JUNE 11, 1955

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

TV Polishes Guns For Big Talent Hunt AND NOW REST

This May Be the Year; Several Fronts Launch Big Safaris Into the Hinterlands

By JACK SINGER

NEW YORK, June 4. - What may yet be recorded in the history books of television as the "Year of the Big Talent Hunt" is on. A search that will reach almost every nook and cranny of the land for untapped nuggets of talent, especially writers, has been launched on several fronts of the industry.

Worried by its insatiable appetite for talent and scripted material, the television industry has begun taking definite measures to insure that there will be a continming flow of creative people entering its portals.

Ashley-Steiner

is being plotted by the Ashley- have up its sleeve is a new TV Steiner agency, which within the program, to be aired on NBC, that past year has catapulted inself into an important role as a supplier of TV programs and talent. The the such established craftsmen as firm already has a good number of Goodman Ace and others of similar top creative talent on its roster stature. (Worthington Miner, Gertrude Berg, Goodman Ace, Reginald dustry is on the development of Rose, etc.), the agency is not a little concerned about the need for discovering and developing newcomers, especially comedy writers. A number of plans to accomplish this end are currently being concluded by the agency.

Added to the new talent development projects that NBC, CBS, Talent Associates and other firms already have in the works, the forthcoming Ashley-Steiner moves re-emphasize the growing "we need talent so let's go find it" attitude gripping the industry.

Contests NSG

Basic to Ashley-Steiner's thinking on the problem of developing new writers is the realization, which it shares with NBC and others, that merely holding contests where cash awards are given for the best material submitted is no final solution. It may be one of the initial methods of discovering new writers of ability. But if these writers are to be utilized by the industry to the fullest, ways and means must be found to bring them to New York or Hollywood, where they can be taught the inner workings of the medium. Only in this way, it is felt, can they be turned into professional craftsmen capable of turning out the highly specialized material needed for specific programs and performers.

But who is to pay for this relatively expensive task of educating these talented but untrained writ-

Hunt Extends To Mexico

NEW YORK, June 4.- The long arm of the TV industry, searching for new writer talent, will be able to reach into Mexico City this summer thru an arrangement set up by an American instructor who will be teaching a 10-week TV writing course at Mexico City College.

Richard Posner, formerly with Talent Associates, NBC and The Billboard, has made a deal with an undisclosed package firm in New York to feed it scripts from promising writers who will be taking his course in Mexico City this summer.

ers? Who will pay their expenses while they learn? NBC took the first step to solve this problem a few weeks ago with an announcement that it will comb colleges, drama schools and little theater

edy writers. The best of those discovered will be brought to New York or Hollywood and given an NBC salary and a chance to learn the craft. As they gain professional profi-ciency, they will be bired as regular members of the various comedians' writing staffs.

groups for promising young com-

Ashley-Steiner is now working on similar projects, but they're still in the hush-hush stage. One of the The latest move in this direction plans the firm is understood to

> The current emphasis in the in-(Continued on page 8)

BEN ATLAS, 47: LOYAL SERVICE,

WASHINGTON, June 4.— Ben Atlas, chief of The Billboard's Washington News Bureau, died Thursday (2) after an illness of several months. He was 47. Known thruout show business and in governmental circles, Atlas had been with the paper for more than a decade.

Prior to his tenure with The Billboard, Atlas had been a special writer for The Herald-Journal in Syracuse, following which he became the newspaper's legislative correspondent in Albany, N. Y. While holding the latter post he served as president of the State Legislative Correspondents' Association.

About 12 years ago Atlas went to Washington, where he set up his own news bureau. In later years he serviced not only The Billboard, but also its sister publication, Tide.

Atlas' news and interpretive stories from the legislative aspect covered all phases of show business, in both the indoor and outdoor fields. In the broadcasting spheres he was an intimate of leading (Continued on page 12)

Big Business Climbs Onto Bandwagons To Beat Its Drums

Nat'l Advertisers Allot \$3,000,000 For Ballyhoo by Traveling Shows

By JIM MeHUGH

NEW YORK, June 4.-National advertisers this year budgeted a minimum of \$3,000,000 to bally-

their messages into the grass roots or two. of America in a manner that sometouch.

rapidly expanding outdoor recrea-

ad dollars spent in the industry by several millions.

Banner Peddlers

Credit for the use of the industry hoo their products thru the as an ad medium belongs princimedium of mobile outdoor show pally to show agents who had their business enterprises, principally beginning as banner men-selling circuses, carnivals and thrill shows. signs painted on oilcloth and dis-The association between big played in full view of show patrons. business and the traveling shows, For the most part they were long which had its beginning more than on brass and short on knowledge 60 years ago, has grown steadily of advertising principles. On sheer in recent years as the men in gumption, and playing percentcharge of ad and merchandising ages, they occasionally managed to dollars gauged the value of getting land a national advertising contract

A taste of the big money times approximates the personal available when dealings were conducted on a national scale, plus a Exhibits at permanent events, growing awareness of the value of such as the nation's several thou- the field as an ad and merchandissand fairs, literally hundreds of ing medium, whetted the appetites sports and home shows and the and spurred the efforts of a whole new group of space salesmen, the tional centers would boost the total like of which Madison Avenue had never seen before. Often if the agent represented a carnival or circus his attire accentuated his role. The aim was to gain attention, and it often did, and does work.

> Programs were developed from crude affairs printed on cheap paper, which quickly deteriorated, to the four-color, slick-stock presentations in use today. The fast talk used for a quick score for whatever the traffic would bear has been replaced by astute presentations built around audience, geographical coverage, merchandising tie-ins for aid on the distributor and retail levels and cost per thousand. Page rates will probably average out at around \$2,000, a nominal fee in view of the effort to obtain souvenir quality and the fact that distribution will cover at least a 30-week period.

Traveling Boards

Banners, altho still in use, have been largely replaced by neon and painted signs resembling traveling 24-sheet boards. Prominently located on midways, including those at fairs drawing 500,000 and more people, the aid messages are annually viewed by millions. Still popular, because of the novelty, is the use of ad banners on elephants, (Continued on page 50)

NEWS OF THE WEEK

Major National TV Sponsors Show More Interest in Feature Film . . .

Major national TV advertisers are showing an increasing interest in feature films. In New York Philip Morris, beginning an extensive national spot schedule, bought participation in WOR-TV's "Million-Dollar Movie." In Omaha, Neb., Procter & Gamble bought half sponsorship of a new feature film show on

RCA Victor Merchandising Plan To Ease Dealer Inventory Problem . . .

RCA Victor is readying a revolutionary merchandising approach to record sales aimed at easing dealer inventory problems. The plan makes use of mail-delivery technique, but includes in its framework the traditional retailer

ASCAP Revamps Distribution Plan to Correct Inequities . . .

ASCAP, aiming at the elimination of abuses and inequities under its old performance payment plan, has revamped its formulae for determining credits earned by publishers and writers. The most radical changes are those dealing with jingles, theme songs, background music and arrangements of P. D.'s. Classical works of long duration are also rated higher. Page 16

Largest U. S. Carnival Signs Closed Shop Union Contract . . .

The Royal American Shows, largest U. S. carnival, signed a three-year closed-shop contract with the Carnival and Allied Workers Local Union 447, St. Louis, an affiliate of the International Brotherhood of Teamsters. Contract provides for annual reopening on money

Sketch Future Coin Games In Search of New Market . . .

Leading manufacturers make concentrated efforts to develop entirely new types of coinoperated amusement games. While pinball games, shuffle bowling games and other location pieces are still in demand, new type games are seen as a coming dividend to the industry. Manufacturers sketch progress on new developments now on the drawing boards. . Page 75

Juke Box Mfrs. Join Ops In Dime Play Music Trend . . .

Manufacturers have joined forces with the nation's juke box operators in support of the trend to dime play. Two juke box factories have set production of phonographs and auxiliary equipment for straight dime play. Factories are sending distributors diagrams explaining steps to convert coin mechanisms and other aids to make the switch to dime play

Labor-Management Harmony Is Crux Of Gen. Sarnoff Speech at AFM . . .

Brigadier General David Sarnoff, chairman of the board of Radio Corporation of America, addresses delegates to annual convention of American Federation of Musicians. Calls for harmony in labor-management relations; states it is a necessity today. Envisions technological advances as creating new job opportunities,

Half-Hour TV Programs Have High Mortality Rate, NBC Study Shows . . .

An NBC-TV presentation made to automobile manufacturers reveals a striking rate of fatalities among new half-hour shows. More than half the new 30-minute shows programmed last season were canceled, according to the

NBC Initiates All-Night Network Disk Jockey Show; to Program LP's . . .

NBC will launch what is believed to be the first all-night network deejay show this month as a special seg of its new weekend series "Monitor," Al (Jazzbo) Collins will emsee the all-nighter, which will showcase an extensive

DEPARTMENT AND FEATURES

| Amusement Games 85 | Magie |
|------------------------|---------------------|
| lurlesque | Merchandise |
| arnival 59 | Music |
| ircus | Music Charts |
| Jassified Ads 72 | Music Machines |
| oin Machines 75 | Parks & Pools |
| oin Machine Market. 91 | Pipes |
| oming Events 70 | Radio |
| Drive-In Theaters 68 | Review Digest |
| airs & Expositions 58 | Rinks |
| inal Curtain 49 | Roadshow Repertoire |
| Jeneral Outdoor 50 | Replet Consequences |
| ionor Roll of Hits 34 | Television |
| egitimate | IV-Film |
| egit Routes 14 | TV Reviews |
| etter List | Newding Machines . |
| | |

Ads Take Air In Helicopter

PRINCETON, N. J., June 4.-Hunt Bros.' Circus, which acquired a \$40,000 helicopter this spring and equipped it with an amplifying system to ballyhoo its showings, is now offering spot announce-ments over the airborne sound system.

Fifteen-word announcements, repeated several times, are sold to local merchants at \$30 for each announcement. As much as \$400 has been realized from such sales in one day.

Peddling of space on a local basis actually is a prelude to concentrated effort to corral one national advertiser and a billing large enough to make it possible to forego the day-by-day peddling of air time.

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

MORE TIME, MORE IMPACT

NBC's Auto Presentation Puts Finger on 1/2-Hr. TV

bile manufacturers offers some 17.1. striking evidence as to the fatalities in half-hour shows this season. Out of 28 new 30-minute programs, the study reveals, 16 were canceled. Only one rated over 40 and two others over 30, primarily due to strong adjacent programming support.

The presentation was a major factor in making one or the largest tory-over \$4,000,000 for 17 hours, time and talent to the Chevrolet Buys NBC-TV division of General Motors. The same kind of potent sales ammunition, no doubt, has resulted in another recent major buy by another automobile maker-the Ford division of the Ford Motor Companyfor eight Saturday night spectaculars on the CBS-TV web.

