that the average annual purchase per member is six selections; if three are \$3.95 items and 3 are \$4.98 items, that is \$26.79 per member annually. Twenty per cent commission on this is \$5.35. Thus 100 members would produce \$535.00 per year on this basis. The figures seem optimistic. Of course, the dealer who aggressively builds and maintains an active list of club members will naturally invest money to do it. Nevertheless, there are profit opportunities in the plan for dealers.

What About the Bonus Record? On paper they look like fine recordings designed to please, but, more important, designed to whet the appetite for the purchase of more. The first Classical bonus is Sir Thomas Beecham Conducting Great 19th Century Overtures. The first Jazz bonus is Jazz at Columbia . . . Swing, with Goodman, James, Krupa, Ellington and other jazz greats. The sleeves of these records (like the monthly Club magazine) also make a solid pitch for store buying of albums available only thru dealers.

What Happens to Dealer's Customer Members? The dealer has a carbon of all his membership cards. He gets a monthly report giving the name and the amount of purchase of each of his members along with his 20 per cent commission. How he tries to get inactive members active is up

to him; he will at least know who is and who isn't.

What Dealers Can Participate? Here The Billboard finds some area for disagreement. Columbia's yardstick for participation is "established Columbia Record Dealers" based upon the recommendation of their distributors. This list was 6,200 dealers on Monday of last week. There have been some dropped and some added since then, but we understand the figure is now about 6,000 to 6,400 dealers. The Billboard believes there are many more "established dealers" than this figure. Columbia management admits some may have been missed. We urge any dealer who has not been certified to participate in the plan and wishes to do so to contact the nearest Columbia distributor. The Billboard does not approve of confining the opportunity just to some dealers. However, we have seen much evidence that Columbia is vetoing opportunities to give the plan to other-than-record dealers-hustlers and promoters outside the established manufacturer-distributordealer structure. This is testimony to Columbia's intent to protect the regular dealer.

Coming: Dealer Battle for Members Recently much progress has been made in alleviating the competition of large mail-order discount houses at local levels thruout the country. The Billboard believes that it is unfortunate, but inevitable, that such dealers will jump on the Columbia LP Club plan to regain contact and revenue from lost mail-order

(Continued on page 26)

# New C&W Tunes Shaw Artists Keep Climbing In Pop League

NEW YORK, Aug. 20.-The new trend for country and western material in the pop record market was spotlighted this week, with both the majors and the minors rushing to cut three new folksy items—
"Learning to Love," "Shifting,
Whispering Sands" and "Suddenly
There's a Valley."

Trinity Music has six records to date on "Learning to Love," written by the Dallas (Big D) man Johnny Harper. In addition to Lafawn Paul's initial Abbott waxing of the tune, which is starting to show some action in the Southwest, the song has been cut by Dori Anne Grey on Mercury, Martha Linn at Victor, Peggy King, Columbia, Jean Dinning for Essex, and Jean Strange on Dot.

"Suddenly There's a Valley," a Hill & Range tune, originally stirred up some action on the Era label, with Gogi Grant. This week. label, with Gogi Grant. This week, the song was cut and rush-released by Julius LaRosa on Cadence, Jo Stafford at Columbia, and Patti tions for recognition of the Com-Andrews for Capitol.

cut the side Thursday (18) night, posers and lyricists have been sent and flew dubs out to distributors to the Independent Motion Picin 192 key areas yesterday, with ture Producers' Association and the orders for each distributor to make Society of Independent Motion dubs in turn and get them to local Picture Producers, Leith Stevens, deejays. At the same time, LaRosa president of the Guild, announced has been crystalized by program arranged to warble the tune on his this week. CBS-TV show Saturday (20) with repeat performances of the ditty theatrical film producers not inscheduled for his other CBS-TV cluded in the Association of Moshow next Monday, Wednesday tion Picture Producers, latter com- often note for note-the arrangeand Friday.

(Continued on page 24)

# RCA Near on M. Levy Deal

NEW YORK, Aug. 20.-Altho it could not be confirmed at press time, RCA Victor reportedly is on the verge of signing an unique deal with jazz impressario-publisher Morris Levy. Levy, who buys the talent for the Birdland and Embers niteries here, promotes the annual Birdland Tour and operates the Patricia, Planetary and Kahl publishing firms, may be expected to set up a special "Birdland" jazz series tying in with his various enterprises and talents.

Levy previously had been reported buying into Roost Records, later pulling out of that deal to open negotiations with the new Am-Par diskery, negotiations which since have been discontinued.

It is expected that Levy will nurture new talent for Victor, as well as lend the Birdland endorsement to the series. Also, as a special plum, it's predicted that he will hand Victor the Dizzy Gillespie-Charlie Parker Concert tapes on the Upbeat.)

# Splits From Deutsch Firm

NEW YORK, Aug. 20. - The Shaw Artists Corporation here and its West Coast associate, the Milton Deutsch Agency, split up this week. The parting, which came about suddenly, follows a threeyear association. Shaw Vice-President Jack Archer took off immediately for the Coast to set up a method of handling Western bookings out of the New York office, at least temporarily.

Meanwhile, Joe Marsolais, who recently came over to Shaw from the Cale Agency, will handle location dates, and Archer himself will take care of one-nighter situations on the Coast until other arrangements can be made.

# Recognition

HOLLYWOOD, Aug. 20.-Petiposers' Guild of America as the col-In the case of LaRosa, Cadence lective bargaining agent for com-

prising the nine major film studios, ment and stylistic phrasing of the whose composers unanimously singer. When an original disk is voted the CGA as their agent in a followed by "copies," WINS will National Labor Relations Board play only the originals. The policy, election last week.

tion, the CGA represents the first western and rhythm and blues. labor organization to have been formed in songwriter ranks.

#### RIDDLE LEADS PACK

# Arranger Is Unsung Hero, But Key Man in Pop Tunes

By JUNE BUNDY

NEW YORK, Aug. 20. - Capi- Miller and Bill Haley. tol's Nelson Riddle scored more arranger, according to a survey of ranger was unavailable. arranger credits on records that have appeared in the top 10 slots

ter; three (each) by Jack Pleis, as the artist or the tune. Jimmy Carroll, Billy Vaughn, Hugo | Two prime examples this year

records in the top 10 best selling platters were either "arranged on arrangements were back-to-back categories this year than any other the date" or the name of the ar- hits by Nat (King) Cole-"A Blos-

Arranger Unsung

The arranger has long been unof The Billboard's pop best selling sung and usually unlisted on the the Sea. retail record charts since January 1. label in the pop record market, in Five out of 52 records in the spite of the fact that in many cases "Learnin' the Blues." Winterhaltop 10 this year were arranged by on arrangement has as much if not ter's four best selling scores were Riddle; four by Hugo Winterhal- more to do with a disk's success on two Eddie Fisher Victor disks-

Peretti and Dick Jacobs; two were Archie Bleyer's arrangement (each) by Archie Bleyer, David for the Chordette's Cadence wax-Carroll, Joe Reisman, Cy Oliver ing of "Mr. Sandman" and Hugo and O. B. Masingill, and one by Winterhalter's arrangement for Dave Terry, Cliffie Stone, Prez Jaye P. Morgan's Victor release Prado, Les Baxter, Dick Maltby, "That's All I Want From You."

Kermit (Leslie) Levinsky, Skip Quantity-wise, Winterhalter ac-

Martin, Richard Shores, Chuck tually scored more best selling platters this year than Riddle since The rest of the 52 best selling four of the latter's five best selling som Fell" backed by "If I May," and "Darling Je Vous Aime Beau-coup," backed by "The Sand and

> The fifth was Frank Sinatra's "Count Your Blessings" and "I Need You Now"; the Ames Brothers' "The Naughty Lady of Shady Lane," and the Jaye P. Morgan platter.

> > R.&B. Hits

Several covers of rhythm and blues hits showed up in the top 10 pop sellers this year, and, in some cases, the arrangers of the original r.&b. platters obviously deserve much of the credit for the sales success of the pop-covers.

In addition to this unofficial "assistance," some of the top arrangers utilize ghost scorers, altho the original concept of a platter's arrangement usually comes from them. Prominent ghost scorers around town include Don Costa, Leon Addeo, Sid Feller (AM-(Continued on page 24)

# WINS Issues Ban On Copy Records

records. The new policy, which Peter Roberts. director Bob Smith, draws a clear IMPPA and SIMPP represent distinction between "cover" records and "copy" records-defining the latter as those disks which copy-Bob Smith said, will be applicable As a result of the NLRB elec- in all fields-pop, country and

Yesterday, Smith distributed printed copies of the policy to the

NEW YORK, Aug. 20.-Station station's disk jockeys, including WINS, indie outlet here, will Jack Lacey, Alan Freed, Bob and henceforth refuse to play "copy" Ray, Brad Phillips, Stan Shaw and

#### List of Originals

within the past several months, which have been followed by copy" records.

These originals, which are to be played rather than the copies, include the Nutmegs' "Story Untold" on Herald; Lavern Baker's "Tweedle Dee" on Atlantic; Billy Vaughan's "Melody of Love," Dot; Gene and Eunice's "Ko Ko Mo," Combo - Aladdin; the Penguins' "Earth Angel," Dootone; the Charms "Hearts of Stone," De-Luxe; Crazy Otto, Decca; Fats Domino's "Ain't It a Shame?" Imperial; Chuck Berry's "Maybellene," Chess; Otis Williams' "Gum Drops," DeLuxe; Pricilla Wright's "Man in a Raincoat," Unique; Roger Williams' "Autumn Leaves," Kapp; Lillian Briggs' "I Want You to Be My Baby," Epic; Ruth Brown's "Oh What a Dream," Atlantic, etc.

Smith said the station and its chief personnel decided upon the policy in the interests of fairness to the original artist and label. It will be recalled that some months back, Atlantic's Lavern Baker had protested to her congressman that she was being financially damaged as a result of copy records issued

Smith said he expected complaints from manufacturers—but that he would offer them and their artists the same treatment, which he thought was the fairest to all concerned. The issue, he pointed out, does not involve the release and spinning of cover disks-which is an integral part of the disk business and which is regarded as completely ethical by all.

# on top of her hits.

#### Essex Names David Platz

NEW YORK, Aug. 20.-David Platz has been named general professional manager of Essex Music, Ltd., with headquarters in London. The appointment was made by publisher Howard S. Richmond, who just returned from abroad. Platz, who for 13 years was with Southern Music of England where nel Hampton band drew a total of he subsequently became profes-6,500 payees in three dates in sional manager, takes over offi-

His first plug song will be "Song Hampton drew 2,900 at Oak- of the Dreamer," currently in Richcomprise songs of British origin. operatic arias.

### The station also began preparation of list of original disks. issued AM-PAR Label Lines Up 50% Of Dictribbors טו טואוווטועו זו

NEW YORK, Aug. 20. - AM-PAR, new disk subsidiary of American Broadcasting-Paramount Theaters, has lined up 50 per cent of its distribution outlets, according to AM-PAR prexy Sam Clark. The label is scheduled to put out as its first release Walt Disney's new "Mickey Mouse Club" line the first of next month. It is aiming at an initial network of 35 distributors.

Among those set to handle the line are: Malvern, New York; Eric, San Francisco; Arc, Detroit; Mangold, Baltimore; Hit, Cincinnati; Northwest Tempo, Seattle; Roberts, St. Louis; Jather, Minneap-olis; United, Houston; M. B. Krupp, El Paso, Tex.; and Davis Sales, Denver.

#### Mantovani Is Booked Solid For U. S. Tour

NEW YORK, Aug. 20. - The forthcoming American tour of British maestro Mantovani has been solidly booked without an open date between October 1 and November 6. The London recording artist will arrive in September, organize a 40 to 50-man unit in New York and take off on a brief Canadian junket. October I he opens in East Northfield, Mass., and hits New York for two sessions in Carnegie Hall October 5 and 8.

He will then tour as far west as Kansas City, Mo., and up to Chicago October 29 and 30. November 6 he will wind up the schedule in his third Carnegie Hall appearance. The tour has been booked by Columbia Artists.

Along the Mantovani route, London Records intends to tie in via window displays and special EP issues for juke operators. Window display contests on the Mantovani theme will be conducted among dealers. By mid-November, London plans to have two new special Mantovani releases in the stores. Both will be 12-inch LP's. One, which will include "Lazy Gondo-

# Blaine Sets Sale of Jubilee to Syndicate

Blaine, big indie distributor and owner of Jubilee Records, late this week was wrapping up negotiations whereby the label will be sold to a syndicate. Blaine said he will remain in the distributing business with "both feet" and would even expand his distributing operation. Blaine now has branches in New York, Detroit, Cleveland, Philadelphia and Newark, N. J. Tradesters figure his total billings are well over \$3,000,000 annually.

Blaine will handle the Jubilee line as a distributor. One of the factors motivating Blaine in selling Jubilee is that record manufacthat he recently cleared. (See Jazz turers took a dim view of his being both a distributor and a manufac-

NEW YORK, Aug. 20. - Jerry turer. For Blaine to expand his distributing operation, the sale of the label would seem a logical

> Altho papers were not yet completed this week, Blaine said a \$24,000 non-returnable deposit had been turned over to his attorney, virtually clinching the deal. The price for Jubilee, he added, was slightly under \$200,000. The change-over is to be effective soon. Herb Dexter, now with Blaine, will

#### remain as a.&r. exec. 9 Years Old

Jubilee is nine years old. The catalog includes sides by the Ravens, Four Tunes, Della Reese, the Orioles, Conrad Janis, Polly Bergen, Monica Lewis, Salt City Five, Cene Harris, Spring Street Stompers, Jo Ann Tolley, Trudy Richards, the King Sisters, Betty St. Clair, the Stylers, Kermit Schaefer's Blooper series, and Stan Rubin's Tiger Town Five.

The deal includes all masters, including the kiddie line. The buyers are reported as new in the disk business, but prepared to put \$500,000 into the line to expand it. Personnel will be added on the West Coast, Midwest, South and East.

HOLLYWOOD, Aug. 20.- Lio-

ration.

# Pubbers Worry Over Give-Away Disk Trend

great increase in the amount of in with products of sponsors-also giveaway records, coupled with pay a reduced rate; and that the the heightened production of industrial disks, "samplers," bonus records issued by record clubs, etc., has brought the apprehension of publishers to a high point.

The office of Harry Fox, publishers' agent and trustee, this week said that in its audits of labels, the amount of giveaway diskswhether for promotional or any other purpose-must be considered when computing publishers' royal- Freddie Robbins' "Disk Derby" ties. Writers have already been articulate on the matter and have pressured publishers to take action.

royalty, that disks by Liberace, Jo prizes.

NEW YORK, Aug. 20. - The Stafford, Arthur Godfrey-all tying publisher has done more than his share to subsidize these operations. Radio, TV

> In connection with publisher apprehension over giveaways, tradesters note that both the radio and TV networks have "discovered" record shows and deejay personalities this year, and that many such programs feature disk-giveaway gimmicks for studio audiences and as mail pullers. Examples are over CBS and Bill Silbert's National Radio Fan Club over NBC.

Hampton Gross 12G For 3 Coast Dates

Northern California last week for cially on September 1. a gross gate of \$12,025.

land, 2,200 in Sacramento and mond's Ludlow Music, Inc. At the Record Hops are also being 1,400 in San Jose. Frank Pedroni, same time, Platz will select a song lier" and other previous single is-The Fox office notes that the promoted across the country with Oakland record dealer, promoted of British origin to work on in sues, will be entitled "Musical 98-cent, 12-inch sampler disks increasing frequency by local dee- the dates, booked by Bobby England. It is anticipated that the Modes." The other will be instruhave been turned out at a reduced jays, with disks used as door Phillips, Associated Booking Corpo- main segment of Essex Music will mental arrangements of popular

Copyrighted material

#### **VOX JOX**

MUSIC-RADIO

By JUNE BUNDY

HOP HAPPY: Dan Evans, WOHO, Toledo, O., dropped in on Manhattan disk company offices last week to line up taped interviews for airing on his "Hi-Ho Show" when he returns home. Dan reports considerable success with non-commercial "Record Hops," which he has been emseeing on a regular basis for Toledo teen-agers. He notes that his fan club often sets up Record Hops of their own, using club dues for funds. Lois and Arlene Selmeyer are top officers in the Evans fan organization. . . . Alan Dary, WORL, Boston, may be doing the first international Record Hop, if he takes an offer to fly up and stage one in Nova Scotia, Canada. . . . Jim Rodio, WCMC, Wildwood, Schuster, has acquired a new N. J., writes woefully that a ruling by the Philadelphia Local 77 of status as a special promotion line the American Federation of Musicians has "forced a closing of the designed to hype the book pub-WCMC Record Hops at Hunts Starlight Ballroom on the boardwalk. Reason for shut-down is that name bands appear at the ballroom on weekends, and a local union ruling prohibits record dances being held in halls where union musicians perform. . . . Gene Edwards and Jay to the publisher's received Nelson, of WRIT, Milwaukee, Wis., write enthusiastically about the tor, Arthur Shimkin. station's new record hop policy, with teen-age dances held every Friday night at a downtown YMCA. Top recording artists guest and WRIT's full deejay roster turns out, including Nelson, Edwards, Bob Leonard, Bill Baldwin, Irv Miller and Joe Landry.

SURFACE CHATTER: Ray Corbin, KTFY, Brownsfield, Tex., writes, "All it takes to get a good new record rolling in our area is to play it three or more times on the same show in one day. Otherwise when a good one comes out and we don't give it that kind of special treatment it has to be a nation-wide click before our audience really takes notice. Therefore, really good releases get plenty of plays from the first day they come into the files." . . . "What's wrong with the record companies?" asks Howard (Buzz) Jones, KWBB, Wichita, Kan. "Let's have some times on records again, plus credit for orchestras in addition to the vocalist." . . . Michael Whorf, WOCB, West Yarmouth, Mass., seconds the motion, also thinks disk outfits should include the year tunes were written, since listeners often call and ask for that info.

(Continued on page 57)

### DEALER DOINGS

DETROIT: Virgee Hill has moved his record shop, Hill's Music Center on the east side of town, to a new location several miles farther east, on Mack Street, establishing it there under the name of Hill's Record Shop. The move was necessitated by the location of a new housing development on the old site. Hill plans to continue his policy of handling all types of records. The new store will feature indirect lighting, a modern glass front with a large neon sign,

In Greensboro, N. C., William C. Friedman has opened a new store, to be known as Wilber Music Company. Not only will the shop carry phonograph records and players, but will also handle a full line of pianos, musical instruments, instrument supplies, sheet music and teaching materials. . . . Eddie Brill's Music Store in Passaic, N. J., is being completely remodeled. . . . Donald Broman, manager of the record and small radiophono divisions of Lyon & Healy, Inc., Chicago, has added to his duties those of the television-radio-phonograph division. He succeeds Gerald Ward, who has resigned.

M. W. Allen, of the Allen Sight & Sound Shop, San Luis Obispo, Calif., sounds off about the adoption by Victor (along with it, HMV) and Columbia of the sealed packaged idea, earlier espoused by Angel and Capitol. "How are we supposed to sell these LP's? Capitol and Angel at least provided demonstration records. Capitol's plan was most attractive, since the dealer was given one free record with every order of two copies each of current releases and had the privilege of buying any titles for demonstration purposes at one-third regular cost. But very few customers are going to buy factory-sealed albums without hearing them, altho we do have a number who will do this for Angel sets.

Ann Rafferty, of the H. L. Green Company store in Easton, Pa., has a method for getting good phonograph record sales results. "I play the hit songs continually in the store and make a point of asking customers if they are acquainted with the latest hits. If they are not, I get them to listen to them, and then they will invariably take home several that they like." . . . A radio promotion gimmick that is working for Kreigh Music Company, Bartlesville, Okla., is the daily playing of a mystery tune. The first listener calling in the correct title gets a free record of his own choice. . . . The National Association of Music Merchants cautions that it is none too early to order Christmas wrapping paper from the NAMM Supply service.

### JUKE BOX WRAP-UP

Three-man executive committee of Music Operators of America to meet at Oakland, Calif., and begin outlining 12-month program to combat legislation aimed at removing juke box exemption from 1909 Copyright Act. Committee consists of George A. Miller, president and general business manager; Harry Snodgrass, secretary, and Martin Britz,

Third National Juke Box Music licensed tune ready for distribution. It's Leroy Holmes' "Rocky Trail to Peaceful Valley"

Canadian businessmen find juke box field a sound investment. Set up three firms to operate music routes in Ontario and Quebec. Hire operators to handle the route work, while realizing a top profit.

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

#### 4 Trend Masters To Olympic Firm

HOLLYWOOD, Aug. 20 .-Olympic Records, indie diskery organized here last week, has purrupt Trend Record Company cata- by the singer as well.

log. Jim Dixon, president of the label, disclosed the firm was formed to handle the newly acquired masters.

Included in the purchase are two sides by Herb Jeffries, the Hi-Lo's and Jerry Fielding ork, in addition to two sides featuring chased four masters from the bank- Jeffries alone. Firm plans an album

# **New-Disc Now** Special Line to **Boost Pubber**

NEW YORK, Aug. 20.-New-Disc, the full-price pop disk line launched last year by Simon and lisher's literary and musical properties. The label will no longer be sold in the retail market, according to the publisher's recording direc-

The first production under the new New-Disc set-up is a recording by George Burns and Gracie Allen of "I Love Her, That's Why," a song by Dick Manning and Al Hoffman, with the same title as the forthcoming Burns and Allen book, which S & S will publish in Octo-ber. The S & S plan is to send the book and the record to disk jockeys. If the tune shows strength, the New-Disc master may be put up for bids by other diskeries. If any New-Disc original makes it big, S & S will cut other versions and put them out on Pocket Books' 39-cent Bell line and on S & S's Little Golden 25-cent kidisk line.

S & S intends to use the same procedure on future books, usually commissioning title songs from top outside writers or staffers. As far as publishing the actual songs, the book firm does not intend to go into regular music publishing, but merely is interested in protecting the material it commissions until such time as it is deemed wise to turn it over to an active firm.

Last April New-Disc issued the first recording of "The Bible Tells Me So" by the composer, Dale Evans, and her husband, Roy Rogers. The master has been turned over to Little Golden to cash in on the ditty's current hit

#### Paxton Buys 2 Copyrights, Former Hits

NEW YORK, Aug. 20.-Music publisher George Paxton this week acquired two copyrights from smaller firms; items which achieved hit status a few years back. The tunes are "A New Shade of Blues" and "Bim Bam Baby." The former was in Maypole Music, owned by the late Ruth Poll, and the latter was purchased from Paul Case's Case Music. '

"A New Shade of Blues" was recorded previously by Billy Eckstine, Ella Fitzgerald, Ray Anthony and others, while "Bim Bam Baby" was one of Frank Sinatra's last Columbia hits. Besides securing reissues of these, Paxton has lined up several new recordings. Both items have been placed in Paxton Music, affiliated with the American Society of Composers, Authors and Publishers.

Paxton also has set seven records on a new tune. "Por Favor," all of which will be released before the end of August. This number is in Paxton's Broadcast Music, Inc., firm, Winneton Music.

This week, Paxton's professional manager, Wally Schuster, flew to the Coast on business.

#### NOVEL SWITCH IN PROMOTION

HOLLYWOOD, Aug. 20.-It's usually the promotion man that makes the disk jockey trek with the recording artists.

Relatively new to this area, Irwin Zucker, who exited the publicity department of M-G-M Records last June, reversed the situation this week in having singer Rush Adams squire him around to local d.j.'s.

Zucker has opened a Los Angeles office and will concentrate on record promotion in Southern California.

#### SHIRLEY'S 'PIANO'

# Cadence Saturates Deejays on Album

Records kicked off its new Don deejays included John Scott, Shirley album, "Piano Perspec- WEEI; Sherm Feller, WVDA, and tives," Friday night (12) with an Symphony Sid, WMEX. unusually extensive deejay saturation campaign blanketing the 48 States. From 11 p.m. Friday to 1 cisco outlets aired the Shirley LP p.m. Saturday, 75 50,000-watt stations in 20 key U. S. cities aired selections from the Shirley LP, with a WKMH; Don McCleod, WJBK, third of the outlets playing the entire album. The promotion was of particular interest to the trade, in

NEW YORK, Aug. 20.-Increasing use of longplay disks by jockeys is indicated on several levels. Major labels report their LP subscription services are being taken in increasing numbers by stations. The adjacent Cadence Records story is another indication of label-station co-operation in the promotion of LP's. Additional use of packaged records by deejays may also be sparked by the excitement engendered at the consumer level by the current Columbia LP mail-order record planinvolving as it does such considerable promotion in all key media.

view of recent efforts by manufacturers to find a proper formula for LP exposure on the deejay level.

Cadence's new sales chief, Joe Delaney (who set the promotion up in co-operation with the label's distributors in each city), estimates that the LP was heard by between 5,000,000 and 7,000,000 radio listeners during the two-hour Friday night period. In line with this, he notes that the Shirley album has since been shipped to other stations with an eye towards setting up similar deejay saturation campaigns.

Feature gimmicks of the promotion will be a special "Don Shirley Day," co-op ad campaigns with local dealers and copy listing stations and deejays scheduled to play album at specific times of the day.

Al (Jazzbo) Collins introduced the LP on the air on the NBC network program, "Monitor," Friday (12) night. In New York, the LP was spun by WNEW's Jack (Milkman's Matinee) Lazare; Alan Freed and Bob Garrity, WINS; Murray Kaufman and Ray Carroll, WMCA; Hal Tunis, WABC; and by latenight jocks on WOV, WMGM, WOR, and Wally Parker, WAAT, Newark, N. J.

Dick Martin, WWL, New Orleans, played the album in its entirety, as did Bob Flaherty and Nelson King at WCKY, Cincinnati. Howard Miller did the honors over WBBM-TV, Chicago, and Bob

NEW YORK, Aug. 20.-Cadence Portner, WIND, Chicago. Boston

On the West Coast, nine Los Angeles stations and seven San Fran-Friday night; while Detroit's daytime deejays (Robin Seymour, and Ed McKenzie, WXYZ) gave it a special saturation-spin that after-

#### New 'Wen Dee' Label Formed

NEW YORK, Aug. 20.-A new disk label, Wen Dee Records, has been formed in Bristol, Pa. Harry Hollenbach is president, with Howard Cook and Jimmy Wisner heading artists and repertoire. Katherine Bircks is in charge of sales, Helen Pinters in charge of advertising, and Dick Gersh is handling national promotion and distribution.

Talent signed included the Hi-Lighters, the Four Plaids, the Del Rio Sisters and Julie Joyce-all for the pop department; and Bobby Harris, the Vocal Tunes and the Four Keyes—for rhythm and blues.

A country and western wing reportedly will be set up next month.

Dottie Checchi, the pert, popular librarian and girl Friday at station WORL and previously at WMEX, Boston, is leaving the business to become a postulant in the Franciscan Missionaries of The Immaculate Conception. Miss Checchi will be sorely missed by her legion of friends in music, including some of the top disk stars whose careers she helped get underway.

#### A NEW DAVY WAXED BY TNT

SAN ANTONIO, Aug. 20.— Red River Dave, local cowboy singer and composer, has written a new song, "When Davy Crockett Met the San Antonio Rose," based on a folk tale.

The song was recorded by TNT label here last week, using the violin that Davy Crockett once called his own. The violin is housed in the Witte Museum here and was brought to the recording studio by an armed guard. Red River Dave sang his own song as well as playing the violin for the recording session.

#### STORE BROADCAST SYSTEM

#### New 'Supravision' Set in Syracuse Supermarkets

development in store broadcasting erators. These include preferred -combining FM music, news, and shelf position, shelf frontage, stock weather service with an indoor advertising system and product mer- | fication and periodic off-shelf feachandising - will be unveiled in September by Storecast Corporation of America. The new system, called Supravision, will be introduced in the Syracuse Division of American Stores Company, which comprise 37 Acme Supermarkets.

These stores will carry programs of the Rural Radio Network, the farmer-owned State-wide system. Programs will be transmitted by Storecast, which has pioneered in five FM stations.

it includes a device called the "music lantern." This serves as a combined lighting fixture, high-fidelity

NEW YORK, Aug. 20.-A new | Storecast and the supermarket opsupervision, special product identiture displays.

Storecast Corporation stated that 15 clients were already set, and that by September 15 some 20 advertisers would likely be in the initial storecasts. The ad rate is \$50 per week for 26 participations in the present area of the 37 supermarkets.

Stanley Joseloff, president of providing background music for Supravision differs from other shoppers, states that 70 per cent store programming services in that of the nation's supermarkets are now providing a permanent music

Storecast claims to be the largest music transmitter, section market single user of FM time. The five and aisle display medium. It is stations in the Acme network are claimed that sponsors, in addition WRRA, Ithaca; WRRC, Cherry to aisle advertising displays, will Valley; WRRD, DeRuyter; WRRE, receive follow-thru merchandising Bristol Center, and WRRL, services which are guaranteed by Wethersfield-Bliss.

# RECORD DEALERS WELCOME COLUMBIA PRECORD CLUB WITH NATIONWIDE OVATION!

"Sensational!" "Club's the Greatest!" "Bonanza for Record Dealers!"

"Sold 100 Subscriptions First Day!" "Greatest Innovation Since 'Lp'!"

"May Prove Salvation of Industry!" "All for Dealer's Welfare!"

# A few excerpts from hundreds of telegrams and letters received:

RECORD CLUB PROMOTION THE GREATEST. BACKING YOU ALL THE WAY. OUT TO SELL HALF OF DALLAS.

TOWN NORTH MUSIC, DALLAS, TEX.

CONGRATULATIONS ON YOUR NEW RECORD CLUB PLAN. IT'S THE GREATEST INNOVATION TO AID RECORD DEALERS TO DATE, THANKS.

ROY GLEASON
WEBSTER RECORDS, WEBSTER GROVES, MO.

COLUMBIA "Lp" RECORD CLUB PLAN MAY PROVE TO BE SALVATION OF INDUSTRY. THANKS FOR THINKING OF DEALERS IN THIS CRITICAL MATTER.

THE MUSIC BOX JENKINTOWN, PA.

JUST READ DATA ON COLUMBIA "Lp" RECORD CLUB. SENSATIONAL. SHOULD PROVE BONANZA FOR RECORD DEALERS. CONGRATULATIONS.

PETRELLAS RECORD SHOP, PHILA., PENN.

IT WAS AS EASY AS LISTENING TO ORMANDY TO SIGN THE FIRST SIX PEOPLE WE SPOKE TO. CAN FORESEE AN ABUNDANCE OF NEW AND ENTHU-SIASTIC RECORD BUYERS THROUGH YOUR CLUB. CONGRATULATIONS ON A JOB WELL DONE AND WELL EXPLAINED. ALL FOR THE DEALER'S WELFARE.

DAN DANZIGER WASHINGTON, D. C.

CARL EQUINTA, CARL'S RECORD SHOP, HELPER, UTAH, POPULATION 4000, SOLD 50 MEMBERSHIPS FIRST DAY. DROVE 250 MILES TODAY FOR ADDITIONAL APPLICATION BLANKS.

BEN NELSON EDWARDS, INC., SALT LAKE CITY, UTAH

COLUMBIA "Lp" RECORD CLUB GREATEST INNO-VATION SINCE ADVENT OF "Lp." AT LAST ONE MANUFACTURER IS THINKING OF THE DEALER. CONGRATULATIONS.

JACK ROSEN

THE RECORD SHOP IN PHILADELPHIA CONGRATULATIONS ON RECORD CLUB. INDI-

CATES ADDED VOLUME FOR DEALERS.
H. ROYER SMITH CO.
PHILA., PENN.

WE AT MODERN MUSIC ARE VERY EXCITED ABOUT THE COLUMBIA "Lp" RECORD CLUB AND CERTAINLY WANT TO CONGRATULATE YOU ON THIS FINE PROGRAM. MOST OF ALL WE WANT TO THANK YOU FOR INCLUDING YOUR DEALERS IN THE PROGRAM. WE FEEL THAT IT WILL STIMULATE THE RECORD BUSINESS TO NEW AND GREATER THINGS.

C. H. McMILLAN MODERN MUSIC, INC., MEMPHIS, TENN.

CONGRATULATIONS ON THE WONDERFUL CO-LUMBIA "Lp" RECORD CLUB PLAN. WE ARE BUSILY ENGAGED IN SELLING MEMBERSHIP APPLICATIONS AND PLANNING LOCAL AD-VERTISING COMPLEMENTING YOUR NATIONAL EFFORTS.

TRADE WINDS MUSIC HOUSTON, TEXAS

100 PER CENT ENTHUSIASM FOR RECORD CLUB. CONGRATULATIONS FOR ONCE AGAIN LEADING THE WAY IN INDUSTRY. HAVE ALREADY SIGNED 20 MEMBERS. HOPE TO HAVE 2000 BY CHRISTMAS. THE CLUB HAS ALL NECESSARY INGREDIENTS. CAN BE NOTHING BUT SUCCESSFUL.

JIMMY MOSES
MOSES MELODY SHOP, LITTLE ROCK, ARK.

CONGRATULATIONS. COLUMBIA "Lp" RECORD CLUB GREATEST YET. TWELVE MEMBERS SIGNED TODAY. YOUR FORWARD THINKING WILL BE A BOOST TO OUR BUSINESS.

JAYSON FELDMAN
JAYSON MUSIC, QUINCY, MASS.

THE GREATEST THING THAT HAPPENED TO THE RECORD BUSINESS SINCE THE INVENTION OF MUSIC. SOLD 100 SUBSCRIPTIONS TO THE CO-LUMBIA "Lp" RECORD CLUB FIRST DAY.

GEORGE DEIBEL DEIBEL, INC., ST. LOUIS, MO.

RECORD CLUB SENSATIONAL. STARTING OUR SIGN-UP CAMPAIGN AT ONCE.

LOU MASON MIDTOWN MUSIC SHOP, PHILA., PENN.

RECORD CLUB PROMOTION THE GREATEST. SURE TO BE SUCCESS. THE WORKINGS ARE GOOD. WILL DO MY LITTLE PART TO PUT IT OVER.

JIM TIPPETT
WIRTZ BOOK CO., MONMOUTH, ILL.

CLUB THE GREATEST.

R. RINKEL HIGH POINT MUSIC SHOP, PHILA., PENN.

COLUMBIA "Lp" RECORD CLUB THE GREATEST. RAN OUT OF APPLICATION FORMS IN 3 HOURS. MY BUSINESS WILL TRIPLE. MORE POWER TO COLUMBIA.

DEAN SAUM TEMPLE CITY, CALIF.

CONGRATULATIONS. YOUR CLUB IS A WONDER-FUL IDEA. IT IS AN ANSWER TO A LOT OF PROB-LEMS THAT ARE PLAGUING THE INDUSTRY.

> LEO A. SECUNDA GREAT NECK, N. Y.

RECORD CLUB PLAN WILL NO DOUBT BRING US MANY MAIL-ORDER DOLLARS NOW BEING DI-VERTED FROM THE RECORD INDUSTRY. WE ARE PLANNING AN EXTENSIVE DIRECT MAIL CAMPAIGN IN OUR TERRITORY.

ALEX A. GETTLIN PHILA., PENN.

WE THINK YOUR RECORD CLUB IDEA IS FINE. WE'VE ALREADY SIGNED UP THE FIRST FIVE CUSTOMERS THAT CAME INTO OUR STORE UPON OUR OPENING THIS MORNING.

JAY VOGEL VOGEL'S RECORD CENTER, LINDEN, N. J.

CONGRATULATIONS. WE BELIEVE THIS TO BE A REALLY GREAT IDEA AND WILL WORK FOR THE BENEFIT OF ALL CONCERNED.

JOHN T. CARBEE CARBEE MUSIC CO., BURLINGTON, VT.

WE'RE BEHIND COLUMBIA "Lp" RECORD CLUB 100%. FEEL THIS SHOULD BRING NEW RECORD CUSTOMERS INTO THE STORES.

BEVERLY HILLS GRAMOPHONE SHOP BEVERLY HILLS, CALIF.

CONGRATULATIONS ON YOUR DARING AP-PROACH TO A SOLUTION FOR ONE OF OUR PRESSING PROBLEMS. WE CONSIDER IT A FINE IDEA.

RADIO SERVICE CO. RICHFIELD, UTAH

These and thousands of other forward-looking Columbia Records dealers are already on their way to years of extra profits through Columbia "Lp" Record Club subscription commissions. Increase your profits for years to come by building your club membership now. Your Columbia Records distributor has additional supplies of promotion and subscription material—visit or phone him today for any supplies you need.

# COLUMBIA RECORDS

# MUSIC AS WRITTEN

PA JOHNSON NOW HAS DEEJAY SHOW . . .

Pa Johnson, of RCA Victor's singing Johnson family, has turned deciay, with his own daily morning show aired over WCGC, Belmont. N. C., and a pick-up network of 11 Southern stations. He will continue to record with his family, but

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

#### CHEE CHEE-00 CHEE"

Recorded by:

DEAN MARTIN	Capitol
THE MARINERS	
THE JOHNSON BROS	
DENNIS HALE	London
THE GAYLORDS	
DEDDY COMO and	

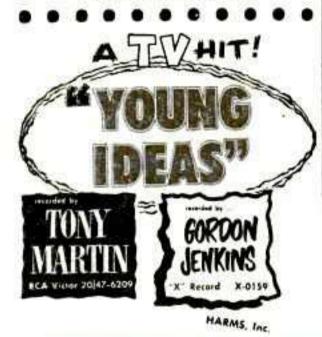
Records listed alphabetically by companies HILL & RANGE SONGS

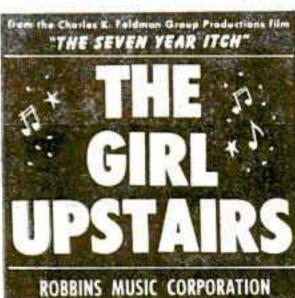
> BILLBOARD SAYS "WATCH IT!" THE SHEPHERD SISTERS'

# "Love's Not

Benida Record #5034

BAKER MUSIC, INC. 146 W. 54th St., N. Y. C.





BIG HIT! Eddie Fisher's **DON'T** LONG

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

schedule will be slashed to conweek for RCA Victor. Daughter production of the same name. . . a couple of years ago, and is now 208th at a dance location. . . top canary on Don McNeill's ABC network radio show "The Breakfast Club" from Chicago.

MRS. WERTZ WINS COLUMBIA DRAWING . . .

Mrs. Ira Clara Wertz, of the Wertz Music and Appliance Company, Newberry, S. C., this week was the lucky winner of Columbia Records' Ford Thunderbird drawing. The diskery had held territorial drawings prior to the national final, holding out the Thunderbird as bait to draw dealers to its annual meetings. The winning ticket was drawn by thrush Peggy King.

BALLANCE SNARES DISK SEG ON KCOP . . .

Bill Ballance has been signed to headline his own Monday thru Friday two-hour record and humor program, "The Bill Ballance Show," starting September 12 via KCOP, Hollywood. Deal which marks Ballance's debut into television with his own show was negotiated by agent Harold Jovien and KCOP General Manager Jack Heintz. Show will feature Ballance in his role of disk jockey airing phonograph records, an adaption of the standard radio d.j. to television.

#### Hollywood



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

MERCURY #70619

PURE MUSIC B.M.I.

NATION'S #1 SONG

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

THELUCKY 月月片[18] | 月月月月 Will Bring You Luck WATCH FOR IT!

the group's personal appearance and orchestra backed Miss Storm on the session. . . . Les Paul and form with his new jockey chores. Mary Ford have recorded "Amu-The family cut new sides here this kiriki" for the sound track of the Betty Johnson, who records for Vic- Lawrence Welk celebrates the start tor as a single artist and with the of his fifth consecutive year at the family, branched out on her own Aragon Ballroom this week, his Trumpeter Shorty Rogers off on a Mexico City vacation after concluding his stand at Zardi's and his Hollywood Bowl concert. . . . Ian Bernard has signed as musical director for Dick Haymes' stand at the Cocoanut Grove. . . . Dootsie Williams holds his second annual Dootone teen-ager party for the young musical vocal groups on the label this week. . . . Joe Burton trio have beer, signed to cut an album for Sunset Records.

#### Riddle Leads

· Continued from page 21

PAR's new artist and repertoire chief), Norman Leydon, Jimmy Leydon, Bill Bebe and Kermit Levinsky.

Arrangers and their best selling platters this year (in addition to the aforementioned waxings by Winterhalter and Riddle) are as follows: Jack Pleis: Teresa Brewer's Coral disk, "Let Me Go, Lover," Decca's Four Aces's "Mr. Sandman"; Decca's "Unchained," by Al Hibbler: Jimmy Carroll (for Columbia), Rosemary Clooney's "This Old House," Joan Weber's "Let Me Go, Lover" and Mitch Miller's "Yellow Rose of Texas."

Also, Billy Vaughn (for Dot) Gale Storm, recently signed to the Fontane Sisters' "Hearts of a Dot Records contract, flew to Stone," Pat Boone's "Ain't It a Chicago last week (18) to cut eight Shame," and his own "Melody of sides under the supervision of Dot Love." Hugo Peretti (for Mercury), Prexy Randy Wood. Billy Vaughn two Georgia Gibbs' platters "Dance Young's "Marshall Jamboree." With Me, Henry" and "Tweedle Dee," and Sarah Vaughan's "Make Yourself Comfortable": Dick Jacobs (Coral), the McGuire Sisters' "Somethin's Cotta Give" and "Sincerely" and Johnny Desmond's "Yellow Rose of Texas."

> Also, Cy Oliver (for Decca) Sammy Davis Jr.'s "Somethin's Gotta Give" and "Love Me or Leave Me" (a two-sided hit); David Carroll (for Mercury), another twosided hit, the Crewcuts' "Earth Angel" and "Ko Ko Mo"; Joe Reisman (for Victor) Perry Como's "Ko Ko Mo" and "Papa Loves Mambo"; Archie Bleyer (for Cadence) Bill Hayes "The Ballad of Davy Crockett" and the Chordette's "Mr. Sandman"; O. B. Masingill (for Epic) Roy Hamilton's "Unchained Melody" and the DeJohn Sisters' "No More": Les Baxter (for Capitol) his own "Unchained."

Also, Dick Maltby (for Label "X") Gisele MacKenzie's "Hard to Get"; Perez Prado (Victor) his own White"; Dave Terry (for M-G-M) | Marsolais on location dates. Joni James' "How Important Can It Be": Bill Haley (for Decca) his own "Rock Around the Clock."

 And, Les Paul (for Capitol) his own "Hummingbird"; Cliffie Stone (for Capitol) Tennessee Ernic Ford's "Ballad of Davy Crockett"; Richard Shores (for M-G-M) Art Mooney's "Honey Babe"; Kermit Levinsky (for Epic) Somethin' Smith's "It's a Sin to Tell a Lie"; Skip Martin (for Abbott) the DeCastro Sisters' "Teach Me to Love"; Chuck Miller (for Mercury) his own "The House of Blue Lights.

#### New C&W Teams

Continued from page 21

"Shifting, Whispering Sands," a Dot disk by Billy Vaughn with folksy narration by Ken Nordene on both sides, was released this week, RCA Victor brought the Johnson Family up to Manhattan to cut the song, and their version will be out Monday. Meanwhile Mercury is slicing the song, and Dot is covering its own record with another version by Vaughn, compressing the narration and instrumental backing onto one side. The song, penned by M. and V. Gilbert, is published by Dot's Gallatin firm.

### FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

September 25 marks the beginning of a 30-day tour for Faron Young and His Country Deputies, the Wilburn Brothers, Jimmy Dickens. and His Country Boys, and Rod Brasfield in the markets where Pillsbury and Ballard flour are sponsoring "Stars of Grand Ole Opry" TV shows. On the route will be New Orleans, Tampa, Jacksonville, Fla.; Atlanta; Savannah, Ca.; Charleston, S. C., Norfolk and about 20 other

That Ralston-Purina deal recently consummated, which has "Grand Ole Opry" televising over the ABC network every fourth Saturday beginning October 15, has further interesting ramifications. We learn from good sources that Ralston-Purina is making it a regular weekly country music fest, with three other shows alternating with "Grand Ole Opry" on Saturday nights. From what we hear, Red Foley will come out of Springfield, Mo., on one of the Saturdays; Webb Pierce will emanate from the same spot on another, with the fourth slot now in the process of being filled. Whole deal is slated to be wrapped up in another week or so.

"Country Music Fan Fair," emseed by Grant Turner, is a new program scheduled for WSM, Nashville, designed to give fan club members an opportunity to promote their folk music favorites. The show will originate from WSM studios Fridays, 7-7:30 p.m., CST. Officers and members of "Opry" talent fan clubs will be presented on the shows. . . . Justin Tubb flew to New York Monday (15) to complete arrangements for his first song book, to be on newsstands within 30 days, according to Gabe Tucker. . . . A series of Army recruiting shows titled "Country Style, USA" have been transcribed by "Grand Ole Opry" stars and will be released soon nationally. Featured on the segments are Faron Young, the Wilburn Brothers, Grandpa Jones, Ernest Tubb, the Carlisles, Marty Robbins, Little Jimmy Dickens, Ferlin Huskey, Hawkshaw Hawkins and Hank Snow.

Charles Wright, back in Dallas after a three-week d.j. tour with Jimmy Littlejohn to plug "Never, Never, Never" and "Walking the Streets," reports that C. G. (Red) Matthews, a.&r. man for Ekko Records, recently spent a week in Dallas for recording sessions and to sign talent. Matthews cut sessions with Buddy Griffin, Jess Willard and Riley Crabtree and signed Mack Hamilton, of Port Arthur, Tex. He is reportedly dickering with Al Dexter on a two-year Ekko pact. . . . Fred Stryker, of Fairway Music, Hollywood, is due to arrive in Dallas September 2 on a material and talent hunt.

Ferlin Huskey and the Hushpuppies will entertain during the week of August 28 at the Arlington (Va.) Fair, promoted by d.j. Connic B. Gay. Recently added to the Hushpuppies were Billy Cooper, steel guitar man, and Tommy Hill, lead guitar, the brother of Goldie Hill. . . . September 7 feature at Central East Texas Fair, Marshall, will be A. T.

Texas Bill Strength is back in Columbia, Tenn., after a jaunt to the West Coast that offered him the opportunity of guesting on a number of shows and visiting with folk artist friends. En route west Strength guested on Red Foley's "Ozark Jubilee," aired from Springfield, Mo. On the Coast he visited with Tex Ritter and Wade and Stuart Hamblen, and appeared on "Town Hall Party" with Ritter, Johnny Bond, Wesley and Marilyn Tuttle and Freddie Hart; with Jolly Joe Nixon and Cliffic Stone over KXLA, Pasadena; with Hank Penny and Sue Thompson at Riverside Rancho, and on the Spade Cooley TV show. While there Strength signed a recording contract with Capitol and cut "Yellow Rose of Texas" and "Cry, Cry, Cry,"

(Continued on page 60)

### RHYTHM-BLUES NOTES

By PAUL ACKERMAN

Shaw Artists' vice-president, Jack Archer, planed to the West Coast late this week to set up plans for handling his firm's bookings in that area. Archer's trip followed the collapse of relations between Shaw Artists and the Milton Deutsch Agency in Hollywood (see separate story). Meanwhile, Coast bookings are being handled from "Cherry Pink and Apple Blossom Shaw's New York office, with Archer handling one-nighters and Joe

> Ben DeCosta's "Big Blues-O-Rama" package hits the road Friday (26) for an eight-week tour. Set up by Frank Sands and Bob Astor, of the Gale Agency, the package includes the Cardinals, Little Walkin' Willie and His Swinging Bluesmen, Jimmy Read, blues chanter Jr. Lewis, Edyie James and dancer Nema.

Bands of Louis Jordan and B. B. King will be featured at the r.&b. dance scheduled for the Municipal Auditorium September 3. . . . Okey Dokey (James Smith), decjay with WDOK, New Orleans, in New York for one week.... New r.&b. deejay show starts Monday (29) over WAIT, Chicago, with Lloyd Webb handling the mike. Called the 'Spider Webb Show," it will air daily from 9 a.m. until noon. . . . Charles Geter, formerly with WTNJ, Trenton, N. J., new to the staff of WHAT, Philadelphia. Geter replaces Mitch Thomas, deejay who moved from WHAT to WDAS, Philadelphia.

Bob Holloman, who runs a two-hour and 45 minute daily r.&b. show over WSWN, Belle Glade, Fla., notes with satisfaction that a lot of r.&b. artists are cleaning up their lyrics.... Deejay Robert Bragg is taking over the bandstand at WIBB, Macon, while Gostin Freeney is on vacation.

Atlantic Records has put out a new singles catalog. . . . The Sheiks' "Walk That Walk," released on Cat in April, is stirring up a lot of noise at this late date, particularly in Atlanta, Nashville, and points South. . . . Fortune Records has signed a new group, the Five Dollars, and a new single, Andre Williams.

The many fans of Shirley and Lee will be pleased to note that they've entered the best-selling chart. The disk is "Feel So Good" on Aladdin, and it's their first chart entry since their series.



ot the Greatest New York 1955

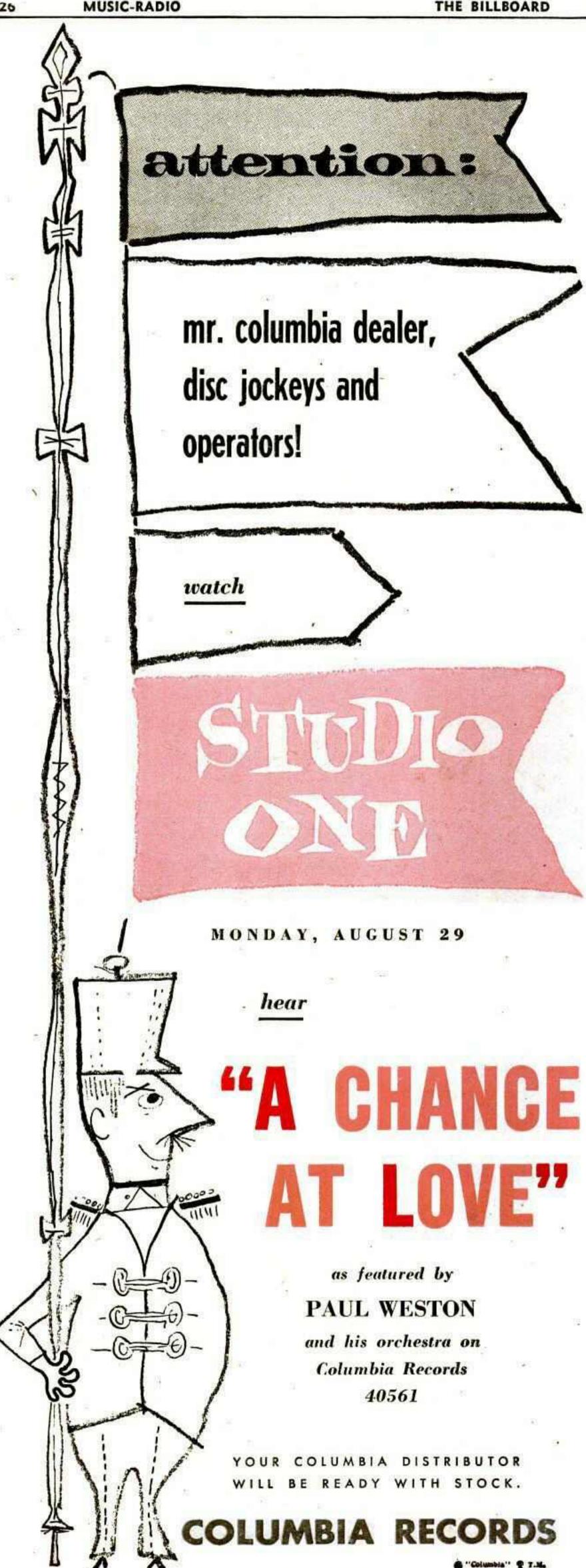
(PARTS 142)=

DOT 15409

IBILY TAIGHT and his Orchestra and Chorus

RECORDS . GALLATIN, TENNESSEE . PHONE: 1600

THE NATION'S BEST SELLING RECORDS



#### **GIMMICKS GALORE**

### Record Club Plan Spurs Dealer Push

first week of Columbia's Record sible in the future. The Schirmer Club operation, a number of deal- chain, consisting of Boston Music ers representing most areas jumped in Boston, G. Schirmer in New into action in an effort to amass York and Willis Music in Cincinenrollments before the competition nati; and the Liberty Music Shops made up its mind about the deal. in the New York area, have been Out of this competitive spirit have particularly adamant in condemncome a number of gimmicks and ing the company. procedures entirely new to the record business.

hired five door-to-door salesmen to test to the club, and others to dissell memberships. If a salesman cuss the pros and cons and to finds that the household doesn't determine whether such a protest own a record player, he offers to is advisable. One of the latter, put one in on a trial basis.

One St. Louis dealer has initiated a chain, whereby each subscriber is given three enrollment coupons, and for every new member he has recommended, the party gets a "sampler" LP gratis. Then each of the new members is given a chance to recommend three more potential members, etc.

In one big Midwestern city, a dealer has approached churches and organizations, offering to install a \$1,500 hi-fi sound system for any such group in exchange for 1,000 club subscriptions. Walker's in Omaha has contacted a mailing se.vice in addition to door-to-door selling, in order to "get on it now before my competition beats me to the punch.'

In Philadelphia, several dealers even were considering the advisability of paying customers to sign

whom discovered a good thing in music business, however, assured book-club enrollments several years their patients that they weren't ago, prepared to set up "demon- dreaming. Freud wasn't involved strator" booths in different parts at all, unless he was masquerading of the stores.

Meanwhile, a number of first line New York dealers exclaimed publicly that they would have as

#### Columbia Inks Barbara Ruick

HOLLYWOOD, Aug. 20 .-Singer Barbara Ruick has been signed to a five-year term recording contract with Columbia Records, with Columbia repertoire topper Mitch Miller scheduled to ar-rive here next week for Miss Ruick's Fisher, Kitty Kallen, Teresa first recording session.

20th Century-Fox this week.

NEW YORK, Aug. 26.-In the little to do with Columbia as pos-

In a number of areas, dealers have been reported, scheduling Schwab's, in Mason City, Ia., meetings, some to organize a proscheduled by a Long Island group, will be the first in a series of forums. According to a spokesman for that group, Columbia execs will be invited to answer questions at a future meeting.

#### HOW'S THAT?

#### Pubbers Ask Cleffers for Contributions

NEW YORK, Aug. 20.-A flock of songwriters, many of whom are on record as never having received a kind word from a publisher, rubbed their eyes and even sent their morning orange juice out for analysis last week.

Several psychiatrists who admin-Department stores, some of ister to cases on the fringe of the as Goldie Goldmark.

> The cause of this confusion actually was a letter sent out by Sheldon Music, over Oldmark's signature, and it began like this: Dear Writer:

> "Sheldon Music has been fortunate enough to be asked for new material by all the a.&r. mer. in our business. Involved in the record companies is material needed for the following artists who are coming up for record ses-

sions within the next four weeks."

And the letter goes on to name Brewer, Rosemary Clooney, the Pact was negotiated by Personal Crew Cuts-18 top names in all. Manager Milt Ebbins, with Miss "If you feel that you have any-Ruick joining the cast of "Carousel" thing unusual for the above artin a co-starring role with Frank ists, we are more than anxious to Sinatra. She also inked a pact with listen," wrote Goldie. "Will you please call us for an appointment."

#### EDITORIAL

#### No Cause for Alarm

Continued from page 20

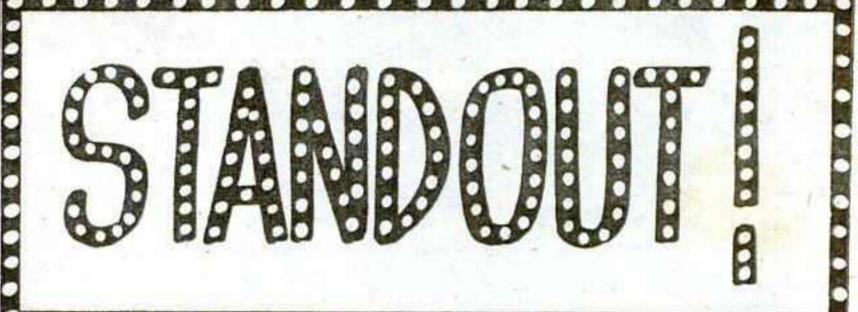
customers. On Sunday (August 21) this was evident in large newspaper ads placed by well-known mail-order dealers offering their own premium for the privilege of enrolling the customer in the club.

#### Members Columbia Obtains Direct?

Here is the area of fear among so many dealers. Columbia has been forthright in stating that they NEED 20 per cent of the members direct in order to maintain the program. It is felt in many quarters that the percentage will be much higher. Not, we believe, if the Columbia sales and distributor organization has anything to do with it, and it does. They believe it is their job to get every member thru a dealer. In a sense the sales organization within Columbia is in competition with the basic direct plan. Columbia management also states that a formula is being worked out for a dealer to "take over" a direct member whenever he is confronted with such a problem and after the member has fulfilled all or part of the minimum annual purchase requirement.

The Plan: An Operating Reality

The Billboard will be criticized from many quarters for a stand not in opposition to a major change in the industry. Such was the case in early 1948 when we said that many benefits to both dealer and consumer would evolve out of the evils of the 45 vs. 33 1/3 r.p.m. battle. Such was the case more recently when we stood solidly behind RCA's drastic price adjustments of "Operation TNT," when we felt that while assuredly the move was a competitive one, it was also one to improve the lot of dealers everywhere and bring to the consumer a better product for less money. Granted that Columbia's LP Record Club is a startling move. However, while there are some "bugs" to be corrected. The Billboard believes it will benefit dealers and consumers alike.



# JULIUS Larosa

singing

"SUDDENLY
THERE'S A
VALLEY"

c/w

"EVERYTIME
THAT I
KISS CARRIE"

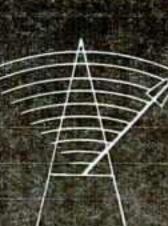
Cadence 1270

#### **TV Performances**

The Julius LaRosa Show CBS TV, 7:45 P.M., Friday, Aug. 19 The Julius LaRosa Show CBS TV, 7:45 P.M., Wed., Aug. 24 The Julius LaRosa Show CBS TV, 7:45 P.M., Friday, Aug. 26 TV's Top Tunes CBS TV, 10 P.M., Sat., Aug. 27

\*

cadence records





with Chorus and Orchestra directed by

DICK JACOBS

CORAL 61494 (78 rpm) and 9-61494 (45 rpm)

hits are a habit on...



# A Great Standard Becomes A Big NEW Hit!





CORAL 61494 (78 rpm) and 9-61494 (45 rpm)

hits are a habit on...

CORAL

MUSIC-RADIO



THERE I GO

IN LOVE

AGAIN

CORAL 61495 (78 rpm) • 9-61495 (45 rpm)

with Chorus and Orchestra directed by

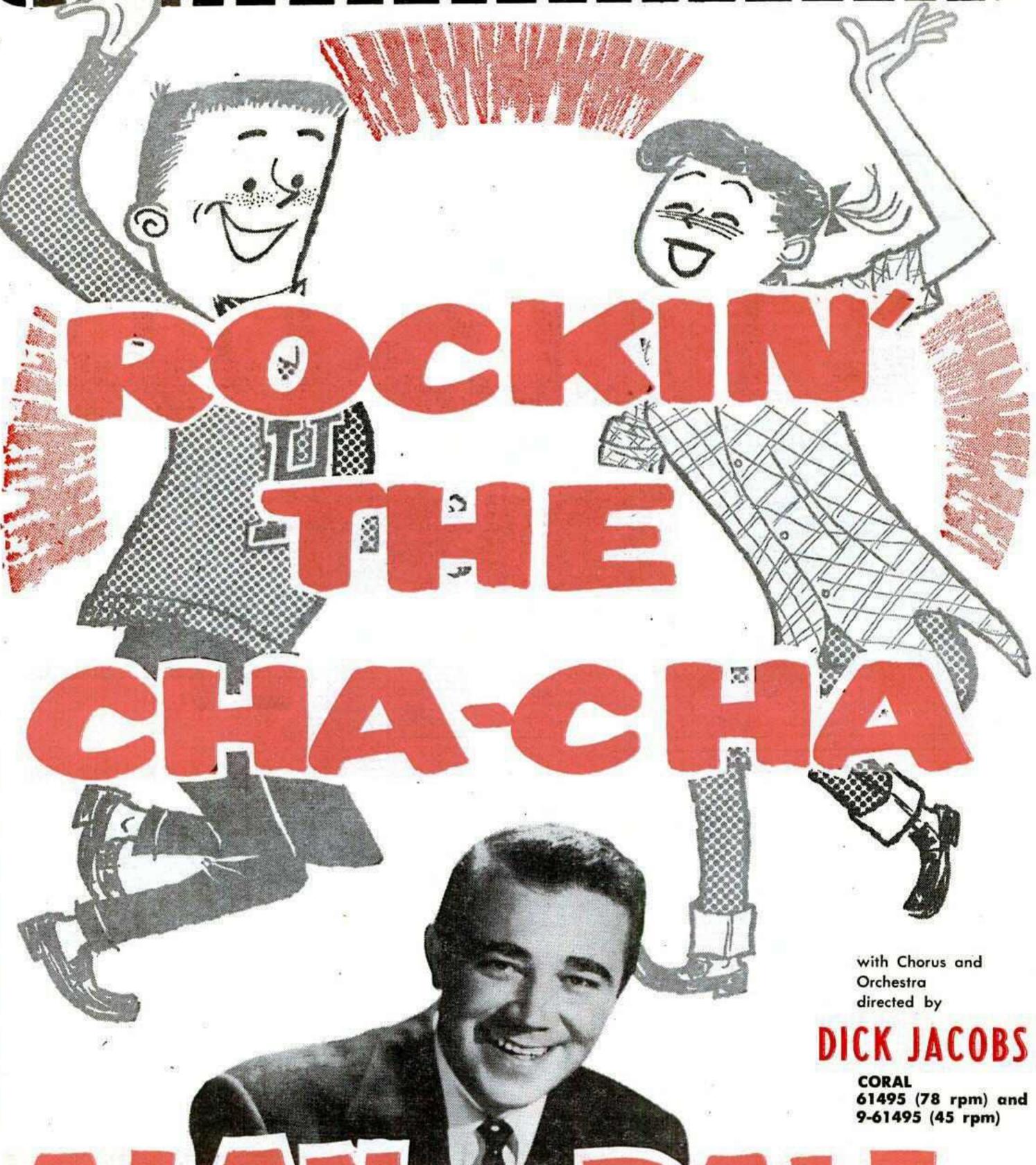
DICK JACOBS

hits are a habit on...

CORAL



# ROCK 'N ROLL WITH A CHA-CHA BEAT





# LINER NOTES

By IS HORCWITZ

#### LONDON READYING OPERAS FOR SEPTEMBER ISSUE . . .

London Records intends to have three new complete opera recordings in the stores by the time the opera season opens September 15 in San Francisco. Two of these will be Russian operas recorded by the Belgrade (Yugoslavia) Opera Company—Borodin's "Prince Igor" and Moussorgsky's "Khovatchina." The latter has never been available here in a complete disking. The third issue will be Benjamin Britten's "Turn of the Screw," based on the Henry James short story, and conducted by the composer.

London also will mark the local season of the British D'Oyle Carte Company of Gilbert and Sullivan specialists, who are celebrating the 75th anniversary of their first U. S. tour. The disk company is putting out the D'Oyle Carte's "Princess Ida" production, No. 13, and the final issue in the complete repertoire series. The D'Oyle Cartes currently are heading east following their appearances at the

G. & S. Festival in Colorado. They open in New York at the Shubert Theater on September 27 and remain on until November 26.

London's star soprano, Renata Tebaldi, incidentally, will be on hand for the San Francisco opera opener, which will be "Aida."

#### ANGEL TO RELEASE 'TROILUS & CRESSIDA' . . .

version than on Shakespeare's.

Another British opera, Sir William Walton's "Troilus and Cressida," will have its American premiere at Los Angeles October 7, presented by the San Francisco Opera Compary. Simultaneously, Angel Records will release a disk of highlights from the work sung by Richard Lewis, who created the role of Troilus at the world premiere last year, and Elisabeth Schwarzkopf as Cressida. The composer directed the recording, and will come here to supervise the American performances. This version of the ancient tale reportedly is based more on Chaucer's

# JAZZ ON THE UPBEAT

By BILL SIMON

#### VANGUARD ISSUING THREE 10-INCH LP'S . . .

Vanguard Records doesn't go along with the idea that 10-inch jazz LP's are a thing of the past. While the diskery intends to cut a pile of 12-inchers this month, this week it is issuing three new 10-inch collections. One is by the Sir Charles Thompson Trio, and two are by the Ruby Braff-Ellis Larkins trumpet-piano duo. The latter sets are called "Two Part Inventions in Jazz." The forthcoming 12-inchers will feature such talent as Jimmy Rushing and the Jo Jones Septet. Rushing and Jones, of course, are Basie alumni, as are group members Walter Page, Freddy Greene (still with Basie), Emmett Berry, Benny Green and Lucky Thompson. Ex-Woody Hermanite Nat Pierce fills Basie's piano chair in the combo.

#### UNIVERSAL ATTRACTIONS ADDS JAZZ DEPT. . . .

The latest booking agency to recognize the expanding market for modern jazz is Ben Bart's Universal Attractions. Universal is opening a "Progressive Jazz Department" under the direction of Walter Hyde, who during the past 10 years has been associated with the Gale Agency and with Shaw Artists. Hyde expects to pull in some top calibre names within the next two months.

#### 1956 BIRDLAND TOUR KICKS OFF IN FEB. . . .

Next season's Birdland Tour, organized by Birdland's Morris Levy, will kick off February 3. The talent line-up is certain to include Sarah Vaughan, Count Basie ork, Al Hibbler and Lester Young, with more names still to be signed. The Gale Agency again will handle the booking. Levy, who also

operates Patricia Music, is buying up all available foreign disk masters of his big copyright, "Lullaby of Birdland." He just landed the American rights to the Metronome (Swedish) version and the Blue Star (French) disking. Now all that "Moish" needs is a label to issue them on, and it may turn out to be Am-Par or even his own Birdland label. Levy reports also that he has acquired the tapes to a Dizzy Gillespie-Charlie Parker concert, cut several years ago while both artists were between contracts. He has obtained all the proper releases from the musicians involved, including Parker who okayed the release several months before his untimely death.

#### PASSING NOTES AND ADDED LICKS . .

The recently named "New Star Vocalist" Teddi King comes to town September 15 for a week at the Elegante, Brooklyn. Miss King recently completed her first 12-inch LP for RCA Victor's jazz department with arrangements supplied by Al Cohn. Her former label, Storyville, still has some unissued masters by the thrush. . . . Stan Pat, manager of the Dorothy Ashby trio, out of Detroit, has signed the unit with Shaw Artists. . . . Erroll Garner is at Zardi's, Hollywood, thru Labor Day, after which he'll open at the Blackhawk, San Francisco, September 6.

Bethlehem's new tenor sax discovery, Bob Hardaway, came thru town with the Ray Anthony ork. He's the son of "Bugs" Hardaway, famous filmland cartoonist, creator of Bugs Bunny, etc. . . . Another album artist with a name band is New Jazz's Phil Woods, who is featured on alto sax with Neal Hefti's new crew. . . . The Gil Melle quintet, Blue Note diskers, will be at Birdland for two weeks starting September 1.

# Reviews and Ratings of New Popular Albums

#### Popular

SONGS OF THE WEST ......79
The Norman Luboff Choir (1-12")

Columbia CL 657

Here are a dozen songs, mostly folk-based, such as "Bury Me Not on the Lone Prairie," and including such Western standard classics as "Home on the Range," which capture the flavor of life on the great plains. Trail-driving songs, cowboy laments—they're all in these grooves, recorded beautifully by the Norman Luboff Choir. Attractive art work and liner notes will help in merchandising this package as solid Americana.

#### FOR YOUNG MODERNS IN LOVE ...78 Sam Donahue (1-12")

Capitol T 613 This collection provides what could prove a welcome change from the usual run of mood music, with which the market may one day become saturated. Instead of the usual bank of strings, Donahue utilizes dance band instrumentation, against which he plays some extremely pretty, fairly straightforward tenor sax. The tunes are reasonably fresh standards, all containing the word "love"; i.e. "Love Locked Out," "Love Thy Neighbor," "Taking a Chance on Love," etc. Breezy and relaxed rather than soporiphic. The liner notes are equally refreshing.

#### HIGHLIGHTS OF BROADWAY ......77 John Raitt (1-12")

Capitol T 583

John Raitt (currently starring in "The Pajama Game" on Broadway) is one of the finest all-around leading men on the musical comedy scene today, and he's at his vocal best in this collection of songs from past legit shows. Included is "Soliloquy," which he introduced in "Carousel," plus several

familiar tunes from "Oklahoma!",

"Kiss Me Kate." "South Pacific,

"Kismet," "The King and I," and

"Finian's Rainbow." Many musical comedy fans will want this package for their collection, as will Raitt followers. The singer, incidentally, has guested so much on TV recently that there will probably be a new demand for his records. Raitt sings with solid legit technique, rich, full tone, and expressive phrasing.

"Paris After Dark" captures the romantic galety and excitement of the city generally conceded to be the most glamorous in the world. Cyril Stapleton contributes haunting instrumental treatments of 12 French melodies ranging from "Under Paris Skies," and "Autumn Leaves," to "C'est Si Bon," and "Pigalle," The elusive sadness of the accordion is threaded thruout the LP, providing an appropriate note of contrast to the otherwise joyous quality of the instrumentation. Excellent performance and smart packaging (featuring the inevitable can-can girl) makes this album a good sales bet.

#### 

Reina RLD 122

This package of eight mambos and cha cha cha's has a bright sound and authentic touch. The Falcon ork is directed by Oscar Guerra, who has infused this disk with plenty of color. Tunes include "Abigail," "Polva de Estrellas," "El Tajuarin," etc. Disk will appeal to true aficionados.

#### Jazz

Cadence CLP 1004

There's a good chance that this second Shirley LP on Cadence, a 12-incher this time, will surpass the remarkable sales record of his first. Once again he has applied his legit technique and jazz knowledge to a collection of excellent standards, compiling a program that is thoroly absorbing. There's a quality in Shirley's playing that has a special appeal to tyro pianists, of whom there are plenty (tho most music publishers would like to know where!). Look for real action on this.

#### KEYS WEST ......73 Claude Williamson Trio (1-12")

Capitol T 6511 Aficionados o

Aficionados of modern jazz plano should be exposed to this one. Williamson, a member of the central West Coast Jazz clique, improves considerably on his previous 10-inch issue with this collection. He reveals more scope and less inhibition, turning in some lovely ballads and some exciting up-tempo jazz. The style is indebted to the explosive Bud Powell, obviously and admittedly, but Williamson has his own ideas aplenty.

#### 

Capitol T 6509

This is one of the weaker items in the new group of "Kenton Presents" issues. Rosolino, a spirited musician and showman, wears thin as a jazz man. His staccato styling is almost old hat in today's flourishing jazz market. The redeeming virtue here is some of the constantly improving work of alto sax man Charlie Mariano, a leading disciple of the

#### Country & Western

A SESSION WITH CHET ATKINS ....75

(1-12") †RCA Victor LPM 1090

late Charlie Parker.

Atkins, as a leading country guitar virtuoso, is familiar to c.&w. buyers for his solo disks as well as his backing of top vocalists. His repute is spreading among pop guitar fans of late, and the latter should lift this out of the one-market class. This is country jazz developed to its high peak, with excellent characteristic solos by Bud Isaacs (steel guitar) and hoedown jazz fiddle by Dale Potter, as well as some very flashy fingering

# Classical Best Sellers (All Categories)

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

- IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PA-VANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ES-PANA—Philadelphia Orchestra (Ormandy) . . . Columbia ML 4983
- 3. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) . . . . . . . . . . . . . . . . Columbia ML 4888

- 7. RACHMANINOFF: PIANO CONCERTO NO. 2-Pennario,
- NBC Symphony (Golschmann) . . . . . . . . RCA Victor LM 1005

  9. RESPIGHI: FESTE ROMANE; CHURCH WINDOWS —
  Minneapolis Symphony (Dorati) . . . . . . . . . . Mercury 50046

- 12. THE ART OF THE ORGAN-E. Power Biggs. . Columbia SL 219
- DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) . . . . . . . . . . . . . . . . . . RCA Victor LM 1778
- 15. CALLAS PORTRAYS PUCCINI HEROINES .... Angel 35195

# Reviews and Ratings New Classical Releases

This is a lush, plush job, with name power in both the artist and composer. Mantovani gives these popular Gershwin works a sensitive reading, the piano of Julius Katchen brings a classical technique to the performance. Package should prove a very strong item.

GERSHWIN: CONCERTO IN F (1-12")

—Alec Templeton, Piano; Cincinnati
Symphony Orchestra; Thor Johnson,
Cond. Remington R 199-184 ........83

At the bargain price of \$1.98, this issue, with attractive name artists, should do very well. There is strong competition, however, in the \$3.98 and \$4.98 brackets from, respectively, the new Mantovani-Katchen version and the earlier Levant-Kostelanetz issue, both of which offer the added attraction of "The Rhapsody in Blue." Other new versions also are expected. Nevertheless, stores who feature price merchandise will find this Remington issue a good leader.

BRITTEN: THE YOUNG PERSON'S
GUIDE TO THE ORCHESTRA;
T C H A I K O V S K Y: THE NUTCRACKER SUITE, OP. 71a (1-12")—
Deems Taylor, Narrator; Minneapolis
Symphony Orchestra; Antal Dorati,
Cond. Mercury MG 50055 ...........80

As a basic family library item, this places high on the list. Mercury has made both items available in other packaging, separately, and without the narration. (The "Nutcracker" here consists of excerpts from the complete suite.) But for the purpose these works are most frequently in demand, the narration is an

by Atkins. The tunes include such all-market standards as "South," "Indiana," "Alabama Jubilee," etc. Bright, sparkling fare for listening or dancing.

#### Rhythm & Blues

THE BEST VOCAL GROUPS:

The Penguins; The Medallions; The Meadowlarks; The Dootones (1-12") Dootone DL 204

Ballads, blues and fast rhythm pieces are included in these dozen numbers cut by three vocal groups. The Penguins are represented by six tunes, including their outstanding hit, "Earth Angel." The Medallions, Meadowlarks and Dootones chant two each. This package adds up to sensible merchandising at this time.

added attraction. Taylor, as usual, is a friendly, informal narrator, and his comments are lucid, accessible to young people, but not obtrusive for more sophisticated listeners. The ork is good, and especially in the brass work, which comes across brilliantly in the fine recording.

#### 

Thomas apparently was past his prime when these sides were cut. Included, however, are such baritone encore pieces as "I Love Life," "I Heard a Forest Praying," "In the Gloaming" and "Drink to Me Only With Thine Eyes," all of which have been identified with him. There should still be enough fans around to account for a good sale, once exposed to the nostalgic bait,

BACH: ITALIAN CONCERTO IN F MAJOR (BWV 971); CHROMATIC (Continued on page 63)

# Number of Releases This Week

f.abel	Pop	C&W	RAB
ACE			2
ALADDIN			3
ATLANTIC			1
BATON	1		
CAPITOL		2 .	
CAVALIER		1 .	
COLUMBIA		1 .	
CORAL			
CROWN	2		
DECCA		2 .	
FEDERAL		) (1971 - 1988) (1971 1972 1973 1973 1973 1973 1973 1973 1973 1973	2
FLAIR			2
GRAND	9000	—	1
GROOVE		— .	1
HEADLINE		1 .	
HICKORY		1 .	
JET		2 .	
JUBILEE			
KING	3	1 .	1
MARQUEE	1		
MERCURY	3		
MODERN			3
OLYMPIC			
PRESIDENT	1		
PYRAMID	1		
SAVOY	1	—	
SIMS	=	2 .	
STARDAY		1	
SUN		1 .	
THERON			1
TNT		1	
VICTOR	1	3	
WEN-DEE			1
WING		— .	1
"X"			
TOTAL	34	19	20

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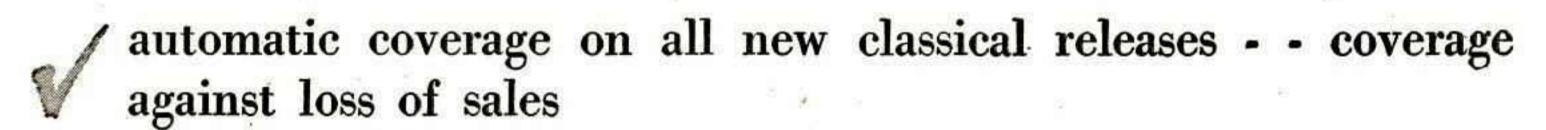


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# The COMPLETE COVERAGE PLAN entitles you to



a flat IO% discount on all records purchased under the Plan





100% exchange privilege to be exercised twice a year -- coverage against possible slow-moving stock

NOTE: ONLY ONE (1) COMPLETE COVERAGE PLAN SUBSCRIPTION AVAILABLE PER STORE

# COMPLETE COVERAGE PLAN Subscription Agreement

We (I) agree to purchase one (1) Factory Sealed copy of each new Angel Record Red Label release. We (I) understand that records purchased under the Plan will entitle us (me) to the following:

10% Plan discount 100% exchange privilege to be exercised in February and August 2% 10 E.O.M.

It is understood that we (I) or E.M.I. Sales (U.S.) Ltd. may cancel our (my) subscription at any time upon written notice.

(DEALER'S NAME)

(ADDRESS)

(CITY AND STATE)

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Mail to COMPLETE COVERAGE PLAN E.M.I. Sales (U.S.) Ltd., 38 W. 48th St., N. Y. 36 RECORDS, ALBUMS AND SHEET MUSIC-POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

# The Billboard Music Popularity Charts

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

# HONOR ROLL OF HITS

TRADE MARK REG.

#### THE NATION'S TOP TUNES For survey week ending August 17

l'hia N'eck		Last Week	Weeks on Chart	This Week	I.a. W.	100	Chur
1.	Rock Around the Clock  By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP)  BEST SELLING RECORD: B. Haley, Dec 29124. OTHER RECORDS AVAILABLES. Doe, Arcade 123; C. Wolcott, M-G-M 12028.		14	6.	Hard to Get  By Jack Segal—Published by Witmark (ASCAP)  BEST SELLING RECORD: G. MacKenzie, X0137.  ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.	6	10
2.	Yellow Rose of Texas  By D. George—Published by Planetary (ASCAP)  BEST SELLING RECORDS: M. Miller, Col 40540; Johnny Desmond, Coral 61476.  ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.	2	4	7.	Hummingbird  By Don Robertson—Published by Ross Jungnickel (ASCAP)  BEST SELLING RECORD: L. Paul & M. Ford, Cap 3165, OTHER RECORDS AVAILABLE: Chordettes, Cadence 1267; F. Laine, Col 40526; R. Maddox, Col 21419; Don & Lou Robertson. Epic 9110.  ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.		7
3.	Ain't That a Shame  By D. Bartholomew and A. Domino—Published by Commodore (BMI)  RECORDS AVAILABLE: P. Boone, Dot 15377; Fats Domino, Imperial 5348.  ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.	3	7	8.	Unchained Melody  By Hy Zaret and Alex North—Published by Frank (ASCAP)  BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441. OTHER RECORDS AVAILABLE: C. Atkins, Vic 20-6018; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; R. Hamilton, Epic 9102; L. Holmes, M-G-M 11962; Liberace, Col 40455; G. Lombardo, Dec 29509; L. Lovett, Atlantic 1058; C. Powell, Groove 111; J. Valli, Vic 20-6078  ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.		21
4.	By Dolores Vicki Silvers—Published by Barton (ASCAP)  BEST SELLING RECORD: F. Sinatra, Cap 3102. OTHER RECORDS AVAILABLE R. Anthony, Cap 3147; Belmonte Ork. Col 40515; J. Desmond, Coral 61436; J. Valid Gold Star 253; B. Ward-Dominoes, King 1492.  ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.	E;	15	9.	BIOSSOM 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. Barett. London 1566; D. Valentine, London 1554,  ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.		16
5.	Seventeen  By Young-Gorman & Bennett-Published by Lois (BMI)  BEST SELLING RECORDS: B. Bennett, King 1470; Fontane Sisters, Dot 15386;  Draper, Mercury 70651.	11 r.	4	10.	I'll Never Stop Loving You  By Kahn and Bradszky—Published by Feist (ASCAP)  BEST SELLING RECORD: Doris Day, Col 40505, OTHER RECORDS AVAILABLE:  L. Baxter, Cap 3120; D. Whitfield, London 1572; S. Whitman, Imperial 8298,  ELECTRICAL TRANSCRIPTION: Ray Péarl, Standard.	14	7
		-Se	econ	d Te	n		
11.	Wake the Town and Tell the People By Gallop & Livingston—Published by Joy (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; M. Carson, Col 40537. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.	15	4	16.	Cherry Pink and Apple Blossom White  By Louiguy and Mack David—Published by Chappell (ASCAP)  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; P. Prado, Vic 20-5965; T. Puente, Tico 256; V. Young, Dec 29387.		23
12.	It's a Sin to Tell a Lie  By Billy Mayhew—Published by Bregman, Vocco & Conn (ASCAP)  RECORDS AVAILABLE: J. Desmond, Coral 61436; S. Smith & The Redheads, E 9093.  ELECTRICAL TRANSCRIPTIONS: Larry Paith Ork, Standard; Waltz Festival Of Thesaurus.	ple	12	17.	Tina Marie  By Bob Merrill—Published by Roncom (ASCAP)  RECORD AVAILABLE: P. Como, Vic 20-6192.  ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.	26	:
13.	Bible Tells Me So  By Dale Evans—Published by Paramount-Roy Rogers (ASCAP)  RECORDS AVAILABLE: D. Cornell, Coral 61467; N. Noble, Wing 90003.	16	4	18.	Maybellene  By Chuck Berry—Published by Arc (BMI)  RECORDS AVAILABLE: C. Berry, Chess 1604; J. Long, Coral 61478; J. Lowe, Dot 15407; R. Marterie, Mercury 70682.	23	2
13.	Something's Gotta Give  By Johnny Mercer—Published by Robbins (ASCAP)  OTHER RECORDS AVAILABLE: R. Anthony, Cap 3096; F. Astaire, Vic 20-6140;  Brown, Coral 61425; S. Davis Jr., Dec 29484; R. Gaylord, Wing 90000; McGu.re Siste Coral 61423; S. Powell, Groove 111.	L.	13	19.	House of Blue Lights  By Freddie Slack & Don Raye—Published by Robbins (ASCAP)  RECORDS AVAILABLE: C. Miller, Mercury 70627; M. Moore, Cap 2574; P. Morrissey, Dec 29594; E. M. Morse, Cap 1605.	19	•
15.	Man in the Raincoat  By W. Webster—Published by Canadian Limited (BMI)  RECORDS AVAILABLE: K. Chandler, Coral 61433; M. Marlowe, Cadence 12  L. Roza, London 1589; P. Wright, Unique 303; Bonnemere, Roost 608.	13 66;	7	20.	By Tony Velona and Ulpio Minucci—Published by Montauk Music Co. (BMI) RECORDS AVAILABLE: J. La Rosa, Cadence 1265; T. Martin, Vic 20-6167; Minucci Ork, Coral 61450 ELECTRICAL TRANSCRIPTION: Larry Faith Ork, Standard.	18	7
		- 1	hire	l Ter	1		
21.	Longest Walk  By Eddie Pola-Fren Spielman—Published by Advanced (ASCAP)  RECORD AVAILABLE: J. P. Morgan, Vic 20-6182  ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard,	29	3	26.	Honey Babe  By Paul Francis Webster & Max Steiner—Published by Witmark (ASCAP)  RECORDS AVAILABLE: A. Mooney, M-G-M 11900; Sauter-Finegan, Vic 20-6025.  ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.	2.5	17
22.	Song of the Dreamer  By Eddie (Tex) Curtis—Published by Ludlow  RECORDS AVAILABLE: E. Fisher, Vic 20-6196; B. Paul, Cap 3178; J. Ray, Col 40:	<b>21</b>	3	27.	Sweet and Gentle  By Otilio Portan and George Thorn—Published by Peer (BMI)  RECORDS AVAILABLE: X. Cugat-M. Griffin, Col 40530; A. Dale, Coral 61435; L. Douglas, Wing 9007; B. Frank, Seeco 4167; G. Gibbs, Mercury 70647; E. Kitt-P. Prado, Vic 20-6130; T. Rodriguez, Vic 20-5822; E. Smith, Dec 29592.		•
<b>2</b> 3.	Love Is a Many-Splendored Thing  By Sain Webster—Published by Miller—(ASCAP)  RECORDS AVAILABLE: D. Cornell, Coral 61467; Don. Dick & Jimmy, Crown Four Aces, Dec 29625; W. Herman, Cap 3202; D. Rose, M-G-M 30883.	158;	1	28.	Autumn Leaves  By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP)  RECORD AVAILABLE: R. Williams, Kapp 16.	_	, 3
24.	Gum Drop  By Rudy Toombs—Published by Toombs (BMI)  RECORDS AVAILABLE: Crew Cuts, Mercury 70668; Gum Drops, King 1496; O. Vliams, DeLuxe 6090.	28 vii-	2	29.	CONTRACTOR OF THE CONTRACTOR O	23	1]
24.	Popcorn Song  By Bob Roubian—Published by Central (BMI)  RECORD AVAILABLE: C. Stone, Cap 3131.	22	4	29.	Medic Theme (Blue Star)  By Heyman and Victor Young—Published by Victor Young (ASCAP)  RECORDS AVAILABLE: C. Applewhite, Dec 29553; L. Baxter, Cap 3055; J. Peerce Vic 20-6144; F. Sanders, Cot 40508, V. Young, Dec 29433.	23	

KEEP THE POPS ALIWE IN '55

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at The Billboard, 1564 Broadway, New York 36, N. Y.

to record and sheet sales, disk jockey and juke box performances

as determined by The Billboard's weekly nationwide surveys.



# ELLA MAE MORSE

and

BILLY MAY

and His Orchestra

BIRMIN'HAM AN OCCASIONAL MAN

(Both From the Paramount Picture-Frederick Brisson Production "THE GIRL RUSH") RECORD NO. 3210



# JUNE CHRISTY

KICKS

PETE KELLY'S BLUES

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

RECORD NO. 3213



YVONNE

with

NELSON

TAKE IT OR LEAVE IT

(From the Republic Picture "Flame of the Islands")

THREE LITTLE STARS

RECORD NO. 3206



# RECORD, PHONO, EURI WALLER BURER

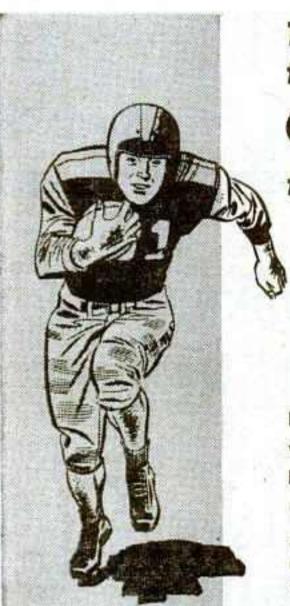
#### KICK OFF ...

Your campaign for October, **November and December—** Three Biggest MONEY **MONTHS** of the Whole Year!

Be ready to Cash In on all the tremendous opportunities for Extra Profits

- . . . from traditionally stepped-up fall demand
- . . . from the Christmas gift market, which gets' BIGGER and starts earlier every year!





The Billboard is on your team—helps you

#### CARRY THE BALL

to greater sales than ever with

> The Annual FALL MARKETING SPECIAL ISSUE OCTOBER 1

Providing the Nation's Dealers - Your Customers with the Help and Ideas they Need to sell more Records and Phonos — More of Your Goods this fall!