The shows cited in the study and their latest or last Nielsen ratings are: Sunday, "What's Going On," 7.2: "Honestly, Celeste," 23.7; "Father Knows Best," 22.3. Mon-day, "December Bride," 36.9; "Medic," 22.8; "TV Reader's Digest," 12.8. Tuesday, "Halls of 13.2; "Life With Father," a Great Life," 20.3. Wednesday, "Millionaire," 32.7. Thursday, Ray Milland, 18.2; "Star Tonight," 5.7; Sammy Kaye, 5.5. Friday, "The Visc," 10.9; "Line-Up," 26.9; "Stranger," 9.6; "Dear Phoebe," The American Petroleum Insti-25.2; George Cobel, 41.9; "That's

NEW YORK, June 4. - The My Boy," 16.1; "Professional Fa- tional results for the motor car NBC-TV presentation to automo- ther," 19.9; Swift's Show Wagon, spensors. Out of 11 new proper-

Spees' Ratings

The other side of the coin which the presentation stressed was that the spectaculars produced excep-

Am. Petroleum Telementary

NEW YORK, June 4.-NBC-TV this week sold a special one-shot telementary to the American Petroleum Institute to be based on predictions of the future and to be automotive companies are in the tentatively titled "1976." The show forefront of the trend to big shows. will be done as a spectacular in October. Ben Park is expected to low on the heels of another re-

project of NBC President Sylvester (Pat) Weaver and once, in the early "Tomorrow," Exactly what will be

24.8. Saturday, "Willy," 14.7; tute's sponsorship is in connection M.ckey Rooney, 21.3; "Place the with an important anniversary of Face." 14.7; "So This Is Holly- the oil business. It is not known wood," 22; Imogene Coca, 19.2; whether the show will be done as Jimmy Durante-Donald O'Connor, an hour and a half presentation on (Continued on page 4)

ties used by such clients, five have scored well over 20, according to their Nielsen's, and all five were hour or hour and a half programs. They were "Climax," 26.9, and "Shower of Stars," 30.4, the Thursday night CBS-TV hour combination for Chrysler Motors; "Disneyland's" 46.9 for American Motors; "Producer's Showcase" which hit a 42.9, and the Max Liebman spectaculars for Oldsmo-

bile which rated 42.0. Among the shorter shows considered and pointed at because of their low ratings were Plymouth's CBS-TV news, 17.7, and its "That's My Boy," 18.8; Packard-Stude-baker's "TV Reader's Digest," with a 13.3; Chevrolet's "T-Men in Action," 12.3, and Pontiae's Red Buttons, 20.

There is no question that the The Chevrolet and Ford buys fol-The program is another pet mate hour dramatic show which is control of the market. expected to be the most expensive

CROSBY, MUSIC ON 'OUR TOWN'

NEW YORK, June 4.-One of the shows being blueprinted for its Saturday night spectaculars by CBS-TV is a musical version of "Our Town," the Thornton Wilder play, with Bing Crosby as the narrator, the part first created by Frank Craven. Crosby has given the project his blessing and will de another spectacular. Ford has already bought the entire Saturday night se-

Pitt Pitches for 2d VHF Outlet

PITTSBURGH, June 4. - Pittsburgh will get its second VHF television station this fall, barring unforeseen developments.

Two groups who have been fighting for the right to Channel 11 this week joined forces and petiticned the Federal Communications Commission to grant the combine a construction permit for a new station. FCC approval is expected to be forthcoming shortly, bringing cently made by Pontiac, an alter- to an end the era of one-station

The two up-to-now competing live presentation in the medium. forces are the Pittsburgh Post Ca-14.3; "Stop the Music," 13.1; "It's stages of its creation, was called The auto builders need impact. zette, which owns radio station shopping for a show or a come-This type of show seems to help WWSW, and WJAS, headed by dian for Texaco to use for nine deliver the audiences and whip up H. K. Brennan. CBS-TV will half hours next fall on NBC-TV,

NBC-TV Film Talk May Set New Deal

NEW YORK, June 4.-NBC-TV "Horatio Hornblower," a new Britused as a pilot for NBC-TV to sell producer. a half-hour vidfilm series based on

The full-length film is to be cal release, depending on its gross. After the picture grosses \$500,000 and up to a \$1,000,000 ceiling, the \$50,000 figure.

The "Constant Husband" buy this week was talking a deal for makes possible similar deals with one-shot spectacular showing of American film talent for properties shot abroad that can be produced for \$750,000 or under, the producish feature to star Michael Red- tion cost of the Korda feature. They grave. The property would also be need only a property and a proven

The kind of money paid by the the C. S. Forester property. These network is estimated to be equal to discussions are right on the heels an immediate \$500,000 gross here of the web's acquisition for because the producers will not be her big-name personalities. Four sill be seen next summer.

Sir Alexander Korda's London English films gross considerably less than \$500,000 here.

Sir Alexander Korda's London less than \$500,000 here.

Sir Alexander Korda's London less than \$500,000 here.

But if the TV exposure should shown on a Sunday spectacular result in amplified theatrical this fall. The web can regain as grosses, as in the manner of "Dismuch as \$50,000 from the theatri- neyland's" and "Davy Crockett," the result could be revolutionary to the feature film business. It would throw any number of fea-Chevrolet is locked in a tight who will work for RCA, Whirlpool NBC's rebate is graduated up to tures on the TV market, American as well as British.

Saphier Sells 'Married' and The Soldier'

NEW YORK, June 4. - The James Saphier agency had itself a busy week. The packager sold "It Pays to Be Married," featuring Eill Goodwin, to the NBC-TV network for slotting 3:30-4 p.m. across the board shortly. It will replace two soap operas.

Another deal made with the same web was for "The Soldiers," the Hal March-Tom D'Andrea vehicle, which goes into Saturdays 8-8:30 this summer. The situationcomedy will be done live from Hollywood to shake it down.

March, who will also be doing "The \$64,000 Question" in New York for Revlon, will commute. Saphier last week made the Chevrolet deal for Bob Hope. James Schulke, of the Saphier agency. handled the two deals made this week with NBC.

Texaco Wants

NEW YORK, June 4. - The Kudner agency this week was still Saturdays, 9:30-10 p.m. The advertiser bought 39 half hours, but Jimmy Durante has agreed to appear on only 30 shows. The agency consequently has to come up with something to fill the other nine spots.

Last season Durante was teamed with Donald O'Connor, but the dancer will not be available for 1955-56. The show obviously must be a top quality presentation. If no single show or talent presents itself, Texaco may use several entertainers.

Billböard

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

Publishers

Roger S. Littleford Jr.

Editors

R. S. Littleford Jr., Editor in Chief, New York Paul Ackerman . . . Music-Radio Editor, N. Y. Herb Dotten Outdoor Editor, Chicago Robt. Dietmeier . . Coin Mach. Editor, Chicago Wm. J. Sachs . Exec. News Editor, Cincinnati Lee Zhito Executive Editor, Los Angeles Is Horowitz . Music-Radio News Editor, N. Y. Leon Morse ...Television News Editor, N. Y. Ben AtlasChief Washington Bureau

Managers and Divisions

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

Offices

Cincinnati 22, 2160 Patterson St. E. W. Evans Phone: DUnbar 1-6450 New York 36, 1564 Broadway W. D. Littleford Phone: PLaza 7-2800 Chicago 1, 188 W. Randolph St. Maynard L. Reuter Phone: CEntral 6-8761 Hollywood 28, 6000 Sunset Bivd. Sam Abbott Phone: HOllywood 9-5831 St. Louis 1, 390 Arcade Building Frank B. Joerling Phone: CHestnut 1-0443 Washington 5, 1426 G St., N.W. News Bureau, Ben Atlas Phone: NAtional 8-4749

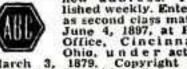
Advertising Managers

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

Circulation Department

2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered



March 3, 1879. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends. magazine of sales and advertising trends, one year, \$6.50, and Vend, the monthly magazine of automatic mer-Vol. 67

EXPENSIVE HUMOR

Chevrolet to Pay Hope \$200,000 a Show

is paying the highest sum in the other big-name personalities. Four history of TV for one of the top will be seen next summer. personalities in show business, Bob Hope, who will receive about \$200,000 per show for his work stars in the medium to guest on his next season on NBC-TV. Hope will hour. And it is virtually a cerown the entire package and will | tainty that he will bolster his show do six or eight shows, some of them on film.

competitive struggle with Ford for and Sunbeam. the small car market, with Plymouth beginning to move into a challenging position, right behind Buick, the third leading car maker. The company needs a dynamic salesman to move its goods and to withstand the challenge of the days ahead.

Hope has been selected to carry the banner. He will, of course, do more than his TV work and will be available for special assignments such as the General Motors "Motorama" whenever it is possible. To acquire Hope, Chevrolet had to top the General Foods bid, assuredly a substantial one.

Costly Ticket The the price for the comedian may be considered high, Hope is in a position to write his own ticket for movie work and other activity. Consequently, Chevrolet was forced to go high to keep him in TV. Hope has consistently rated among the top five shows on TV.

The Hope price will top Jackie Cleason's by a wide margin. Buick is paying Gleason about \$75,000 per half hour, and he retains ownership of the package. Gleason may, however, be able to make more on residuals of the "Honeymoone: " his vidfilm series.

NEW YORK, June 4.-Chevrolet Shore, and five others will use

comedian will also insure that he will be able to pay the biggest in this manner. Hope will share the Tuesday night hour with Martha Raye and Milton Berle

NEWS IN BRIEF

ABC INHERITS DU MONT DOWN YOU GO' . . .

ABC-TV has inherited another Du Mont commercial show, the latest in a long skein. This one is "Down You Go," which is sponsored on alternate weeks by Western Union. The stanza will spend its summer on CBS-TV and will switch over to ABC in the Friday 10-10:30 p.m. spot come fall.

WHAT'S FOR KIDDIES? KRAFT NIXES 'CADET' . . .

Kraft this week pulled its stakes out of the kiddie programming field with the cancellation of "Space Cadet," which it's been bankrolling on NBC Saturdays 11:30 a.m. to 12 noon. The advertiser's future plans to reach the kiddie market is unknown.

EASTERN COLLEGE CRID ADDED TO NBC-TV . . .

NBC-TV strengthened its football programming line-up this week by pulling in five Eastern College Athletic Conference football games, which can be televised only in the Eastern region. The web previously signed to televise nationally eight National Collegiate Athletic Association games. This week's regional deal will enable the web to sell a 13-week In addition to the shows Hope football package to sponsors aiming at the Eastern will do for Chevrolet, two pro- markets. Eight of these games, of course, will be grams will be done by Dinah available for bankrolling nationally.

PONDS SEEKS NETWORK SHOW FOR THE FALL . . .

Ponds is in the market for network programming next fall. The firm this week decided not to renew its Thursday night hour drama on ABC-TV next season. It was considering buying half of ABC's "Ozzie and Harriet" show but that, too, was decided against this week.

CITRUS COMMISSION RETURNS TO B&B . . .

The \$3,500,000 Florida Citrus Commission account finally went back to Benton & Bowles, which had it five years ago. The bankroller just dropped J. Walter Thompson. Its television budget for next year will be in the neighborhood of \$1,875,000. much of it expected to be spent in spot buys. The firm this past season sponsored "Twenty Questions," which it dropped last month.

GAC SELLS LAINE SHOW AS GODFREY SUB . . .

The General Artists Corporation has sold a Frankie Laine variety show to CBS-TV and its clients to replace the Arthur Godfrey Wednesday night hour this summer for eight weeks. Lester Gottlieb, the network's radio programming veepee will produce,

THE BILLBOARD SCOREBOARD

The Top New National Spot Commercial Campaigns on TV

Placed during the week of May 15-21, 1955

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser

Blue Bonnet Margarine, Standard Brands Fluffo, Procter & Gamble Ford Cards & Accessories, Ford Dealers

Post Raisin Brand, General Foods

Product and Advertiser

Pure Oil, Pure Oil Co. Rol Aids, American Chicle Rug Cleaner, Rug Sheen Salad Mix, Ratner Promotions Turtle Wax, Plastone

REGIONAL SUMMARIES

Eastern

Product and Advertiser

Art Talen Hunt, Art Instructions Davey Crockett Outfit, Stanley Merchant

Eclipse Syrups, Eclipse Food Fluffo, Procter & Gamble Frozen Meat Pies, Morton Packing

Grand Union Stores, Grand Union

Hellmann's Mayonnaise, Best

Lawn Mowers, Reo Mowers

Product and Advertiser

Magic Milk Shake Mix, Nasco Foods Mobilgas, General Petroleum Moth Proof & Cedar Kit, D-Con Oldsmobile, General Motors Rol Aids, American Chicle Rub-r-ize, Rubber Magic Salad Mix. Ratner Promotion Simonize Kleener, Simonize Sugar Jets, Ceneral Mills Super Coola, Cantrell-Cochrane Super Jet, Super Jet Co. Tri-Net Margarine, Tri Net Co. Turtle Wax, Plastone

Southern

Ford Cars & Accessories, Ford

Meyerhoff Items, Ratner Promotions

Post Raisin Bran, General Foods Pure Oil, Pure Oil Co.

Scalf's Indian River Medicine, Indian River Medicine Spruance Bread Mix, Spruance Bread Mix Texize, Texize Chemical

Tip Top Bread, Ward Baking

Topic, Carnation Milk

Midwestern

Ad, Colgate Palmolive Arrid, Carter Products Blue Bonnet Margarine, Standard Brands

Bolens Products, Food Machinery & Chemical Corp. Bond Bread, General Baking Canned Goods, Stokeley Van

Cutex & Odorono, Cutex & Odorono Co.

Fairmont Ice Cream, Fairmont Foods Fluffo, Procter & Gamble

Kitchen Kapers, Ratner Promo-Kitchen Set, Worthmore Prod-

ucts Kools, Brown & Williamson Mrs. Tucker's Foods, Mrs. Tuck-

er's Foods Nabisco, National Biscuit Phillips Milk of Magnesia, Sterling Drug Post Raisin Bran, General Foods Pure Oil, Pure Oil Co. Raid Insecticide, S. C. Johnson Rol Aids, American Chicle Salada Tea, Salada Tea Super Jets Spray Guns, Power Products

Sweetheart Tomatoes, Mauer Fruit & Vegetable Table Ready Meats, Swift Taystee Bread, American

Bakeries Ting, Pharma-Craft Vaseline, Chesebrough Manufac-

turing Waterman Heating Units, Waterman

Wheat & Rice Honies, National Biscuit

Wildroot, Wildroot Co.

Southwestern

Big "B" Insecticide, Big "B" Co. Dromedary Cake Mix, The Hills

Bros. Fluffo, Procter & Gamble Hormel Ham Sticks, George A. Hormel

"Love Me Or Leave Me" (movie), M-G-M

Mason Root Beer, Mason &

Pfaff Sewing Machines, A. C. Webber

Rug Cleaners, Rug Sheen Salad Mix, Ratner Promotions Turtle Wax, Plastone

Rocky Mountain & West Coast

Aerowax, Boyle-Midway Blue Bonnet Margarine, Standard Brands Bromo-Seltzer, Emerson Drug Cooking School, Swift Corsair Work Clothes, Black

Manufacturing Fluffo, Procter & Gamble Ford Cars & Accessories, Ford

Dealers Frozen Fish, So. Shell Fish Frozen Meats, Armour Ice Cream Novelties, Joe Low Instant Maxwell House Coffee, General Foods

Kool Aid, General Foods Kraft Cottage Cheese, Kraft Lipton Tea, Thomas J. Lipton Liquid Trend, Purex

Post Raisin Bran, General Foods Rail Service, Great Northern Railway

Rol Aids, American Chicle Rolliton Painter, Branscombe

Rug Cleaner, Rug Sheen Ruskets Flakes, Loma Linda

Signal Gasoline, Signal Oil Co. Speedy Ross Exercise, Branscombe Co.

Trix, General Mills Viv, Toni Co. Westroe Insulation, Western Installation

Wonder Bread, Continental Baking

Hotel Chain Booms Closed Circuit TV

Sheraton Hotel chain, which was meetings via the medium. This largely responsbile for the loss by movie theaters of commercial non-Sheraton hotels or movie theclosed circuit TV business to hotaters would be used), clearing tels, is expanding its operations in AT&T lines and producing the the closed circuit field in a big telecast with the help of a TV way.

THE BILLBOARD

The chain, thru a newly esheaded by three former Box Office Television, Inc., executives, ment and/or education via intercialized groups, and (2) put it for junction with the telecast. the first time into sales competition with independent closed-circuit firms seeking to line up commercial users of the medium.

A secondary result of Sheraton's SHOT-IN-ARM move is to leave Box Office Television, Inc., headed by Milton Mound, without a management staff at the present time.

William P. Rosensohn and Bob Rosencrans, BOTV president and vice-president respectively, have joined Sheraton Closed Circuit Television, Inc., as executive vicepresident and vice-president respectively. Additionally, Walter Wanger, who joined BOTV recently as a member of the board of directors, has been named president of the Sheraton firm. Wanger, picture commitments, probably will not take an active part in the Sheraton operation, at least for some time.

Complete Service

CBS-TV Eyes COMPO Awards Ceremonies

HOLLYWOOD, June 4.-CBS-TV this week reportedly expressed sensitive, of late, according to trade interest in telecasting the first reports, to charges that its, proannual COMPO Awards ceremony this fall. COMPO (Council of Motion Picture Organizations) will be productive of better results than conduct its inaugural poll among moviegoers from November 17 to 27 to determine the public's choice of best picture, actor, act-

Elmer C. Rhoden, president of National Theaters and chairman of COMPO's Audience Award Committee, said that in his opinion the awards would not conflict with the AMPAS Oscars, and that he had received no complaint from the Academy. If CBS does land the telecast, however, it would somewhat counterbalance the NBC televising of the Oscar show.

A number of theater chains have been conducting similar type polls among customers in the past, and Rhoden begins an organizational trip around the country next week. The awards will be made on the West Coast, probably sometime in December.

P&G Steps Up Daytime Sked

NEW YORK, June 4.-Procter & Gamble this week ordered more daytime TV from NBC. The sponsor has bought a quarter-hour strip of Tennessee Ernie, who is programmed 12-12:30 a.m. across the board.

It is also replacing its afternoon soap opera, "Concerning Miss Marlowe," with a strip buy in the Ted Mack show. The buy is an im-

NEW YORK, June 4. - The organizations holding inter-city would include lining up outlets in the various cities (where necessary, network or station production crew.

In the area of entertainment, tablished subsidiary corporation Sheraton envisions producing a regular series of lectures or other forms of shows, which would be launching a two-pronged expansion telecast to the Sheraton hotels. that will (1) inject hotels into the Thru this device Sheraton plans business of originating entertaint to bring into its hotel womens' clubs or other special groups which city closed-circuit telecasts to spe- would hold their meetings in con-

> According to Rosensohn, a series of eight special group telecasts are planned to start September 28.

CBS-TV Execs Set to Hype **Programming**

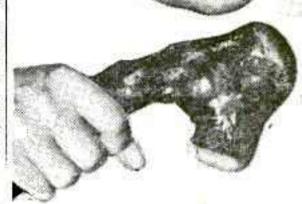
NEW YORK, June 4.-In a series of executive shifts, CBS-TV however, because of his motion this week peefed up its programming operation. Alfred J. Scalpone, veepee in charge of radio and TV at McCann-Erickson, resigned from the agency to become veepee in charge of network pro-Sheraton's move enables it to grams, Hollywood, beginning July provide a complete closed circuit 1. He will be the Pacific Coast service to industrial firms and other | counterpart of Harry |. Ommerle, who has been made veepee in charge of network programs, New York. Both will report to Hubbell Robinson Jr., veepce in charge of network programs for CBS-TV.

Harry Ackerman, the network's former Western programming head will take charge of the web's new Special Projects Division and develop his own programming ideas. His immediate assignment is the blueprinting of a drive to acquire more properties for spectacular type programming.

The network has been extremely ii. past seasons.



TELEVISION



RHEINGOLD **SPONSORS** "FAIRBANKS" AGAIN... 3rd YEAR IN A ROW!

In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB, January '55)! Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run. 'Nuff said!

DOUGLAS



BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC. 7 West 66th St., N. Y.

CHICAGO . ATLANTA . HOLLYWOOD . DALLAS





WGAL-TV

Lancaster, Pa.

NBC · CBS · Du Mont

Representatives: New York Los Angeles MEEKER TV, INC. Chicago San Francisco

THE "The Amusement Industry's BILLBOARD Leading Newsweekly*

. . . with Audited Paid Circulation to match!