- On-the-spot Case Studies of Proven Dealer Phono and Record Merchandising Plans.
- How dealers can sell more phonos.
- How record manufacturers back up dealer sales efforts.
- How to plan tie-in promotions on records and phonos to sell
- How new trends in record packaging are helping dealers sell
- Tape equipment and pre-recorded tape—a wrop-up of what's available and the growing opportunities for dealers!
- The start of Billboard's brand-new fall merchandising program
- for Pop and Packaged records.
- PLUS—all of Billboard's valuable pop chart and music and record-selling features and news!

And You're

### WINNER ALL THE WAY!

Your ad in this big Special Marketing Issue gives your whole sales campaign the TERRIFIC EXTRA DRIVE to go way over the topl . . . because it's seen by more record and phonograph dealers who use it longer - than any other Billboard "Dealer" issue of the year!

Yet Low Regular-Issue Rates Apply





ISSUE D'ATED OCTOBER 1

ADVERTISING DEADLINE

SEPTEMBER 22

WRITE, WIRE OR CALL RIGHT AWAY . . .

Dan Collins 1564 Broadway New York 36 PLaza 7-2800

Ralph Wuest 2160 Patterson St. Cincinnati 22 DUnbar 1-6450

Cliff Strom 188 W. Randolph St. Chicago 1 **CEntral 6-8761** 

Frank Joerling 390 Arcade Bldg. St. Louis 1 CHestnut 1-0443

**Bob McCluskey** 6000 Sunset Blvd. Hollywood 28 HOllywood 9-5831

# A GREAT FOLLOW UP TO 'HOUSE OF BLUE LIGHTS'

# GHUGK MILLER TRIO

With A Tremendous Rendition Of

Be Sure To Hear This Great Hit!

NOW SHIPPING EVERYWHERE

MERCURY 70697



CHICAGO 1, ILLINOIS

#### The Billboard Music Popularity Charts

#### POPULAR RECORDS

#### Best Sellers in Stores

For survey week ending August 17

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 Last Week leading side on top. Week Chart 1. ROCK AROUND THE CLOCK (ASCAP)-B. Haley..... 1 Thirteen Women (BMI)-Dec 29124

2. AIN'T THAT A SHAME? (BMI)-P. Boone..... Tennessee Saturday Night (BMI)-Dot 15377 3. YELLOW ROSE OF TEXAS

4. LEARNIN' THE BLUES (ASCAP)-F. Sinatra..... 4 16 If I Had Three Wishes (ASCAP)-Cap 3102

(ASCAP)-M. Miller..... 3

Blackberry Winter (BMI)-Col 40540

5. HARD TO GET (ASCAP)-G. MacKenzie..... 7 Boston Fancy (BMI)-X 0137

6. YELLOW ROSE OF TEXAS You're in Love With Someone (ASCAP)-7. SEVENTEEN (BMI)-B. Bennett.... 6

Little Old You-All (BMI)-King 1470 8. BLOSSOM FELL (ASCAP)-Nat (King) Cole..... 5 17 IF I MAY (BMI)-Cap 3095

9. HOUSE OF BLUE LIGHTS (ASCAP)-C. Miller..... 10 11 Can't Help Wonderin' (ASCAP)-Mercury 70627 10. MAYBELLENE (BMI)-C. Berry.... 13

11. IT'S A SIN TO TELL A LIE (ASCAP)-S. Smith & the Redheads. 8 22 My Baby Just Cares for Me (ASCAP)-Epic 9093

L. Paul & M. Ford..... 9

Goodbye My Love (ASCAP)-Cap 3165 13. TINA MARIE (ASCAP)-P. Como.... -FOOLED (ASCAP)-Vic 20-6192

14. WAKE THE FOWN AND TELL

La, La (BMI)-Imperial 5348

Wee Wee Hours (BMI)-Chess 1604

12. HUMMINGBIRD (ASCAP)-

THE PEOPLE (ASCAP)-L. Baxter. 16 I'll Never Stop Loving You (ASCAP)-Cap 3120 15. SEVENTEEN (BMI)-Fontane Sisters. -

If I Could Be With You (ASCAP)-Dot 15386 16. AIN'T THAT A SHAME? (BMI)-F. Domino...... 18

17. I'LL NEVER STOP LOVING YOU Never Look Back (BMI)-Col 40505 18. SEVENTEEN (BMI)-R. Draper.... 23

Can't Live With 'Em, Can't Live Without Them (BMI)-Mercury 70651 19. GUM DROP (BMI)—Crew Cuts..... -

Present Arms (ASCAP)-Mercury 70668

20. AUTUMN LEAVES (ASCAP)-R. Williams..... 21 Take Care (BMI)-Kapp 16

21. L'OMANI (BMI)-J. La Rosa...... 17 Mama Rosa (ASCAP)-Cadence 1265

22. UNCHAINED MELODY (ASCAP)-L. Baxter..... !1 Medic (ASCAP)—Cap 3055

23. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)-M. Carson.... -Hold Me Tight (ASCAP)-Col 40537

24. SONG OF THE DREAMER (BMI)-E. Fisher.... Don't Stay Away Too Long (ASCAP)-Vic 20-6196

25. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)-P. Prado..... 14 26 Marie Elena Rumba (ASCAP)-Vic 20-5965

#### DEALERS AND OPERATORS . . .

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

Poster is on page 50

#### WEEK'S BEST BUYS

I WANT YOU TO BE MY BABY (Victory, BMI) -Lillian Briggs-Epic 9115

I WANT YOU TO BE MY BABY (Victory, BMI) -Georgia Gibbs-Mercury 70685

A nip-and-tuck struggle for top position has been going on the past two weeks between these two competitive versions. Timing and solid promotion by the manufacturer has helped Miss Briggs to hold her own up to this point, the Georgia Gibbs is a formidable opponent and is beginning to make her weight felt. The Epic record appears on the St. Louis territorial chart this week and is doing nicely in Boston, Philadelphia, Cleveland, Baltimore and Durham. In some areas the Mercury disk is starting to pull ahead. The Briggs record has "Don't Stay Away Too Long" (Meridian, BMI) on the flip; the Gibbs record is coupled with "Come Rain or Come Shine" (A-M, ASCAP). Both versions were Billboard "Spotlight" picks, the former in the "Talent" category.

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

A PARAMETER OF THE PARA
医唇萎黄属
医多套数器
開發出意建
-

#### Most Played in Juke Boxes

For survey week ending August 17 RECORDS are ranked in order of the greatest number of plays in

Juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position

on the chart. In such a case, both sides are Last tisted in bole type, the leading side on top Week Chart 1. ROCK AROUND THE CLOCK

(ASCAP)-B. Haley..... 1 Thirteen Women (BMI)-Dec 29124 2. LEARNIN' THE BLUES (ASCAP) F. Sinatra.....

If I Had Three Wishes (ASCAP)-Cap 3102 2. AIN'T THAT A SHAME? (ASCAP)— Tennessee Saturday Night (BMI)-Dot 15377

4. BLOSSOM FELL (ASCAP)— Nat (King) Cole..... 4 14 IF 1 MAY (BMI)-Cap 3095 5. HARD TO GET (ASCAP)-G. MacKenzie.....

6. YELLOW ROSE OF TEXAS (ASCAP)-M. Miller..... 14 Blackberry Winter (BMI)-Col 40540 7. HUMMINGBIRD (ASCAP)-

Boston Fancy (BMI)-X 0137

1

L. Paul & M. Ford...... 11 Goodbye My Love (ASCAP)-Cap 3165 8. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)-

P. Prado...... Marie Elena Rumba (ASCAP)-Vic 20-5965 9. HONEY BABE (ASCAP)-A. Mooney.. 7 15 No Regrets (ASCAP)-M-G-M 11900

10. IT'S A SIN TO TELL A LIE (ASCAP)-S. Smith & the Redheads..... My Baby Just Cares for Me (ASCAP)-Epic 9093

10. AIN'T THAT A SHAME? (BMI)-Lu. La (BMI)-Imperial 5348

12. SOMETHING'S GOTTA GIVE (ASCAP)-McGuire Sisters..... 8 Rhythm 'n' Blues (ASCAP)-Coral 61423 12. SEVENTEEN (BMI)—Fontane Sisters.. 18

If I Could Be With You (ASCAP)-Dot 15386 14. UNCHAINED MELODY (ASCAP)-L. Baxter..... 16 Medic (ASCAP)—Cap 3055

14. YELLOW ROSE OF TEXAS (ASCAP)-J. Desmond..... You're in Love With Someone (ASCAP)-Coral 61476 16. POPCORN SONG (BMI)-C. Stone... 14

1

3

Barracuda (BMI)-Cap 3131 16. SEVENTEEN (BMI)-B. Bennett.... -Little Ole You-All (BMI)-King 1470

18. UNCHAINED MELODY (ASCAP)-

A. Hibbler...... 10 18 Daybreak (ASCAP)-Dec 29441 18. BANJO'S BACK IN TOWN (ASCAP)-T. Brewer.... -How to Be Very, Very Popular-Coral 61448

18. LONGEST WALK (ASCAP)-Swance (ASCAP)-Vic 20-6182

#### Most Played by Jockeys

For survey week ending August 17 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. Last Week The reverse side of each record is also listed. Week Chart 1. ROCK AROUND THE CLOCK Thirteen Women-Dec 29124-ASCAP

2. YELLOW ROSE OF TEXAS-M. Miller.... Blackberry Winter-Col 40540-ASCAP 3. AIN'T THAT A SHAME?-P. Boone Tennessee Saturday Night-Dot 15377-BMI

4. LEARNIN' THE BLUES-F. Sinatra. . 2 17 If I Had Three Wishes-Cap 3102-ASCAP

5. HARD TO GET-G. MacKenzie.... 5

Boston Fancy-X 0137-ASCAP

6. TINA MARIE-P. Como...... 12 Fooled-Vic 20-6192-ASCAP

7. YELLOW ROSE OF TEXAS-J. Desmond...... 9 You're in Love With Someone-Coral 61476-ASCAP 8. HUMMINGBIRD (ASCAP)-

L. Paul & M. Ford..... 8

Goodbye My Love-Cap 3165 9. SEVENTEEN-Fontane Sisters..... 18 If I Could Be With You-Dot 15386-BMI

9. WAKE THE TOWN AND TELL THE PEOPLE-L. Baxter..... 17 I'll Never Stop Loving You-Cap 3120-ASCAP

II I May-Cap 3095-ASCAP 12. LONGEST WALK-J. P. Morgan..... 15 Swanee-Vic 20-6182-ASCAP

11. BLOSSOM FELL-Nat (King) Cole... 7

13. SEVENTEEN-B. Bennett...... 10 Little Old You-All-King 1470-BMI

14. I'LL NEVER STOP LOVING YOU -D. Day..... 14 Never Look Back-Col 40505-ASCAP

15. UNCHAINED MELODY-L. Baxter... 6 21 Medic-Cap 3055-ASCAP

16. IT'S A SIN TO TELL A LIE-S. Smith & the Redheads..... 11 My Baby Just Cares for Me-Epic 9093-ASCAP

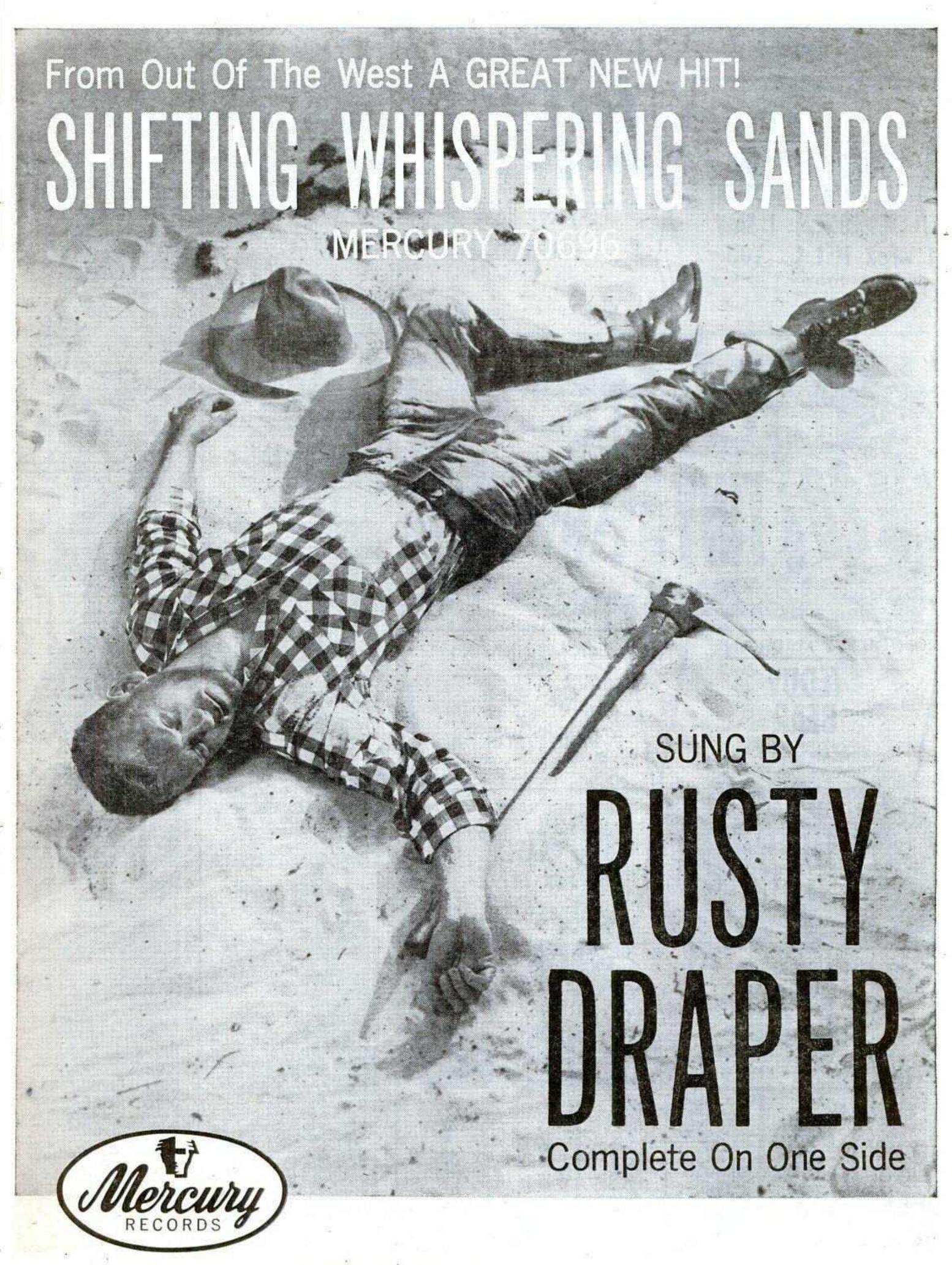
17. LOVE IS A MANY-SPLENDORED THING-Four Aces.... -Shine On, Harvest Moon-Dec 29625-ASCAP

18. DOMANI--]. La Rosa...... 19 Mama Rosa-Cadence 1265-BMI 19. MAN IN THE RAINCOAT-P. Wright -

Please Have Mercy-Unique 303-BMI 20. SOMETHING'S GOTTA GIVE-

Rhythm 'a' Blues-Coral 61423-ASCAP

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A MAGNIFICENT RECORDING!



WHERE IS THAT MOMENT I SAW SOMEONE YOU FOR ME?

MCM 12020 78 rpm • K 12020 45 rpm

DAVE ROSE

SUMMERTIME IN VENICE

VIOLINE (Let Your Song Begin) MCM 30882 78 rpm . K 30882 45 rpm

# and his Orch /. A HAVIN SONG

MGM 12039 FK 12039

TEDDY

BETTY MADIGAN

PLEASE BE KIND MCM 12022 78 rpm . K 12022 45 rpm GEORGE SHEARING QUINTET

DRUME NEGRITA

MCM 12038 78 rpm • K 12038 45 rpm

ROBBIN HOOD

SOCK DANCIN' MY SOCKS

HAPPY IS MY HEART MCM 12046 TE rain & K 12046 45 rpm

KAY ARMEN

THE BIBLE TELLS ME SO

WONDER WHEN WE'LL EVER KNOW MGM 12045 78 rpm • K 12045 45 rpm

**ACQUAVIVA** 

AND HIS ORCHESTRA

PRAYER FOR PEACE

ALONE WITH YOU MCM 30884 78 rpm . K 30884 45 rpm

PAT O'DAY

SOLDIER BOY

REWARDI REWARDI MGM 12025 78 cpm # K 12025 45 cpm

MAGIC

VALLEY

BE ACTING

A FOOL

MARGE AND HELENE

MCM 12036 78 rpm • K 12036 45 rpm

PETULA CLARK

ROMANCE THE PENDULUM IN ROME SONG MCM 12049 78 rpm . K 12049 45 rpm

ROSALIND PAIGE FRANKIE AND } MY JOHNNIE REVERIE CHA CHA

MCM 12042 78 rpm • K 12042 45 rpm

JAMES BROWN

and the Trail Winders Lt. Rip Masters of the Rin Tin Tin TV shows

THE MAN THE FROM KENTUCKIAN LARAMIE MCM 12011 78 rpm . K 12011 45 rpm HANK WILLIAMS

A TEARDROP ALONE AND ON A FORSAKEN ROSE
MGM 12029 78 rpm K 12029 45 rpm

- I'D ONLY

**BUD DECKELMAN** FOR SO LONG

THE

TRIANGLE

M.G.M RECORDS

THE GREATEST NAME ( ) IN ENTERTAINMENT

MGM 12017 78 rpm . K 12017 45 rpm

### The Billboard Music Popularity Charts

### POPULAR RECORDS

### Territorial Best Sellers

For survey week ending August 17

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

Atlanta

1. Vellow Rose of Texas. M. Miller, Col. 2. It's a Sin to Tell a Lie S. Smith & the Redheads. Epl.

Doris Day, Col. 4. Wake the Town and Tell the People

3. I'll Never Stop Loving You

L. Baxter, Cap.

5. Rock Around the Clock, B. Haley, Dec. 6. Tina Marie, Perry Como, Vic. 7. The Longest Walk, J. P. Morgan, Vic. 8. Hummingbird, L. Paul & M. Ford, Cap.

Baltimore

1. Seventeen, B. Bennett, Kng. 2. Ain't That a Shame? P. Boone, Dot 3. Yellow Rose of Texas, M. Miller, Col. 4. Vellow Rose of Texas, J. Desmond, Cor. 5. Rock Around the Clock, B. Haley, Dec.

6. Hard to Get. G. MacKenzie, X 7. Song of the Dreamer, E. Fisher, Vic.

8. Gam Drop, Crew Cuts. Mer. . 9. Tina Marie, P. Como, Vic. 10. Domani, J. La Rosa, Cdc.

Boston

1. Yellow Rose of Texas, M. Miller, Col. 2. Gum Drop. Crew Cuts, Mer. 3. Rock Around the Clock, B. Haley, Dec.

4. Hard to Get. G. MacKenzie, X 5. Longest Walk, J. P. Morgan, Vic. 6. Seventeen, Fontane Sisters. Dot

7. Yellow Rose of Texas, J. Desmond, Cor. 8. I'll Never Stop Loving You, D. Day, Col. 9. Piddley Patter Patter, P. Page, Mer.

Buffalo

I. Ain't That a Shame? P. Boone, Dot 2. Seventeen. B. Bennett, Kng. 3. Yellow Rose of Texas, M. Miller, Col. 4. Yellow Rose of Texas, J. Desmond, Cor.

5. House of Blue Lights, C. Miller, Mer. 6. Domani, J. La Rosa, Cdc. 7. Song of the Dreamer, E. Fisher, Vic.

10. Domani, J. La Rosa, Cdc.

8. Love Is a Many-Splendored Thing Four Aces, Dec. 9. Longest Walk, J. P. Morgan, Vic.

10. Day by Day, Four Freshmen, Cap.

Chicago

I. Rock Around the Clock, B. Haley, Dec. 2. Yellow Rose of Texas, M. Miller, Col. 3. Ain't That a Shame? P. Boone, Dot

4. Moments to Remember, Four Lads, Col. 5. Autumn Leaves, R. Williams, Kap. 6. Maybellene, C. Berry, Chs.

7. Gum Drop. Crew Cuts, Mer. 8. Love Is a Many-Splendored Thing Four Aces. Dec.

9. Seventeen, B. Bennett, Kng. 10. Wake the Town and Tell the People L. Baxter, Cap.

Cincinnati

I. Yellow Rose of Texas. M. Miller. Col. 2. Rock Around the Clock, B. Haley, Dec. 3. Ain't That a Shame? Pat Boone, Dot

4. Gum Drop, Crew Cuts. Mer.

5. Seventeen, R. Draper, Mer. 6. House of Blue Lights, C. Miller, Mer. 7. Wake the Town and Tell the People

L. Baxter, Cap. 8. Blossom Fell, Nat (King) Colc. Cap. 9. Kentuckian Song, Hilltoppers. Dot

10. Wake the Town and Tell the People M. Carson, Col.

Cleveland

I. Maybellene, C. Berry, Chs. 2. Yellow Rose of Texas, M. Miller, Col. 3. Autumn Leaves, R. Williams, Kap. 4. Bible Tells Me So. N. Noble, Wng. 5. Gum Drop. Crew Cuts. Mer.

6. Seventeen, B. Bennett, Kng. 7. Only You, Platters, Mer. 8. Love Is a Many-Splendored Thing

L. Bayter, Cap.

Four Aces, Dec. 9. House of Blue Lights, C. Miller, Mer. 10. Wake the Town and Tell the People

Dallas-Ft. Worth

J. Rock Around the Clock, B. Haley, Dec. Yellow Rose of Texas, M. Miller, Col. 3. Uranium, Commodores, Dot 4. It's a Sin to Tell a Lie

S. Smith & the Redheads, Epi. 5. Ain't That a Shame? P. Boone. Dot 6. Ridin' on a Train, Commodores, Dot

7. Maybellene, C. Berry, Chs. 8. Ain't That a Shame? F. Domino, Imp. 9. Hard to Get. G. MacKenzie, X

10. Hummingbird, L. Paul & M. Ford, Cap.

Denver

1. Seventeen, R. Druper, Mer. 2. Yellow Rose of Texas, M. Miller, Col. 3. House of Blues Lights, C. Miller, Col. 4. Man in the Raincoat. M. Marlowe, Cdc. 5. Rock Around the Clock, B. Haley, Dec. 6. That Old Black Magic. S. Davis Jr., Dec. 7. Hummingbird, L. Paul & M. Ford, Cap. 8. Kentuckian Song, Hilltoppers, Dot 9. Ain't That a Shame? P. Boone, Dot

Detroit

1. Autumn Leaves, R. Williams, Kap. 2. Yellow Rose of Texas, M. Miller, Col. 3. Bible Tells Be So. N. Noble. Wng. 4. Gum Drop. O. Williams. Del. 5. Tina Marie, P. Como, Vic. 6. Longest Walk, J. P. Morgan, Vic.

7. Seventeen, B. Bennett, Kng. 8. Rock Around the Clock. B. Haley. Dec. 9. Wake the Town and Tell the People M. Carson, Col.

10. Domani, J. La Rosa, Cdc.

10. Green Eyes, Ravens, Jub.

Kansas City

1. Maybellene, C. Berry, Chs. 2. Ain't That a Shame? P. Boone, Dot 3. Seventeen. B. Bennett. Kng. 4. Yellow Rose of Texas, M. Miller, Col. 5. House of Blue Lights, C. Miller, Mer. 6. Hummingbird, L. Paul & M. Ford, Cap.

7. Wake the Town and Tell the People M. Carson, Col. 8. Longest Walk, J. P. Morgan, Vic. 9. Rock Around the Clock, B. Haley, Dec.

Los Angeles 1. Rock Around the Clock, B. Haley, Dec.

2. Learnin' the Blues, F. Sinatra, Cap. 3. House of Blue Lights, C. Miller, Mer.

4. That Old Black Magic, S. Davis Jr., Doz. 5. I'll Never Stop Loving You

Doris Day, Col. 6. Hard to Get, G. MacKenzie, X
7. Unchained Melody, L. Baxter, Cap.

8. Man in the Raincoat, M. Maclowe, Cdc. 9. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi. 10. Yellow Rose of Texas, M. Miller, Col.

Milwaukee

1. Ain't That a Shame? P. Boone, Dot 2. Yellow Rose of Texas, J. Desmond, Cor. 3. Yellow Rose of Texas, M. Miller, Col.

4. Rock Around the Clock, B. Huley, Dec. 5. Maybellene, J. Lowe, Dot 6. Wake the Town and Tell the People

L. Baxter, Cap. 7. Seventeen, R. Draper, Mec. 8. Domani, J. La Rosa, Cdc. 9. Hard to Get, G. MacKenzie, X

10. Unchained Melody, L. Baxter, Cap.

Mpls.-St. Paul

1. Rock Around the Clock, B. Haley, Dec. 2. Ain't That a Shame? P. Boone, Dot 3. Yellow Rose of Texas, J. Desmond, Cor.

4. Kentuckian Song, Hilltoppers, Dot 5, Yellow Rose of Texas, M. Miller, Col. 6. Seventeen, Fontane Sisters. Dot

7. Wake the Town and Tell the People L. Baxter, Cap. 8. House of Blue Lights, C. Miller, Mer. 9. It's a Sin to Tell a Lie

S. Smith & the Redheads, Epi-10. Wake the Town and Tell the People M. Carson, Col.

New Orleans

1. Popcorn Song, C. Stone, Cap. 2. Yellow Rose of Texas, M. Miller, Col. 3. Rock Around the Clock, B. Haley, Dec. 4. Song of the Dreamer, E. Fisher, Vic.

5. Hard to Get, G. MacKenzie, X 6. Sweet and Gentle, A. Dale. Cor. 7. My One Sin, Nat (King) Cole, Cap.

8. Seventeen, E. M. Morse, Cap. 9. I'll Never Stop Loving You Doris Day, Col.

10. You Win Again, Paulette Sisters, Cap. New York

1. Rock Around the Clock, B. Haley, Dec. 2. Yellow Rose of Texas, M. Miller, Col. 3. Learnin' the Blues, F. Sinatra, Cap.

4. Ain't That a Shame? P. Boone, Dot 5. Unchained Melody, A. Hibbler, Dec. 6. Sweet and Gentle, G. Gibbs, Mer. 7. Blossom Fell, Nat (King) Cole, Cap. 8. Cherry Pink and Apple Blossom White

P. Prado, Vic. 9. Hard to Get, G. MacKenzie, X

10. Honey Babe, A. Mooney, M-G-M Philadelphia

1. Rock Around the Clock, B. Haley, Doc. 2. Ain't That a Shame? P. Boone, Dot.

3. Wake the Town and Tell the People M. Carson, Col.

4. Yellow Rose of Texas, M. Miller, Col. 5. Domani, J. La Rosa, Cdc.

6. Hard to Get, G. MacKenzie, X
7. Yellow Rose of Texas, J. Desmond, Cor. 8. Seventeen, Fontane Sisters, Dot

9. It's a Sin to Tell a Lie S. Smith and the Redheads. Epi. 10. Ain't That a Shame? Fats Domino, Imp.

Pittsburgh

1. Yellow Rose of Texas, M. Miller, Col. 2. Maybellene, C. Berry, Chs. 3. Fooled, P. Como, Vic.

4. Rock Around the Clock, B. Haley, Dec. 5. Ain't That a Shame? P. Boone, Dot 6. Moon Must Have Followed Me Home

T. Kirby, Vic.
7. I'll Never Stop Loving You Doris Day, Col.

8. Longest Walk, J. P. Morgan, Vic. 9. Kentuckian Song, Hilltoppers, Dot 10. Razzle Dazzle, B. Haley, Dec.

St. Louis Maybellene, C. Berry, Chs.
 Ain't That a Shame? P. Boone, Dot

3. Seventeen, R. Draper, Mer. 4. Yellow Rose of Texas, M. Miller, Col. 5. Wake the Town and Tell the People

L. Baxter, Cap. 6. House of Blue Lights, C. Miller, Mer. 7. Rock Around the Clock, B. Haley, Dec.

8. I Want You to Be My Baby L. Briggs, Epi. 9. Domani, J. La Rosa, Cdc.

10. Hard to Get, G. MacKenzie, X

San Francisco 1. Rock Around the Clock, B. Haley, Dec.

 Learnin' the Blues, F. Sinatra, Cap.
 Unchained Melody, L. Baxter, Cap. 4. Hard to Get, G. MacKenzie, X
5. Cherry Pink and Apple Blossom White

P. Prado, Vic. 6. Ain't That a Shame? P. Boone, Dot

7. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi. 8. Blossom Fell, Nat (King) Cole, Cap. 9. Something's Gotta Give

10. Domani, J. La Rosa, Cdc.

McGuire Sisters, Cor.

Seattle 1. Ain't That a Shame? P. Boone, Dot 2. Only You, Platters, Mer.

3. Yellow Rose of Texas, M. Miller, Col. 4. Rock Around the Clock, B. Haley, Dec. 5. Man in the Raincoat, P. Wright, Unq. 6. Hard to Get, G. MacKenzie, X

7. Seventeen. Fontane Sisters, Dot 8. Hummingbird, L. Paul & M. Ford, Cap. 9. Man From Laramie, W. Schumann, Vic.

10. Cattle Call E.-Arnold & H. Winterhalter, Vic.

Toronto 1. Rock Around the Clock, B. Haley, Dec. 2. Ain't That a Shame? P. Boone, Dot

3. Learnin' the Blues, F. Sinatra, Cap. 4. Hummingbird, L. Paul & M. Ford, Cap. 5. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.

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# RCAVICTOR AND YOU, THE DEALER

### Let's look at the RCA Victor Record for 1955

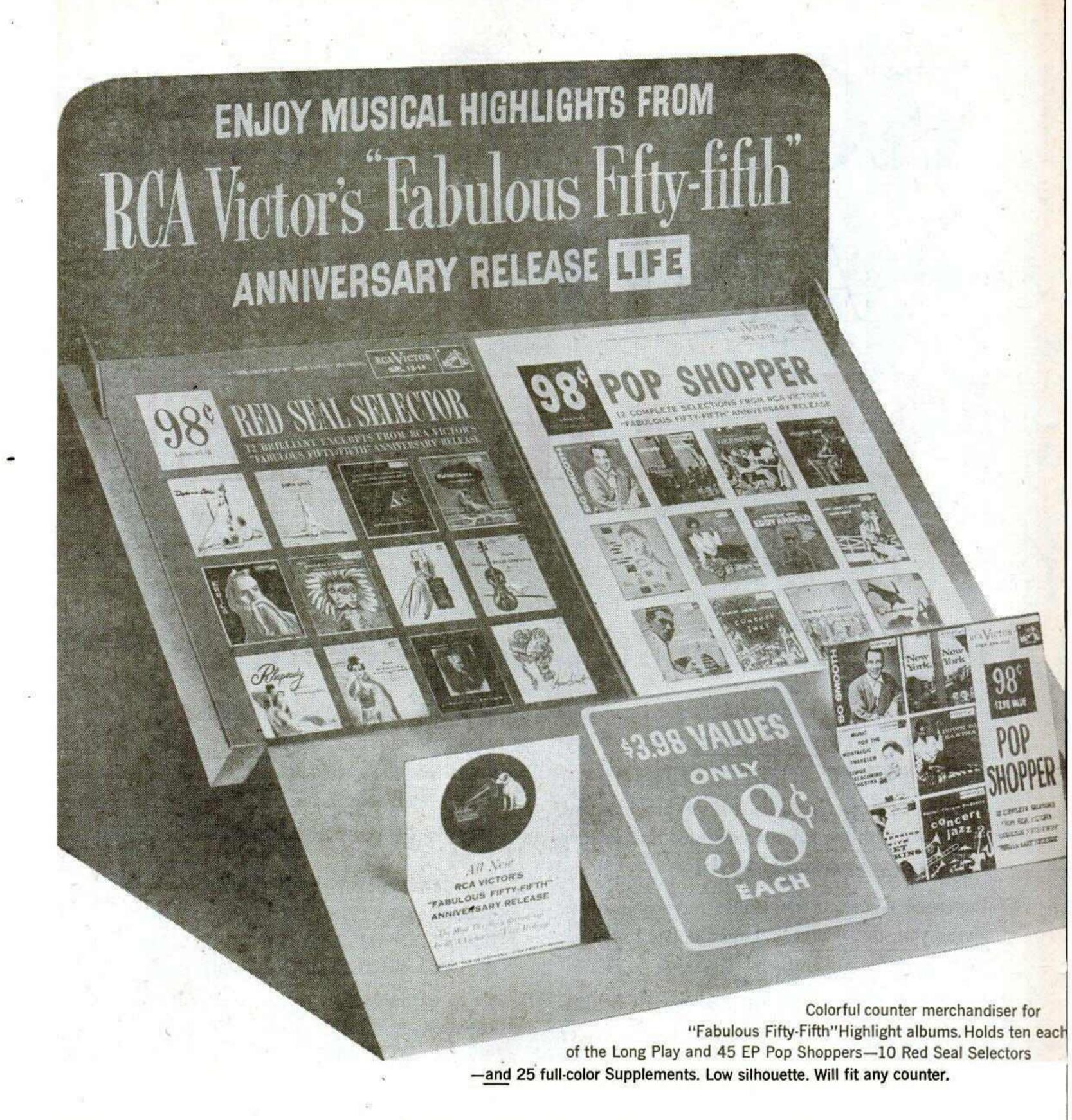
- The new low price of only \$3.98 per Long Play Record is bringing you, the dealer more new buying customers than you've ever seen before!
- 2 Simplified pricing (just 5 basic lines) provides you, the dealer with the most streamlined merchandising operation in record history!
- 3 Increased discounts on traffic merchandise are giving you, the dealer a larger dollar gross for your day-to-day operations!
- Three quality record lines (RCA Victor, RCA Blue-bird and RCA Camden) are giving you, the dealer the opportunity to sell more records to more customers in every price range!
- 5 RCA Victor's Store Modernization Program lets you, the dealer re-style your layout for faster, easier selling at a price you can afford!
- Full page ads on a regular basis in Life and The Saturday Evening Post...consistent commercials on NBC-TV Spectaculars, other network television and radio shows...all combine to attract millions of new customers for you, the dealer.
- 7 RCA Victor's "Fabulous 55th" Anniversary Release bringsyou, the dealer the greatest values in record history...and customers must come to your store to buy. (See following two pages).

RCA Victor's new Personal Music Service Plan is positive insurance that you, the dealer need never lose a sale on merchandise temporarily out of stock. Every retail sale through Personal Music Service must be made in your store.

A STATEMENT ABOUT MAIL-ORDER RECORD CLUBS BY MANIE SACKS. VICE-PRESIDENT AND GENERAL MANAGER, RCA VICTOR RECORD DIVISION

We have received many dealer inquiries as to whether RCA Victor plans to start its own record club. We do not. It has always been our conviction that the record dealer has always been the backbone of the record industry, and all our plans have been designed to strengthen the dealer's position. The best way to realize the tremendous growth potential we see for the record industry is through aggressive dealers, stocked with competitively priced, quality merchandise. That is why we lowered the price of our Long Play records as much as 40% earlier this year. As a result, record sales have soured to a new high, and dealers, both large and small have benefited. RCA Victor has no intention of adopting any plan that will by-pass the dealer, cut his, income, take record customers out of his store or narrow the consumers. freedom of choice of the wide variety of fine recordings on all labels now available to them. We are out to find new customers for our dealers, not to compete with them for retail sales. We will continue to direct all efforts toward making sure that our dealers never lose a sale-or a customer.





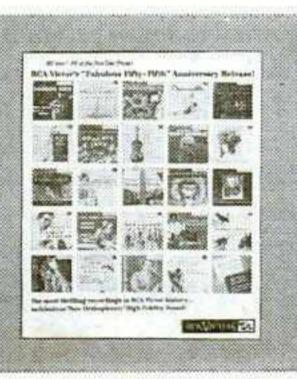
### To promote this fabulous release...the

Full-page ad for the two Highlight albums in September Life, Saturday Review and all Catalogs. Full-page, full-color ad on the 24 "Fabulous Fifty-Fifth" Anniversary albums in October issue of Life.

Color commercials on NBC-TV Producers' Showcase, Sept. 19; and Martha Raye Show, Sept. 27. Hard-hitting radio commercials on the NBC Monitor program—all during September and October! Eye-catching "Fabulous Fifty-Fifth" window display in dazzling full color. Big 30 by 40-in. size.



.









# RCA VICTOR CELEBRATES 55 FABULOUS YEARS OF RECORD LEADERSHIP

With the First Great Release at the New Low Prices . . .

And Two Great Traffic-Building Sampler Records!

In January, 1901, the Victor Talking Machine Company released its first record. Now RCA Victor marks the 55th anniversary of that occasion with the greatest store traffic-building, record sales-boosting promotion in its history: RCA Victor's "Fabulous Fifty-Fifth" Anniversary Release! It's the profit opportunity of your lifetime—24 great new albums, twelve exciting new popular albums featuring top-selling artists, and twelve Red Seal albums of best-selling classics! Each in superb "New Orthophonic" High Fidelity sound...all at the lowest prices in RCA Victor history!

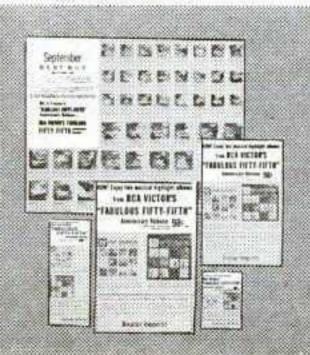
And here's the really BIG NEWS — two exciting Sampler Records in full-color covers . . . double assurance that this promotion will create traffic and sales galore for you! The POP SHOPPER contains complete selections from the 12 popular albums in the release. It's available in both Long Play and 3-record 45 EP. The RED SEAL SELECTOR contains excerpts from the new Red Seal albums. Each sampler is a \$3.98 value . . . yet you'll sell them at a profit for only 98¢ each! Placed right on your counter in the handy merchandiser (shown at left)—these exciting highlight albums will sell themselves . . . and help you sell more RCA Victor "Fabulous Fifty-Fifth" Anniversary albums too!

### biggest ad campaign in record history

Full color streamer. Full color Supplements showing entire "Fabulous Fifty-Fifth" release. Ready-made ad mats for local newspaper use, plus mat kit to make up your own advertisements. "Fabulous Fifty-Fifth" brochure. All you need to know to make the biggest profits you've ever had!

and—three exciting bonus surprises!







Order these great sales aids call your RCA Victor record distributor right now!





### POPULAR RECORDS

### COMING UP STRONG

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

- 1. The Longest Walk...... Jaye P. Morgan
  (ASCAP) RCA Victor 6182
- 2. Love Is a Many-Splendored
  Thing ...... Four Aces
  (ASCAP) Decca 29625
- 3. Only You ...... The Platters
  (BMI) Mercury 70633
- 4. You Are My Sunshine .. Ferko String Band
  (BMI) Media 1013
- 5. Why Don't You Write Me? .. Snooky Lanson (BMI) Dot 15385
- 6. Moments to Remember...... Four Lads
  (ASCAP) Columbia 40539
- 7. I Want You to Be My Baby ... Georgia Gibbs
  (BMI) Mercury 70685
- 8. I Want You to Be My Baby . . . Lillian Briggs

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

### Tunes With Greatest Radio - TV Audience

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

### Radio

A Blossom Fell (R)—Shaprio-Bernstein— ASCAP

Banjo's Back in Town (R)—World—ASCAP

Bible Tells Me So (R)—Paramount-Rogers

—ASCAP

Blue Star (R)—Young—ASCAP

Domani (R)—Montauk—BMI

Don't Stay Away Too Long (R)—Bourne—

ASCAP

Female on the Beach (R) (F)—Northern—
ASCAP
Fooled (R)—Harms—ASCAP

Hard to Get (R)—Witmark—ASCAP
Hummingbird (R)—Jungnickel—ASCAP
If I May (R)—Roosevelt—BMI
I'll Never Stop Loving You (R)—Feist—
ASCAP

It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn—ASCAP Kentuckian Song (R) (F)—Frank—ASCAP Kiss Me and Kill Me With Love (R)— Chappell—ASCAP

Learnin' the Blues (R)—Barton—ASCAP Longest Walk (R)—Advanced—ASCAP Love Is a Many-Splendored Thing (R) (F)— Miller—ASCAP

Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP Man From Laramie (R) (F)—Columbia Pictures—ASCAP Man in the Raincoat (R)—Canada Ltd.—

BMI
May I Never Love Again (R)—Broadcast—
BMI
Piddly Patter Patter (R)—E, B. Marks—

BMI
Rock Around the Clock (R) (F)—Myers—
ASCAP
Something's Gotta Give (R) (F)—Robbins—
ASCAP

Sweet and Gentle (R)—Peér—BMI
Toy Tiger (R) (F)—Northern—ASCAP
Unchained Melody (R) (F)—Frank—ASCAP
Wake the Town and Tell the People (R)—
Joy—ASCAP
Yellow Rose of Texas (R)—Planetary—

ASCAP
You Are My Sunshine (R)—Southern—
ASCAP
Young Ideas (R)—Harms—ASCAP

### Television

A Blossom Fell (R)—Shapiro-Bernstein—
ASCAP

Alabama Jubilee (R)—Remick—ASCAP

Apollo Umberto Silvano Roberto Romano—
Witmark—ASCAP

Bella Notte (R) (F)—Disney—ASCAP

Blue Star (R)—Young—ASCAP

Domani (R)—Montauk—BMI

Don't Stay Away Too Long (R)—Bourne—

Experience Unnecessary (R) — Pincus —
ASCAP

Gobelues (R)—Longridge—ASCAP

Heart (R) (M)—Frank—ASCAP

He's a Tramp (R) (F)—Disney—ASCAP

Hummingbird (R)—Jungnickel—ASCAP

I Want You to Be My Baby (R)—Victory—RMI

Kentuckian Song (R) (F)—Frank—ASCAP

Learnin' the Blues (R)—Barton—ASCAP

Longest Walk (R)—Advanced—ASCAP

Love Is a Many-Splendored Thing (R) (F)—

Miller—ASCAP

Nineteenth Hole (R)—Jericko—ASCAP

Pete Kelly's Blues (R) (F)—Mark VII—
ASCAP

Piddly Patter Patter (R)—E. B. Marks—

Rock Around the Clock (R) (F)—Myers— ASCAP

Sailor Boys Have Talk to Me in English (R)

—E. H. Morris—ASCAP

Siamese Cat Song (R) (F)—Disney—ASCAP

Something's Gotta Give (R) (F)—Robbins—

ASCAP
Strange Noises in the Attic (R)—Cromwell
—ASCAP

Sweet and Gentle (R)—Peer—BMI
Two Lost Souls (R) (M)—Frank—ASCAP
Wake the Town and Tell the People (R)—
Joy—ASCAP

Yellow Rose of Texas (R)—Planetary— ASCAP Young Ideas (R)—Harms—ASCAP

# Best Selling Sheet Music

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

This Wee		Last Week	Weeks on Chart
1.	Yellow Rose of Ter	xas. E	5 3
2.	Rock Around the Clock	9	2 10

3. I'll Never Stop Loving

- 5. Hard to Get...... 4 10
  Witmark
- 6. Bible Tells Me So....10
  Paramount-Roy Rogers
- 7. Seventeen ...... 1
  Lois

  8. Hummingbird ..... 9 5
- 9. It's a Sin to Tell a Lie.11 11
  Bregman, Vocco & Conn

Ross Jungnickel

10. Wake the Town and
Tell the People....15

11. Cherry Pink and Apple

- Blossom White.... 6 21
  Chappell

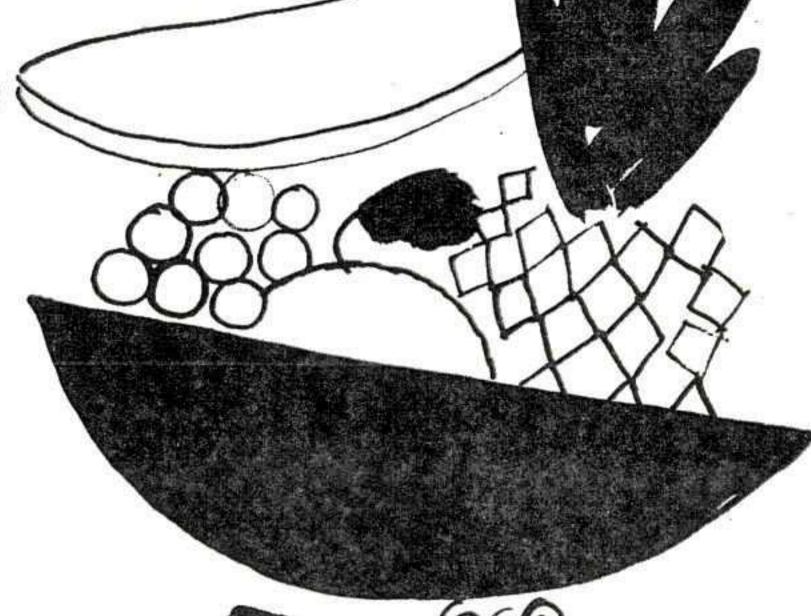
  12. Ain't That a Shame?.. 1
- Commodore

  13. BLOSSOM FELL....13 15
- Shapiro-Bernstein

  14. Man in the Raincoat.. 7
  Canada, Ltd.
- 14. Learnin' the Blues....14 11

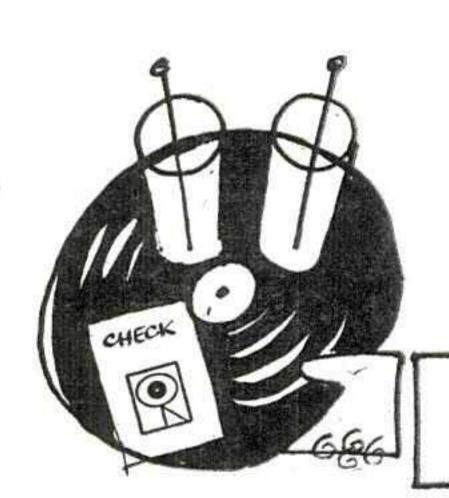
PERCY FAITH PLAYS
"TROPICAL

MERENGUE"



here's the first pop version of america's latest latin dance craze

-Backed by "We Won't Say Goodbye" (40543 4-40543)



TROPICAL and TOPICAL
Another first served up by

COLUMBIA®

RECORDS

@"Columbia" T.M.

### OPERATION PUSHPOP'55 ROLLS ON!

Make the most of the campaign to Keep the Pops Alive in '55 Order These Useful MERCHANDISING AIDS Today!



Acclaimed by Dealers and Operators Everywhere

THE BILLBOARD'S SPECIAL PUSHPOP

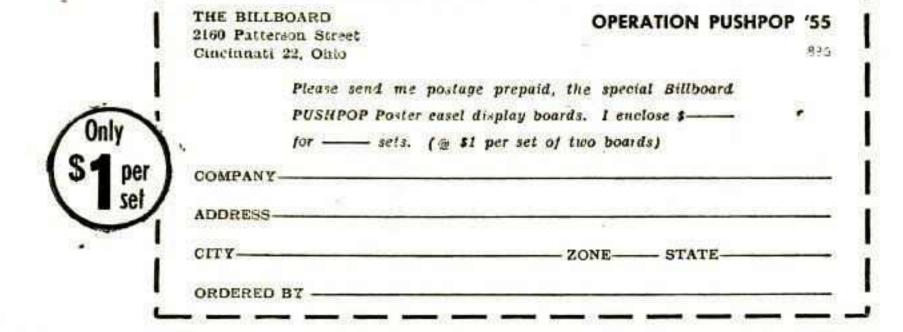
### EASEL DISPLAY CARDS

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

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

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

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



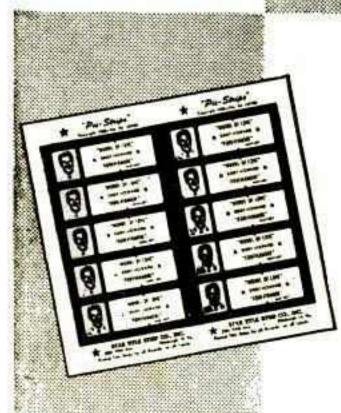


Dealers—for More Sales and Bigger Purchases—from every customer—use

### TODAY'S TOP TUNES

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

### SPECIAL LOW RATES — MAIL ORDER TODAY THE BILLBOARD TODAY'S TOP TUNES DEPT 2160 Patterson Street Cincinnati 22, Ohio Please print and mail TODAY'S TOP TUNES as follows: CHECK ONE CHECK ONE 50 copies \$1 250 copies \$3.50 1-week trial Twice a month ☐ weekly ☐ 100 copies \$2 ☐ 500 copies \$5.50 | monthly NAME (please print clearly) ADDRESS CITY. PHONE NO .-



Operators—Use THE famous

### STAR PIC STRIPS

to Build Your Take on Every Box!

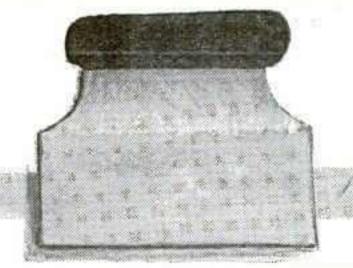
Here they are—the most revolutionary thing in years for Operators who want to generate More PLAYS AND PROFITS

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

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

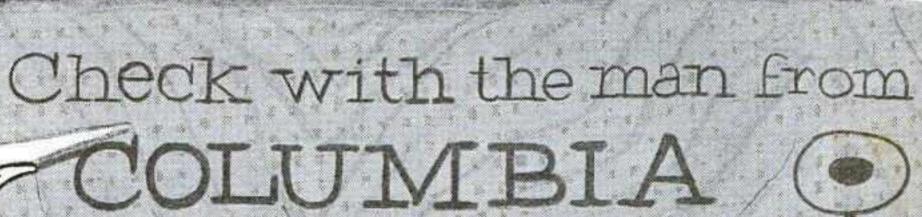
Forget the nasty job of typing your own strips and forget your programming worries. These strips do all the worrying for you—and help get you more plays and profits than ever.

	Star Title Strip Co., P. O. Box 6125, Pittsburgh 12, Pa.	838
	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 O	COMPANY —	
YOUR NA	ME	



# COLUMBIA CHECK LIST

				3 2000	::::::::::::::::::::::::::::::::::::::	nicoconti III
NEW POP RELEASES			It Looks Like I'm Just in Your Way	Marty Robbins		1414
Hawk-Eye Your Love	Frankie Laine	40558 4-40558	I'll Love You Till the Day I	₩		
A Satisfied Mind The Bible Tells Me So	Mahalia Jackson	40554 4-40554	Before I Met You	Flatt & Scruggs	and the second second	1412
Just a Little Bit More Now Is the Time	Eileen Rodgers	40549 4-40549	Lim Gonna Sleep With One Eye Open		4-2	1412
Tropical Merengue	Percy Faith	40543 4-40543	Somebody's Pushin' Carolina Waltz	Johnny Bond		1424
We Won't Say Goodbye  Start Dancin' With a Smile,	STRUCTURE CONTROL	(0m/e/3495519550)	BEST SELLING POPUL	AP ALBUMAS		
No. 1 Start Dancin' With a Smile,	Les Elgart	40545 4-40545	Week Ending August 12, 1955	AR ALBUMS		
No. 2			Love Me or Leave Me	Doris Day B 54		710
BEST SELLING POP SI Week Ending August 12, 1955	NGLES		The Dancing Sound	Les Elgart B 51		2090 584
The Yellow Rose of Texas	Mitch Miller	40540	A Property of the Property of	B 2044 B 204	5 B	2046
Blackberry Winter  Moments to Remember	Four Lads	4-40540 40539	Wailin' at the Trianon	Lionel Hampton B 53 B 199		711 1998
Dream On, My Love, Dream On		4-40535	VARIABLE NAME AND THE PROPERTY OF THE PROPERTY	Ray Heindorf & Matty Matlock	The second secon	690 2103
I'll Never Stop Loving You Never Look Back	Doris Day	40505 4-40505		В 210		2105
Wake the Town and Tell the	Mindy Carson	40537 4-40537		Norman Luboff <b>B 50</b> Choir	В	2003
Hold Me Tight	t Lagran	NEST CONTRACTOR	Satch Plays Fats	Louis Armstrong B 53		708 2085
Song of the Dreamer I've Got So Many Million Years	Johnnie Ray	40528 4-40528	I Love Paris	Michel LeGrand B 44 B 44	La Company of the Com	555
Go On Bye Sailor Boys Have Talk to Me in English	Rosemary Clooney	40534 4-40534		Paul Weston B 52		693
Humming Bird My Little One	Frankie Laine	40526 4-40526	Se Statement IVI stat	Percy Faith B 53	В	705 2084
Blue Star My Love's a Gentle Man	Felicia Sanders	40508 4-40508-	Holiday in Rome	Michel LeGrand B 49 B 49	-	1993
Ain't Cha-Cha Comin' Out	Jo Stafford	40538 4-40538	MASTERWORKS BEST	SELLERS	. h	
St. Louis Blues Too Late	Guy Mitchell	40531	Week Ending August 12, 1955		141	5000
Let Us Be Sweethearts Over Again		4-40531	The Greatest Moments in Sports	329 W	AX	5000
NEW FOLK RELEASES			Verdi: Aida (Opera-for- Orchestra)	Kostelanetz		755 1114
Hawk-Eye I Can't Make My Dreams	Bobby Lord	21437 4-21437	Stravinski: Le Sacre Du Printemps Petrouchka	Philadelphia Orman	y ML	5030
Understand Maybelline	Marty Robbins	21446	Tchaikovsky: Romeo & Juliet- Overture; "1812" Overture	The state of the s	y ML	4997
This Broken Heart of Mine	2004 AND MY	2-21446	March Slav	W 10 Mas	AAI	5026
Conscience	Ray Price	21442 4-21442	A Square Talk on Popular Music	Anna Russell		5036
I Can't Go Home Like This Fool That I Am	Billy Walker	21439	The Art of the Organ	Biggs	SL	219
☐ Pistol Packin' Mama Has		4-21439	Mendelssohn/Tchaikovsky- Violin Concerti	Francescatti		4965 1109
Laid Her Pistol Down Them Can't Make a Devil Out of My Angel	Charlie Adams	21443 4-21443	Offenbach: Gaite Parisienne, Chopin: Les Sylphides		y ML	
BEST SELLING FOLK	RECORDS		Rimsky-Korsakov: Scheherazade	Philadelphia Orman	of the latest territories of	4888 1103
Week Ending August 12, 1955	I S R		Ports of Call	Philadelphia Orman	y ML	4983
Don't Tease Me I Just Dropped in to Say	Carl Smith	21429 4-21429		- <del> </del>	- <del>-</del>	1869
Goodbye Old Lonesome Times	Carl Smith	21382	BROADWAY SHOWS			
There She Goes	a enantalis energent	4-21382	Cast Kismet—Original Broadway	A 1100	WL	4850
State of the state			Pajama Game—Original Broadway Cast	A 1098	ML	4840
	M		IIIIDASTONINI SESSIIS			
	W			MIROSON SERVICE		10 x 1/2





PUSHPOP POSTER SHEET NO. 1

# HONOR ROLL OF HITS

TRADE MARK REG.

# The Nation's 10 Top Tunes

FOR THE WEEK ENDING-AUGUST 20, 1955

... based on Billboard weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators

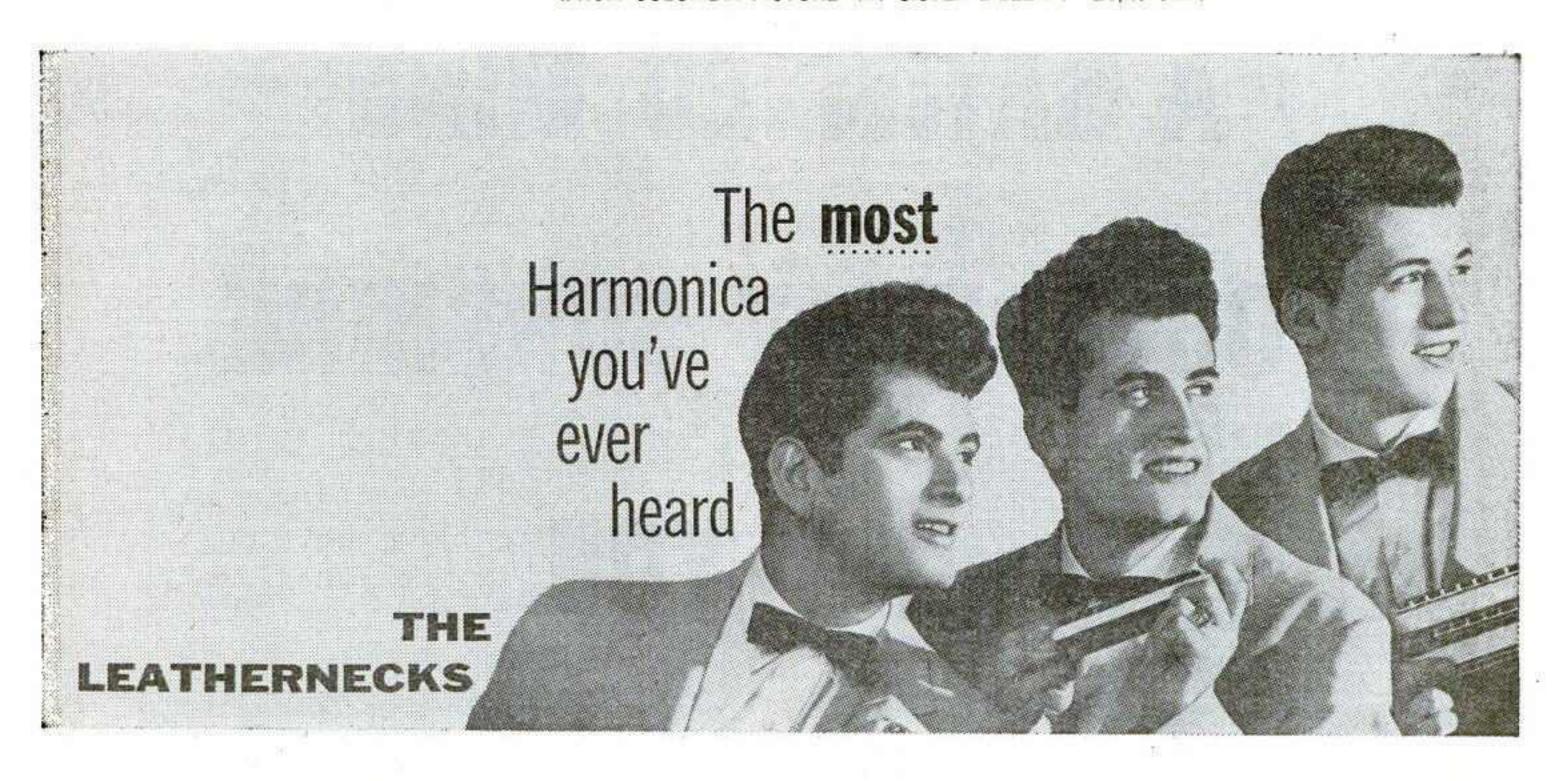
- 1. ROCK AROUND THE CLOCK 2. YELLOW ROSE OF TEXAS AIN'T THAT A SHAME LEARNIN' THE BLUES SEVENTEEN First time in Top Ten
  - 7. HUMMINGBIRD
  - UNCHAINED MELODY
  - BLOSSOM FELL
- LL NEVER STOP LOVING YO First time in Top Ten

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# BEEP BOOP (BOOP BEEP) THERE'S NOTHIN' LIKE LOVE

(FROM COLUMBIA PICTURE "MY SISTER EILEEN") 20/47-6224



### SLOW TRAIN BLUES VIENNESE LANTERN

20/47-6225



PUSHPOP POSTER SHEET NO. 2

The Best of the

# NEWEST TUNES

FOR THE WEEK ENDING-AUGUST 20, 1955

(one or more records now available for each)

Based Upon Exclusive Surveys and Analysis of Billboard Music Popularity Charts

# DAY BY DAY

# LOVE 15 A MANY-SPLENDORED THING GUM DROP

# A SATISFIED MIND YOU ARE MY SUNSHINE ONLY YOU

I WANT YOU TO BE MY BABY

WHY DON'T YOU WRITE ME?

The Original! The Original! The Original!

THE ORIGINAL BIG HIT!

Jaddenly There's

As Sung By

GOGI GRANT

with

**Buddy Bregman's Orchestra** 

"LOVE IS"-ERA #1003

Published by

WARMAN MUSIC

By Arrangement With

HILL & RANGE SONGS, INC.

Personal Management

### JACK MORTON

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ERA Records 1213 N. Highland Hollywood, Calif.

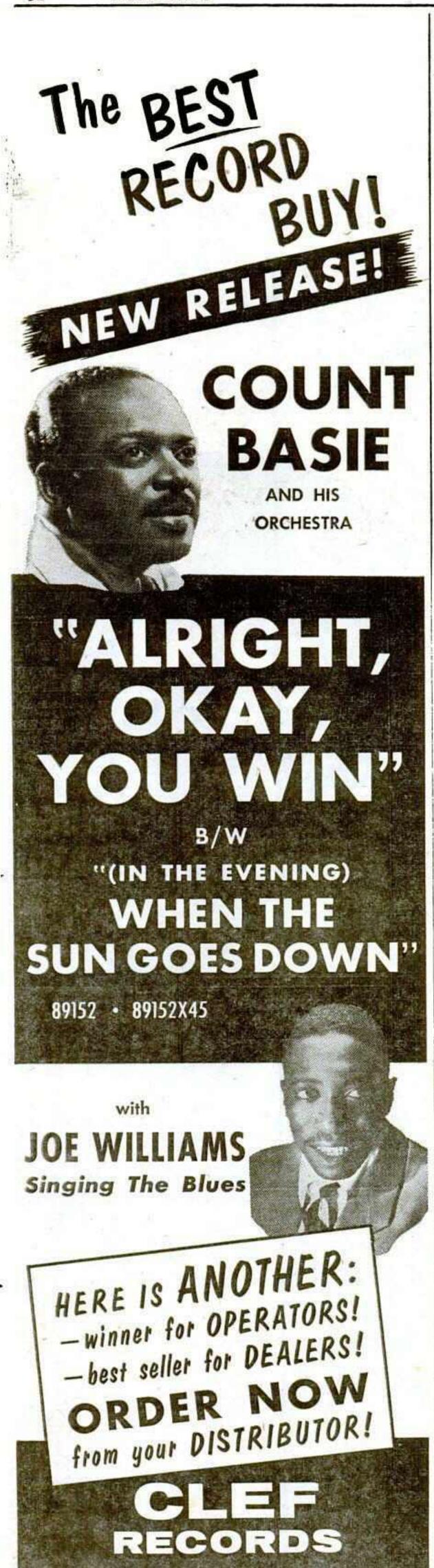
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451 No. Canon Drive \* Beverly Hills, Calif.

### The Billboard Music Popularity Charts

### RECORDS POPULAR

### Review Spotlight on . . .

### RECORDS

(Hill & Range, BMI)

..... SWEET SONG OF INDIA (BVC, ASCAP)

The girls have a sock two-sided hit here, which should grab off many plays from jocks and jukes. "Give Me Love" is a moving plaint, with a drivin' beat and a beautiful hunk of harmony by the McCuires. The sisters are equally effective on the flip with a smooth, interesting vocal treatment on the standard, based on the old Tommy Dorsey instrumental.

(Porgie, BMI)

> Dale has his first really big record hit in a long time riding the charts now, and his new disk should prove an equal success. It's a shrewd blend of r.&b. and the cha cha beat, with an infectious rhythm and a sock performance by Dale and a vocal group. Flip is "Wham" (Peer, BMI).

DORI ANNE GRAY.... Mercury 70689...... LEARNING TO LOVE (Trinity, BMI)

> Mercury's new young canary sings a brightly paced, exuberant love song with an appealing air of seductive sweetness. The tune has a warm country and western flavor and an infectious melody. The Lafawn Paul waxing of the song on Abbott is showing some territorial action, and a flock of covers on the time are scheduled for release this week and next. Flip is "The Smoky Mountain Waltz" (BML.

### Reviews of New Pop Records

### RATINGS—COMMERCIAL POTENTIAL

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

90-100, Tops 80- 89, Excellent 70- 79, Good

60- 69, Satisfactory 50- 59, Limited

0- 49, Poor

DICK JACOBS OBK

CORAL 61479-Jacobs, arranger of many hit disks, makes a strong bid under his own aegis with this distinctive handling of the oldie. The mood is swingy, semimartial, with good choral chanting. Good tempo. (Mayfair, ASCAP)

I'll Know My Love....78 The melody here is the ever-lovely "Greensleeves." Jacobs has scored it most dramatically a la Ravel's "Bolero," adding a vocal choir. Umsual, effective wax that could attract plenty of attention. (Budd, ASCAP)

RAY ANTHONY AND GORDON MacRAE People Will Say We're in Love ........78 CAPITOL 3214-The hit ballad from the stage version of "Oklahoma!" should get a new lease on life with the new film production. MacRae, star of the flick. does it in straight pop style here with the dance band. Good wax. (Williamson,

The Surrey With the Fringe on Top....78 MacRae does a warm, thoroly satisfying job on this special from the same production. Coupling should be a fine longterm stock item. (Williamson, ASCAP)

THE LEE GORDON SINGERS You Never Have to Stand Alone .........75

MARQUEE 1019 — Insiprational ballad by Philadelphia's Murray Arnold is given a lush reading by the Gordon singers with baritone solo by the eleffer. Pleasant enough sound to win plenty of disk jockey support. (Mills, ASCAP)

Angel Bells....74 Carillon bells give a pretty tune a nostalgie, music-box flavor. Pleasant sound, too, from the Lee Gordon mixed chorus make this a contender. (Mills, ASCAP)

THE CAVALIERS

Somewhere, Sometime, Someday . . . . . . . 78 DECCA 29556-Fine chanting by this new group. Song is a slow ballad and the boys do it with a solid, bug sound to an exceptionally fine arrangement by Sy Oliver. Watch the lads. (Roosevelt, BMI)

Honor Bright .... 72 New vocal group chants a light love ditty. Conventional, but pleasant. (Melgar, ASCAP)

THE EASTMAN WIND ENSEMBLE

Tamboo-Samba ..... MERCURY 70678-Here's a flashy instrumental conducted by Frederick Fennell. Well performed by the Eastman Ensemble, this unusual melody will be played by discerning deejays. (Mills, ASCAP)

El Toro March and Aztec Dance....75 Descriptive pieces, finely played. For deejays looking for unusual wax. (Mills, ASCAP)

STEVE ALLEN AND GEORGE CATES ORK 

CORAL 61485-A strong version of the beautiful melody. George Cates' lush ork is accompanied by Steve Allen on the piano, and it all adds up to a fine sounding side.

High and Dry .... 75

This side's an interesting instrumental, relaxed in mood and deriving much of its instrumental flavor from r.&b, musical patterns.

### DAVID CARROLL

ASCAP)

MERCURY 70680 - Lively boogie, featuring piano. This bright disk should find favor on the boxes and with jocks. (Pure, BMI)

Red Petticouts .... 74

David Carroll's ork gives this melody a light, lilling treatment, Pleasant, (Studio, BMI)

### BILL KENNY

"N" 155-A new reading of an old "Ink Spots" click by Bill Kenny, lead of the original "Spots," Solid enough to get support at all levels, (Mills, ASCAP

The Gypsy .... 76

Here's another repeat of a former "lak Spots" hit, well delivered by Kenny with organ and vocal back-up, Good nostalala value and could eatch on with the current crop of hobbysources. (Leeds, ASCAP)

### ELLA FITZGERALD

cover of the r.&b. hit should pick up a profitable slice of the pop action, altho the Sunny Gale competition is formidable. The backing should be a big help juke-wise. (K. B. Marks, BMI)

A Satisfied Mind. ... 75 Similar comment for this c.&w. but cover. (Starrite, BMII)

(Continued on page 54)

from COLUMBIA

two top versions

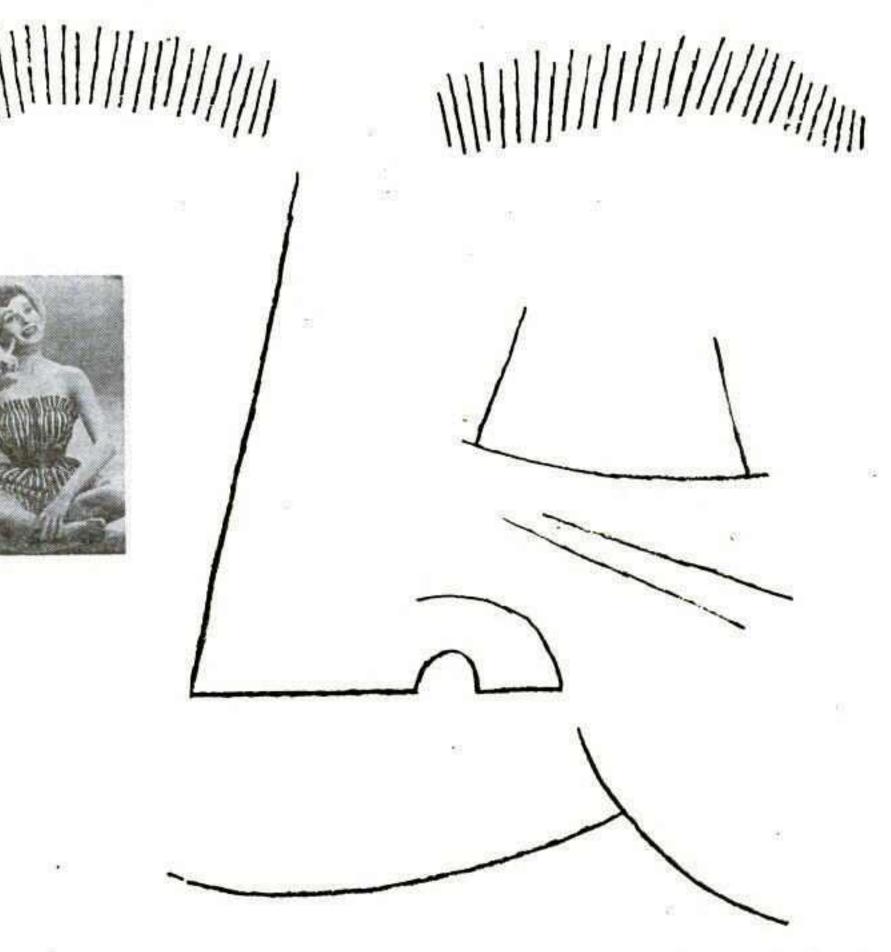
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# IOIADEE

## sings

WING 90015



# The Billboard Music Popularity Charts POPULAR RECORDS

### Reviews of New Pop Records

### Continued from page 52

### RONNIE GAYLORD

Gina....75

Romantic, pretty love ditty, pleasantly old-timey in flavor, belted out with much gusto,

### JACKIE GLEASON

CAPITOL 3223—This side's a release from a Gleason album—to cover the hit recording of the tune on Kapp Records. A pretty instrumental which will get a lot of deejay play.

Ooh, What You Do to Me....73
A slow tempo, lush mood instrumental, with plenty of what used to be called, "schmaltz" fiddles,

### AMES BROTHERS

Rye Whiskey....67

Another excerpt from the album; much less effective than the flip. (Malden, BMI)

### FLORENCE WRIGHT

To Wrong Is to Sin....73
As above. Another appealing job by
the sweet-voiced thrush. (Crossroads,
BMI)

### THE FOUR TUNES

Three Little Chickens....74

A rollicking novelty of the old pasttime of chicken stealing. A cute lyric,
and the Four Tunes belt it out with
lively rhythm. (Lowell, BMI)

### NORMAN BROOKS

If I Had Two Hearts.....72

The voice with the "Jolson" sound in an upbeat item that moves. Good material that shows the voice to best advantage. (Marlen, ASCAP)

### THE JAN RAYE QUARTET AND LILYANN CARROLL

Sweet Suc ... 70

The well-trodden lines of this standard are handled neatly by Miss C., with novel vocal support by the group. Pleasant side. (Shapiro-Bernstein, ASCAP)

### THE GUM DROPS Gum Drop .......74

KING 1496—This version of the cute novelty has a definite beat. Popwise, the Crew Cuts have a big start, but this has enough drive to move well. (R-T, RMI)

Don't Take It So Hard....68 The new group spotlighted in

The new group spotlighted in another good effort. Could win some support in Rock 'n' Roll circles but lacks distinctiveness of Hip. (Jay & Cee, BMI)

### CATHY RYAN With You

With You

KING 1495—Cathy Ryan, who once sang with Art Mooney's ork, has a good piece of material here and sings it well. The instrumental arrangement is unusual. Deejays should give it a whirl, (Joy, ASCAP)

24 Hours a Day (M65 a Year)....72
A swingy item with some novelty attraction in the lyric. Miss Ryan's chanting is backed by a chorus and good instrumentation, (R-T, BMI)

### DON, DICK 'N' JIMMY Love Is a Many-Splendored Thing .... 73

CROWN 158—The pretty flick tune, coming along strongly via the Four Aces disk, gets a solid pop-type performance here. (Miller, ASCAP)

In Madrid....71

Solid chanting here. The song, out on other labels, is fine material for the group. They chant with a big, assured sound. (Movietown, BMI)

### JUNE CHRISTY

www.americanradiohistory.com

CAPTIOL 3213—Miss Christy, longtime darling of the cool set, comes up with an unusual, hip piece of material that many jocks and fans will cotton to, (Maryin, ASCAP)

Pete Kelly's Blues....72

Altho Ella Fitzgerald's original has a head start, there should be enough Christy lans to insure a fair sale

on her cool, stylized interpretation.

### JERI SOUTHERN

An Occasional Man....72

Special material item from "The Girl Rush" may run into some air restrictions, but should find a respectable-size audience regardless. Both faces here could probably do their best in an LP. (Saunders, ASCAP)

### HERB JEFFERIES

OLYMPIC 501—Altho Jeffires is late with this flick-tune cover, the talent package of Jeffries, the Hi-Lo's and the Jerry Fielding ork could amass strong support among jocks and buyers of that particular West Coast hip persuasion. A really fine record.

Autumn in Rome....71

Jeffries lends virile, snave vocal character to the exotic Sammy Kahn-Paut Weston tune. Should win a lot of new fans for the quality warbler.

### RUSS MORGAN ORK

Banjo Tango...71

The title tells about all there is to tell about this side. Innocuous stuff, performed with polish. (Glenmore, ASCAP)

### THE GOOFERS

Dee-Do, Dee-Da....68
Group capitalizes on current favor

for a novelty lyric. A satisfactory enough rendition in the "Sh-Boom" tradition. (Stratton, BMI)

### BUDDY COSTA

Anna Mari

PYRAMID 4061—On the upbeat side,
this is a Samba that creates considerably more excitement than flip. In a
category more often reserved for instrumental treatment, the Costa voice
comes thru pleasantly. (Rueo, BMI)

Margo....68

A colorful voice, showcased in only a so-so arrangement, still comes thru well. Costa has vocal savvy and could score on future waxings. (Perfection, BMI)

### 

JUBILEE 5214—The new thrush turns in a sanguine reading of the onetime Sinatra hit, with rich ork backing provided by Sid Bass. (Sinatra, ASCAP)

Fine Sugar....67

In the shout blues department, the thrush isn't nearly as effective, especially with this weak material, (Cue, BMI)

### 

VICTOR 6225 — Continental-type waltz. Makes a pleasant novelty with its harmonica sounds. (Zodiac, BMI)

Slow Train Blues....67 Instrumental, featuring harmonica, (Zodiac, BMI)

### 

KING 1493—A vocal group is spotlighted in a ballad that moves nicely. Ork lends pleasing shuffle-beat backing. Could win deejay spins. (Windy City. BMI)

Darling, Where Can You Be?....66

A plaintive ballad in a minor key mood. Lacks appeal of the flip but could get juke play from the terp set. (Windy City, BMI)

### SANDY STEWART

Puddin' 'n' Pie....66

Routine delivery here by the young thrush of what could be a successor

### thrush of what could be a successor to "Tweedlee Dee." (Roosevelt, ASCAP)

### EDDIE DEXTER The Verse of Sta

Moonlight....68

Another oldic gets old-time flavored orking, plus whistling. Dancey stuff. (Mills, ASCAP)

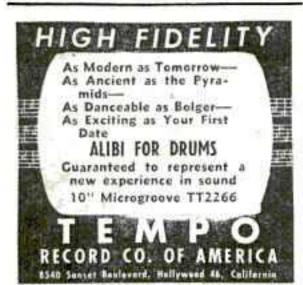
### THE FOUR HUES

Take Me Out of Your Heart ....... 68
CROWN 159—An old-fashioned type
ditty is projected with competence by
a good mixed group. (Modern, BMI)
Rock-a-Bye....62

"Rock-a-Bye Baby" is refurbished with a pseudo r.&b. styling. Doesn't quite make it. (Simon House, BMI) (Continued on page 56)

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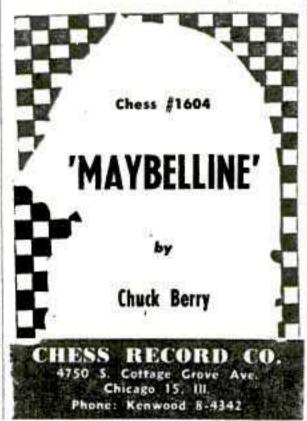
SEECO, the Major Latin-American Label

### Nix Deals Offered by Hustler

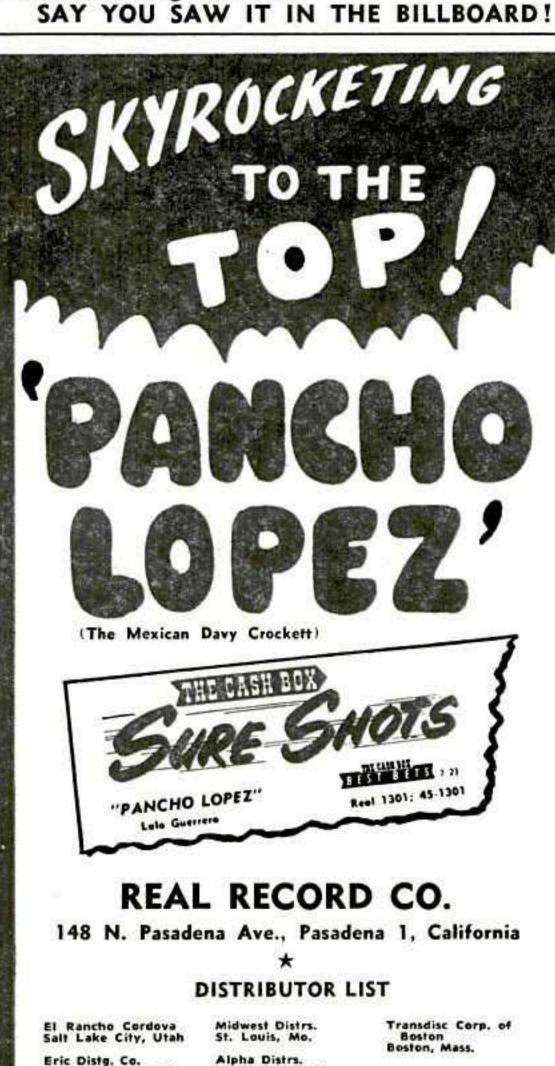
· Continued from page 20

to battle their competition rather sumer interest in recorded music forth." than the record company. The attitude of these dealers, some of whom have come up with clever enrollment gimmicks, is, "The Club is here whether we like it or not, and if members are to be gotten, other dealer does.

At any rate, Columbia's reported million-dollar ad campaign aimed at establishing the club was due to be countered "dollar for dollar" by RCA Victor, whose own pitch will be on the basis of quality separate story). These major drives, plus the unprecedented and highly competitive campaigns of the regular mail order club houses, seemed



when answering ads . . .



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Eastern Record Distrs. Hartford, Conn.

and phonographs,

Apart from the problem of dealer acceptance, which it "undoubtedly" anticipated, Columbia, in this initial week, ran into a wide variety of unanticipated snags that called we've got to get 'em before the for quick decisions. During the week, the diskery was besieged by all sorts of "hustlers"-door-to-door sales organizations, mail solicitors, etc. One outfit reportedly guaranteed the diskery 100,000 subscribers. This, and all other bids from non-franchised Columbia and its lower (\$3.98) LP price (see dealers were turned down, according to Columbia sales director Hal Cook.

> The diskery initially presented the plan to 6,200 dealers judged by the diskery as "Class A" LP accounts. Any other dealer who wants to get in on the plan is advised to contact his distributor who will verify his qualification as a "franchised" Columbia retailer. According to Columbia, at week's end, over 1,000 additional dealers had asked to be included.

Dealers this week expressed concern that: 1) Columbia might at any time decide to cut down or cut out the dealers' 20 per cent commission; 2) if a subscriber drops his store-solicited membership Columbia then would sign up the party direct; 3) Columbia would eventually open its entire catalog. rather than a limited number of selections, into the mail order market, thereby eliminating the need for store purchasing entirely; 4) Columbia wanted their customer lists, and that once the company had these, it could dispense with the dealers.

Columbia's answers to these fears, voiced by President Jim Conkling, were: "We guarantee that we will continue to pay commissions . . . Club buying is limited to a selection or an alternate each month. It is not our intention to open up the catalog. Whatever we may do ultimately will be what we feel is in the best interest of the dealer."

It was guaranteed further that whenever a member decides to resign from the club, or becomes inactive, Columbia will notify the dealer immediately, so the dealer can try to stimulate new interest. Columbia also denied the contention of some dealers that once the diskery had dealers' lists, it could dispense with dealers. (This aspect is treated in adjacent commentary.)

### Victor Opposition

Continued from page 20

cent of total markets are now covered by PMS. By October 1 every distributor will have offered the PMS service to his dealer. Victor draws a sharp distinction between its own plan and Columbia's. It regards PMS as primarily a service to dealers, wherein those who are out of stock on an item can accept payment, forward a coupon to Victor headquarters and have the package promptly mailed to the customer.

Victor believes that 80 per cent of the coupons come from dealers who are out of stock on particular items and that the plan will indicate to dealers what items should be stocked more heavily.

PMS goes to three classes of retail outlets: Regular record dealers, of whom 98 per cent are expected to participate; recordappliance dealers, of whom 60 per cent are expected, and "crossroads" stores-radio-TV-appliance dealers not now carrying records.

Reactions of other labels are as

follows: Capitol Records have no immediate plans for entering into the mail order field with a record club. said President Glenn Wallichs. Admitting that disk clubs have made some inroads on normal record channels. Wallichs reiterated that the dealer continues to be the most important outlet of the industry and that the label's prime consideration was the dealer.

Decca Records execs said they had no intention of entering into a record club. Mercury had no com-

ment as yet.

AM-PAR President Sam. Clark

said: "Finding ourselves in the

London Records' exec Leon C. position where we do not have Hartstone said, "We believe in the catalog material in strength as of retail dealer. We have no plans this time, we feel it is only fair to for a club of our own." He added wait, watch and see what the he believed in across-the-catalog principle to the Club, have elected | certain to greatly stimulate con- Columbia experiment will bring | selling, quality merchandise competitively priced.



	THE PARTY OF THE P	SOLISI DULBANISH IS	logve terrescolare
CERTAININ DARW (1	Billboard	Cash Box	Variety
SUNNY GALE (Victor)		Disk of the Week	Fale
THE LORELEIS (Spotlight) CHARLIE & RAY (Herold)	R&B Spotlight	Best Bet R&B	
CRAZY, CRAZY (Peer) PEREZ PRADO (Victor)	77 (Good)	8+	Very Good
DANCIN' IN MY SOCKS (Lowell)	75 (Good)	Best Bet	Very Good
FIFTY MILLION SALTY KISSES (Ludlow) DON CHERRY (Columbia)	76 (Good)		Very Good
GINA (Peer) RICHARD HAYMAN ORCH. (Mercury)	74 (Good)	B+ (Excellent)	Excellent
A HAPPY SONG (Ludlow) ART MOONEY ORCH, (MGM)	75 (Good)	B (Very Good)	Very Good
HIDE AND SEEK (Progressive)  JOE TURNER (Atlantic)	R&B Best Buy	R&B Award	-
HIS HANDS (Hamblen) MAHALIA JACKSON (Columbio)	78 (Good)	B (Very Good)	
TENNESSEE ERNIE FORD (Capital)		Best Bet	
(Peer) CARL SMITH (Columbia)	cew	cew	
I WANT YOU TO BE MY BABY (Victory)	Desir Day	bullseye	
GEORGIA GIBBS (Mercury)	Spotlight	Sleeper of the Week	Good
LILLIAN BRIGGS (Epic)	79 (Good)	Sleeper of the Week	Excellent
MOBODY KNOWS (Bess) MAHALIA JACKSON (Apollo)	78 (Good)	(Very Good)	
RENE LA RUE (Trinity) . JIM LOWE (Dot)	Čia i		Very Good
RUN ALL THE WAY (Bess) MAHALIA JACKSON (Apollo)	78 (Good)	the Week	7
THE SONG THAT BROUGHT US TOGETHER (Rush)		10.10 15000000	
THE FOUR COINS (Epic)	76 (Good)	(Very Good)	Best Bet
MILLS BROTHERS (Decco)	79 (Good)	(Very Good)	
TROPICAL MERENGUE (E. B. Marks) PERCY FAITH ORCH. (Columbia)	Spotlight	B+	200000000000000000000000000000000000000
WILD ROSIE (Rosarch) FOUR TOPHATTERS (Codence)	82 (Excellent)	B+	Excellent
	THE LORELEIS (Spotlight) CHARLIE & RAY (Herold)  CRAZY, CRAZY (Peer) PEREZ PRADO (Victor)  DANCIN' IN MY SOCKS (Lowell) ROBBIN HOOD (MGM)  FIFTY MILLION SALTY KISSES (Ludlow) DON CHERRY (Columbia)  GINA (Peer) RICHARD HAYMAN ORCH. (Mercury)  A HAPPY SONG (Ludlow) ART MOONEY ORCH. (MGM)  HIDE AND SEEK (Progressive) JOE TURNER (Atlantic)  HIS HANDS (Hamblen) MAHALIA JACKSON (Columbia) TENNESSEE ERNIE FORD (Capitol)  I JUST DROPPED IN TO SAY GOODBYE (Peer) CARL SMITH (Columbia)  I WANT YOU TO BE MY BABY (Victory) GEORGIA GIBBS (Mercury) LILLIAN BRIGGS (Epic)  NOBODY KNOWS (Bess) MAHALIA JACKSON (Apollo)  RENE LA RUE (Trinity) JIM LOWE (Dot)  RUN ALL THE WAY (Bess) MAHALIA JACKSON (Apollo)  THE SONG THAT BROUGHT US TOGETHER (Rush) THE FOUR COINS (Epic)  THAT'S ALL I ASK OF YOU MILLS BROTHERS (Decca)  TROPICAL MERENGUE (E. B. Marks) PERCY FAITH ORCH. (Columbia)  WILD ROSIE (Rosarch)	CERTAINLY, BABY (Angel) SUNNY GALE (Victor)  THE LORELEIS (Spotlight) CHARLIE & RAY (Herold)  CRAZY, CRAZY (Peer) PEREZ PRADO (Victor)  DANCIN' IN MY SOCKS (Lowell) ROBBIN HOOD (MGM)  FIFTY MILLION SALTY KISSES (Ludlow) DON CHERRY (Columbia)  GINA (Peer) RICHARD HAYMAN ORCH. (Mercury)  A HAPPY SONG (Ludlow) ART MOONEY ORCH. (MGM)  HIDE AND SEEK (Progressive) JOE TURNER (Atlantic)  HIS HANDS (Hamblen) MAHALIA JACKSON (Columbia)  TENNESSEE ERNIE FORD (Capital)  I JUST DROPPED IN TO SAY GOODBYE (Peer) CARL SMITH (Columbia)  I WANT YOU TO BE MY BABY (Victory) GEORGIA GIBBS (Mercury) LILLIAN BRIGGS (Epic)  NOBODY KNOWS (Bess) MAHALIA JACKSON (Apollo)  RENE LA RUE (Trinify) JIM LOWE (Dor)  RUN ALL THE WAY (Bess) MAHALIA JACKSON (Apollo)  THE SONG THAT BROUGHT US TOGETHER (Rush)  THE FOUR COINS (Epic)  TROPICAL MERENGUE (E. B. Marks) PERCY FAITH ORCH. (Columbia)  WILD ROSIE (Rosarch)  82	SUNNY GALE (Victor)  THE LORELEIS (Spotlight) CHARLIE & RAY (Herold)  CRAZY, CRAZY (Peer) PEREZ PRADO (Victor)  DANCIN' IN MY SOCKS (Lowell) ROBBIN HOOD (MGM)  FIFTY MILLION SALTY KISSES (Ludlow) DON CHERRY (Columbia)  GINA (Peer) RICHARD HAYMAN ORCH. (Mercury)  A HAPPY SONG (Ludlow) ART MOONEY ORCH. (MGM)  HIDE AND SEEK (Progressive) JOE TURNER (Atlantic)  HIS HANDS (Hamblen) MAHALIA JACKSON (Columbia)  TENNESSEE ERNIE FORD (Copitol)  I JUST DROPPED IN TO SAY GOODBYE (Peer) CARL SMITH (Columbia)  I WANT YOU TO BE MY BABY (Victory)  GEORGIA GIBBS (Mercury) LILLIAN BRIGGS (Epic)  NOBODY KNOWS (Bess) MAHALIA JACKSON (Apollo)  RENE LA RUE (Trinity) JIM LOWE (DOT)  RUN ALL THE WAY (Bess) MAHALIA JACKSON (Apollo)  THE SONG THAT BROUGHT US TOGETHER (Rush) THE FOUR COINS (Epic)  THAT'S ALL I ASK OF YOU MILLS BROTHERS (Decca)  TROPICAL MERENGUE (E. B. Marks) PERCY FAITH ORCH. (Columbia)  WILD ROSIE (Rosarch)  WILD ROSIE (Rosarch)

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20 N. WACKER DRIVE . CHICAGO &

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

### The Billboard Music Popularity Charts POPULAR RECORDS

### Reviews of New Pop Records

· Continued from page 54

CHARLENE BARTLEY

The Rain Song ......62 PRESIDENT 1004-in the days of "Riders in the Sky" and "Mule Irain," this might have sounded less trantic and less contrived. (Goday. BMI)

Doin' the Bop .... 62

The modern litterbug dance is offered an anthem via this lyric, which is superimposed on "Little Brown Jug." Nothing to get excited about (Wemat,

JONEL HAMPION ORK

CLEF 89153-This moody, modernsounding Hampton original, from as album, has been getting neary lockey play and could do okay as a single. not limited to the "cool" set, or even to lazz buyers. (Crystat, ASCAP)

Airmail Special .... 75 A powerhouse, sometimes poppish arrangement of the Benry Goodman

swing classic, teaturing Buddy Rich on drums. Likely stuff for drum addicts and fans of trantic fazz in general, but unlikely for real jazz connoisseurs. (Regent, BMI)

### Children's

CLIFF EDWARDS

Jiminy Cricket 

DECCA 88190 - Another set of "Pinocchio" tunes, ably rendered by Clift Edwards. Again, excluding an obviously winning delivery, sales are guranteed via the colorful liner, caretuily designed to catch a youngster's

CLIFF EDWARDS

The Bird and the Cricket and the Willow Iree

When You Wish Upon a Star .......7 DECCA 88189-Here are two fine items by Clift Edwards, original "Cricket" voice in "Pinocchio." On the basis of its intriguing, colorius package alone, the disk will be a sure winner with the fry set.