Copyrighted material

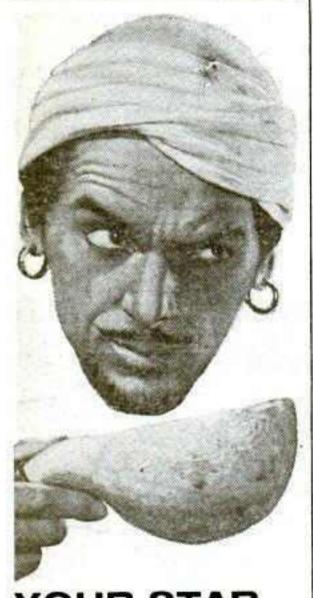
TOLL-TV GETS BLASTED

Brig. Gen. Sarnoff Hits Fee Idea Hard

works this week firmly closed ranks also cited the recent alliance beagainst pay TV when Brig. Gen. tween motion picture interests and David Sarnoff, chairman of the the pay TV group as evidence of a board of the National Broadcasting move being made to attach "cash Company, warned in a statement, boxes" to 35,000,000 TV receivers filed with the Federal Communi- in American homes. cations Commission, that pay-TV would degrade and ultimately de-stroy free TV. Frank Stanton, CBS being given from the public for Inc., head, and Robert Kintner, free TV in the way of mail re-ABC-TV president, have also sponse. The Dramatists' Guild this strongly taken a stand against toll

Major points made by Gen. Sarnoff against subscription TV were: 1) free TV programming quality would suffer; 2) top shows and stars would move from free to fee TV as would sports events; 3) public service programming would suffer; 4) motion picture producers might gain control of TV programs; 5) pay TV would black out free TV for millions in areas served by one or two stations. The industry figure conjectured that, if the FCC authorized a system of pay TV, it might ultimately lead to government regulation of TV on a common carrier basis.

As concrete evidence of what the TV viewers would lose, Gen. Sarnoff pointed to "Peter Pan," which his network programmed re-



YOUR STAR... YOUR HOST... YOUR SALESMAN:

DOUGLAS FAIRBANKS JR.

To all moviegoers in the country (and that's just about everybody) "Fairbanks" is a magic name. It promises action...danger...excitement. And "Fairbanks" lives up to that promise as producer-host of every show, star of one out of four in the sponsorproven TV film series:

"DOUGLAS FAIRBANKS JR. PRESENTS' BIG-TIME TY WITH A LOW-BUDGET PRICE TAG

> ABC FILM SYNDICATION, INC. 7 West 66th St., N. Y.

CHICAGO . ATLANTA . HOLLYWOOD . DALLAS of the up-coming season.

NEW YORK, June 4.—The net- cently for sensational ratings. He

All reports from Washington this week, however, put itself on record as favoring subscription TV in a letter to the FCC.

Meanwhile, in England, Sir Alexander Korda signed contracts with Zenith to establish pay TV in the United Kingdom, Ireland and the Channel Islands.

George Heller Is Dead at 49

NEW YORK, June 4.-George Heller, a major figure in entertainment labor circles, died here this week at the age of 49. As executive secretary of the American Federation of Radio Artists, and its greatly amplified offshoot, the American Federation of Television Artists, Heller's contribution to the welfare of performers in the broadcast media was inestimable over a period of 16 years.

Perhaps Heller's major contribution was negotiation of the first pension and welfare fund for actors last fall, the first such fund to come into being in radio and TV. He ably represented AFTRA in its long and difficult period of conflict of live and screen performers, a quarrel which has long been terminated happily. Heller also masterfully succeeded in uniting for the benefit of the union as a whole the more conservative and more liberal elements of AFTRA. They have had a running quarrel with each other over a period of more than 20 years.

'CITIZEN' OUT

Am. Tobacco Grabs L&M ABC Slot

NEW YORK, June 4.-American Tobacco swiftly gobbled up the half-hour time slot directly following "Disneyland" on ABC-TV this week following the sudden bow out from the spot by Liggett & Myers, which currently is programming "Mr. Citizen" in the period.

American Tobacco is understood looking the field over for a property to put into the Wednesday 8:30-9 p.m. slot for the summer. The bankroller initially will program a low budgeted summer show there and in the fall will come up with a bigger property.

L&M's withdrawal from the spot was reportedly motivated by its belief that the audience carry over from "Disneyland" was largely a juvenile audience. If the report is correct, then American Tobacco obviously disagrees with the opinion. Both firms, of course, are after the same type of audience.

Am. Petroleum

Continued from page 2

a Sunday, or an hour on Monday evening in October.

The significance for NBC is that it has been able to find an important sponsor for one of its telementaries. This is certain to give the network a strong positive selling point when it starts offering other shows of this type around for fall sponsorship. There are at least eight other such shows in various stages of blueprinting at the web, and they may be one of the most important new programming ideas



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

TOLL TV









Duffy

Sponsors Not Worried; Will Study New Medium, Make Best Buy

Sponsors and ad agencies tend to view the possibilities of subscription TV with neither hope nor fear. Come what may, the advertising fraternity will study the situation carefully and then make the best possible media buy.

But among stations it's a different story. Stations tend to regard toll TV as either a threat or a promise. The fondest hope of successfully operating stations seems to be that pay TV will either prove economically unfeasible or it will fail to get the legal sanction it needs even to get started. On the other hand, struggling UHFs and educational stations look to toll TV as a possible salvation.

This at least is the gist of the reactions of members of The Billboard's TV Editorial Advisory Board to the question, "How would the adoption of subscription TV affect the future of your company's part in the TV industry?" Fifty-five ad agencies, 30 sponsors and 90 stations, large and small, all members of the Board, registered responses to this question, on and off the record.

Underlying all the answers was a widespread and often frank ignorance as to what kind of shape subscription TV would actually take. Will it or will it not carry advertising? How much programming will it provide per day and per week? How much will it charge per program?

These are some of the questions stated or implied in the answers.

This lack of precise information is most striking in the answers of another section of the Board that stands between the station and the advertiser, namely the producers and distributors of TV film. Their answers were clearly colored by their understanding of just what kind of a medium toll TV would ultimately be.

Those who thought it would provide a frequent and unsponsored service of high level entertainment were frankly worried. On the other hand, those who thought it would be only an occasional service, or that it would earry advertising and operate similarly to the present free system were most relaxed.

In the former category was the producer of a couple of network shows of years past. "As an independent TV film producer," said he, "I believe that films for subscription TV will be purchased from the major film producing companies and consequently affect my business seriously, just as the entrance of 20th, Warners and Disney has already done.

In the advertiser category of the Board, the unsureness about the shape of the thing to come was as widespread as in the others. "Cannot predict at this stage," was a typical answer.

But, being customers of the medium and thus not having a direct stake in it, the advertisers and agencies as a group were by far the least worried. If toll TV carries advertising, they will buy it, expecting a good rate since the viewers will pay a good part of the freight. If it doesn't take ads, and meanwhile cuts the audience of free TV, then they will expect a rate cut. If, however, the networks and commercial operators meet the challenge with even more potent programming, then they'll do business as usual. Finally, if toll TV makes a shambles of TV as an advertising medium, well then, too bad, they'll go back to print.

Don't quote me, but . . .

A CBS-TV affiliate in the West: "It would probably make life miserable for us." . . . A Midwest station: "I believe it would wreck our present system of sponsored programming." . . . A station manager in the South: "Subscription TV in our area would undoubtedly cause two of the three services to fail." . . . A station in the West: "As we are not affiliated with one of the so-called 'top two' networks, it possibly would aid us." . . . A Northwest station: "It would provide a much needed source of income." . . . A big city station: "Our company would use a part of subscription TV service, which naturally would reduce the time available for non-subscription TV." . . .

FOR QUOTATION

AD AGENCIES SAY . . .

BOB HAYWARD, TV director, Brisacher, Wheeler & Staff, San Francisco: "We are disinclined to cry wolf at every vague gray shape that shows on the horizon, but we are not unaware of the acceptance of subscription TV. It is our hope, however, to meet this challenge with commercially sponsored programs of a competitive caliber."

GARY LEE, TV production manager, Stockton, West, Burkhart, Cincinnati: "With the viewing public paying some part of the expense of this medium, commercial costs would conceivably be less for a program sponsor. However, with that decrease in cost, I feel the influence and control in the client's behalf, which has played an important role in the advancement of the industry as a whole."

W. E. WENDT, manager, Wendt Advertising, Creat Falls, Mont.: "We most certainly would continue to use commercial TV for our clients."

EMIL MOGUL, president, Emil Mogul Agency, New York: "My guess at the moment would be that the available audience would be a substantial split-up between toll TV and the present system, thereby affecting commercial value of the present system. This might then necessitate a downward revision of rates, such as happened with network radio when TV became a competitive medium."

SPONSORS SAY. . .

CEORGE ABRAMS, advertising manager, Block Drug Company: "A re-examination of audience on a cost-per-thousand basis as well as on a qualitative (audience composition) basis would be indicated."

WALTER SALA, Advertising Manager, Dad's Root Beer, Chicago: "I do not believe it would affect our use of commercial TV in any way. Subscription TV will allow people to be a little more 'choosy' in their programs. Hence, sponsors will become more conscious of what the public demands."

JAMES DUFFY, advertising manager, Genesee Brewing, Rochester, N. Y.: "It would obviously cut down the commercial value of the medium. If toll TV

cuts down the commercial audience, there should be a revision of the rate structure, which the stations won't like."

STATIONS SAY. . .

ROBERT SMATHERS, chief engineer, WLBT, Jackson, Miss.: Our inability to broadcast toll TV shows and widely accepted commercial programs at the same time would harm our relationship with the businessman and make it more difficult to provide free commercial programs to the public. We believe it would destroy the faith and good will of many viewers who have purchased TV receivers based on a system of free reception."

GORDON GRAY, vice-president in charge, WOR-TV, New York: "It would mean additional competition. We certainly would have to con-

ROSS BAKER, general manager, KSWO-TV, Lawton. Okla.: "It would put us in a better financial position."

EDWARD BREEN, general manager, KQTV, Fort Dodge, Iowa: "My guess is it would have very little effect, altho, since we are UHF, it might help greatly in bringing about additional conversions.'

PRODUCERS AND DISTRIBUTORS SAY . . .

BOB BERGER, president, Standard Television, Beverly Hills: "If a toll type of TV system were approved for commercial use, there would be outright discrimination by the FCC against small and medium sized film syndicators as well as small and medium advertisers. The only type of entertainment that TV viewers would even think of paying for thru a 'box office' right in their own homes would be of such magnitude that only the major motion picture producers (Warners, Loews, etc.) could fulfill the specifications. No government agency has the right to sanction a large corporation without protecting the small company, which, in effect, the FCC's approval of toll TV would constitute."

J. DON ALEXANDER, president, Alexander Film Company, Colorado Springs, Colo.: "Toll TV would cut us and other producers out of much TV spot production business."

THE BILLBOARD SCOREBOARD

Top 25 Vidfilms Among Women

and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standing of the top 25 non-network TV film series on the basis of the number of viewers of the type covered they attract per 100 viewing homes. The average 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 | Women per 100 Homes | Avg. April Rating |
|---|---------------------------|-------------------------|
| 1Foreign Intrigue (Official) | 93 | 10.3 |
| 1Liberace (Guild) | 93 | 13.0 |
| 3 Janet Dean, R.N. (UM&M) | 92 | 14.4 |
| 4Favorite Story (Ziv) | 91 | 11.4 |
| 4Police Call (NTA) | 91 | 6.8 |
| 6 Mr. District Attorney (Ziv) | 89 | 14.1 |
| 7 Dangerous Assignment (NBC) | 88 | 6.2 |
| 7Mr. and Mrs. North (ATPS) | 88 | 7.0 |
| 9Eddie Cantor Show (Ziv) | 87 | 12.0 |
| 9Eddie Cantor Show (Ziv) 9Mayor of the Town (MCA-TV) | 87 | 13.1 |
| 11 Doug. Fairbanks Presents (ABC) | 86 | 8.2 |
| 11 I Am the Law (MCA-TV) | 86 | 7.1 |
| 11Life With Elizabeth (Guild) | 86 | 7.5 |
| 11 Star and the Story (Official) | 86 | 13.3 |
| 15 Beulah (Flamingo) | 85 | 6.0 |
| J5 The Falcon (NBC) | 85 | 12.4 |
| 15Florian ZaBach (Guild) | 85 | 4.7 |
| 15Inner Sanctum (NBC) | 85 | 6.8 |
| 19 Follow That Man (MCA-TV) | 84 | 6.6 |
| 19 The Whistler (CBS) | 84 | 16.4 |
| 21 Famous Playhouse (Ziv) | 83 | 4.7 |
| 21 Frankie Laine (Guild) | 83 | 7.1 |
| 21Lone Wolf (MCA-TV) | 83 | 12.0 |
| 24 Ellery Queen (TPA) | S2 | 11.0 |
| 24I Led Three Lives (Ziv) | 82 | 16.0 |

NBC-TV Crosses JUNGLE-HAPPY NBC Film, Pair Rnas ou CR7-1A

NEW YORK, June 4. - The Sheaffer Pen and Maytag buy of "Navy Log" this week, for the Tuesday 8-8:30 slot on CBS-TV, came as a blow to the NBC Film Division. The sponsors had an option on "The Great Gildersleeve," which is owned by the NBC Film Division, but the network refused to clear time for the property. NBC-TV could not find an acceptable half hour for the sponsors.

CBS-TV, according to reports, felt the show wasn't strong enough. It also owns "Navy Log," a show which has received excellent trade this week lured R. J. Reyn- is said to be one of the largest comment on its sneak previews. olds' Robert Cummings show over single independent producing in-The network acquired "Navy Log" to its network. The vidfilm series terests in the field. The ABC-TV from CBS-TV Film Sales, its vid- will be slotted Thursday 8-8:30 deal, it is reported, would involve film distribution subsidiary, which p.m. next fall. also has given it "Wanted," a documentary on "Crime," and "Brave night, 10:30-11, where it has "Moby Dick," which is now being Eagle," which goes into its started to dent the ratings of completed by Moulin Productions, Wednesday 7:30-8 p.m. time pe- "What's My Line?" William Esty of which Hyman is a minority riod if a sponsor is found.

NET KICKS 'JIM'

NEW YORK, June 4. -Looks like ABC-TV has its heart set on a jungle show, come what may.

Last week, the web put Screen Gems' "Jungle Jim" under option for sale in the Monday 7:30-8 p.m. slot. This week, it dropped its option on "Jungle Jim" and optioned another show, instead. Which show? You guessed it-"Sheena, Queen of the Jungle," a property of ABC Film Synication.

Cummings TV To Move to

NEW YORK, June 4.-CBS-TV

is the agency.

MIL \$ MOVIE APTLY NAMED

Stations Running Flicks Find Big Ratings Pay-Off

out better, or at least competitive, Story" and w-estling. films for one of its major clients.

edged out on the average figure the title. by network and syndicated shows.

In Memphis it ran eight rating points behind a combination of "Your Hit Parade," "City Detective" and "The Vise." In Omaha it was three and a half points has a like that the succeeding the street and soul and "Arch of Triumph."

The two distributors have been the succeeding half hour.

Associated is understood to be

offering ABC-TV 30 Pine-Thomas

pictures, plus nine bigger attrac-

tions. It is also understood to have

the nod from potential participat-

ing sponsors. A key element on

which the deal hinges, it is re-

ported, is finding a third sponsor.

Another point in discussion is

said to be Associated's request for

time on the 90-minute show to

plug the theatrical releases of Eliot

Hyman, president of the distribu-

tion company. This would follow

the pattern of the big shows being

produced by the Hollywood ma-

jors, such as "Warner Brothers

ments in motion pictures, Hyman

Because of his numerous invest-

Presents."

Associated's ABC

Talks Still Warm

NEW YORK, June 4.—The nego- | The 39 pictures Hyman is offer-

tiations between ABC-TV and As- ing ABC-TV is apparently less than

on thru this week, according to re- his deal for the Pine-Thomas pic-

that the whole deal had fizzled out. titles. In addition he is reported

of the top ad agencies contemplat- peddled by Associated Artists Pro- | The study reveals a number of

it was three and a half points be- selling against each other, but in hind the "Elgin Hour." In Phoenix market after market a single station 11.3 with "Masquerade Party" and it was beaten by "Godfrey's Talent has been picking up both packages.

NEW YORK, June 4.-The Mil- | Scouts." And in St. Louis it was | Each has in effect been paving the lion Dollar Movies are taking on edged out two points by a combile way for the other. Once one of all comers at all hours and turning nation including "The Star and the the competitors gets a station started on a top-grade feature proratings. This was brought out in a The pictures covered in the gram, the other moves in with the study completed recently by one study are the 55 that have been product to keep the series running.

THE BILLBOARD

ing buying spots on the feature ductions for the past six months, instances in which the movies and the 30 peddled by General hiked the station's ratings above The core of this study is repro- Teleradio's Film Division for the what it got from the network show duced on this page. It shows that, past year. Both firms are using the in the previous half-hour. For inin 15 major markets in which com- "Million Dollar Movie" handle, stance, in Baltimore, WMAR-TV's petitive average ratings were fig- since both packages are being run "Premium Playhouse" inherited a ured, the movies had the top rating by WOR-TV here under that title. 14.5 from CBS-TV's "Professional in the time period in 10 markets. WOR-TV was the first to sign for Father," and then went up to 17.4. In most of the other cities it was both packages and the first to use In Columbus, WTVN's "9 o'Clock Theater" inherited a 16.5 from

> In Memphis, WHBQ-TV got then shot up to an average 20.2 with its "Million Dollar Movie."

In most cases, the stations running the "Million Dellar Movie" packages are pitting them against the best that competing network affiliates can offer. In 12 of the 15 cities covered, the movies opened in Class A time, meaning 10:30 p.m. or earlier. But they're also hitting the competition in the soft underbelly. KCMO-TV, Kansas City, runs its big pictures Saturday sociated Artists Productions on run- the total amount of new feature at 9:30 p.m., when it bucks such ning a series of feature films on product he has under wraps. The network shows as "Your Hit Pa-Sundays 7:30-9 p.m. were going there has been no confirmation that rade" and "Willy." But then it runs them again Sunday afternoon, liable sources. This was contrary tures has yet been signed, that deal when it runs against such network to some rumors around the trade is understood to involve 35 or 37 shows as "Adventure," "American that the whole deal had fizzled out. titles. In addition he is reported Week" and "American Forum." In to have another 12 pictures, three catching the two competing netfrom each of four different major work stations in their public service theatrical companies. Thus, even time, KCMO-TV got a 50 per cent

All these ratings were from city reports of the American Research

with the ABC-TV deal, Associated share of the audience.

may yet have another 13 or so pictures for sales to stations.

MILLION \$\$ AVERAGES COMPETITION

Following are the average ratings of the feature films in the two "Million Dollar Movie" packages compared with the average ratings of all their competition. In each city the Million \$\$ ratings are given

| 220,034 | |
|-------------------|---------------------------------------|
| AMES, IA. | |
| Saturday, Februar | v 5, 11-12 p.m. |
| | RUTHLESS18.0 |
| | Starlight Theater |
| WHO | Theater 1312.1 |
| BALTIMORE | .Theater 10 |
| | ry 5, 10:30-12 p.m. |
| | |
| | PREMIUM PLAYHOUSE17.4 |
| | .Wrestling Showcase 7.2 |
| WDAL-IV | . Mr. District Attorney |
| | Finals, Sports, Weather Hit Parade |
| | Picture Playhouse 9.9 |
| BOSTON | Tietule Imyhouse 5.5 |
| Sunday, February | 6 11-12 nm |
| | CINEMA SHOWCASE15.7 |
| WBZ-TV | Most the Press |
| W DZ-1 V | Stop the Music 9.1 |
| WJAR-TV | Nove |
| WJAICTY | People Are Funny |
| | Feature Theater |
| BUFFALO | |
| | y 5, 11:25-12 p.m. |
| | SATURDAY PLAYHOUSE12.0 |
| | .Chronoscope 3.3 |
| WGR-TV | . Sports Reel |
| | Lone Wolf |
| CHICAGO | |
| Sunday, February | 6, 10-12 p.m. |
| WGN-TV | COURTESY TV THEATER .22.6 |
| WBBN-TV | . Sunday News Special |
| | Biff Baker, USA |
| | Here's How, News |
| 11:m1/m 2017 | Late Show 5.0 |
| WBKB-TV | Life With Elizabeth |
| | Counterpoint Terkel's Briefcase |
| | Exercisor |
| | Nite Owl Movie 2.6 |
| WNBO | . Weather, Connors, |
| | News, Call the Play |
| | Sports Star Time, |
| | 11th Hour Theater 5.5 |
| | (Continued on page 10) |
| | |

CBS Thursday

an allocation of time to promote It is now on NBC-TV Sunday the box office for such pictures as stockholder.

National Spot Firms Turn To Top Feature Film Mart

NEW YORK, June 4. - Major the aim of bringing in business for begin next week on WOW-TV. national sponsors are awakening to the stations it has under contract. Omaha. The show will have its the charms of the current crop of | This week, two top advertisers premiere next Tuesday (7), 10:30top quality feature films. Time was | bought participations on two big | 12 p.m., under the title Associated when national spot advertisers feature film shows. This is the first Artists Presents "Five Star Pre-would buy a ride on a station's known such buy for each of them. miere Movie." The picture that feature show and leave it to the But, more significantly, both deals will kick off the series is "Chicago station to program the strip. Ex- appear to be tests for far more Calling," a 1952 production starcept for a few key regional and extensive buys of feature film ring Dan Duryea. local advertisers, mostly breweries programming. and auto dealers, the feature film | It so happens that both buys stance of a distributor getting billdistributors' entire market was the were on shows using Associated ing on a station's feature show. stations.