### England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in pareathesia. Asterisk indicates no American pub-

Unchained Melody-Frank (Frank) Evermore-Kassner (Piccadilly) Dreamboat-Leeds (Leeds)

I Wonder-Macmelodies (Sanson) Everywhere-Bron (Mills)

Stranger in Paradise-Frank (Frank) Where Will the Dimple Be?-Cinephonic (Rogers)

Cherry Pink and Apple Blossom White-Maddox (Chappell)

Stowaway-Morris (Metrose) Every Day of My Lite-Robbins (Miller) Don't Worry-Wright (Williams)

You My Love-Dash (\*) Under the Bridges of Paris-Southern (Hill) & Range)

Mama-Macmelodies (Southern) Earth Angel-Chappell (Williams) Sincerely-Dash (Arc-Regent) That's How a Love Song Was Born-Chappell (Chappell)

Learnin' the Blues - Campbell, Connelly (Barton)

John and Julie-Tott (Leeds)

### Ruby Diskery Debuts in D. C.

WASHINGTON, Aug. 20.-A new independent Washington recording company will issue its first popular disk under the label Ruby Records this fall, it was announced here today by Jim Sfarnas, managing director of the local firm.

Starnas, who is a Washington attorney and promotion director of the Lotus Restaurant here, said it would be the first Washington company to enter the popular recording field with a national distribution of disks. Pressing and processing will be done under a special arrangement with Capitol Records. Dolly McVey, who has appeared in Washington and Miami night clubs, is the vocalist on the initial record of "It's My Heart." backed by "Nobody Told Me."

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and his orchestra

TOY TIGER/

C-O-N-S-T-A-N-T-I-N-O-P-L-E

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### **VOX JOX**

Continued from page 22

from 1 a.m. to 8:30 a.m. and origi- dletown. Conn. nates from Pealto's Restaurant. Revnolds will also continue his daily show for WHK, Akron. O., thus putting him on the air more than 60 hours a week. . . . Jerry Ryan, KFKA. Greeley, Colo., has started a new alternoon "touristtype" show, with disk-intermission copy directed at motorists, pitch being that autoists should head or a local resort. Estes Park."

Buddy Deane and Joel Chaseman have a new Sunday program. "Music, Music, Music," over WITH. Baltimore, from 6 to 8 p.m. . . Freddy Marshall is the new morning man at WNAV Annapolis. Md., airing platters from 6 to 1 a.m. every morning. . . . Gabe Millerand has resigned from KYW, Philadelphia, to join WATV, Newark, N. J. . . . Frank Waltrip has joined KSIM Sikeston, Mo., as headman on "Penthouse Serenade," a nightly phonerequest show. . . Rog Birkeland is leaving KISD. Sieux Falls. S. D., to join KLGR, Redwood Falls, as pilot of a 9 to 11 p.m. deejay show

Pierre Eaton promoted to station manager post of W!NX, Rockville. Md., and will continue to handle his "Rock and Roll Party." . . [im Duke is new "Timekeeper" over WKAL, Rome. N. Y., from 6 to 9 aka, who handles both pop and c.&w. platter shows . . . At Smith Davenport, Ia., has started a new is the new music librarian at early-morning show tagged "Wake half hours of music each day WWDC. Washington. . . . New Up With Music." . . . New deejay altogether.

CHANGE OF THEME: Dick staffer at WBTM. Danville, Va. Reynolds and Frank lay have is Roni Landry, formerly with teamed up to pilot an all-night WJMA, Orange. Va. . . . Bill Franshow over WHK, Cleveland. The cisco has replaced Dick Bellamy Wednesday thru Sunday show runs for the summer at WCNX, Mid-

> Sylvan Green, manager and accompanist for Beatrice Kay for the past 25 years, has turned deejay and is spinning em on the "Nighthawk Show" from midnight to 6 a.m. over KONE. Reno. Nev.

### YESTERYEAR'S TOPS-

The nation's top tunes on records as reported in The Billboard

AUGUST 25, 1945:

- 1. On the Atchu sor., Topeka and Sante Fe
- 2. If I Loved You
- 3. Till the End of Time
- 4. Sentimental Journey 5. Gotta Be This or That
- 6. Bell-Bottom Trousers
- 7. I Wish I Knew
- 8. Dream
- 9. The More 4 See You
- 10. There: I've Said It Again
- AUGUST 26, 1950:
- 1. Goodnight, trene
- 2. Mona Lisa
- 3. Play a Simple Melody 4. Sam's Song
- Tzena, Tzena, Tzena
- 6. I Wanna Be Loved
- 7. Count Every Star
- Bewitched
- 9 Third Man I heme, The

Bonapart s Retreat

### EMI to Rep Granz Labels In England

HOLLYWOOD, Aug. 20 .-Norman Granz, president of Clef and Norgran Records, has completed negotiations whereby Electric & Musical Industries, Ltd., will represent the Granz diskery in England, British Africa. Italy and Egypt.

Move is further evidence of Granz' expansion in foreign markets. A three-year deal, the pact calls for EMI to manufacture and distribute Clef records in the aforementioned countries. Only Clef records will be released there, under EMI's Columbia label, the latter to be officially tagged Columbia-Clef series.

Similar arrangements tor other markets thruout the world are expected to be concluded between EMI and Granz.

### Payne Signs With Starday

HOLLYWOOD, Aug. 20.-Leon Payne, veteran Decca country star, has obtained his release from the plattery to ink a term deal with indie Starday Records, according to Don Pierce, presdient of the firm.

Negotiations were handled by Harold Dailey, of Southcoast Amusement Company, Houston. First release is planned for September.

at KBNZ, La Junta, Colo., is Dick Big Joe Rosenfield, WMGM, Farrell. . . . Ed Montray has a.m. . . . Lou Dennis, formerly New York, celebrated his first an- moved from KSO, Des Moines to with WCOU, Lewiston, Me., has niversary on the station last week WHO-TV, same city. . . . Newest moved to WBRY, Waterbury, with a special four-hour program staff addition at WONW, Defi-Conn. . . . New deepay at KCID, from midnight to 4 a.m. He usu- ance, O., is Dave Harold, formerly Caldwell, Idaho. is Tom Yaman- ally broadcasts from midnight to of WEVC, Evansville, Ind. He



BOYD BENNETT SEVENTEEN

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LITTLE OLD YOU-ALL

and His New Group

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KING 4812



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and his orchestra

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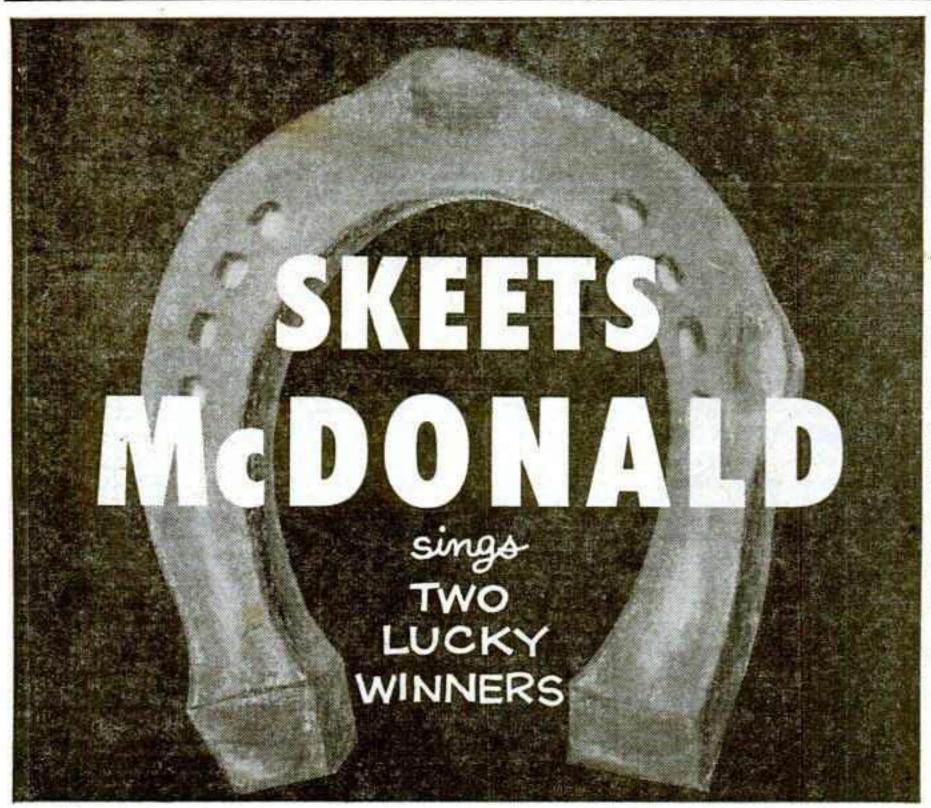
**CHARLESTON ALLEY** 

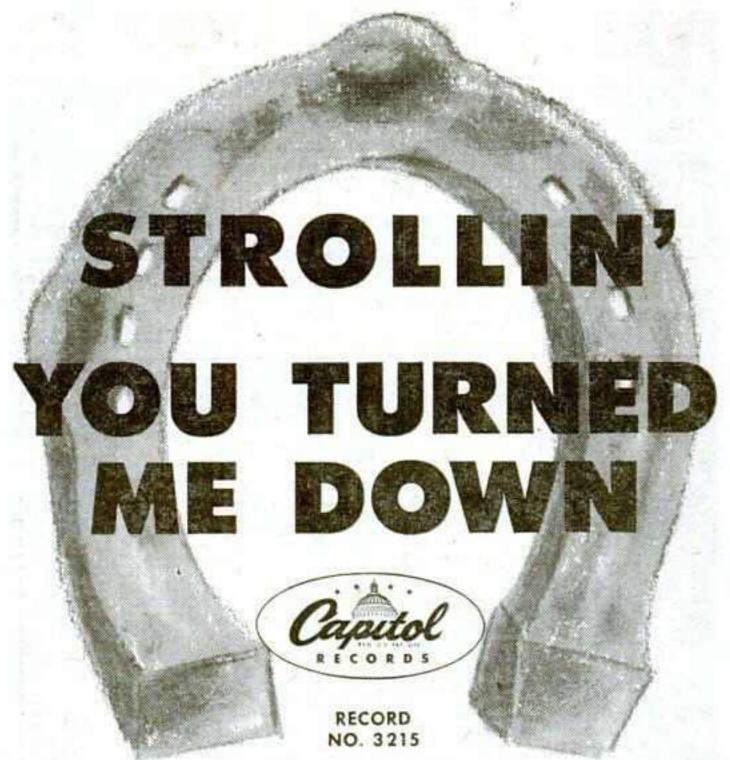
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"New Orthophonic" High Fidelity Recordings

For survey week ending August 17







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

### Best Sellers in Stores

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 througt the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top. Week Chart 2. CATTLE CALL (ASCAP)-E. Arnold & H. Winterhalter..... 2 KENTUCKIAN SONG (ASCAP)-Vie 20-6139 3. SATISFIED MIND (BMI)-P. Wagoner...... 3 14 Itchin' for My Baby (BMI)-Nic 20-6105 4. SATISFIED MIND (BMI)−R. & B. Foley...... 4 How About Me (BMI)-Dec 29526 5. SATISFIED MIND (BMI)-J. Shepard...... 6 TAKE POSSESSION—Cap 3118 6. JUST CALL ME LONESOME (BMI)-E. Arnold.,.. 11 THAT DO MAKE IT NICE (BMI)-Vic 20-6198 7. IN THE JAILHOUSE NOW (BMI)-W. Pierce.... 5 I'm Gonna Fall Out of Love With You (BMI)-Dec 29391 7. MAKING BELIEVE (BMI)-K. Wells..... Whose Shoulder Will You Cry On? (BMI)-Dec 29419 Old I onesome Times (BMI)-Col 21382 10. ALL RIGHT (BMI)-F. Young...... 10 GO BACK YOU FOOL (BMI)-Cap 3169 11. BABY LET'S PLAY HOUSE (BMI)-E. Presley..... 12 I'M LEFT, YOU'RE RIGHT, SHE'S GONE (BMI)-Sun 217 12. THERE'S POISON IN YOUR HEART (BMI)-I'M IN LOVE WITH YOU (BMI)-Dec 29577 Simple Simon (BMI)—Cap 3188 14. YELLOW ROSES (BMI)-H. Snow...... 9 Would You Mind? (ASCAP)-Vic 20-6057 15. CRYIN', PRAYIN', WAITIN', HOPIN' I'm Glad I Got to See You Once Again (BMI)-Vic 20-6154

### Most Played in Juke Boxes

RECORDS are ranked in order of the greatest number of plays in juke boxes through the country, as determined by The Billboard's weekly survey of operators using a

hieh proportion of country and western records. When

For survey week ending August 17

significant action is reported on both sides of a record. points are combined to determine position on the chart. Week Chart Week 1. 1 DON'T CARE (BMI)-W. Pierce..... Your Good for Nothing Heart (BMI)-Dec 29480 2. SATISFIED MIND (BMI)-P. Wagoner..... Irchin' for My Baby (BMI)-Vic 20-6105 3. CATTLE CALL (ASCAP) E. Arnold & H. Winterhalter..... Kentuckian Song (ASCAP)-Vic 20-6139 4. SATISFIED MIND (BMI)-J. Shepard..... Take Possession (BMI)-Cap 3118 5. YELLOW ROSES (BMI)-H. Snow..... WOULD YOU MIND (ASCAP)-Vic 20-6057 Would You Mind? (ASCAP)-Vic 20-6057 6. SATISFIED MIND (BMI)-R. & B. Foley..... How About Me? (BM1)-Dec 29526 7. CRYIN', PRAYIN', WAITIN', HOPIN' (BMI)-I'M GLAD I GOT TO SEE YOU ONCE AGAIN (BM1)-Vic 20-6154 8. MAKING BELIEVE (BMI)-K. Wells..... Whose Shoulder Will You Cry On? (BMI)-Dec 29419 9. IN THE JAILHOUSE NOW (BMI)-W. Pierce..... I'm Gonna Fall Out of Love With You (BM1)-Dec 29391 10. THERE SHE GOES (BMI)-C. Smith..... Old Lonesome Times (BMI)-Col 21382

### Most Played by Jockeys

For survey week ending August 17 SIDES are ranked in order of the greatest number of plays on disk jockey radio

Weeks

weekly survey of top disk jockey shows in all key markets Week Chart Week 1. I DON'T CARE-W. Pierce..... 2. SATISFIED MIND-P. Wagoner..... Vic 20-6105-BM1 3. THERE SHE GOES-C. Smith..... Col 21382-BMI 4. CATTLE CALL-E. Arnold & H. Winterhalter. . . . 13 Vic 20-6139-ASCAP

shows through the country according to The Billhoard's

5. ALL RIGHT-F. Young.....

6. MAKING BELIEVE-K. Wells...... 11

Cup 3169-BMI

Dec 29419-BMI

Dec 29391-BMI

6. SATISFIED MIND-R. & B. Foley..... Dec 29526-BM1 8. YELLOW ROSES-H. Snow..... Vic 20-6057-BMI 9. THAT DO MAKE IT NICE-E. Arnold...... 14 Vic 20-6198-BMI 10. BLUE DARLIN'-]. Newman..... 7 Dot 1260-BMI 11. CRYIN', PRAYIN', WAITIN', HOPIN'-H. Snow. . . . 15 Vic 20-6154-BMI 11. YONDER COMES A SUCKER-J. Reeves...... 11

Vic 20-6200-BMI 13. BABY LET'S PLAY HOUSE-E. Presley..... Sun 217-BMI 14. LIVE FAST, LOVE HARD, AND DIE YOUNG-

14. IN THE JAILHOUSE NOW-W. Pierce.....

### COUNTRY & WESTERN RECORDS

### Review Spotlight on . . .

RECORDS

JEAN SHEPARD

Beautiful Lies (Central, BMI) I Thought of You (Fairway, BMI) Capitol 13676-A warm, expressive vocal treatment of two lovely ballads. Both sides feature strong, sincere lyric content, and attractive backing. Jean Shepard's first big hit "Satisfied Mind" built her a solid fan following. This new disk should pull enough spins to give her a second winner on the charts.

THE WILBURN BROTHERS

Temptation Go Away (Lancaster, BM1) Mixed Up Medley (Remick; Harms; Broadway, ASCAP) -Decca 29614)-The twins warble with appealing sin-cerity on "Temptation Co Away," a spirited item with a fine set of lyrics, featuring a get-thee-behind-Satan theme. Flip spotlights some excellent juke wax, with the boys singing out with zingy exuberance and a bouncy beat on a lively medley—"Told Them All About You," "No Foolin'" and "Put Your Arms Around Me Honey."

HANK LOCKLIN

Let Me Confess (Copar, BMI)-Decca 29599-A plaintive weeper sung with sincerity and sock emotional impact by Locklin. Intriguing lyric theme concerns a lusband's promise to stop running around if his frau will do the same. Flip is "I'll Always Be Standing By" (Copar, BMI).

JIMMY PATTON

Old Jalopy (Dandelion, BMI)-Sims 104-Patton wraps up strong, original material (somewhat in the style of "This Old House") with a showmanly vocal and artful phrasing. Lyric explains a man's attachment for an old car in terms of a sentimental skein of memories. Flip is "Teen-Age Heart" (R. & R., BMI).

### Reviews of New C & W Records

VICTOR 6228-Both parties to this affair are slipping around on their lawful mates, tho they've tried to straighten out time and again. Miss C., via double tracking, harmonizes effectively with herself. Good wax. (Athens, BMI)

The Mask on Your Heart .... 72 With a Mexicano rhythm in back, the appealing thrush offers an interesting piece of material with a fresh slant. (Harpeth, BMI)

(TEXAS) BILL STRENGTH

The Yellow Rose of Texas ..................78 CAPITOL 3217-There's strong competition on this one in both the pop and c.&w. markets, but this waxing has enough vocal showmanship to chalk up considerable play. The infectious march rhythm is handled expertly, while Strength brings an appealing assurance to the lyrics, (Planetary, ASCAP)

Cry. Cry. Cry .... 76 A fast-paced weeper is wrapped up in warm vocal treatment. However, flip will probably get more plays.

(Hilo, BMI)

GLENN REEVES Wasted Time. Wasted Tears ..........78 TNT 129-There's a good, authentic sound to Reeves' chanting of this weeper, and the material has a good melodic line and catchy lyrics. It could take off. (Nash, BMI)

I Ain't Got Room to Rock .... 77 This side's a fast-tempo item, with material showing the r.&b. influence. A lively coupling. (TNT, BMI)

SKEETS McDONALD

CAPITOL 3215-An effective reading of an attractive weeper with a rather optimistic lyric premise. (e.g., His gal's left hint for the primrose path, but he's confident she'll be back when the other guy turns her down in (urn). (Central, BMI) Strollin' .... 75

McDonald wurbles with moving simplicity on a sentimental weeper about a gent who strolls nightly while he mourns a lost love. (Central, BMI)

" RED MURRELL

CAVALIER 851-Several strong versions of this excellent song have preceded this version on the market, but Murrell's talent is a big one, and this could create the first real action on the opus if the label gets circulation. (Ridgeway, BMI) Two Evil Eyes .... 74

Another good side, tho the richness is in the flip. (Dexter. ASCAP)

GEORGE JONES

Why. Baby. Why? ......76 STARDAY 202-This side and the flip both carry above-average material that could benefit from better projection than the cleffer provides, the his multiple dub work on this side is a fairly strong effort, (Starrite, BMD

Seasons of My Heart .... 70 Altho Jones has eleffed a trenchant piece here, his own warbling fails to sell as effectively as might be possible. (Starrite, BMI)

SKEETER BONN

VICTOR 6229-Bonn, in that effective yodelly voice of his, gets across his advice to impetuous young lovers.

A fairly strong side that could get some action. (Country, BMI)

Life Without You (Won't Be the Same)....69 A more conventional plaint here. (Peer, BMI)

ANN JONES

My Heart Can't Say Goodbye .........75 SIMS 102 - This thrush is most effective in this weeper item. Her sound and style are distinctive and straight from the heart. Good material, too. (R&R. BMI)

Get Up and Go....66 She's less effective on this moralizing rhythm ditty from her own pencil, (R&R. BMI)

SONS OF THE PIONEERS I Wonder When We'll Ever Know

(The Wonder of It All) .....72 VICTOR 6109 - This most recent version of the distinguished Fred Rose song is the best to date. Tune, in the "I Believe" vein, possibly has more pop than country market potential, Bob Nolan is the good lead, (Milene, ASCAP)

The King's Highway .... 72 Like the flip, this material has a religioso slant. Tune is a bouvant three-beater with a real folk feel. Should do okay with pop sacred buyers. (Nolan, BMI)

TOMMY HILL

Diddle, Diddle Dumpling .......72 HICKORY 1031-Pleasant rendition of a cute ditty. (Acuff-Rose, BMI) Six Foot of Earth ... 62

Rich or poor, the above-specified material is the great equalizer. That's the general gist of this one. Could be stronger. (Starrite, BMI)

HOUSTON SLIM

Turn Back the Clock

to Davy Crockett ......71 JET 1918-Here's a fairly appealing bit of nostalgia for the old days of the King of the Wild Frontier. Golden Goose .... 70

His last egg is laid, and he ain't gonna be her golden goose until he's better paid. This no-more-than fair approach has some novelty value, but the material could have been dished up in brighter fashion.

You Gotta Be Good ......71 HEADLINE 101-Jesse Coates has a good piece of material here and chants a nice song. Backing could be livelier. (Heart, BMI)

Nobody Can Take My Baby ... 65 His baby only has eyes for him, he chants. Makes a routine side. (Heart, BMI)

MOON MULLICAN

warbler-planist turns to the organ for this swingy rendition of the evergreen. Fair juke material. (Cole, BMI)

Pan Handle Rag .... 70 Ditto for another Western standard. (Peer, BMI)

SLEEPY SKIDMORE & THE LAZY BOYS Whatta'ya Think I'm Gonna Do?.....70 JET 1919-Lively novelty material; likely to get fair initial deejay

I'm Sending You This Record .... 69 His heart is on the record; change the needle, he cautions in waltz time, An idea, but the sound is none too good.

### ABBOTT & FABOR'S

LINE-UP of NEW RELEASES For The FALL MARKET!

LEARNING TO LOVE / Mon Cher Ami

ABBOTT 3009

LaFAWN PAUL

OH HONEY, WHY DON'T 'CHA/ The Busy Signal ART and DOTTY TODD

ABBOTT 3006

CUCKOO IN THE CLOCK / If I Ever Fall In Love THE DeCASTRO SISTERS ABBOTT 3004

A SQUARE OF GINGHAM / My Little King DIDO ROWLEY FABOR 4006

GIVE ME ONE MORE KISS / Tahiti

ABBOTT 180

JIM REEVES

AUNT DINAH'S QUILTIN' PARTY / Rag-A-Tag FLOYD CRAMER ABBOTT 181

OLD JALOPY / Man Holds Lightning In His Hands HERB HENSON

ABBOTT 182

MATE OF THE WIND / Guilty

ABBOTT 183

BUDDY DeVAL

OH HONEY, WHY DON'T 'CHA / Dolores Diane **LONNIE COLEMAN & JESSE ROBERTSON** FABOR 124

REMEMBERING YOU / Give Me A Chance

FABOR 125

TOM TALL

HERE TODAY AND GONE TOMORROW / You\_Thought I Thought JIM EDWARD & MAXINE BROWN with BONNIE FABOR 126

WILL THIS DREAM OF MINE COME TRUE / Come With Me

FABOR 127

GINNY WRIGHT & TOM TALL

MY LITTLE KING / She's Wearing Shorts **DUSTY ROSE** FABOR 128

FABOR RECORDS Box 38, Malibu, Calif.—DISTRIBUTED IN CANADA BY QUALITY RECORDS, Ltd., TORONTO





















### COUNTRY &

### This Weck's Best Buys

MUSIC-RADIO

NO SELECTIONS THIS WEEK.

### • C & W Territorial Best Sellers

For survey week ending August 1

RECORDS

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. Satisfied Mind, J. Shepard, Cap. 2. I Dou't Care, W. Pierce, Dec.
- 3. Cattle Call, E. Arnold, Vic. 4. That Do Make It Nice, E. Arnold, Vic.
- 5. Popcorn Song, C. Stone, Cap.

### Charlotte

- 1. Satisfied Mind, R. & B. Foley, Dec.
- 2. 1 Don't Care, W. Pierce, Dec. 3. Satisfied Mind, J. Shepard, Cap.
- 4. Cattle Call, E. Arnold, Vic.
- 5. There's Poison in Your Heart K. Wells, Dec.
- 6. Satisfied Mind, P. Wagoner, Vic.
- 7. All Right, F. Young, Cap. 8. Making Believe, K. Wells, Dec.
- 9. There She Goes, C. Smith, Col. 16. Baby Let's Play House, E. Presley, Sun

### Cincinnati

- 1. Cattle Call, E. Arnold, Vic.
- 2. I Don't Care, W. Pierce, Dec. 3. Satisfied Mind, P. Wagoner, Vic.
- 4. Yellow Roses, H. Snow, Vic. 5. Cryin', Prayin', Waitin', Hopin'

### H. Snow, Vic. Dallas-Fort Worth

- 1. Satisfied Mind, R. & B. Foley, Dec.
- 2. I Don't Care, W. Pierce, Dec.
- 3. Cattle Call, E. Arnold, Vic. 4. Cryin', Prayin', Hopin', Waitin'
- H. Snow, Vic.
- 5. Most of All, H. Thompson, Cap. 6. In the Jailhouse Now, W. Pierce, Dec.
- 7. Live Fast, Love Hard and Die Young F. Young, Cap.

### Houston

- 1. Satisfied Mind, P. Wagoner, Vic.
- 2. I Don't Care, W. Pierce, Dec. 3. Blue Darlin', J. Newman, Dot
- 4. So Lonely, Baby, Rusty & Doug. Hic. 5. Hurry Back Home, C. Walker, Dec.
- 6. Just Call Me Lonesome, E. Arnold, Vic.
- 7. Season of My Heart, G. Jones, Sdy.
- Take Possession, J. Shepard, Cap. 9. Your Heart Is an Island, H. Locklin, Vic.

### 10. Most of All, H. Thompson, Cap. Memphis

Satisfied Mind, R. & B. Foley, Dec.
 Yellow Roses, H. Snow, Vic.

### 3. Cry, Cry, Cry, J. Cash, Sun

4. Ballad of Davy Crockett, T. Ernic, Cap. 5. Blue Darlin', J. Newman, Dot

### Nashville

- L. Satisfied Mind, P. Wagoner, Vic. 2, I Don't Care, W. Pierce, Dec.
- 3. All Right, F. Young, Cap. 4. Cattle Call, E. Arnold, Vic.
- 5. There's Poison in Your Heart K. Wells, Dec.
- 6. Whose Shoulder Will You Cry On? K. Wells, Dec.
- 7. In the Jailhouse Now, W. Pierce, Dec. 8. Let Me Talk to You, R. Price, Col.
- 9. Making Believe, K. Wells, Dec. 10. That Do Make It Nice, E. Arnold, Vic

### New Orleans

- I. Satisfied Mind. P. Wagoner, Vic. 2. 1 Don't Care, W. Pierce, Dec.
- 3. B'ue Darlin', J. Newman, Dot 4. There She Goes, C. Smith, Col.
- 5. All Right, F. Young, Cap. 6. Just Call Me Lonesome, E. Arnold, Vic.
- 7. Cattle Call, E. Arnold, Vic. 8. Most of All, H. Thompson, Cap.
- 9. I Just Dropped in to Say Goodbye
- C. Smith, Col. 10. You're Right, I'm Left, She's Gone E. Presley, Sun

### Richmond, Va.

- 1. I Don't Care, W. Pierce, Dec.
- 2. Baby Let's Play House, E. Presley, Sur 3. Cattle Call, E. Arnold, Vic.
- 4. Satisfied Mind, P. Wagoner, Vic.
- 5. Kentuckian Song, E. Arnold, Vic.
- 6. All Right, F. Young, Cap.
- 7. Satisfied Mind, J. Shepard, Cap.
- 8. Most of All, H. Thompson, Cap.
- 9. Just Call Me Lonesome, E. Arnold, Vic
- 10. There's Poison in Your Heart

### K. Wells, Dec.

- St. Louis
- 2. Satisfied Mind, P. Wagoner, Vic. 3. Kentuckian Song, E. Arnold, Vic.
- 4. Cattle Call, E. Arnold, Vic.
- 5. 1 Don't Care, W. Pierce, Dec.
- 6. In the Jailhouse Now #2 J. Rodgers, Vic.

OLD COLD TATER

# JIMMY DASS

sings

# WHEN THEY **GET TOO ROUGH**

(They're Just Right for Me)

b/w

COULD

Columbia 21434



### FOLK TALENT AND TUNES

Continued from page 24

Dollar Cowboy Bar, Jackson, Wyo., were Sonny Houston and the Tune Jesters, while next door at the Silver Dollar Bar were Jimmy Wakely and the Three Rays. Western girl trio. . . . Eddy Dyer, who recently closed as featured comedian with the "New England Hayloft Jamboree," is now touring Canada with Bill Monroe's Blue Grass Boys, a "Grand Ole Opry" unit. . . . Laura and Lynn (the Pine River Sweethearts) played Palace Gardens, Formosa, Ont., August 21 and have been set for several appearances on "Main Street Jamboree" when that show resumes broadcasts in Hamilton. Ont., in September. . . . Al Hawkes' Cumberland Ridge Runners have moved to WLAM, Lewiston, Me. for Tuesday and Thursday halfhour programs. . . . Ken McKinze and his western band are still going strong on WGAN-AM-TV, Portland, Me., working two half hours a week. Crew consists of Dick Monroe, accordion; Joe Gallion, bass; Pete Dixon, fiddle, and Me-Kinze, guitar and vocals.

Curley Gurlock, of Station CICA Edmonton, Alta., who with A. V Bamford is promoting folk talent shows in the area, reports that he has been using such first-class talent as Roy Acuff, Kitty Wells, Johnny and Jack, Jim Reeves, Mac Wiseman and Hank Locklin, all of whom clicked handily with the Northern audiences. . . . Red Kirk, who has been holding forth at WLEX, Lexington, Ky., for a year and a half, has moved to Asheville. N. C., where he will be heard daily on WSKY. . . . Charles Bingham, partner in Murray Nash Associates, Nashville, has returned from a three-week motor trip to the Coast, reporting plenty of action on "Don't Blame the Children" all ice from the diskeries, Clarence along the way. . . . Red Kirk, Kneeland, WICH, Jewitt City, WSKY, Asheville, who with Ray Conn., writes: "Notice so many Scrivner, of Murray Nash Associates composed "Saith the Lord," has signed an exclusive writer contract with the Nash firm.

show to his programming schedule edge any disks sent to me, except at WBEJ, Elizabethton, Tenn. for the regular weekly shipments of Billed as the "Saturday Night Barn | the major labels, and these I send Dance," it's heard from 8-10 a little note once a month or so, if each Saturday. Show features the I can't get in to see the distributors "Grand Ole Opry" gang on records, in person. As a result, I have no plus studio sound effects and complaints about the service I resquare dance records with calls. . Eddie Skelton, WMCH, Church Hill, Tenn., is back at the mike spinning the regular edition of his morning show, "Country Junction," after receiving word from the Army that he doesn't have to report for active duty.

Mary McCoy, who deejays the country stuff from KMCO, Conroe, Tex., caught the "Big D Jamboree" afternoons she spins a two-hour record show over the station. . . ing the "Rag-Mop Ranch Hands," 2:45 p.m. Show features Pete Pea-Danny Freeman on lead guitar.

Bob Prather is now twirling the daily, over WEAS, Decatur, Ca. Kirt Alexander is spinning a five-South," over the same station. . . "Cousin Don's Hillbilly Juke Box."

Working recently at the Million | Parade," heard from 1-1:30 p.m. on Saturdays.

> Johnny Gee, who spins em from WHPE, High Point, N. C. infos that he and the Moutain Boy are playing dates along with Dr Spookany, hypnotist-magician. Gee and his group appear twice daily over WHPE. . . . Deejay Bill Owensby is handling 75 per cent of Station WEWO's (Laurinburg, N. C.) country & western programming. . . . Curley Sanders. WTCO, Campbellsville, Ky., is currently working outdoor dates but has plans in the mill to work some shows with Jimmie Logsdon (Decca).

Bill Bosse, KWHI, Brenham Tex., exclaims: "I've got a terrific, two-hour Saturday afternoon show, 'Hillbilly Grabbag,' that is really going great. I've got more requests than I can handle. Country music is gaining in popularity in this area." . . . C &w. twirler Barefoot Bob Kinney, WCHN, Norwich, N. Y., infos that Martha Carson and group are skedded to play the Chenange County Fair, Norwich, August 13. . . . Bill Belk typewrites from WTYC, Rock Hill, WWPF, Palatka, Fla. White is S. C.: "On our program, Fort Mill known on the air as Country is Calling,' we are giving away new Pee Wee King albums for correct Carolina Cloggers drew a big titles of mystery songs. Have re- crowd recently at the "WNOX Tenceived good listener reaction on nessee Barn Dance," held in the this. Also have what is known as new auditorium-studio of WNOX, audience reaction, in which we ask Knoxville, according to deejay listeners to phone in their opinions Lowell Blanchard. . . . Uncle Herm, on new c.&w. records which we of WRIS, Roanoke, Va., caught play. Have received good reaction the "Grand Ole Opry" recently and on the new idea. Am continuing sat in on a session with Jimmie to give away Eddy Arnold albums Dean and Buck Ryan, who were for the best letters telling us why recently signed by Mercury. Herm they like Arnold as a c.&w. singer. spins "Uncle Herm's Opry," 6:30-Have given away over 100 of these (Continued on page 64) albums thus far."

About the subject of record servdeejays complaining because they don't get service from some of the record labels. I wonder how many of them take the time to write and acknowledge new releases when Curly White has added a new they do come in? I try to acknowl-

Paul Hendrickson, KXGN, Glendive, Mont., did a whole show of T. Texas Tyler music when the artist played a one-nighter in Glendive recently. . . . Sammy Lillibridge, KFRG, Longview, Tex., opines: "I read that someone didn't like Eddy Arnold's new 'Cattle Call.' I like it fine and play it plenty. As the times change, so in Dallas recently and was a guest do we." . . . "Southern Louisiana on Charlene Arthur's portion of Jamboree" drew over 2,000 hillthe show. Mary works a 15-minute billy fans recently at Thibodeaux, live seg over KMCO every Saturday La., reports Jolly Cholly Stokley, morning, in which she sings and WWEZ, New Orleans. Stokley and plays the guitar. On Saturday Texarkana Slim emseed the affair, which featured Joey Gills (Feature), Dudley Bernard (Regal), Merle the Nervous Ned Needham is emsee- Drifter (Feature), Sonny Thibodeaux, Clem and Kirk, and a a live show heard daily over country & western band. Show was WMOP, Ocala, Fla., from 2:30- originated by Harold Legendre. . . . Bill Bentley, KSTV, Stephencock on bass; Chico, steel guitar; ville, Tex., advises that Jimmy Billy Beers, rhythm guitar, and Newman is still the top dog around

Bob Neal's (WMPS, Memphis) "Morning Star Time," 6-7:30 Eighth Anniversary Jamboree took place Friday (5) at Overton Park, Memphis, with Webb Pierce, Elvis hour c.&w. show, "Sunday Down Presley, Red Sovine, Sonny James, Jim Wilson, Johnny Cash, Wanda Don Rowland is now airing his Jackson, Bud Deckelman and Charlie Feathers participating. . 5-8 p.m., Monday thru Friday, and Harmie Smith is sitting in at the from 6-8 p.m. on Saturdays, over mike at KCIJ, Shreveport, La., KSIG, Crowley, La. Rowland while T. Tommy Cutrer is off on formerly spun the show over a two week vacation. . . . Red WFAI, Fayetteville, N. C., until Ford, WRIB, Providence, informs: February of this year, when he "I have recently started a drive moved temporarily to WMOP, on my show to curb juvenile de-Ocala, Fla. He moved to KSIG linquency. I am using the slogan July 7. . . . Lew Banks, of WHIE, Deejay'r War on J. D., and would Griffin, Ga., says he needs wax like to hear from other disk from Decca and Mercury. WHIE jockeys who may have any sugrecently added the "Hillbilly Hit gestions on the subject. How about

you other deejays pickin' up the slogan? What we say on the air has a lot of influence with the kids. If we use it to advantage, c.&w. music will further its place in the hearts of the millions in this country not yet acquainted with our type of show and what it stands

E. C. McCarty, c.&w. jockey of WCTT, Corbin, Kv., shoots the following news: "Folks down this way tune their radio dials to WNOX, Knoxville, each week day for a listen to Lowell Blanchard and his gang, which includes the Taylor Sisters, Judy and Merril, and Joe Tuggel, all formerly of WCTT, who team up under the leadership of Claude Boone. John Lair, of Renfro Valley, was all smiles when I contacted him recently about the showing of his Don't Blame the Children, which he wrote, and which has been recorded by the Coon Creek Girls and Ferlin Huskey. Back home at WCTT, Arch Wyatt, Mack Rains, Charlie Banks and yours truly keep spinning the c.&w. disks down this way. Red Parson and the Martin Sisters are still singing some mighty fine sacred material on my Sunday Hymn Time' program."

Claude White, formerly of WBUY, Lexington, N. C., is now doing a hillbilly characterization show, "Country Round-Up." over Cousin Claude. . . . The North



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D.J.'s SAY IT'S GREAT EDDIE DEAN JUST A WHILE s&s 200

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### RHYTHM & BLUES RECORDS

### • R & B Territorial Best Sellers

For survey week ending August 17

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

### Atlanta

- 1. Maybellene, C. Berry, Chs. 2. It's Love. Baby, I. Brooks, Exc.
- 3. Ain't That a Shame? F. Domino, Imp.
- 4. Mary Lou. Young Jessie. Mod.
- 5. Manish Boy, M. Waters, Chs.
- 6. Soldier Boy, Four Fellows, Cily,
- 7. Anymore, J. Ace. Duk.
- 8. Doggone H. D. Hightower, RPM 9. Walking the Blues, J. Du Prec, Kng.

### Charlotte

- 1. Maybellene, C. Berry, Chs.
- 2. Ain't That a Shame? F. Domino, Imp. 3. Bo Diddley, Bo Diddley, Che.
- 4. Rock Around the Clock, B. Haiey, Dec.
- 5. Seventeen, B. Bennett, Kog.
- 6. Why Don't You Write Me? Jacks, RPM
- 7. Anymore, J. Acc. Duk. 8. Lonely Nights, Hearts, Itto.
- 9. Doggone It. D. Hightower, RPM 10. Diddley Daddy, R. Diddley, Chs.

### Chicago

- I. Rock Around the Clock, B. Haley, Dec.
- 2. Everyday, C. Basic, Clf.
- 3. Why Don't You Write Me? Jacks, RPM 4. Fool for You, R. Charles, Atl. 5. Feel So Good, Shirley & Lee, Ala.

- Cincinnati I. Why Don't You Write Me? Jacks, RPM
- 2. Everyday, C. Basie, Clf.
- 3. Maybellene, C. Berry, Chs.
- 4. Soldier Boy, Four Fellows, Gly.
- 5. Story Untold, Nutmegs, Her. 6. Anymore, J. Acc. Duk.

- Detroit 1. Everyday, C. Hasie, Clf.
- 2. It's Love, Baby, 1. Brooks, Exc.
- 3. Walking the Blues, J. DuPrec. King.
- 4. It's Love, Baby, Midnighters, Fed. 5. Gum Drop, O. Williams, Del.
- 6. Maybellene, C. Berry, Chs.
- 7. Vin't That a Shame? P. Boone, Dot
- 8. Why Don't You Write Me? Jacks, RPM 9. Hot Ziggity, Drifters, Atl.
- Los Angeles
- 1. It's Love. Buby. I. Brooks, Exc. 2. Only You, Platters, Mer.
- 3. Maybellene, C. Berry, Chs.
- 4. Everyday, C. Basic, Clf. 5. Ain't That a Shame? F. Domino, Imp.
- 6. Soldier Boy, Four Fellows, City,
- 7. Story Untold, Nutmees, Her. 8. Anymore, J. Acc. Duk.

### 9. Walking the Blues, J. DuPrec. Kng.

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

### New Orleans

- 1. Maybellene, C. Berry, Chs.
- 2. Seventeen. B. Bennett, Kng. 3. It's Love, Baby, L. Brooks, Chs. 4. Ain't That a Shame? F. Domino, Imp.
- 5. Those Lonely, Lonely Nights
- H. King, Kng.
- 6. Soldier Boy, Four Fellows, Cily,
- 7. Walking the Blues, J. DuPree, Kng. 8. Don't Take It So Hard, F. King, Kng.
- 9. There Goes That Train. R. McGill, Mer. 10. Anymore, J. Ace, Duk.
  - New York
- 1. Everyday, C. Basic, Clf. 2. Maybellene, C. Berry, Ch.
- 3. Story Untold, Nutmegs, Her. 4. Why Don't You Write Me? Jacks, RPM
- 5. Seventeen, B. Bennett, Kng.
- 6. Anymore, J. Acc. Duk.
- 7. Ain't That a Shame? F. Domino, Imp. 8. Rock Around the Clock, B. Haley, Dec.
- 9. Life Is But a Dream, Harptones, Pds. 10. Fool for You. R. Charles, Atl.

### Philadelphia

- 1. Everyday, C. Basic, Clf.
- 2. Feel So Good, Shirley & Lee, Ala.
- 3. Why Don't You Write Me? Jacks, RPM 4. It's Love, Baby, L. Brooks, Exc.
- 5. Fool for You, R. Charles, Atl.
- 6. Ain't That a Shame? F. Domino, Imp.
- 7. Come Back, C. Basic, Clf.
- 8. Anymore, Johnny Ace. Duk.
- 9. I Hear Those Bells, D. Washington, Mer., THE GYPSIES

### St. Louis

- I. It's Love, Baby, I. Brooks, Esc.
- 2. Fool for You. R. Charles, Ail.
- 3. Why Don't You Write Me? Jacks, RPM
- 4. Everyday, C. Basic, Clf.
- 5. Maybellene, C. Berry, Chs.
- 6. Soldier Boy, Four Fellows, Cily, 7. At My Front Door, El Dorados, VJ

### Washington, D. C.

- I. Everyday, C. Basic, Cif.
- 2. Feel So Good. Shirley & I ee. Ala.
- Ain't That a Shame? F. Domino, Imp. 4. Seventeen, 8. Bennett, Kng.
- 5. Maybellene, C. Berry, Chs. 6. Soldier Boy. Four Fellows, Cily,
- 7. Fool for You. R. Charles, Atl. 8. As Long As I'm Moving, R. Brown, Atl. 9. Story Untold. Nutmees. Her.

JUBILEE 5213-Here's a bright read-

Reviews of New

R & B Records

BILLY WARD AND HIS DOMINOES

ing of the oldie. The arrangement emphasizes the march rhythm. Neat and uncommon r.&b. wax, could get good pop play. (Mayfair, ASCAP)

Take Me Back to Heaven .... 79 This side's a slow ballad, in the refined, celestrial mode which so many r.&b. cleffers are turning out now. (BMI)

### AMOS MILBURN

ALADDIN 3293-A fine side, rhythmic and with a touch of spiritual quality. Solid instrumentation, relaxed and sensitive, back the strong chanting of Milburn, (Aladdin, BMI)

My Happiness Depends on You....75 Milburn sings out with real heart, and he's backed by a good funky sound. A nice, slow blues. (Aladdin, BMID

### DOLORES WARE

WING 90017-Miss Ware hands this

slow rockin' ballad a personable warble, lending special appeal to every line. Has a good chance to rack up some spins and sales. (Brent, BAIL)

Thrill-La-Dill .... 73

The thrush, with multi-voice dubbing, stirs up some excitement on an uptempo r.&b. shout. Good performance of slim material. (Brent, BMI)

GROOVE 117-A good-rockin' riffer is projected with polish and power by an excellent group. Could get some pop play. (Pine Ridge, ASCAP)

One-Two-Three-Go .... 74 Similar fare with strong, driving ork.

### SHIRLEY GUNTER

(Deep River, ASCAP)

FLAIR 1076 - Miss Gunter hands this okay blues ballad an intense, effective reading that could register some appeal in the pop market as well as the r.&b. field. (Panther, ASCAP)

Ipsy Opsie Ooh .... 71

A good shouting and scatting effort by the distinctive thrush. (Flair, BMI)

(Continued on page 62)

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# "ANYMORE"

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The Billboard Music Popularity Charts

### • Reviews of New R & B Records

· Continued from page 61

JIMMY McCRACKLIN

That Ain't Right....70

McCracklin walls this in conventional
Southern style. Good enough blues,
the not too unusual. (Modern, BMI)

EARL KING

Baby You Can Get Your Gun....68

Because he's been out having some fun, she can get her gun. The idea doesn't quite come off, (Ace, BMI)

RICHARD BERRY

FI.AIR 1075—Berry, with fem group, pleads for life-long love. Appealing, sincere waxing of the ballad. (Flair, BMI)

Jelly Roll....71

A moderately paced rolling chant in growled effectively by Berry and supporting cast. Tangy material. (Flair, BMI)

LIGHTNIN' HOPKINS

So Long....73

Another fine one in Deep Southern style. A slow blues, strong in folk flavor, (Aladdin, BMI)

VAL EDDY

Al.ADDIN 3294—Here's a rollicking banjo instrumental with sound and beat. Nice for the boxes. (Aladdin, BMI)

Take My Heart....73

This side's a ballad. The chanter's style is relaxed and quite pop in character. (Aladdin, BMI)

RUFUS BEACHAM

What Has Happened to Me?....72

Slow tempo, bluesy love song. The vocal performance is of disarming simplicity. (Jay & Cee, BMI)

LIGHTING SLIM

ACE 505—Good blues side by Lighting Slim. His voice and the backing has an authentic touch for the Deep South market. (Ace, BMI)

Lighting Slim Boogie....70

Deep South blues chanting, with appropriate guitar featured in the backing. Fair for that market. (Ace, BMI)

CHRIS POWELL

Whiffenpoof Song (Mambo)....65
Here's the lovely oldie ingeniously done up in mambo garb. Doesn't quite come off.

C. PAGE ORK

Aline....71

A blues with the same good sound, Deep South style. Ernest John's vocal is backed by good moody instrumentation. (Valjo, BMI)

DOLLY COPPER

My Man....70
This one borrows liberally from several old blues rockers, not to memion
(Continued on page 63)

### Best Sellers in Stores

For survey week ending August 17

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 through the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are

RHYTHM & BLUES RECORDS

This Week	combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.	Last Week	Weeks on Charl
·1. M	AYBELLENE (BMI)-C. Berry	. 2	4
	INT THAT A SHAME? (BMI)-F. Domino	. 1	16
3. 11	"S LOVE BABY (BMI)-L. Brooks	. 4	7
	VERDAY (BMI)—Count Basie	. 3	8
5. SC	DLDIER BOY (BMI)-Four Fellows	. 5	9
6. F	OOL FOR YOU (BMI)-R. Charles This I title Girl of Mine (BMI)-Atlantic 1063	. 6	9
7. 11	FY DON'T YOU WRITE ME (BMI)-Jacks Smack Dab in the Middle (BMI)-RPM 428	. 12	3
8. SI	EVENTEEN (BMI)—B. Bennett	. 11	3
9. ()	NLY YOU (BMI)-Platters	. 10	5
10. A	NYMORE (BMI)-J. Ace	. 9	4
11. R	OCK AROUND THE CLOCK (ASCAP)-B. Haley. Thirteen Women (BMI)-Dec 29124	. 7	10
12. W	ALKING THE BLUES (BMI)-J. DuPree Daybreak Rock (BMI)-King 4812	. 14	2
13. S	TORY UNTOLD (BMI)-Nutmegs	. 8	13
14. D	ON'T TAKE IT SO HARD (BM1)-E. King Gratefully (BM1)-King 4780	. 13	3
15. F	EEL SO GOOD (BMI)—Shirley & Lee		1

### Most Played in Juke Boxes

For survey week ending August 17

RECORDS are ranked in order of the greatest number of plays in juke boxes throout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to de-

This Weel	termine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.	Last Week	Weeks on Chart
	AIN'T THAT A SHAME? (BMI)-F. Domino		17
2.	MAYBELLENE (BMI)-C. Berry	. 2	3
	EVERYDAY (BMI)-C. Basie		
4.	IT'S LOVE BABY (BMI)-L. Brooks	. 4	7
5.	FOOL FOR YOU (BMI)-R. Charles	. 3	8
6.	BO DIDDLEY (BMI)-B. Diddley	. 6	12
7.	MANISH BOY (BMI)-M. Waters	. 10	5
8.	SOLDIER BOY (BMI)-Four Fellows	. 7	6
9.	AS LONG AS I'M MOVING (BMI)-J. Ace How Can You Be So Mean? (BMI)-Duke 144	. 9	8
9.	STORY UNTOLD (BMI)-Nutmegs	• -	6

### Most Played by Jockeys

For survey week ending August 17
SIDES are ranked in order of the greatest number of plays on disk lockey radio

This	shows thrusus the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.	Last	Weeks
1.	MAYBELLENE-C. Berry	. 1	3
(Janes)	FOOL FOR YOU-R. Charles		s
3.	IT'S LOVE BABY-L. Brooks	. 3	8
4.	AIN'T THAT A SHAME?-F. Domino	. 1	15
5.	ROCK AROUND THE CLOCK-B. Haley	. 6	11
6.	WHY DON'T YOU WRITE ME?-Jacks	. 9	4
7.	EVERYDAY-C. Basie	. 6	5
7.	SEVENTEEN-B. Bennett	• =	1
9.	HIDE AND SEEK-J. Turner	•• =	1
10.	MANISH BOY-Muddy Waters	. 8	4
11.000,1000	SOLDIER BOY-Four Fellows		
1	WALKING THE BLUES-J. DuPree		
13.	STORY UNTOLD-Nutmegs	5	7
13.	DON'T TAKE IT SO HARD-E. King	15	6

13. BO DIDDLEY-B. Diddley.....

Checker \$14-BMI

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"YOU'RE MINE ALREADY"

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"GOOD TO YOU BABY"

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The Billboard's Review Spotlight's on

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b/w

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"I DON'T GO FOR THAT"

Jimmy Reed

Vee-Jay 154

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### The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

### This Week's Best Buys

GUM DROP (Toombs, BMI)-Otis Williams and His Charms-De Luxe

This record has been on the market for over two months, but is seeing its first big push just now when a pop version of the tune is gaining wide acceptance. In some areas, like Detroit, this version has also had a big pop following. R.&b. customers there and in Baltimore, Pittsburgh, Cincinnati, St. Louis, Cleveland and Nashville have been the record's biggest supporters, however. Flip is "Save Me, Save Me" (Leeds, ASCAP).

### Review Spotlight on . . .

RECORDS

FATS DOMINO

All By Myself (Commodore, BMI)

Troubles of My Own (Commodore, BMI)-Imperial 5357 -The inimitable Domino has another hit platter in this disk. "All By Myself" is an up-tempo ditty with sock pacing. "Troubles of My Own" is another moving Domino treatment of an attractive blues.

THE CLOVERS

Nip Sip (Goday, BMI)-Atlantic 1073-The Clovers' new disk is relaxed and swingy, with a cute lyric and solid vocal performance. Fine for the boxes and deejays. Flip is "If I Could Be Loved by You." (Progressive, BMI).

NAPPY BROWN

Well, Well, Well; Baby-La (Savoy, BMI)-Savoy 1167-Brown warbles with uninhibited brightness and charm on a clever novelty with amusing lyrics and an effective phrasing gimmick. A potent platter with strong juke appeal. Flip is "Just a Little Love" (Crossroads, BMI).

### Previews of New R & Brecords

Continued from page 62

the title. The thrush deserves better

material. (Modern, BMI)

JOHN LEE HOOKER The Syndicator ......70 MODERN 966 - The racket men

threaten his happy home, A typical Hooker blues wail. (Modern, BMI) Hug and Squeeze....68

Moderate jumper offers nothing outstanding. (Modern, BMI)

THE PYRAMIDS Deep In My Heart for You .........65 FEDERAL 12233-New group does fair with routine material. (Gallo-Otis, BMD

And I Need You....63 Same comment. (Gallo-Otis, BMI) BOBBY HARRIS

Don't Do It Baby ......60 WEN DEE 1933-Adequate rhythm

Crazy, Crazy, Crazy .... 60 Novelty ditty chanted in rapid tempo.

Frantic type wax, but without mu

THE SHEPPARDS

THERON 112-The material here is a good r.&b. ballad, but deserves better performance and recording. (Toole, BMI)

Cool Mambo....60

The same may be said for this mambo novelty with a rock and roll flavor. (Toole, BMI)

Most Bach connoisseurs will

consider the Bachian spirit well served

CRITIC'S CHOICE: CHOSEN BY PAUL

HUME (1-12") - RCA Victor LCT

1158 ......67

RCA Victor has permitted Paul Hume,

editor of The Washington Post-Times Her-

ald, to rummage thru its bulging vaults

and choose 12 old vocal records for trans-

fer to LP. While the idea is intriguing, it

has not resulted in an album of wide in-

trinsic appeal. It hops about a good deal

and mixed in with the gold is some baser

stuff, at least to ears other than Hume's.

Kipnis' reading of Schubert's "Erlkonig,"

plus items by Chaliapin, Elizabeth Schu-

mann and Pierre Bernac. They might

wonder why composer Samuel Barber is

included in the role of baritone. There

will be no doubt among them why Mar-

Vocal collectors, tho, will be thankful for

### Reviews and Ratings of New Classical Releases

Continued from page 32

FANTASIA AND FUGUE IN D MI-NOR (BWV 903) (1-10")-George Malcolm, Harpsichord. London LD 9187 ...70 Malcolm has turned out a surprising, remarkable brace of interpretations of two hardier staples from the harpsichord literature. Eschewing the sometimes hairraising dramatics of the very popular, but dated, Landowska recordings, Malcolm plays in pure, clean, still highly expressive and musical style. Coupling the two popular works offers a plus attractiveness, but perhaps most important of all would be the beautiful, balanced sound of the instrument as captured by London's engineers.

BACH: CANTATA NO. 170, "VER-GNUGTE RUH', BELIEBTE SEELEN-LUST"; CANTATA NO. 54, WIDER-STEHE DOCH DER SUNDE"; AG-NUS DEI, FROM MASS IN B MI-NOR (1-12")-Alfred Deller, Counter-Tenor; Leonhardt Baroque Ensemble. Vanguard the Bach Guild BG 550 ....68

For some reason, these are the same two cantatas coupled on a Westminster disk, conducted by Scherchen. At any rate, these versions merit exposure for Deller's beautiful singing - similar in quality to an alto, for the serenity of the interpretation and for the excellent re-

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garet Truman is absent. Moderate sales, except in Washington, D. C. RENAISSANCE AND BAROQUE MU-SIC FOR LUTE AND GUITAR (1-12") -Karl Scheit, Guitar. Vanguard the

Bach Guild BG 548 ......66 Scheit proves an excellent guitarist in all respects, tho Segovia fans may find these readings a little "pure" next to the inescapable Latin flavor of the master. But Scheit should develop his protagonists also, because he invests these light, lovely and rare pieces with just the proper airiness and ornamentation. The composers represented begin chronologically with Milan (d.1561) and end with Silvius Leopold Weiss (d.1750). Fine stuff for buyers of "early" music and guitar followers in general.

RIMSKY-KORSAKOV: MOZART AND SALIERI (1-12")-Mark Reizen, Bass; Ivan Kozlovsky, Tenor; Orchestra and Chorus of the Bolshoi Theatre; Samuel Samosud, Cond. Colosseum CRLP

10420 ......65 The one-acter to a poem by Pushkin, which helped propagate the legend that Mozart was poisoned by his jealous rival Salieri, has been recorded once before. But for those seeking this esoterica the vocal glory brought to the readings by Reizen and Koslovsky will act as a strong lure. Also included are four songs by the Russian basso, and they, too, are beautifully done. Dealers will find, too, that the sound here is much more acceptable than the average Colosseum product, a welcome attribute.

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### THE FINAL CURTAIN

AMES-Mrs. Geraldine

49, veteran concessionaire on Hugo's Novelty Exposition Shows, July 30 in Platte City, Mo. Survived by her husband, Jack Sr.; a son, Jack Jr., with the U. S. Navy, and a daughter, Mrs. Adrienne Gilbert. Burial in Greenlawn Cemetery, Kansas City, Mo.

AYERS-Lemuel,

40, Broadway theatrical designer and producer, August 14 at New York Hospital. A 1936 graduate of Princeton, he obtained a Master of Theater Arts de-gree at the University of Iowa, where he studied on a Rockefeller Foundation fellowship. He immediately became successful as a scenic designer and provided the sets for many plays: "Journey's End" to "Oklahoma!" and costumes for "Macbeth" and "As You Like It." After "Oklahoma!" in 1943 he spent three years in Hollywood, where his first picture was Judy Garland's "Meet Me in St. Louis." He also did settings for her latest, "A Star Is Born." He was coproducer with Saint Subber on "Kiss Me, Kate" and Cole Porter's "Out of This World," both successful Broadway mustcals. He designed the entire production of "Camino Real" and "Kismet" in 1953 and the current "The Pajama Game." He had numerous other Playbill credits. He is survived by his widow, Bhirley Asborn Ayers; a son, Jonathan; a daughter, Sarah; his mother, Mrs. L. D. Ayers Sr., and a brother, Dr. Carleton R. Ayers.

CARLYLE-William L.,

85, livestock authority and a former long-time director of the Calgary Exhibition and Stampede, August 5 at Cal-gary, Alta. From 1919 to 1942 he was manager of the Duke of Windsor's EP ranch at Pekisko, Alta, He had been a judge for 25 years at the Chicago Livestock show. Survived by two daughters and one sister.

CRAWFORD-Mrs. Beatrice.

61, widow of V. E. Crawford, Booneville (Miss.) theater owner, August 13 in Baptist Hospital, Memphis. Survived by a son, W. R. Crawford, Booneville, Miss. a daughter, Mrs. Roland Adams, Oxford, Miss.; two sisters, two half-brothers and two half-sisters. Burial in Ashland Cemetery, Ashland, Miss.

My deepest appreciation to all who sent floral offerings, letters and wires of condolence in my hour of sadness. Your thoughtfulness and love for my wife, JEAN, will always be remembered.

### ERNEST DELLABATE

EANES-Willard, 60, veteran general secretary of the

Petersburg, Va., Fair, August 12. (Details in Fairs section.) EASTON-Florence,

70, former dramatic soprano with the Metropolitan Opera from 1917-'29, August 13 in New York. Born in England, she studied voice there and in Paris. She made her U. S. operatic debut as Gilda in "Rigoletto" at Baltimore in 1905. She later sang with the Berlin Royal Opera, the Hamburg Opera and the Chicago Opera. She joined the Met in 1917. She was reputed to have a repertoire of 150 roles in four languages. She is survived by her husband, Stanley Rogers; a son, John Maclennan; a brother and a sister. EVANS-Theodore,

34, Prench horn player with the Detroit Symphony Orchestra, August 14 in an automobile accident in which his son, Michael, was also killed. Survivors include his widow, Cleone, and a daughter, Deborah.

PELDMAN-Angelica,

41, wife of O. B. Peldman, Side Show talker on the Coleman Bros.' Circus, Aug 11 of injuries sustained in an automobile accident near Beaumont, Tex. Her daughter, Patsy Ann, was killed in the same accident. In addition to her husband and daughter, she is survived by a son, Dickey, and another daughter, Bobby. Burial in Crockett, Tex.

GREBEN-Max, 60, brother of Harry Greben, Chicago booking agent, August 13 in a North Hollywood, Calif., hospital, Survived by

his widow and two children. HECKENDORN-George W.,

51, tenor known professionally as George Dorn, August 13 in Detroit of a heart attack. He was at one time soloist on radio programs with the Vincent Lopez, and Tommy and Jimmy Dorsey orchestras, and also sang on radio sta-tions WJR, WJBK and WXYZ, Detroit.

In Memory of

WALTER

August 23, 1944.

MILDRED & ELIZABETH

60, operator at the Bel-Air Drive-In Theater, Detroit, August 3 in that city of a heart attack. Survived by his widow, a daughter and a son. Interment in Oakview Cemetery, Royal Oak, Mich.

IN LOVING MEMORY

OF OUR DEPARTED

### **AMELIA**

Who Left Us August 22, 1953

VERNON,

BILLY and VERNON JR.

### KORHN

O'NEAL-James C. (Baldy),

73, for more than 50 years a canvas man on various circuses and carnivals, August 15 in Veterans' Hospital, Big Springs, Tex. Burial in National Cemetery, El Paso, Tex.

IN LOVING MEMORY

OF MY BROTHER

### PETER KOURMPATES



PASSED AWAY **AUGUST 28, 1952** 

Bill Kourmpates

59, veteran concessionaire, August 5 in Toledo. During his many years in show business, he had owned and operated concessions on the Con. T. Kennedy, Greater Sheesley and the Johnny J Jones shows, and at Eastwood Park Detroit. At the time of his death he and his wife were working on the Hiawatha Shows. He was a veteran member of the Michigan Showmen's Association and at one time served or the organization's board of directors. He is survived by his widow, Maise; his mother, Mrs. Homer Pence; two brothers, Harry and Ralph, and two sisters, Gladys and Marguerite. Burial in Rose Hill Cemetery, Akron.

In Cherished Memory

My Dear Husband

### BILLY C. WILLIAMS

Who Passed Away August 24, 1953

I miss you more and

**GLADYS WILLIAMS** 

more each day.

51, Detroit motion picture operator, Au-

gust 5 in that city of a heart attack. Survived by his widow, Elizabeth, In-terment in Clinton Grove Cemetery,

Mount Clemens, Mich. T. LEON-Alfred George,

65, at a Los Angeles hospital August 10. He was a member of the original St. Leon Family of circus performers. Born in Australia, he came here with the family in 1898 and was with many circuses, in-cluding William P. Hall, Hagenbeck-Wallace, Sells-Ploto and Ringling Bros. He also was on the stage with "Polly of the Circus" and at Luna Park, Coney Island, He married Lillian Savoin and they operated Bostock's Riding School on Keith and Orpheum vaudeville in partnership with J. Gordon Bostock, Later it was called Lillian St. Leon & Company and toured England, played fairs for Hamid and Wirth, and worked more vaude. For 12 years they operated a commercial photography business in Detroit. Surviving are his widow, Lillian: two sisters, Mrs. Ida Rosenberg and Mrs. Edge, and one brother, Roy, all of Cali fornia. Burial in Glendale, Calif.

VEST-Allen W., 45, husband of Corda Smith West, for many years an aerialist with Ringling Bros. and Barnum & Bailey Circus, July 31 in Clarkson, N. Y., of a heart attack. In addition to his widow he is survived by his mother, two brothers, two sisters, a stepson and a stepdaughter. Burial in Prospect Hill Cemetery, Northville, N. Y. WHITE- C. H. (Dad),

98, old-time circus man and retired railroader, July 30 at Fredonia, Kan. He was with the Barnum show from 1872 to 1878 as an animal man and trainer. In later years he was with the Burlington Railroad. White was a member of the CFA, CHS and other circus fan groups. He was also an honorary citizen of Boys Town, Neb. Survivors include a daughter, Mrs. Neil Cason, Fredonia,

### **FOLK TALENT** AND TUNES

Continued from page 60

7:30 a.m., Monday thru Friday and the "Country Juke Box," from 11-12 a.m., Monday thru Friday, over WRIS. . . . Lewis Kanode is whirling the "Gettin' Up Time" show 5:30-6:55 a.m., and also the "Pickin 'and A-Singin' Time" show, 12:30-1:30 p.m., over WRAD, Radford, Va. Station has just gone to 5 000 watts

Roy Hines, WPAG, Ann Arbor, Mich., is currently working the Toledo Beach Ballroom, Erie, Mich., with Casey Clark and the Lazy Ranch Boys. Hines is also skedded to work live music and record shows direct from the Chelsea (Mich.) Fair, August 17; the Monroe (Mich.) County Fair, August 8-13, and the Wayne County 4-H Fair, Belleville, Mich., Au-

Faron Young and His Country Deputies, along with the Wilburn Brothers, Doyle and Teddy, entertained recently at the Officers' Club of the Third Army in a surprise show for Gen. A. R. Bolling, on the occasion of the latter's retirement. A highlight of the evening was Faron's reminiscing of the time he put in under General Gayety in Norfolk, Va. She is house manager of Loew's Majestic Bolling's command, when he entertained at the Officers' Club almost York agent, whose other Manhatevery week. The show-stopper, tan placements are C. T. Jackson, in Boston since 1953, may be back however, was the duet on "Cheatin' Heart," as sung by Young and a show-stopper at the Club Pigalle General Bolling. Top civilian officials as well as high-ranking officers from the Pentagon were on and Kyra at the Moulin Rouge. . . hand to see General Bolling move into civilian life after some 35 years in the Army. Life magazine was present to film "Life Goes to a Retirement of a Commanding General."

kins, proprietor of "Pop's Country sistant treasurer respectively. . . Jimmy Dickens.

**HOCUS-POCUS** 

By JAY MARSHALL and FRANCES IRELAND-

This is the sixth 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 London for the international magic conclave 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.

IN EVERY variety performer's By great selectivity and absolute dream is that some day he will tradition that any act that plays have meant more in another day, world. It is the greatest reputationbut it still means a great deal. Once making engagement known. Mr. theater of the world.

ites, and finished to a hand that works for him or deals with him. delayed the opening music of the on their newly found boy, and Val the polished and shining dressing between shows with his family.

Mr. Parnell's father, once a wise. Thirty-three phone extensions famous ventriloquist (Fred Russell), further manage the running of the and now, at 93, catcher of all first house, and every one is alert, performances of the Palladium.

The knife in the heart to everyone present was the knowledge ing lobby has been built, so great on strike. Jay worked two fine name attraction from America is weeks at the Savoy Hotel cabaret Danny Kaye, due for a six-week prior to this, with no notices pos- run. It is already sold out, with sible, due to the strike. Now here standing room available each day. were critics with praise popping A delayed-action bomb fell on Palladium.

personal, but as a show person, you know how important this is to unique theater.

vaudeville house in all the world. per!

heart there is a dream, and that integrity, they have founded the play the Palace, New York. It may there can go anywhere else in the having played the Palace, the Parnell, who is the living symbol dream changes, and the performer of the Palladium, and therefore in visions himself playing the Palla- the topmost strata of show busidium in London, the ace variety ness, is at the same time a kind and courteous gentleman who is On April 11, Jay Marshall's personally present at rehearsals, dream came true. He played next personally sees to the management to closing on a bill of 12 acts of of his small kingdom, and has the mostly well-known British favor- utmost respect of everyone who

The theater is average size start act. Critics of all the big (3,000 seats), not ostentatious, but London dailies plus the trade in beautiful taste. It is as immacumagazines, came in in a long pro- late as a hospital, not only where cession and paid compliments like the public is, but in the nooks and crazy. The theatrical agents, Lew corners backstage, in the alcoves and Leslie Grade, smiled happily where the scenery is stacked, in Parnell, the famous manager of the rooms. Small uniformed pages are Palladium, invited us to coffee everywhere, in front and back stage, with a quick "sir" on their Present at this gathering was lips and silently efficient otherrespectful, courteous.

A special advance-ticket bookthat the newspapers of London are is the demand for seats. Next big

out of their ears and no place to the Palladium during the war, print it. However, due to the strike, caught in a trap of broken ceiling many trade publications included beams, and it was touch and go reviews, especially of important for a while. At the risk of their shows, and found a number of lives, two experts finally removed those, all with joyous words to say and detonated the bomb. This about the American boy at the near-miss was the only war-time scar in the theater's history. The Forgive this digression into the present building was put up in 1910.

They sell two million tickets a us. Let us tell you about this year, on a two-show-a-night basis, with the greatest names in variety The Palladium is the top on their bills. Long may they pros-

### **BURLESQUE BITS**

booked by Trixie Rogers, New Theater. a newcomer from Reno, Nev., now Greta Hanson, in her second year at the Club Flamingo, and Evonne Fairfax Mason, vocally gifted as well as personable, currently at the moral but not obscene. The pic Club 59, New York, where Gean will be allowed to run, the court Denise is host, is a winner of two ruling that the State censorship beauty contests with the titles of law is unconstitutional. Mayor lantis." . . . The Hudson, Union ably apply to burlesk just as they Jerry Green, recently released City, N. J., reopened for the season do to the movies" and, asked what from the Army, is spinning the August 20 with Geraldine (Sequin) would happen if anyone applied 'Country Capers' show over Garner co-featured with Lana KFPW, Fort Smith, Ark., 3:30- Richards; Steve Mills and Joey 4:30 p.m. Monday thru Saturday. Cowan, comics; Connie Ryan, Green's show is the first c.&w. straight man; Larry Kane, house program to be aired over the sta- singer and Jan Cafara and Michelle tion, and consquently, he says, Dorian. Paul Morokoff returns as lots of records, both current and producer and George Ponzi, ork past, are needed. Green invites all leader. Harry (Eppie) Oakene, artists passing thru his area to drop Marty Knopf and Bob Miller, conby for a visit. . . . George T. Pop- tinue as manager, treasurer and as-Store," aired over WXGI, Rich- Among those attending the funeral mond, Va., is back at the turn- services in Riverside Memorial tables after a two-week active duty | Chapel, New York, on August 15 tour with the Army. . . . Jimmy for Mrs. Lillie Weinstock, 71, wife Myers, who twirls 'em from De- of the late Joe Weinstock, old-time catur, Ill., letters that he'll be theater and show operator, were doing the "Mr. Deejay, U. S. A." her sons Eddie and Harold; two show over WSM, Nashville, Sep- brothers, Benny and Dave; Attortember 30. Most requested artists ney Paul Weintraub; Charles Herton his show, he writes, are Ernest zig, a former partner of Mr. Weinand Justin Tubb, followed by Carl stock, and Dave Berk, theater Smith, Hank Snow, Faron Young, broker. . . . Harry Rose, former Pee Wee King, Bonnie Sloan and ork leader with the Lew Kelly show, and his wife, Anita, who was Merle Kilgore, KBSF, Spring- a soubret with Barney Gerard's (Continued on page 106) "Dollies of the Day," both Colum-

Eve Adams, who will be a fea- bia wheel shows, are celebrating ture on the circuits the coming their 35th wedding anniversary in season, is being held over at the Bridgeport, Conn., where Harry is

Burly, which has been outlawed there as the result of a recent Massachusetts Supreme Court decision against censorship. The situation came up after the City Board of Censors had found the French film, "Game of Love," im-"Miss Connecticut" and "Miss At- Hynes said the rulings "will probfor a license to run burlesk, said "we'll have to wait until someone applies." . . . Kitty Roth flew from New York to Chicago where she will be the next six weeks or more taking care of the wardrobe for over 100 players in the cast of General Motors' new Powerama show tenanting Soldier Field. . . . Carrie Abbott starts another long return engagement at the Club Pigalle, New York, on September 15. . . . Manny Hertzig, who was partnered with the late Joe Weinstock in the operation of the Republic Theater on West 42d Street, Manhattan, is seriously ill in Doctor's Hospital, New York. . . .

### STRIP GIRLS WANTED

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### **Water Show** Opens Okay At Detroit

DETROIT, Aug. 20.—Riverama, Detroit's first major festival since the Cadillaqua in 1912, opened strong Wednesday night (17) with is more than one organization prothe first performance of Al Sheehan's "Aqua Follies of 1955." The bullfighting, known as Tourada, first major water show to be pre- and the Jes Cortes version got into sented here drew a better than the U. S. first with a performance. 10-day run, attendance was good. three-quarter house at the 6,500seat amphitheater. House is scaled field in March thru management to \$3.50.

structed around a section of the were secured, Cortes scoring first tractions, fell below '54. Scott Fountain lagoon at city- with his show which had been ofowned Belle Isle Park. The Shee- fered recently in Manila. He Sunday (21) but the final day is the personal appearance of Presiham swim show faced the handicap opened Tuesday (9) in the San anti-climactic, being little more dent Eisenhower. of breaking in a new location in Francisco Cow Palace. a city that hasn't been exposed to this type entertainment. In addi- for the Rodrigues show to perform were taken out today and the major tion, the entire festival was or- in the U. S., altho Will Glass, of attractions closed their engagements below that of last year, rides and ganized in a short time. Fress, radio International, notes that discussions tonight. and TV support, however, was are being held relevant to a show-

and parades, etc., a seven-day program is also being staged at the beginning October 12, then a week early days were given comfortable midway business was given to the Riverama Theater, near the foot in Osaka, Japan, and Manila.
of Woodard Avenue and the new In Tourada the bull is not killed of Woodard Avenue and the new Civic Center. Program is changed each night with general admission seats going at \$1 and no reserves.

Symphony Orchestra plus vocalists on Sunday night (21). Other entertainers during the week will include Illinois Jacquet, Charlie Spivak, Guy Lombardo, Hubert Castle, bulls. Rounding out the bullfight-Frances Brunn, Terry Sisters, and a ing performance is a riding exhibiclosing program of fireworks on August 27.

### N. H. Group to Remodel Track, Add Race Days

ROCHESTER, N. H., Aug. 20.

—Three men announced this week they have formed a corporation to hold additional pari-mutuel night harness racing after the Rochester Fair, which is to be held September 18-24. They are John D. Orr, of Concord, president; E. Laurence Osgood, of this town, vice-president, and Richard H. Moulton, of Concord, treasurer.

Osgood has been in charge of racing at Rochester Fair for the past eight years. Orr and Moulton are partners in a Concord advertising and public relations firm.

The group said their plans will in no way conflict with the fair, The city has already approved pari-mutuel racing and it is hoped to begin the project next summer. Orr said there will be a 10-week program and extensive remodeling of track is estimated to cost close to \$100,000.

### **Swenson Wins** In Neb., Iowa

DAVENPORT, Ia., Aug. 20.-The Aut Swenson Thrillcade has hit a winning pace since it entered Midwest fair route. Show pulled ord up to that time. a full grandstand at the Mississippi Valley Fair and Exposition here Tuesday night (16) after scoring a record attendance at the All-Iowa pressed belief the early dates-Au-Fair, Cedar Rapids, the previous gust 4-13-solved the weather prob- decide soon whether to hold next matinee.

The stunt unit broke its own record, established last year, at the Martin County Fair, Fairmont, Minn., Friday and Saturday (12-13) and set a new attendance mark at the first Saturday (6) of the run. the Wayne County Fair, Wayne, Fair management corrected an ear-

Neb., Sunday night. Christopher Patrick O'Reilly is now featured in the loop-the-loop, wise. replacing Dario LaCosta, who was in July.

DATES EXPECTED

### Tourada Plans Stalled for East Showings

NEW YORK, Aug. 20.-There moting the Portuguese version of

of International Presentations Cor-The amphitheater was con- poration here, but no show dates both for afternoon and night at- quick to point out, the fair beneructed around a section of the were secured. Cortes scoring first tractions, fell below '54.

ing in New York or Miami. The In addition to the water show Rodrigues show, meanwhile, is first nine days and was also fore- of the first nine days. booked into Tokyo for a month cast for the final day. The fair's | Credit for the big increase in

but the final action is merely simulated. The Rodrigues troupe consists of 20 to 23 men, 10 horses, Program will include the Detroit and enough bulis as are necessary. Spanish fighting bulls are used, altho any Statewide performances will get animals from Mexico, which also breeds good arena tion, jousting session with medieval costumes, tents and banners, and der AAA sanction, wou d up vir- tendance mounted steadily and other acts.

> the U. S., but action by the Soci- ner of the International Motor Conety for Prevention of Cruelty to test Association. Animals chapter, has stalled the plans. The SPCA, tho, approved the AAA ever since has dominated Tourada as presented in San Francisco thru one of its officials which have the promoters believing that this major block against the shows has now been overcome.

### Warwick, R. I., Sets Festival

WARWICK, R. I., Aug. 20.-Warwick will hold a Festival August 26 thru September 5 and is preparing to do it in a big way, according to the sponsoring Chamber of Commerce. There will be a queen, inaugural ball, aviation day, historical tours, industrial exhibits, water and sports events, parade, historical pageant.

### WHOPPING MIDWAY PLAY MARKS ILL. STATE FAIR

### Rides, Shows Up 24% as Gate Hits Normal Pace; Grandstand Biz Off

By HERB DOTTEN

SPRINGFIELD, Ill., Aug. 20.-The Illinois State Fair, first major Midwest State fair to operate this pace. year, had a successful run.

Thru today, the ninth day of the Jose Rosa Rodrigues entered the Midway receipts were substantially higher than last year-or for any

than a motorcycle racing still date, As yet there are no contracts inasmuch as virtually all exhibits heavy patronage given the midway.

Ike Helped in '54

were hot, and this slowed down the attractions. Chief among the new early attendance and spending rides in operation was the Velare

Fair execs said that they believed final estimated attendance for the full run would be about 935,000. This would be roughly 85,000 under last year's estimated count of recent year. Crandstand receipts, 1,050,000. But, fair execs were Actually, the fair formally closes additional patrons last year thru

Even the fair's attendance was show receipts of the Amusement Company of America were up an Clear weather prevailed thru the estimated 24 per cent at the end

temperatures but the closing days ACA's vastly stronger line-up of Rotor, a Scrambler and a Rock-o-Plane, all never seen here before. The consistently high-grossing Sky Wheel, back here for the fourth year, was again the leading money-

> Games, Concessions Big A revamped layout in Happy Hollow also aided in building the midway gross. Taking advantage (Continued on page 67)

### Outstanding this year was the NEW RIDE CLICKS

### **Twister Proves Money-Getting Power at Fairs**

CHICAGO, Aug. 20. - The Twister, newest ride turned out by the Allan Herschell Company, North Tonawanda, N. Y., is proving a powerful money-getter, according to reports reaching here this week.

At the Troy, O., Fair last weekend, a Twister owned by Floyd E. Gooding snared top money among the major rides. Gooding said it grossed 25 per cent more than other major rides which, gross-wise, wound up closely bunched.

Gooding reported heavy repeat business, with people of all ages patronizing the new device. He said there was "a lot of hollering and screaming and when you have that you know you have a good

"Our experience in loading and unloading the ride was better than anticipated," Gooding added.

A Twister owned by Earl Ingalls Jr., was reported as the top 25-cent ride at the La Porte (Ind.) Fair thru Wednesday (17). In total money, it was surpassed only by the Scooter which operated with a 35-

Ingalls at the time pointed out that he had booked his Twister, Moon Rocket and the Ridee-O into the La Porte Fair at a late date and that the Twister's location as a result was not good. "But we certainly are riding high with the Twister.

Cooke Scores Hillbilly Park **Booking Rise** 

LANCASTER, Pa., Aug. 20.-

Cooke is being aided by his Now, stocks and speedway cars nephew Dano V. Cooke in the abare faster than ever. And, they're sence due to illness of Harry P. Rose, partner in the operation. That added power has brought Rose has been recuperating since some change and it promises to June from a heart condition and is bring still more in the years ahead. confined to his home.

> Cooke will forego his usual fair meetings.

Crystal-balling the future, auto | Several lucrative dates have I Jubilee."

## See Up-Dated Tracks Vital to Auto Races

Continued from page 1

Intentions were to get off late Alec Sloan the Midwest, where sion 30's auto racing was the biguickly with a series of shows in his events were held under the ban- gest of attractions at fairs.

> So far as racing is concerned, in the East, the IMCA in the Midwest. Sam Nunis, an ex-Hankinson staffer, became the leading promoter in the East, and Al Sweeney, a former Sloan man, the top promoter in the West. Another ex-Hankinson staffer, Pat Purcell, is now general manager of the National Association for Stock Car Racing.

> The late Steve Hannagan, one of the press agent greats of all time, was publicity director of the Indianapolis track. He beat the drums so hard and well that the Hoosier race each year drew the largest crowd of any event in the nation. Estimates vary, but the annual attendance at Indianapolis ranges between 125,000 and 150,000.

Hankinson and Sloan, skilled in fireworks, block dances and nightly exploitation, circused the build-ups for their speed events with intensive

tle ended in a draw. The late billing and sent out skilled crews Ralph A. Hankinson, operating un- of press agents. As a result, attually controlling the East and the even during the low of the depres-

> It was during the 30's that a new form of racing-midget car racing-appeared on the scene. It boomed and many short tracks were built. Circuits were set up in various parts of the country, and drivers hopped to a different track every night.

> World War II halted all auto racing. But at war's end, the sport returned more popular than ever. Both big car (speedway) and midget car racing flourished. And then, in moved another form of racing, stock car racing. Initially, the cars were battered old relics. But as their popularity mounted late models were introduced and their popularity soared still higher, fanned by the fans' desire to see the make of their own cars in ac-

> Midgets meanwhile lost considerable favor, except in a few locations. They were dwarfed when compared to the bulky stocks and the driving seemed too precise and predictable when contrasted to the careening, bang-'em-up stocks.

### Pasture Ovals

The tremendous popularity of auto racing immediately after World War II sparked a rush to get in on it. Many farmers, noting the size of racing crowds and the little return they were getting Hennessy said the perfect have been a little over the head kick it when it came to promoting.

Recently built tracks-and those now in the planning stages-have California vacation due to added or are being engineered to take pressures of business, but plans a the high speed-and for even higher | Florida sojourn prior to the winter

at the Cresham site, and an archi- race promoters and fans agree that been lined up for Eddy Arnold tect is studying the grounds to auto racing is here to stay and and the Maddox Bros. and Rose, "We were surprised and disap- determine whether a relocation of flourish as race tracks are re-built in addition to "Grand Ole Opry" mounting speed of race cars.

### Gresham Ore., Fair Pulls Record 171,789 CRESHAM, Ore., Aug. 20.- year ago," said Hennessy. "How-

weather bugaboo that has plagued 13,325. recent fairs. The fair closed a 10day run Saturday (13) for a new all-time attendance record, 171,-789 paid admissions. This compared with 162,996 in 1954, a rec-

weather thruout the fair was a big factor in pulling the crowds and exrainy weather thru much of its run. sham. The commissioners decided

Another record hung up this year was the biggest single day, when some 31,000 poured thru the gates Gresham, expressing the view the lier report that opening day failed to The 1955 fair was badly crowded match up to a year ago attendance-

fatally injuried at Roseburg, Ore., pointed that first figures did not buildings would solve some of the and built to anticipate the ever- talent and Red Foley's "Ozark match the 11,386 opening day a crowding problems.

Manager Duane Hennessy, of the ever, an audit showed one teller's out of their acreage, brought in Multnomah County Fair, this week report completely overlooked, bulldozers and almost overnight credited a new policy of an earlier which, added to the other figures,

Free Show Pulls

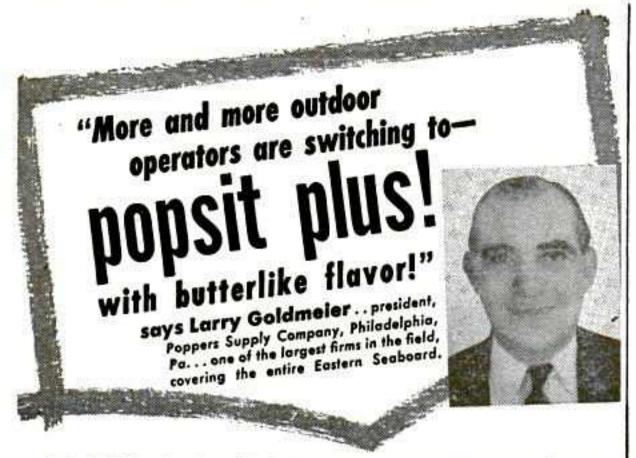
Hennessy also praised the free show produced by Monte Brooks, saying it proved a good drawing The free atomic energy show, "The Atom and You," may of the average fairgoer, he said.

Meanwhile, Multnomah County Commissioners were expected to lem. A year ago, the fair fought year's fair on the 50 acres at Creagainst exercising an option on larger property to the north of land would be more useful for industrial and agricultural purposes, speeds anticipated.

built tracks. Many of these sur- Fair business done by the Cooke opening date with licking the gave an opening-day total of vive-and in not a few areas the and Rose talent agency is down territory is over-raced and worn somewhat from 1954, Harry Cooke thin. A great number of the tracks noted this week, but said the slack prospered-as what didn't-in the has more than been taken up by lush post-war years. But, quite a an increase in industrial shows and large number folded as business hillbilly park bookings, of which conditions leveled and the farm- Cooke covers nearly every such ers concluded that they couldn't park in the East.

getting faster.

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GENERAL OUTDOOR

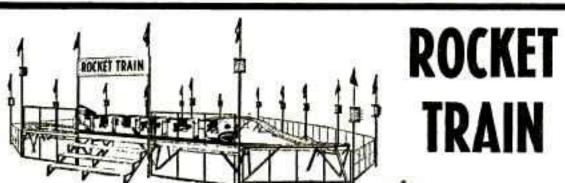
Mr. Goldmeier says, "POPSIT PLUS gives popcorn a flavor and color that makes it easier to sell. Concessionaires, carnival men and drive-in theatre operators tell us POPSIT PLUS leaves fewer duds in the bottom of their poppers. And because it's liquid, it's easy to pour, measure and store."

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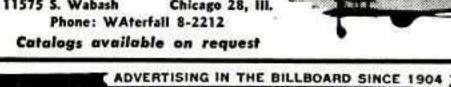
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**AUDITORIUMS-ARENAS** 

### **Trotters Have Surprises Up Sleeve for New Season**

By TOM PARKINSON

It's game-time for a new season with the Harlem Globetrotters, and they have some surprises up their promotional sleeve as well as in basketball doings.

Auditorium-arena managers who will play host to the cage marvels and local promotion men who will handle the dates can count on these features:

Where the Trotters usually have carried four teams in a unit and offered double-header ball schedules, this year will see them with two-team units playing single games. Augmenting the new set-up will be considerably enlarged novelty and vaude programs. What used to be half-time entertainment, now is to be expanded into a second half of the program.

Each unit will be strong on court talent, in the opinion of Trotter brass. Altho Goose Tatum has left the organization, Globetrotters of comparable stature will be on hand.

Abe Saperstein's organization has about 50 players under contract. This breaks down to teams designated as the East, West and South units. They figure these units are evenly balanced, both with time-tested Trotters and newcomers. Publicity for any given date will cover only the players in the unit coming there. This is the same pattern they have followed in the past, of course, and featured players are assigned to each unit.

A team of Trotters returns Tuesday (23) from Europe, where it played 90 games in 19 countries, and it launches a 12-game series of outdoor dates on Wednesday at Springfield, Mass. With it will be

damage to Coney, outside of a

severe loss in two days of patron-

age. By Sunday (14) the effects

of the storm had simmered down

to nil and business was back to

normal.... Dora Misurac, one of

the Island's most important female concessionaires, has increased her

holdings this season. Her opera-

tions now cover over a block long

of games and attractions, all lo-

cated on one side of Jones Walk

stretching from the Bowery to

around the corner of Surf Avenue.

Eleven of these concessions are a

new flashily furnished photo gal-

lery, balloon dart game, cat game,

**Cotton Carnival** 

Sets Week Later

MEMPHIS, Aug. 20.-The Mem-

phis Cotton Carnival will run a

week later than usual next year.

Dates have been set for Tuesday,

George Webb, Memphis Cotton

Carnival Association president, said

that the Royal American Shows

had confirmed that they could op-

erate on those dates. The Royal

American Shows will open on Front

Street Saturday, May 12, and op-

erate thru the Cotton Carnival

The third week, rather than the second week in May, was selected

by the Cotton Carnival to avoid conflict with the scheduled appear-

ance here May 9-10 of the Metro-

As a result of the later dates,

politan Opera Company.

May 15, thru Saturday, May 19.

Dates for 1956

CONEY ISLAND, N. Y.

Hurricane Connie, to the wel- three milk bottle games, two Coke

succeed him.

come surprise of all, wrought little bottle games, a ciggie game, a pan

10 novelty acts, and its opposition is the Hawaiian Surfriders' team, which made the

European jaunt, too.
About October 1, players and coaches will assemble in Chicago. Newcomers will drill in one gym, veterans in another. A week of workouts will show coaches what players can do, and on this basis the make-up of the three units will be decided upon.

That is when the featured players of each team will be designated. No one knows now how they will be assigned. But likely to be in these starring roles are such players as Bob Hall, for whom great things are being predicted; Sam Wheeler, dean of the Trotters and strong on comedy, and Andy Johnson, All-American from the Pacific Northwest.

The early-October assignments are expected to hold up thru the season for the most part. Some changes will be made, but they are likely to be minor and few. Thus a promotion man can know early who is scheduled to play his date. Trotters are designated as floor, pivot and corner players, and any moving of players among the units generally is to balance each team in the three departments.

A week of charity games will precede the Eastern unit's tour, but they will get started in earnest on October 14, when they play at the Chicago Stadium for the Chicago American. The West unit goes to Mexico in mid-October for an entended stay. And the South unit will begin its season a few days later. Ahead of each is a heavy schedule of travel and games that will be pulling crowds to arenas thruout the continent.

game and an add-'em-up. Most of these are a replacement for the

long-time Assembly restaurant that

tenanted the corner of Jones Walk

and Surf Avenue. Supervising the

entire set-up is her nephew, Eddie

Fraleta, with little two-year-old Sammy Kursar already destined to

Work on the new overhead ramp

that will span Surf Avenue to con-

nect the remodeled BMI station at

West 8th with the Oceanarium, to

enable the public to reach the fish-

ery without having to come in con-

tact with vehicular traffic on the

street, is almost completed and

presents a pretty appearance. . . .

Frank Scimeca is a Coney new-

comer this season with a large eat-

ery booth, specializing in Hero sandwiches, on Stillwell Avenue.

Helping him is his mother, Nettie,

The Bob Sled on the Bowery,

now being operated by Joe Bon-

signore and his son, John, numbers

among its employees Sam Yakia, a

ticket seller for the last 20 years,

on Surf Avenue, when that ride

was run by Bonsignore Sr., and

which, the early part of this sea-

son, had to vacate for a city street-

widening construction. . . . A feath-

erweight boxer and wrestler, hav-

ing fought some of the best in his

days, is Ring-Side Johnny Kartalis,

who is his own chef and has been

for the last six years in a well-

patronized eatery on Stillwell Ave-

nue near the Boardwalk. Partnered

first at Thompson's Roller Coaster

and his daughter, Rose Marie.

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(Continued on page 69) GIVE TO DAMON RUNYON CANCER FUND

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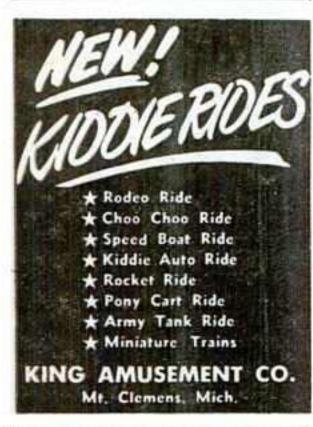


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### SIMULTANEOUS SHOWS

### N. Y. Coliseum to Open With 3-In-1

huge new Coliseum being com- imports. pleted here will open April 28 with three shows going on simultaneously-the International Motor Sports Show. International Phi- president of the city's Convention lately Exhibition, and National and Visitors Bureau, expressed a Photography Exhibition. Each will occupy a separate floor of the building.

Walsh would not go into further Crand Central Palace became ocdetails, he said more than 20 other cupied by a governmental agency. shows have been contracted thus He said that at least a quarter of far. On May 12 the nine-day In- the nation's 75 conventions and ternational Home Puilding Exposi- exhibitions which have been untion will get under way, the first able to meet in New York because event to use all four flors and of the lack of adequate facilities. 301,000 square feet of floor space can be sold on meeting here the structure has to offer.

The exposition section will be "These conventions, on the averone phase of the development age basis of \$200 being spent by which sprawls over the Columbus delegates, will bring approximately Circle area at 59th Street and Cen- \$50,000,000 in additional new tral Park West. Also contained business to the city each year," will be a tall office structure and Ryan added. He praised Commisapartment dwellings.

will be in the Coliseum, each with thority for their work in helping 40-person capacity. There will be the bureau achieve its longseven escalators and five freight pursued aim of building a major elevators, each of 40-ton capacity. exposition structure in the down-Off-street loading facilities will ac- town section. commodate any foreseeable prob-

### III. Midway Play

Continued from page 65

of the unusually shaped midway site, the show spotted rides both at the front and back of the mid-

Games concessions operations also marked a departure from the past, with nickel play featured, producer and director of more And, concessions yielded the best returns in years, with nickel play games setting the pace.

Elsewhere on the grounds, concessionaires, particularly venders of food, reported business below that of last year, and they attributed the drop-off to the hot weather in the closing days.

### Revue Crowds Off

Grandstand patronage dipped thru schools and other groups. under '54 except for the 100-mile national championship auto races today, the night show tonight, and the annual appearance Saturday Cincy Sports (13) of the WLS Barn Dance show.

the first five week nights this week. got in one more performance than of last year.

of the week thronged out tonight Bain, director of Midstates Sport to see a high-budgeted show head- Shows. Bain said that enthusiastic ed by Victor Borge and Dennis response to last year's initial show Day, and featuring such acts as prompted the lengthening of the the Crew Cuts. Mercury recording show's run. artists, and the Four Step Brothers.

### MCA Show Pulls

America.

thousand people sat on chairs run. placed on the track. The stand had a \$3 top, with track seats going at \$3.

Nightly fireworks were provided by the Illinois Fireworks Company,

"Holiday on Ice." perennial favorite here, reported better-than-'54 business in its two-a-night performances on an outdoor rink. Bleacher capacity was increased by approximately 1,000 for the icer and this, plus the fact that the show didn't lose a performance to rain, enabled it to top its '54 business, show reps

From a show business standpoint. main new feature was the use for the first time of a movable stage. Built in four sections, each 16 feet 6 inches by 49 feet, the movable stage enabled the night grandstand show to be presented closer to the audience and made for a greater sense of intimacy.

NEW YORK, Aug. 20. - The lems that may arise from bulky

### Expo Influx Predicted

Royal W. Ryan, executive vicebelief this week that the Coliseum will fill a large void in trade show Altho renting agent James F. facilities, evident even before the annually in the new building.

sioner Robert Moses and the Tri-Nine elevators for passengers borough Bridge and Tunnel Au-

> The International Home Building Exposition will be a super home show covering an area longer than 10 football fields. Four complete model homes will be among the exhibits, and more than 500 firms will occupy exhibit space. An estimated 15,000 people will be required to man the booths.

> Director of exhibits for the home exposition is John Owens, than 100 expositions and a former vice-president of National Home Shows, Inc. Owens is involved in several expositions in production thruout the country, and is a consultant to the Republic of Cuba in forming plans for a Cuban World Trade Fair. The home exposition plans to charge \$1 admission, with a cut-rate for children and discount tickets distributed

# A Barnes-Carruthers revue, in Show Skedded

CINCINNATI, Aug. 20. - Four last year, when one was lost to days are being added to this year's rain, but night for night the show's 'Cineimati Sports, Vacation and patronage was slightly under that Travel Show, to be held January 28-February 5 in the Cincinnati Biggest night grandstand crowd Garden, it was announced by Bill

New this year will be February 1 and 2 dealer days. On those days The show, said to cost in the all dealers in the area and their neighborhood of \$25,000, also em- personnel will be guests of the manbraced the Doran Brothers, comics, agement and see the afternoon and Jan Carber's orchestra. The stage and water show, which is show was booked in by Eldred again being presented by Monte Stacy, of Music Corporation of Blue. Feature of the show will be Mel Harper and Hap Johnson in The 10,000-capacity stand was their tree-topper routine. Casting, filled except for the extreme upper shooting and swimming contests corners, and an additional several will be offered thruout the show's



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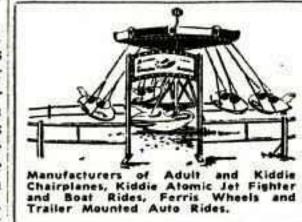
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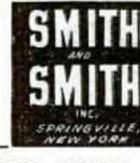


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Frame's Greater: (Fair) Corry, Pa.; (Fair)

Franklin, Don. No. 1: (Fair) West Union,

Ia., 23-26; Belleville, Kan., 28-Sept. 2. Franklin, Don, No. 2: Iols, Kan.; (Fair)

Glades Am. Co.: White Stone, Va.; Reming-

Gladstone Expo.: (Fair) Fulton, Ky.; (Fair)

Gold Bond: (Fair) Caledonia, Minn., 24-27;

Grain Belt: Madison, Neb., 23-25; Leigh

Greater Dixieland Expo.: (Fair) Cresco, Ia.,

24-28; (Fair) Memphis, Mo., 30-Sept. 2. Hale's Shows of Tomorrow: (Fair) Weep-

Hames, Bill: Paris, Tex.; Gainesville 29-

Hammond, Bob: Lindsay, Okla.; Covington,

Hanna's Am.: Mount Pleasant, Pa.; Greens-

Happy Attra.: Bellefontaine, O.: Point Pleasant, W. Va., 29-Sept. 2.

Hartsock Bros.: Shelbyville, Mo., 25-27;

Hartsock, Roy: Payson, Ill., 25; Martins-

Hannum, Morris: Meyersdale, Pa.; Mans-

Heth, L. J.: (Fair) Dickson, Tenn.; (Fair)

Hill's Greater: (Fair) Fargo, N. D.: (Fair)

Holiday Am. Co.: (Fair) Burden, Kan., 24-

Holly Am. Co.: (Fair) Blue Ridge, Ga.;

Hottle, Buff, No. 1: Greenup, Ill.; Jackson,

Mo., 29-Sept. 3, Hottle, Buff, No. 2: Freeport, Ill.; Hohen-wald, Tenn., 30-Sept. 3.

Hottle, Buff, No. 3: (Fair) McLeansboro, Ill.

Hugo's Novelty Expo.: (Fair) Effingham,

Kan., 24-27; (Pair) Tonganoxie 31-Sept. 3.

Ideal Rides: (Pair) Petersburg, Ill.; (Pair)

Imperial, No. 1: (Fair) Fairbury, Ill., 23-

Imperial, No. 2: (Fair) Dixon, Ill.; (Fair)

Johnny's United: Gallatin, Tenn.; Lebanon

Kellogg, Robert D.: (Fair) Greenwich,

Kile, Floyd O.: (Fair) Greenfield, Ia.,

King Shows, Ltd.: (Fair) Aylmer, Ont., 22-24; (Fair) Woodstock 25-27; (Fair)

Lee Am.; Heflin, Ala.; Albertville 29-Sept. 3.

Lee United: (Fair) Greenville, Mich., 24-27.

Lewis, Ted: St. Roch's Church, Richmond

M. D. Am.: Newfoundland, Pa., 24-27;

Majestic Greater: (Fair) Big Rapids, Mich.:

Fort Knox, Ky., Sept. 1-3. Marks, John H.: (Fair) Lynchburg, Va.;

Merriam's Midway: Sac City, Ia., 22-25;

Mid State: Hull, Ill., 22-25; Windsor, Mo.

Midway of Mirth: (Fair) Stonefort, Ill.; (Fair) Versailles, Mo., 29-Sept. 3.

Mighty Heosier State: (Fair) Frankfort,

Mighty Interstate: (Fair) Clarksville,

Moore's Modern: Imperial, Neb., 24-28;

Moser-Rundle: Elma, Ia., 23-24; Salem

Motor State: (Fair) Hicksville, O.; Wauseon

Mound City, No. 2: (Fair) Greenville, Ill.;

Murphy's Tri-State: (Pair) Pipestone,

Northern Expo.: Miles City, Mont., 26-28

27-28; Isanti 30-31; St. Clair Sept. 3-5;

Page Bros.: (Fair) Ashland City, Tenn.:

Page & Ferris: (Fair) Batavia, N. Y.:

Parada: Pacla, Kan., 22-24; Archie, Mo.,

Penn Premier: (Pair) Indiana, Pa.; Luray,

Powelson Greater: Chillicothe, O., 22-26;

Pan American: (Fair) Maryville, Tenn.

Norton Rides: Glasgow, Mont., 24-27.

(Fair) Camden 29-Sept. 3.

Peppers' All State: Alma, Ga.

Va., 29-Sept. 3.

(Fair) Little Valley 29-Sept. 3.

Playtime: Gloucester, Mass., 22-28.

Minn., 22-24; (Pair) Webster, S. D., 25-

Mound City, No. 1: Pleasant Hill, Ill.

Piedmont, Mo., Sept. 2-5.

Stanton, Neb., 26-28; Columbus 30-Sept.

(Fair) Gilbert 30-31; Deposit, N. Y.,

Ave., Staten Island, N. Y.; Easton, Pa.,

Ken-Penn Am. Co.: (Fair) Meadville, Pa.

22-25; Appleton, Mo., 29-Sept. 3.

King Bros.: Minden, Neb., 22-24.

Maddox Bros.: Emporia, Kan.

(Fair) Roanoke 29-Sept. 3.

Marvel: Lacon, Ill., 25-27.

Merry Midway: Wellman, Ia, Metropolitan: Paris, Tenn.

2; Schuyler 3-5.

Tenn., 29-Sept. 3.

Mitchell 29-Sept. 8.

31-Sept. 4.

26-27.

Sept. 4-8.

Marion Greater: Minturn, S. C.

Maryland Bazaar: Forestville, Md.

Ind.; (Pair) Denver 29-Sept. 3.

27; (Fair) Burlington 29-Sept. 2.

Howard Bros.: Mannington, W. Va.

27; (Fair) Mendota Sept. 2-5.

Happyland: (Pair) Caro, Mich.

Heller's Acme: Allendale, N. J.

Harrison Greater: Trenton, N. C.

ing Water, Neb., 23-26; (Fair) Kearney

26-28; David City 29-31; Walthill Sept.

(Fair) Plymouth, Wis., Sept. 2-5.

Gold Medal: (Pair) Ronceverte, W. Va.

Fidler United: El Paso, Ill., 24-27. Fitzsimmons: Leoti, Kan., 22-24.

Del Piore Am. Co.: Scio, O.

Youngsville 30-Sept. 2.

Coffeyville Sept. 1-5.

G. & B.: Parsons, W. Va.

Gentsch, J. A.: Quitman, Miss.

Bolivar, Tenn., 29-Sept. 3.

1-3; Sutherland, Ia., 5.

Georgia Am. Co.: Moultrie, Ga.

Gem City: Macomb, Ill.

Funland: Aurora, Mo.

ton 29-Sept. 3.

29-Sept. 2.

Tex., 29-Sept. 3.

boro 29-Sept. 5.

Laredo Sept. 1-3.

burg, Mo., 26-27.

field 29-Sept. 3.

Oneida 29-Sept. 3.

Odell 30-Sept. 1.

Geneseo 29-Sept. 3.

29-Sept. 3.

Sept. 1-10.

Sept. 1-5.

Hiawatha: Toledo, O., 24-27.

Bethany, Mo., Sept. 4-10.

(Pair) Ellijay 29-Sept. 3.

Sept. 3.

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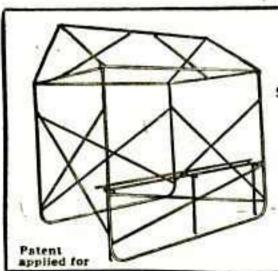
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### Carnival Routes

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A-1 Am.: Bismarck, Ill., 24-27. Alame Expo.: Columbus, Kan.

American Beauty: (Fair) Eldon, Ia., 22-25; (Fair) Marcelline, Mo., 30-Sept. 3. Am. Co. of America: Des Moines 26-Sept. 5.

A.M.P.: Rocky Mount, Va. Amusements of America: Monsey, N. Y.; Scranton, Pa., 29-Sept. 3. Badger State: Bird Island, Minn., 22-24;

Appleton 25-28. Baker United: Boswell, Ind.; Oblong, Ill., 29-Sept. 2. Bayou State: Washington, La.

Bayou State, No. 2: Grand Voteau, La. Beam's Attrs.: (Fair) Gaithersburg, Md. Bee's Old Reliable: (Fair) Greensburg, Ky.; (Fair) Munfordville 29-Sept. 3.

Belle City: (Fair) Antigo, Wis., 22-25; (Fair) Wausaukee 26-28; (Fair) Shawano Sept. 2-5. Bell-Form: (Fair) Chester, Conn., 27-28. Bernard & Barry: Chicoutimi, P. Q., 24-28.

B. & H. Am. Co.; Lake View, S. C. Big Four Am.: Rochelle, Ill., 25-28. Big State: Victoria, Tex., 22-25. B. & J.: Powhatan Point, O.

Blue Grass: Bridgeport, Ill., 22-25; Hannibal, Mo., 29-Sept. 3. Blue Valley: Gallatin, Mo. Bogle, F. C.: Stockton, Kan.

Briggs, A. R.; Miamisburg, O.; Kalida 31-Sept. 3. Buck, O. C.: (Fair) Malone, N. Y.; (Fair)

Plattsburg 29-Sept. 5. Burdick's Greater: Thrall, Tex., 22-27. Burke, Harry: Crowley, La., 22-28. Burkhart: Beatrice, Neb., 22-25; Wahoo

Byers Bros.: (Fair) Humboldt, Ia., 22-25; (Fair) Sibley 29-31; Vinton Sept. 5. Capital City: (Fair) Barbersville, Ky. Cote Am. Co.: Armada, Mich.; Romeo 29-

Sept. 2. Carl, A. J.: Frankfort, Mich., 24-27. Carr. Lawrence: (Fair) Burlington, Mass., 24-27; (Fair) Contoocook, N. H., Sept. 2-5. Carroll's Greater: (Fair) Worthington, Minn., 22-24; (Pair) Homer, Neb., 25-27; (Pair) West Point 28-Sept. 1: Dayton,

Ia., 3-5. Catlett Greater: Onega, Kan., 22-23; Sparks 25-28 Central States: (Fair) Abilene, Kan.;

(Fair) Hastings, Neb., 29-Sept. 2. Cetlin & Wilson; (Fair) Sedalia, Mo.; (Fair) Indianapolis 31-Sept. 9. Chanes, Jimmie: Hoytville, O. Cherokee Am. Co.: Seneca, Kan., 25-27;

Hillsboro 30-Sept. 2. Collins, Wm. T.: Sioux Falls, S. D.; (Fair) Lincoln, Neb., Sept. 2-9. Continental: (Fair) St. Albans, Vt.; (Fair) Chatham, N. Y., Sept. 1-5.

County Pair: Oakland, Neb., 23-26. Crafts Expo.: (Fair) Merced, Calif., 25-28. Cross Roads Am. Co.: Cooperaville, Mich., Cumberland Valley; (Fair) Cookeville, Tenn.; (Fair) Crossville 29-Sept. 3.

De Gaynor's Kiddleland: Richland Center, Wis., 27-29; Monroe 30-Sept. 4. Desbro: Geneva, N. Y. Dickson United: (Fajr) Apache, Okla.;

(Fair) Wellston Sept. 1-3. Dobson's United: Bloomer, Wis., 26-28. Douglas Greater. Centralia, Wash.; Monroe 29-Sept. 3.

Down River Am. Co.: Roseville, Mich., 23-28; (Fair) Croswell 30-Sept. 3. Drago, No. 2: Mooreland, Ind. Drew, James H.: (Fair) Pennsboro, W. Va.;

(Fair) London, Ky., 30-Sept. 3. Dudley, D. S.: Garden City, Kan.; Dalhart, Tex., 29-Sept. 3. Dumont: Tellico Pianes, Tenn.

Dyer's Greater: (Fair) Bloomington, Wis., 24-29; (Pair) Mineral Point 31-Sept. 5. Eastern Am. Co.: (Fair) Union, Me.; (Fair)

South Windsor 30-Sept. 5. .. Eddie's Expo.: (Fair) Washington, Pa.; (Fair) Stoneboro 31-Sept. 5. Emshoff: Rockton, Ill., 25-28; West Salem, Wis., Sept. 3-5.

Evans United: Blue Rapids, Kan., 22-26; Gardner Sept. 1-3. Fair & Expo.: (Fair) Tompkinsville, Ky.; (Fair) Moss, Tenn., 29-Sept. 3.

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### Circus Routes

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Bailey Bros.-Cristiani: Susanville, Calif., 26-27; Lakeview, Ore., 29; Burns 31. Beatty, Clyde: Wetaskiwin, Alta., 23; Edmonton 24-25; Vermillion 26; Lloydminster, Sask., 27.

Burling Bros.: Fayette City, Pa., 23; Cokesburg 24: Centerville 25; New Salem 26; Smithfield 27; Boblown 29; Jefferson 30; Nineveh 31.

Cole, Geo. W.: Homer, Ill., 23; Villa Grove 24; Arthur 25; Cerro Gordo 26; Maroa 27. Gould, Jay: Lakota, N. D., 23-24; Grafton 25-27; Gettysburg, S. D., 28-31; Sioux Palls Sept. 1-2; Hawarden, Ia., 3-5; New-

man Grove, Neb., 6-7. Hagen Bros.; Salisbury, Md., 23; Milford, Del., 24: Cambridge, Md., 25; Easton 26; Annapolis 27; Bel Air 29; Port Deposit 30; Glen Burnie 31; Ellicott City Sept. 1; Laurel 2.

Hunt Bros.: Brigantine, N. J., 23; Ocean City 24; Cape May 25; Avalon 26; Vineland 27.

Kelly-Miller: Watseka, Ill., 23; Winamac, Ind., 24; Plymouth 25; Niles, Mich., 26; Dowagiac 27: Paw Paw 28; Allegan 29; Grand Haven 30; Holland 31; South Haven Sept. 1; Three Rivers 2; Sturgis 3; Ligonier, Ind., 4; Nappance 5; Warsaw 6: Rochester 7.

King Bros .: Cookeville, Tenn., 23; Harriman 24: Knoxville 25: Greenville 26: Bristol, Va.-Tenn., 27: Asheville, N. C., 29; Green-ville 30: Spartanburg 31; Charlotte Sept. 2; High Point 3; Winston-Salem 5; Greensboro 6; Durham 7.

Mills Bros.: New Britain, Conn., 23: Wallingford 24; Nagatuck 25; Derby 26; New Milford 27; Wilton 29; Port Chester, N. Y., 30; Ramsey, N. J., 31; Franklin Sept. 1: Mine Hill 2; Hightstown 5; Long Branch 6; Trenton 8; Burlington 9; Camden 16: Norristown, Pa., 12: Pottstown 13; Lebanon 14; Middletown 15. Polack Bros. Eastern: Lafayette, Ind., 23-24: Anderson 26-27; Oak Ridge, Tenn., 30-31.

Polack Bros. Western: Vancouver, B. C., 24-Sept. 5. Ringling Bros. and Barnum & Bailey: Yakima, Wash., 23; Scattle 24-26; Portland, Ore., 27-28; Eugene 29; Klamath Falls 30: Richmond, Calif., Sept. 1; San Francisco 2-5. Von Bros.: Oakland, N. Y., 23.

### Miscellaneous

Brooks Stock Company: Argyle, Wis., 23-26: Winslow, Ill., 27-30. Brunk's Comedians: Canon City, Colo., 23-27. Hitler's \$35.600 Limousine, Jim Stutz, Mgr.:

Louisville 23-27. Dresden 30-Sept. 1; (Fair) Elmira 2-5. Holter, Gene, Animal Show: West Union, Ia., 23; Eldon 24; Corydon 25; (Fair) Milwaukee Sept. 2; Marshileld, Wis., J Plymouth 4; Lincoln, Neb., 7; Madison,

> Minn., 9. Levolo, Pay and Willa: Britt, Ia., 23; Harlan 24-27; Rock Valley 29-30; Nauvoo, Ill., Sept. 2-4: Colchester 5-6; Toulon 7-8. Scott, Tommy, Show: St. Cloud, Minn., 23; Hutchinson 24; Mankato 26; Northfield 27; Willmar 29; Montevideo 30.

### Ice Shows

Holiday on Ice. International, No. 1: Oslo, Norway, 23-Sept. 10; Stockholm, Sweden, 10-25

Ice Vogues of 1955; Evansville, Ind., 23-25; Lincoln, Neb., Sept. 3-9.

New Concord 30-Sept. 3. Prell's Broadway: (Fair) Cumberland, Md.; Alexandria, Va., 29-Sept. 3. Priddy. Taylor, Tex., 24-Sept. 4.

Putska, A. H., Ingleside, Ill., 24-28; Beach Park Sept. 2-5. Raines Am .: (Fair) Richmond, Kan.; (Fair) Eureka 29-Sept. 3. Rainier: (Fair) Vancouver, Wash., 24-28;

Salem, Ore., Sept. 3-11. Reid, King, No. 1: (Fair) Lyndonville, Vt.; Rhinebeck, N. Y., 26-31, Rocky Mountain Empire: Wheatland, Wyo.,

25-28. Rogers Bros.: Pine River, Minn., 22-24; Detroit Lakes 25-27; Two Harbors 30-Sept. 2.

27; Parkston 29-30; Beresford Sept. 1-3. Rohrs Modern: Hennepin, Ill.; (Fair) Nelson, Geo. W.: Randolph, Neb., 22-23; Abingdno 29-31; Hoopeston Sept. 2-5. Spencer 25-27; Aurora 29-Sept. 1; Nealo, Rose City Rides: Ellington, Mo., 25-27. Royal American; St. Paul, Minn. Royal Expo.: Wadley, Ga., 22-Sept. 3. North Star: (Fair) Northome, Minn., 23: Royal Midwest; Benton, Ky.; Leitchfield (Fair) Baudette 24-26; (Fair) Littlefork

Sept. 1-5. Royal United: Britt, Ia., 22-23; (Pair) (Centennial) Morristown 9-11; Somerset Harlan 24-27; Rock Valley 29-30; Nauvoo, 111., Sept. 2-4. Rumble Greater: Eldorado, Ill.; (Pair)

Madisonville, Ky., 29-Sept. 3. Santa Fe: Port Isauel, Tex., 30-Sept. 8. Schafer's Just for Fun: (Pair) Black River Palls, Wis., 22-28, Shoemaker: Danville, Pa. Shorter's: Corydon, 1a., 22-25.

Siebrand Bros : (Fatr) Boise, Idaho. Skerbeck's: Petoskey, Mich. Smith, Geo. Clyde: Hyndman, Pa.; Winchester, Va., 29-Sept. 3. Snapp Greater: De Pere, Wis. Southern Valley: Newport, Ark.; (Fair)

Arkadelphia 29-Sept. 3. Star Amusement: Lake City, Ark.; Walnut Ridge 29-Sept. 3. Stephens, C. A.: Morristown, Tenn. Stephens, Otto: Seymour, Ia., 25-27.

Stipes: (Fair) Cambridge, Minn., 25-27; Minong, Wis., 31-Sept. 3. Strates, James E.: Bath, N. Y

Strong's Am. Co.: (Fair) Franklin, Neb., 21-24: Springfield 25-27; Walnut, Ia., 29-30. Sunset Am. Co.: (Fair) Monticello, Ia.; (Pair) Hamilton, Mo., 29-Sept. 3. Tatham Bros.: Moline, Ill., 24-27; Toluca,

Ill., Sept. 1-4. Tennessee Valley Am. Co.: (Fair) Gallatin, Tenn.; Spencer 29-Sept. 3. Thomas, Art B., No. 1: (Fair) Fergus Falls, Minn., 24-27; (Fair) Forman, N. D., 29-

31: (Fair) Aberdeen, S. D., 29-Sept. 1. Thomas, Art B., No. 2: Alcester, S. D., 23-24; Vermillion 25-26; Bloomfield, Neb., 27-30; Tripp, S. D., 31-Sept. 2; Butte, Neb., 3.

Thomas Joyland: Thompsonville, Mich .; Jackson 29-Sept. 3. Thomas, W. A.: Grand Island, Neb., 23-27. Tinsley, Johnny T.: (Fair) Kingsport, Tenn. Tip Top: (Fair) Hayward, Wis., 22-24; (Continued on page 79)

### TENTS **ALL SIZES ALL TYPES**

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Get the facts today on the trend to planned one-stop fun spots-Outdoor Amusement-Recreation Centers-to help fill the amusement needs of America . . . Attach this ad to your company letterhead for your free copy of Billboard's special reprint booklet on OARC potential.

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### Survey Shows Funspots Using More Outdoor Ads

CHICAGO, Aug. 20.—Increased use of outdoor advertising by

Funspots frequently are giving new or renewed attention to various types of billing and outdoor signs. While some other parks are newspapers, an important segment is taking billposting instead

John H. Miller, operator of Kishacoquillas Park, Lewiston, Pa., this year is using cards, onesheets, three-sheets, six-sheets and 24-sheets in a major outdoor campaign that ranges 40 miles from his park. Monthly changes are made on the 24-sheet boards.

At Garrettsville, O., Nelson Ledge Amusement Fark is adding more display signs on highways and also is stressing the make-up of a mailing list for direct-mail cir-

Sherwood Amusement Park, Portersville, Pa., also is buying more highway signs. Chippewa Lake Park, Chippewa Lake, O., went into the season expecting to eliminate TV in favor of newspapers, billboards, window cards and radio.

### Olympic Adds Boards

Among the major spots, Olympic Park, Irvington, N. J., is using more billboards this season, as well as nearly every other medium.

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### AMUSEMENT PARK

In a beautiful section of Western Penn-sylvania. Three million in a 40-mile Large stream, boating and fishradius. Large stream, boating and list-ing, 22 acres, 20 buildings, games and concessions, 40-ft, merry-go-round and kiddie rides, 83x144-ft, roller rink arcade, dance hall, restaurant, sheltered picnic tables, athletic field, bridges. All equipped and operating. Large, modern home. \$15,000 down, balance like rent. S. M. SHAW, Portersville, Pa.

Active or inactive partner wanted for prosperous amusement park and swimming pool in Pennsylvania. Opportunity to grow rich: minimum capital needed \$75,000. Only park and pool in city of

BOX D-134, c/o The Billboard Cincinnati 22, O.

### MINIATURE GOLF

Holmes Cook Miniature Golf Courses have been chosen by the leading Amuse-ment Parks in the country: Coney Island, Cincinnati, O.: Dorney Park, Allentown, Pa.: Frigidaire Recreation Park, Dayton, O.: Kennywood Park, Pittsburgh, Pa.; Kiddy City Amusement Park, Douglaston, L. I. We invite your comparison with so-called less expensive courses. No Cook HOLMES COOK MINIATURE GOLF CO.

### AVAILABLE for 1956 season

STRING OF GAME CONCESSIONS in first rate amusement park or resort. Will pay flat rental, percentage or both. Must be proven spot Harry Berk, 2044 80th St., Brooklyn, N. Y

Allan Herschell Boat Ride, practically new. Steam Engine, with gasoline drive in tender, fluid coupling. For informa-

OWASCO LAKE PARK Auburn, N. Y.

### FOR SALE CHEAP ABREAST MERRY-GO-ROUND

Needs some repairs. Can be seen in operation until Labor Day.

MANAGER Virginia Beach, Va. Box 339

Tolchester Beach, Chesterton, Md., is pitching more to the autoamusement parks in many sections | mobile trade thru road signs, they of the country has been reported reported. From California, Santa in a survey made by The Bill- Cruz Beach advised of an increased billboard campaign for population concentrations. Other media were being used as in the past. New Liberty Park, Buffalo, N. Y., indicated it would concentrate on use turning more to TV, radio and of window cards and spend less on radio and newspapers. In Atlanta, Ga., Lakewood Amusement Park has retained an ad agency and is putting mor emphasis on direct mail.

Sans Souci Park, Wilkes-Barre, Pa., is another one which is using more posters and more direct mails this season. Avon Beach, Des Moines, Ia., is adding more auto bumper cards and it also is increasing its use of radio.

As part of its campaign to change its name from Funland Park, York Beach Animal Forest and Amusement Park, in Maine, is using 12 newly erected billboards on roads approaching the funspot. It also is using considerable newspaper and radio.

### Ocean View Spot Wins Big Day As Storm Ends

NORFOLK, Va., Aug. 20.- As if celebrating the end of Hurricane Connie, throngs of Virginians and Carolinians packed Ocean View Amusement Park here Sunday (14). Management said business was 35 per cent above the corresponding Sunday of a year ago.

Aiding in the draw was the free act, the Flying Siegrists, who stay thru Sunday (21).

Ted Weems and His Orchestra was an attraction on Thursday (18), at the Ocean View Ballroom. On August 11 the spot had Sunshine Sue, country music performer of WRVA, Richmond, in three free performances.

The spot used heavy promotion campaigning for its Ocean View Marathon Swimming Contest early this month.

Meanwhile, at Seaview Beach, London Bridge, Va., which is under the same ownership as Ocean View, was forced to postpone its heavily promoted beauty contest because of the then on-coming hurricane It was changed from August 10 to August 24.

### Coney Island, N. Y. Serve Tivoli

Continued from page 66

with him are Louie Panerella and Billy Grupp, the latter a one-time owner of gymnasiums where many fight champs exercized and, also, 20. - The two big breweries of a trainer of many a world title Copenhagen, Carlsberg and Tu-

songwriter, recalls events in his early Coney days when he played at the Albatross Hotel, Bowery and Tilyou's Walk, in 1900 for Lillian Granger or Mrs. Al Tice at the princely salary of \$5 a week, which included room and board. Also when he wrote the song, "At the Steeplechase," at that time for the late George C. Tilvou and tickled the ivories for such concert of fire-fighting apparatus and halls as Koster's, Wilson and painted red. Each is topped by a Kojan's, and Inman's Casino. . . . A real extension ladder and bears a new piece of prize merchandise sign "Slukning's Tjeneste" (Extinappearing at Coney's concessions guisher Service), meant to be is a monkey made of rubber, intro- construct as "Thirst Quencher duced to the trade by Arthur Service." Goldman, head of the M. Pee Company of New York, dealers also in of locomotives, and small trailers, a large variety of plush toys. . . . gaily decorated. These units circu-Eli Sabin is in his 13th season as late all over the park, making deall-around maintenance man for liveries from trucks outside the

### WORST ELEMENTS ABUNDANT

### Rain and Heat Put Kibosh On Eastern Park Business

the finishing touches on one of the shelter from sweltering heat. most disappointing outdoor seasons and far between.

generally speaking the weather has of Connie and Diane. been awful. In June there was supply during the season.

The hottest July on record fol- along the immediate coastline. lowed, and patrons who had stayed

During the week starting Mon-

day (8) thru Monday (15), paid

admissions totaled 139,000, the

largest week since the park opened

July 18. The attendance over the

weekend was approximately 44,000

While per capita spending for

that period was not available, the

figure for the week previous was

\$2.56 This gives the park an ap-

proximate gross of \$355,840 and

covers parking (25 cents); admis-

sions (\$1 and 50 cents); rides (10

to 50 cents), and food. Two weeks

prior to the release of this figure,

the per capita spending for parking,

a circus.

since the opening.

ened to wash out whatever small up toward a weekend climax, to recoup after a period of lost days. consolation amusement operators hit hard at the most lucrative part

more disagreeable weather than storms the surrounding areas were the plant annually for permanent the proverbial stick could be either drenched or shrouded by improvements, and had looked for shaken at, a combination of rain, overcast, threatening skies. Connie a good season to get a start on wind and cold. If it wasn't one swept thru the Carolinas and Diane amortizing their investments. element it was all three at once, followed roughly the same path but all turned up in abundant but veering to knock out business

Aftermath of Diane was a stretch home the previous month came out of rainfall and build-up of water only to sprawl around beaches or which caused flood conditions in go boating at park lakes. Air con- many sections. Revere Beach and ditioning, a boon to the summer Nantasket were under a couple of home, did little good for the park feet of water yesterday. Parks operator unless he happened to along the coast and inland as well

NEW YORK, Aug. 20.-Hurri- have units installed in a bingo hall were severely wetted down. The canes Connie and Diane have put where customers could play in Jersey Coast was also inundated during the latter part of the week As was the case with last sea- and hoped for clearing skies for the East has known in recent years. son's storms, the trouble this year today and tomorrow during which This week's rainfall again threat- had an uncanny knack of building concession and ride people could

A costly toll is expected to be hoped to salvage from the wreck- of the week for operators. Follow- the price of the storms when ripped age. Eastern parks enjoying win- ing a series of weeks so hot that boardwalks and canvas, and ning seasons are presumably few daytime ride business was nil along flooded ride motors are surveyed. the Coast from the Carolinas to The loss in potential revenue will There have been spurts in busi- Maine, the weather tossed a pair never be known, but will hurt ness during the past month but of rain-laden punches in the form small and large operators alike. Particularly vulnerable are the For days prior to and after these parks which pour money back into

### in Eastern Pennsylvania as well as along the immediate coastline. Aftermath of Diana was a stretch Clicks With **Auto Thriller**

DENVER, Aug. 20.-Bill Mo-Gaw's Tournament of Thrills, playing a return engagement at Ben Krasner's Lakeside Park here, pulled crowds greater than the ANAHEIM, Calif., Aug. 20.- and general manager of Disney-Disneyland turnstiles set a record land, Inc., said no commitments twice-weekly stock car shows. In addition to McGaw's auto thriller ing increased and officials of the ing the park. A national magazine was an exhibition bull fight.

\$17 million park studied a special has reported that the Cristianis | Large organizations, companies events program which may include were a choice. The park official and civic groups have taken ademphasized that no decision as to vantage of Lakeside's varied picnic a circus or the particular one had facilities to hold their annual outings, with more than 3,000 workers In the study of the special events of Gates Rubber Company holding plan, the park would present sea- an outing at Lakeside last Satur-

Ballroom business at the park paid, the largest weekend crowd scene that would tie-in with has been ahead of last year, with Joe Reichman and his band tak-A representative of the park ing over the bandstand this week

Ride business along the midway the park. However, the spokes- with no definite indication of prefman added, that Walt Disney prob- erence in the adult rides. Kiddie show except as a basis to be altered Krasner this year, with boats and the till.

### admissions and rides was \$1.96; food was not included. C. V. Wood Jr., vice-president **Brew Trains**

# Dining Spots

COPENHAGEN, Denmark, Aug. borg, which also produce soft Ray Walker, singer, pianist and drinks, have solved the problem of servicing the large number of dine and drink spots in Tivoli Summer Garden during the current heat wave. They are using small fleets of "miniature railways" inside the

Carlsberg has two small tractors and a number of trailers, which have been constructed in the form

Tuborg has small tractors in form Nick Geaneas' Motor Parkway delivery gate. They pick up Scooter ride on Surf Avenue. empties on return trip to the trucks.

sonal attractions. The first being day (13). considered is a winter wonderland Christmas.

declared there was ample space from the Billy May band fronted for a circus if it was decided to by Sam Donahue. book in one. The ground is in Holiday Land toward the rear of has been good and evenly divided ably would not use a conventional rides have done much better for in keeping with other sections of trains copping the slight edge at

Disney Attendance, Per Capita

weekend mark as per capita spend- had been made as to a circus play-

Go Up; Mulls Special Events

### **High Quality** KIDDIE RIDES

ROTO WHIP-SPEED BOATS-PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

PUBLIC AUCTION, Friday, September 2, 1955, at 2:00 P. M. LAKE HELLUMS PARK, located 4 miles North and 1 mile West of Enid, Okla.

160 Acre Pleasure Resort, wooded rough terrain, with three nice lakes; Swimming, Miniature Golf, Picnic Areas, Dancing, Skating and Fishing facilities, Merry-Go-Round, Shooting Gallery, Doll Racks, etc. There is approximately \$30,000.00 worth of equipment, Most popular resort within 75 miles of Enid, Oklahoma, population 40,000. Winchester, Shults and Williams, Auctioneers, Enid, Okla. Call or write.



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Communications to 188 W. Randolph St., Chicago 1, III.

Attendance for the early part of

Sunday ..... 11.540

Monday ..... 36,936

Tuesday ..... 32.804

Wednesday ..... 50,821

Thursday ..... 54,000

### SPRINGFIELD, MO., RUNS BEST IN YEARS

Gate Tops '54 by 25%, Midway Gross Is Up 20%, Grandstand Biz Rises 15%

SPRINGFIELD, Mo., Aug. 20. -The Ozark Empire Fair, which area had been hard hit by drought wound up its seven days here Fri- and the fair suffered accordingly. day night (19), enjoyed its best run This year, by contrast, there were in recent years.

25 per cent, ride and show receipts | crop conditions. on the midway were 20 per cent higher and grandstand income was day with the exception of Thurs-15 per cent better, Glen Boyd, fair day (18), but that exception was secretary, cr'imated.

### Gets Weather

The best crop conditions in four years in the area, near-perfect weather, a vastly stronger livestock show, and a three-night cngagement of "Stars Over Ice" in front of the grandstand were credited for the increases in attendance and receipts.

### Weather Cuts Into Business At Skowhegan

### **Overcast Skies** Curb Turnouts And Spending

SKOWHEGAN, Me., Aug. 20.

-Threatening weather thruout the week has held down attendance and spending at the Skowhegan State Fair, altho encouraging forecasts gave hope that the turnouts would pick up in satisfactory fashion.

but not anything like what had on every night but one.

Fun zone spending is down, Secretary Roy Symons noted, and ment and attendance, the event is the same has been true of pari- in for its biggest season yet, with a mutuel betting at the track. Hamid major-sized under-canvas producacts perform between races.

### **Poor Weather Curbs Turnout** At Marshfield

MARSHFIELD, Mass., Aug. 20. Adverse conditions brought a drop of nearly 50 per cent over last year's attendance at the Marshfield Fair which closed a sevenday run Saturday (13). A large number of polio cases in the town and in surrounding communities kept many parents and children from the event. Hurricane Connie was scheduled to hit for the opener, which deterred many patrons, and rains during the run all contributed to cutting the crowds, Granville M. Thayer, president, in attendance. said.

Amusements did only fair in the Jethro and variety acts for the bureau, and 4-H exhibits. midway. Heavy rains Friday (12) grandstand. prompted some of the concession- Buff Hottle Shows, the midway All segments of the annual did picked up and crowds were more poultry and dairy exhibits.

In the previous three years the ample, early rains which offset a Attendance was up an estimated later hot spell and greatly improved

> The weather was excellent every minor, a shower falling in the early afternoon to delay the afternoon grandstand program. The mercury never topped 92 during the seven days and most of the time it ranged in the 80's.

For the first time the fair was designated as the State show for five breeds of dairy cattle, Jerseys, Holsteins, Guernseys, Ayrshires and Milking Shorthorns, and this added to the size and quality of the livestock division and aided attendance.

### Icer Clicks

"Stars Over Ice," with a cast of about 30, proved a big crowdpuller in its nightly appearance Monday thre Wedi-esday (15-17) in front of the grandstand. Grandstand receipts for the three nights were double the average for the

### NOW RABBITS GO TO POST

FLEMINGTON, N. J., Aug. 20.-Horses, automobiles and racing humans will be sidelined at the Flemington Fair this year, with rabbits scheduled to take over the racing oval. A rabbit race has been scheduled for the August 30 kid's day as part of the fair's big bunny show, which will include upwards of 200 entries. In addition, daily rabbit yarn-spinning demonstrations will be given and numerous articles made from rabbit fur will be on exhibit.

### Turnouts Up At Shaunavon

SHAUNAVON, Sask., Aug. 20.-The 15th annual Shawnee County Fair and Shaunavon Agricultural Society Exhibition drew 3,020 paid admissions, against 2,096 last year. First day's turnout was 1,170 against 741 in 1954, and the second day's attendance was 1,850 against 1,355 in 1954. Agricultural exhibits were nearly double last year. Royal Canadian Shows were on the midway and grandstand entertainment was presented by Morley Kolskog and his Pioneers and Wes Aadland and nis trick horse. A fireworks display was offered on (Continued on page 87) the final night.

### Troy Hills Scores With Added Day

the making for the Morris County mires on short notice. The man-structures. Thru yesterday the combined thousands of paid admissions on ming to accommodate the special has been signed for the midway, gate and grandstand receipts were its first attempt to run for six days, events originally set for Thursday, and a grandstand show will be some \$1,500 better than last year's The annual opened Monday (15) and closes today, after having been been anticipated. A Hamid revue a Tuesday opener for years. Monis performing nightly at the 3,000- day was fair, but the second day seat grandstand, and the King Reid | crowd was heavier than any Tues-Shows are on the midway. Revue day of previous years. Reithoffer turnouts have been near capacity Shows are first-timers on the grounds.

Barring storm damage to equiption in the offing. A financial set-The weather resulted in a wet back was encountered last week track and overcast skies during when Hurricane Connie's approach performances Saturday and Sun- forced the downing of all canvas (Continued on page 78) on the 75-acre grounds and its reweek officials and all others at the fair waited apprehensively to learn what Comie's sister, Diane, had in

> Comie washed out Thursday (18) completely, but the skies cleared yesterday and a good windup was looked for. The grounds were thoroly drenched starting around noontime and the downpour lasted thru Friday morning. Altho many parts of the grounds

### Lincoln, III., **Up 15 Per Cent**

Logan County Fair closed its six- added day will have produced an day run here Thursday (11) after encouraging amount of revenue. chalking up a 15 per cent increase

aires to pull out that night. On attraction, showed the biggest car-the closing day it also rained. 

attraction, showed the biggest car-nival gross on record, Layman said. 

during which a potential record 10 per cent behind last year. Tues-fair early in the week.

TROY HILLS, N. L. Aug. 20.- are well drained, parking areas are hoped the event can be established Another over-100,000 week was in on soft land which turns into quag- on an annual basis with permanent Fair this week as it benefitted by agement was juggling its program-

New Exhibit Structure

Outside of the Grange Hall the Agency. Included will be two only other permanent structure is a aerial acts, eight vaudeville and 100-foot exhibit shed built of cor- circus acts, and Jessie Griffith and

rugated aluminum on a frame of her Hammond organ. The organist heavy lumber and telephone pole will also provide daily concerts in (Continued on page 78); the main exhibit tent.

### Extra Free Day Helps Drenched Middletown

20-Middletown's Orange County hurricane put a halt to the trend. erection prior to the opening. This Fair suffered heavily at the gate The Ward Bean thrill show which from last week's Hurricane Connie, performed twice on Sunday (7) did Wrigley Supermarket chain, wherebut recouped nicely by adding an very well, it was noted, but big car by the grocers are selling regular extra free day which garnered racing scheduled in for Saturday \$1.50 seats for the grandstand and healthy ride money. The fair was (13) by Victory Speedways was not coliseum shows for that day at 50 to close Saturday (13) on its sev- held due to unsafe track condienth day but even by then much tions. storm.

> Manager Fred Germain took off the gate on Saturday with the reasoning that patrons should not be required to pay when an incomplete fair is on the grounds. The extra day helped both the fair, on its ride percentage, and the I. T. Shows midway, which lost all of Friday (12) and parts of Thursday and Saturday due to rain.

Accounting this week is expected to show gate figures somewhat LINCOLN. Ill., Aug. 20.-The short of last year's 50,000 but the

Connie's rains started Thursday intermittently. Friday brought a Fair started off strong on Sunday deluge during which the fair peo-Despite the attendance drop, with a record turnout to see Gene ple awaited word from Stewart however, Thayer declared the beef, Holter's racing ostriches. Secre- Air Force base on whether to strike poultry, dairy and erafts exhibits tary Wilbur Layman reported the tents. This advisory came thru at to be the best ever. More than Holter aggregation attracted the 11:11 p.m. at which time livestock \$4,000 was given away in pre- largest turnout since the early 40's, and all other animal exhibits were miums. The five-day race meet Rex Allen, supplemented by evacuated and tents dropped. Rewas considered fairly successful Barnes-Carruthers acts, also drew maining in solid indoor locations with a 15 to 20 per cent drop a strong crowd on Saturday. Boyle were the school, domestic arts, sustained. Eugene Burr's Playtime Woolfolk provided Homer and grange, fruit and vegetable, home

Week Starts Well

MIDDLETOWN, N. Y., Aug. attendance was a-building, but the

exhibit space had been vacated Three fireworks displays were fees with the privilege of an even and tents downed, due to the gotten off by Malone Novelty split of profits above \$5,000 for (Continued on page 78) the day.

### EYE OVER-300,000 RUN

### **Paid Preview Gets** 11,540 at Hamburg

HAMBURG, N. Y., Aug. 20.— they had been getting in free in The 114th Eric County Fair was the past. rolling toward another over-300,000 season yesterday, and had the added benefit of a paid "preview" day and fair weather when many other parts of the State were immdated with rains. Weather was clear vesterday and indications were that it would stay that way thru tonight's closing.

The attendance thru yesterday morning was some 17,000 ahead of last year's. The sneak preview on Sunday (14) drew better than 11.500 people who had to pay this year for the first time whereas

Fair Revival

Arranged for

Hollidaysburg

HOLLIDAYSBURG, Pa., Aug.

20.—The Lions Club here is reviv-

ing the Blair County Fair as a

Labor Day date, and will operate

from September 5-10. Commercial

and industrial exhibits have been

Several local programs will be

presented during the week in addition to professional talent, high-

Thursday, September 8. It is

Caravella Amusement Company

arranged to show under tents.

Total .......186.101 As in previous years there was a free gate daily for all under 16 years of age. While the attendance registered at the front gate was up, there was a slight grand-

the run was as follows:

stand decline which was unexplainable. General admission is 75 cents to the fairgrounds with grandstand prices pegged at 50 cents up to \$1.50.

Weather providing, the fair expects to wind up with its best year. A premium list totaling \$34,000 is the most ever offered here, and the recurring parking problem has been partially solved by the opening of another lot with 350-car capacity.

A new tent, 120 feet by 40, has been set up to accommodate heavy non-consumer industry, with Bell Aircraft being one of its major occupants.

Two grandstand shows were scheduled for last night, with the Irish Horan thrill show included. James E. Strates Shows is holding down the midway.

# lighted by a beauty pageant on Thursday, September 8. It is bound the event can be established.

DETROIT, Aug. 20. - Longprovided by the Cooke and Rose range policy planning for the Michigan State Fair was implemented Thursday (18) by the appointment of a three-member committee by the Board of Managers. The trio will confer with the State Agricultural Department to co-ordinate problems presented by the longstanding joint control of the fair property by the two-State agencies.

Members of the new committee are Mrs. Doris Flint. Harold Zorlen and Stanley Powell, all board members.

Added strength is being given the fair for opening day. Friday, September 2, by a tic-up with the cents. In return, the stores are giving the fair \$5,000 for talent

### Weymouth Holds Okay Despite Storm Effect

SOUTH WEYMOUTH, Mass., day's (16) kiddie day proved a big Aug. 20.—Despite Hurricane Connie, a polio epidemic and rains on opening day (13), the Weymouth crowds and counted 97,981 paid admissions for the first four days of the event. The half-day Sunday (14) and evening was 28 per cent over the same day last year, at

Manager Milton Danziger said the public simply could not pass stood at a 100 per cent increase. up the bargain offered, in spite of Most of the loss was in domestic the hazards. For one price of 75 cents, patrons could gain admission, park their cars, see the Joie slightly. But extra tents had to be Chitwood Thrill auto show, and

draw and with good weather apparently back to stay for a while, Danziger figured the event would State Fair managed to draw fair end up about level with 1954. But that was before torrential downpours and flood conditions hit many sections of lower New England.

The hurricane threat affected the competitive entries, which had been far over last years. Even with cancellations the figure still sciences where transportation was a problem. Crafts also were off erected to house what was one of the largest sheep shows in New As the week turned, the weather England as well as capacity beef,

Copyrighted materia

### STROLLERS LENT TO MAMA'S FOR VISITS TO ESE

WEST SPRINGFIELD, Mass., Aug. 20. - A unique tie-in with a local manufacturer of baby strollers will help the Eastern States Exposition put out 500 one-sheets in department stores, hardware stores, and elsewhere where the strollers are sold. The manufacturer also is making the strollers available at no charge for mothers with small children on the exposition grounds.

### Gate, Mutuel Records Fall At San Mateo

SAN MATEO, Calif., Aug. 20,-San Mateo County Fair and Floral Fiesta set a new attendance record of 81,099 during the nine-day run which ended here Saturday (13). Last year's mark was 79,792.

Another record was set by the Fiesta race meet with the eightday classic drawing an attendance of 56,777 as against 51,429 last year. The pari-mutuel handle totaled \$3,260,867 for a daily average of \$407,608, surpassing the record average of \$389,654. Friday (12) showed the largest single wagering day in the event's history when \$676,254 was bet.

Under the management of William B. Wilson, the stageshow was headlined by the Mills Brothers and the Hoosier Hot Shots. The recording quartet played August 5 thru 8 with the Hot Shots featured August 10 thru 13. Also booked at the fair by Isabelle Whall, of Fun Unlimited Productions, San Francisco, were the Frank Wheeler Marimba Trio, on the first show, and Boxley and Marie, illusionists, on the second. The line of girls and band were booked direct.

### Wetaskiwin, Alta., Draws 9,000 Paid

WETASKIWIN, Alta., Aug. 20. -Two-day annual fair of the Wetaskiwin Agricultural Society drew 9,000 paid admissions, about 2,000 better than last year. It was the most successful show since the fair was revived seven years ago. First day's gate was 4.600 and the second 4.400. Children under 13 were admitted free.

Grandstand seating this year was double that of last year and both evening shows attracted packed stands. Chuckwagon races and a baseball tournament were features.

### WANT TO BOOK

Rides, Concessions, Bingo, etc., for

### ASHEVILLE, N. C., FAIR

September 26 through October 1

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DISPLAY FIREWORKS OF DISTINCTION Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacie, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone Continental Fireworks Co. Phone R-4913 or 1351

### CONCESSIONS WANTED

FORD COUNTY FAIR

at Melvin, III., September 6 through 11. No Popcorn or Bingo. Call 60 or 54 at Melvin.

100-ft. Aerial Act in Northeastern Missouri, September 1-2-3.

J. C. MICHAELS ATTRACTIONS

### **UP-AND-COMING!**

### Superior, Wis., Gains at Gate, In Midway Biz

SUPERIOR, Wis., Aug. 20.-The Tri-State Fair here this week again demonstrated its up-and-coming qualities.

Despite extremely hot weather that had the mercury in the mid-90's most of the time and as high as 97 on some occasions, the fair registered a 9 per cent increase in Carthage—Jasper Co. Fair. Sept. 6-8. Richpaid attendance thru Thursday (18), the third of its six days.

A far greater increase in ride and show grosses on the midway meanwhile was notched up by the Royal American Shows, which turned in receipts 30 per cent bigger than last year-the previous peak here-for the same three-day period.

While outside gate figures were patronage thru the first three days was not up but held about even to | Sept. 2-3. Cletus Kraenzle. '54. Night show consists of a Barnes-Carruthers revue, with six

No matinee grandstand program was offered the first two afternoons. A 4-H Club variety show Thursday drew a good grandstand. An experimental afternoon program was skedded for Friday, with the complete Barnes-Carruthers night show set to go on at reduced adults prices, \$1 as against the \$1.25 regular night fee, with the kids to be admitted for 50 cents, the same charge as at night. Idea behind the matinee, Secretary Seegar Swanson said, was to give patrons who couldn't see the Barnes show at night the opportunity to see it

Stock car races are scheduled for this afternoon and again tomorrow afternoon, with Hank Sommers, of St. Cloud, Minn., as the promoter.

Ready for the fair's opening was a new 3,000-capacity steel grandstand; a new industrial building, 165 by 36 feet, and six new concession buildings, erected to replace Sets Records

Added space for agricultural and 4-H Club exhibits are provided under the grandstand, but even with this it had been necessary to turn back some exhibits of agricultural products.

### Willard Eanes, Veteran Exec, Dies Suddenly

PETERSBURG, Va., Aug. 20.-Willard Eanes, for 40 years general secretary of the Petersburg Fair Association, died in his sleep early Friday (12) at the age of 77.

Eanes, a former vice-president of the Association of Virginia Fairs, was inspector for the United States Customs Service from 1911 to 1948, but was best known for his connection with the management of the Petersburg Fair.

He is survived by his widow, Mrs. Daisy Traylor Eanes, and a brother, E. Ennis Eanes, of Emporia. Burial was in Blandford Cemetery.

### Antioch, Calif., Off 2,000 at Gate

ANTIOCH, Calif., Aug. 20.—The four-day Contra Costs Fair, which eific National Exhibition, which closed here Sunday (7), pulled a opens Wednesday (24) this week, total attendance of 28,000, about was running a full 50 per cent be-2,000 less than in 1954.

lined by Carl Ravazza. Other acts which have been a feature of the featured included Birk Twins, ac- big expo for years. robatic dancers; Dwight Moore's

### Fair Dates

Copyright 1955 The Billboard Pub. Co.

The complete list of Fair Dates was published in the issue dated April 9. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati

### Arizona

Holbrook-Navajo Co. Fair. Sept. 16-18. H. Miller.

Louisiana Verda-Grant Parish Pair. Oct. 5-7. Everette Nelms, Montgomery.

Mississippi Meridian-Mississippi Fair & Dairy Show. Oct. 17-22. W. R. Cannady.

Missouri Altenburg-East Perry Fair, Sept. 23-24 Elmer D. Kreyling. Bowling Green-Pike Co. Fair. Sept. 7-10. Wm. M. Turpin.

Brookfield-Linn Co. 4-H Fair, Sept. 15 ard M. Webster. Chilhowee-Chilhowee Com, Pair. Sept. 2-

3. Dr. J. C. Shanks. Ellington-Reynolds Co. Fair. Aug. 25-27 Thos. J. Clark. Green City-Green City 4-H Pair. Aug 27. Elverine Anderson. Lebanon-Laclede Co. Fair. Sept. 14-16. H.

L. Massey. Mansfield-Wright Co. Pair, Aug. 31-Sept 3. Robert L. Tester, Marceline-Jaycee Tri-County Fair, Sept

1-3. Robert Downing. Osceola-St. Clair Co. Fair. Sept. 2-3. Morran D. Harris. Perryville-Perry Co. Pair, Sept. 9-10. Gerald F. Popp. higher than lest year, grandstand Salem-Dent Co. Fall Festival. Sept. 1-3 Mrs. Otto H. Cope.

Ste. Genevieve-Ste. Genevieve Co. Fair. Stewartsville-SW DeKalb & NW Clinton Counties Pair. Sept. 15-17. Mrs. Lee. Vandalia—Vandalia Com. Pair. Aug. 30-Sept. 2. Mrs. Louise Sommers. Warrensburg-Johnson Co. Pair. Sept. 8

10. E. F. Low. Wellington-Wellington Com, Fair, Sept. 8-10. Herbert W. Wipperman. Wellsville-Montgomery Co. Fall Festival. Aug. 25-27. Allen E. Updyke.

### CANADA

New Brunswick Albert-Albert Pair, Sept. 21-22. Bathurst-Gloucester Co. Pair, Sept. 7-10. Lock Lomond-Lock Lomond Fair, Sept. 21.

Acton-Acton Fair & Exhn. Sept. 16-17. Ancaster-Ancaster Exhn. Sept. 27-28, Apsley-Apsley Exhn. Sept. 14-15. Arthur-Arthur Exhn. Sept .27-28. Ashworth-Ashworth Exhn. Sept. 21-22. Avonmore-Avonmore Exhn. Sept. 13-14. Ayton-Ayton Exhn. Sept. 23-24. Bayfield-Bayfield Exhn. Sept. 28-29. Beachburg-Beachburg Exhn. Sept. 19-21. Beaverton-Beaverton Exhn. Sept. 15-17. Belmont-Belmont Exhn. Sept. 22. in the daytime, with the reduced Blackstock—Blackstock Exhn. Oct. 7-8.

Blyth—Blyth Exhn. Sept. 20-21.

Blyth—Blyth Exhn. Sept. 20-21. Bobcaygeon-Bobcaygeon Exhn. Sept. 30-

(Continued on page 78)

# Saskatoon Ex

SASKATOON, Sask., Aug. 20.-The recent Saskatoon Exhibition was regarded as the most successful on record.

Grandstand attendance for the week was 75,293, a new high and an increase of 1,020 over last year.

The pari-mutuel handle was \$599,811, a bost of \$11,368 over the record set last year. The last day of the fair also saw bets totalling \$152,512, compared with the high mark set on the same day in 1954 of \$143,163. A single race betting record of \$19,350 was also set on the last day.

Exhibition officials reported Royal American Shows grossed \$73,241 during the week, some \$5,000 or eight per cent more than last year's gross, the previous

Main gate attendance was 125,-773, up 9,481 from last year but down a little from the record set in 1953. At that time the figure was in the neighborhood of 128.000.

The automobile parking figure for the week was 75,293, up 1,020 from last year.

### PNE Advance Declines 50%

VANCOUVER, B. C., Aug. 20.-The advance ticket sale for the Palow a year ago, officials reported. Managed by Norman Sundborg. The decline was attributed to the the event had a record number of fact that this year advance tickets did not entitle the holders to par-The grandstand show was head- ticipate in the many giveaways

Demand for the three for \$1 ad-Mongrel Revue: Alice Everett, vance tickets was expected to be Spanish dancer; Charlie Raino, em- good in the few days before the

### Attendance Slumps 33% At Santa Ana, Calif., Event

Chalking up an estimated attend- Junior Horse Shows included. ance of 67,000, the annual Santa six-day run here Sunday, showed approximately a 33 per cent loss from its 1954 stand. The estimated mark that year was 100,564.

Altho the weather was reported ideal for the full run, the loss was attributed mainly to an increase in the one-pay gate admission from 75 cents to \$1. Children under 12 were charged 10 cents. However, the proximity of the \$17 million Disneyland was questioned as to having its effect on the gate. The park also charges \$1, but 50 cents for children.

The decision to increase the admission was made in February, a representative said. At the time there was a debate as whether to charge for the horse show or continue the one-pay gate, which had then been in use for two years.

A total of \$12,500 in premiums was offered competitors in the National Horse Show and there were 476 horses on the grounds to bring the entries to 1,356, with 226 owners represented at the fair. There

### Merrill, Wis., Attendance Tops Post-War Years

MERRILL, Wis., Aug. 20.-The Lincoln County 4-H Fair closed its four-day run here Thursday (11) after chalking up its best event since before World War II. Good weather all week produced big attendance and on Wednesday (10) the biggest turnout on record, an estimated 12,000, swarmed over the grounds.

Grandstand business was up sharply and the Belle City Shows, the midway attraction, scored big grosses every day of the run. Lineup included 12 rides and five shows. Sales of concession and exhibit space were big and livestock barns overflowed with entries, William Steckling, secretary, reported.

SANTA ANA, Calif., Aug. 20.- | were 12 performances with four

Another feature was the pirate Ana County Fair, which closed its pageant "Bouchard Returns," a local talent presentation given each evening at 8:30.

The professional talent show was presented Sunday night. Booked by Jo and Newton (Carolina) Brunson, of the Hollywood (Calif.) Theatrical Agency, the line-up included the Mulchays, recording harmonica players; Manny Gates, dancer; Amazing Monohans, teeterboard, and Audrey Lou, acro dancer.

Frank W. Babcock United Shows played the midway, fulfilling the first of a two-year contract.

### Entries Up At Brockton

BROCKTON, Mass., Aug. 20.-Entries for competitive exhibits for the annual fair here to be held September 10-17 are coming in nicely, president Dr. George A. Buckley announces. The biggest list in years has been received in cattle, poultry, dairy and crafts classes. Contests will decide the Southern New England champion-

Charlie Baldwin, one of the top callers in the area, will do the calling for the square dances which will be named the "Cranberry Hoedown." The International Village will again bring the Old World to New England with exhibits of Italian, Lithuanian and French handiwork.

FAIR—CENTENNIAL—CELEBRATION COMMITTEE CHAIRMEN:

CONTACT:

### JIMMIE DOWNEY

Stage Shows — Acts — Revues — Name Talent — Orchestras — Thrill Shows — Circus Stage Shows — Top Grandstand Entertainment.

Still Arranging 1955 Dates and Now Setting 1956 Dates.

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### NEW EXHIBIT BUILDING

48,000 last year-Estimated 60,000 this year. SEPTEMBER 19-24

CABARRUS COUNTY AGRICULTURAL FAIR, INC. CONCORD, N. C.

"North Carolina's Fastest Growing Fair" Manager: CLYDE L. PROPST, JR.

### FAIRS PAGE BROS.' SHOWS FAIRS

ALL FAIRS, NO MORE STILL DATES

Want Bingo, Lead Gallery, Jewelry, Arcade, Custard, Ice Cream, Glass Pitch, Hanky Panks of all kinds. Ride Help on all Rides, must drive. Geek Show, Side Show, Snake Show, we have some equipment. Want Business Manager with Concessions.

Ashland City, Tenn. (Fair), now; Camden, Tenn. (Fair), next week. P.S.: Ralph Green, let's frame Circus for Southern route-contact at once.



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Billboard Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

City..... State..... Zone.... State.....

see, and Domenic Sasso musical opening. After the fair opens the quartet.

Communications to 188 W. Randolph St., Chicago 1, III.

### **ACA REGISTERS 24% GAIN** AT ILLINOIS STATE FAIR

### Upped Earning-Power Hikes Biz; Concessions Also Given Big Play

Illinois State Fair was big for the the mercury bounded up in the 90's Coaster and Paul Dispensa's Illinois State Fair. And vice in the closing days. versa, the ACA was big for the fair.

joyed thumping business thru toshowed the total up 24 per cent tionally strong patronage. ever the same period last year.

### Nickel Games Win

also was expected to return higher opened strong and at the end of receipts than last year, as the out- the first weekend were rining 26 look was for more clear, tho hot per cent stronger than last year. weather. During the first nine Only the hot weather of the closing days the fair did not get a drop of rain. The early days were giv-

### Franklin Gives Minnesota Fair New High Gross

Tops Own Austin Peak by 25%; Buys 30-Cap. Round-Up

Don Franklin Shows, which last ual rides was the Sky Wheel, fol- for the show's stand there. year set a new high ride-and-show gross record at the Mower County Fair and Midwest Livestock Show bere, shattered their own record last week. Final tabulation showed the Franklin ride and show receipts to be 25 per cent higher than in '54, P. J. (Pete) Holand, fair secretary.

The fair has repacted the Franklin show to return again next year, Holand announced.

While here Don Franklin disclosed that he has purchased a new 30-capacity Round-Up ride, with delivery to be made at the Belleville (Kan.), Fair, which opens here. At present the organization's August 28.

### Roseville Fair **Up 7 Per Cent** For Crafts Expo

WOODLAND, Calif., Aug. 20:-Crafts Exposition Shows moved here to the Yolo County Fair this weather being favorable. week after a winning five days at the Placer County Fair in Roseville. The Roseville stand was 7 per cent above last year, according to Manager Roger Warren.

Warren has dropped the traditional kid's day with dime ride tickets. Instead, and he's found it successful, he's keeping the rides at the 25-cent level and is distributing a thousand or more free ride tickets to whet the youngster's appetites for more. At Roseville, North Dakota for Hill's Greater where 1,500 free ducats were passed ont, the day was a big suc- (Punk) Hill, owner-manager, said

opened their floss stands at Rose- ahead of the same period, last year. ville and reported good business. Two Minnesota spots, Interna-Mrs. Glenn Beal joined with a Dope tional Falls and Gilbert both Show. James A. Parks is operating vielded winnings for the show. Hill the Scooter. George Bryant, of was here this week for the Wadena West Coast Shows, visited, as did fair and moves to Fargo, N. D., Johnny Lopez and Orville N. next week for the Red River Valley mediately and is to wind up at the

SPRINGFIELD, Ill., Aug. 20.— en comfortable temperatures, but lowed by the Scooter, Rotor, Roller

The ACA's whopping business Rides and shows in the ACA was topped off by the best concesline-up, its largest ever here, en- sion play scored here in recent years. Concession receipts were up day, the ninth day of the 10-day sharply, with nickel play games, event. A tabulation of ride and such as the parakeet and panda show takes for the nine-day period bear games, experiencing excep-

### Spectacular at Night

Outstanding, however, was the The closing day, Sunday (21), heavy play given the rides. They days whittled the increase down to

> The midway was notable for the many ride units in operation and the flash, particularly at night, of some of the major rides. An unusual layout, in which some riding devices were spotted at the front of, as well as the rear of Happy Hollow, the midway site, added to the appearance at night.

> The initial appearance here of the Velare Rotor, managed by Charley Goss, combined with the flash of the Sky Wheel, owned by R. Donald Dowis; a Rock-o-Plane and the show's Ferri: Wheels gave the fun zone a spectacular night effect.

> > Sky Wheel Leads

AUSTIN, Minn., Aug. 20.-The Top grosser among the individ-

Scrambler, in that order. The 20.-An extra free day plus a free eight-ride Kiddieland fared extremely well, the moppet rides combining to turn in a gross that was second only to the powerhouse Sky Wheel.

The show moves next to Iowa State Fair, I'es Moines. For the opening there the show will have added electric power of its own as a result of the recent purchase of two 90-kw. power plants and

one 30-kw. plant.

Visitors to the show lot included commissioner of New York State; plished. Lester Bell, a member of the New York State Fair advisory board; Maurice Hartnett, secretary of the Calgary Stampede; Bill Hutton, secretary of Anderson (Ind.) Fair, and a delegation from Indiana State Fair.

Other visitors were George Johnson, U. S. Tent & Awning Company, Chicago; Bill Carsky, Casey Concession Company, Chicago; George Harr, Robert K. Parker, Cliff Wilson and B. A. Slover, of the Cetlin & Wilson Shows.

Mrs. Chester Mays, wife of the concession secretary, left here for Mount Airy, N. C., where she will resume as a school teacher soon.

After doing a notable job of getting all of the show on the lot here, Manager Noble Fairly made a trip to Louisville to make preparations

### Reithoffer Rides Win Early at Troy Hills

The Reithoffer ride family has shaped, with major rides facing been knocking wood thru most of outward along the inner rim of the the current season, having regis- midway and concessions facing in tered increased grosses at many locations, according to Pat Reithoffer who is managing the unit land is on a leg of the horseshoe playing the Morris County Fair Blue Unit is holding down Troy Hills while Patty Reithoffer has the Red Unit in Lowville, N. Y.

For decades a strict ride operation, the units have taken on full carnival aspects and this week are watching the progress of the date here considered the largest they have played thus far. It is their first try at a fair in the 100,000gate class and the layout and equipment indicated planning and carefull preparation for this big one. Business the early part of the week was among the best every garnered by the Reithoffers, with

Some 50 concessions populate a

### **New Route** Okay for Hill

WADENA, Minn., Aug. 20.—The initial venture into Minnesota and Shows has been successful, H. P. this week that the season thus far Warren and Guy Wheeler both has produced grosses 20 per cent

State Fair.

A surprise birthday party was Lineup includes 20 major and given Evelyn Lantz, show's queen kid rides and upwards of 50 con- made his first appearance in many Revere Beach. Mass.; William Mc- of America; Meverdeen Amusecandidate in the contest operated cessions. Neon lighting has been months at the clubrooms Monday Murtrey, Conklin Shows; Mound ments; Gooding Amusement Comby the Pacific Coast Shownen's added in several instances and two night, coming in from Delevan, City Shows; Dorso-Goodman-Rin- pany; World of Pleasure Shows, Association. She received many light towers are being used for Wis., where he has been recuper- din. Cetlin & Wilson Shows; and L. F. Smith, 20th Century

TROY HILLS, N. J., Aug. 20.- front end which is horseshoealong the outer rim, forming a curved aisle. The six-unit Kiddieand fronts one of the commercial exhibit streets.

Other units are a Merry-Go-Round, twin Ferris Wheels, Octopus, Ridee-O, Roller Coaster, Tilta-Whirl, and walk-thru Haunted wild life nearby.

Good Business Registered

Business on opening Monday (15) was fair, but excellent from the fair office viewpoint since it (Continued on page 79)

### Chicagoan Wins Cadillac Award; **SLA Nets \$4,300**

CHICAGO, Aug. 20.-Ben Silver, of Silver-Gault Company, Chicago, was the winner of the Cadillae-Showmen's League Award, decided Monday night (25) here at a well-attended award-determining program in the clubrooms of the Showmen's League of America. Silver is an auditor who handles the account of the Casey Concession Company here.

The League will net about \$4,300 from the Cadillac project, Bernie Mendelson, chairman of the committee, estimated. A similar Cadillac program is to be started imwinter outdoor conventions here.

Joe Streibich, League secretary

EXTRA FREE DAY

### Storm Slices I. T. Grosses At Middletown

HAVERSTRAW. N. Y., Aug. closing day helped 1. T. Shows make up some of its valuable lost Middletown, which suffered no physical storm damage last week

The rains started Thursday night (11) to discourage much midway action, and Friday was a total washout after having been promoted as children's day. It rained off and on during Saturday but by 30 per cent. cleared up at night when a pretty Paul Smith, assistant agricultural fair night's business was accom-

> With much of the exhibits having been taken away the fair management came thru with the officials and execs of the fair. extra free day on Sunday (14) which proved a conanza for rides speedy move from Fort William, and many concession operators.

The Isser-Trebish show is playthis week, then will set up a few rides for a still date in Summerville, N. Y., while other equipment makes ready for the Flemington, N. J., Fair which gets started August 30.

### **Baker United** Scores Well At Ind. Cele

WABASH, Ind., Aug. 20.-Tom Baker, veteran show owner, says he finally found the perfect carnival date for which he's been hunting the past 20 years. It was the Delphi, Ind., Centennial played last week by Baker United Shows.

The town, with a population of about 2,000, went all out for the event and on Saturday (13), the final day, it was conservatively estimated that upwards of 20,000 people poured into the Hoosier

Event started out on Monday (8) with a whopping kid day and from then business continued to build. Not only did the rides, shows and House. There is a locally-owned concessions click, but other events tude here has not been as good as through the town also played to was hoped. Feeling the decline sellout crowds. Baker said that the most of all was the front end. managers of these other events cooperated fully with the carnival with rides and shows doing all and kept people moving onto the right, as did food operations on a

Aided by ideal weather, Baker Reid addressed the Rotary Club. United Shows scored its biggest week of the season. Seven food establishments, in addition to local overturning of the truck bearing restaurants, were all sold out by the 10-in-1 en route from Milli-Saturday night. To make it more nocket on Friday (12). The accident perfect as a date, the rain held out occurred in Bangor when brakes until midnight Saturday night, a failed on an incline, but damages few minutes after the celebration were slight and there were no officially closed.

## Mexican Op Buys Round-Up

SALEM, Ore., Aug. 20.-Mexi can fun seekers will be introduced to the Round-Up ride this year Frank Hrubetz, head of the ride firm bearing his name, announced Aurelio Sotelo, who operates a car nival south of the border, recently purchased a Round-Up to go along with his Spitfire he bought some

Round-Ups were sold this year in national outdoor representative of the United States. Buyers included the Pepsi-Cola Company. L. J. Heth Shows, Ronnie, Inc., O.S.O., Inc., Amusement Company | Shows.

### RAS Sets Peak Superior Pace In Early Days

Ride-Show Receipts Surpass '54 by 30%; Late Crowds Help

SUPERIOR, Wis., Aug. 20.time at the Orange County Fair in Hot weather helped, rather than hurt, the Royal American Shows here this week at the Tri-State Fair. but had a severely curtailed gate. Night crowds came early and stayed until well after midnight. This, coupled with the fair's attendance, up 9 per cent over 54, enabled the Royal American to top last year's first three days' gross

Inasmuch as last year's midway business had set a record to that point, the sharp increase in ride and show receipts caused no little jubiliation on the part of the show

The Royal American made a Ont., into here. The fast time was made possible in part by the work ing a Don Bosco school celebration of Walter De Voyne, show treasurer, in supervising the show's manifest and custom's problems in re-entering the States.

The Canadian Lakehead Exhibition last week at Port Arthur-Fort William wound up with a substantially higher ride and show gross than last year, a strong weekend sending the gross soaring.

The six-day fair here closes Sunday night (21) and show personnel will have a few days' rest preparatory to opening at the Minnesota State Fair, St. Paul.

### Skowhegan Off To Slow Start For Reid Show

SKOWHEGAN, Me., Aug. 20.-Earnings of the King Reid Shows were reportedly down this week at Skowhegan State Fair, with business being affected both by attendance and discouraging weather. Several days of threatening weather held down the turnout, in addition to which the spending atti-

Monday (15) was children's day hot and sticky day. On Tuesday

One mishap which marred the arrival here was the accidental injuries.

Detroit Club Expands Rolls

DETROIT, Aug. 20.-The Michigan Showmen's Association is broadening its membership by including motion picture projectionists. New projectionist members, all from the Music Hall here, include Gary Lamb, Frenchy Duffour, Matt Haskin, Bruce Greenhaw and Harold Blough, all secured by President Bill Green. Also added to the new member list are Bill Fink Sr., Mount Clemens, Mich., amuse-Hrubetz said that nine other ment operator, and Roy B. Jones,

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### MIDWAY CONFAB

ments, became the parents of a will play the Los Angeles County daughter on August 13. The mother | Fair in Pomona when it opens for is the voungest daughter of Mr. the annual 17-day run on Septemgard and daughter, Joyce, of Hugo, and purchased a trailer court in is first man on the Ferris Wheel. Strong recently added a new Rocket Train Ride.

Turner Scott, who has his rides at Sea View Amusement Park, Daytona Beach, Fla., will close there Labor Day to join the Leo Lane Shows for Georgia fairs.

A surprise anniversary party was held August 9 at Archie's in Middletown, N. Y., by Charlie (Padrone) Davenport for his wife. Guests included Harry and Mimi Sussman and manager Phil Isser, of the I. T. Shows; Fred Germain, Orange County Fair manager; Jim Carey, of the State Department of Agriculture and Markets.

A recent visitor in New York was Joe Sherman, who managed the Legion Tri-County Fair in Stroudsberg. Pa., in its first run, at which Hurricane Connie was an uninvited guest for a couple of days. ... The storm took a liking to Augie Dentinger who took off from Middletown, N. Y., to escape it and met up with it again in Stroudsberg where he opened with his Girl Show.

Lesley A. Smith, talker on the Jeannine and Allen (Buster) Odle gal show on West Coast Shows, and Toni Shepard, Side Show Electra, were married recently on the midway at Corvallis, Ore. . . . Mr. and Mrs. Jack Bohn visited Jack's parents. Mr. and Mrs. Carl Bohn, on the Bob Hammond Shows at Cassville. Mo. Jimmy Howard spent Show on Royal American Shows three weeks with his parents. Mr. and at Chicago's Riverview Park, and Mrs. Jack Barnes, on the Ham- was a Chicago visitor last week, mond show. Howard is currently coming in from Superior, Wis., serving in the Navy aboard an air- where the Royal American was plane carrier.

Parties have been the order on became three years old on August 6 at a party for show children. Charles W. Smith was 27 on August 7. A party on the 12th was held in honor of Claudie Coleen Crawn's third birthday, and those attending included little Anthony Daniel Vivona, Sandra LeDoux, Gary Michael Grosso, Barbara Novak, Karen Novak, Mattie Novak Jr., Sandra Horton, Dianne Freeman, Jean Frances Huljack, Victor Huljack, Susan Ristick, Lynn Crawn, Wayne Crawn, Joyce Ann Blackburn, Mary Stevens, Sammy Pedro Jr., Ridney Booth, Judy Micalatchi, Carol Ann Micalatchi, Mr. and Mrs. Joe Grosso, Mr. and Mrs. Danny Dell, Mr. and Mrs. Louis Dell, Mr. and Mrs. John Vivona, Mrs. Catherine (Mom) Vivona, Mrs. Mary Freeman, Mrs. Susan Horton, Mr. and Mrs. Don Crawn, Mrs. Joan Novak, Dominic Vivona, Charles Smith, Rusty Herd, and Mr. and Mrs. Harry Wilson.

Elsie Kennedy recently underwent treatment for an injured ankle in Los Angeles. She reported that business is good with her and her

TEX HOLLENBACK CHAS. "DEAFY" ADAMS JUNIOR MORRISON RUSTY MOBY

If at liberty get in touch with BERT SPRAGUE HOLIDAY SHOWS

Burden, Kans., Aug. 24 to 27; Burlington, Kans., 29 to Sept. 2.

### ART E. HUNT

Please contact TED HANOVER

MARSHALL, MICHIGAN

Gerald and Jo Ann Harbison, husband, Ed, on the Foley & Burk concessionaires on Strong's Amuse- | Combined Shows. The Kennedys and Mrs. T. H. Strong, owners of ber 16. . . . Tony Spring, veteran the show. . . . Mrs. Ernest Mag- | showman, has retired from the road Okla., spent two weeks visiting on Artesia, Calif. . . . Dolly and Ben the Strong midway where Ernest Martin, who formerly owned the Martin Greater Shows, are operating an apartment house and trailer court in Inglewood, Calif.

> Marlo and Ted LeFors, who operate the Clock Kiddieland in Norwalk, Calif., are mouring the death of their sister. Thelma Smith, who died following a heart attack in Los Angeles. She was the wife of Lieut. E. W. Smith, of the Los Angeles Police Department. . . Visitors to the LeFors' Kiddieland included Dale Petross, Hort Campbell, Arthur Hockwald, and Donna Day. Ruth Wolf Woods filled in as ticket-seller at the park for Florence Lusby, who was on vacation. Jack Morris and wife, the former Myrtle Hutt, stopped at the park on their way to and from the Orange County Fair in Santa Ana, where they had concessions.

Jimmie and Frances Woods, he's general manager of Pan American Amusement Company, sent out 42 by 28-inch sheets announcing the arrival of a son. Michael Patrick, born August 4 in St. John's Hospital, Santa Moniea, Calif.

O. N. Crafts, owner of Crafts 20 Big and Exposition Shows, returned to winter quarters in North Hollywood, Calif., following a fishing trip into the Colorado mountains. He flew his own plane to the fishing grounds accompanied by a group of the committee members of the Helldorado celebration in Las Vegas, Nev.

Dick Best, operator of the Side playing.

Going away parties were given the Amusements of America mid- Minnie Meyers (Francene Lee) by way recently. Danny and Rosita friends and relatives in Michigan Dell observed their 13th wedding before she left to rejoin Helen anniversary at the fair in Sandy Golden's Side Show as annex fea-Creek, N. Y., with Danny present- ture. This will be her fourth season ing her with a new 34-foot living on the show. . . . Bob McCarty trailer. A large crowd attended cards that members of Heller's the buffet. Dianna Lynn Freeman Acme Shows gave a surprise birthday party for Arthur (Blackie) Kantner, concessionaire, in the show's cookhouse recently. . . Clarence Thames' Girl Show, and Claude Bentley's Side Show, on 20th Century Shows, were rebuilt and in operation the next night after suffering damage during a storm at Grand Forks, N. D., recently. Thames' show top and part of the front were damaged, while Bentley's Side Show was destroyed. Line-up on Thames' Girl Show includes Madge Thames, Pattie Lee and Sheri Lane Thames, and features the Nanette Dancers. Jimmie Simmons is on tickets; Henry Griffiths, canvas, and Thames is talker. Thames reports that business is ahead of last year's. . . . P. Don Quinn infos that he is in Highland Hospital, Oakland, Calif., where he is to undergo surgery. Quinn, who has been in the hospital since May 25, would appreciate hearing from

> A celebration was held recently on Royal Midwest Shows honoring Roxie Harris, show's owner, and Lillian Rihl, concessionaire, both of whom celebrated birthdays, and Mr. and Mrs. William Pratt, who marked their 19th wedding anniversary. Guests included Mr. and Mrs. Bud Birchman, Jimmy Birchman, Mr. and Mrs. Ed Butters, Mr. and Mrs. Clarence Rawnsley, Mr. and Mrs. Bill Harris, Marsha and Mike Harris, Bob Hagen, Billy Dick, Loman Leer, Dave Story, Junior Elliott, Rosie June Pratt, Mr. and Mrs. Jeff Dunn, Tommy Dunn, Bob Bollman, Russell Rihl and Clifford Woods.

> Paul Greeley, secretary of the Michigan Showmen's Association. trekked to Akron, O., to represent the association at the burial of Herbert Pence, longtime member.



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AUG. 30-SEPT. 5-KYOWVA TRI-STATE FAIR, HUNTINGTON, W. VA.