But indications now are that spot advertisers, including a couple of Philip Morris, thru Biow-Beirn- intended to establish a franchise top sponsors, are taking a hard look at the pictures themselves. They are beginning to evaluate the vie" of WOR-TV. WOR-TV began set the top spot buyer in the cigarette field, and possibly in any field. Speaking at the Television Bureau programming values of the top fea- this series (16 runs per title per of Advertising presentation in ture packages as they would a week) in the fall with the 30 pichalf-hour series. At least one of the tures of the General Teleradio utive indicated that the reason the top feature distributors, Associated Film Division. A month ago it be- firm dropped out of "I Love Lucy" Artists Productions, is known to gan running the Associated group. was that full sponsorship of a net-have been pitching its package at Procter & Gamble bought half work show didn't give them the

Artists' package.

Ciggies, Soap

the major ad agencies here, with sponsorship of a feature show to

This is probably the first in-

A spokesman for Philip Morris revealed last week that the firm as the top spot buyer in the ciga-Washington last week, the ad exec-

(Continued on page 12)

Copyrighted material

BANNER YEAR

Many Fronts Launch **Tele Talent Hunts**

Continued from page 1

new writing talent, NBC, for one, that NBC has set up at Yale, Caris not ignoring the problem of dis- negie Tech and Iowa State to give covering and training the new crop financial aid to promising students of performers without which no studying drama, and a CBS finanentertainment medium can live. cial grant to the Shakespeare Fes-The death of vaudeville and Grade tival starting this summer at Strat-B feature films, both of which ford, Conn. served in the past as an excellent | Never before in the history of Count of Monte Cristo," the Spade spawning ground for entertainers, either the TV or radio industries Cooley show or any other prophas lessened the opportunity for has there been such an organized erty TPA is known to be planning. young performers to develop on search for new gold mines of talent their own. But the web hopes to as is currently under way in TV. fill the breach with a soon-to-be- The increasing competition among tion," the sales force heard reports announced plan aimed first at dis- the webs on the programming front on the firm's progress to date. covering and training fledgling insures that the search will grow comics and later on to include more intense as time goes on. dramatic talent.

Ashley-Steiner projects outlined the networks may go so far as to of 1954 to 89 per cent in the first above. Talent Associates is cur- establish their own schools to train five months of this year. rently running a TV script contest talent. But so far this is only the among college students. The firm "Year of the Big Talent Hunt." hopes it will uncover a number of promising young writers who can be encouraged and trained to take ALLEN EMSEES their place in the professional ranks of TV dramatic script writers.

Scholarships

Other current TV industry projects aimed at helping the development of new talent include a number of scholarships and fellowships



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

Throughout last year, "Douglas Fair banks Jr. Presents" topped all syndicated shows in the nation's top market: New York, Its average rating was 5-6 p.m. period in an effort by the 18.5, share-of-audience over 40%. This year, it's doing even better. In January, almost every other viewing home in New York was watching this show! (ARB)

"DOUGLAS



7 West 66th St., N. Y.

In addition to the NBC and diet that some time in the future 82 per cent in the last six months

Premiere of 'Stranger' Via NBC 'Tonight'

HOLLYWOOD. June 4. - The largest audience exposure any motion picture premiere has ever had will be accorded "Not As a Stranger" June 29 when NBC-TV will carry the opening from the Stanley Warner Theater in Beverly Hills as part of the regular Steve Allen

from 8:50 to 9 p.m. (PDT) over Jim Gates, formerly Ziv Radio, in 76 stations. Allen, who will emsee New England; Murray King, prothe premiere, is originating his ducer of "Adventures of Blinkey," program from the West Coast dur- in Cleveland; Don Menard, foring the summer months while he merly sales manager of WENSworks in a feature pic.

from 8:30 to 8:50 p.m., will be Films, in Richmond, Va. seen only locally in Southern California over Station KTLA. All proceeds from the premiere are going to the new Mt. Sinai Hospital. "Tonight" will have its regular sponsors.

Commando Cody For 3 Scripts Bought by G-F

HOLLYWOOD. June 4.-General Foods this week bought "Commando Cody." Hollywood TV Service science-fiction series slanted at kids, for a three-month run during New York, to date has concentrated the summer, with the probability on commercial TV production. It's that the program will continue on understood that the telepix will be into the fall if it proves an audience- made at Republic Studios, where

Hollywood TV presently has 13 Next Spring. of the "Cody" pix on hand, having released them theatrically last year, ably be "Doctor on Horseback," General Foods will slot the pro- story of an itinerant medic, which gram afternoons on NBC, with ap- will have Cochran in the title role. parently a good chance that if it Others planned are "Retribution' continues on into the fall it will be and "River Man." combined with "Pinky Lee" in the web to combat ABC-TV's "Mickey Mouse Club."

G-T to Pilot 'Hemp Brown'

HOLLYWOOD, June 4,-"The Legend of Hemp Brown," Western show previously had only 13, and created by Barney Girard, currently with the new production, 39 are directing "You Are There" and now available. formerly director of "Medic," will be piloted by Goodson-Todman, taken from the "Lux Video Theawith preparatory production plans ter," three from Gross-Krasne getting under way next week.

already has an option on the show | Theater and 11 from the "Crown for a client, and that whether or Theater" series produced by Bing not the series gets under way this Crosby Productions. The rest are fall depends to a large extent on from other sources. A few of these CHICAGO · ATLANTA · HOLLYWOOD · DALLAS available air time.

TPA Sales to Give 'Science' The Full Push

THE BILLBOARD

NEW YORK, June 4.-The Television Programs of America staff, meeting here all this week, launched the firm's sales drive on only "Science in Action." As far as could be learned, no mention was made to the salesmen of "The

In addition to preparing their presentations on "Science in Ac-

nsures that the search will grow more intense as time goes on.

It is not too far-fetched to pre
TPA's renewa! rate climbed from

Milton Gordon, president, told them that "Your Star Showcase" is now sold to 100 sponsors in 125 markets, and "Ellery Queen" is now sold to 97 sponsors in 115 markets. He also said that the package of Edward Small features has just been sold to WRCA-TV here for their 24th thru 28th runs in this market

Small Markets

Cordon further said that tho every distribution must have a certain number of national sales-TPA currently has four-its margin of profit in syndication often depends on the very small markets, where distribution costs are relatively high. He said that TPA is now developing a new plan to sell those markets on an economic basis.

Gordon also told the sales force that TPA is now grossing as much as any other TV film outfit.

Five more salesmen joined TPA this week: Jack Brumbach, for-The NBC segment will be seen merly MCA-TV, in the Northwest; TV, Pittsburgh, in Detroit, and An earlier portion of the show, Barry Winton, formerly Official

Tangent Signs Wilson, Hauser

HOLLYWOOD, June 4.-Tangent Films, telepic subsidiary of Steve Cochran - Harrison Reader's theatrical, Robert Alexander Productions, has inked veteran writers J. Donald Wilson and Dwight Hauser to prepare scripts for three proposed vidseries.

Tangent, which headquarters in Cochran is currently filming "Come

First to get under way will prob-

MCA Adds 26 Pix to 'Curtain'

NEW YORK, June 4.-MCA-TV this week added 26 more anthology dramas to its "Curtain Call" series, the top prestige package it has available for syndication. The

Four half-hour vidfilms were adapted from John Steinbeck sto-It's understood that an ad agency ries, six from the General Electric films cost as much as \$40,000.

THE BILLBOARD SCOREBOARD

TV Film Commercials In Production Since April 1

This is a monthly feature of The Billboard's TV Film department and offers the most complete directory available of production of film commercials. Producers or others who desire to have their products included should send their listings to reach The Billhoard's New York office no later than the 25th of