SEPT. 5-10-STREET FAIR, NELSONVILLE, OHIO

SEPT. 13-17-CORN SCHOOL, LAGRANGE, INDIANA SEPT. 12-17-SCHOOL BENEFIT, PARKERSBURG, W. VA.

SEPT. 21-24-FALL STREET FESTIVAL, SEAMAN, OHIO SEPT. 27-OCT. 1-PERSIMMON FESTIVAL, MITCHELL, IND.

OCT. 12-15—FESTIVAL OF THE HILLS, IRONTON, OHIO

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Roy Shepherd, Our Ride Supt., Can Use Foremen and Second Men for Most All Rides. Also a Few Women Ticket Sellers. Extra Mileage Pay for Licensed Semi Drivers. Report to Mr. Shepherd, August 25th, 8 a.m., Sacramento State Fair Grounds.

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7283 Bellaire Ave., No. Hollywood, Calif. Phone: Poplar 5-0909

WANT for Coffeyville, Kansas, Sept. 1-5 (best fair and Labor Day in Kansas). Eight-day fair in Enid, Okla. (fastest growing fair in the Southwest), Sept. 9-16.

Have opening for shows traveling south with own equipment that are interested in making money. Will book Grind and Bally Shows for 25%.

CONCESSIONS: Hanky Panks that want to make money-stop over with us at Coffeyville, Kan., and Enid, Okla. Limited space in Coffeyville.

RIDES: Will book Coaster, Octopus, Rock-o-Plane, or any major Ride not conflicting.

All mail and wires

### RALPH WAGNER, Mgr.

IOLA, KANSAS, AUG. 22-27

### MAJESTIC GREATER SHOWS

WANT FOR RED CLIFF AT FORT KNOX, KY., SOLDIERS' PAYDAY, SEPT. 1-2-3; THEN ALL WHITE FAIRS STARTING SEPT. 5 THRU 10 AT FENTRESS COUNTY FAIR, JAMESTOWN, TENN.; CANNON COUNTY FAIR, WOODBURY, TENN., SEPT. 10 THRU 17; LEGION FALL FESTIVAL, MADISONVILLE, TENN., SEPT. 19 THRU 24; ROANE COUNTY FAIR, HARRIMAN, TENN., SEPT. 26 THRU OCT. 1; THEN GEORGIA AND FLORIDA THRU NOVEMBER.

Can place Ride Help who can drive semi on Merry-Go-Round, Wheels, Tilt-A-Whirl, Moon Rocket and Roll-o-Plane.

Can place following Concessions: Custard, Novelties, Scales and Age, Hanky Panks of all kind. Have good proposition for Girl Show, Jig Show, Side Show, Snake Show. Will give exclusive on Girl Show with two or more back-end Shows. Dick Palmer, answer.

Jimmy Cyrs wants Agents for Grind Stores and Hanky Panks starting at Ft. Knox Soldiers' Payday. All replies to

SAM GOLDSTEIN

Majestic Greater Shows, Big Rapids, Mich., Fairgrounds this week; then as per route

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### GREAT BARRINGTON FAIR

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New England's Best Fair

Featuring a new hard top, all weather midway and introducing a free gate after 5 each evening with a free Sports Show as an added feature.

RIDES: Skooter, Round-Up and other good flat rides. Sam Greco, contact me.

103 Walnut Ave., or Box 88, REVERE, MASS.

SHOWS: ALL LEGIT SHOWS. WANT 10 IN 1, MIDGETS AND OTHER LEGITIMATE SHOWS. CONCESSIONS: All Hanky Panks, Novelties, Scales, Guess Your Age, Hats, Glass Pitch, Grey-

hound, Popcorn etc. All replies to:

JEFF HARRIS

Phone Revere 8-3525 up to 11 p.m.

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CARNIVALS

### OFFER THE GREATEST ROUTE OF TEXAS FAIRS FROM NOW UNTIL NOVEMBER

Paris, Texas, this week; then Gainesville, Texas; Marshall, Texas; Tyler, Texas; Amarillo, Texas, Lubbock, Texas; Abilene, Texas; Mount Pleasant, Palestine, Texas, and other Fairs to follow

And the winter and spring route of top Fat Stock Shows, including Fort Worth Stock Show, opening latter part of January, then San Antonio Stock Show, Houston Stock Show, Austin Stock Show and others. All Stock Shows follow one another with no overlap dates.

### WANT FOR THESE OUTSTANDING FAIRS AND STOCK SHOWS

RIDES: Scrambler and Round-Up.

SHOWS: Motordrome and other Shows not conflicting with what we have. HELP: Foremen and Second Men on rides. Also other useful Carnival Help.

CONTACT: BILL HAMES, MGR., PARIS, TEXAS, THIS WEEK; THEN AS PER ROUTE

### JOHN H. MARKS SHOWS

MILE LONG PLEASURE

WANT WANT ROANOKE FAIR AND EXPOSITION, ROANOKE, VA., WEEK OF AUGUST 29; ALAMANCE COUNTY FAIR, BURLINGTON, N. C., WEEK OF SEPTEMBER 5, AND FAIRS UNTIL THE MIDDLE OF NOVEMBER.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds. SHOWS: Monkey Show, have completely framed outfit; want experienced Operator

RIDE HELP: Can use capable Ride Help on all Rides; top salaries. All replies to

JOHN H. MARKS This week Lynchburg, Va.; Roanoke, Va., to follow.

### HAMILTON, MO., CENTENNIAL

SIX DAYS, AUGUST 29 TO SEPTEMBER 3

FAIRGROUNDS. THOUSANDS OF DOLLARS BEING SPENT FOR EVENT

Want Cookhouse, Grob and Foot Long equipped to play Missouri for six fairs closing at Caruthersville October 9. Can place Age and Weight, Custard, Ice Cream, Hats, Six Cats, Ball Games and Hanky Panks. Can place sober Tilt Foreman and Ride Help who drive semis. Can place Fun House and Athletic Show.

### SUNSET AMUSEMENT CO.

MONTICELLO, IOWA, THIS WEEK; HAMILTON, MO., NEXT.

### GREATER SHOWS The Show With The Proud Reputation Pocomoke City, Maryland, this week; the big Keller Fair, Keller, Virginia,

Aug. 29 to Sept. 3. Want Novelties, Age and Scales, Mitt Camp (must be strictly American, no gypsies) Hoop-La, Duck or Fish Pond, Hi-Striker, Bumper, Bottle Ball Game, Pitch Till Win, Cigarette Pitch, Penny Pitch, Pan Game, Agents for Hanky Panks, Griddle Man. Want Side Show Acts for Side Show, Minstrel Show Manager with complete Minstrel Show Troupe, Wildlife, Monkey, Unborn or any good platform Show of merit. Notice— Johnny Gambino no longer with this Show.

We have 12 Fairs. All mail and wires to

WM. C. (BILL) MURRAY

### WILLIAM T. COLLINS SHOWS

CAN PLACE STARTING AT NEBRASKA STATE FAIR, LINCOLN, SEPT. 3-9, AND CLOSING AT THE TULSA FAIR AND EXPOSITION, TULSA, OKLA., OCT. 15

Will book Mankey Show, Illusion Show or any Mechanical Show that works with tickets. No Ding Shows. Will book new and novel Kiddle Rides.

All Replies to WM. T. COLLINS, Mgr.

Sioux Falls, S. D., this week.

### SIDE SHOW ACTS

Freaks to feature and Working Acts for Western Washington Fair at Puyallup. Ray Johnson and Neil, contact.

SALERNO BROS.

Douglas Greater Shows, Centralia, Wash., this week; Monroe next.

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Want for Fair, Bismarck, III., Aug. 23-27, and long string of Fairs and Celebrations in Missouri and Arkansas; out until Thanksgiving Day.

Can place Fish Pond, Mug, Derby, Ball Games, Scale, Age, Bumper, Pitch-Till-You-Win or any other non-conflicting Stores working for stock. Can place Monkey Show and

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WANTED

For annual Labor Day Celebration at Hillsboro, Wisconsin, September 3-4-5.

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### FORD COUNTY FAIR

MELVIN, ILLINOIS, SEPTEMBER 7-8-9-10

Want legitimate Concessions of all kinds

### Lake Shore Amusements

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11 W. Division St. Chicago, III. Phone: SUperior 7-7243

Also want Foremen and Second Men on all Rides.

### S. W. Warwick Shows

Want Foremen for Tilt and Wheel. Second Men on all Rides, must drive semis. Can place Hanky Panks of all kinds. Want Meehanical Show, Fun House, Animal, Girl Revue for St. Peter, Minn, (Fair), Aug. 24-28; Postville, Iowa (Fair), Sept. 2-5, and Arkansas Fairs until Middle of October. Address: St. Peter, Minn.

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Need legitimate Concessions. Can use Grind Shows. Still Dates \$10.00; Fairs \$15.00. Can use Rides that do not conflict; with own transportation.

Open in Taylor, Tex., Aug. 24 until Sept. 4; Edna Fair, Sept. 13-14-15; Ganado Fiesta, 16-17-18. Wire Taylor for location. Out all winter.

F. M. PRIDDY, Mgr.

### WANT

Want first-class Talker, Ticket Sellers, Pincushion, Fire Eater, Bally Girls, Freak to feature, Man for Snake Show. Wire or write: CLAUDE BENTLEY, 20th Century Shows, Aug. 22 to 24; Albert Lea, Minn., Aug. 25 to 27; Marshall, Minn.; then Marshfield, Wis., Labor Day. WANT

Want for NEW COUNTY FAIR, FAIRFAX, VA. SPONSORED BY CHAMBER OF COM-MERCE, AUGUST 29 to SEPT. 3. 100,000 kiddle tickets out. Two Big Kid Days. Right in the heart of Fairfax County.

Want all kinds of Eating and Drinking Concessions. Will sell Ex on Long and Short Range Gallery, Age and Scales, Novelties, Hanky Panks of all kinds. Want to book Octopus, Round-Up, Scrambler or any Rides that do not conflict. Will book Dark Ride, Class House, Fun House. Want Snake Show and Grind Shows. Will use one more big Show for back end. Teddie Barro wants Girl and Men Riders for Motordrome. Want Mechanic and Helper with own tools. Robert Curtis, mechanic, get in touch at once. Ride Help in all departments.

All Answers to SAM PRELL

Cumberland Fair, Cumberland, Md.

### RUMBLE GREATER AMUSEMENT CO.

Want for Eldorado, III., Aug. 24-27 on the streets non-conflicting Major and Kiddie Rides. Madisonville, Ky., Fair, August 29-Sept. 3.

Want for West Baden, Ind., Fall Festival, Sept. 5-10; Vevay, Ind., Fair, Sept. 12-17; Salem, Ind., Fall Festival, Sept. 19-24, Shows, Stock Concessions, Straight Sales and non-conflicting Major and Kiddle Rides.

Concessions and Shows for Eldorado, III., contact IRA WILLIAMS, Eldorado, III. All replies to Eldorado, Ill., until Aug. 27; then as per route.

D. P. RUMBLE

### ROHR'S MODERN MIDWAY

UNIT NUMBER ONE 7 MAJOR RIDES, THIS IS NO PHONY.

WANTS

For Hoopeston, III. Largest Labor Day Celebration and Sweet Corn Festival in Illinois. Hanky Panks of all kinds. Agents for office-owned Concessions. Can always place good Ride Help, Fun House or good Grind Shows.

Hennepin, Ill., Aug. 26 to 28; Abington, Ill., 29 to 31; Hoopeston, Ill., Sept. 2 to 5. Chebanse, Illinois D. J. ROHR Phone 11

### MOTOR STATE SHOWS WANT FOR FULTON COUNTY FAIR, WAUSEON, OHIO, SEPT. 4-8—LARGEST LABOR DAY CROWD IN HORTHWESTERN OHIO; WITH FAIRS TO FOLLOW IN MISSISSIPPI

AND TENNESSEE. WATER VALLEY, MISS., SEPT. 12-17.

Can place Hanky Panks of all kinds, Long Range, Basketball, Coke Bottles, Balloon Darts, Mug Outfit, etc. SHOWS—Mechanical, Snake or any Show that caters to children. RIDES—Can place Chairplane only as we own 12 Rides. HELP—Foreman for Rock-o-Plane, one more Wheel Foreman, Second Men who drive. If you drink, stay where you are. Curly Stevens, contact me at once.

JOE FREDERICKS, Mgr.

Fairgrounds, Hicksville, Ohio, till Aug. 27; then as per route.

### DRAGO AMUSEMENTS

Cookhouse. Hanky Pank for remainder of season, Scale and Age, Long and Short Range, Ball Game, Hoop-La, African Dip or any Concessions working for stock. Tommy Engel wants Razzle Agents,
No. 2 Show wants Hanky Panks for remainder of season.
Have opening week for No. 2 Show, Sept. 12-17. Call Chet Pierce as per route.

PAUL DRAGO, 1711 E. Markland Ave., Kokomo, Ind.

### MIDWAY OF MIRTH SHOWS WANT MERCHANDISE CONCESSIONS

For Versailles, Mo., Fair, Aug. 31-Sept. 3; Labor Day, Cape Girardeau, Mo.; Monette, Ark., Sept. 8-9-10; Jonesboro, Ark., Fair, week Sept. 12; Marvell, Ark.,

Also want Foreman for Spitfire and Second Men on all rides, must drive. ADDRESS: Stonefort, Ill., this week; then per route.

Want for St. Charles, Mo. (Big Fair), Sept. 7-11; Salem, Mo. (Fair), Sept. 1-3; Bloomfield Fall Festival, week Sept. 12; Charleston Fall Festival, week Sept. 19;

Lilbourn, Mo., week Sept. 26. Concessions of all kinds, Heat Pitch, Short Range Gallery, Milk Bottle Games,

Basketball and String Games. Address: CHARLES OLIVER, Mgr.

PLEASANT HILL, ILL., THIS WEEK

# W.G. WADE SHOWS Orange Fair

# NOW PLAYING UPPER PENINSULAR STATE FAIR

AUG. 23 thru AUG. 28 ESCANABA, MICH.

# FOLLOWED BY MICHIGAN STATE FAIR

(The Nation's Oldest Established State Fair)

SEPT. 2 thru SEPT. 11 DETROIT, MICH.

YOU are cordially invited to visit us at Detroit and see one of the greatest collections ever assembled at one fair of riding devices and midway shows.

D. WADE, Gen. Rep. W. G. WADE SHOWS

# WANT WHEEL & OCTOPUS FOREMEN

Top pay.

WINCHESTER AMUSEMENT CO. Mt. Ranier, Maryland, Aug. 22-27

(Near Washington, D. C.)

# ZOOMER FOR SALE OR TRADE

World's most sensational flat ride. Capacity 40 passengers. Loads on one semi. Requires 60-ft. circle. Can be put up or taken down and loaded in five hours. Will consider trading for Octopus or Tilt-a-Whirl if good. No lunk. Ride can be seen in operation at Wayside Park, Panama City, Florida, until Labor Day. Write or wire

JOHN B. DAVIS
Wayside Park, Route 3, Box 232 C,
Panama City, Fla.

# Thank You CLYDE DAVIS

Revue Operator
GOLD MEDAL SHOWS
For your Chevrolet Tractor purchase.
"Save Money With Johnny"

JOHNNY CANOLE

Altoona, Pa.
Phones 9347 or 3-0003

# WANTED

job, good pay; must be all around man, understand electrical work and carpentry. Must be sober and reliable. Write

MAX GRUBERG
201 E. Broadway, Long Beach,
L: I., N. Y.

# FOR SALE 10 CAR DODGEM

Loads on 2 trailers. Reasonable price.
Possession after Labor Day.
Write BOX 730, c/o The Billboard
390 Arcade Bidg. St. Louis, Mo.

MEN OF ALL AGES

I have seven old men, age 52 to 78 years, on this show, if you are over 18, drive truck and will do as much work as any one of them, I will pay you a very lucrative salary. Foreman, Second Men who stay sober. Legitimate Concession. Shows with own outfits wanted, Contact

Dyer's Greater Shows
Bloomington, Wis., Aug. 25-28; Mineral
Point, Wis., 31-Sept. 5; Lancaster, Wis.,

# ROD LINK WANTS

Hanky Pank Agents for large Southern Fairs and two big Northern Fairs.

Mt. Pleasant, Ohio, this week; then Fremont, Ohio.

P.S.: Tex Holly, call at once.

#### MOORE'S MODERN SHOWS

Want Ride Foremen on Rolloplane, Wheel, Octopus and Merry-Co-Round. Must be sober and drive semis. You can work all winter in South Texas with us. Imperial, Neb., this week; Mitchell, Neb., next.

# Orange Fair Dips 35-40% For Babcock

SANTA ANA, Calif., Aug. 20.— Frank W. Babcock estimated the gross done by his United Shows at the six-day Orange County Fair, which closed Sunday (14) as down "35 to 40 per cent" from 1954. The attendance at the event dipped from 100,564 last year to 67,000.

Playing the engagement for the third consecutive year and for the first on a two-year contract, Babcock used 17 major and kid rides on the date. Forty concessions ran, most of them sold outright to Cecchini & Levaggi, of Sun Valley. Louis and Al Cecchini personally handled the management of the stands.

Reasons for the loss in attendance at the event varied. Some attributed the dip to the increase in the one-pay gate admission to \$1 from 75 cents. Children under 12 were charged 10 cents. The close proximity of the \$17 million Disneyland, about 10 miles away, was also given as a factor causing the decrease. Disneyland's admission scales are \$1 for adults and 50 cents for children.

Louis Cecchini, during the early part of the run, said that the concession business was "fair." However, the exposition has never been considered outstanding in this branch.

# Smith Season Ahead of '54

CUMBERLAND, Md., Aug. 20.

George Clyde Smith Shows reached the halfway point of its season here this week and in checking its books found that it was slightly ahead of last year at this time. Best date thus far was at Oakland, Md., the first week in August where rides and hanky panks did capacity business.

Show moved here this week for the Bi-Centennial and then heads south for its fairs. Hooversville, Pa., played last week, was hurt by weather conditions.

R. J. (Bob) Randi joined with his Side Show. In the lineup are Gilda Lee, annex; Jimmy Boots, fire and torture; Jack Hanson, glass and swords; Toinmy Reynolds, alligator boy; Judy Black, smoke pictures; Henry McGray, juggling; Harry Dabb, front, with Herman Blade

handling tickets and the second

Kid Drifty came on with his New Orleans unit. Included are Bessie Lucel, exotic: Diana Burton, acro-dancing: Little Caesar, tap dancing; Freda Houser and Bertha May Johnson, chorus; Little Jackie Horner, band leader and drummer; Robert White, trumpet; Johnson Jackson, piano, and Refus White, saxophone. Jack Kearns has the girl shows with personnel including L. V. Phator, LeRoy Wells, Zip

L. V. Phaton, LeRoy Wells, Zip Templeton, John Henry Jernigan. Also on the back-end are a Funhouse, Jap P. T. Boat and Jap One-Man Submarine.

Val Ireland has been named legal adjuster to replace Ralph Decker, who joined Metropolitan Shows as lot man. Adell Leslie has a new top on her penny pitch. Professor Flint has built a new age stand and Steve Eli a break-the-record concession.

# IMPERIAL-JONES SHOWS #2

NOW BOOKING FOR CENESEO. ILL..
FAIR NEXT WEEK: BIG LABOR DAY
CELEBRATION AT ROCK FALLS, ILL..
ON THE STREETS. SIX BIG DAYS. TWO
BIG MATINEES, SEPT. 5-10: FOLLOWED
BY THE GREAT BOURBON, IND., FAIR,
SEPT. 12-20.

Legitimate Concessions of all kinds, Cookhouse, Short Range. Also Second and Third Men on all Rides. Can place Agents for Hanky Panks and Pan Game.

IMPERIAL-JONES SHOWS #2
E. L. Winrod, Dixon, Ill., this week.

# LEO LANE SHOWS The South's Finest"

WANT FOR THE FOLLOWING FAIRS:

Burke Co. Fair, Waynesboro, Ga., Sept. 12-17; Hancock Co. Fair, Sparta, Ga., Sept. 19-24; Johnson Co. Fair, Wrights-ville, Ga., Sept. 26-Oct. 1; Jenkins Co. Fair and Centennial, Millen, Ga., Oct. 3-8; Okefenokee Co. Fair, Waycross, Ga., Oct. 10-15; Exchange Club Five County Fair, Brunswick, Ga., Oct. 17-22; Pulaski Co. Fair, Hawkinsville, Ga., Oct. 24-30; Putnam Co. Fair, Palatka, Fla., Oct. 31-Nov. 5.

Want nice Cook House and Grab. Prefer one operator with both. Don Miller, contact at once.

Hanky Panks of all kinds, 6 Cats, Buckets, Swinger (must work stock only and have Hankies), Custard, Apples, Floss, Novelties, Age and Weight, Photos, Long and Short Range Galleries. Everything open except Pop Corn. Agents for Hankies, P.C. Stock Wheel and Ball Game.

Have opening for well-stocked Bingo for entire route.

SHOWS

Wildlife, Snake, Monkey, any nicely framed Show catering to entire family. Want two nicely framed Girl Shows for Waycross and Brunswick, must have three or more Girls. Micky and Ralph, contact.

MINSTREL SHOW Have the nicest framed Show on the road complete. Want Manager with people. Good proposition.

Want experienced Operator for Monkey Motor Drome. Marvin Lewis, contact. Also Funhouse Operator. New outfit. All must drive semis.

RIDES Live Pony and Kiddle Rides except Auto and

HELP Foremen and Second Men on Jenny, Roll-o-Plane, Fly-o-Plane and Chairplane. Want Man for Front Gate and Towers. Man to up and down Arcade. All must drive semis. Want Ticket Sellers for

All address LEO LANE, Savannah Beach, Ga., until Labor Day. No collect calls or wires.



ADAMS COUNTY FAIR, HASTINGS, NEBR., AUG. 29-SEPT. 2

ALSO MITCHELL COUNTY FAIR, BELOIT, KANSAS, AUG. 29-SEPT. 2
OPENINGS FOR ALL CONCESSIONS. ALSO SHOWS. CAN USE COUPLE MORE MAJOR RIDES,
ANY KIND. PRIVILEGE OR PERCENTAGE VERY CHEAP AND THIS IS A GOOD SPOT.

HOISINGTON, KANSAS, LABOR DAY, ON THE STREETS, SEPT. 5

BIGGEST LABOR DAY IN THIS TERRITORY. WITH MORE FAIRS TO FOLLOW. Call or wire

W. W. MOSER Abilene, Kansas, Fair, Aug. 22-26

P. S.: Can place Agents and Bingo Help.

# DON FRANKLIN SHOWS

No.

CAN PLACE FOR

BELLEVILLE, KAN., FAIR, Aug. 28-Sept. 2
TEXARKANA FOUR-STATE FAIR, Sept. 9-14

FOLLOWED BY

WHARTON, ROSENBERG, ANGELTON, REFUGIO, GOLIAD, TEX., FAIRS

SHOWS—Side Show, Drome, Freak Animal, Wildlife, Monkey, Snake, Mechanical and others not conflicting.

CONCESSIONS—Photos, Six Cats, Buckets, Hanky Panks of all kinds.

RIDE HELP—Who drive semis. Especially need experienced Help for new Round-Up.

WEST UNION, IOWA, THRU FRIDAY

Don Franklin will be on the grounds at Belleville, Kan., starting Thursday, Aug. 25

# THE NORTHWEST'S GREATEST SHOW!

WANT FOR SOUTH DAKOTA STATE FAIR, HURON, S. D., WITH WATERLOO, NEB., AND MITCHELL CORN PALACE TO FOLLOW

SHOWS

Can Place Large, Well-Framed Ten-In-One (Milo Anthony, contact), Large Panel Front Girl Show, Midget Show, all types. Neat Grind Shows not conflicting.

RIDES

Will Place Rock-o-Plane, Dodgem, Caterpillar, Dark Ride, or any Major Ride not conflicting.

CONCESSIONS

All Hanky Panks Open, Can Use Custard, Basketball, Fish Pond, etc. (No Six Cats or Buckets)

Wire or call BERNARD THOMAS, Mgr., Fergus Falls, Minn., Aug. 24-27; Aberdeen, S. D., Aug. 29-Sept. 1

### FOR SALE OR TRADE

Spitfire Ride in good condition with transportation. Can see it in operation at Emmet County Fair, Petoskey, Mich., Aug. 22 to 27. Priced right for quick sale.

SKERBECK'S GREAT NORTHERN SHOWS

### FOR SALE

Tilt-a-Whiri, new factory platforms, \$6500; Allan Herschell Little Dipper, \$5500. Can be seen in operation Fair Park, Little Rock, Ark.

T. A. FUZZELL
5300 Edgewood Little Rock, Ark.
Phone: Mohawk 3-7280

www.americanradiohistory.com

# MIDDLE GEORGIA FAIR MILLEDGEVILLE, GA., SEPTEMBER 5 TO 10

Make your reservations now. Georgia's best Class "B" Fair. Everybody joining now will be given preference at Orangeburg, S. C., Colored Fair.

Want Hanky Panks of all kinds, Shows with own equipment, Help in all departments. Complete route of Fairs until November 1.

All address: Wadley, Georgia, until September 3. All answers to

SPLINTER ROYAL. ROYAL EXPOSITION SHOWS

#### AGENTS WANTED AGENT

For the following-Pan Game, Six Cats, Count Store, Pea Pool or Blocks. Also Agents for Lay-Down, Skillo, Flasher and Penny Pitch. Can place General Help.

Address: S. W. WEINTROUB
c/o Don Franklin Shows #2 Iola, Kans., this week; Coffeyville, Kans., next.



NOW BOOKING FOR "THE BIG ONE"-THE DU QUOIN, ILL., STATE FAIR, OPENING SUNDAY, AUG. 28. ONE OF THE TOP TEN FAIRS IN THE NATION. ONE-HALF MILLION PAID ATTENDANCE IN 1954. PREMIUMS AND PURSES UP TO HALF MILLION DOLLARS. GEORGE GOBEL, McGUIRE SISTERS AND OTHER TOP ENTERTAINERS FEATURED IN THE GRAND STAND.

THIS, ALONG WITH 10 OF THE TOP FAIRS IN THE SOUTHEAST, INCLUDING THE SOLDIERS' FAIR AT FORT BENNING, GA., WHICH FIGURES TO BE ONE OF THE OUTSTANDING ENGAGEMENTS OF THE YEAR; COOSA VALLEY FAIR, ROME, GA.; TUSCALOOSA, ALA., FAIR; SOUTHWEST GEORGIA STATE FAIR, ALBANY, GA.; NORTHWEST ALABAMA STATE FAIR, ANNISTON, ALA.

All types, including Cotton Candy, Snow Balls, Ice Cream Dip, Scales and Age, Jewelry, Glass or Pottery Pitches, Water Games or any other legitimate Concessions (no exclusive during fairs).

Paul Miller wants Griddle Men, Countermen and General Help for Cookhouse. Good salaries; long season.

SHOWS

Motordrome, with Riders and own equipment. Jig Show with own equipment. Fun and Glass

Dark Ride, Rock-o-Plane, Scrambler, Roll-o-Plane, Rocket. Will also book or lease Ferris

House, Fat Show, or other Grind Shows of merit. Wheel or other Rides that do not conflict. NOTE: George Harr and Don Greco will be on the Du Quoin State Fair Grounds Midway, Friday, Aug. 26. Those who cannot arrive until Monday,

a substantial deposit will hold your space. THOMAS D. HICKEY MACOMB, ILL., thru Aug. 26; then Du Quoin State Fair Grounds, Du Quoin, III.

Contact us as follows: Wire, Phone, Write

DON GRECO Phone: 2-6761, Springfield, Ill., thru Thursday, Aug. 25; then St. Nicholas Hotel, Du Quoin, Ill.

# Manning Sets

NEW YORK, Aug. 20. - Phil Cook came in off the road this week to report that two jamborees for the Miami Showmen's Association have been promised by the Ross Manning Shows, the first to be held at Christiansburg, Va. Another will be held later in the season, and Cook said he will preside over both events. Manning is second vice-president of the association.

Cook has been combining business with hustling for the MSA. He reports that Nat Pearl has fully recovered from his illness and will make spots for Kravitz and Rothbard supply house. Cook flew up from Miami and reports visiting at the club with William Tucker, Michael Roman, Fred Barrett, Red Hicks and Frenchy Schwacha.

# Page & Ferris Combined Shows

THE SHOW THAT PLAYS A WINNER EVERY WEEK

Now booking for the two Big Ones: Little Valley, N. Y., Aug. 29-Sept. 3; Dunkirk, N. Y., Sept. 5-10.

Positively day and night action at these Fairs. Then a sensational route of continuous Fairs in the South until Nov. 19. Those joining now will be given preference.

CONCESSIONS: All Merchandise and Straight Sale Concessions—Photos, Age & Scale, Hi Striker, Jewelry, String Game, Gadget and Auction Sales, Hoop-La, Bear Pitch. Break the Dish and Coke Bottle. Hanky Panks of all kinds, no grift. Food and Drink Stands, Sno Cone, Foot-Long Hot Dogs. Sell Ex. on Custard, Pronto Pups, Novelties, Monogram Hats, Short Range Gallery and Glass Pitch for all Fairs. Roland Page wants Agents for Six-Cat, Swinger, Buckets and Grind Stores. Also Couple to operate office Grab. operate office Grab.

SHOWS: Midget, Motordrome, Fat Show, Mechanical, Big Snake and Life Show Want outstanding Colored Girl Show with own equipment for balance of season Bad-Eye Yellow, contact. Also one well-framed White Girl Show with own equipment. Dr. Todd wants Side Show Acts.

RIDES: Roller Coaster or Dipper, Rock-o-Plane, Fly-o-Plane, Dark Ride or any Ride not conflicting. Can place sober Ride Help who have license and drive. Pay every

All replies to BILL PAGE, Batavia, N. Y.

# COTE AMUSEMENT CO.

Wants for Romeo, Mich., Peach Festival, on the Streets, September 2-3-4-5, followed by Pinconning, Mich. Annual Home Coming and Fair, September 8-9-10-11, and for balance of season.

CONCESSIONS of all kinds that work for stock. Can use One or Two more Rides. WANT Ride Help who drive.

Armada, Mich., all this week; Romeo, Mich., next.

# RALEY BROS.' EXPOSITION

(No Grift Any Time)

Wants for SHARPSBURG, N. C., TRI-COUNTY EXPOSITION, week of Aug. 29. Suburb of Rocky Mount, 150,000 people to draw from, and all Fairs to follow.

Stock Concessions of all kinds. Sell EX on Bingo, Custard, Scales and Novelties. Will book any show not conflicting, with or without outfits. Place Spitfire Foreman; Second Men on all rides, must drive.

Fountain, N. C., all this week. HAROLD RALEY, Mgr. ETHEL RALEY, Secy. FRANK DICKINSON, Gen. Agt.

# FLOYD O. KILE SHOWS

Adair Co. Fair, Greenfield, Iowa, this week; Appleton City, Mo., Aug. 29-31; Grant City, Mo., Sept. 1-3; then Howell Co. Fair, West Plains, Mo., Sept. 5-10; Fairs till November.

Can place the following Concessions: Water Games, Pitches, Custard, Foot-Longs, Pronto Pups, Cook House, Photos, Stock Stores all kind. Can place the following Shows: 10-in-1, Fat Show, Big Snake, Fun House, Mechanical, Girl Shows. Help on Rides: Eli and Caterpillar Foremen at once. Second Men. All must be licensed drivers; semi. Salary according to your ability. Just do the job, we will pay you. No drunks, positively

All replies FLOYD O. KILE, Mgr. CREENFIELD, IA., THIS WEEK; THEN PER ROUTE.

# GIRLS FOR DANCING AND POSING SHOWS

TOP SALARY AND BONUS. WARDROBE AND TRANSPORTATION FURNISHED Dave and Jackie, get in touch, have better proposition. Need A-1 Talker. Paul Bell, Laddie Faith, contact immediately. Also Ticket Sellers, Candy Helpers and Canvasmen.

Write, wire or phone. MIKE MILLER

c/o Central States Shows, Abilene, Kansas, Aug. 22-26; then Hastings, Nebraska, Aug. 27-Sept. 3.

Enlarging Show for my route of large Texas Fairs, including Amarillo and Lubbock.

# WANT FOR TRI-COUNTY FAIR, NEW BERN, N. C.

6 DAYS

SEPTEMBER 19-24

Will give exclusive on Novelties, Direct Sales, Auction Stores, Demonstrators, or what have you? Payday for both Marine camps, Cherry Point and Camp Lejeune. O. C. Buck Shows on the midway and featuring three different grandstand attractions. First Fair in Eastern North Carolina. Write, wire or phone

W. A. Godley, Secy., Tri-County Fair, Inc., New Bern, N. C.

# WANTED

FOR OUR SOUTHERN FAIR ROUTE

Can use two or three more Kiddie Rides. All legitimate Concessions: Candy Floss, Snow Cones, Grab, Ice Cream, Pronto Pups, Custard, Photo, Novelty, Jewelry. Penny Pitch, Age & Scale, Hi-Striker. Ride Help: Foreman and Second Men. must be sober. Electrician.

# Queen City Amusement Shows, Inc.

P. O. Box 456 Meridian, Miss. Phone 5633

### GIRL SHOW PEOPLE WANTED

To join immediately, Rhinebeck, N. Y.

Talkers, Dancing Girls for office show. Top salary. Also want complete organized Unit.

KING REID SHOWS

# WANTED BUCKET AGENTS

For Kingsport, Tenn.; Roanoke, Va.; Ebensburg, Pa.; York, Pa., and five big bona fide Fairs to follow. Contact

IRVING (GHOST) ZAITSHIK

Kingsport Inn Kingsport, Tenn.

#### FOR SALE ELECTRO FREEZE CUSTARD UNIT

Mounted on 1950 International Truck. This entire outfit is in perfect condition, fully equipped and will pass the most rigid restrictions. A good flash on any midway. Photograph furnished to inter-ested parties on request.

MICKEY VAGELL

B. & H. AMUSEMENT CO. Lake City, S. C., this week, or as per

### HALL & LEONARD SIDE SHOW

Wants for Detroit, Memphis and Dallas one more Talker, Fire Eater, Pin Cushion, Bally Girls and Bally Acts. Contact

WARD HALL c/o W. G. Wade Shows, Escanaba, Mich., now; then Detroit.

Side Show Acts of all kinds, Also Talkers, Ticket Sellers, Lecturers, Fire Workers, Girls for Bally, Glass Blower, good Freak to feature. Alligator Boy or Girl for Annex, (Sailor West, contact

Address MILO ANTHONY General Delivery, Paris, Tex., this week; Gainesville, Tex., next.

Concessions that work in Wisconsin; also All Fairs-Athens, Wis., 25-28; Norway, Mich., September 2-5. Wire or call

> DOC O'KELLY WEYDT AMUSEMENT CO.

Shipped daily f.o.b. Los Angeles. Cash, bank check or money order. Phone Oxford 6-4739

MURRAY'S

Bird & Animal Farm 13133 East Ranier, Whittier, Calif.

#### WANTED

WANTED

WANTED

# THOMAS JOYLAND SHOWS

SOUTHERN WEST VIRGINIA FAIR. CHARLESTON, W. VA.

SEPTEMBER 2 THRU 10 -

Want all kinds Shows and Concessions.

Rides-Scrambler, Round-Up, Dodgem, Whip or any Rides or Shows that will not conflict. REMEMBER-This is an outstanding Fair. Don't delay-Get set

Wire, write or phone now—L. I. Thomas, Mgr. (Phone 614) Crown Point. Ind.

quick for location.

Colored Entertainers for finest Colored Revue on the road, want Chorus Girls, Specialty and Novelty Acts. Sonny Bridges wants to hear from Musicians. Girls wanted for White Girl Show and Posing Show. Experience not necessary, but must be attractive. Highest salaries paid. Want Ticket Sellers who can drive semi. Answer.

#### J. SCIORTINO

Gold Medal Shows, Ronceverte, West Virginia, this week W. G. Wade Shows, Detroit, Michigan

# DANCERS WANTED

For Northern Wisconsin's most beautiful night club

Exotic, Novelty, Strips, Chorus. Top salary. We have plenty wardrobe.

Write, wire or phone

# JOHN RAJKOVICH

Club Francis, Hurley, Wis.

Want Cookhouse, Grab, Chairplane Foreman, Spitfire Foreman, General Ride Help, Truck and Tractor Drivers, also Truck Mechanic. Fairs start Warsaw, Va., Labor Day week. All replies:

> GEORGE CLYDE SMITH SHOWS Hyndman, Pa., this week; Winchester, Va., next week.

# **Joyland Midway Attractions**

Want for one of the biggest Labor Day Celebrations in the State of Michigan, Thursday-Friday-Saturday-Sunday-Monday, Sept. 1-2-3-4 and 5, at Michigan Center, Jackson, Mich.

Legitimate Concessions of all kinds. Any neatly framed Show, Fun House, Glass House. Practically everything open. Will book any Rides not conflicting. Parade— Fireworks—Big Stage Show. Time is short. Address all communications to

ROSCOE T. WADE

General Delivery, Thompsonville, Mich., this week; next week, General Delivery. Jackson, Mich.

# **GOLD MEDAL SHOWS**

WANT FOR WOODSTOCK, VA., FAIR NEXT WEEK

Hanky Panks of all kinds. Can book Wildlife, Glass House and Fun House. Want A-1 Mechanic who knows his business. Top salary. JOHNNY J. DENTON, GOLD MEDAL SHOWS RONCEVERTE, W. VA., THIS WEEK.

Playing a strong list of Fairs where the crops are the best in 20 years

FIREMEN'S FAIR-Franklinton, N. C., next week, August 29-September 3.

EASTERN NORTH CAROLINA 5-CO. FAIR (Negro) - Wilson, N. C., September 5-10.

AMERICAN LEGION 4-CO. FAIR-Dunn, N. C., September 12-17.

LIONS CLUB FAIR & EXPOSITION—Tarboro, N. C., September 19-24.

GREENE CO. FAIR-Snow Hill, N. C., September 26-October 1.

TRI-COUNTY FAIR-Kinston, N. C., October 3-8.

PERSON CO. FAIR-Roxboro, N. C., October 10-15.

TRI-CO. FAIR-Mebane, N. C., October 17-22. ONSLOW CO. FAIR-Jacksonville, N. C., October 24-29.

WANT legitimate concessions of all kinds.

SHOWS of all types, can especially use Colored Revue. HELP-Top salary to sober, experienced Caterpiller Foreman, also experienced Help for Fly-o-Plane, also Octopus.

Have a number of food stands open on commission basis. Address all communications to

M. A. BEAM, Fairgrounds, Gaithersburg, Md., or STEVE DECKER as per above route



RIDES: Spitfire, Chairplane, Caterpillar, Looper or Scrambler for these to spots, to join Central Wisconsin State Fair, Marshfield, Wisc., Sept. 2-6; Arkansas-Oklahoma District Free Fair, Ft. Smith, Ark., Sept. 10-16; Oklahoma Free State Fair, Muskagee, Okla., Sept. 18-26, and Heart of Texas Fair, Waco, Tex., Oct. 1-7. SHOWS: Animal Show, Fun House or Glass House. CONCESSIONS: "X" on Age and Scales and Hanky Panks of all kinds.

Call or wire Jess Wrigley or Chas. Travers Albert Lea, Minn., Aug. 22-25; Marshall, Minn., Aug. 26-28; Marshfield, Wisc., Aug. 30-Sept. 6.

### AUTO AUCTION

60 Antique and Classic 60

SEPTEMBER 10 & 11

includes HITLER'S STAFF CAR, 1937 GERMAN HORCH AND A 1929 ISOTTA-FRASCHINI, OX TEAM, COVERED WACON

William's 4 cyl. Wis. Motor Train, Kid-E Coaster, like new

**OWNERS** 

AUCTIONEER

S. J. HUNTER, FRANK J. LONG

BUD DRAKE DECATUR, ILL.

RAPID CITY, SO. DAK.

**AGENTS** AGENTS **AGENTS** For pay day, Clarksville, Tenn. (Ff. Campbell) Lot only three miles from camp, between camp and town

Can place Razzle and Skillo Agents. Stach Crey, Bill McHugh, Art Snyder, Joe Wilson, Jimmie Morgan and boys with me before, contact. Also want Agents for Swinger. Buckets and 6-Cats; Man for Spindle, Girl for Bottle Ball Came and Coke Concession. Can place three Dancing Girls, top salary and percentage, or will place Operator with two or more girls.

All address KIRK DECKER, Greystone Hotel. Paris, Tenn., this week

### SCHAFER'S JUST FOR FUN SHOWS

WANT FOR JACKSON COUNTY FAIR, BLACK RIVER FALLS, WIS.; QUINCY, ILL., FAIR TO FOLLOW

Can place Cookhouse, High Striker, Knife Rack, Jewelry, Bumper, Hats, Mug Outfit, Roman Targets, Long Range. Will book Wildlife, Monkey Show and Motordrome, McCurdy wants Hanky Pank Agents.

Contact W. A. SCHAFER, Black River Falls, Wis.

### GLADES AMUSEMENT CO.

White Stone, Va., this week; Remington, Va., next week, to be followed by Labor Day week, opening Labor Day, Gordonsville, Va., September 5.

Want Foreman for Merry-Go-Round — must stay sober and drive semi. Want Concessions—Will book any Hanky Panks that work for stock, Ball Games, Balloon Dart. Can use small Sit-Down Grab for Gordonsville.

JERRY SADDLEMIRE

Two best spots in Newark, N. J .-- AMVETS, Walnut St., August 29-September 5. including Sunday and Labor Day; then Abyssinian Baptist Church, Broome and Montgomery Sts., September 7-17. A repeat date. This is a real hot one! Want Merry-Go-Round and Ferris Wheel Foremen. CONCESSIONS—Hanky Panks, Custard and Cookhouse, Ball Games, Buckets and Six Cats. Allendale, N. J., this week.

HARRY HELLER, Mgr. Permanent address: Franklin Lake, N. J. Phone: Wyckoff 4-0333-M.

# MANSFIELD, PA., FAIR--Aug. 29.-Sept. 3

Followed by CAMBRIA COUNTY FAIR at Ebensburg, Pa., Sept. 5-10 6 Big Days and Nights. (Always starts on Labor Day.)

SHOWS: Want Unborn, Wild Life and Motordrome.

CONCESSIONS: Games of all kinds. No exclusive except Bingo. Space getting limited in Ebensburg. Wire at once if you are coming.

HELP: Capable Ride Men who drive.

All replies

# MORRIS HANNUM SHOWS

Meyersdale, Pa., Fairgrounds, this week, then Mansfield, Pa., Fairgrounds, August 29-September 3.

# DENN PREMIER SHOWS

PAGE COUNTY FAIR, Luray, Va., Aug. 29 to Sept. 3, Day and Night, followed by CUMBERLAND CO. FAIR, Bridgeton, N. J., opens Labor Day thru Sept. 10, Day and Night.

CONCESSIONS

PLACE CUSTARD, French Fries, Age & Scales, Hats, Novelties, Eating and Drinking Stands, Glass Pitches, Short Range, Palmistry or any other legitimate Concessions.

SHOWS

RIDES

Can place one more flat Ride not conflicting. Real proposition for outstanding ride

Can place any kind of Show not conflicting, especially want Midgets, Dillinger Car, Working

HELP

FOREMAN FOR TILT. Good pay and bonus to right man. Can also place other Ride Help who can drive semis.

Address all wires, mail and phone calls to

World, Wildlife or any type not conflicting.

LLOYD D. SERFASS, Gen. Mgr., or HARRY (BUSTER) WESTBROOK, Bus. Mgr., Fairgrounds, INDIANA, PA., this week

# BUFF HOTTLE SHOWS No. 1

WANTS FOR JACKSON, TENN., WEEK SEPT. 12; FOLLOWED BY FLORENCE, ALA.; HUNTSVILLE, ALA.; TUPELO, MISS.; FRANKLINTON, LA. ALL FAIRS

CONCESSIONS-Any kind of Hanky Pank that works for stock. Especially Custard and Penny Arcade.

SHOWS-Want well-framed Sit-Down Girl Show. Especially want this for Jackson, Tenn. Also any Grind Shows not conflicting to join next week or following week. Want Fun House, Snake or Mechanical Show. (Joe Teska, Harry Fink, Harry Fee, please contact). Want Manager with Acts for Side Show, we have all equipment and transportation. RIDES-Will book Roll-o-Plane or Looper. Want Tilt-a-Whirl for six Louisiana Fairs starting Sept. 12. (Fred Cantrell, contact me about Silver Streak.)

WILL GENTLEMAN FROM MINNESOTA PLEASE CONFIRM ABOUT ROUND-UP!

RIDE HELP—Want Ride Men who know what they are doing and can stay sober and drive semi trailers. Want Foremen for Wheel and Fly-o-Plane.

ALL OUR UNITS CLOSE NOVEMBER 15

All replies: BUFF HOTTLE, Mgr., Greenup, Ill., this week; Jackson, Mo., next week

# CARAVELLA AMUSEMENTS

LAST CALL!

LAST CALL!

FULTON COUNTY FAIR, McConnelsburg, Pa.—5 Days—Aug. 30-Sept. 3

HOLLIDAYSBURG LIONS BLAIR COUNTY FAIR, HOLLIDAYSBURG, PA. STARTING SUNDAY, SEPT. 4-10

Gate admission 25c-Children Free

\* \* \* CONCESSIONS \* \* \* Still Date Privileges Still Date Privileges All Concessions open for above FAIRS: GRAB, FRENCH FRIES, PHOTO, LONG and SHORT RANGE GALLERIES, JEWELRY, STRING GAME, AGE and SCALES, SNO CONE, POPCORN, APPLES and P.C. GAMES.

\* \* \* SHOWS \* \* \*

SIDE SHOW, MOTORDROME, MECHANICAL CITY, ARCADE, MONKEY, WILDLIFE, SNAKE, GIRL SHOWS with own equipment. \* \* \* RIDES AND HELP \* \* \*

CAN PLACE TILT, ROLLOPLANE OR ANY MAJOR RIDE NOT CONFLICTING.

Wire F. H. CARAVELLA, WEST PITTSBURG, PA., this week

BILL CHALKIAS

WANTS SIDE SHOW ACTS

Mr. and Mrs. Earl Davis, Francis Lopez,

# **AGENTS**

DAVE DE CORTI and BILL HARRIS

Want Agents for Hanky Panks, Pin Store, Razzle, Skillo and Nail Concession. Ed Butters wants Cookhouse Help. Marshall County Fair, Benton, Ky., this week.

**BUD HUMPHREY** 

WANTS

JOHN BARNES

Contact Cettin & Wilson Shows as per route.

# contact me, Jim Keuhn, get in touch with Eddy Ray (Armless Wonder) here.

BILL CHALKIAS c/o William T. Collins Shows Sloux Falls, S. D.

#### CLYDE RAWLINGS WANTS DROME RIDER

GUY BLAY, WIRE NOW CLYDE RAWLINGS

c/o William T. Collins Shows Sioux Falls, S. D.

### **FUNLAND SHOWS**

AURORA, MO., LEGION FAIR—THIS WEEK, AUG. 22-27

Can use here and for the following Fairs: Webster County Fair, Marshfield, Mo., Aug. 31-Sept. 3; Douglas County Fair, Ava, Mo., Sept. 7-10.

Shows of any type, Hanky Panks of all kinds, Mug. Scale, Jewelry, Glass Pitch, any Stock Concessions. Office wants Ball Game Agents, Pin Store, Count, Pea Pool and Skillo.

Contact MANAGER AT AURORA, MO.

# KING REID SHOWS

#### PROUDLY ANNOUNCE THE FOLLOWING FAIRS

Lyndonville, Vermont, Aug. 25-28 Rhinebeck, New York, Aug. 26-31 Schaghticoke, New York, Sept. 2-7 Spencer, Massachusetts, Sept. 3-5

North Haven, Connecticut, Sept. 8-11 Brockton Kiddieland, Sept. 10-17 Cobleskill, New York, Sept. 12-17 Eastern States Exposition, Sept. 17-25 And the GREAT BLOOMSBURG, PA., FAIR, Sept. 27 to Oct. 1

#### TWO UNITS IN OPERATION AT ALL TIMES

We can offer you uninterrupted action at consecutive dates after joining

WANT WANT WANT SHOWS AND CONCESSIONS OF ALL KINDS

KING REID KING REID SHOWS As per route

# INDIANA STATE FAIR

Indianapolis, Ind. AUG. 31 to SEPT. 9 inclusive

# READING FAIR

Reading, Pa. SEPT. 12 to 18 inclusive

CAN PLACE all Eating and Drinking Stands and legitimate Merchandise Hanky Panks only.

WANT-A few Experienced Workingmen in all departments. This is a 100% Union Show.

All address this week

### CETLIN & WILSON SHOWS

Missouri State Fair

Sedalia, Mo.

### LAUREL COUNTY FAIR, LONDON, KY., Aug. 30 to Sept. 3 inclusive; LEE COUNTY FAIR, PENNINGTON GAP, VA., Sept. 5 to 10 inclusive.

With Long Circuit of Bona Fide Southern Fairs to Follow CONCESSIONS: Will place all Merchandising and Outright Sales. Arcade, High Striker, African Dip, Cats, Long Range, Jewelry, Custard, Navelties, Hats, Basketball and Hanky Panks of all kinds.

Cookhouse wanted for bolonce of season. NOTE! "Sheik" Hennisey, answer.

WANT SHOWS: Any Grind or Bally Show that does not conflict. RIDES: Will place Train, Pany Ring, also one more Major Ride.

Note: Need Foreman for Smith & Smith Chairplane to join at once. Address this

### JAMES H. DREW SHOWS

c/o WESTERN UNION, PENNSBORO, W. VA.

# **BLUE GRASS SHOWS**

WANT FOR HANNIBAL, MO., ANNUAL FALL FESTIVAL, WEEK AUG. 29, FOLLOWED BY MATTOON, ILL., CENTENNIAL, WEEK SEPT. 5.

HELP: Foremen and Second Men for Wheels and Rolloplane, Second Men for Octopus, Tilt and new Rockoplane. All must be licensed semi drivers. High salaries paid and guarantee winter's work in Florida. Want Carpenter who will help on towers and make self generally useful.

CONCESSIONS: Can place a few Hanky Pank Prize-Every-Time Games such as Fish Pond, Duck Pond, Ball Games, Darts, Cigarette Gallery, Short Range, etc. All wire

WESTERN UNION

C. C. GROSCURTH

BLUE GRASS SHOWS, Bridgeport, Ill., all this week.

# DEL FLORE AMUSEMENTS

WANT COKE BOTTLES, POPCORN, SNO CONES, BALL GAMES, BALLOON DARTS.

FOR SCIO, OHIO, AUG. 24-27; DELLROY, OHIO, AUG. 31-SEPT. 31: THEN DOWNTOWN YOUNGSTOWN, OHIO, SEPT. 5-10: THEN CAMPBELL, OHIO, CHURCH BAZAAR.

WANT BINGO FOR YOUNGSTOWN AND CAMPBELL.

Write or wire this week, Scio, Ohio

### FOR SALE OR WILL BOOK!

ON FAIRS OR CELEBRATIONS OR CARNIVAL WITH FAIRS AUTO CARS, MANGELS ROTO-WHIP, AIRPLANE. ALL FACTORY BUILT, GOOD CONDITION, GOOD TRANSPORTATION.

Contact: John Francis, 6825 Easton Ave., St. Louis, Mo. (Phone: EVergreen 3-1894) P.S.: Popcorn Trailer for sole, fully equipped. Also Singer Hat Machine, brand new, never used, bargain.

# Fair Dates

#### Continuea from . ge 71

Bolton-Bolton Exhn Sept. 30-Oct. 1. Bothwells Corners - Bothwells Corners Exhn. Sept. 16. Bracebridge-Bracebridge Exhn. Sept. 8-9. Brampton-Brampton Exhn. Sept. 15-17. Brigden-Brigden, Oct. 4-5. Erighton-Brighton Exhn. Aug. 30-31. Bruce Mines-Bruce Mines Exhn. Sept.

Brussells-Brussells Exhn. Sept. 29-30. Burford-Burford Exhn. Oct. 8-10. Burke Falls-Burk Falls Exhn. Sept. 14-15. Caledon-Caledon Exhn. Sept. 23-24. Caledonia-Caledonia Exhn. Sept.

Oct. 1, Campbellford—Campbellford Exhn. Sept.

Carp-Carp Exhn. Sept. 30-Oct. 1. Centreville-Centreville Exhn. Aug. 30-31. Charlton-Charlton Exhn. Sept. 6. Chatsworth-Chatsworth Exhn. Sept. 29-30. Chesley-Chesley Exhn. Sept. 9-10. Chesterville-Chesterville Exhn. Aug. 30-31. Clarence Creek-Clarence Creek Exhn. Sept.

Clarkeburg-Clarkeburg Exhn. Sept. 20-21. Clifford-Clifford Exhn. Oct. 7-8. Cobden-Cobden Exhn. Sept. 27-28. Coe Hill-Coe Hill Exhn. Sept. 13-14. Coldwater-Coldwater Exhn. Sept. 12-13. Collingwood-Collingwood Exhn. Sept. 22-

Cookstown-Cookstown Exhn. Sept. 15-16. Demorestville-Demorestville Exhn. Sept.

Denbigh-Denbigh Exhn. Sept. 9 Desboro-Desboro Exhn. Sept. 9. Deseronto-Deseronto Exhn. Sept. 17. Dorchester-Dorchester Exhn. Oct. 5. Drayton-Drayton Exhn. Sept. 17-19. Dresden-Dresden Exhn. Aug. 30-Sept. 1. Drumbe-Drumbo Exhn. Sept. 29-30. Doneburch-Dunchurch Exhn. Sept. 19-21. Dundalk-Dundalk Exhn. Sept. 16-17. Dungannon-Dungannon Exhn. Sept. 20. Elmira-Elmira Exhn. Sept. 2-5. Elmvale-Elmvale Exhn. Sept. 19-21. Embro-Embro Exhn. Sept. 19. Emsdale-Emsdale Exhn. Sept. 8-9. Englehart-Englehart Exhn. Sept. 9-10. Erin-Erin Exhn. Oct. 7-10. Ernesttown-Ernesttown Exhn. Sept. 13-14. Exeter-Exeter Exhn. Sept. 21-22. Platence-Plorence Exhn. Sept. 28-29. Gelt-Galt Exhn. Sept. 22-24. Grergetown-Georgetown Exhn. Sept. 30-

Gorrie-Gorrie Exhn. Sept. 30-Oct. 1. Grand Valley-Grand Valley Exhn. Sept. 23-24.

Hanover-Hanover Exhn. Sept. 14-15. Harriston-Harriston Exhn. Sept. 21-22. Hearst-Hearst Exhn. Sept. 13-15. Highgate-Highgate Exhn. Oct. 7-8. Huntsville-Huntsville Exhn. Sept. 15-16. Hymers-Hymers Exhn. Sept. 3-5. Liderton-Elderton Exhn. Oct. 1. I on Bridge-Iron Bridge Exhn. Sept. 13-14. Kemble-Kemble Exhn. Sept. 20-21. Kineardine-Kincardine Exhn. Sept. 15-16. Kingston-Kingston Exhn. Sept. 27-Oct. 1 lakefield-Lakefield Exhn. Sept. 16-17. Langton-Langton Exhn. Sept. 28. Liens Head-Lions Head Exhn. Sept. 14-15. Lucknow-Lucknow Exhn. Sept. 27-29. Maberly-Maberly Exhn. Sept. 27-28. Madoc-Madoc Exhn. Oct. 4-5. Magnetawan-Magnetawan Exhn. Sept. 7-8 Manitowaning-Manitowaning Exhn. Sept.

Markdale-Markdale Exhn. Sept. 12-13. Mastey-Massey Enhn. Sept. 13-14. Matheson-Matheson Exhn. Sept. 13-14. McDonalds Corner - McDonalds Corner

Fybn. Sect. 30. deKellar-McKellar Exhn. Sept. 15-17. Meaford-Meaford Exhn. Sept. 30-Oct. 1. Melbourne-Melbourne Exhn. Oct. 7. Merlin-Merlin Exhn. Sept. 21-22. Merrickville-Merrickville Exhn. Sept. 23-

Middleville-Middleville Exhn. Sept. 28 Midland-Midland Exhn. Sept. 15-17. Mildmay-Mildmay Exhn. Sept. 12-13 Milton-Milton Exhn. Sent. 23-24. Minden-Minden Exhn. Sept. 10. Mitchell-Mitchell Exhn Sept. 27-28 Mount Brydges-Mount Brydges Exhn.

Oct. 4. Mount Porest-Mount Porest Exhn. Sept Murillo-Murillo Exhn. Sept. 9-10. Sapanee-Napanee Exhn. Sept. 5-7.

Navan-Navan Exhn. Sent. 2-3. Vewington-Newington Exhn. Sept. 6-7. Neustadt-Neustadt Exhn. Sept. 16-17. New Hamburg-New Hamburg Exon, Sept

New Liskeard-New Liskeard Exhn. Sept

Nerwich-Norwich Exhn. Sept. 27-28. Onkwood-Oakwood Exhn. Sept. 19-20. Orresa-Odessa Exhn. Sept. 13-14. Ohsweken-Ohsweken Exhn. Sept. 22-24. Ore-Ore Exhn. Sept. 13-14. Paisiry-Paisley Exhn. Sent. 19-20. F: Imeraton-Palmerston Exhn. Oct. 3-4. P-rham-Parham Exhn. Sept. 17. Paris-Paris Exhn. Sept. 30-Oct. 1. Pathhil!-Parkhill Exhn. Sept. 23. Perth-Perth Exhn. Sept. 2-5. Petrolia-Petrolia Exhn. Sent. 9-10. Porquis Jet .- Porquis Jet. Exhn. Sept. 8-9 Port Elgin-Port Elgin Exim. Sept. 8-9. Port Hope-Port Hope Exhn. Sent. 2-3. Port Perry-Port Perry Exhn. Sept. 3-5. Powassan-Powassan Exhn. Sept. 13-14.

Providence Bay-Providence Bay Exhn. Sept. 15-16. Rainy River-Rainy River Exhn. Aug. 25-Ramona-Ramona Exhn. Sept. 21. Riceville-Riceville Exhn. Sept. 9-10.

Richmond-Richmond Exhn. Sept. 22-24. Ridgetown-Ridgetown Exhn. Aug. 23-25. Ripley-Ripley Exhn. Sept. 23-24. Rocklyn-Rocklyn Exhn. Oct. 6-7. Rockton-Rockton Exhn. Oct. 8-10. Rodney-Rodney Exhn. Sept. 2-5. Roseneath-Roseneath Exhn. Sept. 30-

Rosseau-Rosseau Exhn. Sept. 16. Russells-Russells Exhn. Sept. 27-28. St. Marys-St. Marys Exhn. Sept. 8-9. Schomberg-Schomberg Exhn. Oct. 7-8. Scaforth-Seaforth Exhn. Sept. 22-23. Seiern Bridge-Severn Bridge Exhn, Sept.

Shannonville-Shannonville Exhn. Sept. 9-Sheeden-Sheddon Exhn. Sept. 23-24. Shelburne -- Shelburne Exhn. Sept. 20-21. Sm. hville-Smithville Exhn. Sept. 23-24.

South Mountain-South Mountain Exhn. Stuth River-South River Exhn. Sept. 29-

Spencerville-Spencerville Exhn. Sept. 13-

Sprucedale-Sprucedale Exhn. Sept. 22-23. Stirling-Stirling Exhn. Sept. 29-30. Stratford-Stratford Exhn. Sept. 19-21, Sturgeon Falls-Sturgeon Falls Exhn. Sept.

Sunderland-Sunderland Exhn. Sept. 13-14. Sondridge-Sundridge Exhn. Sept. 21-22. Treswater-Terswater Exhn. Oct. 4-5. Thessalon-Thessalon Exhn. Sept. 8-9. Thorndale-Thorndale Exhn. Sept. 24. Tiverton-Tiverton Exhn. Sept. 29-30. Trent Creek-Trout Creek Evhn Sent.

70 Upsala Upsala Exhn. Sept. 5.

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# Troy Hills Scores

Continued from page 70

uprights, and featuring a pitched roof. Built in 10 days' time just prior to the fair, its cost was only \$2,000, according to Manager Swante Swenson, and plans are to duplicate it elsewhere on the grounds or to add to it for next

There are some 150 commercial exhibits and major-sized tents housing classes of horticulture, livestock, poultry, sheep and goats. The goat show, one of the largest on the Atlantic scaboard, was not held in 1954 because of a contagion prevalent then.

Last year's fair was burt by a rained-out Friday and Saturday. Formerly a Grange picnic, it moved to the present location on Beverwyck Road 16 years ago. In addition to the present tract there is an additional 25 acres of wooded land for future expansion.

Tuesday (16) was kiddie day to 6 p.m. with a free gate for the youngsters. This is their only day, but the management has a large number of discount tickets out by means of a pre-sale during which it offers blocks of tickets to churches and civic groups at discounts.

#### Sports Show Offered

The horse show ring had added bleacher seats installed for this year's sportsmen's show produced by Bill Shilling, With capacity of some 2,000, the small squared arena was full on Tuesday night and a 10 p.m. show was necessary. Opening day attendance was poor but it built nicely Tuesday matinee at prices of 75 and 40

Climax and closing act of the hour-long show is Sandy the Seal. handled by Lou Bohan who puts the seal thru a fast and bilarious 15 minutes in the tank and on platform. Other acts were Toughy Truesdale, alligator wrestling both in and out of water; Willie Nicker's | Poortor's Wonderland retrieving dogs: Chief White Cloud's troupe, trick shooting and knife throwing: the Canadian Guides, canoe tilting, long-rolling and tub racing, and Boyd Heath, emsec.

# Weather Cuts

Continued from page 70

day (13-14) of the Jim Eskew Rodeo which did not draw well because of those conditions. The following two days highlighted the annual Miss Maine contest which went off without any bitches.

The general picture is only fair, Symons said, with weather on the closing days holding the key to the outcome. A new \$25,000 cattle barn was erected for this year's edition of the fair, and a feature of the run is the Eastern Bailroad Presidents' Conference, being held in the Exhibit Building.

Yesterday's race program included a King Reid Special Invitational Trot, named after midway operator King Reid who presented the trophy to the winner.

# Extra Free Day

Continued from page 70

Company, of Malone, N. Y., the first days of the fair, and a Klein Agency revue managed by Bob Kaltenbach performed thru Thursday nights. Acts were Len Carlson, organ; Rusty and his Calliope; Two Adams, bike: Joe Smiley and Company, magic; Walton and Sina, perch and aero: Flying La-Forms, trapeze, a chimp act, and a 10-girl line.

In order to offset local newspaper stories proclaiming the fair a washout, Germain bought small boxed ads in several consecutive pages of the local daily to annonnee the extra day. The newspapers had run a photo on page one of a tent whose poles had been removed to protect it from winds. and captioned it as evidence of storm damage.

Uxbridge - Uxbridge Exhn. Sept. 28, Wallacetown - Wallacetown Exhin, Sept. 29-Warkworth Warkworth Exbn. Sept. 22-23. Warren-Warren Exhn. Sept. 13-14. Welland-Welland Exhn. Sept. 13-17. Wellesley-Wellesley Exhn. Sept. 13-14. Woodstock-Woodstock Exhn. Aug. 25-27. Wyoming Wyoming Exhn. Sept. 22-24. Zurich Zurich ExLL. Sept. 20-27,

### HARTFORD CITY, IND. PIONEER DAYS CELEBRATION

SEPT. 13-17 - ON THE SQUARE

FULL PROGRAM OF DAILY EVENTS PARADES—BAND—ACTS—PRIZES 2 KIDDIE DAYS

# MILLER AMUSEMENT RIDES

CONCESSIONS: Strictly legitimate Stores of all kinds. No exclusives but will not overload. Bingo, Popcorn booked. Good Cookhouse location

SHOWS: Any good ones that can set on street.

All replies this week to Harry Palmer, Secretary Chamber of Commerce,, Hartford City. Phone 750.

After this week TOM L. BAKER

2257 Madison Ave., Indianopolis, Ind. Phone: Garfield 4584

Shipped Daily—F.O.B. Los Angeles Write Today for Prices

Durkee's Bird Farm 8967 E. Gallatin Rd. Pico, Calit.

Phone: OXford 9-5210

#### ROHR'S MODERN MIDWAY UNIT NUMBER TWO 4 MAJOR RIDE SHOW

WANTS

For big Kankakee Downtown Labor Day Celebration. Bona fide. 3rd-4th-5th

Hanky Panks of all kinds.

D. J. ROHR

Chebonse, III.

# DOOTIGE 7 Managuana

Phone 11

Labor Day dates still open. Want to hear from a good Labor Day celebration

Wanted: Can use a Ferris Wheel and Merry-Go-Round Man. Must stay sorer and drive semi; licensed drivers freterred. Also Ride Help on other Ricies.

#### FRED A. POTENZA Chicago, III. 741 N. Wolcott Ave.

Phone: HAymarket 1-4121 No reverse calls accepted.

# RALPH R. MILLER

For five Louisiana Fairs starting Kentwood, La., Colored Fair week Sept. 12: St. Francesville, Simmesport, La., follow-

Concessions all open. Can place Electrician for Diesel plant, Foreman for Little Beauty Merry-Co-Round and Eli-No. 5 Wheel, Show will be out until Xmas. Ceo. Burton, answer. All replies to Stockton, Kan., week Aug. 22: Osage City, Kan., week Aug. 29.

# RIDES WANTED

FOR ANNUAL AMERICAN LEGION CELEBRATION

CONTACT: ROY VANDIVER, SEC. Post \$3, American Legion (Phone: 735)

### WANT

Till Foreman at once. Must be scher and semi driver.

SUNSET AMUSEMENT CO. Monticello, lowa, this week.

# WANTED

Girls for Girl Show: wardrobe furnished. Also Girl Show Talker, Want Agents for Pea Pool, Penny Pitch and Cork Gallery. 10 more Fairs; out till Decem-

EARL TAUBER Don Franklin Shows = 2, Iola, Kans., this week; Coffeyville, Kans., next week.

# \$50.00 REWARD

For person who locates stolen '41 Chev. Equipment. If same returned immediately, will not prosecute. I had no heart

JAMES ZABRISKIE PRELL'S BROADWAY SHOWS Cumberland, Md.

Motordrome with machines and transportation in good running condition.

#### FRANK ALLEN

c o Happyland Shows Fairgrounds, Caro, Mich.

CARNIVALS

#### SOUTHERN STATES SHOWS WANT

FOR LONG SURE SEASON

Ride Men in all departments: Merry-Co-Round and Wheel Men to join at once, others Labor Day; those who drive truck given preference. You must be a ride man and stay sober or you will not last here. Need Cook House, also Grab and Stock Concessions of all kind. No P.C. or Flats or Mitt Camps. Have good dates in Georgia for Bingo, Want Free Act, also two more Shows. All answers to

Southern States Shows Wayside Park, Panama City, Fla., until Labor Day.

# BELLE CITY SHOWS

WISCONSIN FAIRS

Want Skill and Science Concessions, couple of Grind Shows. Can always place good Ride Help and Drivers. Come on. Antigo, Wis., Aug. 22 to 25; Wausaukee, Wis., Aug. 26 to 28; Shawano, Wis (all), Fairs, Sept. 2 to 5.

CHUCK PANACEK, Owner

# WANT

FOR CHILTON COUNTY FAIR, CLAN-TON, ALA., SEPT. 5-10, followed by THE BIG MORGAN COUNTY FAIR, DECATUR, ALA., SEPT. 12-17, and a long route of the better Southern Fairs. SHOWS — High-class entertaining Shows of all kinds (no sex attractions). Will book shows meeting our standard for 30 . Address:

N. L. CRESON or TOMMY THOMPSON LEE AMUSEMENT CO. Ala., Fair, next week.

### WANT

For American Legion Fall Festival, Pewaukee, Wis., Sept. 3-4-5.

Hanky Panks, Cork Gun, Long Range, Coke Bottle, Roman Target, Pitch-Till-You-Win, Balloon Dart and others. Want Pony Ride or other Kid Ride.

TRI-STATE SHOWS

Platteville, Wis.

Phone 4870

Sober, capable help. Top fairs, good pay.

BILL STACY

Fairgrounds, Caro, Mich.

# FOR SALE—KIDDYLAND

Complete, ready to go. Auto Jeep, Airplanes, Train, 24-ft. Tractor-Trailer. Good, clean, neat set-up. No junk, no deats. \$4,500.00 CASH.

BILL HEGEMAN P. O. Box 109

Gibsonton, Fla.

# FOR SALE

New in 1955-Twister and 36' 3-Abreast Merry-Go-Round. Both Allan Herschell. Never moved. For immediate delivery, write or come in person.

J. VICTOR SHAYER 258 Boulevard Revere Beach 51, Mass.

#### HUNTSVILLE, ALA. September 26-October 1

Choice locations for choice Concessions on independent midway area, including

MARIE DICKSON, Secy. Treas.

#### MOUND CITY SHOWS #2

Want Girl Shows and Grind Shows with own equipment. Will book Mug Outfit, High Striker, Watch-La, Stock Ball Games, Scales and Age and Short Range. ADDRESS: LEE BOSTWICK, MGR. Greenville, III. (Fair), this week; Pied-mont, Mo. (Fair), Sept. 2-5; Rolla, Mo.

(Fair), Sept. 7-10.

### Reithoffer Rides

Continued from page 72

represented a success in its first try at going six days. The traditional opening, Tuesday (16), was the second day this year and came up with correspondingly bigger crowds. Rides were at capacity during many of the daylight and early night hours, and most concessionaires were in good shape by mid-week. Most space was rented thru the fair office.

Reithoffer is managing this unit which was joined recently by that of brother-in-law Bill Goodman. At one time in the early season the family fielded five ride groups, and merged them recently to play three dates. Pat Jr.'s Blue Unit plays Watertown next, and the Red Unit will be at the fair in Walton.

Plans are to quit the road earlier this season, it was indicated, after several years of good weather lasting into October. In 1954 a sixinch snowfall occurred the day after rides were in the barn in Dallas, Pa., giving management an idea it may be stretching its good fortune a little in staying out so late up North.

Pat Ir. noted that the larger dates being played represent a transition from strict ride operation to that of well-rounded truck show. Flexibility of the operation is such that both Pat and three brothers-in-law can each go out with a unit at almost any time. It represents conservative thinking, along the lines that it is safer to run five tiny shows, or two medium-sized ones, than to field one major truck unit. By concentrating on this thinking, Pat Ir., claims the family has come up with a couple of units which may be small, but plenty good.

# Carnival Routes

Continued from page 68

Tip Top: Mtamisburg, O.: Lewisburg 29-Sept. 3. Phillips 25-28: Waukesha Sept. 2-4.

Tivoli Expo.: (Fair) Anna, Ill.; (Fair) Pana Sept. 1-5.

20th Century: Albert Lea, Minn.; Marshall United States: Clendenin, W. Va.; Sutton

29-Sept. 3. Victory: (Pair: Hardiner, Kan., 22-27;

·Fair: Liberal 29-Sept. 5. Virginia Greater: (Pair) Pocomoke, Md.; (Fair: Keller, Va., 29-Sept. 3.

Volunteer: (Fair: Greenville, Tenn.: (Fair) Wortburg 29-Sept. 3.

Wade Greater: Ithaca, Mich. Wade, W. G.: (Fair) Escanaba, Mich.

Wallace Bros.: Manitowoc, Wis, W.B.J.: Nashville. Mich., 25-27; Port Jelferson, O., Sept. 3-5, West Coast: Anderson, Calif.: Oakland 29-

Sept. 4. West Coast Expo.: (Fair) Monterey, Calif., 24-28.

Western: Bremerton, Wash., 22-27; Issaquah Sept. 1-5; Cashmere 7-11; Waterville 14-18

Weyd: Am.: Athens, Wis., 25-28. Tidwell, T. J .: (Pair) Smith Center, Kan., 22-26; (Pair: Dodge City 28-Sept. 3, Wilber's Wolverine: Gaylord, Mich., 24-27. Vilson Famous: Pair Princeton, Ill.;

Winchester Am. Co.: Mt. Rainier, Md. (Fair) Mazon 31-Sept. 5 Wolfe Am.: Leaksville-Spray, N. C. World of Mirth: Ottawa, On:., Canada, World of Pleasure: Mount Pleasant, Mich.; Ludington 30-Sept. 3.

World's Finest: (Fair: Three Rivers, Que., 24-26; (Fatr: Sherbrooke 27-Sept. 2 Young, Monty: Gooding, Idaho, 23-27.

WILL BOOK. OR LEASE, OR SELL

Any part of my show after September 17, consisting of eight rides, front—everything ready to go, including 75 kw, Caterpillar light plant. HARRY HELLER, Mgr. HELLER'S ACME SHOWS

Phone: Wyckoff 4-0333-M

## PEPPERS ALL STATE SHOWS BIGGEST COTTON CROP IN 20 YEARS

HEADING FOR BLACK BELT

Want Merry-Co-Round and Wheel Foremen. Powell Kellen, call collect, New Alma Hotel, Alma, Ga., between 5 and 6 p.m. Mark Willis, contact. Merry-Co-Round works stores all winter. Indian Joe, contact Billy Leonard. CONCESSIONS: Sit-Down Grab, Photos, Age and Scales, Coke Bottles, Class Pitch, Hoop-La, Short Range and High Striker. Want Agents for Pan Came, Milk Cans and Penny Pitch, prefer truck drivers. Need few Agents for office Concessions. Always uptown locations.

Address Frank W. Peppers Shows ALMA, CA., THIS WEEK.

### PAN AMERICAN SHOWS

Want for Clintwood, Va., Fair & Centennial, Aug. 28-Sept. 3

CONCESSIONS OF ALL KINDS, especially want Ice Cream and Novelties. Want Ride Help for Till. Wheel and Chairplane, Kiddie Auto Foreman and Second Men on all Rides who drive. Operator for Snake Show, Acts for Side Show, Man and Wife to operate Popcorn and Candy Apples. Can place Show Painter, long season in Florida. Now showing at Maryville, Tenn., Fair; then Clintwood, Va., Fair.

All mail and wires to TED WOODWARD, Sec., or care of Show,

# 4 Family Tradition

Want for WILSON COUNTY FAIR, Lebanon, Tenn., followed by LIMESTONE COUNTY FAIR, Athens, Ala., with 10 more Fairs to go, closing Nov. 5. Crops are really good.

CONCESSIONS

SHOWS

Especially want Cookhouse, Custard, Pitch-Till-You-Win, Cork Gallery, High Striker, African Dip, Cotton Candy, Snow Balls. A few Hanky Panks open. Want Pea Pool Dealer for office Concession.

Manager for office-owned Girl Show, panel front, new throughout (Jim Johnson, contact); Manager for Colored Minstrel with at least 12 people. Office guarantee. Best of equipment, wagon front, new top, etc. Nathaniel Grey and Fat Williams, contact. Want Side Show, Mankey Show or Drome, Fun House, Unborn, Illusion, Matardrome. Palmer or Cattan

Address JOHN PORTEMONT, Gallatin, Tenn., this week

### MID-STATE SHOWS

Want for Windsor, Mo., Centennial and two Fairs to follow; then cotton. All Concessions open. Especially want Hanky Panks of all kinds. Will book Mitt Camp and Diggers, also 6-Cats and Buckets, Privilege cheap thru fairs, then winter rates. Windsor Mo., Aug. 31 to Sept. 4: Betle, Mo., Sept. 8-9-10: Lebanon, Mo., Sept. 12-16. Contact CARNIVAL MANAGER, Hull, III., until

Aug. 25; then Windsor, Mo. P.S.: Sam Wells, contact. Will book Rides that don't conflict,

### **EVANS UNITED SHOWS** WANT

CONCESSIONS FOR BALANCE OF SEASON, Long or Short Range, Cork Gallery, Bumper, Add-Em-Up Darts, Novelties. Basket Ball, Scales, Hoop-La and any other legitimate Concession. WANT CAPABLE RIDE HELP. Must be sober and drive semis. Address:

Blue Rapids, Kans., Aug. 23-26; Gardner, Kans., Sept. 1-3; Cole Camp, Mo., Sept. 8-10; Lexington, Mo. (Streets), Sept. 13-17; Concordia, Mo., Sept. 20-24,

### COL. LEW ALTER SIDE SHOW MAN

Please call me immediately at Greenup, Illinois, Foirgrounds.

LEO BISTANY

### LEWY DUCHENE WANTS GIRLS

For Girl Show. Experience not necessary, top salary and bonus. Nine good Fairs and Florida all winter in club. Reply to

Ashland City, Tenn., this week; Camden, Tenn., next week.

#### WANTED RIDES—CONCESSIONS—GAMES

EXHIBITS—SHOWS Winter quarters for circus people. Trailer space. Open year round.

SUNSHINE STATE FAIR Farmers Market & Auction, State Road =7 (U.S. 441) West Hollywood, Florida. Phone: Hollywood 2-1719.

#### BOGLE SHOWS

Want for Sylvan Grove, Kan., Fair, Saturday-Sunday-Monday, August 27-28-29; Osage City, Kan., Fair, Wednesday-Thursday-Friday, August 31-September 1-2; plus six other Fairs and Celebrations. Concessions of all kind. Shows with own equipment. Ride Help. Wire or phone

F. C. BOGLE, Mgr. Stockton, Kan., Fair till Friday, Aug. 26.

EDDIE ROSSI

#### (Johnnie's friend) Contact

P. N. MACOLLY

Fort Cumberland Hotel Cumberland, Maryland

Have important message for you. Phone

For the George Clyde Smith Shows Agents-Pin Store, Razzle, Skillo, Pan Came. Over and Under and Beat the Dealer. Man and Wife for Grab Stand.

Winchester, Va., week Aug. 29 till Sept. 3.

#### MIX-UP FOREMAN WANTED

Must be sober, able to take complete charge and be licensed semi driver.

Wire AL DILLINGER c'o Midway of Mirth Shows Stonefort, III., this week.

### MITT READERS WANTED

Can use two for Iowa State Fair, Des Moines, Iowa, starting August 26, ending Labor Day. September 5.

NOBLE C. FAIRLY

www.americaeradiohistory.com

Des Moines, Iowa State Fairgrounds

DOWNTOWN SCRANTON, PA., NEXT WEEK; CARBON COUNTY FAIR. LEHIGHTON, PA., LABOR DAY WEEK

Can place Eating and Drinking Stands, Hats, Age and Scales and Hanky Panks of all kind, HELP-Foremen for Merry-Go-Round, Looper, Rolloplane: Second Men for all other rides, Semi Drivers preferred: wives to sell tickets, SHOWS-Any good Grind Show of merit, Anna Balou can place performers for Jig Show. Those who worked before contact

> JOHN VIVONA MONSEY, N. Y., this week.

# METROPOLITAN SHOWS

WANT FOR CLARKSVILLE, TENN., RIGHT DOWNTOWN AND BIG ARMY PAY DAY, FOLLOWED BY DYERSBURG, TENN., FAIR Cookhouse, Custard, legitimate Concessions of all kinds such as Age and Scales, Novelties, Long or Short Range,

CONCESSIONS

SHOWS

RIDES

HELP

any Grind Show not conflicting. Want Live Pony, Scrambler or Round-Up. Roll-o-Plane and Ferris Wheel Foremen. Second Men

Girl Show with or without own outfit, also organized Revue. Want Man to handle Monkey Show. Will book

Chocolate Dip, etc. Very low privilege.

on all Rides. Also want Welder and Builder. Johnny Reed wants to hear from a few Count Store Agents, Hanky Pank Agents and

Contact SAM LEVY, Paris, Tenn., this week

Want Ball Games, Basket Ball, Hoop-La, Snow Cone, Pitch Till You Win, Slum Spindle, High Striker, Bumper, Swing Ball, Jewelry, Photos, Balloon Darts, Fish Pond, Duck Pond, Glass Pitch, Penny Pitch, Penny Arcade. Want Snake Show, Monkey Show, Acts for Side Show, Girl Show. Want General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks.

All replies GEORGE CLYDE SMITH SHOWS Hyndman, Pa., this week; Winchester, Va., next week.

# JIMMIE FERENZI WANTS

at Hagerstown, Md., Fair; also play Bloomsburg, Pa., Fair. Need one wagon-type Girl Show for Hagerstown, Mrt., Fair only, Following people contact: Christine Cook and others who worked for me before. Slim Russell, thanks, I won't forget you. Vincent Anderson, lost address.

JIMMIE FERENZI c/o King Reid Shows, New England Unit, Lyndonville, Vt., Fair, August 24-28;

# Spencer, Mass., September 1-5.

ROYAL MIDWEST SHOWS Want for Crayson County Fair & Labor Day Celebration, five big days and nights,

big Kids' Day, Sept. 1-5, Leitchfield, Ky. Want Eats and Drinks, Popcorn, Apples, Darts, Fish Pond, Ball Cames, Mitt Camp, Jewelry, Six Cats, Buckets, High Striker, Bumper, legitimate Concessions of all kinds, Novelties, Hats, Girl Show. (Very good Girl Show spot.)

Wire ROXIE HARRIS, Benton, Ky., this week

# A-1 AMUSEMENTS

Can place Six Cats, Ball Games, Bucket Store and Cookhouse.

Contact JOHN HANSEN, Mgr. Fairgrounds, Bismarck, III., this week.

# MOTOR STATE SHOWS

Can place for balance of season. Fulton County Fair, Wauseon, Ohio, Sept. 4-8, and our route of Mississippi and Tennessee Fairs. Water Valley, Miss., Sept. 12-17; with Bruce, Pontotoc and Fulton, Miss., following. Brownsville and Lexington, Tenn., Fairs in October.

Want all kinds of Hanky Panks, Six Cats, Glass Pitch, Long Range, Balloon Darts, Coke Bottles, Buckets, etc. Can also place Show Painter. All wires to

JOE FREDERICK, Hicksville, Ohio, Aug. 22-27

# TIP TOP SHOWS

Labor Day Celebration, Lewisburg, Ohio, Sept. 1-5. Want Hanky Panks of all kinds, Coke Bottles, Age and Scales, Ball Games, Six-Cats, etc. Can place a few choice Concessions. Want Foremen for Ferris Wheel, Tilf and Roll-o-Plane. Top salary, must drive semi, Wineos, stay away. Can place

Cirl Show, Ten in One or any Show of merit. Address all mail and wires to H. DOANE Miamisburg, Ohio, this week; Lewisburg, Ohio, next week.

TED LEWIS SHOWS Want for Holy Cross Celebration, Easton, Pa., September 1-10: then all winter in

Florida to those who join now. CONCESSIONS: Duck Pond, Novelties, Scale and Age, Dart Balloon, Cork Cun, Penny Pitch, French Fries and any Hanky Pank that works for stock. RIDES that do not conflict. Dick Wilcox and Rip, contact. Ride Foremen and Second Men who drive semi, contact at anca. All replies to

TED LEWIS This week, St. Roch's Church, Richmond Ave., Staten Island, New York.

# More than 1000 NASHUAS owned by Show Folks!

Preferred by show people-because NASHUA gives you more of everything you want . . . for less! Look of the big 42' Nashua, for instance. Where else will you find another mobile home like this within a thousand dollars of Nashua's low, low price? A huge living room with giant, eye-level picture windows. Extra-large doors. Modern dinette. Two big bedrooms with built-in dressing table. Giant-size forced air furnace with floor registers. Tiled floors. Tile bath with tub. Automatic deluxe range with timer, glass front oven plus service and oven lights. And five huge closets to hold all the clothes, costumes and props you con stuff in them.

Best of all—Nashua tows like a dream! It's perfectly balanced. A heavy "I" beam frame and sturdy construction promise you thousands of miles of travel over any kind of roads. See NASHUA today-or write for full information to factory nearest you.

LOWEST-PRICE, QUALITY-BUILT MOBILE HOME ON MARKET!

LOW DOWN PAYMENT! EASY TERMS!



Linden,

Dept. BB Macon, Ga. Hightower Rd.

Dept. BB Wichita Falls, Texas P.O. Box 2248

Dept. BB Montoursville, Pa. 18 Clees Ave., Box 175

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Boise, Idaho

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Gowen Field

KYOWVA TRI-STATE FAIR

# **HUNTINGTON, W. VA.**

Downtown Location-Field House and Grounds

AUGUST 30-SEPT. 5

OUR STATE FAIR UNIT-VERY LIMITED SPACE

This Is the First Offer of the Space-When the Small Allotted Space Is Sold No More Is Available.

WE CAN PLACE LEGITIMATE GAMES, DIRECT SALES, CONFECTIONS, COOKHOUSE, NOVELTIES, ETC. GOODING AMUSEMENT CO., INC.

1300 NORTON AVE.

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COLUMBUS 8, OHIO



# STAR AMUSEMENT CO.

WANTS CONCESSIONS

Stock Concessions of all kinds, Ball Racks. Best opening for two good Side Shows, Snake, 5-in-1 or what have you. No Cirl Shows or gypsies, Athletic Show People. Business best in years; now for all the best Fall Spots in Arkansas; bona fide Fairs until fourth week in October. If you want to make money join now. Wire, write or

B. E. MILLER, Mgr.

Lake City, Ark., Watermelon Festival now; Big Walnut Ridge Fall Band Festival next.

# **DUMONT SHOWS**

Want Ride Help on all Rides; must drive. Girl Show with or without equipment. All Hanky Panks \$21.50. Johnny Thompson wants Razzle Agents, also Jimmie Davidson wants Agents for Rolldown, Pin Store and Skillo.

Fairs start Sept. 5. Work every day. This week Tellico Plains, Tenn.; next week Englewood, Tenn.; then Fairs.

LOU RILEY, Owner; J. E. DAVIDSON, Business Mgr.

### LABOR DAY CELEBRATION

OLD SETTLERS' REUNION, JACKSONVILLE, OHIO, SEPT. 3, 4 AND 5

MAMMOTH PARADE LABOR DAY

Want Bingo, Glass Pitch, Ball Games, Dart, Cookhouse or any legitimate Concessions. Ride Help and Semi Drivers.

HOWARD BROS.' RIDES

Mannington, W. Va., Aug. 22-27

# ROLL TICKETS

Keystone Ticket Co. SHAMOKIN, PA.

20,000 ..... 12.50

100,000

# COMING EVENTS

Alabama Huntsville-Sesquicentennial, Sept. 11-17.

Arkansas

England-Fall Pestival, Oct. 17-22. Harrison-Harrison Rodeo, Sept. 15-17. Lake City-Watermelon Festival, Aug.

Little Rock-Ark. Livestock Show, Oct. 3-8. Clyde Byrd. Little Rock-Parade of Homes, Sept. 11-18.

Pine Bluff-Pine Bluff Rodeo, Sept. 20-24. Walnut Ridge-Band Festival, Aug. 29-

#### California

Barstow-Barstow Rodeo, Sept. 24-25. Bishop-Bishop Rodeo, Sept. 4-5. Chula Vista-Mounted Police Horse Show,

Oct. 1-2. Chula Vista-Fiesta de la Luna, Oct. 1-2. Julian-Apple Days, Oct. 1-2. Lancaster-Lancaster Rodeo, Sept. 11.

Oakland-N. Calif. Electrical Bureau Show Oceanside-Days of San Luis Rey Piesta,

Pittsburg--Columbus Day Celebration, Oct.

Plymouth-Plymouth Rodeo, Aug. 28.

San Diego-San Diego Rodeo, Sept. 24-25. San Fernando-San Fernando Rodeo, Sept San Francisco-Grand National Livestock Expo., Oct. 28-Nov. 6. Nye Wilson.

Ventura-Ventura Rodeo, Oct. 8-9 Colorado

Chevenne Wells-Cheyenne Co. Rodeo, Sept. 2-3. Pueblo-State Fair Rodeo, Aug. 23-25. Ridgway-Ouray Co. Rodeo, Sept. 4-5. Sterling-Overland Trail Round-Up, Aug. 30-Sept. 1. W. K. Ring.

Florida Bonifay-Holmes Co Livestock Show, Oct. 8. D. P. Grant.

Opa Locka-N. Dade County Home Progress Expo. Oct. 26-30. Joseph Behoff, Live Osk-Suwannee Valley Hog Show, Oct. 17-22. Paul Crews.

Georgia Atlanta-Do-It-Yourself Show, Sept. 24-29. George Hoover, 6915 Red Sunset Blvd., S. Mami, Pla. Atlanta-Southern Jewelry Show, Aug. 28-31. Burly Sacks, I Peachtree Bldg. Wadley-Community Fund Drive, Aug. 29-

Waycross-Ga. Championship Rodeo, Sept. 30-Oct. 2. Woodbury-Pimento Festival, Oct. 12.

Sept. 3.

Idaho Boise-Western Idaho State Fair Rodeo,

Aug. 23-27 Filer-Twin Palls Co. Rodeo, Aug. 31-Lewiston-Lewiston Rodeo, Sept. 9-11. Montpelier-Bear Lake Co. Rodeo, Aug.

Illinois Alexis-Fall Festival, Aug. 25-27. T. B. McKnight, Lions Club. Ashkum-Celebration, Sept. Bradford-Farmers' Day Celebration, Sept.

Chicago-General Motors Powerami, Aug. 31-Sept. 18. Chicago—International Dairy Show and Rodeo, October 7-16.

El Paso-Celebration, Aug. 24-27. Kampsville-Legion Picnic, Sept. 3-5, C. W. Moline -Rock Island So. Rodeo, Sept. 2-3.

Mount Carmel-Championship Boat Races, Sept. 17-19. Steve Bellinger. Palestine-Celebration, Sept. 3-5. Peorla - Antique Show, Sept. 9-12. Stonefort - Soldiers & Sallors' Reunion,

Streator-Celebration, Sept. 3-4. Fred Saluatti, 901 N. Wasson.

Indiana Hartford City-Fall Festival, Sept. 13-17. Lagrange-Corn School-Golden versary-Street Fair, Sept. 12-17. Mitchell-Persimmon Festival, Sept. 26-

South Bend-Antique Show, Oct. 17-20. Wabash-Diamond Jubilee & Nat'l Plowing Contest, Sept. 12-17.

Iowa Des Molnes-lowa State Fair Rodeo, Sept. 2-5. Fort Madison-Fort Madison Championship Rodeo, Sept. 9-11. Neola -- Hoo Doo Days, Sept. 2-3. Vinton-Celebration, Sept. 5.

Waterloo-National Dairy Cattle Congress. Oct 1-8. Kansas Abilene-Wild Bill Hickok Rodeo, Aug.

Baxter Springs-Lions Club Carnival, Sept. 15-17. G. H. Beck. Coffeyville-Inter-State Rodeo, Sept. 2-5 Scatt City-Scott City Rodeo, Aug. 26.

Wichita-Jaycee Prontier Days, Sept. 22-25. Winfield-Crowley Co. Rodeo, Aug. 30-Louisiana

Alexandria-Lions Club Rodeo, Aug. 23-27. Amite -Amite Rodeo, Oct. 7-8. Crowley-Int'l. Rice Festival, Oct. 19-26. J. W Barnett. DeRidder-DeRidder Rodeo, Oct. 5-8.

Leesville-West La. Forestry Festival, Sept. 12-17. Finley Stanley Jr., Rt. 4. Marksville-La. Livestock & Pasture Festival Oct. 7-9. Kermit J. Ducote. Morgan City-Shrimp Festival & Blessing of Fleet, Sept. 3-4. Mrs. Elizabeth Russo. Natchitoches-Louisiana Broiler Festival, Sept. 28. L. J. Pleasant.

Opelousas-Yambilee, Inc., Oct. 4-6. Billy M. Smith. Ville Platte--La. Cotton Pestival, Oct. 1-2.

West Monroe-N. Louisiana Rodeo, Sept. Winnfleld- La. Porest Festival, Oct. 12-15. L. L. Brewton.

Maryland Princess Anne-Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Ander-

Massachusetts Boston-Boston Garden Rodeo, Oct. 19-30. Michigan

Allton-Laird Twsp. Dairy Show, Sept. 2. Mrs. Anne Pirhonen. Coloma-Gladiolus Show, Aug. 27-28. Detroit-Riverama Pestival, Aug. 20-28. Fairgrove-Bean Festival, Sept. 5. Farwell-Celebration, Sept. 5. Flint-Centennial, Aug. 27-Sept. 11. Goodells-Thumb Dist. Plowing Match, Oct. 6. Irving R. Wyeth.

Ionia-Ionia Fat Stock Fair, Oct. 31-Nov. 2 Abram P. Snyder, Court House, Ithaca-Gratiot Co. - Ithaca Centennial, Aug. 23-27. Newsygo-Celebration, Sept. 5.

Winn Street Celebration, Sept. 1-3.

Mississippi Newton-Newton State Dairy Show, Sept. 19-24. W. P. McMullan Jr.

Missouri Brookfield-Linn Co. Hoof & Horn Rodeo, Sept. 3-5.

Brunswick-Brunswick Horse Show, Sept. 17. Lucilla Hayden. Camdenton-Camden Co. 4-H & Open Livestock Show, Aug. 27. Hugh Phillips. Cameron-Boots & Saddle Horse Show,

Chillicothe-Eagle Club Rodeo, Sept. 16-18. Deep Water—Labor Day and Harvest Show,

Sept. 5-6. Gallatin-Annual VFW Pienic, Aug. 22-27. Herman-Homecoming, Aug. 27-28. M. F.

Kappelmann, Chamber of Commerce. Joplin-Joplin Jr. Beef Show, Oct. 10-11 Rufus D. Brown, 112 W. 4th St. Kansas City-American Royal Livestock Show, Oct. 15-22. C. M. Woodard. Maryville-Baby Beef & Pig Club Show,

Sept. 19. Kenneth Walkup. Milan-Junior Livestock Show, Sept. 16. Mrs. Margaret Marr. Monett-Lawrence-Barry Co. Dairy Show, Sept. 9-10. Helen Sager.

Pickering-Nodaway Co. Horse & Mule Show, Sept. 9-10. C. A. Birkenholz, Box 91. Pledmont-Centennial, Sept. 2-5. Wm. Harris and son.

Pierre City-FA Stock Show, Sept. 15-16. Wayne Bowen. Queen City-Schuyler Co. Corn & Stock Show, Sept. 15-17. Geo. McCluskey. Salisbury-Salisbury Horse Show, Sept.

1-2. Sikeston-Bootheel Rodeo, Sept. 15-16. Sikeston-Jaycee Bootheel Rodeo, Sept. 2-5.

St. Joseph-Buchanan Co. Interstate Home Economics Show, Sept. 21-23. Webb St. Joseph-Buchanan Co. Livestock Show,

Sept. 18. Webb Embrey. St. Joseph-Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock. St. Joseph-Pony Express Rodeo, Sept. 23-25. St. Louis-St. Louis Rodeo, Aug. 23-28

Springfield-Ozark FFA Fat Stock Show, Sept. 8-9. John L. Kirby. Tarkio-Atchison Co. Stock Show, Aug. 26-27. Rankin Sheets. Urbana-Four Co. Dairy Show, Sept. 24. H. R. Klein.

Wardell-Cotton Festival, Sept. 26-Oct. 1. Windsor-Centennial, Aug. 31-Sept. 3. Harry Ordway, American Legion Post. Montana

Baker-Fallon Co. Fair Rodeo, Sept. 4-5 Kalispell-Northwest Mont. Rodeo, Sept. Plains-Sanders Co. Rodeo, Aug. 27-28.

Nebraska Gordon-Sheridan Co. Rodeo, Sept. 9-11. Hastings-Hastings Rodeo, Aug. 29-30.

Omaha-Ak-Sar-Ben Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson, 201 Patterson Bldg. Omaha-Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2. Sidney-Cheyenne Co. Rodeo, Aug. 27-28.

Wahoo-Saunders Co. Rodeo, Aug. 25-27 Nevada Ely—Nevada Fair of Industry, Aug. 25-28. Darwin Lambert.

New Mexico Las Cruces-Dona Ana Co. Jr. Livestock Show, Oct. 6-8. W. A. Gunsch, Box 457. State College.

Roswell-Eastern N. M. State Fair Rodeo, Sept. 13-17. Santa Fe-Santa Fe Fiesta, Sept. 2-5, Mrs. Helen Baca, P. O. Box 181.

New York Syracuse-Antique Show, Sept. 27-29. Utica-Home Projects Show, Sept. 28-Oct. 2.

North Carolina Charlotte-Charlotte Rodeo, Oct. 4-8. Raleigh-Raleigh Rodeo, Oct. 18-22. Shelby-Shelby Rodeo, Sept. 20-24. Spencer-Celebration, Aug. 30-Sept. 5.

Stokes Devereux. North Dakota Bowman-Bowman Co. Rodeo, Sept. 10-11.

Ohio Cincinnati-Food and Home Show, Aug 15-28. Eugene P. Zachman. Ironton-Festival of the Hills, Oct. 12-15. Kalida-Pioneer Days, Aug. 31-Sept. 3. Nelsonville-Parade of the Hills, Sept. 5-10. St. Marys-Chamber of Commerce Outing, Aug. 25. Dan Ells,

Seaman-Fall Street Festival, Sept. 21-24. Oklahoma Ardmore-Ardmore Rodeo, Sept. 20-23. Elk City-Elk City Rodeo, Sept. 5-7. Henryetta-Celebration, Sept. 4-5. McAlester-Prison Rodeo, Sept. 8-11. Vinita-Will Rogers Memorial Rodeo, Aug.

Woodward-Elks Rodeo, Sept. 1-4.

Perhileton-Pendleton Round-Up, Sept. 15-

(Continued on page 85)

### WILDLIFE FOR SALE

Complete. Animals, Cages, Lights, Banners and Signs. Loads on 4 wheel trailer; attach to your car, 20x30 Tent, tools and tlash cloth. \$700.00 takes it after Shawano, Wis., Fair, Sept. 2 to 5; 3 Fairs to follow if wanted,

E. JOE HENKE

Wausaukee, Wis., Aug. 26 to 28, or 436 W. Juneau, Milwaukee 3, Wis.

WE WISH

to express our heartfelt thanks and gratitude to the many people who proved their sincerity as friends at a time when we needed them most, right after our recent accident during a performance: to the members of the Grandstand Show who dismantled and packed our rigging, and to the members of that same show as well as those members of the Wm. T. Collins Carnival, concessionaires, booth operators and all others who contributed to the purse which was presented to us at the close of the fair. We will never forget you.

MARIO & JOSEPHINE IVANOFF

# DICK PALMER

Wants Candy Pitchman to join at once for two shows, several grandstand pro-motions, playing fairs now with 12 strong fairs to go. Have plenty of stock on hand. Enlarging for fairs, need two more Girls for Girl Show. All replies: DICK PALMER, C'o L. J. Helh Shows,

# BABIES **\$1.25**

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

> 24-Hour Service Phone Elliott 9-4591

2143 South Myrtle Avenue Monrovia, California

# TENT CORPORATION

America's Largest Builders of Fine Show Tents 201 E. Water St. Norfolk 10, Va. Representative G. C. Mitchell

BILL SANDERS

Can place few more extra Rides to augment our Units at Brockton, Mass., Fair, September 10 to 17, and Eastern States Exposition, Springfield, Mass., September 17 to 25.

KING REID SHOWS RHINEBECK, N. Y.

# T. J. TIDWELL SHOWS

WANT FOR LONG STRING OF FAIRS Place Bingo for balance of season. Photo, Hanky Panks of all kinds. Teddy Burke no longer connected. Have opening for Wheel and Dipper Foremen. All onswer

T. J. TIDWELL, Mgr. Smith Center, Kan.; then per route.

# WANT AT ONCE

Wheel and Tilt Foremen. We are out till November. Hanky Panks of all kinds for Grinnell, Iowa, and Fairs till November in Arkansas.

BURKHART SHOWS Beatrice, Neb., this week; then Wahoo, Neb., and Grinnell, lowa.

# FOR SALE

First-class 9-Car Tilt, can be seen in operation, \$3500. 8-Cart Horse and Buggy Ride, \$700.

FAIRYLAND AMUSEMENT PARK 3938 5. Harlem

# PARADA SHOWS

Want Agents for Snow, Floss, Popcorn, Buckets, Six Cats, Set Outfits, Cat Rack, All fairs to follow. Paola, Kans., Aug. 22-24; Archie, Mo., 25-27; Garnett, Kans., Aug. 30-Sept. 3; Deepwater, Mo., Sept. 5-6; Longton,

Kans., 8-10. Come on.

#### WANT TILT-A-WHIRL FOREMAN

Must be sober and reliable. Best treatment: all year round job, steam-heated winterquarters.

M. D. SHOWS Newfoundland, Pa.

### WOMEN AGENTS

Experienced Women past 40 for Block Hopp-La. Riverview Park for the rest of the coason, and Memphis and Dallas

Phone: Longbeach 1-1900 before 11 a.m. or write ADOLPH KOSS 4601 Sheridan Road, Sheridan Plaza Hotel, Chicago, III.

# Midway of Mirth Shows

Cookhouse, must be clean and cater to show tolks. Good fair route in Arkansas. Also want Foreman for Eli Ferris Wheel.

# Communications to 2160 Patterson St., Cincinnati 22, O.

# Toledo SRSTA Meeting Attracts Record 166

By HAVILAND F. REVES

TOLEDO, Aug. 20.—The annual professional conference of skating, the meeting of the Society of Roller Skating Teachers of America (division of the Roller Skating Rink Operators' Association), was held here at the Commodore Perry Hotel. July 31-August 1, with registration of 166, believed to be the largest gathering of professional roller skating people ever assem-

Opening event of the two-day session was the banquet held in the hotel's Crystal Ballroom, with attendance of 131. Cliff Wilkins, Wal-Cliffe Rollerdrome, Elmont, N. Y., who is dean of the SRSTA, presided as toastmaster at the banquet as well as at business sessions which followed.

Thomas S. Boydston, newly elected president of the RSROA, was upon figure and dance skating. was chief speaker at the banquet, with relatively little mention of pointing out that, as a former speed skating. This was because teacher, he is close to the problems of the status achieved by the latter of professionals, and that this back- field. ground will serve as an additional been in the high state it is now," bridge between the two fields.

Boydston outlined in detail ac- plained. tions taken by the Board of Control and the annual convention of the RSROA, as reported in The Billboard. He spoke on long-range objectives of the RSROA, and North Dartmouth. Mass.: Ralph E. Barker. talked about details of a planned San Antonio; Trudy Bisco, Albany, N. Y. closer co-ordination between levels Becker, Riverside, N. J.: Irene and Jack of membership-operators, professionals and amateurs.

membership for operators who are E. Buell, Richmond, Ind.; Jerry and Maralso teachers was outlined by Boyd- lene A. Bruland, Bellingham. Wash. ston. This classification is being Donald O. Carey, Oakland, Calif.; Jim Carroll, Flint, Mich.; Billy Chew, Kansas created, effective September 1, to meet the problem presented by operator-members who fall in both classes. For some years dual mem- Brockton, Mass.; Jeanne Doyle, Cleveland; Caroline Egloff, Philadelphia: Dorothy and bership in the RSROA and SRSTA William C. Ekle, Fort Lauderdale, Fla.: friends. The organ bar in the has been prohibited, but it has been found that many operators who teach in their rinks have felt that special recognition of their teaching of the new category will be worked out in the future.

Major work of the conference was in the field of skate dance and figure skating committees, whose detailed recommendations were discussed and given general ap-

The objective of increasing the number of tests in skate dancing by at least 3,000 during the coming year was set-making a total of close to 20,000 tests to be skated. It was the expectation of the conference that this high goal will be made practical in particular thru a new and easier approach to the bronze medal test. This is in the form of a preliminary test, which will be easier than the bronze test, and one which the average skater will not experience too much difficulty in meeting. This, in turn, can mean wider public participation in organized proficiency tests.

A basic rationalization of the whole system of tests in all fields of skating is also being undertaken. Critics of existing requirements maintain that far too many dropouts occur between various tests, with a rapidly decelerating dropoff as more difficult tests are approached. Thus, in dance tests, there are about 7,500 primary tests (bronze bar) taken annually, and 3,500 bronze medal tests. But the dropoff occurs rapidly, until less than 40 gold medal tests are skated a year. In figure skating, the rate of dropoff is proportionately

The big factor has been that there was too great a gap between the second and third bar tests in particular, as well as in some other

New tests were worked out in detail at conference, as well as changed specifications for various tests. This whole subject was a matter of debate, and extensive recommendations for changes were made by the SRSTA. They will now go to the RSROA Board of Control for final consideration and publication.

Extensive discussion was also given to the nomenclature and basic

system of the tests. Re-evaluation of the entire system of tests, which, with new additions under consideration, will run as high as 11 orders of tests in some fields of skating, is planned. It is expected that complete reorganization of the system will be undertaken, to make the whole plan more comprehensible to the public, as well as more satisfactory to skaters.

A considerable increase in total number of tests is apparent, statistics from headquarters in Detroit indicate, and association leaders are talking now in terms of handling an ultimate 50,000 tests annually.

Approval was given to the combined publication of rules material for figures, free skating, skate dancing and speed skating, as well as general rules, into a single volume.

Emphasis at the SRSTA meeting "Speed skating has never RSROA Secretary R. D. Martin ex-

Registration list: Carl Anglin, St. Louis; Burt and Lynn Anselmy, Pontiac, Mich.; Kent Anthony Joe and Rose Blavatt, Detroit; Charles E Boyer, Springfield, N. Y .; Prank W. Brassell, Torrance, Calif.; Donna Brigham, Toledo; Kunnie Mae and Clayton Briggs A plan of a special category of Denver; Dorothy Brodek, Cleveland; Shir-

> Emma Ellis, Wilmington, Del.; Joseph Reading, Pa.; Robert Embree, Odessa, Tex.

Millie and James Perris. New York: Ivan Findlay, Lima, O.; Max Fisher, Fort Worth; Bob Fitzgerald, Brooklyn; William status should be given. Details Fleming, LaGrange, Ill.; Carl Forsythe, Springfield, Mo .; John Pragale, Beaumont Tex.; R. M. Francis, Gresham, Ore.; Frank Gallagher, Brooklyn; Mary Garrison, St. Petersburg, Fla.; Georgette Grabowsky, Cleveland; Stephen Gray Jr., New Brighton, Pa.; Peter Gullo, Springfield, Mass.; Joe Hakim, Detroit; Jon Hall and Jack Hamilton, London, Ont.; Patricia Hanaway, Salem, Ill.; Ruth and Edward Hibbs. Hollywood, Fla.; Robert Hodge. Toledo: Catherine Hoffman, Albany, N. Y .: Arthur Holland, Wenatchee, Wash.; Gary Houck, Middletown, O.; Jack Hurschmann, Seattle Ted Jenkins, Toronto; Bettie Jennings, San Leandro, Calif.: Boyd Johnson, Des-Moines: John V. Kardel, Lincoln Park, Mich.; Jack Kennett, Houston; Rikki Klanden, West Covina, Calif.; Arthur Kerwin, San Leandro, Calif.; Joseph Kimmey, Fort Worth; George King, Philadelphia; Duane Kisshauer, Gainesville, Pla.; Edward Kosjer, Norfolk; Kenneth Krum, Chatta-nooga; Arnold Kueker, Kansas City, Mo.: Roxanne Kunz, Erie, Pa.

Vincent LaBriola, New York; Bernard Laichalk, Detroit; Paul Lampkin, Pontiac, Mich.; Donald La Scola, Toledo; Michael Latera, Oakland, Calif.; William and Muriel Lenox, Dayton, O.; Jessie-Lynn and J. Raymond Lenty, Norwood, Mass.; Una Jean Lettau, Dearborn, Mich.; Terry and Richard Lynch, Buffalo; George and Irene McCann, Columbus, O.: Richard McLauchlen, St. Louis; Ray McDonnell, Shreveport, Dan McNeice, Marysville, Calif.; Rolly Matson, Glasgow, Del.; Joanne and Milton May, Long Beach, Calif.; Agnes Mayo, Long Beach; John Milazzo, Hart-Conn.; Emily Melville, Fitchburg, Mass.; Gertrude Miller, Clawson, Mich.

Conway Manahan, Chicago; John W Montgomery, Greeley, Colo.; Joe Nazzaro, San Leandro, Calif.; Edward Novak, Cleveland; Charles O'Connell, Redwood City, Calif.; Shirley Orr, London, Ont.; Richard Parker, Amarillo, Tex.; William Pate Jr., Detroit; Pat Patten, San Antonio; Gurdon and Archie Patton, Flint, Mich.; Hoyt Perry, Springfield, Mo.; Dale Pritchard. Portland, Ore.; Alfred Kay and Louise Randall, Ogden, Utah; E. W. and Georgene Ringeisen, San Diego, Calif.; Gwenn and Richard Rummel, Dallas; Joseph Schneider,

Elyria, O. Shirley. Ripp, Middletown, O.: Clara Robertson, Seaford, Del.; Max Rogers, Piqua, O.; Alvin Schafer, Portland, Ore.; Raymond W. Schmidt, Natick, R. I.; Irene Seifert, Omaha, Neb.; Janet and Kenneth Sherman, Lincoln, Neb.; Arlis Snyder, Springfield, Mo.; Johnny Sowers, Youngstown, O.; Roy Strudsrud, Brooklyn; Robert Styer, Lancaster, Pa.; Lawrence Swafford, Elmira, N. Y.

Roland Trebbne and Mrs. R. Trebbne, Youngstown, O.; Donald E. Tuchy, Albany, N. Y.; Leland J. Wells Jr., York, Pa. William Watson, Riverside, N. J.: Will Whitcomb, Jacksonville, Fla.; Dorothy Weakler, Dearborn, Mich.; Frank Wiencek, Lorain, O.; C. J. and Mildred Wilkins, El-mont, N. Y.; Theodore Wojciechowski, Philadelphia; James G. Wylie, Atlanta.

Winifred Young, Ventnor, N. J.; Olivia E. Young, Richmond, Calif.; Alden Sibley, Adrian, Mich.; James Grey, Bradley, Ill. Otto Lund, Buckeye Lake, O.: Jean E. Brewster, Ashland, O.; Ron Denis, Mansfield, O.; Carl E. Rossman, Saginaw, Mich.; James H. Sharrer, Lakemore, O.: Stanley Walsh, Royal Oak, Mich.; Grace and Melvin Umbach, Somerville, Mass.; Clarence Rader, Cleveland; Bob Gormley, LaGrange, Ill.; John McCloskey, Canton, O.; Orville J. Welch, Springfield, O. and Roger Dowdall,

# ROADSHOW REP

Writing from Needles, Calif., Cal (Lucky) Landry reports that he has been in that sector for a month now and results have been uniformly poor. Landry has a trailer show and at present has four members of his family with him. In complayed that area with Harry (Doc) sack, N. J., contingent. Wenger. How we packed them in and pushed out the packages! During another season I was in there with La Barre Bros.' Minstrels and the folks came out in droves desthat I played the area with a 10- 23. 20-30 show, which also did well."

# 600 Observe Debut of New Neschke Unit

PASADENA, Calif., Aug. 20.-About 600 skaters and spectators attended the July 22 grand opening here of the Garden Grove unit of Moonlight Rollerway, Inc., Clifford Neschke, president. Neschke, who also operates Pasadena's Moonlight Rollerway, acquired the Garden Grove establishment recently from Vic Gudzunas, who had operated the rink about eight months at the time of sale.

Several booster parties from Moonlight Rollerway were on hand for the occasion, said Neschke, and the fover and snack bar-lounge areas were filled with floral goodwill tokens from merchants and lounge area, a feature unique among rinks, was a popular spot for skaters to watch Faythe Denny at the Hammond. In opening ceremonies, Neschke introduced his wife, Mildred, well-known professional of the United States Amateur Roller Skating Association, and Ted Hudson, manager.

Tim Leahy, California USARSA representative, introduced these performers during the night: Avis Cook, State junior figure and freestyle champ; Dee Wendling, State intermediate figure and free-style titleholder; Donna Helms, State subnovice title holder; Jimmy Bains, State novice champion, and the champion senior dance team of Les Martin and Greta Oerhline.

Promotional preparations are under way at the rink. Church Club Night is scheduled to kick off Au-

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# Livonia Kids Tops In ARSA Nationals

By BILL LOVE

MINEOLA, N. Y., Aug. 20.menting on the old days of road- Amateur aces of Riverside Figure show and rep, Landry said: "We and Dance Club, Livonia, Mich., had troupers in those days, but nosed out Earl Van Horn D.&F. now the stuff they get in this sec- Club favorites of Mineola Rink, tion is mostly the educational kind 115 to 108, for team artistic skatand as dry as dust. In a recent ing honors in the U. S. Amateur column I noted a line or two about Roller Skating Association's Chama small show that was playing pionships, August 1-6, at Mincola. around Hibbing, Minn., and it A challenge trophy for top team in took me back to the days when I speed was taken by the Hacken-

Other clubs that fared well in dance and figure competition were Boulevard, Bayonne, N. J., 66; Capitol, Trenton, N. J., 6412; Twin City, Elizabeth, N. J., 33; National, pite the cold weather. Shortly after Washington, 28, and Hackensack,

> Livonia swept three places in juvenile dance, with winners Warner Frazer and Sandra Kay Elliott scoring again in juvenile pairs.

The meet's only three-event winners were Marge Adair, of the Trenton group, and Mineola's Larry senior ladies' singles and senior Dance: pairs. Seegott scored in novice men's singles, novice pairs and subnovice dance.

Senior division winners in racing were Albert Eckwerth, Mount Vernon. N. Y., on the men's side and Furn Walton, Washington, among the distaffers. Relays were won by the Reading, Pa., combine of Dave Bickel and James Pennypacker, and the Washington fair-sex team of Furn Walton and Ann Keane.

Despite high temperatures, Mineola, with seating for upward of 1,200 spectators, was well crowded crowds were in the evening, especially on Friday, when choice senior events were featured in a special Night of Champions show.

The official program showed 689 eligible contestants.

Winners:

Senior Division

Men's Singles: Bill Ferraro, Livonia; John Haddad, Bayonne; James Mazei Livonia. Ladies' singles: Margie Adair, Trenton: Diane Lanzotti, Bayonne: Nan Pogg, Livoni. Pairs: Jack Crichton-Margie Adair, East Meadows, L. I., and Trenton; Haddad-Diane Lanzotti, Bayonne; Bill Perraro-Barbara Searles, Livonia Ladies' pairs: Margie Adair-Dawn Brown, Tenton; Nan Fogg-Nancy Galbraith, Livonia; Alice Betzler-Diane Ludwig, Elizabeth. Dance: Edward O'Donnell-Barbara Mc-Cusker, Mineola; Ray Tiedemann-Jeanne Tiedemann, Mount Vernon: Joseph Ruggiero-Barbara Smith, Mineola, Fours; Heisler-Bonocore-Schmitt-Loeffler, Eliza beth: Haddad-Lanzotti-Thelgen-Reed, Bay-Lavely-Lavely-Parmentier-Faynola, Livonia, Men's speed; Albert Eckwerth, Mount Vernon: George Meadows, Washington; Alfred Givens, Jackson Heights, N. Y. Ladies' speed: Furn Walton, Washington; Arlene DeRoo, Paterson; Frances Sipe, Bayonne, Men's relay: David Bickel-James Pennypacker, Reading; Albert Eckwerth-Al McCarthy, Mount Vernon; Warren Gehret-Gene Line, Reading, Ladies' relay: Furn Walton-Anne Keane, Washington, (one team only).

Intermediate Division

Men's singles: Tom Kaltenbach, Livonia; Ronald Pitzgerald, Worcester, Mass.; Melvin Lavely, Livonia. Ladies' singles: Theresa Colaio, Bayonne; Nancy Galbraith, Livonia; Ladies' singles: Theresa Colaio, Bayonne; Nancy Galbraith, Livoni; Barbara Pastern, Mineola. Pairs: Tom Kaltenbach-Nancy Galbraith, Livonia; James Murphy-

Susan Lessne, Mineola. Dance: Robert Lange-Frances Bendowski, Mineola; John Baust-Patricia MacMullen, Mineola; Marshall Rule-Mildred Druckery, Washington. Fours: Binner-Brown-Kungl-Gompper, Deignan-Pastern-Erickson-Weg-Trenton: man, Mineola; Ferris-Urbec-Fitzgerald-Walden, Worcester, Mass. Men's speed: Peter Mangone, Hackensack; Robert Carrier, Washington; Arthur Wilde, Hackensack. Ladies' speed: Judy McGuire, Peekskill, N. Y.; Patricia Bogert, Hackensack; Patricia Bicknell, Bladensburg.

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#### Junior Division

Men's singles: William Kelly, Bridgeport, Conn.; George Schmitt, Elizabeth; Francis Ferrie, Worcester, Mass. Ladies' singles: Calif.; Pasadena, Sharon Avis Cook, Wright, Livonia; Carole Stull, Livonia. Dance: Earl Roberts-Mildred Kraemer, Hackensack: Carl Henderson-Eileen Lipford, Washington and Bladensburg, Md.; George Geschwinder-Ann Laakso, Mineola. Pairs: Milton Kyle-Alice Monteith, Washington; Thomas Jacob-Barbara Durr, New Orleans; Philip Deignan-Audrey Wegman, Mineola. Men's speed; Corwin Branigan, Kenneth Monroe, Peckskill: Paterson: Raymond Musser, Hackensack. Ladies speed: Bonnie Post, Hackensack; Tompkins, Peekskill; Rosemarie Angelo, Bayonne.

#### Novice Division

Men's singles: Larry Seegott, Mineola; Robert Chidsey, Mineola; Thomas Jacob, New Orleans, Ladies' singles: Dawn Brown, Trenton; Judy Ann Snyder, Mineola; Carol Gompper, Trenton, Pairs: Larry Seegot-Seegott. Miss Adair received a Judy Ann Snyder, Mineola; Harry Postgold medal in senior ladies' pairs, lop-Eileen Savage, Dorchester, Mass. lop-Eileen Savage, Dorchester, Mass. Dance: Harry Post-Marilyn Pavlick, Dance: Harry Post-Marilyn Pavlick, Hackensack; Robert Chidsey-Dolores Wil-Walworth-Linda ber, Mineola; Richard Emery, Mineola. Ladies' pairs: Barbara Karaway-Marie Sector, Bayonne; Linda Beaton-Sharon Minton. Livonia; Drost-Arlene Geschwinder, Mineola, Men's speed: Robart Monar, Elizabeth; Norman Whitehead, Alexandria, Va.; Paul Kreilick, Washington. Ladies' speed: Joan Hobeck, Alexandria: Alice Betzier, Elizabeth; Linda Kobane, Livonia.

#### Sub-Novice Division

Boy's singles: Bobby McDonald, Trenton; Paul Kreilick, Washington; Larry Patrick, Dallas. Girl's singles: Susan Mineola: Diane Ludwig, Elizabeth; Donna Mae Danielson, Chicago. Pairs: George Minton. Frazer-Sharon Livonia; Paul Plester-Nancy Ann Wilson, Worcester, Mass.; Paul Kreilick-Doris Ann Woods, Washington. Dance: Larry Seegott-Arlene thruout the six days. Biggest Sharon Minton, Livonia; Donald Galbraith-Linda Kobane, Livonia.

#### Juvenile Division

Boy's singles: Billy Lessne, Mineola; Warner Prazer, Livonia; Nicky Savenetti, Girl's singles: Judy Drost, Mineola. Mineola; Jackie Zimmerman, Melrose Park, Ill.; Barbara Karaway, Bayonne. Pairs: Warner Frazer-Sandra Elliott, Livonia; Nicky Savenetti-Tony Savenetti, Mineola; Raymond Wagonjack-Dixie Durbin, Livonia. Dance: Warner Frazer-Sandra Kay Elliott, Livonia; Billy Prazer-Lynn Stock, Livonia; Raymond Wagonjack-Dixie Durbin, Livonia Boy's speed: Glen Brown, Alexandria; Paul Bogert, Hackensack; Norman Stites, Elizabeth, Girl's speed: Cheryl Pate, Hackensack; Mary Enright, Romulus, Mich.; Patricia Seibel, Bayonne.

#### Tiny Tot Division

Boy's singles: William Rynyon, Pasadena, Calif .; Tommy McDonald, Trenton. Girl's singles: Annette Hamblen, Dallas; Kathleen DiMonda, Mineola; Linda Diehl,

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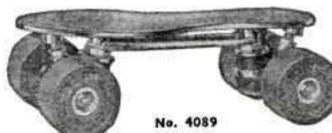
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# RINGLING MAKES **BIG WEST JUMPS**

Denver, Salt Lake Business Big; Los Angeles Area Contracts Set

Ringling Bros. and Barnum & West Jefferson, used for the past Bailey Circus this week was busy two appearances in Los Angeles.

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morale and good operating effi-tember 16 for three days. ciency on the long moves, there also The show will appear in Van was good business. Altho Chey- Nuys for one day, September 12. enne, Wyo., was reported fair, the Formerly using the lot at Roscoe two-day stand in Denver came up and Van Nuys Boulevard, the cirwith big business Friday and Sat- cus shifts to Roscoe and Woodman, urday (12-13).

show into Salt Lake and here, too, Bowl on the parking lot. The business was reported very good, Long Beach appearance will be in Monday (15). Thru the week the the Veterans' Memorial Stadium at show was making jumps of 149, Carson and Lakewood. Ringling 212, 120 and 257 miles and was will play two performances in East playing afternoons only in Idaho Los Angeles. Falls and Missoula and the second day in Spokane.

change in the amount of outdoor circus to appear in those areas. advertising the show is doing. However, in San Francisco it is buying space on 150 six-sheet boards which is an addition to the usual schedule of this year. Some extra space also was reportedly used in Portland and in Seattle. In the latter city, Ringling and Polack dates are in opposition.

Ringling will play seven days over two weekends in Los Angeles.

# G. W. Cole Hits Mich. Winners, **Moves Ahead**

GALESBURG, Mich., Aug. 20.— The George W. Cole Circus, with Herb Walters at the helm, has played to profitable business thruout Michigan.

Here on Tuesday (11), the show had a near-full afternoon and threequarter night. Lions Club was the auspices.

The show has been doing as much as twice and three times the do not use local sponsors, advance weekly grosses it had last year, it was reported.

# **Bailey-Cristiani Business Okay** In Calif., Nev.

AUBURN, Calif., Aug. 20. -Bailey Bros. & Cristiani Circus drew heavy turnouts here on Monday (15), filling the grandstand in the afternoon and playing to an overflow house at night. The Kiwanis Club was auspices, and the town was said to be 15 years fresh.

Earlier, at Ely, Nev., the show did surprisingly well in light of a month-long strike of miners there. The first day (10) gave a threequarter afternoon and full house at night. The second day (11) had a good afternoon and strong night.

# Gosh All-American In South Carolina

GREENWOOD, S. C., Aug. 20. -The All American Circus, produced by Byron Gosh, played a two-night stand at the fairgrounds Von Bros. Show ball park here.

Acts included the Five Olympians, tumbling; Six Bernardinos, balancing; the Lanettes, trampoline; Pana and Her Pets, dogs; Knoll's Monkeys; Earle and Mitchell, rolly bolly; Allen and Lee, upside down acrobats; Cherie and down here. The Side Show top of four-pony drills. Tommy Bent-Marie, swinging ladders; Perry De- also went down. There were no ley begins his chores with a slide show did three times the business Kohl, novelty bag puncher, and injuries. One center pole was brok- for life and then picks up as an- it did there last year. In 1954 the Byron Gosh, announcer. Arthur en. The night show was sidewalled Scoggins, agent, and C. R. Dent, to a three-quarter house. Prior to South Carolina Fair Association, the storm the afternoon house was were visitors.

Merrills, Dr. Davis, Acker and (7-8) brought good business. Jimmie After the first clown number, Logan 10,000 for the two performances, Show will be at the Packs-Kaye, Milton Shoemaker and Philip Douglas and Red Gallagher, brings in two elephants for a com- with 6,500 of them adding up to controlled Oakland Stadium in St. Strong.

SALT LAKE CITY, Aug. 20 .- | The lot to be used is at Rodeo and putting Western miles behind it. Opening September 8, the show With more reports of strong will play four days and return Sep-

a few blocks east.

A 613-mile Sunday run put the Tuesday's run will be at the Rose

Representatives of the show are now in Horston and Alexandria, There has been no important La., making arrangements for the

# R-B BULL WHIP ARTIST 'CRACKS' PHILHARMONIC

NEW YORK, Aug. 20 .-Andre Kostelanetz's new Columbia record release features one of the most unusual soloists ever to be heard with the New York Philharmonic Symphony Orchestra. The soloist is Fred Cordon, Ringling circus bull whip artist. Always a perfectionist in recording authentic sounds, Kostelanetz decided to use a real live whipcracker for Ernst Toch's boisterous "Circus." Many familiar sounds of the circus can be realistically simulated by regular instruments of the orchestra. But when certain movements required the sharp crack of the trainer's whip, Maestro Kostelanetz decided, with all due deference to the Philharmonic, that it couldn't fill the bill.

# TIE-INS GIVE ASSIST

# Kelly-Miller Succeeds With Ads, No Auspices

By TOM PARKINSON

WOODSTOCK, Ill., Aug. 20 .-Al G. Kelly & Miller Bros. Circus continues to do business. While General Manager Obert Miller and Co-Owner D. R. Miller minimize their current grosses, they confirm the show is ahead of last year. And there is everything to indicate that the show's current success is somewhat stronger than their conservative comments would reveal.

Business in Iowa was good and their tour of Wisconsin included both good and bad weeks. In this Illinois spot, the afternoon was a good three-quarters house and at night only part of the blues at one end remained vacant; the extensive reserves were packed.

### No Auspices Used

The show is one of very few that sales or similar promotion. Kelly-Miller does gain much from its heavy advance advertising and needed to get a lot or license.

The advance includes heavy use of paper, abnormally strong distribution of heralds and large newspaper ads. In addition to the show's own newspaper ad are the big, flashy ads placed as part of the national advertising. Local papers carrying a half page circus-Chevrolet ad, a large three-column tie-in contest ed, a half-page circus-Frigidaire ad, and a half-page circus-Red Goose shoes ad, plus some smaller ones and circus editorial copy, are thoroughly dominated by circus lineage.

These ads are direct pitches for the public to see the downtown bally events sponsored by local dealers for the various products. The town features serve the same purpose as a street parade, and Kelly-Miller equipment for this is maintained in first-class condition. The circus also gains by its urging townsfolk to come to the lot in the

# In Blowdown

SCHROON LAKE, N. Y., Aug. 20.-Von Bros.' Circus escaped with young black bears in the center only minor damage when its big spot while Flo McIntosh and Oklatop, new this year, was in a blowa full one. Schroon Lake (5), Crown clowns, joined. Joe Myers visited.

morning to see animals fed; hundreds turn out daily.

#### Menagerie Enlarged

with a hippo and rhino, cage with ery was successful, he said.

tapir, monks and gnu, cage with King minimized the number of house top, 500 chairs, 15 sections the marquee and big top. Guy Smuck is manager of the annex.

Also on the midway is Frank Ellis' Snake Show and Gorilla Show, the Giraffe Show, Tom King's Little Horses Show and Ione Stevens' food concessions.

The giraffe, rhino, camels and of the show's decision to rebuild its animal department. Next additions tiger are recent additions, results will be two Indian elephants and the commercial tie-ins with national one young African elephant. These advertisers. Rarely, a committee is are due in about a month. The Indian bulls will be replacements for a three-act now out of the per-

### Spec Has Novelties

Canvas is in excellent shape and was new this spring. Jack Kofron's band (8) is spotted at one end, between blues and reserves, marking Congo by McCormick Steele for a change this year. Louis Crebbs has his callicpe there, too, and he also takes it downtown as one of the bally pieces. The top, a middlepiece shorter this year, has three rings.

Performance starts with a spec with the circus. that is marked by clean appearance and such novelties as six-pony hitch, llama cart, horses in tandem indefinite period. and a bull carrying a girl in a hoop.

Three cloud swings are worked by Grace McIntosh, who stays for aerial endurance work, Shirley Logan and Frankie Lou Woods. Four single elephants are spotted around the track for rolling globe and plank-walking turns, with Robert Cline, John Carroll and Gordon Jordan assisting the elephant superintendent, Fred Logan. The latter singles a bull for stands on two feet and forefeet.

#### Bear Act Appears

Camel Dutch Narfski works two homa Shorty Shearer handle a pair

Charles (Squeezebox) Ramer, there by Ringling and King. This

# BEATTY UP, DOWN IN WEST CANADA

# Trail Disappoints, Lethbridge Produces; Show Tells Need for Workingmen

Business for the Clyde Beatty Cir- day at the smelter. cus was spotty this week in West-

The railroad show came into tracted a near-full house. Trail, B. C., on Tuesday (9), with no afternoon program scheduled, because of the long jump. Night show was half filled. On the second day in Trail, the afternoon was light

MOOSE JAW, Sask., Aug. 20 .- | show coming in the day after pay-

Nelson, B. C., followed on Thursern Canada, with Trail falling short day (11) and while the afternoon and Lethbridge showing up well. was light, the night performance at-

Moose Jaw had Shrine auspices and the night house was again half for the Monday (15) appearance. filled. Timing was good, with the Afternoon had half of capacity and night show was three-quarters filled.

A show official said there was a shortage of workingmen on the show. Where the payroll for the entire show usually was around 350, it now is approximately 250.

# King-Cole Does Fair in Illinois

BELLEVILLE, Ill., Aug. 20.-The King Bros. & Cole Bros.' Circus had a fairly good day's busicus had a fairly good day's business here Monday (15), and a threequarter house for a Sunday (14) matinee-only schedule in Centralia.

From Murray, Ky., later, Co-Owner Floyd King said that business continued to range from light

Chester Arnold King, is in Louis- fall tour in October. Once on the lot, the customers ville recuperating from two recent | He said sun shining thru sirup find much to do. The animal an- brain operations in Toronto. The jars in the grease joint apparently nex contains the 11 elephants, four child, Mrs. King and their other llamas, six camels, several sacred children are with Mrs. King's par- loss included three trucks and two cows, cage of seven bears, cage ents, the J. W. Karnans. The surg-trailers, a 60 with three 30's, a 50

big birds, wallabies and wart hog. truck breakdowns on the show, of blues, poles, rigging, three light and cage with four lions and two pointing out that the outfit was plants, and all concession equiphyenas. There is a cage with a framed so that if one truck is detiger and other animals between layed there usually are one or two other trucks carrying similar show property or stock on hand.

# Ringling Okapi

CHICAGO, Aug. 20.—The okapi belonging to Ringling Bros. and Barnum & Bailey Circus has been put on display at Brookfield Zoo near here. Zoo director Robert Bean was quoted as saying it was the zoo's most valuable and interesting animal since 1936, when the zoo acquired a panda.

The okapi, bought in the Belgian the circus and imported this spring, was scheduled to be the show's top feature this season. However, it was held up by a longer quarantine period than was anticipated and consequently has not appeared

The animal is on loan to the Brookfield Zoo, Bean said, for an

# **Henrys Joining** After Fire Loss

INDEPENDENCE, Mo., Aug. 20.-Todd Henry confirmed here to fairly good. He recalled that this week that his Henry Bros.' Cir-Beloit, Wis., played two days after cus was a total loss in a recent fire. Ringling, was one of the strongest days of the season. He said that he now is with Mondays of the season. King also reported that his son, made two dates and will open a

Henry said that several troupers and fans offered assistance, and concession houses loaned equipment for the debut of the Monarch.

The Monarch organization played Excelsior Springs and Independence. Business was good. Jack Poster was the promoter and auspices were used. Program included Todd Henry, announcer; Don Rey and Jimmy Goff, drums and organ; Hoffmans, tightwire and juggling; Clark McDermott, trained bear; the Bakers, clowns; Aerial Christiansens; Lew Christy, cycle; Roy Newman and daughter, dog act and balancing; Nelson Thomas, thumb stand, and the Jordan Brothers, balancing and acrobatics.

# Carson Clicks In Northwest

CASTLE ROCK, Wash., Aug. 20.-The Tex Carson Circus, managed by Jack Moore, has been doing good business on its tour of the Northwest. In Castle Rock it drew a half house in the afternoon but a near-full one at night, altho the lot was changed at the last minute.

# South Good to Packs; St. Louis Rodeo Set

BATON ROUGE, La., Aug. 20. stadium. Packs will play a new -Tom Packs Circus played a re- ball park at Natchez next year. vived Shrine date at Birmingham, Ala. (11-14), and drew good night business plus a strong opening afternoon. Jack Leontini said the show would repeat in 1956. This was the first time Packs had been there since 1948.

In Natchez, Miss., the Packs Clowns include Durwood Fisher, tour and came close to appearances Steiner, of Austin, Tex. (Continued on page 83) an overflow crowd in the rodeo Louis.

Also transferred from the winter route was Baton Rouge and the show looked to win business equal to or better than last year, when it had \$40,000 in the huge LSU stadium in two nights.

Leontini announced plans for the annual Firemen's Rodeo at St. Louis, with Tom Packs in charge. The event will be a world's championship contest, and it will be stand was part of the Packs' winter stocked and produced by Tommy

Name attraction at the rodeo this Brownie (Fishfry) Gudath and Lou time, as part of the summer tour, year will be Smiley Burnette, who Elsewhere, visitors included the Point (6) and Boulton Landing Walton. Walton works come-in. Natchez gave a total attendance of appears in movie and TV Westerns.

# WANTED

Calliope Player, steam and air. Also Truck Mechanic: Charlie Scales and Curley Booth, answer. Wire or call collect, Erie, Ill.

**B. C. DAVENPORT** 

TO THE DEBTORS of the late

# Johnnie Stevens

Please send remittances at once to

#### MAY STEVENS

Room 358, Santa Rosa Hospital, San Antonio, Texas

# 5-PHONEMEN-5

WANTED

POLACK BROS.' CIRCUS **EL MAIDA SHRINE** 

El Paso, Texas, by September 5.

Phone: Pasco, Wash., 7871, or write

JACK DOUGHERTY

c/o El Maida Temple, El Paso, Texas

Banner Man for Elephant Ads for Merchants' Free Circus. Also Agent to assist Hank Carlile in selling show to Chambers of Commerce. Want Agent for Bucket Outfit and Short Range Gallery. Can use Count Store.

> Wire or call ERIE, ILL.

**B. C. DAVENPORT** 

# PHONEMEN

stay sober and stand prosperity, 60 days' work under strong auspices. Plenty of leads. Phones ready, General admission tickets to Veterans' First Annual Exposition, 25% pay daily. Air conditioned phone room.

RALPH W. STEVENS PRODUCTIONS 313 Houston Bldg., San Antonio 5, Tex. Phones: Capitol 6-2922, Capitol 4-4142, Capitol 2-1981, Capitol 4-6961.

### WANT BILLPOSTERS

WHO CAN DRIVE.

Clyde Beatty Circus

as per route, or

Francis Kitzman

Winnipeg, Manitoba, Canada, on August 24 and 25, or Grand Forks, North Dak., on August 26.

Must be experienced. Producers only. Book and tickets for minstrel show. Veteran sponsored. Strong deal. 25% comm. Collect and paid dally. Phone daytime: Turner 3-1224. No collect. No drunks. No advances. South Bend deal

JOHN ROBERTS 1625 W. 15th Ave. Gary, Indiana

### PHONE MEN

Starting immediately Orphan Scholarship Drive with Catholic sponsorship.

SOBER MEN ONLY Call AMherst 8-6223 Columbus, Ohio No Collects, Please.

### PHONE SALESMEN

Exp. Adv. Men on TOP, STRONG, IDENTIFIED LABOR DEALS. Now on A.F.L. Labor Day Deal seiling Tickets, Banners, Full Cut-Offs and Reloads. Then renewal Directory Sign Board Deal into Omaha, Earn \$150 and better per week. Come in or phone Ppd. GEO. EVERETT, Race 2-4368, 43 W. 4th Ave.,

Program Book and Tickets for big Minstrel Show, Producers only. Veteran sponsored. Strong Deal just starting. 25% commission. Collect and pay daily. Phone Atlantic 8-2910, daytime. No collects. No drunks, No advances.

JOHN ROBERTS 535 S. Grant St. South Bend, Ind.

# K-M Succeeds With Ads

Continued from page 82

mercial tie-in walk-around.

a concert announcement and an- wise, and the trio draws good apother clown bit. Five webs are plause for its well-presented work. worked by Beulah Shearer, Baract. Single bulls work end rings, with Sonja Lindemann and Flo Mcboxing number and a tug-of-war another tie-in.

an aerial number climaxed with ponies. heel catches. Then Narfski brings future. Book pitch fills in a rigging break.

The Millerettes is a tight-wire act presented by Barbara Jane Miller and Ronna McIntosh, both of whom are about nine years old. After a quick concert announce-

# 2-PHONEMEN-2

FOR

POLACK BROS.' CIRCUS

WRITE

BILL KAY

ABBA SHRINE TEMPLE P.O. BOX 4153 MOBILE, ALABAMA

HASAN SHRINE TEMPLE-ALBANY, GEORGIA OFFICE OPENS SEPT. 12.

# King Bros.' Circus

Circus People Wanted: Cornet Player for Big Show Band, union; experienced Show Truck Mechanic, salary \$125.00 to \$150.00 per week; Boss Electrician for Diesels, Clowns, Seat Men, Pole Riggers and Truck Drivers. Meals and lodging furnished. Address:

KING BROS.' CIRCUS Knoxville, Tenn., Aug. 26: Greeneville, Tenn., 26: Bristol, Va., 27, and Asheville, N. C., 28-29.

### WANTED

Contracting Agent capable of getting top sponsors for telephone solicitation.

Phone MANAGER

Clinton 3-7471 days only

Daytona Beach, Florida

# -PHONEMEN--2

For Columbus, Ga., and Phenix City, Ala. Contact

JACK KWIET Polack Bros.' Circus Shrine Circus Office Phenix City, Ala. Taps. No collects.

# PHONEMEN—NOW

Office ready, Steubenville, Ohio, and other spots. Usual pay every day.

> Phone 5699 Wheeling, W. Va.

# -PHONEMEN-

Official A.F.L.-Labor Board TOPNOTCH MEN ONLY Earn \$200.00 per week-Pay Daily.

EUGENE FARR lotel Troy, New York AS 2-8200 or AS 2-2198

### FOUR PHONEMEN

For city approved Deal. Just starting here. Strong sponsor, Good appeal. Only high-class Men need apply.

GENTRY JACKSON Phone 5-3831 Huntington, W. Va.

# 2 PHONEMEN

Police and Firemen's Deals, Book and Tickets, steady work. (No drunks.)

CALL 2-3781

Columbus, Ind.

ment, the wire display continues. Maurice Marmolejo works slack with the McIntosh Troupe. This wire in the center ring. Then comes act is the show's high point talent-

A clown number is followed by bara Jane Miller, Ronna McIntosh, a four-ladder number. Then come Sonja Lindemann, Grace McIntosh five high school horses, with Flo and Frankie Lou Woods, with the McIntosh, Grace McIntosh, Bennie latter staying on for a single traps Rossi, Shorty Shearer and Tommy Bentley riding. Stilt walking is featured in the next clown number. Intosh on hand. There is a clown Tommy Bentley brings out a sixhorse Liberty act, to which a pony between a tractor and an elephant, is added, and this proves to be a Shirley Lindemann is featured in show's 34 head of horses and

Wind-up is the main elephant the show's hippo out for a walk number. Fred Logan keeps five around the track, a novelty unique bulls moving rapidly in the center number. Fred Logan keeps five with Kelly-Miller these days and ring. There is a trio at one end, one which may be expanded in the and another trio is to be added. Nine elephants are on the track for a long-mount finale. The Oklahoma Shorty concert follows.

> Harry Thomas continues as assistant to Richard O. Scatterday on the national ad accounts and banners as well as 24-hour work. Syd Stevenson is circus auditor. Deacon and Dave McIntosh head up the key mechanical department. Mr. and Mrs. Ira Watts rejoined the show here.

# CIRCUSIANA MART

A Market Place for COLLECTORS' ITEMS . . . Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

CIRCUS PHOTOS IN COLOR—POSTCARD size, set of 12 Kodakolor Photos, \$4.75. Sample 50¢, postpaid. New and clear. Bill Van Winkle, Club 150, Morton, Ill.

FOR SALE—MY COLLECTION OF Re-built antique coin operated Music Ma-chines. I Double Mills Violano; I Seeburg Automatic Player, flute, mandolin; I Regina Orgestral; I Regina Corona. Best offer, Feese Hobby Shop, 1202 N. Wash., Lexington, Nebr.

FOR SALE—OLD CIRCUS PHOTOS, SEND 25e for catalog and sample photo. Robert D. Good, 1609 Turner St., Allentown, Pa. GENUINE CALLIOPE RECORDS—5 NEW hi-fi releases on 45 and 78 r.p.m., \$1.10 each. 5 record albums on 78 r.p.m., \$5.85 postpaid. Taggart, 1602 National, Rockfort, III.

"MY TOWN AND THE BIG TOP"—WITH 303 pages, art, well-duplicated. Only \$3. Art Isenberg, 102 S. Kensington St., Arling-

"THE CIRCUS FAN"-AMERICA'S LARGest monthly circus publication, now re-printing "Autobiography of a Clown." story of Jules Tournour, old Ringling clown. Next book feature, "Life of Ring-ling Brothers." \$2 year. Poor Richard's Press, Brentwood, Md.

#### WANTED STEAM CALLIOPE

Complete, or whistles and keyboard only. Also Tangley Calliope. Can also use wagon ornamental carvings.

Write Box 18 Wolfeboro, N. H.

WILL BUY OLD CIRCUS WAGON SHOW typed routes. John Robinson's, King & Franklin (Railroad), Teech Brothers, M. L. Clark & Sons, Mighty Haag, Rose Killian, and Molly Bailey. Charlie Campbell, c'o Marie O'Day's Palace Car, Sylva, North Carolina, My route listed under Miscellaneous in Billboard weekly.

## RATES =

Regular Classified ads . . . set in usual want-ad style, one paragraph, no display.

15c a word-Minimum \$3.00 Cash with copy

Display Classified ads . . . larger type permitted and displayed to best advantage. No illustrations or cuts permitted.

1 inch (14 agate lines) \$14.00 Cash with copy

Send Orders and Correspondence to Circusiana Mart The Billboard 2160 Patterson St. Cincinnati 22, O.

Watch for . . .

the next publication of

CIRCUSIANA MART

in the

# SEPTEMBER 24

For more information on this monthly CIRCUS feature write

CIRCUSIANA MART

The Billboard

2160 Patterson St., Cincinnati 22, Ohio

PHONE MEN

Who Can Sell-Clean, Reliable, Steady Workers. TOP MEN ONLY

POLACK BROS. TWO BIG EASTERN DATES

**BOUMI TEMPLE** BALTIMORE, MD.

**Both Campaigns** 

Start August 22

LULU TEMPLE PHILADELPHIA, PA.

SHRINE CIRCUS Both Engagements Under the Direction of JAMES RISON

"WRITE," DO NOT CALL OR WIRE Address All Communications to

JAMES RISON, Boumi Temple 11 Mt. Vernon Place, Baltimore, Md.

**Both Campaigns** Start August 22

# BAILEY BROS.-CRISTIANI CIRCUS

Can use right away good Promoters for Shrine and Grotto extended season. All winter's work. Jack Bishop, Elmer Yates, Ted Edlen, Bill Garrey, Bill Massey, Merle Johnson, get in touch with show immediately, as per route: Susanville, Calif., August 26-27; Lakeview, Ore., 29; Burns, Ore., 31; Salem, Ore., State Fair, September 3 through 10.

#### L. F. SHERMAN, ASSOCIATES

MANAGERS FOR POLGAR AND HIS "FUN WITH THE MIND SHOW" AND OTHER FAMOUS ROAD SHOWS, HAS THE FOLLOWING OPENINGS:

1. Promotional Directors—Men or Women (4), all year round.
2. Publicity-Exploitation Men or Women (2). Must travel. Be able to improve box office. Salary plus percentage.
3. Office Manager—Man or Woman who knows booking, promotion, publicity. Salary plus bonus.

Write: 839 FOREST AVE., RYE, N. Y. TEL.: RYe 7-1627.
Promotional Directors, write to BILL GARVEY, c/o L. F. Sherman, same address.

5 — PHONEMEN — 5

Telephone Salesmen and Women who want to make money. We want 5 experienced Telephone Personalities. This is the newest offer in town-selling National Radio and TV Shows. \$50.00 per week draw if qualified, plus commissions, plus bonus.

APPLY: Suite 602, 705 Olive St., St. Louis, Mo.

(Phone: CHestnut 1-6656)

# PHONEMEN or WOMEN

Program and Tickets. Best Sponsors. Deal just started, others to follow.

J. W. COLLINS — C. A. LUTZ

Phone CApitol 1-3635

Columbus, Ohio

# WILD WEST PERFORMERS, SENSATIONAL HIGH ACT

Wanted for 12 weeks in South America, opening Sept. 14.

Contact LARRY SUNBROCK

5-6969, ORLANDO, FLORIDA Jackie Reinhart, Shooting Mansfields, call immediately. Top money.

25 PHONEMEN—25 CREW MANAGERS

Need twenty-five (25) power phonemen immediately for five going powerhouse deals. Name bands all spots. JUDY GARLAND-HARRY JAMES show follows for Pittsburgh with top sponsor. We pick up immediately and pay daily—25%. Book, banners and tickets. All our men writing \$250 daily at the LEAST. Need bannermen particularly. Crew managers who can stand THOROUGH investigation and have

Call MARGE DAWLEY

for town nearest you. Youngstown, Ohio, Riverside 6-2656. NO COLLECTS, DRUNKS, LIMBSTERS OR ADVANCES!

# 10—PHONEMEN—10

crews call.

Can place reliable Men or Women at once. Office open, long season, good towns and strong auspices. Also want Promoters to take charge of crews. Jack Hagen, Lloyd Stolts, Harry Allen, Sturkey & Andre, let me hear from you.) No collects accepted.

WRITE OR WIRE: LOUIS RINGOL

Bailey Bros.-Cristiani Circus

c/o Lassen Hotel, Wichita, Kansas

3 — PHONEMEN — 3 90th DIVISION AMERICAN LEGION ARMISTICE DAY BALL. NATIONAL CONVENTION, 3 DAYS. TICKETS AND PROGRAM.

HARRY F. KEHOE 617 West 33rd St. Kansas City, Mo. (Phone: JE 0664) Pay yours, I'll pay mine.

# WANT

Experienced Advertising Salesmen. Good commission. No collect calls. 91 LINWOOD AVE., COLUMBUS, O.

Phone: FA 7274

# PHONEMEN or WOMEN

Year round Deals, Books and Tickets, New Deal just started.

BOB FEENEY 935 Cist Ave. Silver Spring, Md. JU 8-3228-JU 5-2070

Super Markets, Drive-Ins, Car Dealers, etc. . . BEWARE! It will soon be time for the elephants to start flying South.

### The MILLER & WOODCOCK 3 PERFORMING **PACHYDERMS**

in Midwest and South. Currently playing fairs for Barnes-Carruthers. Act can be seen at Houston and Ft. Worth Shrine dates in November. Contact HOWARD SCHULTZ or BILL WOODCOCK 203 N. Wabash Ave. Chicago 1, Ill. Phone: STATE 2-7418-19

# -PHONEMEN

To sell adv. in special official publications. Strong auspices. Steady work in town or travel intermountain region. 25% commission. Pay on P.O.P. orders. Contact

#### JERRY MARKS P. O. Box 1144 Salt Lake City, Utah

Phone 22-0255 Transportation repaid after you work 4 weeks and prove your ability. No Collect Calls.

# 3-PHONEMEN-3

Banners, Block Tickets. Pay daily. Kiwanis Club, other good deals to follow through 1956. Wire me where I

Care Western Union, Dover, Delaware.

D. GOODMAN

#### WANTED PROMOTERS and PHONEMEN

Fourteen weeks' work. Towns open and phones in. Two more Butchers. A-1 Novelty Man, Prop Men and Riggers. SHOW OPENS OCT. 1. GLEN HENRY. Monarch Productions, Inc.

P. O. Box 126 Independence, Mo.

Communications to 2160 Patterson St., Cincinnati 22, O.







side, outside, ready mixed paint in oil.

product. One gallon U.S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton ots only; \$1.35 per gallon in tencarton lots or more. Less than 40-gallon quantity, \$1.50 per gallon.

Richard's chrome-finish, readymixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, gatvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed & gallon cans to carton. Sold in carton lots only. \$1.40 per gallon in five-carton lots or nore. Less than 30-gation quantity,

Pittsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Battleship gray only. This is not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only— \$2.20 per gallon in five-carton lots or more. Less than 20-gallon quanity, \$2.40 per gallon.

Special — 3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3½" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.15 per set. 25% deposit with order, balance C.O.D., F.O.B. Chicago.

OOK BROS. 916 S. Halsted

### TERRIFIC PITCH ITEM

All Syndicate Store Approved. Genuine Fair Money Taker.

Retails for \$1.00. Cost 27¢. FREE WORKERS

Send 50¢ for working samples. Overnight delivery anywhere.

PALMER CO. P. O. Box 5002 Ph.: Walnut 3-9131 Detroit 36, Mich.

DEMONSTRATORS! PITCHMEN! For Fairs and Department Stores EMBOSSING POWDER Just sprinkle powder on ink or rubber stamp, hold to heat and permanent embossing appears. Ideal for stationary, California State Fair, \$5,000 in 10 days. You make 80¢ on \$1.00 Sale.

\$16.00 per gross postpaid complete with Sample set of gold and silver, \$1.00 applied to first order. Send check or M.O. Specify gold or silver

Discount prices on request. MARMAX CO. 1674 Rogers Ave. Brooklyn, N. Y.

Greatest gag gimmick yet! \$1.00 Retailers—Dealer's Cost \$6.75 Doz. Send \$1.00 for sample postpaid. distributors, write, wire or phone for quantity prices. G. & S. MFG. CO., Dept. "B" Nashville, Tennessee





for demonstrations. Strip off a leaf or two and you have a table place mat, leafy cance center piece or juicy wrap-ping for certain foods! "Ti" logs grow—by themselves—into "Ti" logs grow—by themselves—into beautiful tropical plants. Flash, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-third deposit, balance C.O.D. Free sales aids.

No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information. 2126 BOYER SEATTLE, WASH.

# ALL-WEATHER Plastic Pennants

Durable-Tough-Brilliant assorted color - 18-inch Plastic Pennants sewed on a tough heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied

A & A NOVELTY CO. Cincinnati 36, Ohio



# MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

pages in the book which contains hundreds of illustrations of earrings, scatter pins, necklace sets, bracelets, men's and women's rings, lockets, children's jewelry, identification bracelets, cuff link sets and watches. All items are available for immediate delivery.

H. Stone, Inc., Boston, is again offering its smartly styled and handsomely boxed six-piece watch set. This set consists of a Swissjeweled, gold-plated watch with sweep second hand and expansion band, a pair of cuff links, a matching tie clasp, money clip and collar pin, all packed in a plush box. In lots of four, the sets may be had for \$5.15 each. A sample is \$6. Terms are 20 per cent with order, balance c.o.d.

B. V. Palmer, of the Palmer Company, Detroit, reports steady sales of his firm's genuine viskon extra large towels. The item is exceptionally good for pitchmen because no matter how dirty you get this towel, it rinses clean in a few seconds in ordinary water, creating an immediate desire in Mrs. Housewife. It's said to be good for dusting, too, because it has no lint. Retails for \$1 and cost is 27 cents. Send 50 cents for about the No. 4 balloons being working samples.

caps, one red and one black. Only for your copy.

Packard Jewelry Company, New the red cap is removable. The tube York, announces a new enlarged end that has the red cap has two catalog consisting entirely of popu-lar priced costume jewelry which side, thru which the thread of a it has manufactured. There are 48 threaded needle extends. In use Needle Caddies are inserted into as many spools as desired. When a mending chore is completed, the needle is inserted into the plastic tube, eliminating the possibility of injured fingers. Retail price is two for \$1. Quantity prices are avail-

> A new portable foot warmer, the Electro-Mat, has been introduced by Interstate Rubber Products Corporation, Los Angeles. The foot warmer is an electrically heated neoprene rubber mat, 14 by 20 inches, and is designed to increase efficiency and lower absenteeism due to illness of office and production line workers. Safe and consuming less power than a 100watt light bulb, the Electro-Mat retails for \$7.95 delivered.

> Holeproof Hosiery Company, Milwaukee, will launch the most intensive single color promotion in its history when it introduces Tiger Lily, a new hosiery shade for fall. According to Charles C. Holck, merchandise manager for the women's hosiery division, the firm will use shock-type advertising for initial impact. This hosiery is scheduled for September deliv-

Have you noticed the ads offered by Kravitz & Rothbard, Baltimore? No. 4 balloons are Lored, Palatine, Ill., has come out usually 75 cents per gross, but with a new aid which solves many Kravitz & Rothbard is offering irksome sewing problems. Called them in assorted colors at 35 cents Needle Caddy, it is a small trans- per gross. Due to the low price parent plastic tube designed to fit the minimum order accepted will thru the center of a spool of be 20 gross. Send cash or one thread for the purpose of holding third with order. The firm is now one or more needles, threaded or in the process of sending out to unthreaded. The tube has two the trade its new catalog. Write

# PIPES FOR PITCHMEN

By BILL BAKER

IN A RECENT JOTTING . . .

our old friend Ed Green observes. 'It seems that most of the old-time sheet men have completely retired. However, I met my old friend Doc Dial in Rogersville, Tenn., a couple weeks ago and he seemed to be going strong. Also in the group was Little Duck Oldham, Charlie Narron and Slim Wheeler. These boys are real paper men and work in shifts of two hours for two men and a new automobile furnished free. That shows that some of the boys retired too early. These boys are long riders, only work what they think are the best spots. We would all like to read pipes from Diamond Jim, Eddie Hodges, Senator Harvey, Garlo Norris, Ralph Kornegay, Stacey Lunsford, Bob Williams, Spud Murphy Mangum, Horace Brazille, Heavy Forkner, C. P. Jackson and dozens of others. We might say that there are a bunch of other people, in addition to brother Green, who would like to hear from the above named gentlemen.

ON THE BOARDWALK . . .

ternating pitchmen who never fail ing of Disneyland. to enthuse their audience with displays of culinary skill. The five A FEW WEEKS AGO . men at the booth are Sidney Bern- Ray C. Herbers elicited the report

Kirk Sendler, keeps them supplied lucinations."

as the merchandise dwindles. When September rolls around they move down to Florida, for the winter season.

MRS. ARVILLA S. BRAUN . . . reports that she has been working rings out of Atlanta all spring and summer to fair takes. She also files a request for more pipes from friends, and queries as to the whereabouts of Ben Ackerman, who when last heard of was working colors for Phil Kraft in Newberry's in Pensacola, Fla.

DAVE ROSE . . .

is still confined to his bed with paralysis which he suffered from a recent stroke. His wife, Ruth, writes that Dave wants to thank everyone for the many letters of encouragement that he received. Keep the cards and letters going to LaFonda Motel, Route 6, Box 572, New Orleans 22.

WE WANT TO THANK . . . Prof. Jack Scharding, the noted star gazer, for sending us the souvenir edition of the Long Beach, Calif., Independent Press in Atlantic City at Philadelphia Telegram which was published in Avenue there is a battery of al- connection with the formal open-

stein, Archie and Ruby Morris, that Tom Kennedy had tied the Jerry Collins and Stanley Wright, matrimonial knot with some lovely who decided upon completion of from Allentown, Pa. Tom got wind their military service to go into of the report via this column and hastened to take his quill in hand Their first stand was across the to issue a rather vehement denial street from the present location, that he has been involved in any where the James Salt Water Taffy such connubial shenanigans. Tom annex is today. Usual procedure suggests that, "Ray either has his annex is today. Usual procedure suggests that, "Ray either has his is to have two men working during the day and two more at night, wires crossed or else it might be the excessive heat that has been the excessive heat that has been have taking the off duty prevalent these past couple weeks."

THANK Store Display SIGNS to the excessive heat that has been have taking the off duty prevalent these past couple weeks. with one man taking the off-duty prevalent these past couple weeks shifts of the regulars. A stock boy, that has caused him to have hal-

A Sure Winner . . . The New OAK No. NM10CS · A GOOD JOINT WITH RED & GREEN STRIPES OVER WHITE & YELLOW. AVAILABLE S-T-R-E-T-C-H-E-D FOR BIGGER VALUE AT THE HANDOUT. · BIGGER, TOUGHER, BRIGHTER COLORS. WORKERS AVAILABLE! IT'S ANOTHER



The OAK RUBBER CO

RAVENNA OHIO.



Bingo Goods 5 Darf Balloons, Long Necks, Ball Rack Baseballs. Doz. .... 2.40 Oak's Sag Balloons, Stretched, All Sizes NA10SAG Nobbies & Spirals, Gr. 6.75 30 in. Panda, Black & White. Doz. 30.00 30 in. Asst. Color Bears. Doz. . . 30.00 #802 15 in. Asst. Color Bears. Straw Cap with Visor, Asst. Colors. Doz. ..... #208 White Straw Cowboy Hat. 4.50 #4248 71/2 in. Weighted Dart, Red and Black. Doz. ..... #1041 12 in. Fur Monkey. Doz. 2.50 #126V6 61/2 in. Metal Gold Horse. Doz. ...... 10.00 #25A908 Love Thermometer.

# Established 1886

F.O.B. Terre Haute—Postage Extra. Send 25% Deposit With C.O.D. Orders

Box of 6 doz. for ..... 2.00

TERRE HAUTE, INDIANA

#### You Can't Beat BRODY

for Merchandise We Carry a Complete Line of

TOASTERS—Kitchen Utensils—ALUMI-NUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls— PLUSH ANIMALS—Plastic Goods— HORSES—Toys—CLOCKS—Dolls—CAR-NIVAL GOODS—Plastic Dolls—BAL-LOONS—PREMIUM GOODS—WATCHES -Glassware-ASSORTED NOVELTIES-Household Goods-Lamps. 72-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

1116 S. Halsted St., Chicago 7, III. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

#### \$1 BRINGS YOU \$6.75 New Fast-Selling 7x11 Ultra-Blue



L. LOWY, 812 B'way, Dept. 891, N.Y. 3, N.Y.

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Presto

2,000

PROCTOR

Oster



# DAVY CROCKETT NEWEST PLASTER STATUE Height: 12 inches. Packed: 12 to car-Weight per carton: 24 lbs. PRICE No less sold Send for REE Catalog -State Business WISCONSIN DELUXE CO.

1902 No. Third Street

Milwaukee 12, Wisconsin

# COMING EVENTS

Continued from page 80

Livestock Assn., Oct. 15-22, Jack Mat-lack, 402 Times Bldg. Portland-KWG Kitchen Carnival, Oct. 1-8. Jack Matlack, 402 Times Bldg.

Redmond-Deschutes Co. Fair Rodeo, Aug

Pennsylvania

4-10. Frank Caravella. Kenneth Square- Centennial, Sept. 7-10. McClure-Bean Soup Celebration, Sept.

Philadelphia-Gift Show, Oct. 1-6. Donald C. Little, 200 Fifth Ave., New York. Philadelphia - National Aircraft Show,

Pitisburgh Jr. Beef & Lamb Show, Oct. 18-20. C. L. McAdams.

Rhode Island

Bristol - Anniversary Celebration, Sept.

South Dakota

Corsica-50th Anniversary Celebration, Aug. 31-Sept. 1 Huron-Powwow Day, Oct. 1. Kadoka-Labor Celebration, Sept. 5. Lake Preston-Watermelon Day, Sept. 5. Mitchell-4-H Fat Stock Show and Sale, Sept. 13-14.

Mitchell-Corn Palace Festival, Sept. 18-24 Parkinson-Community Days, Aug. 29-30. Sioux Falls-Viking Days, Oct. 7-9. Yankton-Pancake Days, Oct. 6-8. 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

Sept. 9. W. M. Hale. Greenback-Loudon Co. Dairy Show, Sept. 3. Roy M. Brooks Jr. Lewisburg - Marshall Co. Jr. Dairy & Colt Show, Aug. 26-27, Sur Hill, Memphis-Memphis Rodeo, Sept. 23-30. Morristown-Centennial, Aug. 21-27. R. T. Bales Jr.

Mountain City-Bean Festival, Aug. 30-Nolensville-Williamson Co.-Nolensville Jr. Dairy Show, Sept. 3. Robert S. Mosley. Petersburg-Petersburg Colt Show, Sept. 6-

7. Thos. L. Warren Jr. Somerville-Fayette Co. Livestock Show, Oct. 21. C. W. Stroup.

Texas Galveston-Better Homes Exposition, Sept. 28-Oct. 2. Patrick J. O'Toole, Pleasure Cleburne-N. Central Tex. Rodeo, Sept.

7-10. 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-Dallas-Allied Gift & Jewelry Show, Sept. 4-9. Mrs. M. Dalton, 3822 Wilshire Blvd., Los Angeles. Dallas-Southwestern Gift Show, Sept.

4-9. Fred Sands, 3108 S. Joplin, Tulsa, Dallas-Tex. Futurity Horse Show, Oct. 29-30. Jim Bray, 4321 N. Central Express-

Dublin-Dublin Rodeo, Aug. 31-Sept. 1. Floresville-Peanut Pestival, Sept. 23-24. Georgetown-Georgetown Rodeo, Aug. 24-

Gorman-First Annual Peanut Festival, Sept. 8-10. Arlton E. Smi'h. Kaufman-Kaufman Co. Livestock Show. Sept. 8-10. Ernest Banerle. Kerryville-S. Texas Sheep Dog Trials, Nocona-Chisholm Troll Round-Up, Sept.

Portland-Expo. of Progress & Pacific Int'l. | Orange Orange Rodeo, Sept. 1-3, San Antonio Charro Celebration, Sept. 15 - 16. San Antonio-Expo. of Modern' Living.

Sept. 25-29. San Antonio-VFW Expo. of America's, Oct. 25-30. Ralph W. Stevens, 313 Houston Bldg. Texarkana Fall Rodeo, Sept. 13-17.

Hollidaysburg-Blair Co. Lions Fair, Sept. Tyler-Tex. Rose Festival, Oct. 21-23. Frank Bronaugh, Chamber of Commerce. Waro Heart o' Tex. Pair Rodeo, Oct. 3-8. Waxabachie - Ellis Co. Rodeo, Sept. 22-24. West-West Rodeo, Sept. 1-3.

l tah 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. Richfield -- S. Utah Jr. Livestock Show,

Aug. 25-27. Van Jarrett, Mgr. Tremonton-Golden Spike Rodeo, Aug.

Virginia Suffolk-Peanut Festival, Sept. 5-10.

Washington Ellensburg Ellensburg Rodeo, Sept. 3-5. Hillyard - Hi-Jinks, Aug. 18-20. Kennewick-Kennewick Rodeo, Aug. 26-28. Monroe-Evergreen State Fair Rodeo, Sept. Moses Lake Columbia Basin Rodeo, Sept.

10-11. Walla Walla-Southeast Wash. Fair Rodeo. Sept. 3-5.

West Virginia Clarksburg Police Safety Fair, Sept. 5-10. Elkins-Mountain State Forest Festival, Oct. 6-8. Wood Crawford. Kingwood-Buckwheat Festival, Sept. 29-Oct. 1. Kingwood- Preston Co. Buckwheat Festival. Sept. 20-Oct. 1. Mrs. Ruth A.

Deavers. Wisconsin Kenosha -Celebration, Sept. 5, Pewaukec Legion Fall Festival, Sept. 3-5. Ray Romens. Seattle-Washington Jr. Poultry Expo.,

Oct. 4-5. John G. Wilson. Wyoming Douglas-State Fair Rodeo, Aug. 31-Sept. 3. Thermopolis -Thermopolis Rodeo, Sept. 4-5. Turrington Goshen Co. Rodeo, Aug. 25-27. Wheatland - Platte Co. Rodeo, Aug. 27-28.

CANADA Manitoba Flin Flon-Rotary Horticultural Exhn. Aug.

Ontario Leamington-Tomato Festival, Sept. 9-10.

Ottawa Blytheswood (Leamington) -- Int'l. Plowing Match & Farm Machinery Demonstra-

tion, Oct. 11-14. Ottawa-Winter Fair, Oct. 25-29. St. Catharines-Niagara Grape & Vintage Festival, Oct. 1. Sault Ste. Marie-Parade of Progress, Aug

26-Sept. 1. Prince Edward Island Dundas-Provincial Plowing Match, Sept. 14-15.

Quebec Montreal—Eastern Canada All Eclectrical Show, Sept. 19-23.

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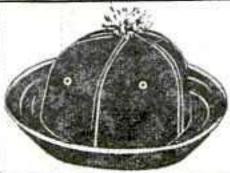
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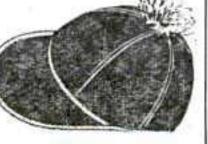
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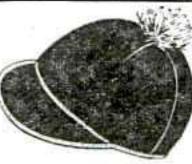


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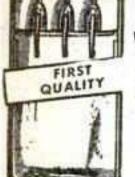
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Write for the new 75th Anniversary Edition Carnival and Novelty Catalog.

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Cups & Saucers Sally Distributors

Minneapolis, Minn.

# Springfield Big

Continued from page 70

corresponding three nights in the past five years, Boyd said. The icer, which is the property of Hunt-McCafferty Productions, Holly-wood, was booked in by the Boyle Woolfolk Agency, Chicago.

Other big grandstand crowds were turned in Sunday (14) by big car auto races, which had them standing up in the infield, and stock car races Thursday (18). Both of these programs were staged by Frank Winkley.

Earl Newberry's Tournament of Thrills accounted for turnouts the first two nights of that fair that approximated those of last year. Another thrill show, Aut Swenson's Thrillcade, was in closing night, with a good crewd indicated by a heavy advance ticket sale.

Other grandstand attractions included horse-pulling opening day afternoon, running horse races three afternoons and a horse show the closing afternoon.

The Metropolitan Shows, in for the first time, provided the midway attractions.

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16" LAZY \* \$4.50 Dozen Gross \$4.25

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Also 14 gauge 100-foot cables with neoprene jacket. Also new economy all-purpose floodlights, fast-moving auctioneer's item. Special prices for quantity buyers. We ship C.O.D., .O.B. our plant, 25% Deposit, Balance C.O.D. Sheldon Cord Products
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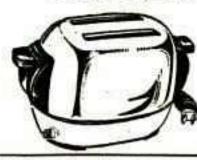
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New streamlined Copper Maid automatic pop-up toaster. Nationally famous manufacturer. Gleaming triple-chrome plate finish with rich copper trim. U.L. approved. Light and dark toast adjustment, 1-year guarantee. Colored individual box. Limited supply. Order now!

Sample, \$8.00 - 6 or more, \$7.50 - Retail, \$24.95

# KLEER VINYL TRANSPARENT GARDEN HOSE

Factory closeout. Below cost. Hottest deal in America.

50-foot length of the finest Kleer vinyl transparent garden hose available today. All brass fittings. 10-year guarantee on every foot. Resists all weather. Sun and mildewproof. Individually coiled. Deluxe quality.



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Factory closeout. Below cost. Hottest deal in America. 50-foot length of the finest plastic garden hose on the market. 5-year guarantee. Full-flo brass couplings. Individually coiled. A plastic hose priced right.

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FOR

1955

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# THEY'RE TERRIFIC . . . At These Low **Promotional Prices!**

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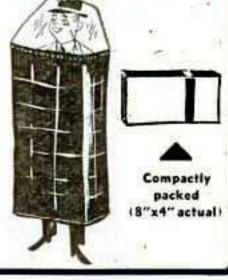
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Expansion Idents from \$4.00 Doz. up. Square, round or heart-shaped discs on Engagement Rings ......\$3.00 Dox. Wedding Rings ..... 1.63 Doz. 24" Chain with Spring Ring. \$3.25 Doz., \$36.00 Gross. SEND FOR **NEW 1955** CATALOG For Engravers, Store and Fair



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Try Our "BAKER'S DOZEN" Jar Deal!

CLUB DEALS - JAR TICKETS - BINGO TICKETS RED, WHITE & BLUE - LUCKY SEVEN - NUMERAL TICKETS

SALES TERRITORIES OPEN: Write for Complete Information—Prices and Samples. 2241 SO. INDIANA AVE., CHICAGO 16, ILL. GLOBE MFG. CO.

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I Type or print your copy in this space:

DAY AND NIGHT SERVICE

2 Check the heading under which you want your ad placed: ☐ Instructions, Books, Cartoons Acts, Songs, Parodies Agents and Distributors Magical Apparatus Animals, Birds, Pets Miscellaneous Musical Instruments, Accessories Business Opportunities Costumes, Uniforms, Wardrobes Partners Wanted Food and Drink Concession Personals Supplies Photo Supplies and Developing Formulas Printing For Sale—Secondhand Goods
For Sale—Secondhand Show Salesmen Wanted Scenery, Banners Property Tattooing Supplies ☐ Help Wanted ☐ Wanted to Buy 3 Indicate below the type of ad you wish: REGULAR-CLASSIFIED AD-15¢ a word. Minimum \$3.00. DISPLAY-CLASSIFIED AD-S1 per agate line. One lock \$14.00. (14 agate lines to the Inch)

Complete this authorization blank and mall promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohlo I enclose remittance of \$.....

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted. RATE: \$1 per agate line-\$14 per inch

CASH WITH ORDER (unless credit has been established)

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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GAG FILES!" COMPILED BY COMEDY experts. "Comedy Notebook" only \$3. Stone F "Comicollection" only \$2. Order both. Re- \$2. Vol. Ceive "Free" Comedy Guide. Show-Biz 8. Wis. Comedy Service (Dept. E-31), 1613 E, 29 St., TERRIT Brooklyn 29, N. Y

WILL WRITE PLAY SONG. DANCE, original, suited to your talents, personality. Re Joyce, 528 No. Broadway. Vonkers, N. Y. Yonkers 36889. Yonkers 52253. YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures Laugh produc-ing program. \$1 Catalog. 10c Baida Art Service, Oshkosh. Wis.

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

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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, Ill A BEST SELLER-BRAND NEW AMAZING

AGENTS, DISTRIBUTORS, SPECIALTY men. Brand new. No competition. Every independent grocery man, service station, etc. Hot prospect. Our item is a must with every business man who extends "open account" credit. Not a collection system or trade stimulator. Low cost. 100% profit. Write or wire for details. Wilson & Associates, 215 Bissantz Bldg., Wichita, Kan

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NEW ENGLAND JEWELRY BUYERS

AT LAST! SOMETHING NEW AND SEN-sational in latest tall Christmas Cards. Make extra money fast: Show Satins, Ve-lours, Metallics. Get easy orders. Pays up to 100% profit. 30 free samples. With name. 50 for \$1.50. Big line. Amazing convertible Pen-Pencil, Napkins, Gifts, Stationery. Sev-eral \$1 boxes on approval. Puro Greetings, 2801 Locust, Dept. 5131-K, St. Louis. Mo.

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 re-funded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. se3

BIGGER PROFITS SELLING GREETING Cards Get list of sensational factory surplus bargains. \$1.25 boxes for 50c, \$1 boxes for 35c while they last. Big line new 1955 Christmas Cards, Stationery, Gifts, Assortments on approval, Personalized samples free! Midwest, 1113 Washington, Dept. 100.C. St. Louis 1, Mo. 500-C, St. Louis 1. Mo.

CLEAN UP! SELL OUR REFLECTORIZED auto safety "ID" plates — "Clergy."
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DECALCOMANIA TRANSFERS NOW OF-fered in small quantities: quick delivery: an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Let-ters, Free samples. "Ralco," X-L, Boston

EARRINGS — ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only, New England Jewelry, 124 Empire St., Providence, R. I. au27

#### FAMOUS MFR. CLOSEOUTS

Children's Jewelry, boxed, asst. 2.00 dz.
Ropes, assorted 2.00 dz.
Shorty Tie Slides, carded 1.45 dz.
Cufflinks, carded 1.45 dz. Cufflinks, carded .... 2.00 dz. Cufflinks & Tie Slides, boxed .... 5.00 dz. Send for descriptive literature on other terrific values on jewelry of all descrip-tions. 20% deposit with order, balance c.o.d.

#### SAMUEL SILVERMAN & CO. 1820 Westminster St. Providence, R. I.

FOOTBALL CONCESSIONAIRES - SELL Army surplus Rain Covers, sample, \$1: per 100. Cash with order, Charlie White. Fort Oglethorpe, Ga.

GENUINE CHAMOIS—FACTORY DIRECT.
Low cost top quality, Imported, Special deal for jobbers, dealers, Sample, 20x30, 82. Babrok (Bld.), Tannery Distributor, Hudson Falls, N. Y. 5c3 JOKERS FUN SHOPS-FULL CREDIT AL-

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e o The Billboard, Cincinnati 22, O. TRUMPET, TROMBONE - JAZZ, FAKE, eut shows, Union, 1415 Carolina Street, Bellingham, Wash.

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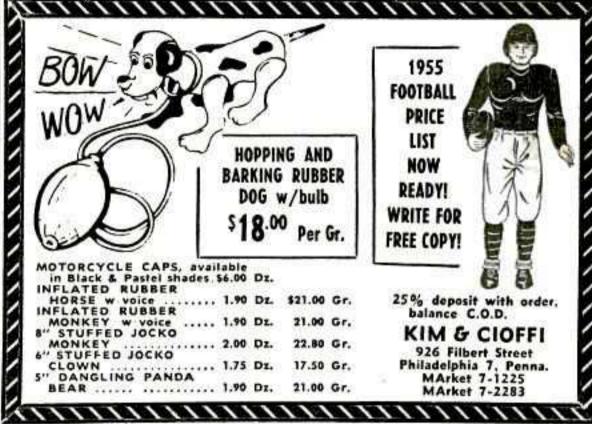
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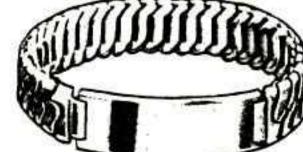
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# Heat Spell Cuts Coffee Sales; Dairy Items Hit New Peaks

# Operators Add Installations to Offset Decline, Boost Volume Sales

CHICAGO, Aug. 20.-More than the establishment of new indusever before in history, hot weather trial outlets. this year has made itself felt in vending sales of coffee, dairy fell to new lows, the increase in others sales fell off as high as 50 products and cold drinks, especial- industrial on lets built the over-all to 60 per cent. ly at industrial outlets.

age sales have zoomed skyward, reaching new high peaks since the torrid weather set in late in June,

operators disclosed.

dropped sharply about the third Coast was blamed on the proweek in June, and continued skid- longed hot spells of 90 degree ding to all-time summer lows as temperatures. the heat wave closed over the country. Business fell off from 10 to 15 per cent below normal seasonal declines.

To cushion the summer loss in coffee sales, a number of the operators reported they placed more coffee venders in the field thru

# UMO Hits Op **Location Aid** In Local Case

DETROIT, Aug. 20.—Financial manipulations by a local restaurant owner who secured loans from juke and head of Music Operators of sites, swimming pool location combox and vending machine operators | America, said that meetings would mission is in line with industrials, has underlined opposition here to be set up between the mayors of and 15-cent items are taboo. financing of location improvements by operators.

Roy Small, conciliator of the United Music Operators of Michigan, last week voiced opposition to such financial assistance by operators. (The Billboard, August 20.)

The case which developed this week, was presented to the Proseenting Attorney and the Police Department by the UMO, and it is expected that a warrant for larceny by trick on part of the restaurant owner will be issued.

New Ops, New Loans

According to Small, the restaurant owner in question operates a small place which has been open about two months. He secured a \$500 loan from the juke box operator at his location, and, after about three weeks, turned out that operator's juke box in favor of another operator's machine, the second opa \$500 loan.