| Advertisers (and show, if any) Products, Agency Many Marerican Film Producers, 1640 Broadway, New York Toni Company—Vir Lipstick—Loo Burnet. Greyhound Corp.—Bus Travel.— Mason Warnet Seatings (Creamy Co.—Makes-Shake— Beaumont & Hohman, Inc. 6 Boalmont & Hohman, Inc. 6 Boalmont & Hohman, Inc. 12 Greyhound Corp.—Bus Travel.— Greyhound Corp.—Bus Many Corp. Greyhound Corp.—Bus Many Corp. Metro-Goldwyn-Mayer—The Prodigal— Metro-Goldwyn-Mayer—Th | each month. Listings should be for the last full p The following symbols are used to designate LA—live action; FA—full animation; SA—semi-a | ty | pes of commercials list | |
|--|---|------|---|---------------------------|
| | | Ho | w Length d | ype (C lenotes |
| Toni Company—Yr Lipstick—Leo Burnett. | | Man | in Sec. | Color |
| Mason Warner 5 | Toni Company-Viv Lipstick-Leo Burnett Atlas Film Corp., 228 N. La Salle Street, Chicago | 4 | 20 | L |
| Consolidated Cosmelics—Langin Plats—Pholps. Inc. 12 | Mason Warner | 5 | | Р |
| Duggan & Phelps, Inc. 12 90 | Beaumont & Hohman, Inc. | 6 | 80 | L |
| Robbins & Myer—Fana—Erwin-Wassy Co. 4 Robbins & Myer—Fana—Erwin-Wassy Co. 4 Rether Smith Studios, Inc., 21 E. 44th Street, New York IT Metro-Goldwyn-Mayer—The Prodigal December 19 (1988) 12 (1988) 13 (1988) 14 (1988) 15 (1988) 15 (1988) 15 (1988) 16 (1988) | Duggan & Phelps, Inc. | | | |
| Metro-Goldwyn-Mayer—The Produjan—Donahue & Coc 5 | Robbins & Myer-Fans-Erwin-Wasey Co | 4 | 80 | L, P |
| Quality Bakers of America—Sunbeam Bread—QBA. 20 | Metro-Goldwyn-Mayer-The Prodigal- | | | 42 |
| Doherty, Clifford, Steers & Shenfield | Quality Bakers of America-Sunbeam Bread-QBA | | | |
| Vick Chemical—Thermo-Rub—Morse International, 10 L. ack Denove Productions, 7142 Sunset Blvd, Blotywood Pacific Telephone & Telegraph—BBD&O 350 L. pseudoptions and State Productions and State Productions, 162, 840 North Cabueaga Boulevard, Hollywood Brown & Williamson Tobacco Co.—Releigh Boulevard, Hollywood Brown & Williamson Tobacco Co.—Releigh Scott Productions, 162, 840 North Cabueaga Boulevard, Hollywood Norwish Pharmaceutical (Sunday News Special)—Pepto Bismod—Benton & Bowles — 20 F. Central Foods—Jell-O—Young & Rubleam — 60, 20 Textse Chemical Co.—Textse — 10 F. Henderson Advertising — 10 F. Central Foods—Jell-O—Young & Rubleam — 60, 20 Textse Chemical Co.—Textse Chemical Chemical Co.—Textse Chemical Chemic | Doherty, Clifford, Steers & Shenfield | | 보다 하다가 즐겁게 되지 않는데 하는데 하는데 아이지를 걸었다. 그 아이지 아니라 아니라 | the state of the state of |
| Pacific Telephone & Telegraph—BBD&O 1. | | 1.0 | | |
| | | | 50 | L. A |
| Cigarettes | | d, H | ollywood | |
| Norwich Pharmaceutical (Sunday News Special) | Cigarettes-R. M. Seeds | 16 | 60, 20 | L |
| General Foods—Jeli-O—Young & Rubicam. | Notwich Pharmaceutical (Sunday News Special)- | 2 | | E /C |
| Henderson Advertising | General Foods-Jell-O-Young & Rubicam | | | |
| Ruppert Brewery—Knickerbocker Beer-Benrus Watch Co.—Watches—Biow-Beirn-Toigo, Inc. 16 | Henderson Advertising | | | P |
| Benus Watch Co.—Watches—Biow-Beirn-Tolgo, Inc. 4 | Ruppert Brewery-Knickerbocker Beer- | | IR TOWN UP COURT | |
| Biow-Beirn-Toigo, Inc. 4 60 1 1 1 1 1 1 1 1 1 | Biow-Beirn-Toigo, Inc. Benrus Watch CoWatches- | | | |
| Humble Oil & Refining Co. (Texas in Review) | Biow-Beirn-Toigo, Inc. | 4 | 60, | JI |
| Magnolia Refining Co.—Oil and Gas— Bank Service—Ratcliffe Agency 11 | Humble Oil & Refining Co. (Texas in Review)- | R | 60 | |
| Magnolia Refining Co.—Oil and Gas— Ratellife Agency 11 20, 60 | Mercantile Bank (I Led Three Lives)- | | | |
| Borden Mitk—Mitk—Tracy-Locke | Magnolia Refining CoOil and Gas- | | | 72V - 10 |
| Lone Star Beer-Beer-Glenn Advertising. 5 10 | Borden Milk-Milk-Tracy-Locke | 7 | 20, 10 | F |
| Bank Service—Glenn Mason 4 60 | Lone Star Beer-Beer-Glenn Advertising | | 10 | E |
| Appliances—Bozell & Jacobs 6 60 | Bank Service—Glenn Mason | 14 | 60 | |
| Fritos—Tracy-Locke 3 | Appliances—Bozell & Jacobs | | 60 | L, 5 |
| Crook Advertising 7 10 | Fritos-Tracy-Locke | | | |
| Swift Sherbert—McCann-Erickson 1 80 | | 7 | 10 | L, 5 |
| Okiahoma Fuel Oil—Oil—Maryland Agency | | | hicago 7 | |
| Carpenter's Bread—Bread—Al Herr 1 10 5 | Oklahoma Fuel Oil-Oil-Maryland Agency | - | | F |
| National Trailer Association—J. Walter Thompson. 5 | Carpenter's Bread-Bread-Al Herr | 1 | | |
| Sentinel TV Sets—TV Sets 5 50, 20 Manitowoc Freezer-Refrigerators—O'Grady, Andersen & Gray 4 50, 20 Servel Refrigerators—Direct 10 60, 20 Myzon Pultry Builder and Flex Liquid Mender—4 60, 20 Arthur Meyerhoff 2 480 Speedway Petroleum—W. B. Doner 4 60, 20 Alley & Love, Inc. 3 East 57th Street, New York Columbia Records—Record—McCann-Erickson 2 60, 20 The Mennen Co.—After Shave Lotion— Smith-Corona—Portable Typewriters— Cunningham & Walsh 3 Kelvinator—Refrigerator-Freezer—Geyer Advertising 1 50 Loucks & Norling Studios. 245 W. 55th Street, New York Bulova—Watch—Direct 2 60, 120 HPO Productions, Inc., 15 E. 53d Street, New York General Foods (Mama)—Maxwell House Coffee—Benton & Bowles Kellogg (Superman, Wild Bill Hickok)—Kellogg Cereal—Leo Burnett 3 60 Helen Rubinstein— Waterproof Macara—Ogilvy, Benson & Mather 2 60, 20 Color-Tone Shampoo—Ogilvy, Benson & Mather 2 60, 20 Silktone—Ogilvy, Benson & Mather 2 60, 20 Color-Tone Shampoo—Ogilvy, Benson & Mather 3 60, 20 Ford Motor Co. (Producer's Showcase)—Farm Implements—Kenyon & Eckhardt 1 120 Campbell Soup (Dear Phoebe)—Franco American Spaghetti—Ogilvy, Benson & Mather 2 20 RCA (Producer's Showcase)—Farm CRA (Producer's Showcase)—Farm American Spaghetti—Ogilvy, Benson & Mather 2 20 RCA (Producer's Showcase)—Farm American Spaghetti—Ogilvy, Benson & Mather 2 20 RCA (Producer's Showcase)—Farm American Spaghetti—Ogilvy, Benson & Mather 2 20 RCA (Producer's Showcase)—Farm American Spaghetti—Ogilvy, Benson & Mather 2 20 Rod (Producer's Showcase)—Farm Richard's Drive-In Restaurants—Respons & Eckhardt 2 20 Rod (Producer's Showcase)—Farm Richard's Drive-In Restaurants—Respons & Eckhardt 2 20 Rod (Producer's Showcase)—Hirl Sets— Pond's (Pond's Theater)—J. Walter Thompson. 6 20 Raid Party, Productions, 7857 Sunset Boulevard, Los Angeles 28 Richard's Drive-In Restaurants—Respons & Eckhardt 2 20 Rod Brewing Co.—Beer—W. B. Doner & Co. 6 60, 20 Rod Brewing Co.—Beer—W. B. Doner & Co. 6 60, 20 Rod Brewing Co.—Beer—W. B. Doner & Co. 6 60, 20 Rod Brewing Co.—Beer—W. B. Doner & Co. 6 60, | National Trailer Association-J. Walter Thompson | 5 | 60 | 1 |
| Servel Refrigerators—Direct 10 60, 20 | Sentinel TV Sets-TV Sets | | | |
| Myzon Pulity Builder and Flex Liquid Mender— Arthur Meyerhoff 2 | O'Grady, Andersen & Gray | | | |
| Speedway Petroleum—W. B. Doner | Myzon Pultry Builder and Flex Liquid Mender- | | | |
| Columbia Records—Record—McCann-Erickson. 2 60, 20. The Mennen Co.—A(ter Shave Lotion— Smith-Corona—Portable Typewriters— Cunningham & Walsh 3 Kelvinator—Refrigerator-Freezer—Geyer Advertising. 1 50. L. Joneks & Norling Studios. 245 W. 55th Street, New York Bulova—Watch—Direct. 2 60, 120. MPO Productions. Inc 15 E. 53d Street, New York General Foods (Mama)—Mawwell House Coffee—Benton & Bowles Coffee—Benton & Bowles Kellogg (Superman, Wild Bill Hickok)—Kellogg Helen Rubinstein— Waterproof Mascara—Ogilvy, Benson & Mather 2 60, 20. Color-Jone Shampoo—Ogilvy, Benson & Mather 2 60, 20. Silktone—Ogilvy, Benson & Mather 2 60, 20. Ford Motor Co. (Producer's Showcase)—Farm Implements—Kenyon & Eckhardt 1 120. L. Campbell Soup (Dear Phoebe)—Franco American Spaghetti—Ogilvy, Benson & Mather 2 20. American Spaghetti—Ogilvy, Benson & Mather 2 20. American Spaghetti—Ogilvy, Benson & Mather 2 20. RCA (Productif's Showcase)—Hi-Fi Sets— RCA (Productif's Showcase)—Hi-Fi Sets— Renyon & Eckhardt 2 60, 50. L. Pond's (Pond's Theater)—J. Walter Thompson 6 120. Pany Patin Productions. 5659 Sunset Boulevard, Hollywood Jim Clinton—Chain Stores—M. Weinberg. 9 Ray Patin Productions. 6659 Sunset Boulevard, Los Angeles 28 Richard's Drive-In Restaurants—Regtaurants— Goebel Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20. National Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20. Hudepohl Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20. National Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20. Hudepohl Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20. National Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20. Hudepohl Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20. Holling Co.—Beer—Campbell-Ewald Co 7 60, 20. Holling Co.—Beer—Campbell-Ewald Co 7 60, 20. Holli | Speedway Petroleum-W. B. Doner | | | |