Further check into the situation disclosed that the location owner damage. A few Carolina Arcades had added to his finances by a se- had some equipment ruined, but ries of loans from three different most of the Northern stops came cigarette machine operators, adding thru unscathed.

city which has a machine licensing

in an article which appeared in

ment financing and the need for Trend Survey."

plan," he said.

trade.

**Op-Distrib** Finance

Strong'—NCMDA Head

CHICAGO, Aug. 20.-Al Schles- the association will be discussed

inger, managing director of the at the coming meeting of NCMDA

game distributors can give worthy of directors are now being polled

operators strong financial backing, to determine whether the meeting

"No operator has difficulty getting would be more favorably sched-

Schlesinger said further that he attendance of members at the meet,

believes the newly formed distrib- and want to hold the meet when

utors' association is answering the all the members have the best

needs of the industry for a central chance of attending. Twenty affir-

association for all segments of the mative replys have been received

The Billboard last week, were meeting include "Trade Magazine

These two questions, brought up | Morrison Hotel September 12.

credit from a distributor in any uled for November 6 or 7.

Thus, while per vender business decline of 30 per cent, while in

ceffee dollar volume sale somewhat Dairy products and cold bever- higher than normal, they stated.

Coffee vending sales in the Midwest, South and on the East Coast, the operators said, were the poorest in history. The sharp decline Coffee vending sales, meanwhile, in the Midwest and on the East

# MAC Vendors Eyes CMMA Membership mostly chocolate-sold in 75 days. season.

LOS ANGELES, Aug. 20 .operation formed by a group of specialized summertime location. local juke box operators, is con-Music Merchants' Association, Los Angeles division.

During the last CMMA meeting, Sam Ricklin, one of MAC's stockholders, indicated that the operating company was considering membership in the State association.

Meanwhile, CMMA has gone on record as opposing per machine taxes existing in three adjacent municipalities, George A. Miller, president of the State organization the three municipalities and the association's representatives.

In the South, coffee sales in some areas held to the normal

(Continued on page 98)

# SWEDISH FAIR **OPENS AUG. 27**

STOCKHOLM, Sweden, Aug. 20.-The St. Erik's International Fair, opening here next Saturday (27), will in-clude exhibits of manufacturers from at least 30 countries, it was announced this week.

Officials said that the coin machine industry-juke boxes and vending equipment-was well represented.

The fair will run for two weeks, closing September 10.

# **Pool Sites Plus \$** To Dairy Operators

CHICAGO, Aug. 20. - Thirty- | venders, those in school locations, thousand 10-cent ice cream bars, at the pool, thus saving the cost plus 11,250 dime cartons of milk- of new equipment for the 75 day

That's \$4,125 ii. gross plus vending sales open to alert dairy prod-MAC Vendors, Inc., a large music uct machine operators in just one

The spot, America's modern pubtemplating joining the California lie swimming holes-about 4,500 in number-scattered across the na-

> Included in this expanding growing plus market for dairy items is the extra sales of cup soft drinks.

Midwest operators are finding the volume of sales and the normal commission rate make it profitable to channel equipment for this seasonal installation.

Use "Idle" Venders

Unlike many other recreation

tage of putting several of his "idle"

The silent salesmen are usually spotted in semi-protected areas, and are under the eyes of pool's locker and service personnel, easily accessible to spectators and swimmers

holding down servicing costs. One York, New Jersey and Connectiwas filling the ice cream venders cut, but Eppy hopes to have naeach morning by the route man starting his rounds, and then refilling it on his return to the home office.

Milk venders are filled twice daily by the dairy supplier.

Few Operating Problems

Operation problems for indoor vending machines in semi-protected outdoor sites were relatively few. Five Firms to Moisture in coin mechanisms due One midwest vender took advan- to rain and frost conditions on ice cream machines were not serious enough to restrict normal functions. (Continued on page 98)

# Ore. City Vetoes Proposed Pin Vote

PORTLAND, Ore., Aug. 20.-The Portland city council refused to take action this week on a request from the Committee to Tax Pinballs to rescind the new ordinance banning the games and let the voters decide the issue.

Stan Terry, spokesman for the pinball operators, urged the council to "place squarely before the voters for an advisory opinion the questually at a standstill, but local bars tion, "Shall the city of Portland license pinball games?"

> "This committee," he said, "represents thousands of your neighbors who believe the city should license pinball games.'

He asked that the council rescind its August 4 ordinance relating to initial order for new equipment all types of amusement machines, and put up to the voters the question of licensing pinballs. This, he said, would end the existing con-

# **Beanie Offer Boosts Sales**, **Eppy Reports**

### Plans Nationwide Program; New Plant Going Up

JAMAICA, N. Y., Aug. 20.-Sam Eppy, president of the charm manufacturing firm bearing his name, said the firm's attempt to tie in charm vending with premium offers appears successful.

The company is offering a felt beanic with 12 gold-plated charms in return for six E-balls-one of the firm's trade-marked charmsand 25 cents. Eppy says the beanie is a regular 50-cent retail value.

The premium offer has been in effect a week, and Eppy disclosed that 115 responses had arrived in the first four days. Operators are provided with stickers describing the offer. The stickers are either placed inside the globe or Scotchtaped on the outside.

National Distribution

So far, the premium is being Several methods were found for offered in 5,000 machines in New tional distribution by the end of the month.

> Meanwhile, Hurricane Connie slowed up progress on the new 30,000-square-foot plant being built next to the existing building. (Continued on page 92)

# Install Valcor Valves on Units

KENILWORTH, N. J., Aug. 20. -Armed with orders from five leading manufacturers of cup drink venders, the Valcor Engineering Company moved into its sixth week of full production on its new type solenoid valve with transparent body.

Murray Maslow, secretary-treasurer, disclosed Valcor has the order for all valves to be used by Cole Products, Inc., on new equipment; a substantial order from Apeo for cup drink venders at the Minneapolis plant; and for coffee urns' being made at Miami. The Spacarb Division of the Rowe Manufacturing Company has placed an valves.

Two manufacturers of pre-mix venders for Coca-Cola bottlers, Glasscock and Vando, are currently (Continued on page 96)

# Connie Blast Hits Eastern Business

Coast coin machine operators who were visited by a young lady hurricane named Connie last week were pretty much agreed that "it could have been a lot worse."

From the Carolinas to Maine, resort Arcades and game and juke box locations drew pretty much of a blank. The normal weekend resort crowds staved home, and the erator also granting the location vacationers didn't stray too far from their rooms.

But there was little physical

(Continued on page 93) | Most places which lost electric

Schlesinger said that directors

are shooting for a 100 per cent

from members to meet here at the

Topics set to be discussed at the

NEW YORK, Aug. 20. - East current had service within a few hours. One exception was Long Island, where several places were without power for a couple of days.

> Juke boxes and games at neighborhood bars didn't have too bad a weekend tho. Friday (12), when Connie struck, business was virhummed the following two days. One operator explained that a

lot of people who generally take (Continued on page 94)

# To Tavern Hours In Kansas City

KANSAS CITY, Mo., Aug. 20 .-A new city ordinance, which extends the Saturday night closing time of taverns by 90 minutes, from National Coin Machine Dis- here, when views of all the memtributors' Association, expressed the bers will be aired. The meeting is midnight to 1:30, will go into efview this week that vending ma- tentatively scheduled for Septem- fect here on August 30. chine, juke box and amusement ber 12, but the NCMDA board

Members of the Kansas City Coin Operators' Association met with the Restaurant and Drink Dispensers' Association Tuesday (16) to hear Fred Johnson, head of the city's liquor control division, discuss his department's policy toward the new ordinance. Johnson said that strict enforcement of the new law was promised but that it would be administered with good judgment and reason.

Commen hail the ordinance as a shot in the arm for the coin machine business. They claim that posed by Ed Ravreby, World Fair Price Lists," "Territorial Violations," late moviegoers, along with regua member of the NCMDA. Schles- cation of Equipment Merchandise," provide a substantial boost to juke inger said the problems of equip- "Fair Trade Rules" and "Business box and other coin-operated equip- Introduced last May (The Bill- The central area of the table is ment collections.

# Mfrs. Eye New Trend To Coin Pool Games

could become a new trend in the four contestants. It may also be amusement game industry—a trend used for tournament type play. to coin-operated pool games-have Made of hard maple construction, begun to take shape.

cago manufacturers reportedly ommended, with a self-storing cue production.

gan may be the reason other manu- redesigned. facturers have hopped on the pool

Description board, May 28), Valley's game is

CHICAGO, Aug. 20. - What designed for play by either two or the game is 36 by 52 inches, by 32 Two manufacturers, Exhibit Sup- inches in height. It is manually ply, Chicago, and Valley Manufac- rather than electrically operated. turing Company, Bay City, Mich., The game is equipped with rubber are already shipping coin-operated billiard cloth and live rubber cushpool tables, with three other Chi- ions. Use of 48-inch cues is recreadying similar type games for holder located below the table. It has an A.B.T. double 10-cent coin Success of the Valley product, chute and a ball-tripping mecha-Bumper Pool, in the State of Michi- nism. The original model has been

Five red and five white balls game bandwagon. There are a re- are lined up on opposite sides of ported 500-600 coin pool games the playing table at the start of the in operation in Michigan, and the game, the objective being to place & Associated Amusements, Boston, "Equipment Financing," "Diversifi- lar evening location customers, will games are bringing in good takes, each in a hole of corresponding color at the other side of the table.

(Continued on page 102)

### 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 frequenc; advertised.

#### PINBALL GAMES

A INDALL C	AMES		3. Surf Club
HIGH	LOW	Times Advt'd	
BALLY			HIGH
Atlantic City (5/52)\$125.00	\$ 90.00	19	Tropics (7/53) 175.00 Zingo (10/51) 65.00
Beach Club (2/53). 175.00	145.00	27	UNIVERSAL
Beauty (11/52) 175.00 Big Time (1/55) 526.00	125.00 475.00	27	Five Star 35.00
Bright Lights	4/5.00	7	All Star Baseball 175.00
(5/51) 95.00 Bright Spot (11/51) 95.00	55.00	10	Big Ben (9/54) 185.00
Coney Island (9/51) 85.00	75.00 65.00	10	Army & Navy 120.00 Cinderella 49.50
Dude Ranch (9/51). 265.00	175.00	27	Colors (54) 175.00
Frolic (10/52) 160.00 Gayety 495.00	110.00 375.00	18 14	Daffy Derby 20.00 Deluxe Baseball 195.00
Hi-Fi (6/54) 300.00	150.00	13	Dealer 140.00
Ice Frolics (1/54) 265.00 Palm Beach (7/52). 110.00	195.00 75.00	25 21	Disc Jockey
Palm Springs	75.00	21	(11/52) 75.00 Four Corners 89.50
(11/52) 255.00	210.00	24	Grand Champion 125.00
Spot Lite (1/52) 75.00 Surf Club (3/54) 285.00	45.00	17 27	Hayburner (6/51) 99.50 Jalopy (8/51) 99.50
Varieties 450.00	325.00	17	Lazy Q (2/54) 135.00
Yacht Club 125.00	75.00	19	Long Beach
CHICAGO COIN	0		(Williams) 50.00 Major League
(3/47) 195.00	175.00		Baseball (54) 325.00
Tahiti (10/49) 175.00	145.00	6	Mermaid (6/51) 65.00 Nine Sisters 140.00
EVANS			Olympics (5/52) 55.00
Saddle & Turf, Club Model (10/53) 275.00	245.00		Palisade (7/53) 75.00
Where Television and Commission	245.00	4	Quarterback (10/49) 75.00 Samba 49.50
EXHIBIT Jeannie (6/50) 25.00		20	Saratoga 49.50
	25.00	1	Screamo 145.00
GENCO Basketball, 2 player, 275.00	250.00	7	Singapore 325.00 Sky Way (9/54) 225.00
Double Action	230.00		Star Pool 210.00
(1/52) 250.00 400 (10/53) 75.00	250.00	1	Struggle Buggie (12/53) 140.00
Floating Power 49.50	45.00 49.50	9	Summertime 49.50
Golden Nuggett	TEMENORAS.	69	Super World Series
(2/53) 95.00 Wild West 495.00	95.00 425.00	7	(4/51) 99.50 Thusderbird (54) 150.00
GOTTLIEB		80	Twenty Grand
hinatown (10/52), 125.00	75.00	7	(12/52) 95.00
College Daze 49.50	49.50	3	MANUFACTURERS NOT Basketball 25.00
Coronation 99.50 Daisy Mae (7/54) 215.00	90.00	6	Mystic Marvel 165.00
Diamond Lill	100.00	0	Peter Pan 215.00 Speedway 20.00
(12/54) 210.00	195.00	6	Sunshine Park 35.00
Dragonette 180.00 Duette Deluxe 290.00	165.00 290.00	4 2	Sweetheart 35.00
Flying High (2/53). 150.00	150.00	3	Three-of-a-Kind 18.00
Four Belles 195.00 Gold Star (3/54) 220.00	190.00 185.00	8	POEL HERMANIA ABONIA
Frand Stam (4/53). 140.00	50.00	4	ARCADE EQU
Freen Pastures		28	
(1/54) 195.00 Guys & Dolls (5/53) 150.00	135.00 75.00	6 11	ABT Challenger
ypsy 245.00	245.00	2	(5/46)\$ 20.00 Advance Shockers 15.00
(4/54) 160.00	160.00	2	All American
loker 49.50	49.50	3	Baseball 85.00 Anti-Aircraft 99.50
Jockey Club '5/54), 155.00 Just 21 25.00	145.00 25.00	4	Art Parade 3-D
K. C. Jones 25.00	25.00	i	(Mutoscope) 245.00
King Arthur 49.50	49.50	3	Auto Photo1850.00 Baseball (Scientific) 79.50
Chockout (1/51) 49.50 Lady Luck (9/54) 190.00	25.00 190.00	4	Bat-A-Ball 15.00
Lovely Lucy (2/54). 175.00	135.00	7	Bat-A-Ball Jr 35.00 Bat-A-Score (Evans)
Marble Queen 115.00 Pinwheel (11/53) 130.00	115.00	3	(8/48) 175.00
Poker Face (9/53) 135.00	130.00 135.00	3	Bat-A-Score (Senior)
Quartet (3/54) 120.00	120.00	3	(8/48) 65.00 Best Hand 15.00
Queen of Hearts (12/52) 135.00	95.00	6	Big Broncho (1/51). 400.00
Quintet 75.00	49.50	4	Big Inning (Bally)
Rose Bowl 50.00	50.00	4	(47) 125.00 Big Top (Genco)
Shindig (10/53) 150.00 Skill Pool (8/52) 110.00	130.00 80.00	6	(6/54) 425.00
Slugging Champ		50	Bingo Roll 65.00 Bonus Gun (United). 395.00
(4/55) 250.00 itage Coach 210.00	225.00 195.00	4	Bonus Deluxe
Super Jumbo	145.00	5	(United) 395.00
(10/54) 345.00	7 - 30 - 30 - 30 - 30 - 30 - 30 - 30 - 3	2	(10/54) 350.00
Win Bill (1/55) 225.00	185.00	7	Champion Hockey 85.00
CIENTIFIC	650000	8 <sub>91</sub>	Chicken Sam
pltfire 225.00	225.00	3	(Seeburg) 95.00 Coon Hunt
UNITED			(Seeburg) (2/54). 225.00
ABC (3/53) 65.00 Cabana (3/53) 165.00	25.00 95.00	8	Dale Gun (Exhibit). 89.50 Derby (Exhibit) 10.00
łavana (2/54) 195.00	100.00	8	Derby, 4 player (Chicago
lawaii (6/54) 195.00	175.00	5	Coin) (3/52) 195.00
.eader (10/51) 65.00 Mexico (3/54) 175.00	45.00 125.00	6	Orivemobile (Mutoscope) 165.00
Vevada (8/54) 295.00	225.00	9	Driveyourself
Rio (11/53) 185.00 Stars (6/52) 65.00	145.00 59.50	10 5	Drivemobile 595.00 Electric Skill Gun
Tropicana (1/55) 360.00	245.00	7	(ABT) 20.00

Tropicana (1/55)... 360.00

245.00

# MOST ACTIVE EQUIPMENT

(Fo	or four-week period ending w	rith issue dated August 6, 1	955)
ARCADE EQUIPMENT GENCO—Rifle Gallery EXHIBIT—Shooting Gallery EXHIBIT—Sportland GENCO—Big Top EXHIBIT—Dale Gum	MUSIC MACHINES  1. SEEBURG—M-100-A (78 RPM)  2. AMI—Model A  2. SEEBURG—M-100-B  4. AMI—Model C  5. AMI—Model D-40  5. ROCK-DLA—Comet 1438	SHUFFLE GAMES  1. UNITED—Cascade Shuffle Alley, 6 Player  1. UNITED—Chief Shuffle Alley 3. UNITED—Imperial Shuffle Alley 3. UNITED—Olympic Shuffle Alley 5. UNITED—Classic Shuffle Alley, 6 Player 5. UNITED—Royal Shuffle Alley 5. CHICAGO COIN—Super Frame Bowler  GAMES	VENDING MACHINES  1. NATIONAL—918 1. NATIONAL—930 1. NATIONAL—950 1. NORTHWESTERN—39, 1c 1. ROWE CRUSADER—8 Col. 1. ROWE IMPERIAL—6 Col. 1. ROWE IMPERIAL—8 Col. (All of the above Vendin Machines are tied with stimes Advertised.)
	(Manufacturers with ten or		
BALLY Beach Club Beauty Dude Rance Surf Club	GOTTLIES  1. Guys & Dolls  2. Chinatown  2. Lovely Lucy  2. Skill Pool  2. Twin Bill	UNITED  1. Rio  1. Tropics  3. Nevada	WILLIAMS  1. Army & Navy  1. Struggle Buggie  3. Jalopy  3. Singapore  3. Twenty Grand
	Times	Times	

3. Surf Club		2. Skill 2. Twin	IVOTITY C	3.	Nevada		3. Singapore 3. Twenty Grand	
HIGH	LOW	Times Advt'd	1	HIGH	LOW	Times Advt'd	HIGH	LOW
Tropics (7/53) 175.00 Zingo (10/51) 65.00		10	Flash Hockey (Coinex) (9/46)	75.00	75.00	2	Sportsman (Keeney) (11/54) 260.00	249.50
UNIVERSAL Five Star 35.00	35.00	1	Flying Saucer (Mutoscope) (6/50)	149.50	95.00	6	Star Series (Williams) (4/49) 89.50	79.50
WILLIAMS All Star Baseball. 175.00	155.00	4	Goalee (Chicago			- Care 1	Star Shooting Gallery (Exhibit) 250.00	225.00
Big Ben (9/54) 185.00	140.00	4	Coin) (1/46) Gun Patrol (Exhibit)	99.50	95.00	8	Steeple Chase 75.00	75.00
Army & Navy 120.00	50.00 20.00	8	(5/51)	145.00	130.00	4	Super Jet (Chicago Coin) (4/53) 395.00	295.00
Colors (54) 175.00		ĩ	Gypsy Fortune Teller Foot Vitalizer	10.00	10.00	4	Super Jet	275.00
Daffy Derby 20.00	20.00	1	(Exhibit)	95.00	95.00	1	(Williams) 295.00 Super Pennant	295.00
Deluxe Baseball 195.00 Dealer 140.00	195.00 75.00	4	Heavy H'tter		40.00	1	TO 10 10 10 10 10 10 10 10 10 10 10 10 10	165.00
Disc Jockey (11/52) 75.00			Hi-Ball (Exhibit) (2/38)	75.00	75.00	2	Swamies 12.00 Target Skill Gun	12.00
Four Corners 89.50	75.00	5	Hockey (Chicago Coin)	75.00	75.00	4	(ABT) 20.00 Telequiz (1/49) 115.00	20.00 95.00
Grand Champion 125.00 Hayburner (6/51) 99.50	99.50	7	Home Run, 6 player			2000	Ten Strike (Evans)	75.00
Jalopy (8/51) 99.50	95.00	7	(Chicago Coin) (3/54)	250.00	165.00	6	(46) 85.00 Texas League	65.00
Lazy Q (2/54) 135.00 Long Beach	85.00	4	Jack Rabbit		95.00	4	Baseball 65.00	50.00
(Williams) 50.00 Major League	50.00	1	Jet Gun (Exhibit) (12/51)	125.00	99.50	5	3-D Art Parade (Mutoscope) 245.00	245.00
Baseball (54) 325.00	325.00	1	Jumping Jack (Genco) (11/52).	85.0C	85.00	4		199.50
Mermaid (6/51) 65.00 Nine Sisters 140.00	45.00 140.00	2	Jungle Gun		05.00		Three-Way Gripper (Gottlieb) 20.00	20.00
Olympics (5/52) 55.00	55.00	2	(United) K. O. Fighter	A CONTRACTOR OF SERVICE	295.00	1	Undersea Raider	
Palisade (7/53) 75.00	75.00	1	League Ball Jr	The second secon	195.00 15.00	2	(2/46) 125.00 Voice-o-Graph	125.00
Quarterback (10/49) 75.00 Samba 49.50	75.00 25.00	2	Lite League (2/46).		75.00	5		495.00
Saratoga 49.50	49.50	3	Mercury Counter Gripper	20.00	20.00	4	Watling Scales 95.00	75.00
Screamo 145.00 Singapore 325.00	125.00 250.00	7	Metal Typer		20.00	-	Western Baseball 75.00 Wizzard Fortune	75.00
Sky Way (9/54) 225.00		4	(Standard) Midget Movies		250.00	7	Teller 15.00	15.00
Star Pool 210.00	200.00	3	Midget Skee Ball	145.00	135.00	×.	Wizzard Whiz 20.00 World Series	20.00
Struggle Buggie (12/53) 140.00	50.00	8	(Chicago Coin)	THE RESERVE OF STREET	165.00	1	(Rock-Ola) 85.00	85.00
Summertime 49.50	49.50	3	Mills Scales Musical	50.00	40.00	2		295.00
Super World Series (4/51) 99.50	95.00	5	Merry-Go-Round .		395.00	2	Zipper Skill 19.00	19.00
Thunderbird (54) 150.00	150.00	ī	Night Fighter Panoram		325.00	2		
Twenty Grand	40.00	7	Pennant Baseball		223.00	12 (A	MUSIC MACHI	NES
(12/52) 95.00 MANUFACTURERS NOT			(Williams)		100.00 95.00	3		
Basketball 25.00	25.00	1	Photomatic	75.00	95.00		AMI	
Mystic Marvel 165.00 Peter Pan 215.00	145.00 215.00	. 4	Deluxe (2/36)	365.00	365.00	4		75.00
Speedway 20.00	20.00	î	Photomatic (Mutoscope)					149.00 . 165.00
Sunshine Park 35.00	35.00	1	(1/50)		562570357111	202 272 11	Model D-40 (51) 325.00	225.00
Sweetheart 35.00 Three-of-a-Kind 18.00	35.00 18.00	4	Pikes Peak Pistol Target	29.50	15.00	5		325.00 435.00
			Skill Pitch'm & Bat'm	15.00	15.00	4	Model E-80 575.00	565.00 549.00
ARCADE EQU	IPMEN	T	(Scientific) Pistol Pete	185.00	145.00	6	H 프로그램 77 (1977년 1874년 1874년 7월 2일 1일	125.00
ABT Challenger			(Chicago Coin)		99.50	2	ROCK-OLA Comet 1438 (54) 625.00	549.00
(5/46)\$ 20.00	\$ 20.00	3	Pop UpQuizzer		15.00 95.00	4	1422 99.00	34.50
Advance Shockers 15.00	15.00	4	Race the Clock		950000	(9)	1426 65.00	65.00
All American Baseball 85.00	85.00	1	(Williams) Red, White & Blue	275.00	265.00	4	1428 (48) 125.00 1432 195.00	99.00 169.00
Anti-Aircraft 99.50	99.50	2	(ABT)	20.00	20.00	2	1434 (52) 275.00	275.00
Art Parade 3-D (Mutoscope) 245.00	245.00	1	Rifle Gallery (Genco) (6/54)	205.00	215.00	10	[22] [24] [24] [25] [25] [25] [25] [25] [25] [25] [25	375.00 295.00
Auto Photo1850.00	1850.00	4	Rock-Ola Scales		50.00	18	[[[[[[] [[] [[] [[] [[] [[] [[] [[] [[]	725.00
Baseball (Scientific) 79.50	79.50	2	Scientific Boat		325.00	3	SEEBURG	
Bat-A-Ball 15.00 Bat-A-Ball Jr 35.00	15.00 35.00	1	Safari (Williams) Set Shot Basketball	400.00	350.00	2	46 (46) 75.00	75.00
Bat-A-Score (Evans)	1220 0000	56	(6/52)	345.00	325.00	3	146 (46) 95.00 H-146 Hideaway 50.00	29.50 50.00
(8/48) 175.00 Bat-A-Score (Senior)	125.00	6	Shoot the Bear (Seeburg)	150.00	110.00	7	47 (47) 75.00	50.00
(8/48) 65.00	65.00	3	Shoting Gallery, 500		110.00		147 50.00 · H-147 Hideaway 65.00	50.00
Best Hand 15.00 Big Broncho (1/51), 400.00	15.00 350.00	4	(Exhibit)	365.00	365.00	4	H-147 Hideaway 65.00 48 85.00	65.00 85.00
Big Inning (Bally)	350.00		Shooting Gallery (Exhiibt) (6/14).	225.00	125.00	17	148 75.00	75.0C
(47) 125.00	95.00	9	Silent Salesman Card	972.624	CHIST		148 ML 129.00 1 H-148 Hideaway 75.00	75.00
Big Top (Genco) (6/54) 425.00	395.00	12	Vendor (3/52) Silver Bullets	35.00	35.00	4	HM-100-A Hideaway. 275.00	275.00
Bingo Roll 65.00	65.00	1	(Exhibit)		95.00	4	M100-A (78 RPM) (50) 375.00 2	250.00
Bonus Gun (United). 395.00 Bonus Deluxe	385.00	4	Silver Chest (Genco) Silver Gloves	125.00	125.00	1		495.00
(United) 395.00	375.00	5	(Mutoscope)	195.00	195.00	5	FOR THE RESERVE AND ADDRESS OF THE PROPERTY OF	575.00
Carnival Gun (United)	275.00	192	Six Shooter	222.00		2	\$1.400 BANGATAL	595.00 825.00
(10/54) 350.00 Champion Hockey 85.00	275.00 85.00	4	(Exhibit) Skee Ball (Wurlitzer)	110.00	95.00	7	148 ML (48) 129.00	99.00
Chicken Sam	10000000	115000	(8/36)		150.00	4	WURLITZER	
(Seeburg) 95.00 Coon Hunt	95.00	4	Skill Gun, ABT Sk. Roll (Evans),	20.00 95.00	20.00 95.00	- 3	1015 (46) 100.00 1100 (48) 125.00	34.50 99.00
(Seeburg) (2/54). 225.00	185.00	9	S. K. Grip Vue		20.00	4	1217 Hideaway 149.00	149.00
Dale Gun (Exhibit). 89.50	65.00 10.00	10	Sky Gunner (Genco)	145.00	75.00	22	1250 (50) 265.00	135.00
Derby (Exhibit) 10.00 Derby, 4 player (Chicago	10.00	6 <b>3</b> .5	(9/53) Sky Fighter	143.00	75,00	7		325.00 279.00
Coin) (3/52) 195.00	135,00	6	(Mutoscope)		125.00	1	1500 (52) 339.00	295.00
Orivemobile (Mutoscope) 165.00	165.00	3	Smily		10.00 325.00	4.50		395.00 395.00
Driveyourself		302	Space Ranger Deco.		325.00	57.50		325.00

Spark Plug (10/51). 95.00

(11/54) ...... 395.00

Sportland (Exhibit)

7 (ABT) ..... 20.00

1650 (53)..... 450.00

...... 375.00

1700 (54)...... 725.00 725.00

350.00

395.00

$\neg$	SHUFFLE G	AMES	-
	HIGH	A COLON HOLE IN	Adv't'
. 1	Ace Bowler (United)		Times
	(5/54)\$325.00 Advance Bowler (Chicago Coin)	.\$285.00	•
8	(5/53) 215.00		
	American (Keeney)., 325.00 American Bank	325.00	1
nding h six	Shuffle 100.00 Arrow (Chicago Coin) 495.00		100
n six	Banner Shuffle Alley (United) (8/54) 345.00		Was
	Bikini (Keeney) 295.00 Bonus Bowler	295.00	4
	(Keeney) 200.00 Carnival Bowler	200.00	1
	(Keeney) (5/53), 135.00 Carnival Deluxe		
	(United) (10/54), 325.00 Cascade Shuffle Alley	295.00	12
Times	(6 player) (United) (2/53) 145.00		
Advt'd	Chief Shuffle Alley		1
7	(United) (11/53). 275.00 Classic Shuffle Alley,	245.00	16
3	6 player (United) (United) (6/53) 145.00 Clipper (United) 445.00	120.00	14
2	Clipper Deluxe 445.00 Clover Shuffle Alley,	445.00	3
5	6 player (United) (1/53) 125.00	95.00	6
2	Club 10 Player (Keeney) 95.00		
3	Comet (United) 375.00 Comet Deluxe 375.00	350.00	4
4	Criss-Cross Bowler		1550
4	(12/53) 295.00 Criss-Cross Targette	250.00	3
4	Deluxe 225.00 Criss-Cross Target	215.00	2
2	Regular 235.00 Crown Bowler (Chicago		
1	Coin) (4/53) 250.00 Diamond (Keeney) 250.00		3
2	Damino Bowler (Keeney) 135.00	109.00	7
4	(Chicago Coin) (3/53)) 100.00	CESTIVAL:	) (* )
2	Feature Frame		5
2 2 1	(Chicago Coin) 315.00 Five Player Shuffle	275.00	6
	Alley (United) (1/51) 40.90	40.00	4
4	Fireball (Chicago Coin) 395.00	395.00	4
1 4	Flash Bowler (Chicago Coin) 365.00	355.00	5
3	Genco, 8 player (9/51) 65.00 Hi-Speed Triple	65.00	3
	(Chicago Coin)	225.00	
-	(Chicago Coin) (9/54) 445.00	425.00	6
18	Imperial Shuffle		
10 17	(9/53) 275.00 Jet Bowler (Bally). 400.00	215.00 375.00	15 5
16 11 1	Keeney with Bottle Pins 40.00		4
2	King Bowlet (Chicago Coin) 275.00		4
1	League Bowler (Keeney) (8/50). 40.00		
16	League Bowler (United) (1/54) 295.00		7
3	(United) 260.00	235.00	8
6	Alley (United) 445.00	445.00	
3	Lightning Deluxe 445.00 Magic (Bally) 475.00	395.00 425.00	5
5	Mars (United) (1/55) 415.00	395.00	4
4	Mars Deluxe (United) 425.00	410.00	5
3	Match Bowler (Chicago Coid)		- 12
5	(7/52) 60.00 Match Pool (Genco)	60.00	3
4	(2/54) 150.00 Mercury (United) 400.00	365.00	7
î	Mercury Deluxe Shuffle Alley, 11th Frame (United) 365.00	365.00	
4	Name Bowler (Chicago Coin)	303.00	•
24	(1/54) 95.00 Official Shuffle Alley,	90.00	. 3
18 1	4 player (United) (5/52) 85.00	75.00	5
6 4	Olympic Shuffle Alley (6/53) 140.00		
4	Pacemaker (Keeney), 295.00 Rainbow Shuffle	165.00	. 6
6	Alley (United) (8/54) 325.00	295.00	, 5
1	Royal Shuffle Alley (United) (9/53)., 200.00		14
3 7 6	Shuffle Alley Deluxe (Keeney) 50.00		2
13	Shuffle Alley Deluxe, 6 player (United)		
4 5	(10/51) 75.00 Shuffle Alley, 6	49.50	12
7	Player (Chicago Coin) 55.00		
1	(Continued	on page	e 92)

COIN MACHINES

• Continued from page 90

However, it is expected to be ready for occupancy by October.

.Work began early last month, and the footings are in. The allbrick building will be nearly three times the size of the current plant.

The existing plant will be used for offices and charm assembly. The entire area will be air-conditioned.

#### Production Work

All production work is set for the new plant-including injection molding, vacuum plating, tool and die work, maintenance, repair and plastics printing.

going for new machinery.

Prime production will be 24 hours a day, six days a week. The labor force will be increased from 100 to 150. Eppy said the new plating, and two million on mold-

#### Speed, Control

Main advantages in the new set-up, according to Eppy, is that the firm will not have to depend on sub-contractors, and speed and quality control will be enhanced The entire plant will be air-con-

George Eppy will be in charge of production, assisted by Sid Eppy, and a design engineer and a plant superintendent, both currently employed in the plastic industry.

Eppy said that the the new New York plant will produce other plastic items, the major portion of pro-duction will be charms for the vending industry.

# 

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SLUGGIN' CHAMP\$2	50
DIAMOND LILL 2	
TWIN BILL 2	10
	90
	90
	90
DRAGONETTE 1	80
DAISY MAE 1	80
HAWAIIAN BEAUTY 1	60
	55
	45
	35
GREEN PASTURES 1	35
PINWHEEL 1	30
	30
MARBLE QUEEN 1	15
	95
	90
	80

#### SHUFFLE GAMES

C.C. DELUXE CRISS-CROSS	
TARGETTE	\$215
UNITED BANNER	345
UNITED ACE	325
UNITED DELUXE MERCURY	365
UNITED CLASSIC	125
UNITED 10TH FRAME STAR	95
C.C. DOUBLE SCORE BOWLER	100
UNITED CLOVER	110
UNITED CLIPPER	445
UNITED CHIEF	250

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# COINMEN YOU KNOW

#### By KEN KNAUF

Chicago

NAMA EXECS MEET AT MORRISON. Attending the National Automatic Merchandising Association executive committee meeting at the Morrison Hotel here recently were I. H. Houston, chairman, Rowe Spacarb, Inc., Stamford, Conn.: John T. Pierson, first vice-president, the Vendo Company, Kansas City, Mo.; W. S. Fishman, second vicepresident, Automatic Merchandising Company, Chicago; Thomas E. Donahue, treasurer, National Vendors, Inc., St. Louis; Louis Risman, Mystic Automatic Sales Company, Medford, Mass.; Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, and NAMA staff members, C. S. Darling, executive director; O. G. Leach, director of public relations, and F. E. Kuhrt, budget director.

Ralph Sheffield, Genco Manufacturing & Sales Company, recently According to Eppy, the only back from a short vacation, headed right off on a sales trip to Michigan. process which the firm will not . . . Sam Gensburg and Sam Wolberg, Chicago Coin Machine Comperform in its own plant will be pany heads, are both home and at work at the Chicago headquarters. barrel plating. Land and building | . . . Joe Schwartz, National Coin Machine Exchange chief, reports for the new plant will run about Sheldon Spira back from a sales trip up North, and Mort Levinson \$225,000, with another \$275,000 and Ron Schwartz making the rounds thru Wisconsin.

Lew (Colonel) Lewis, Merit Industries, has been spending the weekends in the country. "No time for a real vacation," says Lew. . . . Alvin Gottlieb and Nate Gottlieb, D. Gottlieb & Company, are planning a September 9 trip to Baltimore. They expect to visit with plant will have a daily capacity of a million charms on vacuum Weinand, Williams Manufacturing Company, says sales of Williams baseball games will continue thru the fall and winter. . . . Sam Lewis and Frank Mencuri, Exhibit Supply, are getting ready to break out with full production on a brand new coin game soon.

> Visiting at United Manufacturing Company during the week were Al Schlesinger, managing director of the National Coin Machine Distributors' Association; Sam Solomons, owner of University Coin Machine Exchange, Columbus, O., and Joc Robbins, Empire Coin Machine Exchange sales manager. Solomons says his 14-year-old daughter, Barbara, has become an expert with the rod and reel. Sam recently tore the stern out of his 18-foot boat, but has it back in shape now. Well tanned and relaxed, Jack Patten, head of the coffee sales division of Mills Industries, returned to his desk after a three week vacation at Portage Lake, Mich. Jack and his wife, Mildred, spent most of their time in their Century speed boat.

#### By AARON STERNFIELD

SLEEPY STREET. Tenth Avenue was nearly deserted this week, as the distributors operated with reduced staffs due to vacations and operators were either taking vacations or running their resort stops.

At Atlantic-New York, Meyer Parkoff and Murray Kaye say the new headquarters will be ready for an official opening this fall. Operations have been going on there for a month, and workmen are putting on the interior finishing touches.

At Local 1776, Barney Schlang has returned from his up-State New York vacation, and Harold Henry leaves for a trip down South. At Seacoast Distributors, Charlie Reissner has returned from his Jersey Shore vacation, while Bob Slifer came back from a Southern and Midwestern trip.

Abe Lipsky, Young Distributing Company, reports that export business to Europe on used Wurlitzers has picked up briskly. John McIlheny was in from the factory at North Tonawanda, N. Y., to visit Lipsky and Joe Young.

Nat Cohen, C&O Vending, visited Barney Sugerman at Runyon Sales this week to buy new AMI's for his route. Morris Rood, Runyon, is vacationing in Florida. Bernie Boorstein Leslie Distributors, says record sales are holding up well this summer.

#### Detroit

#### By HAL REVES

FORMS NEW PARTNERSHIF. Irving B. Ackerman, who has been counsel for a number of coin machine associations, and was at one time active in the business himself as head of Detroit Tradio Company, has formed a new law partnership with Joseph A. Cassese and Irving H. Small, holding open house Friday for his friends to mark the opening of new offices on the third floor of the Guardian Building. . . . Joseph Brilliant, head of Brilliant Music Company, has been discharged from Henry Ford Hospital and is now convalescing at home, making occasional visits to his office.

Sonny Sears, office secretary for the United Music Operators, is back from a vacation spent with her son at a cottage at Walled Lake. . . . Edward L. Carlson, past president of the UMO and head of Carlson Music Company, has returned from several months at Miami, where he has been building a new home. . . . Tony Siracuse, of Circle Music Company, is vacationing on the private island owned by the Siracuse family near Sault Ste. Marie. . . . Lou Fisher, of the Fisher Music Company, has returned from a vacation. . . . Lou Nemesh, Music Systems, Inc., is opening a new building here about the middle of September.

### Miami

#### By RAOUL SHAPIRO

COLLECTIONS UP AT BEACH. There is good news from most of the coinmen who operate both games and music at Miami Beach. The beach was never so jammed at this time of the year and collections reflect the huge crowds. . . . Joe Mangone just had a series of operations, and tho he is able to get about now, he looks like he had been a pretty sick boy. The only good feature about his illness is that he lost about 40 pounds, which made him happy. . . . Eli Ross, Ross Distributing Company, is another one who lost more than 30 pounds. Eli has been on a strict diet, and is moaning over the fact that he hasn't had a real meal in weeks.

Met Benny Fordham, of Benny's Music Company, at Budisco. Benny has been a pretty sick boy for the past few months, but says he is feeling much better now. . . . Also in town for some new equipment was Oscar Garcia. Oscar says dime play has held collections up for him way above expectations. . . . Back from vacations this week were Willie Blatt, of Music Makers, and Bobby Schwartz, of B&B Vending. Willie was up in New York's Catskill Mountains, where he taught the other guests how to play Gin. Bobby spent his time fishing down in the Keys. Now that Blatt is back, his partner, (Continued on page 93)

# Price Index

Continued from page 91

	нісн	LOW	Times Advt'o
Shuffle Alley, 6 player (Keeney)	75.00	75.00	-
Shuffle Alley, 6	75.00	75.00	3
player (United) (2/51)	50.00	50.00	3
Shuffle Alley, 10 player (Keeney)	110.00	110.00	1
Shuffle Alley Deluxe, 11 Frame (United)		335.00	5
Shuffle Pool (Genco) (11/53)		35.00	9
Six Player, 10th			
Frame (United) Speedie (United)	100.00	75.00	9
(8/54)	345.00	345.00	2
Special Bowler, 10th Frame (Chicago			
Coin) (12/52) Star, 6 player	95.00	75.00	4
(United) 7, 52)	60.00	50.00	4
Star, 10th Frame, 6 player (United)		85.00	10
Starlite Bowler (Chicago Coin)	200000000000000000000000000000000000000	75070741	90
(5/54)	325.00	295.00	11
Super Deluxe		75.00	2
(Keeney) Super Frame Bowler	75.00	75.00	
(Chicago Coin) (3/54)	325 00	245.00	14
Super Match Bowler (Chicago Coin)	323.00	2.0.00	
(10/52)	95.00	75.00	5
Super Six Shuffle Alley (United)			
(3, 52)	65.00	60.00	6
Targette (United) Deluxe (8/54)	375.00	335.00	7
Targette (United)			
Team Bowler : United	The second secon	(d)	
(1/54) Team Bowler, 10	260.00	245.00	10
player (Keeney)	75.00	75.00	5
Triple Score Bowler, 10th Frame			
(Chicago Coin)	150.00	150.00	2
Triple Score Bowler (Chicago Coin)	(9)		
(6/53)		125.00	5
Triple Striker Bowler (Chicago Coin)		435.00	4
Thunderbott (Chicago		TO STATE OF THE STATE OF T	20000
Coin)	435.00	400.00	5

#### VENDING MACHINES

Advance No. 11  Mdse	Acorn Cabinet \$	9.00		- 57
Mdse.   5.95   6.95   6.95   Columbus 5c.   6.95   6.95   6.95   Columbus 1c Bulk   6.50   6.50   DoVol's Penny Pack   7.50   7.50   DuGrenier (7 col.)   85.00   45.00   DuGrenier (9 col.)   105.00   65.00   DuGrenier Tab Gum   (4 col.)   17.50   17.50   17.50   DuGrenier Tab Gum   (6 col)   17.50	THE RESERVE OF THE PARTY OF THE	6.45	6.45	
Columbus 5c 6.95 Columbus 1c Bulk . 6.50 DoVol's Penny Pack . 7.50 DuGrenier (7 col.) . 85.00 DuGrenier (9 col.) . 105.00 Esternier (9 col.) . 105.00 BuGrenier Tab Gum (4 col.) 17.50 DuGrenier Tab Gum (6 col) 17.50 DuGrenier Model W (9 col.) 95.00 Electro (8 col.) . 125.00 Eshibit Post Card . 15.00 Heider Tab Gum (6 col.) 12.50 Hot Nut (2 col.) . 12.50 Hot Nut (3 col.) . 25.00 Jewels Vends, Sc 7.50 Keeney Electric (9 col.) 135.00 Master 1c & 5c Bulk . 6.50 Master 1c & 5c Bulk . 6.50 Mills Candy (5 col.) . 55.00 Mills Tab Gum (6 col.) 17.50 National Gandy (6 col.) 65.00 National Gandy (6 col.) 65.00 National 9M 265.00 National 9M 265.00 National 99 125.00 Northwestern 39, 1c 7.95 Northwestern 39, 1c 7.95 Northwestern 39, 1c 7.95 Northwestern Beluxe 1c & 5c 12.00 Northwestern Deluxe 1c & 5c 12.00 Northwestern Beluxe 1c & 5c 12.00 Northwestern Standard . 6.95 Rowe (10 col.) . 115.00 Rowe Crusader (8 col.) 150.00 Rowe Crusader (10 col.) 150.00 Rowe Crusader (10 col.) 165.00 Rowe Unplomat Electric (8 col.) . 160.00 Rowe Imperial (8 col.)		E 05	5.05	
Columbus 1c Bulk. 6.50 6.50 DVOV's Penny Pack. 7.50 7.50 DuGrenier (7 col.). 85.00 45.00 DuGrenier (9 col.). 105.00 65.00 DuGrenier (11 col.) 135.00 85.00 DuGrenier Tab Gum (4 col.)			7 11 22 24	
DoVol's Penny Pack. 7.50 7.50 DuGrenier (7 col.). 85.00 45.00 DuGrenier (9 col.). 105.00 65.00 DuGrenier (11 col.) 135.00 85.00 DuGrenier Tab Gum (4 col.)	Columbus Sc	6.73		
DuGrenier (7 col.) 85.00 45.00 DuGrenier (9 col.) 105.00 65.00 DuGrenier (11 col.) 135.00 85.00 DuGrenier Tab Gum (4 col.) 17.50 17.50 DuGrenier Tab Gum (6 col) 95.00 95.00 Electro (8 col.) 125.00 125.00 Eshibit Post Card 15.00 15.00 Heider Tab Gum (6 col.) 12.50 12.50 Hot Nut (2 col.) 12.50 12.50 Hot Nut (3 col.) 25.00 25.00 Jewels Vends, 5c. 7.50 7.50 Keeney Electric (9 col.) 135.00 135.00 Master 1c & 5c Bulk 6.95 6.95 Master 1c Bulk 6.50 6.50 Mills Candy (5 col.) 55.00 55.00 Mills Candy (6 col.) 17.50 National Gundy (6 col.) 65.00 65.00 National 918 125.00 National 930 135.00 90.00 National 930 125.00 National 930 125.00 Northwestern 39, 1c 7.95 Northwestern 39, 1c 7.95 Northwestern 49, 1c 12.50 Northwestern 55.00 Rowe Candy Merchant (7 col.) 150.00 Rowe Candy Merchant (7 col.) 150.00 Rowe Crusader (8 col.) 150.00 Rowe Crusader (8 col.) 150.00 Rowe Imperial	Columbus 1c Bulk	6.50		
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Northwestern Deluxe 1c & 5c	Northwestern 33,	United States	DANGE NA	
1c & 5c	Ball Gum	6.50	6.50	
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Stamp Vendor 23.50 23.50 PX (10 col.)	Standard	6.95	6.95	
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Regal 5c	PX Electric	85.00	85.00	
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(7 col.)			33.00	
Rowe Crusader (8 col.)			165.07	
(8 col.)		105.00	105.00	
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Rowe Royal (6 col.). 95.00 95.00				
Silver King, 1c 8.50 8.50	Silver King, 1c	8.50	8.50	
Silver King, 1c	Silver King, 1c		500000	
Ball Gum 7.45 7.45	Ball Gum	7.45	7.45	

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Silver King 1c			
Mdse	7.45	7.45	4
Silver King, 5c	8.50	7.45	5
Stoner Candy			1115
(6 col.)	135.00	135.00	4
Uneeda-A-Pak			
(8 col.)	105.00	95.00	2
Uneeda (8 col.)	35.00	35.00	2
Uneeda (9 col.)	45.00	45.00	2
Uneeda (15 col.)	65.00	65.00	2
Uneeda Model A	92.50	92.50	4
Uneeda Candy			
(6 col.)	65.00	65.00	4
Uneeda Model E			
(6 col.)	75.00	75.00	4
Uneeda Model E	0400000040		
(8 col.)	80.00	77.50	4
Uneeda Model 500			
(9 col.)	100.00	100.00	4
U-Select-It	52.50	52.50	:
Victor Model V,	C1000000000000000000000000000000000000	2000W25	
le Cabinet	9.50	9.50	2
Victor Model V,			
B/G Wheel	8.50	8.50	2

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Series 500, any quantity. Also Small Portable Ace Coin Counters wanted.

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Experience preferred but not essential to handle expanding line of COIN-**OPERATED** and "HOME RECREATION ROOM" AMUSEMENT EQUIP-MENT. Write:

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**GIVE TO DAMON RUNYON** 

### **UMO Hits Aid**

Continued from page 90

up to \$1,100, bringing the total loans secured from the various operators to \$2,100.

Small estimated the location owner's interest in fixtures at the restaurant at about \$500, indicating, he suggested, that the man had opened the spot to make possible these advances from operators.

The granting of loans for any purpose by operators to locations is strictly contrary to the UMO code of ethics, Small pointed out.

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Location

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FIVE BALLS
Dealer "21"\$ 75.0
Nine Sisters 95.0
Pin Wheel 125.0
Slugfest 40.0
Struggle Buggies 75.0
Laty Q 90.0
Queen of Hearts 70.0
Gun Club 80.0
BINGOS
Yacht Club \$ 85.0
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# Manhattan 395.00 Beach Club 155.00 Hi-Fi 195.00 Surf Club 220.00 Dude Ranch 170.00

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WANT TO BUY OR TRADE FOR GOTT-LIEB SUPER JUMBO FIVE BALLS. TERMS: 1/3 DEPOSIT, BAL, C.O.D.

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IL DELIVER WITHIN A RADIUS OF 350 MILES ON ORDERS OF \$1000.00 OR MORE.

TITCH GOLISH MUSIC COMPANY

22 WEST POPULAR STREET HARRISBURG, ILLINOIS ELEPHONE: HARRISBURG 700

# COINMEN YOU KNOW

Continued from page 92

Lucky Sklonick, is readying himself for his well-earned vacation, probably next week.

Bob Norman, Miami Branch manager of Southern Phonograph Distributing Company, says business is good, and should get better as soon as the many school locations reopen right after Labor Day. Bob reports his bookkeeper, Jo Ann, is away on vacation for a couple of weeks, but is very fortunate in having his lovely daughter, Arlene (Mrs. Massey to you guys), take over. . . . Dave Friedman, of American Operating Company, sure is a proud guy these days. Seems his son, Larry, was oppointed to serve as deputy on the University of Miami Honor Court.

Ted Bush, Bush Distributing Company, was out sailfishing this past weekend, and had a most peculiar experience. Ted got a strike, and at the same time, one of his companions got a strike too. Both started to reel in, each thinking he had a fish, and both were right. But they both had the same fish. . . . Steve Brookmire is walking around with a dazed look on his face. Seems Steve is taking on a line of phonograph players in conjunction with his Mercury Records, and was so excited over the beautiful line, he just bought and bought and bought. Now he is hoping his costumers will be as enthusiastic as he was. With Jean Powers, his Girl Monday, Tuesday, Wednesday, etc., on the job, half the battle is won.

#### Milwaukee

#### By BENN OLLMAN

LAKE RESORT TRADE TOPS. According to those coin machine firms whose routes stretch out to the nearby lake resort areas, this summer's action is the best in recent years. Walter Harloff, whose Love Amusement Company covers a healthy number of country spots in a 40-mile radius of Milwaukee, reports cash box receipts holding up nicely. "The lake spots help fill in a lot of the slack experienced in the city locations during the summer," says Harloff. . . . Don Thorn, who headed up the Decca Records office here for a number of years before leaving that post several months back, has returned to the record business. His new job is with Major Distributors, selling Mercury Records in the northern part of the State.

Ken Kulow, who, along with Doug Opitz own and operate the Avenue Arcade, is keenly enthused over the way the traffic has been holding up this summer. Recent remodeling work at the Avenue Arcade now enables them to handle efficiently the growing crowds of people searching the downtown area for means of recreation, especially during the weekends. . . . In town buying records for their juke box locations were Emil Pfister, of Sheboygan; Mrs. Wilbur Sawyer, East Troy; Art Vaillancourt, Racine, and Herb Wagner, South Milwaukee.

Les Reder, of L. R. Distributing Company, reports that his top juke box record at present is the Georgia Gibbs version of "I Want You to Be My Baby." I bought 50 copies for my route as soon as I heard it," says Reder. Carl Staska, L. R. Distributing Company routeman, is heading up north this week for a fishing vacation. Edward Billyard, another L. R. Distributing Company routeman, signed the purchase papers for his new home this week.

#### Cleveland

#### By JIM FRANKEL

HIT VACATION TRAILS. Milt Cousin, of the Gem Music Company, took wife and family on a driving trip of the Ohio area-Milt is recovering from a severe ulcer attack and thus is taking his vacation easy. . . . Arnold Lief, of Lief Music Distributing Company, and wife vacationed early in August in Canada.

Joe Fontana, chief of the Vending Machine Service Employees' Local 410 here, is holidaying, and all union meetings are canceled until September. . . . The Phonograph Merchants' Association, too, is slowing down during the off-time season: Meetings are every other week instead of the customary weekly sessions at the Hollenden Hotel headquarters. . . . Laddie Miklovic and wife vacationed last week on breezy Lake Michigan.

At Indianapolis, Mrs. Loli Berman, of Sicking, Inc., coin machine jobbers, is leaving for Los Angeles on a three-week vacation. Her son, Marvin, will accompany her on the trip. Mrs. Berman will visit her brother, Jack Simon, of Simon Distributing Company, in Los Angeles. Upon return from vacation, Marvin will enter Butler University. . . . Al Calderon, Calderon Distribtuing Company, celebrated his birthday August 11. Calderon's mother, Mrs. Fina Calderon, is recovering in the hospital after suffering a double fracture of her right arm. Al and family will leave on an extended three-week vacation this week. They expect to see Harold Lieberman in Minneapolis and possibly go as far as Mexico City, Mexico.

At Columbus, O., Sam Solomons, University Coin Machine Exchange, has returned from a week's vacation, and was accompanied by Jerry Bremner, Empire Coin Machine Exchange, Chicago. The two caught over 400 bass and pickerel. During Sam's vacation, Theresa (No Shoes) Burgess was handling all of the office routine at University.

Dale Furgeson, of Furgeson Music, a music operator in Columbus, returned from a Florida vacation full of pep and vigor. . . . Mike Charie, head of Capitol Pla Mor, Columbus, just returned from a two-week Canadian vacation. . . . Mrs. Rosie Noll Bennett, of Toledo Coin Machine Exchange, is back at work after attending her sister's funeral. . . . Roy Monroe, of Monroe Coin Machine Exchange, Cleveland, is

expected back from vacation.

### Twin Cities

#### By JACK WEINBERG

BUYS GAME, JUKE ROUTE. Fred Fixel, of Pembina, N. D., has bought out the 60-piece music and games route operated by Don English, of Thief River Falls, Minn. Fixel already operates his own route. English reportedly will enter another type of business. . . . Sid | Levin, of Lieberman Music Company, Minneapolis jobbers, is back on the job after a one-week layoff due to a strep throat, which had his doctor worried for fear of polio.

Claire Rodie, secretary at Sandler Distributing Company, is on a well-earned one-week vacation, visiting relatives in Spooner, Wis. Francis Befera, of Delmo Novelty Company, Hibbing, played host to Harold Lieberman, of Lieberman Music Company, and Sol Nash, of Twin City Novelty Company, at a fishing jaunt to International Falls, Minn., with reports from all concerned that the fish really did bite.

Louis (Moose) Atkins, of United Machines Company, Minneapolis, married off his daughter, Judy, 18, Sunday (14) to Harold Rivkin, also \* (Continued on page 96)

### EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN-AMI-GENCO-EXHIBIT

CHICAGO COIN BOWLERS BLINKER BOWLER (NEW)... WRITE GENCO SKY ROCKET (NEW). WRITE **EXHIBIT TREASURE COVE** BULL'S EYE (NEW)..... WRITE (NEW) ... BONUS SCORE (NEW) .... WRITE SUPER FRAME ...... 295.00 We Have a Complete Selection of Arcade Equipment NAME .... 90.00 SUPER MATCH .... 85.00 BASEBALLS GENCO CHAMPION (NEW). WRITE MATCH BOWLER ..... CHICAGO COIN BIG LEAGUE UNITED BOWLERS ROYAL GENCO SHUFFLE POOL ...... 95.00 BINGOS WRITE FOR NEW COMPLETE LIST AMI-E-120 .... \$65.00
SEEBURG 46-47 .... 75.00
SEEBURG M100A .... 325.00
SEEBURG M100B .... 525.00
SEEBURG HF100G .... 825.00 RIDES LITTLE WHIP (New) .....\$375.00 1/3 DEPOSIT ON ORDERS, BALANCE C.O.D. OR SIGHT DRAFT

# COIN MACHINE EXCHANGE, INC. 2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. : SUperior 1-4600)

# MUSIC 9 AMI E-120 S575 5 United Carnival

# Guns ......\$350

# BINGOS

Beauty ...... 125 70 Swamies Ea. \$9

TROPICANA (New) \$295 Hi-Fi ..... 225 Palm Springs ..... 225 Dude Ranch ...... 225

Ice Frolics ..... 225 Surf Club ...... 309 GAYETY .. CALL COLLECT Largest Stock in the World of

# KIDDIE RIDES

· New and Used

e-100% Guaranteed • Send for Complete

WE WILL ACCEPT IN TRADE SEEBURG 100 A-B-C, BL-G-R, WURLITZER 1100, 1500, 1250, 1500A, 1400, 1450. USED SHUFFLE ALLEYS WANTED.



# WRITE-WIRE-PHONE (Collect)

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

Exclusive distributors for



# ROUTE MANAGER

Large Eastern operating company, affiliated with leading distributing organization and operating music and games over a wide area, is looking for a man with background experience and ability to co-ordinate, manage and supervise entire operation. Must be executive type, able to meet and handle locations, supervise employees and make the operation show a profit. If you can meet our requirements, we offer outstanding opportunity with real future and compensation based on results. All replies in strictest confidence. Our employees know of this ad. Will arrange interview in your city or pay expenses to come to our office.

BOX D-135

c/o THE BILLBOARD

CINCINNATI 22, OHIO

**EXHIBIT SUPPLY:** 

\* \* \* \* \* \* \* \* \* \* \* \* \* \* \* \* \* \* \* \*

WOW!

**YOU SURE** HAVE IT

BILL MILLER

GRAND RAPIDS, DETROIT

Communications to 188 W. Randolph St., Chicago 1, Ill.

# IT COULD HAVE BEEN WORSE

28 B 30 0 15 15

# Connie Hits Eastern Seaboard, Weekend Coin Takes Suffer

Continued from page 90

Stay-at-Homes

Even inland, where Connie wasn't in evidence, the rain and fected much by the storm. Few storm. Ice vending machines on

# Appoint Roth Pa. Distrib At Wurlitzer

NORTH TONAWANDA, N. Y., Aug. 20.-The Rudolph Wurlitzer Company announced this week the appointment of Roth Novelty Company, 54 North Pennsylvania Avenue, Wilkes-Barre, Pa., as its distributor covering 10 Northeastern Pennsylvania counties.

The firm's territory includes Carbon, Columbia, Lackawanna, Luzerne, Monroe, Montour, Pike. Susquehanna, Wayne and Wyoming counties.

Max Roth and his son, Marvin, head the firm, with Hans Lindemann, sales manager, and Joe Turrell and Roger Samuels, service ing a tavern owned by Edward managers.

Roth, who has been in the distributing end of the business for decorated offices.

OAKLAND, Calif., Aug. 20.-A

three-man executive committee of

the Music Operators of America

will meet at MOA's headquarters

here Thursday and begin outlining

a 12-month program to combat

legislation aimed at removing the

juke box exemption from the 1909

CANADA'S 5c

COIN CAUSES

JUKE PROBLEM

BOSTON, Aug. 20.-An in-

flux of Canadian visitors here

in the Metropolitan area has

become quite a headache for

music machine operators still

Canadian nickels. The coins

from over the border have

been pushed into juke boxes

with the result that the ma-

In an effort to reduce the

problem, some operators have

placed signs on their machines

saying, "Please do not use Canadian nickels."

The Billboard are:

Mouse release.

chines have been jamming.

The problem stems from

working on 5-cent play.

Copyright Act.

going anywhere over the weekend. hoisted a few and played the mu- for two days. sic and games.

murky weather put the damper on plants are open weekends now, and Long Island's North Shore did a the heaviest force of the storm was bigger business than over the New by Leroy Holmes, MGM, to begin felt Friday night, Saturday and Year weekend.

> Queens line of the Independent fresh. subway were really hurting. Most of Saturday and Sunday nearly 10 miles of track were inundated, and regular service wasn't restored until late Sunday.

Flooded Roads The Union Turnpike in heavily populated Queens was a river over the weekend, and many roads in suburban Nassau County were impassible as late as Monday (15).

# **Union Pickets Bar Refusing** Juke Box Pact

MIDDLETOWN, N. Y., Aug. 20.-Local 228 of the Coin Machine Employees' Union is picket-Kanan in this Catskill Mountain resort town.

The union is seeking \$30 a over 20 years, extended an open menth for servicing the box which invitation to all operators in the Kanan purchased recently. Kanan territory to visit the firm's newly refused to sign the pact, charging (Continued on page 96)

Members of the committee are

George A. Miller, president and

general business manager; Harry

discussions is National Juke Box

Music, a third performance rights

The program outlined at next

Thursday's meeting will be pre-

sented to the entire MOA execu-

tive group next October or Novem-

time it will probably head the list

of key events at the next MOA

In addition to copyright, the

three-man group will also air the

boxes; the progress of MOA's indi-

vidual membership drive, and its

accident, health and disability in-

Miller said that he planned to

Also on the agenda for discus-

sion are proposed MOA's branch

offices in Chicago and New York.

call a similar meeting four times a

this week (see separate story).

Britz, treasurer.

convention.

surance program.

MUSIC THIS WEEK

industry in the Music Department up front in this issue of

ords. Will concentrate on his distributing business and expand it.

Diskery still shooting for early September debut of its Mickey

pleted. Firm unveils a record vending machine designed to hold

720 disks. Testing in additional areas scheduled.

Honor Roll of Hits and other operator charts.

Among the stories of general interest to the coin machine

JERRY BLAINE NEGOTIATING SALE OF Jubilee Rec-

AP-PAR LABEL SETS 50 per cent of its distributors.

FORMATION OF RECORD AUTOMAT, INC., is com-

And many other informative news stories, as well as the

off for the mountains or the beaches travel. So people went around the Juke box, game and cigarette stops Friday night decided they weren't corner to the friendly tavern, in these areas were in a bad way

> One type of coin operation Vending operators weren't af- racked up record sales during the organization, said that he expected

> With power off in many homes, However, operators of cup drink, householders were lined up all day gum and candy equipment on the to buy cubes to keep the groceries manager of Music Operators of

# 3d NJBM Release Ready to Go: Young

tune is ready for distribution.

Barney Young, head of NJBM, an enterprise formed to interest music operators in a third licensing distribution on the new tune, "Rocky Trail to Peaceful Valley" next Friday (26).

Young said George A. Miller, president and general business America, which backs NIBM, was

The operation has returned a

have been made on an investment

Another group in Toronto with

group of seven, all active in radio

income after they have expended

er than they would have made in

stock investments. The beauty of

iota of work.

NEW YORK, Aug. 20.-The third planning to send out a blanket National Juke Box Music licensed mailing to every operator in the country, urging them to support the disk.

> Local associations are also expected to get behind the tune. Distribution of the disk will be handled the same as the last

NJBM tune-thru regular record manufacturer channels.

NJBM, in accordance with its original proposal, has agreed to waive all performance rights to juke box operators should the present juke box exemption in the 1909 Copyright Act ever be removed by passage of Copyright act amendments before Congress.

The first two tunes licensed by NJBM were "Daddy From Georgia Way," NJB label, and "A Stairway to the Moon," RCA Victor. The latter was recorded by Sonny Graham, chosen "Miss Juke Box of 1955" during the last MOA convention.

The first disk, distributed thru NJBM channels, marked up sales of 35,000. The RCA platter has

far surpassed this amount since introduced last May.

# Juke Paper 25% Improved, Says Financier

MINNEAPOLIS, Aug. 20.-Juke box-as well as other coin-operated This group has 25 machines, and equipment-financing shows "no finances to put into the business. other group, Caranaga Corpor- ness nationally," a spokesman for ation, Ltd., Montreal, presently the Minneapolis Securities Company said this week.

operates some 45 machines, all obtained in the past eight or nine He reported that collections were up 20 to 25 per cent compared to the corresponding period last year Gilchrist said all the groups use Seeburg juke boxes exclusively, and and that new business had been

all have obtained returns far great- added to the firm's schedule. Thru dealer co-operation and "diligent collection service" by the the investment, too, is that none company, "coin machine paper of the participants has to do an ranks favorably with any other kind (Continued on page 96)

# MUSIC TO THEIR EARS

# Jukes Provide Canada Investors Top Return

TORONTO, Aug. 20.-The juke The group pays another man box business has provided a sound to operate the route for them, and investment to three firms set up to find new locations for the operhere for the specific purpose of ation. operating music routes.

A group of 11 business and pro- handsome profit on the capital fessional men who call themselves investment-a better return, the Orpheus, have invested in a route group feels, than that which might of 60 pieces.

Altho they do none of the route in gilt-edged stock. work themselves, taking the effort only to hold monthly dinner meet- a similar investment, but without ings, the group has enlarged their the same amount of capital, is route from 20 machines to its Howard Misom and Associates, a present size in less than two years.

The group, attracted to the and TV, and seeking a continuous music field by Reg Gilchrist, distributor of Seeburg phonographs in Canada, includes four doctors, field. five lawyers and two business executives. They pointed out to like Orpheus, employ a man to erosion in collections or an un-Gilchrist that they had unlimited handle their servicing. Still an- wholesome situation in the busi-Copyr't Plans to Key MOA Execs Aug. 25

# Nebraska Ops ritz, treasurer. Certain to play a big part in the Meet Sept. 10

OMAHA, Aug. 20.-The Nebrassociety, headed by Barney Young ka Automatic Phonograph Operaand sponsored by MOA. NJBM's tors' Association, Inc., will hold its third record release was introduced fall quarterly meeting on September 10-11 at the Yancy Hotel in Grand Island, Howard N. Ellis, secretary-

A board of directors meeting will be held on Saturday (10), with ber in Chicago. If adopted at that the regular business sessions skedded for Sunday. Mack McKee, of Grand Island, will host the event.

Lieberman Music Company, AMI distributor, will donate a juke box to a worthy local organization durjuke box advertising program, ing the which calls for commercial records quet. ing the association's Saturday ban-

to be played automatically on juke Ellis said that a concerted effort was being made to provide entertainment for the wives who will attend the event.

# Bob Maxwell, WWJ, **Emsees UMO Dance**

DETROIT, Aug. 20.-Bob Maxwell, WWJ disk jockey, took over as emsee of the weekly Teenage Record Hop at Veterans' Memorial Park Thursday, with recording artists Pattie Jerome, of Coral Records, Don Smith, Emperical, and the Swans, Fortune, also on hand to add to the festivities.

Nearly 1,500 teen-agers are drawn weekly to the dances sponsored by the United Music Opera-

The weekly three-way radio station salute to the event was aired to the crowd over the public address system (The Billboard, August 20).

The teen hop is also receiving heavy support from the local press, with a front page spot this week in the Hamtramck paper.

# Snodgrass, secretary, and Martin

treasurer, announced this week.

tors of Michigan.

# COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

August 24-Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

August 25-Music Operators of America, executive meeting, MOA headquarters, Oakland, Calif.

September 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit. September 8-Massachusetts Music Operators' Association,

monthly meeting, Hotel Kenmore, Boston. September 8-Recorded Music Service Association, annual golf outing, Bunker Hill Country Club, Niles, Ill.

September 10-11-Nebraska Automatic Phonograph Operators' Association, fall quarterly meeting, Yancy Hotel, Grand

Island, Neb. September 11-12-South Dakota Phonograph Operators'

Association, quarterly meeting, Deadwood, S. D. September 12-Anthracite Music Operators' Association,

monthly meeting, Wilkes-Barre, Pa. September 12-National Coin Machine Distributors' As-

sociation, general meeting, Morrison Hotel, Chicago. September 13-Summit County Music Operators' Associa-

tion, monthly meeting, Mayflower Hotel, Akron. September 14-Retail Amusement Association of Canton,

O., monthly meeting, Massillon, O. September 19-Central States Phonograph Operators' Asso-

ciation, monthly meeting, offices of Les Montooth, Peoria, Ill. September 19-Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

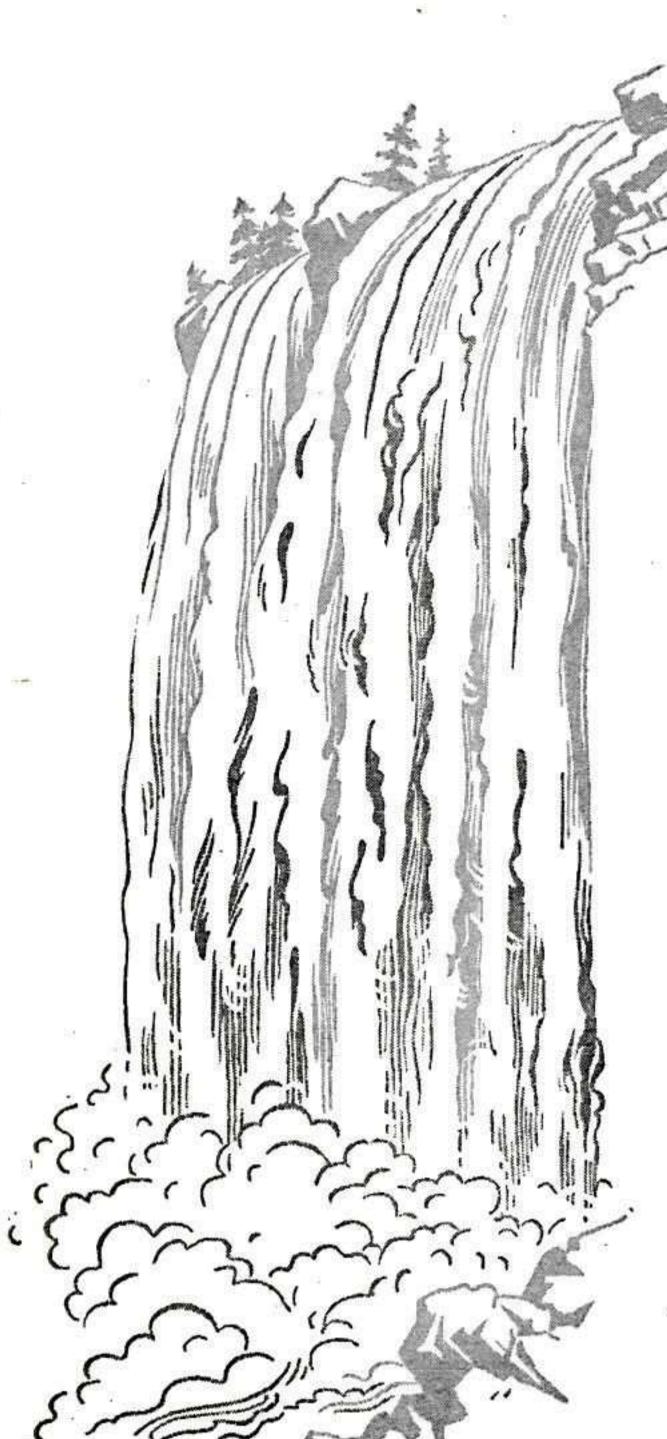
September 24-Texas Association of Tobacco Distributors, annual convention, Hotel Adolphus, Dallas.

October - Music Operators of New York, 18th annual banquet, Grand Ballroom, Waldorf-Astoria Hotel, New York. October 13-Music Operators of Northern Illinois, seventh

annual banquet, Elmhurst Country Club, Elmhurst. November 6-9-National Automatic Merchandising Associa-

tion, annual convention, Conrad Hilton, Chicago.

Copyrighted mat



# uninterrupted!

Uninterrupted performance
has always been a characteristic
of every AMI model but the "F", it is said,
turns in the highest score of all in
continuous operation, freedom
from breakdowns and service calls.

It's nice to run a route of machines
with AMI's exclusive
Multi-Horn High Fidelity bringing the
public music that excels—and to know that]
the service and upkeep on this route,

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN - AHEAD NOW



is always at a very minimum.

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

# Union Pickets

Continued from page 94

that his old machine, installed under a union agreement, had never been serviced once during 26 months, despite his repeated re-

juke box was not serviced by the union. At that time James E. Haley was the operator who serviced the location. The union maintained that Haley was not a member.

However, Haley charged that tho there had been a disagreement between himself and Local 228, he was then and still is a member of the union.

Haley also disputed Kanan's

# **MODEL 1448**

**Worth More** When You Buy It **Worth More** When You Trade It

\$59.50

Zone

Change Over Your Seeburg M100 A's to 45 R.P.M. Records and Watch

Your Profits Grow! Easy Installation, Complete Kit, No Special Tools

Clip and Mail This Coupon Today!

D. W. Price Corp., Mfrs., 11167 W. Pico Blvd., Los Angeles 64, Calif.

1—1/3 deposit, balance C.O.D. □ 2—Check in advance, kit shipped prepaid. □ KIT SHIPPED ON OUR MONEY-BACK GUARANTEE. 3—Send literature & guar.

Seeburg

Conversion

Needed. Takes Only One Hour.

charge that the juke box had not been serviced in 26 months. He said it had been repaired many times during the agreement.

The union explained that the \$30 monthly fee is charged whether or not any servicing is required. The picket at the tavern is Donald Corwin, an area busi-On July 19 the union threatened | ness agent, who said he was hired to picket the location because the by Sam Getlan, union secretary, to picket the location.

# Paper Improved

· Continued from page 94

of time-sales paper on the market," he declared.

Mineapolis Securities has bought juke box paper for 20 years, also carries vending machine and some amusement game paper. spokesman indicated that interest rates varied, depending upon the locality and the size and condition of the business.

He said that during the last month, purchases of juke box paper by Minneapolis Securities represented "less than 10 per cent" of the juke box paper available in the Twin Cities. The reason for the small amount, he explained, was due to the fact that juke box distributors were beginning to handle their own paper and use plans offered by their manufacturers.

CONVERT NOW!

with the

NELSON MODERNIZATION KIT

# Firms to Install

chines.

While the bulk of current pro-

According to Mort Kreitchman,

The valve is being used in bakery major part of the production is for new and replacement vending

# W. Va. Ops Sked Banquet October 21

CHARLESTON, W. Va., Aug. 20.-The West Virginia Music Operators' Association will hold its first annual banquet on October 21 at the Stonewall Jackson Hotel in Clarksburg.

Officers of the association, recently elected to office, are: 1. A. Wallace, president, Oak Hill: Edward M. Oliver, treasurer, Montgomery; Jim Hutzler, first vicepresident, Martinsburg; Dana M. Hicks, executive secretary, Charles-

Directors include: L. A. Stokes. Charleston; Waldo Lotts, Huntington; C. H. Flannerhy, Logan; Lige W. Smith, Huntington; J. H. Kaiser, Beckley; R. A. Pulliam, Keyser; C. N. Welch, Harpersburg; Ross Garrad, Grosston; C. R. Schultz, Harpersburg; Bennett Bell Sommersville; Robert Hedrick, Elkins, and T. M. DiCarlo, Wheeling.

The association adopted dime play last June and now reports 100 per cent converted.

Continued from page 90

using Valcor valves on new ma-

Replacement Use

duction is for use on new cup drink machines, Maslow said sales to operators for replacement use has been fairly consistent.

vice-president in charge of engineering, the valve can be used interchangeably on all Apco, Spacarb, Cola and Glasscock cup drink machines.

equipment, but Maslow said the

# COIN MACHINE NEWS

Did you read these exclusive industry news items published in The Billboard and only in The Billboard \_last week?

- DEMAND UP ON USED SHUFFLE GAMES. Game distributors and jobbers report prices on used shuffle games have remained steady during the summer. Games which were introduced to the trade a year ago are scarce, distributors say. (Page 76, The Billboard, August 20.)
- 67 NEW LICENSES HIT ST. PAUL OPS. St. Paul City Council votes adoption of last two of a series of six licensing regulations covering coin-operated equipment. To date 67 license regulations have been approved. Newest regulations cover vending machine trade. (Page 76, The Eillboard, August 20.)

- COPYRIGHT STUDY TO ENTER MUSIC PHASE. Arthur Fisher, copyright register, indicates study of Copyright Act to give early consideration to the present controversy between juke box interests and copyright owners. (Page 76, The Billboard, August 20.)
- DISK JOCKEYS, UMO, PULL 1,500 AT DANCE. Eight Detroit radio stations team up with the United Music Operators of Michigan in presenting a new dance program-The Teen-Age Record Hop. Disk jockeys take turns emseeing the weekly show and format includes personal appearances of record artists. (Page 90, The Billboard, August 20.)
- CONTINENTAL EXPANDS. The Continental Vending Machine Corporation, Westbury, L. I., N. Y., and its operating arm, the National Vending Corporation, are currently in the throes of a major expansion move. Plans are to double plant area and move to a full vending machine line. Page 85, The Billboard, August 20.)
- FIRMS BOW MILK, BREAD VENDERS. Production of an outdoor milk vender, described as having the largest capacity in the field, has been started by Ex-Cell-O Corporation's Pure-Pak Division, Detroit. Announcement of the development of the first bread vending machine made by the Petersen Oven Company, Franklin Park, Ill. (Page 85, The Billboard, August 20.)

IF YOU MISSED READING THE AUGUST 20 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.



# Juke, Bank Part Company

DRYDEN, Mich., Aug. 20.-A six-month friendship between a lunchroom juke box and a branch bank office was brought to a close here this week when the bank took up new quarters.

The whole thing started on March 12 when the First National Bank of Lapeer decided to open a branch office here on short notice. Unable to find suitable offices at the time, the branch office was set up in the rear of the Tennessee Carloss Lunch Room.

Bank customers played the juke box all day long and in return for the added business the huich room would take in money for deposit before the bank opened.

# Heilicher Bros. Sked Joint Hdgrs. In Minneapolis

MINNEAPOLIS, Aug. 20.lumbia and Mercury distributors standing in the community." in this area, as well as owners of Advance Music Company, announced this week that they plan to the use of objectionable records on move their entire operation to their Detroit juke boxes. It reads: "The new building at 31 Glenwood Subcommittee has endeavored to

been the Mercury Record outlet country. Many complaints have here for many years, recently took been received and some investigaon the distribution of Columbia tion has been made. It is encourrecords under the name of Columbia-Midwest Company and set as yours, taking the trouble to up operations in the new building. The Mercury line and the juke box operation are currently headquartered at 1313 Third Avenue, South.

The brothers plan to keep the two record operations separate, altho under one roof.

# Steinke Skeds Op Open House

N. J. Steinke Company, Inc., Rock- tion turned over a check for \$9,100 Ola distributor, announced this to the Boston Cerebral Palsy Fund week that it has scheduled an operator open house Monday and Tues-

Open house hours on both days will be from 11 a.m. to 9 p.m.

# **UMO Prepares Booklet: Tells** Of Op Efforts

DETROIT, Aug. 20.-A 16-page brochure summarizing the local juke box industry's accomplishments during the past year has been prepared by the United Music Operators of Michigan for distribution among Detroit's public officials, disk jockeys, radio stations, newspapers and record distributors.

The brochure includes reprints of newspaper and trade paper stories highlighting UMO's activities, letters from public officials praising UMO's efforts, and pictures of various teen-age events sponsored by the operators of Detroit.

Outstanding examples of the brochure are reprints of letters from Detroit Police Commissioner Edward N. Piggins and Sen. Estes

Piggins' letter, addressed to Roy Small, conciliator of UMO, reads: "I know and I have always felt that your organization, and particularly you, are endeavoring to regulate your business so that you may ac-Amos and Danny Heilicher, Co- quire and maintain a high ethical

Kefauver's letter was in regard to UMO's program which banned find the extent and method of The Heilicher brothers, who have obscene record distribution in the aging to find an organization, such stop this situation from spreading."

Approximately 1,000 brochures have already been prepared, according to Small.

# MMOA Gives \$9,100 to CP

BOSTON, Aug. 20.-The Massa-BUFFALO, N. Y., Aug. 20.—The chusetts Music Operators Associa this week. The money was collected thruout the State in juke boxes set aside for the polio fund.

Dave Baker, Melotone Music, Arlington, presented the check.

# COINMEN YOU KNOW

· Continued from page 93

of Minneapolis, in a ccremony in Beth El Synagogue here. . . . Ir Sandler and Solly Rose, of Sandler Distributing Company. Minneapolis, report that Wurlitzer phonos continue to get big demand from operator who constantly are coming in or phoning in orders for new jukes. . . . Word from LaBeau Novelty Sales Company, St. Paul, is that business there continues good, with Rock-Ola phonos getting good play from commen.

Kelly Diedrich, of Chaska, Minn., is expanding his route and came to this market to buy music. . . . Bingos and bowlers were the prime interest of Don Thrain, of New Ulm, Minn., on his trip to the cities. . . His father, Ray Thrain, of Tracy, Minn., bought music on his stop here Glen Bischell, of Chippewa Falls, Wis., bought a baseball game when he drove here. . . . Frank Kummer, of Spring Valley, Minn., ordered music on his visit in.

Bill Hanf, of Austin, Minn., came to the cities for bingo games. . . Earl Porter, Tony Rashford and Ron Manolis, of MKM Music Company, Mitchell and Huron, S. D., came in together and bought music and wall boxes. . . . Red Cavenor, of Moose Lake. Minn., purchased a bowler on his visit here, . . . Red Wilbur, of Duluth, Minn., came down for Arcade equipment. . . . Lawrence Schillinger, of Knapp, Minn. ordered music on his trip, as did B. F. Kragtorp, of Tracy, Minn. . . Al Platnick, of Anchor Sales Company, Minneapolis, leaves next week for a vacation in Northern Minnesota. . . . Lew Rubers of Lieberman Music Company, reports operators enthusiastic about Bally's new Congress bowlers.

### Cincinnati

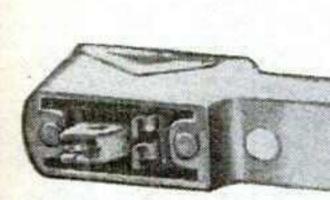
By ELINOR C. BATTE

SAM BERMAN DIES. Members of the Automatic Phonograph Own ers' Association were shocked to hear of the death of Sam Berman co-owner and manager of Globe Games Company. He had bee suffering with a heart ailment for the past two years and had a hear attack Tuesday night (16). He was an uncle of Mrs. Ethel Salma Lewis. . . . Sam Chester reported activity at the Diamond Vendin Machine Company. New Arcade equipment is being installer, at the Hotel Sheraton Gibson's bowling lanes.

Ronnie McKenney, son of Charles McKenney, member of association who lives in Park Hills, Ky., was to leave Smiday (21) if Great Lakes training base. He has enlisted in the Naval Reserve Janet McKenney has returned from a 10-day camping trip to Car Ernst, Ky. . . . Members have received decals from the Cincinn Health Department and will co-operate in getting them displayed each of their locations. T. D. Scott, associated with the Cincinn Social Hygiene Society, served as special program director and o tributed the decals.

(Continued on page 10

# ONLY WURLITZER



Has a Single low inertia tone arm with Zenith Cobra Stylus

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.

# Wurlitzer 1800

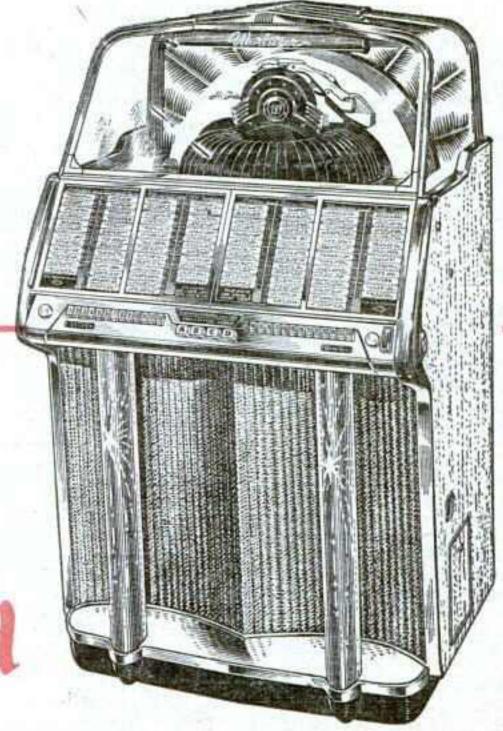
THE YEAR'S TOP PHONOGRAPH IN BEAUTY - IN TONE - IN EARNINGS



WURLITZER

The Official Musical Instruments in





THE RUDOLPH WURLITZER COMPANY . NORTH TONAWANDA, NEW YORK . ESTABLISHED 1856

Communications to 188 W. Randolph St., Chicago 1, III.

# Heat Spell Cuts Coffee Sales; Dairy Items Hit New Peaks

Continued from page 90

Operators in general reported the Southern territory was experiencing one of the coolest summers in many years. Los Angeles, which has no drastic weather changes, reported the normal 10 per cent drop in summer sales.

Taking advantage of weather revenue losses, a number of the dealers reported they had increased their output of dairy vending machines in established locations and added new outlets.

"Tremendous," was the word virtually all used in describing ice cream sales. Volume-wise, they stated, sales were up from 30 to more than 150 per cent.

# Garnish Soups May Be Vended By New Snively

NEW YORK, Aug. 20.-Paul Sullivan, sales representative of Snively Groves, Inc., reported that the firm is readying a soup vender which will be capable of vending soups with solids, known in the trade as "garnish" soups.

The current Snively unit vends clear soups and may be used to vend citrus juices in the summer. Sullivan said the new unit will have the same capacity and dimensions as the one currently in production.

He added that the first public trade showing of the new unit will probably be at the annual convention of the National Automatic Merchandising Association in Chicago, November 5-9.

# Atlanta Requires License Sticker On Food Venders

ATLANTA, Aug. 20. - Food vending machine operators today began placing decal licenses on venders as required by a new city

The action was taken at a meeting of the City Finance Committee, which rejected an appeal by penny, nickel and dime vending machine operators for lower license

Separate a speals were made by the penny operators who are required to pay a 50-cent per machine fee, and the nickel and dime operators who pay a \$5 fee for each vender.

H. B. Hutchinson Jr., treasurer of the National Venders' Associa- in most bottle vending machines tion, requested a flat \$50 levy on and can be merchandised in the Small Operators each penny operator, regardless of same kind of six-pack carrier now

operators expressing the opinion rise, and accordingly have added that with public acceptance of ice more venders to their routes. The cream and milk venders, sales will same picture held in the South continue to rise steadily.

A Minneapolis operator reported becoming more popular. conditions, and to offset coffee cent, milk up 25 to 30 per cent peaks, with operators taking the the events include "Carnival on

representatives believed the sale of into mid-September.

Milk sales also jumped, with the dairy products would continue to where dairy product venders are ber 6-9 at the Conrad Hilton Hotel.

his ice cream vender sales had Cross-country wise, cold drink Bradley, Buffalo, N. Y., chairman increased from 150 to 200 per vending sales were also at new of the ladies program committee, for the largest increase he ever outlook it will continue at least Ice," featuring nationally known thruout August, and if the hot skaters. It will be presented fol-Other Midwest and Eastern weather holds, it should continue lowing a luncheon in the Boule-

# N. J. Towns Continue Anti-Vending Laws

NEWARK, N. J., Aug. 20.-The each vending machine is now being growth of outdoor milk machines three years. in the Garden State continues un-

son from uptown Manhattan, has venders. limited the number of outdoor milk machines allowed in the city to 10 Jersey Automatic Merchandising and has passed a board of health Association, Ed Murach, executive merchandising industry. The host regulation which hits all automatic director, termed the current situamerchandisers.

The law provides for a \$20 anmachines. It provides that the operator list the following on his license application:

ufacturer of the machine; location name and address; list of manufacturers who supply food items for vending; how often the unit is

The operator must also apply to the Zoning Board for permission bonated soft drink vending sales viding top selling carbonated bevto place the machine, apply in writing when he wants to shift its location, and agree that if it is a refrigerated unit, the temperature must be kept at a maximum of 50 degrees at all times.

If any of these conditions are not met, his license may be revoked. He must file an application for each individual vending ma-

chine. In East Newark, a 1952 ordinance requiring a \$10 license fee for

# Continental Sets **New Drink Can**

NEW YORK, Aug. 20. - The cations. Continental Can Company will begin production soon on a nine- have proved to be the more profitounce carbonated beverage can, with approximately the same diameter and height as the seven- Mass. Cig Tax ounce soft drink bottle.

The firm said it can be used Change Threatens (Continued on page 99) used for returnable bottles.

# **Pool Sites Bring Extra** to Dairy Operators

Continued from page 90

lee cream units are defrosted swimming pools becoming a weekly, requiring about 15 to 20 "must," the summer time potential tax could be paid 20 days later will be available to dairies and minutes. The pool personnel reports sales for operators is unlimited. malfunctions or empty-outs and make refunds. Vandalism must be New York; 800 in Pennsylvania; who is big enough to buy from rant-type dispenser cans.

ever, all are usually open from 1 Minnesota; 25 each in Maryland, sub-jobber must put up the tax according to Brous, have been

Peak sales are reached by mid- no pools of this type. afternoon, and twice-a-day servicing is usually required.

ily, and the installation of public nation.

considered, but it is relatively low. 500 each in Texas and Ohio; 400 the manufacturer 10 days to get up Most pools are open seven days each in Illinois and California; 100 his tax to the State government, a week, and the hours vary. How- in Kansas; 75 in Nebraska; 40 in Massachusetts demands that the p.m. to 9:30 p.m., while many have Utah and West Virginia; 20 each money with his purchase. morning instruction classes from 10 in Montana and Virginia, and 15 in This is not a new law, but one Idaho. Other States have fewer or that has always been on the books.

Tax Collector Henry Long, who However, late reports disclosed had been on the job for 35 years, bulk vender has met the health there are at least 200 new, commu- had never insisted on the clause, codes of the federal government With the continual growth of nity-type outdoor swimming pools but the new collector has decided and the dairy industry, along with in about 45 days, he said. However, outlying suburbs increasing stead- under construction through the that the law must be followed to those of many States and cities. the letter.

fight being waged against the enforced. It had been ignored for for a complete tour of the Carfield

venders, and a \$15 annual fee and the event. Englewood, just across the Hud- a \$35 registration fee for all other

> At the headquarters of the New tion "critical" and said the State legislation.

# Ladies' Days Set for NAMA

CHICAGO, Aug. 23.-Special entertainment, including a carnival on ice, a style show and a visit to Garfield Park's annual chrysanthemum exhibit, has been planned for women who attend the 1955 National Automatic Merchandising Association's convention Novem-

According to Mrs. Frank I vard Room of the Conrad Hilton Hotel at which the R. J. Reynolds Tobacco Company will be the host.

Miss Sulie Harand, musical dramatist, will entertain at a program tea hosted by National Vendshall Field & Company with the New England Confectionery Company as hosts.

A special trip has been arranged Park conservatory where the Wallington now provides for a world famous chrysanthemums abated, with anti-vending legisla- \$50 license fee for indoor milk will be in full bloom. Deran Contion bitting food items other than venders, a ban on outdoor milk fectionery Company, Inc., will host

An invitation also has been ex-

All women who register at the group is waging a concerted drive hospitality center will receive a mual license fee on all food vending to stem the tide of anti-vending gift with the compliments of NAMA, according to Mrs. Bradley.

ers, Inc. A style show will be presented at a luncheon at Mar-

tended for the women to attend "The Ballad of Davy Crumpet," a in the State today. stage presentation of the automatic will be the Coca-Cola Company.

# Model, serial number and manStill Drink Sales Show Steady Climb CHICAGO, Aug. 20.-Non-car- able salesmen. In addition to pro-

are steadily increasing.

Addition of still drinks to conventional carbonated cup venders, according to the August issue of designed to reach an extra 10 to 12 per cent of the public who prefer non-carbonated flavors.

Installation of non-carbonated beverages in venders zoomed more than 40 per cent within the past three years, and current indications are the trend will continue at a lively clip.

Top seller in the still drink in the East and Midwest is orange, while the West Coast favorite is grape. High sale points are transient lo-

Four or more selections venders

routes were due to change hands

when he purchases his cigarettes.

here July 1. Previous to that the

erages-colas, root beer and orange -it offers the still drink purchasers a choice of beverages. Saleswise, non-carbonated flavors

Vend, has stimulated sales, and is are far below carbonated figures, and sales drop more sharply during of outstanding shares of Rowe comcold months, varying from 10 to 30 per cent more than carbonated There has been little conversion

of multi-flaver cup venders to accommodate a still drink due to the cost involved. Non-carbonated sales have been built rapidly thru virtue on new machines.

Operators assert extra profits and volume now derived do not justify adding a conversion to current carbonated machines.

(Continued on page 99) 15.

# No Milk Units At Wisconsin Fair This Year

MILWAUKEE, Aug. 20. - Milk vending machines will be missing from the Wisconsin State Fair August 20-28 this year.

The announcement was made by Carl Millman, president of Automatic Merchandising Corporation, who declared:

"It's pretty tough to compete with give-aways, and milk will be practically free-all you can drink for a dime. So it would hardly pay us to install machines and pay a commission, too."

Used for the first time at last year's fair, Millman disclosed, chocolate milk vending sales were good, but white milk sales were virtually nil.

While fair officials conducted an extensive campaign on vender sales a year ago, Millman said they seemed somewhat reluctant to promote the vender this year, possibly due to the lack of space.

However, Wisconsin State Farm Bureau and University of Wisconsin College of Agriculture officials report milk vending is big business

Milk sales in the Dairy State, they said, are increasing rapidly and more and more vending units are being installed in schools, factories, offices and public meeting places.

# Final Steps on Rowe-Canteen Merger Near

NEW YORK, Aug. 20.-One of the final steps in the merger of the Automatic Canteen Company of America and the Rowe Corporation will be taken September 22 when the Canteen board meets to approve the deal whereby the holders mon stock will be entitled to exchange their shares for Canteen stock. The rate of exchange will be four Canteen shares for five Rowe shares.

Canteen now owns 52.1 per cent of Rowe stock. The Rowe directors have already approved the of including an optional still unit merger, with the Rowe stockholders set to vote on it September 23.

The Canteen board has declared a regular quarterly dividend of 27.5 cents a share, payable October 1 to stockholders of record September

# Foodco Develops New 200-Cup Milk Vender

MANCHESTER, N. H., Aug. 20. the result of years of development BOSTON, Aug. 20. - A new | -Development of a bulk milk change in the collection of the eigarette tax in Massachusetts may vender incorporating economic adforce many smaller routemen out vantages of cup handling to meet of business, it was predicted in health code requirements was anthe cigarette vending trade here, nonneed by the Food Engineering It was believed that a great many Corporation.

D. W. Brous, president, stated since it now means that the sub- the new model will give the dairy jobber will have to pay the tax industry its first opportunity to compete with soft drinks on an even The new ruling came into force footing, and a profitable one, ore July 1. Previous to that the The model, 7A Cup-O-Matic,

in the following month after pur- venders. It is a 200-cup machine There are about 1,000 pools in chase. While this gives the buyer, using two 20-quart standard restau-

#### National Distribution

Distribution and service plans, completed to cover the entire United States and Canada thru independent jobbers.

Sanitation wise. Brons said, the

and research by Food Engineering Company, and are unique to this novel milk dispensing technique, Brous claimed.

Easily Cleaned

Milk is kept safely cold even to the tip of the pouring nozzle up to 110 degrees. Special feature provides for drainage of condensate from inside the stainless steel cabinet under humid room conditions, and for a novel protection of the paper cups.

The new model introduces a simple, snap-out dispensing mechanism to control the measuring and dispensing of milk thru

a disposable plastic sac. Mechanical parts, Brous explained, are in the refrigerated stainless steel cabinet and can be unplugged in a few moments for easy cleaning without the use of a single tool Brous claimed.

The new models are to be displayed in distributors' showrooms models are now "on tour" by . | Many of the sanitary features are station wagon from coast-to-coast



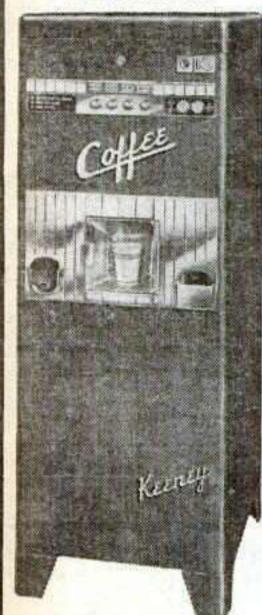
STANDARD TOPPER Case of 4, \$50 Standard Toppers, plus 25 lbs. of Gum, plus 1,000 Charms. .

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

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# OPPORTUNITY FOR PROFITS WITH THE

# Keeney Deluxe HOT COFFEE VENDER



#### LMOST UNBELIEVABLE PROFITS

are being amassed in many locations everywhere with this new Keeney Hot Coffee Vender. Unit has 300-cup capacity, mixes alldry ingredients instantly to provide deliciously flavored, invigorating coffee. Set any price from 5c up to 10c. Patron inserts dime or quarter and correct change returns automatically as the cash box fills up fast! Machine meets all local health requirements. Easy to refill. Size: 194" W.x154" D.x52" H.



#### The Keeney Deluxe Electric

# CIGARETTE VENDER

- 9 double columns dispense regular or king size from front and rear
- 432 pack capacity . Coin changer optional
- Price adjustment on each column
- 5wing-up top
   3-way match vending The pack you see — is the pack you get!



# **Gotham May** Suspend the Dating of Milk

NEW YORK, Aug. 20.-In an effort to stimulate vending mamilk containers may be suspended to James G. Lyons, assistant commissioner of the State Department of Agriculture and Markets.

The statement was made after a session Thursday (18) between New York City and State officials.

Lyons said the vending machine milk industry is "going like wildfire" up-State, but that New York City vending operators are ham-pered by regulations which force them to change the dated milk containers daily.

Jerome Tritcher, assistant commissioner of the New York Health Department, said the trial suspension would be considered "if a substitute plan could be worked out to assure fresh milk from vending machines."

#### Fred Kuhrt Succeeds E. G. Moeller at NAMA

CHICAGO, Aug. 20.-Fred K. Kuhrt has been appointed assistant treasurer of the National Automatic Merchandising Association, C. S. Darling, executive director, announced. He succeeds E. G. Moeller, who resigned.

A graduate of Northwestern University School of Commerce, Kuhrt has a varied background in the field of finance and accounting. Prior to joining NAMA, he was management consultant for Comptroller Consulting Company of Chicago. He also served as comptroller of Meck Television, Inc., and of Packard Motor Car Company in the Chicago and Milwaukee zones, and as Midwestern business manager of the Packard

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N.W. Model 49 5¢ or 1¢ \$12.50
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if not satisfied 1/2 deposit on all orders Write for lowest prices on filled

capsules. Immediate delivery. EEDCO SALES CO

2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

# Still Drink Sales Climb

Continued from page 98

venders of three of the four largest cago, has used non-carbonated seoperators in New York. Manhattan lections, and today offers them in representatives, eyeing sales care- 20 per cent of its venders. fully, explained non-carbonated flavors would be added to meet public demand, but that such a step steadily as new combination drink is not contemplated currently.

ABC has 20 per cent of its units chine sales of milk, the dating of equipped to dispense still drinks as compared to 10 per cent two years for a trial period here, according ago. Canteen has 10 per cent as compared to 5 per cent in 1953, and Chick's, which has subway locations in New York, has 4 per cent of its venders equipped with noncarbonated choices.

> Coca-Cola Bottling Company, of Detroit, added still flavors in 1953 and today about 75 per cent of its cup machines are equipped with non-carbonated choices. Jerry Chapp disclosed winter sales generally drop about 80 per cent.

> Pittsburgh's Coca-Cola Bottling Company installed still drinks early this year, and today has about 5 per cent of its venders supplied with still drink dispensers.

> Theater Sales Good Still drinks are vended in all of McGlenn's units in Pittsburgh. Dan Feldman, Automatic Catering Company of Pitsburgh, reported 50 per cent of the firm's soft drink machines include non-carbonated choices as compared to 20 per cent a year ago.

> In Milwaukee, still drinks are being vended in theaters only where sales are reported as "excellent." For the past two years, Air-

# Williamson Candy Offers New Pack

CHICAGO, Aug. 20.-Following successful regional tests, a new, 5-cent Oh Henry! Cookie Snak, packaged especially for vending machine, is being offered on a nationwide basis, James A. Dickens, vice president and sales manager of Williamson Candy Company, announced yesterday.

Each package includes four sandwiches consisting of vanilla and chocolate cookies with a creme filling. Vending operators have a choice of three packages: an all-chocolate, an all-vanilla, and another with both flavors.

Cost to vending operators is \$2.50 per 100 delivered with a minimum shipment of 15 cases except when orders include candy

# Vending Raid Nets \$1,000 in Mass.

CAMBRIDGE, Mass., Aug. 20.-A raid on a vending company truck, fifth of its kind in as many weeks, netted two bandits \$1,000 this week. A canvas money bag was taken from the Cambridge Vending Service Company truck in a street in neighboring Somerville outside a lunchroom.

Joseph Contini was servicing a machine in the lunchroom when he saw two men run from the truck with the money bag. Contini said the truck's burglar alarm was jammed and a vent window forced to get at the money bag.

### Seek Fruit Machines

NEWARK, N. J., Aug. 20.-The Essex County Dental Society of New Jersey has recommended to the Essex County Dental Society of New Jersey that soda and candy venders in public schools be replaced by fresh fruit venders.

# Atlanta Requires

• Continued from page 98

the number of machines he might

Nickel and dime operators petitioned for a \$100 annual license fee. Both were turned down on grounds "it would put the small operator cut of business."

Approval of the decal license was made at the request of City Clerk Joe Richardson, who asserted his office was having difficulty collecting any license fees.

To enforce payment of fees, the new law provided that each operator must present the city a list of machines and locations.

Still drinks have been added to port Vending Service, Inc., Chi-

Airport Vending Service believes still drink volume will increase units are added.

Denver's Beverage Bar is the only operator using still drinks, installed in 50 per cent of its equipment. Flavors featured during the past three years are grape, orange and Green River.

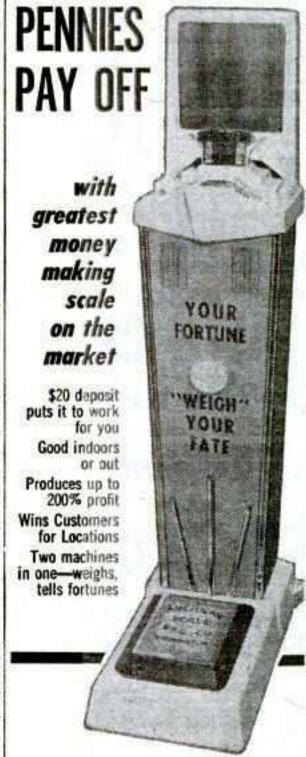
#### California Gains

Edward Smart reported the decline is less than 2 per cent during cold months, virtually the same as carbonated choices.

Larry Granfield Sr., County Sales of California in Los Angeles, states non-carbonates are responsible for 7 or 8 per cent of drink volume in some locations, and run as high as 18 to 20 per cent in others, where most of the buyers are older people. Automatic Equipment Service,

Inc., disclosed still drink sales decrease approximately 75 per cent, the same as carbonated flavors in cold months. Robert Greiner, De-Luxe Vending, reports still drinks drop about 50 per cent in sales in cold weather, while carbonated drinks are off 33 per cent.





Foolproof - guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month, 14"x24"; 4' tall (5' with plate glass mirror). Doublecoat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO. 3206 Grace St. N.W., Washington 7, D. C. Send more details ☐ Send scale ☐ \$20 deposit enclosed NAME ADDRESS

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**LOW Factory Prices** 

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#### GET ON THE PRICE BANDWAGON FOR DAVY CROCKETT ITEMS!!

RING SERIES #3-A complete assortment of six rings characterizing the story of Davy Crockett.

AVAILABLE IN: Copper Inlay......\$13.25 M RINGS, SERIES =1 and #2, Assorted. AVAILABLE IN: Copper Inlay.....\$13.75 M CHARM SERIES — Beautifully designed and detailed charms relating

the Crockett story in ten phases. AVAILABLE IN: PADLOCK-Opens and closes with-

out key. Has many uses for kiddles. AVAILABLE IN: Two Tone Plastic.....\$12.00 

Operators from all over the country have written that the Price CROCKETT CHARMS are keeping volume up.

IMMEDIATE DELIVERY! ORDER TODAY!



We had a

TERRIFIC IDEA, TRIED IT OUT IN NEW YORK and it's

SENSATIONAL...

A New Era of PREMIUM OFFERS

in Bulk Machines is BORN . . .

This is how it works . .

We have a New CHARM called "E" BALL CHARMS, the size of 210 Count Ball Gum, with a ring on it.

We have an advertising sticker which we have an advertising stoker which invites children to mall to our Post Office Address SIX "E" BALL CHARMS and 25¢, for which we mail them a CHARM BEANIE HAT, a regular 50¢ value,

It's a NATURAL PREMIUM OFFER for CHARM MACHINES. It's going over like crasy. Reports advise machines have emptied in one

All you do is use "E" BALL. CHARMS and your regular CHARM fill in your machines and put the advertising sticker on your machine. We do the rest; we handle the premium. YOU EMPTY MACHINES.

# BALL CHARMS

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10 Free Stickers with each thousand. Or: At Your Distributor.

PREMIUM OFFERS SELL GOODS, CHARM BEANIE HAT PREMIUM OFFER EMPTIES MACHINES. It's TERRIFIC.

# SAMUEL EPPY & CO., INC. 91-15 144th Place

World's FIRST and LARGEST CHARM MANUFACTURER

**GIVE TO DAMON RUNYON** CANCER FUND

# NCA Convention Chairman Named

VENDING MACHINES

CHICAGO, Aug. 20.-Appointment of eight committee chairmen for the 1956 convention and exposition of the National Confectioners' Association was announced by Robert H. W. Welch Jr., of the James O. Welch Company, Cambridge, Mass., general chair-

M. Clark, of New England Con- and Mechanics Hall in Boston, fectionery Company, dinner dance; Mass.

Kenneth P. Miner, of Brigham's, Inc., opening luncheon; Richard S. Lewis, of Edgar P. Lewis & Sons, Inc., golf; W. O. Wallburg, of W. F. Schraffts & Sons Corporation, ladies' entertait ment; Lawrence L. Lovett, of Deran Confectionery Company, Inc.; building decoration and transportation; Harry Gilson, of F. B. Washburn Candy Corporation, Sunday get-together, and David P. O'Connor, of Penick & Ford, Ltd., Inc., exposition. Philip P. Gott, NCA president, is an ex Richard D. Muzzy, of the Dag- officio member of all committees.

gett Chocolate Company, was The convention will be held named program chairman; Philip June 10-14 at the Hotel Statler

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# FIVE STAR BABY GRAND DISPLAY VENDOR

(1c PLAY)

For fast turnover of merchandise and long profits, you can't beat the new Five Star Display Vendor. A few of these money makers on location will prove its fast play appeal. Order your Five Star Display Vendors and Filled Merchandise Displays today! For details on complete line, see your nearest Victor Distributor at once.

VICTOR VENDING CORP.

# CIGARETTE, CANDY and DRINK MACHINES!



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 25c & 30c 160.00	
Diplomat, 8 Cols., 3+3 Cap., Vends 25c & 30c 160.00	
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢ 135.00	
LINEEDA CICAPETTE VENDORS	

UNEEDA CIGARETTE VENDORS

CANDY MERCHANT with changemaker. 7 Cols., 158 Cap. §165.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model .\$ 52.50 Stoner Candy Prewar, 160 Cap. 135.00

918, 162 Cap. 115.00

DUGRENIER MODEL W

9 Cols., 270 Cap. \$82.50

WE ARE DISTRIBUTORS FOR ICE CREAM-SODA-COFFEE MACHINES, BOTH NEW & RECONDITIONED WRITE FOR INFORMATION

National Model

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THE NORTHWESTERN CORPORATION

2458 EAST ARMSTRONG STREET

MORRIS, ILLINOIS

**BIG ICEBOX** 

# Open Automatic Food Store in Apartment

operated automatic food store, tested, declined to issue license. He finally opened his first outlet in used the Minneapolis building for St. Louis Park, a suburb of Minne- his St. Louis Park venture. apolis, and Thursday (11) reported operation gross business is better apolis suburb, and there, too, ran than \$100 a day.

Roberge located his automatic grocery in Meadowbrook Manor, a 556-apartment housing development, with a customer potential that the fee might be increased beof more than 2,000 residents.

The automatic food store, in a double garage, is open 24 hours a in Minneapolis has approached day, seven days a week. Dimen-Roberge for permission to install sions of the unit are 13 feet by 14 a coin-operated ice cream machine

Stocked are milk, bread, eggs, the proposal. Roberge said.

Big Icebox

The unit has 12 coin chutes and the merchandise is dispensed by conveyor belt. Exact change must be used to make purchases, otherwise the device cancels out sales if too little or too much money is inserted. Roberge or an assistant is on hand at least twice a day to make change for the patrons. He plans to install coin changers in the near future.

Temperature in the unit ranges from 34 to 36 degrees, and there has been no trouble with spoilage. he said. Peak hours are just before 7 a.m. and about 10 p.m.

"Many customers call this their big icebox," Roberge stated. "Their apartment refrigerators are too small to handle all the family needs, and with the automatic food store right on the premises, many customers make several trips daily to buy supplies as needed."

Delivery to the unit is twice daily by suppliers. Roberge removed the garage doors and the place is always open. A serviceman from National Coin Rejector Company recently corrected a few bugs which developed in the automatic food store, and the operation has been without a hitch, the inventor said.

**Business Increasing** 

Last weekend Roberge distributed handbills advertising the facility thruout the housing development. Business has mcreased daily, and Roberge is confident that within a month his gross will be over \$300 daily.

Earlier Roberge tried to operate an automatic food store in Minneapolis. He set up a unit, but the

# MANDELL GUARANTEED USED MACHINES

A STATE OF THE PROPERTY OF THE
N.W. DeLuxe Is & Sc Comb\$12.00
N.W. #39 1¢ Parc 7.95
N.W. =33 1c Porc. B.G 6.50
Master Ir Bulk Porc 4.30
Master Se Bulk Porc ### 6.50
Master 1e & Se Bulk Porc 6.95
Columbus 1¢ Bulk 4.50
Silver King 1c B.G. or Mdse 7.45
Silver King Sc 7.45
Exhibit Post Card (Metal) 15.00
Advance #D 1¢ B.G 6.45
Advance #11 Mdse 5.75

### MERCHANDISE & SUPPLIES

MERCHANDISE, & SUFFEIES	
Pistachio Nuts, Jumbo Queen \$ .56	É
Pistachio Nuts, Vendor's Mix52	
Pistachio Nuts, Sheik	
Cashew Whole	
Cashew Butts	d
Peanuts, Jumbo	
Spanish	
Mixed Nuts	
Almonds, 480 ct., 5 lbs	
Tabby-Lets, 520 ct	
Rainbow Peanuts	
Boston Baked Beans	
Jelly Beans	
Licorice Gems	
Leaflets (similar to M & M), 550 ct40	
Assorted Fruit Charms, 100 ct42	
Rain Blo Ball Gum, 60 ct., 140 ct.,	
170 ct., 210 ct., 200 lbs. minimum,	

170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound ... 3.28 100 ct. ... 30 Adams Gum, all flavors, 100 ct. ... 47 Wrigley's Gum, all flavors, 100 ct. ... 47 Beech-Nut, 100 ct. ... 47 Hershey's Chocolate, 200 ct. ... 1.40 Minimum Order, 25 Boxes Assorted. Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

SALES AND SERVICE CO. MOE MANDELL

446 W. Joth St., New York 18, N. Y. LOnguere 4-6467

MINNEAPOLIS, Aug. 20. - city council, after a hassle in which After being stymied twice, Louis spokesmen for a grocery association Roberge, inventor of a coin- and the milk drivers' union pro-

Later Roberge built another that after nearly three weeks of unit in Richfield, also a Minneinto trouble with licensing procedures.

> His St. Louis Park license, he said, cost only \$2, but it is reported fore too long.

One of the ice cream companies in the store. Roberge is considering

butter, bacon, ground round steak, Roberge said it is his plan to sell hot dogs, doughnuts, cupcakes, his automatic food stores outright. snowball cakes and oleomargerine. He has had nibbles, and after the Best seller is bread, with milk sec- St. Louis Park operation has proved ond, and eggs not too far behind, the machine works as he wants it to, Roberge will consider the offers.

# To Introduce **New Milk Unit**

MINNEAPOLIS. Aug. 20.-An all new package milk dispensing unit-Automatic Package Milk Vender-will be exhibited for the first time by Norris Dispensers, Inc., at the National Automatic Merchandising Association convention November 6-9 at the Conrad Hilton Hotel in Chicago.

Amouncement of the development of the new milk vender was | 2160 Patterson St., Cincinnati 22, Ohio made by Mrs. Nancy Cale, the firm's advertising chief, who also disclosed the company will introduce a new bulk milk dispenser.

No details on the venders will be released until the Chicago convention, but both were developed at the firm's factory headquarters here. It was indicated the pack- I City ..... Zone .. State .... age vender will be manufactured at Norris' plant in Laurel, Miss.

# McComas Claims Filters Account for 20% of Cig Sales

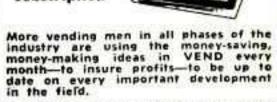
NEW YORK, Aug. 20.-Nearly half of U. S. cigarette consumption is accounted for by filter-tip and king-size eigarettes, according to O. P. McComas, chairman of the board of Philip Morris, Inc.

In a mid-year report to the firm's employees, McComas said that king-size non-filtered eigarettes account for 27 per cent of the industry's sales, with filters accounting for 20 per cent of all sales. He estimated that in large cities, filters account for 30-35 per cent of sales.

With the emphasis on multibrand selling, McComas said the firm is concentrating on packaging. He termed the new Marlboro box pack "the first significant package change the industry has seen in 38 years.



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Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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# New-For Additional Income ADVANCE AMCO® POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

#### SPECIFICATIONS

Stundy all steel construction; fine white synthetic enamel finish, sitk screened in blue lettering; height 33½"; width 4½"; shipping weight 22 lbs.; hasp and

shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet; capacity approxi-mately 200 combs; size of comb 414" long, 114" wide, 7,64" thick.

Prices quoted are net. F.O.B. Brooklyn. Deposit required with order -- balance C.O.D.

PRICE OF MACH	Each
Single	\$24.10
2 to 11	18.05
50 or more	. 17.60

25 to 49 gross ...... 3.25 50 to 100 gross ...... 3.00 Immediate Delivery on Machine and Combs. Order Today!

Write for information on other types of vending machines & merchandise J. SCHOENBACH 1645 Bedford Ave., Brooklyn 25, N. Y.



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# MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

for the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Newl

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes - Please send me The Billboard for one year at \$10.

(Foreign rate, one year, \$20)

City . . . . . State . . . . . Zone . . . State . . . . .

# COINMEN YOU KNOW

Continued from page 96

#### Boston

#### By CAMERON DEWAR

EXTENDS VENDING ROUTE. Phil Swartz, of Winrox Vending, has increased his route by buying out Richmond Sales Company. . . . Ralph Moultroup, of Island Pond, Vt., who has one of the largest routes in the State, recently purchased the Osborne Hotel in that town. . . . Ernest Walbarst, operator of the Turnpike Kiddieland in Arlington, reports that the near epidemic of polio in the State has taken a good deal of play away from his and other kiddie parks. . . . Ralph Lackey, Karel Music, Roxbury, and his wife and daughter, Karel, are recovering Pittsburgh from injuries sustained in an automobile accident.

Ed Ravreby, of World Fair & Associated Amusements, says there is a big demand for shuffle games and other units. Just returned from a trip to Carabou and Presque Isle, Me., he is off again this week to meet Louis Taube in Manchester, N. H., operator of Manchester Music. They will tour New Hampshire and Vermont together visiting operators. Ed is happy about the business at the new Playland Arcade he opened two weeks ago in Gloucester. He will also drop in on Frank Ward, a former New Hampshire operator who now runs a hotel.

Si Redd, of Redd Distributors, Wurlitzer distributor, is getting good results in his capacity as head of the coinmen's Salvation Army fund campaign. . . . Bob Jones, Redd sales chief, took a week off sunning on Cape Cod and ran for shelter as the rains came. . . . Guy P. Giovani, of Commonwealth Distributors, with lots of work on hand. will postpone his vacation since the demand for beach games is keeping up a fast pace. . . . Cooler weather brought some of the out-of-townoperators in to talk about new merchandise. Among those around this week were: Ray Shea, of Worcester; John Lazar, of Concord, N. H., and Steve Pielock, of Worcester.

Donald H. Morrill, former sales representative for J. J. Golumbo, Rock-Ola distributor, has gone into partnership in Lynn in the hi-fi business for home and industry. . . . Dave Baker, Melotone Music, Arlington, just bought out Progressive Vending, of Quincy. Dave is beginning to master his new pair of water skis. Walter Strauss, of Strauss Vending, Boston, was a house guest of Dave Baker at his summer home in North Salem, N. H.

### Kansas City

#### By BOB TATUM

ADDS NEW LINE. The Uni-Con Company, which recently remodeled its quarters, has added the DuGrenier eigarette, candy and sandwich machines to its lines. The cigarette machine has been moving especially well. Irvin Weiler points out. He also added that his firm has sold more new Rock-Olas so far this year than in all of 1954. . . . Weiler and Carl Hoelzel, partners in the Uni-Con Distributing Company, are going to Bermuda next month as participants in the Airplane Owners and Pilots' Association junket. With their wives they will fly in Weiler's airplane to New York and there board the Queen of Bermuda for a 10-day cruise.

Reid Whitney, Seeburg district manager, spent a week at W B Music Company, Inc. The firm's manager, Harry Silverberg, reports expansion in background music. Recent sales included a bank and a home. Silverberg points out the new Chicago Coin's Blinker still is in the sales lead at his firm. . . . W B salesman Ed Lyon, back from a trip to Southern Kansas, notes an upswing in the take of many operators.

Visitors in Kansas City this week include Chet Troyer, of the Troyer while objecting to the installation Music Company, St. Joseph, Mo.; Mr. and Mrs. Roy Jones, of Mercury of Music Company, Olathe, Kan.; Jim Whittington, of Pierce City, Mo.; Joe Chamberlin, Chillicothe, Mo.; Ed Upshaw, Junction City, Kan.; Tom Benefield, Coffeyville, Kan.; Tina Massa, of Royal Music Company, Galena, Kan.; Kenneth Hearing, Brownell. Kan., and Walter Cobb, St. Joseph, Mo., all of whom stopped by W B.

At Mid-West Distributing Company, manager John Balk has recently returned from a business trip to Topeka. He says that Al Rettig, of Topeka, is making a good recovery from a recent heart attack and is expected to be back at work in a few days. . . . Ray Armstrong, of Topeka, has added some new Wurlitzers to his routes. . . . Walt Hopkins, also of Topeka, is on a Minnesota vacation. . . The demand for used equipment here continues at near peak levels with some distributors reporting waiting lists. Part of the demand is attributed to favorable local prices and good quality of the merchandise.

# Washington

# By DELORES NEWCOMB

HOT SPELLS HIT COFFEE SALES. Severe hot spells have really hurt coffee sales, says James Bowen, manager of Kwik Kafe, of Washington. July sales were about the worst he has ever seen for coffee. Bowen was able to offset the loss, tho, by placing more milk machines on location. . . . Ed Carroll, a recent addition to the Canteen Company's Washington staff, reports that he likes his new location and is pleased that business is so good.

Roger Squitero, of Hirsh Machines, is enjoying his vacation. Collections at bowling alleys have picked up, he says. . . . Meyer Gelfand, of the G. B. Macke Corporation, is on vacation. Business at Macke continues steady. . . . Sid Lotenberg announces that Macke will install two complete automatic snack bars at Maryland University. This is the first time in the history of Maryland University that an installation of this type has been made.

### Los Angeles

#### By JOEL FRIEDMAN

CALLS ON HAWAH DEALERS, Bob Weber, Minthorne Music Company, is off to Honolulu on a combined business and pleasure trip. He'll introduce the firm's Telefunken line to dealers in Hawaii while there. . . . Bill Happel, president of Badger Sales Company, left on a brief business trip to Portland, Ore., where he'll visit with Mr. and Mrs. Lou Dunis. . . . Fred Gaunt, of the Badger sales staff, takes off a week's vacation at Laguna, where, says Fred, "I'll just sit in the sand." ... Reports continue to brew concerning an increasing number of operators planning to switch to dime play in Los Angeles. Most of the surrounding counties, i. e. Riverside and Kern County, have been on dime play for some time now.

Roy Jones made the trip in from Ridgecrest this week. The desert community continues to prosper, according to Roy, as a result of the newly developed industry the city has furthered. . . . Next meeting of the Los Angeles division of the California Music Merchants' Association has been called for September 13, with MOA President George Miller scheduled to helm the proceedings. . . . Al Cohn returned from a trip N.Y. C. 3. N.Y. . AL. 5-8393

to Las Vegas. . . . George Nachtweih became the father of another girl recently. . . . Jess Herman was shopping along Pico Boulevard with his teen-age daughter Susan. . . . Jack Simon, Simon Sales Company, acquired an interest in the Hollywood Hawaiian Hotel. . . . Hymie Rosenberg, H. Rosenberg Company, is scheduled to leave on a series of field trips shortly, with Al Shifrin to hold down the fort.

Hank Tronick, Minthorne Music Company, still hasn't gotten over his recent vacation, and looks it. He's sporting a tan that appears as it he never did move out of the sun. . . . Irma Bryant in town last week from Glendale. . . . Also golfer Pete Pelagrino from Huntington Park. . . Sid Sherman has been promoted to the post of general manager at Operators Vending Supply Company. . . . Sid Bloom, president of Oak Manufacturing Company, has appointed Norman Weitzman as assistant production manager working directly under Harold Probasco.

#### By LEON LEFFINGWELL

SPOTS GAMES AT BEER GARDENS. Mike Ballenger, of Acme Vending Machine Company, has bought some new AMI music machines, some bowlers and other games and put them out at new beer garden locations. . . . Harry Rosenthal, sales manager of Banner Specialty Company, selling AMI machines, reports there is a 30-40 per cent increase in "take" following conversion to dime play.

Glen Mowry, of Gem Vending Company, says people will drop a dime into a machine just as easily as a nickel, and so bowlers and guns have gone to a dime also. . . . Glen Gillette found very poor fishing on his vacation in Canada, as did Sidney Weinstein, of Sidmor Vending Company, who was offshore-fishing at Erie, Pa. . . . The truck strike just terminated here bothered vendors very little, for they found substitute services.

# U. S. Study Reveals Milk Ops Face Sell Program

Milk vending machine operators ment buildings and outdoors. planning to increase sales thru industrial locations must offer management a hard selling, fact revealing program.

Advantages to be gained thru installation of vending machines by both management and employees will be the venders' paramount selling point, according to the U. S. Department of Agriculture, which is conducting a study to increase the consumption of milk.

Considerable difficulty was experienced by government representatives in locating industrial outlets for the establishment of the project.

#### Benefits Desired

Management, the department disclosed, objected, complaining of unfavorable experiences with milk vending machines in the past, especially unsatisfactory services.

machines because of the lack floor space, made it clear the move would not be opposed if any concrete benefits could be derived.

It concerned itself with sanitary conditions, tidiness, eye appeal, a steady flow of milk, plus spot services on any mechanical difficulties that arise.

Results of the over-all study, govrument official stated, will be helpful in selecting locations that offer the greatest potential for increasing milk sales, not only in

\* **Use The Billboard** classified pages for RESULTS!

NO "BUTS" ABOUT IT!

Butt in on the DAVY CROCKETT fad with GUGGENHEIM'S

# DAVY CROCKETT

Sure-fire colorful location tested buttons that will empty your machines and fill your coon hat full of wampum!\*

ASSORTED COLORS AND PICTURES

Frontier expression meaning "lot of profits!"

33 UNION SQUARE

WASHINGTON, Aug. 20 .- | factories, but in office and apart-

The study should also establish the most popular size container demanded by the public from vending machines at the various

# WATER SQUIRTS

Sensational — kids love them. Perfect vending. Stickers supplied.

#### FULL LINE OF DAVY CROCKETT ITEMS

SURE LOCK-the perfect capsule. Outstanding items, Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Or send 35c for regular sample kit of charms.

Nat'l Headquarters Oak Acorn Machines

Parts



#### Penny King



World's Largest Selection of Miniature Charms









# Mfrs. Eye New Trend Model T, To Coin Pool Games

Continued from page 90

bumper play are possible in the to overseas markets. game, according to the firm.

production by other firms has not piece for taverns, restaurants and cations are that these games will start a new trend in the industry. follow the general lines of the Valley machine.

#### Popular Overseas

Coin-operated pool games are not new to the industry, but have never yet found popularity thruout the country. Coin pool games have, however, been popular in South American countries, and in Europe, where many have been exported. Such games first appeared more than 10 years ago and have since been manufactured and sold in many parts of the country.

Among the later manufacturers of coin pool games are Genco Manufacturing & Sales Company, which produced two different pool in Minnesota and North Dakota. games, Shuffle Pool and Match

# Valley Sets **Bumper Pool Tourney Play**

BAY CITY, Mich., Aug. 20 .-Valley Manufacturing Company venders. here has set up league rules for inter-tavern and regular tournament play with their coin-operated Bumper Pool game.

League play on the new pool game is modeled after tournament play rules followed by shuffleboard game players in the State of Michi-

Valley, established in 1944, was a pioneer in the shuffleboard manufacturing field, continuing its production of the Valley Shuffleboard unit until recent years. The firm is also a builder of television cabinets and domestic furniture.

Bumper Pool, the firm's new ganization for the game. The com- reduction in weight of 50 pounds. pany is headed by Earl Feddick, separate story on pool game trend.) at Chicago.

occupied by eight strategically | Pool, in the fall of 1953. Fischer placed bumpers located at the mid- Sales and Manufacturing Company, dle of each end of the board, serv- Tipton, Mo., also produced and ing to create shot problems. Over marketed a coin pool game, Cue-10,000 different combinations of Ett, shipping many of these units

If the new coin pool games can Descriptions of pool games in be sold to operators as a location yet been made available, but indi- other route spots, the games could

Manufacturing costs on these games are reported to be relatively low, and such new games are reportedly listing at under \$300.

# Keeney Holds Minn., Dakota Coin Schools

CHICAGO, Aug. 20.-J. H. Keeney & Company sales represen-tatives Bill Coan Jr. and Tom Mc-Cormack are conducting operatordistributor service schools this week

Schools will be held with Tom' Crosby and Jim Christiansen at Automatic Games, St. Paul; Gopher Sales, Fairbault, Minn., and with Irving Linterholm, Fargo, N. D.

Coan and McCormack will then continue on a sales trip to Omaha bowling game operators in Upper without high scores and fancy play and Des Moines.

voted to servicing and mechanics teams at their locations, with paof both the Keeney amusement trons competing in play on the sales and increasing orders for the games and vending machines. New new Bally bowling games, Herb games in the past two weeks, the machines now in production at Jones, Bally vice-president, said games are becoming more and more Keeney include a shuffle bowler, this week. Challenge, and cookie and candy

Jones said reports from the field become a stable piece of equip-

# Fischer Bows New Cue-Ett Coin Game

CHICAGO, Aug. 20.-Fischer Sales and Manufacturing Company has introduced a new model of its Cue - Ett coin - operated billiard game, according to R. W. Weikel, general sales manager.

The new game, Cue-Ett B, is similar in every respect to the regupool game, was first introduced last lar Cue-Ett table, except that it is May (The Billboard, May 28), and made out of lighter weight materhas since been remodeled. The ials, equally strong, and incorporgame has caught on well thruout ates a change in leg structure. Michigan, and the firm is now set- This has made possible a lower ting up a national distributor or- price, \$199 f.o.b. factory, and a

Fischer Sales and Manufactur-Bay City, president. Gus Wass- ing Company has its plant at Tipmans is plant superintendent. (See ton, Mo., with a factory sales office

# Five-Ball Pin Game Market in Up-Swing

five-ball pinball games are picking turing Company vice-president, up fast, with the two principal fiveball manufacturers, D. Gottlieb & ball sales." While Williams has Company, and Williams Manufac- been concentrating on sales of their turing Company, expecting big King of Swat, baseball game, and sales increases, over last year.

these firms.

period last year. Said Gottlieb, "The five-ball games have been the mated consolidated net income five-ball business has sprung back single-player type. to life. It took us a while to get

lieb added.

CHICAGO, Aug. 20.-Sales of | Sam Stern, Williams Manufac Sidewalk Engineer, kiddie bull-Sales boosts are tied to growing dozer game, during the summer acceptance of the five-ball games months, Stern said the firm exin many areas of the country, and pects to increase five-ball sales by increasing popularity of new multi- the end of this year from 30 to ple-player games produced by 40 per cent above last year's mark.

Stern said more multiple player Alvin Gottlieb, of the Gottlieb five-balls and five-balls with new firm, reported sales climbing play features will be introduced by steadily, with the summer business Williams in the next six months. Up Pepsi-Cola Company and consolialready 20 per cent above the same to now the majority of Williams dated subsidiaries report an esti-

Art Weinand, Williams sales first six months of 1955, an ingoing with the multiple-player manager, said the games have also crease of \$2,385,000, or 80 per games, but they are gradually been going over big in the Euro-catching on and bringing up re-pean market. New five-ball games year ago, Alfred N. Steele, presiceipts that were at a low ebb a year are being shipped to Germany, and dent, announced. Estimated sixparts for the games are shipped to month earnings per share is 73 "We expect our fall output to be France, where the games are as- cents for 1955 as compared with definitely bigger this year," Gott- sembled and provided with French- 41 cents for the corresponding made cabinets.

# New Bally Kiddie Ride

CHICAGC, Aug. 20. - Bally Manufacturing Company has produced a new model of its Hot-Rod kiddie automobile ride, called Model T.

Company, manufacturers of the his- the program will be to convince the toric Model T Ford, was secured operator he can increase takes from in naming the new model.

of Hot-Rod, the original model,

lights and horn, Model T takes ing," that evening. youngsters on a rolling, rocking Business sessions were at the machine permits drivers to speed distributors had met independently up or slow down at will. Model T earlier. requires 34 inches by 68 inches | Addressing the distributors at the floor space on location.

# American Shuffleboard Has Annual Sales Meet

NEW YORK, Aug. 20.—Officials ing ASC executives: Paul Cusano, of the American Shuffleboard Com- general manager; Nick Melone, at the ASC annual sales meet- perintendent.

Distributors were told of 1956 models, to be announced shortly, and were briefed or the company's Special permission of Ford Motor sales and promotion plans. Key of 40 per cent to 100 per cent by get-Model T includes all the features ting new equipment on location.

Distributors were guests of the with a new base in brighter colors firm at a dinner in the Hotel New Yorker's Manhattan Room Tuesday, A miniature model of an early and they were guests of the firm at vintage roadster, with real head- the Broadway musical, "Silk Stock-

ride for a dime. A throttle on the New Yorker Wednesday. Western

business sessions were the follow-

pany played host to all of the firm's sales manager, Don Freeberg, addistributors east of the Mississippi vertising and sales promotion man-Tuesday and Wednesday (16 and ager, and Frank Dyki, plant su-

Field representatives at the meet were Sol Likpin, Hall McKinley, Joseph Lynaugh. Also present was John Weiss, Omaha district factory

Distributors were John E. Jackson, Syracuse, Fred W. Marx, Schenectady; Tom C'Donnell, Boston; Gilbert Cranston, Providence; Frank Klopp, Reading, Pa.; Harry Pippin, Odessa. Tex.; Stan Chilton, Wichita, Kans.; John Deitz, Toledo; Ernie Ernewein, Buffalo, and Mr. and Mrs. Archie Finamore, Young-

Also Wiaston R. Coleman and Charles Craghead, Roanoke, Va.; Louis Osterman, Peoria, Ill.; William Lennox, James Summers and Joe McLaughlin, all of Philadelphia, and Floyd Smith, Wakefield,

# SPARK UP SPOTS

# **Bally Bowlers Prompt** Ops to League Play

The service schools will be de- areas are forming leagues and trons?"

indicate that the move was ment in the industry. prompted by the new play features to regular bowling rules.

The new games, equipped with extra large pins, and scoring mechanisms geared to the official "300 Game," have stirred up conjecture among operators and distributors thruout the industry. Question

**News Briefs** 

Joseph D. Lohman as co-ordinator

of the county's juvenile activities

committee. The program is de-

signed to combat delinquency thru

recreational, welfare and educa-

CHICAGO, Aug. 20.-Ten ad-

ditional exhibitors have notified

National Automatic Merchandising

Association of plans to display ma-

chines and products at the 1955

convention, November 6-9, at the

Conrad Hilton Hotel. Currently

The 10 firms were Delicia, Inc.,

New York; Peter Paul, Inc., Nauga-

tuck, Conn.; Fearn Foods, Inc.,

Franklin Park, Ill.; Fruit-O-Matic

Manufacturing Company, Glen-dale, Calif.; Halkirk Company,

Manhattan Beach, Calif.; Norris

Dispensers, Inc., Minneapolis; S. &

L. Sales, Inc., Omaha; Standard

Change Marker, Inc.; Indianap-

olis; Superior Manufacturing Com-

pany, Evanston, Ill., and Wright

Machinery Company, Durham

NEW YORK, Aug. 20.-With

sales running at an all-time high,

after taxes of \$4,300,000 for the

period of 1954.

121 firms plan exhibits.

tional programs.

New York State and Cleveland features go over with location pa-

Jones says that, based on repeat

At least two other manufacturers of the ABC and Congress Bowlers, are reported considering the pronew Bally games played according duction of a similar type shuffle

> The move to league play, begun by operators, will probably be backed by the Bally organization, Jones said. Currently the leagues are sponsored by location owners, principally at tavern locations. Two or three six-man teams compete at \$595. each location.

League play on the games is expected to be going strong after Labor Day, when the regular bowl-

#### BERWYN, Ill., Aug. 20. - Al ing season opens. Lesak, owner of the West End Wholesalers, has been drafted into Texas Spots By-Pass service by Cook County Sheriff

Game, Juke Licenses SAN ANTONIO, Aug. 20.-Hit by stiff license fees on amusement games and juke boxes, some 32 locations here failed to get licenses for their machines.

The cases were set for hearing Harold Hall.

for above-a-nickel play, and \$15 of Illinois. a year for machines set on nickel or penny play. The State fee is Bumper Pool game, which is althe various categories.

# **Movie Unit Heads Output** At Capitol

### Panorama Machine Lists \$595; Coin Rides Produced

NEW YORK, Aug. 20.-Capitol Projectors this week started full production on its Panorama motion picture machine. One unit has been on test location for a month at Joe Simon's Newark, N. J., Ar-

According to Sam Goldsmith, Capitol executive, the device utilizes a new optical principal in coinoperated motion pictures-a direct projection on a 28 by 20-inch screen. Dimensions of the machine. are 30 inches wide, 28 inches deep and 72 inches high. List price is

Goldsmith said that the test location is set for 25-cent play, production models will give one minute of film for 10 cents. Black-andwhite films generally run about \$4.50, with \$12 for color films. About 100 units will be ready for shipment by the end of the month.

(Continued on page 104)

# Purveyor Named Valley Distrib

CHICAGO, Aug. 20. - Herb before Corporation Court Judge Perkins, Purveyor Distributing Company, announced this week the City license fees range from firm's appointment as distributor \$250 for a juke box, down to \$30 for Valley Manufacturing Company, a year for other coin machines set | Bay City, Mich., covering the State

Purveyor will handle the Valley exactly double that of the city in ready on display at the Purveyor

CHICAGO, Aug. 20.-The Automatic Equipment and Coin Machine Operators Service and Repairmen, Local No. 3, which began its membership drive last April, will resume monthly meetings in September.

union now has a membership of about 70 individuals in the Chicago and Cook County area. Membership is concentrated on coin-operated amusement game servicemen and repairmen.

Cantazaro said meetings had been canceled during the summer months, but would resume again on the first Tuesday

toward "improving working conditions" until fully organized. "Basically," said Cantazaro, "it is up to the members to decide what is best for them and the industry in general." Asked how large the union could become, Cantazaro said

# CHI GAME UNION TO RESUME MEETS

According to Robert I. Cantazaro, secretary-treasurer, the

of each month, beginning in September. Cantazaro said the union would take no definite steps

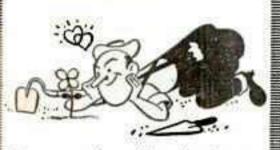
there is a potential for a 300-member group in this area. National headquarters of the union is at Gary, Ind., the union is listed as independent. Chicago headquarters are at 343 North Laramie Avenue.

handling replies.

# IT TAKES THE PROPER TOOLS



Take the fellow pushing the wheelbarrow. got the right tools to nurture a seedling into a blooming flower as shown below. Of course, plenty of rain and sunshine aren't to be forgotten.



Now, take the business man earning his living in the Coin Machine Field. His tools are hard work, an investment of money, a good product, rendering good service, etc.

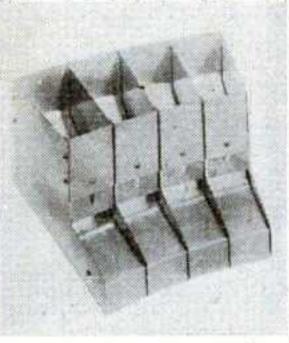
And, when it comes to advertising so that his business can prosper, his thoughts turn to The Billboard. It is a natural reaction because Billboard has a long-standing reputation for giving its advertisers . . . complete, low cost market coverage.



# New Products.

Editor's Note: Following is another new product in the coin machine field. Address glossy photos and brief descriptions of products of interest to amusement game operators, distributors and manufacturers to "New Products," The Billboard 188 W. Randolph Street, Chicago.

Assembly Bins. Speedassembly Equipment Company, Brooklyn. Speedbins feed parts to operator, the rate of flow controlled by an



adjustable shutter. Bins can be fed from back without disturbing production. Parts in Speedbin kit are interchangeable, allowing for any variation in number of bins and type of setup desired. Bins adjustable for various size parts. Bins made of 24-gauge steel coated with silver-gray enamel. Each kit provides for 30 inches of bin width. Bins are 6 inches deep, plus a 3inch projecting tray. Come in two sizes. 412-inch high, and 9-inch high. Price for either kit is \$11.50 f.o.b. Brooklyn.

# On-Spot Showing Big Aid in Selling

CHICAGO, Aug. 20.-Because of his "on the spot" demonstration of the new Mr. Robot bulk milk vender, E. A. Sweat is leading the country in sales of the machine, the firm announced.

Sweat takes the vender about the country with him in a special mobile office constructed especially for showing it to operators, dairies and health departments at home

"This procedure." Sweat stated. overcomes the reluctance on the part of operators who hesitate buying new machine without seeing it in action. The demonstration also shows the best advantages of the

### Anderlee Adds Space

PORTLAND, Orc., Aug. 20.-Anderlee Enterprises, distributor of automatic dispensing fresh fruit machines for installation in schools, hospitals, public buildings and institutions, have leased a large warehouse here.

Ande' Evers, owner, said the building has a refrigerator warehousing space and offices.

# PURVEYOR DISTRIBUTORS FOR

Something New and Different in Coin-Operated Equipment -Get the best locations-ORDER NOW!

Call - Write - Wire

COIN-O-RAMA SPECIAL Seeburg M100B—100 selections—45 rpm......\$485.00

BINGOS
COOF AN I Beauty

Surf Club ......\$140.00 Spot Light......\$70.00

WRITE FOR COMPLETE LIST OF COIN MACHINES

**PURVEYOR** DISTRIBUTING COMPANY 4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS PHONE: JUNIPER 8-1814

# THE MARKET PLACE COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

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Set in usual want-ad style, one para-graph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word-Minimum \$3.00. CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illusrations or cuts permitted. RATE: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

unless Credit has been established. ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

### Agents & Distributors

CLOSE OUT 1e I-Q TICKET COUNTER napkin machines. Brand new, in lots of 25 up. Only \$7, f.o.b. Chicago. 12 deposit, balance c.o.d. Sample \$10. Copperite, Inc., 74 F West Washington St., Chicago 2, III.

D-LUX ACTION DISPLAY MERCHAN-disers. Colorful, revolves on electric bulb. Holds 5c, 10c, 25c bag nuts. Excellent item for distributors to sell in routes. Large margin profit (no coin vending). Sales organizations write Copperite, Inc., 74-V West Washington St., Chicago 2, Ill. ch

PERFUME VENDORS—SOLID PERFUME purse size compacts. Machine holds 40. Perfume vends at 25¢. ABT 25¢ coin chute. Write for low prices. Copperite, Inc., 74-L. West Washington St., Chicago 2, Ill. ch

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

#### **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 au27 OPERATORS — OUR NEW DISPENSER, averaging \$12 weekly, on test locations. Nationally known televised product. Write S. Hubbard, Box 11, Hubbard Woods, Ili.

WE NEED ROUTE OPERATORS AND DIS-tributors for our Selecto-Pencil Vending Machine. Over 100,000 public schools need a coin-operated pencil vending service. Set up a fast paying route of schools within seventy-five mile radius of your city. Write for prices and particulars. Matthews Specialty Co., Star Route A, Austin, Tex. se10

35 FRAWLEY COIN OPERATED RADIOS— On location in Waukesha. Lease available, \$2500 or best offer. Earl Dickerson, 2435B So. 9th St., Milwaukee, Wis. 8e3

# THIS IS A 10-LINE AD

#### **Help Wanted**

ATTENTION DISTRIBUTORS — PROMOtional franchise men only. New 5¢ musical confection charm vendor featuring
Ballet Dancer. High priced machine. Exclusive. Triple earnings for you and
operators you sell. If you're tired of working worn out almond vendor deals and
other junkers, this unusual machine is the
answer. Our company, 20 years in business.
Finest bank and other references guarantees your success. Write Box M-144, c/o
Billboard, 2160 Patterson, Cincinnati 22, O.
se3-ch

FIRST CLASS AMP AND JUKE BOX Me-chanic. Must know sound systems. Thor-oughly experienced, steady work, best of pay. No floaters. Box M-143, c o The Bill-board, Cincinnati 22. O.

WANTED — BINGO AND SHUFFLE ME-chanics; good pay and good working conditions. Persons must be sober and fur-nish references. Write Box 813, The Bill-board, Chicago, Ill. se3

#### Parts, Supplies & Services

COIN-OPERATED TIMERS-ELECTRONIC, automatic; no buttons to push or mechani-cal lever to wind; adaptable for television, washing machines, dryers, radios, halr dryers, ironers, typewriters, sewing ma-chines, etc. Write for prices. Coin Radio Co.. 190A Duane St., New York City au27 STAMP FOLDERS DIRECT FROM MANUfacturer, unlimited quantities, immediate delivery. Write for prices, Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. L.Ocust

#### **Used Coin-Operated** Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. Established over 28 years. MACK H. POSTEL 2952 Milwaukee Ave. Chicago 18, III.

THIS IS A 10-LINE AD

For only \$10 you can buy
this space to profitably buy or sell
Used Machines, Routes, Parts, Supplies
or Services.

2952 Milwaukee Ave. Chicago 18, III.

CIGARETTE MACHINES—DU GRENIER 7
col. S. \$45; 7 col. V. \$50; 9 col. W. \$55.
Rowe Imperial, 6 col., \$45; 8 col., \$55.
Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machines, Routes, Parts, Supplies or Services.

2952 Milwaukee Ave. Chicago 18, III.

CIGARETTE MACHINES—DU GRENIER 7
col. S. \$45; 7 col. V. \$50; 9 col. W. \$55.
Rowe Imperial, 6 col., \$45; 8 col., \$50;
Uneedapak E. 6 col., \$45; 8 col., \$50;
Uneedapak E. 6 col., \$45; 8 col., \$50;
WANTED—USED MILLS MACHINES; LOTS of 50 or more. State models, types, price in reply to Fremont Coin Machine Sales & Service, 2d & Stewart Sts., Las Vegas, Nev.

2952 Milwaukee Ave. Chicago 18, III.

Ing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, III.

WANTED—USED MILLS MACHINES; LOTS of 50 or more. State models, types, price in reply to Fremont Coin Machine Sales & Service, 2d & Stewart Sts., Las Vegas, Nev.

2952 Milwaukee Ave. Chicago 18, III.

CIGARETTE MACHINES—MOST IN GOOD working order. Approx. 40 Uneedas, 9 W's and 7's assorted, Price, \$10 each, f.o.b. Trenton, N. J.

IMPORTANT INFORMATION

In determining cost of regular Classified

Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in Care of The Billboard allow for 6 additional

On Box Number Ads a special service charge of 25¢ per insertion is made for

COMPLETE ARCADE FOR SALE—INCLUD-ing five Philadelphia Skee Balls. Sell whole or part or will trade for Panorams. Write for list. H. E. Loebsack, 211 West Douglas, Wichita, Kan.

FOR SALE—COIN-OPERATED, HOSPITAL and motel Radios, under pillow speakers, Wilcox-Gay designed, A-1 condition, \$29.50 each. Miller-Newmark Distributing Co., 42 Fairbanks, N. W., Grand Rapids, Mich.

PITCHING PEET, AUTOMATIC BASE-ball Pitching Machine, 3 ABT Air Guns, compressor and moving targets, all in good condition. \$400 or will trade for Arcade Machines. Waldman, 5205 Monroe, Toledo 13, O.

PUNCHBOARDS—3,000 ASSORTED MONEY and prize boards, close out prices. Weighing Scales, 12, Watling, Mills, Rock-Oias, excellent condition, Write for prices. Ohio Specialty Company, Inc., 539 S. 2d, Louisville, Ky.

SEVERAL SLIGHTLY USED SEEBURG 200 Select-O-Matics, Model 200 LU-1P. Make offer, Stapleton Music Co., 300 E. Walnut, Springfield, Mo. au27

VENDING MACHINES, PARTS, ALL SUPplies. Ball Gum. all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's, Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk. Panned Candies. 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum. Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake Street, Chicago 12, Ill.

#### Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Box 673, The Billboard, Chi-cago 1, Ill.





CHECK THESE FEATURES

Positive Ball Trip-Cheat Proof

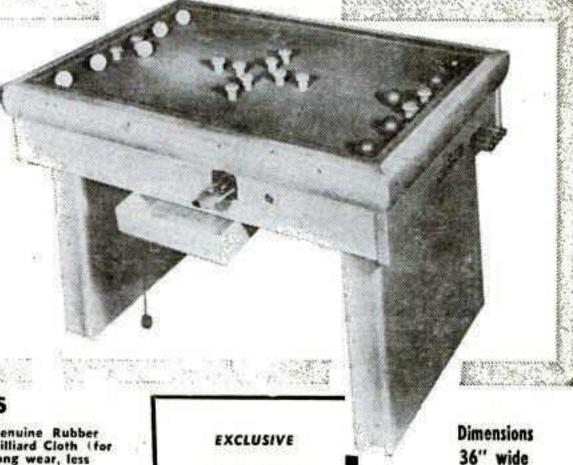
Valley's Self-Storing Cue Stick Holder Hard Maple

Construction Easy Assembly No Electrical Hook-Up

Cenuine Rubber Billiard Cloth (for long wear, less

Live Rubber for More Action A.B.T. Double 10c Service Free

Write or phone for complete details TODAY VALLEY MANUFACTURING CO.



DISTRIBUTOR-SHIP OPEN IN

CERTAIN

TERRITORIES

333 Morton St., Bay City, Michigan

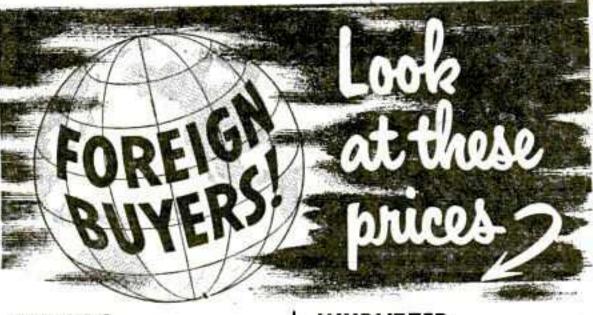
52" long

32" high

Phone: 8587 or 8588

#### "BUY THE BEST-WE DO" BINGOS ARCADE EQUIPMENT UNITED ALLEYS Bally Big Inning...\$125.00 Champion Hockey.. 85.00 C.C. Hockey ..... 75.00 Ex. Sportland Gun.. 275.00 5 Player ..... \$ 40.00 Cascade ...... Royal ..... 195.00 Ex. Sportland Gun. 275.00 Spark Plug 75.00 Steeple Chase 75.00 Bat-A-Score, Sr. 65.00 C.C. Basketball 195.00 DeLuxe Photo 365.00 Ex. Gun Patrol 145.00 Ex. Six Shooter 110.00 Genco 8 Player ..... Ex. Six Shooter ... 110.00 Evans Bat-A-Score .. 165.00 Evans Ski-Roll ... 95.00 Genco Rifle Gallery 275.00 League Bowler .... Fifth Inning, new ... C.C. Super Frame .. 265.00 Flying Saucers .... 95.00 Life League ..... 75.00 Tropicana ...... 350.00 Life League ..... 75.00 Midget Movies, latest 135.00 Quizzer with Film ... 95.00 Standard Metal Typer 250.00 CIGARETTE VENDORS 5 American Bank Balls, like new ...\$395.00 Ea. Sci. Pitch'm & Bat'm 185.00 Mercury 9 Col., new \$210.00 Lehi 12 Col., new ... 225.00 Un. Carnival Gun .. 350,00 Wurlitzer Skee Ball 150.00 Super Six, new .... 115.00 COUNTER GAMES, USED Foot Vitalizer, new 195.00 Auto Photo 1850.00 Seeburg Coon Gun 225.00 Super Nine, new .... 155.00 National 930, used .. 95.00 National 950, used .. 170.00 PX 10 Cot., used ... 115.00 Advance Shockers ...\$15.00 Pistol Target Skill .. 15.00 Merc. Grip Scales .. 20.00 Got. 3-Way Grippers 20.00 PX 10 Col., used .... Electro 8 Col., used . Scientific Boat ..... 325.00 Space Ship ...... 325.00 125.00 Wizard Fortune Keeney Elec., 9 Col. Teller ..... 15.00 PX Electric ...... 85.00 All new Equipment 25¢ or Periscope ........ 95.00 Balloon-o-Mats, new 395.00 Whiz ..... 20.00 Daval Best Hand .. 15.00 Gypsy Fortune Teller 10.00 30¢. All used completely shopped and refinished with 25¢ and King Size. 6-Col. National Candy \$65.00 Heavy Hitters .... 40.00 Bingo Roll ..... 45.00 Rock-Ola Scales ... 50.00 5-Col. Rowe Candy .. 55.00 5-Col. Mills Candy .. 55.00 6-Col. Uneeda Candy 65.00 10 3-Col. Shipman Mills Scales ...... Watling Scales ..... Stamp Vendors, FIVE BALLS like new, Ea. .... 23.50 Army & Navy ..... \$ 75.00 NEW Four Corners ..... 75.00 ABT Challenger ....549.50 Guys & Dolls ...... 110.00 Advance Shockers .. 24.50 Kickers & Catchers . 39.50 Ship. St Wizard Card Just 21 ........... 25.00 Rose Bowl .......... 50.00 Struggle Buggy ..... 125.00 Vendor ..... 19.50 Genco Play Ball, non-Mermaid ......... 65.00 Struggle Buggy .... 125.00 coin operated .... 10.00 M. S. GISSER ales Manager 2029 PROSPECT AVE., CLEVELAND IS ONIO All Phones: Tower 1-6715 Terms: 1/2 deposit with all orders, balance C.O.D

COIN MACHINES



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										575.00
										535.00
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IN ORIGINAL CRATES...\$400 WRITE FOR SPECIAL CLOSE OUT

PRICES ON ALL-IN-LINE GAMES

WURLITZER MODEL 1600......\$325.00 AMI MODEL B ...... 175.00 MODEL C.......... 175.00 MODEL D-40 ..... 250.00 MODEL E-120 ..... 495.00

All equipment is steam cleaned and completely reconditioned. Guaranteed ready for location.

We are exclusive distributors for J. P. Seeburg Corp., Bolly Mig. Co. Our references. Dun and Bradstreet, Bank of America.



SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

# Movie Unit Heads

Continued from page 102

The large direct-view screen, explained Goldsmith, gives the film the illusion of depth. He added that while it will probably have use in Arcades, it is being built with locations in mind, particularly transportation depots.

Meanwhile, Capitol is going ahead on kiddle ride production, with three recent rides-Virginia Reel, Davy Crockett Horse and Humpty Dumpty See-Saw-current on the lines.

To stimulate new ride business, Capitol is encouraging trade-ins, using the traded-in items for converted rides or rebuilding them. Goldsmith estimates that 30 per cent of Capitol's gross volume in rides is on the sale of reconditioned trade-ins.

He said that four new spray booths have been added for the reconditioning business.

# **News Briefs**

CHICAGO, Aug. 20.-Appointment of W. B. Youngstown as chief sale engineer was announced by the Drake Manufacturing Company, producers of socket and jewel light assemblies for miniature lighting.

NEW YORK, Aug. 20. -C & C Corporation, manufacturer of canned carbonated beverages, announced it has entered an agreement to purchase Power Products, spray gun manufacturer.

WASHINGTON, D. C., Aug. 20. -Cigarette smoking and production in June topped the same month of a year ago by 2 per cent, the Internal Revenue Service reported. Manufacturers shipped 35.6 billion cigarettes, roughly 600,000,000 more than in June, 1954.

NEW YORK, Aug. 20.-Retirement of H. A. Kent, chairman of the board and a director of P. Lorillard Company, September 1 was announced by William J. Halley, president. Kent who has been with the firm 44 years, will continue his association with Lorillard in an advisory and consulting capacity.

JERSEY CITY, N. J., Aug. 20.— It happened while he was servicing cigarette vending machines that thieves broke into his truck, forced open a metal container and took \$650 Eugene Accasin had collected, and it was all in 25-cent pieces.



ADVERTISERS know exactly what THE BILLBOARD

delivers because The Billboard is a member of the Audit Bureau of

# Guarantee · Mechanism Overhauled . Worn Parts Replaced Amplifier Reconditioned Speaker Inspected · Tonehead Renewed · Cabinet Prolessionally Refinished

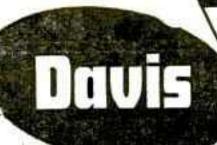
# **EXPORT & AMERICAN BUYERS!** DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED

MECHANISMS ARE STEAM CLEANED The following models are available for prompt shipment:

SEEBURG WURLITZER 1400—1450 ......\$325 148ML.....\$129 M100A ..... 340 M100B ..... 525 **ROCK-OLA** HM100A HIDEAWAY...... 275 H146 HIDEAWAY ..... 50 H147 HIDEAWAY ..... 65 H148 HIDEAWAY ..... 75 IMA

WALL BOXES WURLITZER 219 Steppers ..... WURLITZER 248 Steppers ..... SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless ....... SEEBURG 20 Selections, 5c, 3-wire or wireless ...... AMI 40 Selections Steppers PRIVATE WESTERN UNION WIRE • Cable Address: "DAVIS"

WORLD EXPORT



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maple cabinet. Chrome tube supports. For 5¢ or 10¢ play by a simple plug switch-over. Large ABT Coin Box. OVERHEAD MODELS

Horsecollar (15-21-50 pts.) \$139.50 Marvel Score (15-21 Pts.)

MARVEL MFG. CO.

Horsecellar (15-21-50 pts.) Marvet Score (15-21 pts.) \$95.00 each

Terms: 1/3 dep., bal, C.O.D. or S.D.

WALL MODELS

2845 W. FULLERTON, CHICAGO 47, ILL. (Tel.: Dickens 2-2424)

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Estamos entregando ahora los siguientes sensacionales manantiales de

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Tenemos siempre en existencia un gran numero de maquinas Bally de Bingo y Juegos de Tejo, reconstruidas.

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COMPLETE LINE BALLY BINGO PARTS

### BALLY . ROCK-OLA . KEENEY . CHICAGO COIN

SHUFFLE ALLEYS  Sally Blue Ribbon	ARCADE Keeney Sportsmen (Moving Target)
Chicago Coin Starlight 295.00 Inited Royal Shuffle Alley 175.00 Inited Imperial 200.00 Inited Cascade 100.00 Geeney Pacemaker 165.00 Chi Coin Criss Cross Target 235.00	Variety
ARCADE	Ice Frolic 250.00
Sally (Kiddie Gun) Bulls EyeWrite Chicago Coin Deluxe (Baseball) Bulls EyeWrite Chicago Coin (Baseball) Bulls Eye. Write Sally Hot RodWrite Sally Champion	MUSIC  Rock-Ola 1448

# CALDERON DISTRIBUTING CO. 450 Massachusetts Avenue



WALL SPEAKERS ... AVAILABLE IN CONTEMPORARY OR MODERN DESIGN



CONTEMPORARY

FULLY GUARANTEED.

ROCK-OLA

Can be used with any phonograph. Extended range for use with 6-8 OHM voice coil, 8-inch speaker. Natural wood grain gray finish.

In lots of PACKED TWO (2) to the carton ..... \$10.95 ea. | dozen or more ...... \$10.45 MATCHING TRANSFORMERS for use with \$1.50 In lots of dozen or more. \$1.25

SPECIALS SEEBURGS WURLITZERS AMI-A . \$ 85.00 | 146 . . . . . \$29.50 | 1432 . . . . \$195.00 1015 . . . . \$ 39.50 1500 ... 325.00 AMI-B .. 175.00 While they last

EXPORT INQUIRIES INVITED COVEN MUSIC CORPORATION

Phone: IN 3-2210 Chicago, III. Cable Address: COVENMUSIK - 1/3 Deposit, Balance C.O.D.

**EXHIBIT SUPPLY:** 

WOW!

YOU SURE HAVE IT

SAM LONDON

MILWAUKEE

# WANTED

First-class Pin Ball Mechanic-good pay Write SUNSET SUPPLY CO.

333 N. MICHIGAN

CHICAGO, ILL.

# MONARCH RECONDITIONED BUYS

MISCELLANEOUS

United Team Bowler ..\$245 United DeLuxe Mars .. 365 United Banner ..... 315 Keeney Bonus Bowler.. 195 United DeLuxe Bonus

Jack Rabbit ...... \$ 75.00 Pikes Peak with 

CIGARETTE MACHINES Unceda 15 Col. ...... \$65 DuGrenier 9 Col. ...... 65 DuGrenier 11 Col. ..... 85

Baseball ...... 65.00 Write for Latest List CHARLEY PIERI Monarch Coin Machine, Inc. 2257-59 N. Lincoln 9-3996-7-8

Joe Ash says ... When you compare quality

with price, Active is never

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in S. Jersey and E. Pennsylvania.



Joe Ash says . . Los compradores en el extranero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

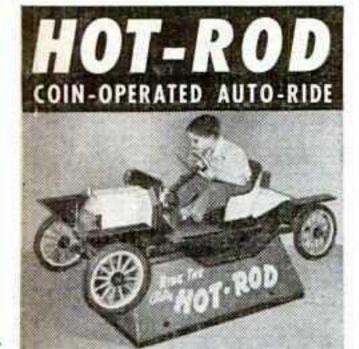
Exportamos juegos de bolos (pin games) y velloneras (music machines) nuevas o reconstruidas listas para operacion.

AMUSEMENT MACHINES CO.

666 N. Brood St. Phila. 30 Write or wire for prices

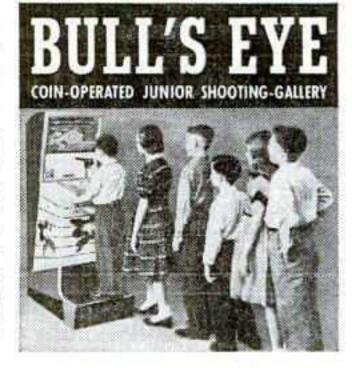
YOU CAN ALWAYS DEPEND ON ACTIVE-ALL WAYS

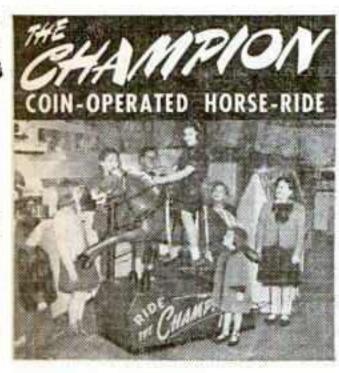
# Earn More Money



Miniature replica of early vintage automobile in eye-catching colors . . . with real horn and headlights... HOT-RODS take youngsters on a rolling, rocking ride. Mounted on rigid metal base, eccentric motion of HOT-ROD car creates illusion of exciting travel on a country-road ... an illusion so attractive to boys and girls, from toddlers to teen-agers, that HOT-ROD keeps busy earning money every minute of the day.

Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pollets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 11/4 ft. by 3 ft. of floor-space to take in coins at a rate of \$15 to \$35 per hour.





THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic . . . with genuine cowboy saddle. Allmetal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, I minute, 90 seconds, 3 minutes, Occupying only 22 in. by 44 in. of floor space. THE CHAMPION takes in \$2.00 to \$8.00 per hour.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, III.

# Ind. Vend Ops Eye New Cig Tax Proposal

INDIANAPOLIS, Aug. 20.-Indiana may replace its system of inking tax stamps on packages of cigarettes by a new tax procedure. The move could cut discounts allowed State eigarette wholesalers, and thus affect vending machine cigarette sales in the State.

Walter P. Weyland, chairman of the Indiana Alcoholic Beverage Commission, the agency which supervises the operation of the Cigarette Tax Division, said the stamping system may be replaced by a "yellow tax," which would be affixed to the bottom of the package, a process currently put to a test by the Hook drugstore chain at request of the commission.

If the new system is adopted, stamping machines will be available to the distributors on a rental basis, Pate stated. To forestall undue hardships, the contemplated conversion would be effected gradually, he added.

With the discount amounting to \$300,000 annually, Indiana cigarette wholesalers are now reimbursed for stamping and imprinting packages. They are allowed 71/2 per cent of their eigarette tax payments for this work.

The Indiana Commission on State Tax and Financing Policy feels that the discount is excessive and in its report to the Indiana General Assembly last winter it suggested a reduction to 5 per cent on machine-stamped packages and 10 per cent on stamps affixed by hand.

The commission insisted that in more than 95 per cent of the cases, machines open the cartons, imprint the packages and reseal the cartons. Hand-stamped process is employed only with odd-shaped packages and boxes. Imprinting by machine, the commission argued, never exceeds 5 per cent of the

"This," the tax commission told the Legislature, "would indicate that under the present 7½ per cent discount; wholesalers are actually being reimbursed for more than the costs involved when machine imprinting is done. Affixing the stamps by hand is more costly and there are indications that the present deduction may not be adequate to cover expenses. The commission recommendation would bring Indiana more in line with practices Phone

# WANTED

ENGINEERING PERSONNEL—Old established, financially strong manufacturer of amusement devices, has openings in new engineering department. All company benefits plus a chance to advance. Write to

**BOX 819** 

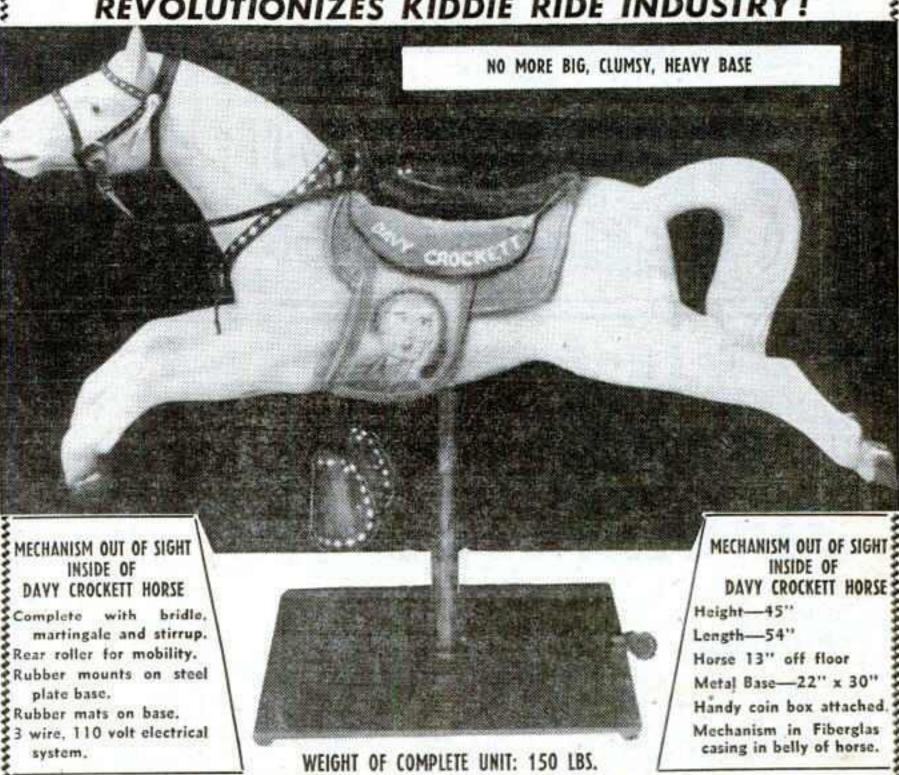
c'o The Billboard

188 W. Randolph Street, Chicago 1, Illinois





REVOLUTIONIZES KIDDIE RIDE INDUSTRY!



YOU SAVE: On original cost @ on shipping costs @ on valuable space

Contact your local distributor or write, wire or phone direct. CADILLAC HOBBY HORSE INC.

MACHINE GUARANTEED

840 River Road Edgewater, New Jersey CLiffside 6-9646

PRICE: \$389.50

COIN MACHINES

Continued from page 64

hill, La., reports that Webb Pierce | Horton's now doing 40 hours of recordings were played all day programming weekly over the 500-August 8 over the station to cele- watter, WKMC, Roaring Springs, in Rapid City Wednesday (17). brate Pierce's birthday. Mayor Pa. Horton reports that his 12-year . . . Ralph Emery writes from Charles McConnell of Springhill old son, Larry, has his own 30- WSIX, Nashville: "Take Posesproclaimed the day officially as minute show each Saturday over sion,' by Jeanne Shepherd, is KPRC. Housten, infos that Wayne station are Mearl Ebersole, who Carlisle guested on my Tennessee Haney's "Cone With the Wind," also does 40 hours of air time Hayride show recently to kick off ont on King Records, has been his weekly, and Charles Ritchey, for- 'Lil' Liza Jane.' Justin Tubb now biggest request number three weeks merly of WFBC-TV, Greenville, playing fairs across the country." in a row.

Lonely World." Deejay Rion is waxing of "Flower of My Heart"

S. C., who handles the chorus of Ace Ball is spinning the wax on using name talent. . . . Shel of popularity at KAND, had just

completed a tour of West Texas.

Billy Thompson, KTRY, Bastrop. La., informs that he is moving to KBSF, Springhill, La. . . . Vern Lotz, KOTA, Rapid City, S. D., typewrites that he worked promotion on a country and western show which opens the annual rodeo

Webb Pierce Day. . . . Biff Collie, WKMC. Other staffers at the breaking big in Nashville. Bill

Kicking up a fuss around Johnny station manager. . . . Charlie the "Western Round-Up" from 6-7 Bion's KSTL. St. Louis, area are Adams (Columbia) dropped in on each morning over KLVT, Level-Eddy Arnold's "Just Call Me Lone- Louise Foster at her mike at land, Tex. Ball, who also has four some," Carl Smith's "Don't Tease KAND, Corsicana, Tex., recently hours of air time in the afternoon, Me," and Ernest Tubb's "It's a for an interview. Adams, whose 1-5, complains that he isn't getting service from any of the majors. In operating Hillbilly Park, St. Louis, is currently riding high on the crest addition to his chores at KLVT. the deejay runs "South Plains Jamboree" in Whiteface, Tex. . . Pecos Bill Jenkins recently had Tom Tall on his "Western Jamboree," heard ever KBPM, Carlshad, N. M. Decjay Jenkins signals that he is badly in need of Decea recordings. . . . According to Roger Flemmer, KDIX. Dickinson, N. D., T. Texas Tyler will make the older tunes, he reports. . . western North Dakota soon, Re-

Under Ops Eye · Continued from page 105

in other States. At present 20 mit a greater one."

ary, 1957, unless a special session Coca-Cola sales program. is convoked by the governor in the

enue, the eigarette tax was enacted in 1947. For the fiscal year ended Foods elected him a vice-president on June 30, the tax yielded \$14,- in 1943 and a director in 1947. 203,011 as compared to \$14,412,-291 for the previous 12 months.

In terms of packages, the tax yield indicates the sale of 473.433,-712 packages in the 1954-55 fiscal year as against 480,409,712 in the 1953-54 period.

cancer.

personal appearances in South W. A. Kiker (Uncle Pete) is broadeasting the country stuff four hours quests on Flemmer's show are a day, six days a week, over WELS. Grossman, Louisville; Jerry Ruban,

Coca-Cola Elects Curtis Gager V.-P.

NEW YORK, Aug. 20. - The States permit a smaller discount Coca-Cola Company has named than Indiana, while only 10 per- Curtis H. Gager as vice-president. Gager, 54, comes to Coca-Cola The Assembly adjourned in from General Foods, where for the March without acting on the pro- last 11 years he has been operating posal and under the State constitu- vice-president of several of the tion it cannot reconvene until Janu- firm's divisions. He will head the

Gager joined General Foods in meanwhile. Some tax commission 1929 as an advertising and mermembers indicated the possibility chandising man. Two years later that the recommendation would be he became vice-president and general manager of Walter Baker and A healthy source of State rev- Company, and in 1938 was named president of the subsidiary. General

# **B-K Candies Wins** Approval of NCWA

NEW YORK, Aug. 20,-Bonomo's-Korday Candies, supplier to Indiana cigarette wholesalers feel the vending trade, received a comthat the slight drop of 12 per cent mendation from the National Candy is attributable to the 1954 economic Wholesalers' Association, on behalf recession rather than to fear of lung of its activities at the NCWA convention.

All visitors at the B-K booth were given free Esquire shoeshines, and four visitors were awarded \$25 U. S. Savings Bonds. They are Sid pointing up are interest in some of Kinston, N. C. The deejay, who is also program director of the sta Troy, N. Y., and Herman Safir, (Continued on page 107) Jersey City, N. J.



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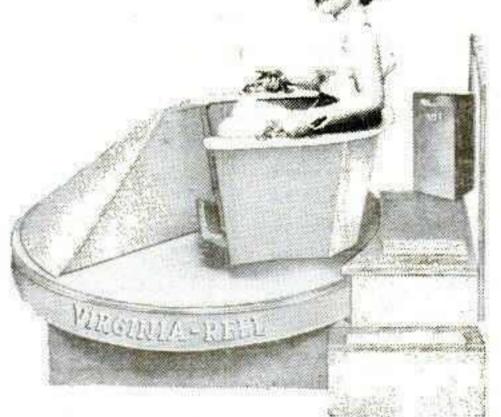
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country and western field.

ville. Tex., recently signed as Gladewater, Tex., were Ken Nelpersonal manager for Buck Griffin son, Jack Rhodes, Tom Tall, Billy (Lin): Ridner kicked things off by Walker, Johnny Horton, Tillman having Griffin introduce his new

tion, has had some 26 years' radio release, "Next to Mine," on the experience, most of it in the "Talent Varieties Show," on ABC-TV, August 2. . . . Recent visitors Lloyd Ridner, KGAF, Gaines- at Tom Perryman's mike at KSIJ, · (Continued on page 108)

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# WOW! YOU SURE

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# **FOLK TALENT** AND TUNES

Continued from page 107

Franks. Fred Baker, Jim Reeves. J. E. Maxine and Bonnie Brown. and Elvis Presley and Scotty and

Mery Shiner (RCA) and Cy Cohen stopped by for a visit with George Dixon at WFHG, Bristol, Va., recently. . . . Leon Sanders, KDET. Center, Tex., reports that the station's annual Artists' Popularity Poll was concluded recently. This year's winner was Jim Reeves. . Ernest Tucker relays from WEKR, Fayetteville, Tenn., that Bill Worth did a rendition of his

new M-G-M release, "Because I Cared," when he appeared on the "Grand Ole Opry" Saturday, July 30. Song is doing well in Tucker's area, he reports.

Charlie Mansfield, WESX, Salem, Mas ., sends in the following: "I would like to take a moment out to thank Joe Lucas. the Hickory Label; Wesley Rose, Acuff-Rose; Hugh Thompson, of Boston's Decca Distributing, and all the folks at Sage and Sand for the fine service they have offered me in keeping me posted on new releases, and sending me the same. And let me not forget the fine people at Abbott and Fabor for keeping those great Tom Tall and Jim Reeves records coming in. Every now and then a deejay has a legitimate gripe about record service, but I would like to extend thanks once again to all these folks

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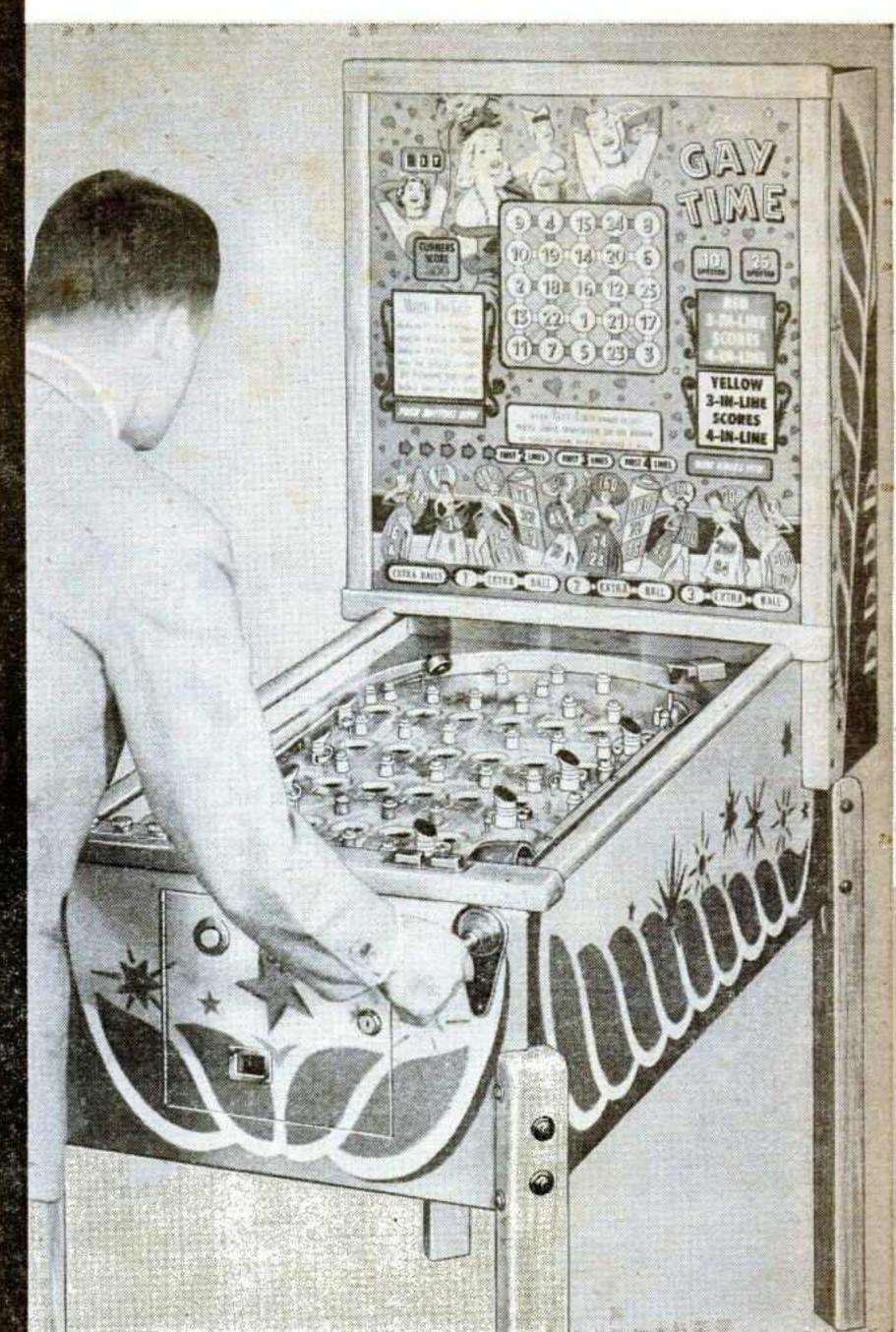
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