| McCann-Erickson 1 60. L. McCann-Erickson 1 50. L. Loucks & Norling Studios, 245 W, 55th Street, New York Bulova—Watch—Direct 2 60. 120 MPO Productions, Inc. 15 E. 53d Street, New York General Foods (Mama)—Maxwell House Coffee—Benton & Bowles 4 10. 60 Kellogg (Superman, Wild Bill Hickok)—Kellogg Helen Rubinstein— Waterproof Mascara—Ogilvy, Benson & Mather 2 60. 20 Silktone—Ogilvy, Benson & Mather 2 60. 20 Silktone—Ogilvy, Benson & Mather 2 60. 20 Ford Motor Co. (Producer's Showcase)—Farm Implements—Kenyon & Eckhardt 1 120. L. Campbell Soup (Dear Phoebe)—Franco American Spaghetti—Ogilvy, Benson & Mather 2 20 RCA (Product's Showcase)—Hi-Fi Sets— RCA (Product's Showcase)—Hi-Fi Sets— RCA (Product's Showcase)—Hi-Fi Sets— RCA (Product's Showcase)—Hi-Fi Sets— Pond's (Pond's Theater)—J. Walter Thompson. 6 120. Page 17 Productions, 1557 Sunset Boulevard, Hollywood Jim Clinton—Chain Stores—M. Weinberg 9 20 Richard's Drive-In Restaurants—Regtaurants— W. B. Doner & Co. 2 60. 20 Goebel Brewing Co.—Beer—M. B. Doner & Co. 6 60. 20 Ralston-Purina Co.—Beer—W. B. Doner & Co. 6 60. 20 Ralston-Purina Co.—Beer—W. B. Doner & Co. 6 60. 20 Ralston-Purina Co.—Beer—W. B. Doner & Co. 6 60. 20 Ralston-Purina Co.—Beer—W. B. Doner & Co. 6 60. 20 Ralston-Purina Co.—Beer—W. B. Doner & Co. 6 60. 20 Ralston-Purina Co.—Beer—W. B. Doner & Co. 6 60. 20 Ralston-Purina Co.—Beer—Beakfast Cereal— Stockton, West, Burkhart 1 20 Ralston-Purina Co.—Beer—Beakfast Cereal— Guild, Bascom & Bonfigil 2 30 Richfield Gasoline—Gasoline—Hixson & Jorgensen. 2 80 Stockton, West, Burkhart 1 20 Ralston-Purina Co.—Beer—Beakfast Cereal—Co. 6 60. 20 Ford—J. Walter Thompson 5 10 Kellogg Co.—Special "K" Cereal—Leo Burnett, Inc. 6 60. 20 Fordo—J. Walter Thompson 5 10 Kellogg Co.—Special "K" Cere | Columbia Records-Record-McCann-Erickson | . 2 | 60, 20 | 5 |
| Cunningham & Walsh 3 Coucks & Norling Studios. 245 W. 55th Street, New York Bulova—Watch—Direct WPO Productions. Inc., 15 E. 53d Street, New York General Foods (Mama)—Maxwell House Coffee—Benton & Bowles Coffee—Benton & Bowles Coffee—Benton & Bowles Coffee—Benton & Bowles Kellogg (Superman, Wild Bill Hickok)—Kellogg Cereals—Leo Burnett 3 60. Helen Rubinstein— Waterproof Mascara—Ogilvy, Benson & Mather Color-Tone Shampoo—Ogilvy, Benson & Mather 2 60, 20. Silktone—Ogilvy, Benson & Mather 3 60, 20. Ford Motor Co. (Producer's Showcase)—Farm Implements—Kenyon & Eckhardt 1 120. L Campbell Soup (Dear Phoebe)—Franco American Spaghetti—Ogilvy, Benson & Mather 2 20. RCA (Producer's Showcase)—Hi-Fi Sets— Kenyon & Eckhardt 2 20. RCA (Producer's Showcase)—Hi-Fi Sets— Kenyon & Eckhardt 2 60, 50. Paul Parry, Productions, 7557 Sunset Boulevard, Hollywood Jim Clinton—Chain Stores—M. Weinberg 9 20. Ray Patln Productions, 6559 Sunset Boulevard, Hollywood Jim Clinton—Chain Stores—M. Weinberg 9 20. Ray Patln Productions, 6559 Sunset Boulevard, Los Angeles 28 Richard's Drive-In Restaurants—Restaurants— W. B. Doner & Co. 2 60, 20. Goebel Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20. Raitonal Brewing Co.—Beer—W. B. Doner & Co. 6 60, 20. Hudepohl Brewing Co.—Beer—W. B. Doner & Co. 6 60, 20. Hudepohl Brewing Co.—Beer—W. B. Doner & Co. 6 60, 20. Hudepohl Brewing Co.—Beer—W. B. Doner & Co. 6 60, 20. Richtfield Gasoline—Hisson & Jorgensen. 2 20, 10. Screen Gens. Inc., 23 West 49th Street, New York Ford—J. Walter Thompson Stockton, West, Burkhart 1 20. Richtfield Gasoline—Gasoline—Hisson & Jorgensen. 2 20, 10. Screen Gens. Inc., 23 West 49th Street, New York Ford—J. Walter Thompson Studio City Television Productions, 4020 Carpenter Street, North Hollywood General Cigar Co.—Robert Burns Cigars— Woung & Rubicam 3 60. Kellogg Co.—Special "K" Cereal—Leo Burnett, Inc. 6 60, 20. Fransfilm, Inc., 35 West 45th Street, New York William Esty Bavarian Brewing Co.—Bavarian Old Style Beer— Well Bavarian Brewing Co.—Bavarian Old Style Beer— Well Bava | McCann-Erickson | 1 | 60 | L, A |
| Description Studios 245 W. 55th Street, New York | Cunningham & Walsh | | | |
| Bulova—Watch—Direct WPO Productions. Inc., 15 E. 53d Street, New York General Foods (Mama)—Maxwell House Coffee—Benton & Bowles Kellogg (Superman, Wild Bill Hickok)—Kellogg Cereals—Leo Burnett 3 60. Helen Rubinstein— Waterproof Mascara—Ogilvy, Benson & Mather 2 60. 20. Silktone—Ogilvy, Benson & Mather 2 60. 20. Silktone—Ogilvy, Benson & Mather 3 60. 20. Ford Motor Co. (Producer's Showcase)—Farm Implements—Kenyon & Eckhardt 1 120. L Campbell Soup (Dear Phoebe)—Franco American Spaghetti—Ogilvy, Benson & Mather 2 20. RCA (Producef's Showcase)—Hi-Fi Sets— Kenyon & Eckhardt 2 60. 50. L Pond's (Pond's Theater)—J. Walter Thompson. 6 120. Paul Parry, Productions, 7557 Sunset Boulevard, Hollywood Jim Clinton—Chain Stores—M. Weinberg. 9 Ray Patln Productions, 6650 Sunset Boulevard, Los Angeles 28 Richard's Drive-In Restaurants—Restaurants— W. B. Doner & Co. 2 60. 20. Goebel Brewing Co.—Beer—W. B. Doner & Co. 2 60. 20. National Brewing Co.—Beer—W. B. Doner & Co. 6 60. 20. Hudepohl Brewing Co.—Beer—W. B. Doner & Co. 6 60. 20. Ralston-Purina Co.—Breakfast Cereal— Ralston-Purina Co.—Breakfast Cereal— Screen Gems, Inc., 233 West 49th Street, New York Ford—J. Walter Thompson . 1 150. Sereen Gems, Inc., 233 West 49th Street, New York Ford—J. Walter Thompson . 1 150. Kellogg Co.—Special "K" Cereal—Leo Burnett, Inc., 6 60, 20. Proster & Gamble—Gleem Toothpaste— Young & Rubicam 3 60. Relogg Co.—Special "K" Cereal—Leo Burnett, Inc., 6 60, 20. Procter & Gamble—Gleem Toothpaste— Peck-Heekin 1 10. F The Dow Chemical Co. (Medic)—Saran Wap— McManus, John 5 120, 60. Procter & Gamble—Gleem Toothpaste— Peck-Heekin 1 10. F The Dow Chemical Co. (Herb Shriner)—Old Gold Cigarettes—Lennen & Newell United Productions 40. United Productions Accided The Saran Wap— McManus, John 5 100. United Productions Accided The Saran Wap— McManus, John 5 100. United Productions Accided | nucks & Norling Studios, 245 W. 55th Street, New York | ork | | |
| General Foods (Mama)—Maxwell House Coffee—Benton & Bowles 4 10, 60 Kellogg (Superman, Wild Bill Hickok)—Kellogg Cereals—Leo Burnett 3 60 Helen Rubinstein— Waterproof Mascara—Ogilvy, Benson & Mather 2 60, 20 Silktone—Ogilvy, Benson & Mather 3 60, 20 Silktone—Ogilvy, Benson & Mather 3 60, 20 Ford Motor Co. (Producer's Showcase)—Farm Implements—Kenyon & Eckhardt 1 120 Lampbell Soup (Dear Phoebe)—Franco American Spaghetti—Ogilvy, Benson & Mather 2 20 RCA (Producer's Showcase)—Hi-Fi Sets— Kenyon & Eckhardt 2 60, 50 L Pond's (Pond's Theater)—J. Walter Thompson. 6 120 Paul Parry, Productions, 7557 Sunset Boulevard, Hollywood Jim Clinton—Chain Stores—M. Weinberg 20 Ray Patin Productions, 6650 Sunset Boulevard, Los Angeles 28 Richard's Drive-In Restaurants—Restaurants— W. B. Doner & Co. 2 60, 20 Mational Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20 Mational Brewing Co.—Beer—W. B. Doner & Co 6 60, 20 Hudepohl Brewing Co.—Beer—W. B. Doner & Co 6 60, 20 Hudepohl Brewing Co.—Beer—W. B. Doner & Co 6 60, 20 Richfield Gasoline—Gasoline—Hixson & Jorgensen. 2 20, 10 Screen Gems. Inc. 233 West 49th Street, New York Ford—J. Walter Thompson 1 150 Kellogg Co.—Special "K." Cereal—Compton Advertising 4 45, 60 Fransfilm, Inc., 35 West 45th Street, New York R. J. Reynolds Tobacco—Camels and Winstons—Peck-Heekin 1 10 Fransfilm, Inc., 35 West 45th Street, New York R. J. Reynolds Tobacco—Camels and Winstons—Peck-Heekin 1 10 Fransfilm, Inc., 35 West 45th Street, New York Milliam Esty 5 20, 60 Fransfilm Brewing Co.—Bavarian Old Style Beer—Peck-Heekin 1 10 Fransfilm Brewing Co.—Bavarian Old Style Beer—Peck-Heekin 1 10 Fransfilm Brewing Co.—Bavarian Old Style Beer—Peck-Heekin 1 10 Fransfilm Gamble—Ivory Snow—Benton & Bowles 1 Fransfilm Co. (Herb Shriner)—Old Gold Cigarettes—Lennen & Newell 1 Cigarettes—Lennen & Newell 1 Cigarettes—Lennen & Newell 1 Cigarettes—Lennen & Newell 1 | Bulova—Watch—Direct | . 2 | 60, 120 | |
| Cereals—Leo Burnett 3 60. Helen Rubinstein— Waterproof Mascara—Ogilvy, Benson & Mather 2 60. 20. Siktone—Ogilvy, Benson & Mather 3 60. 20. Siktone—Ogilvy, Benson & Mather 3 60. 20. Ford Motor Co. (Producer's Showcase)—Farm Implements—Kenyon & Eckhardt 1 120. L Campbell Soup (Dear Phoebe)—Franco American Spaghetti—Ogilvy, Benson & Mather 2 20. RCA (Producer's Showcase)—Hi-Fi Sets— Kenyon & Eckhardt 2 60. 50. L Pond's (Pond's Theater)—J. Walter Thompson. 6 120. Paul Parry, Productions. 7557 Sunset Boulevard, Hollywood Jim Clinton—Chain Stores—M. Weinberg 9 Ray Pathn Productions. 6650 Sunset Boulevard, Hollywood Jim Clinton—Chain Stores—M. Weinberg 9 Ray Pathn Productions. 6650 Sunset Boulevard, Los Angeles 28 Richard's Drive-In Restaurants—Restaurants— W. B. Doner & Co. 2 60. 20. Goebel Brewing Co.—Beer—Campbell-Ewald Co. 7 60. 20. National Brewing Co.—Beer—W. B. Doner & Co. 6 60. 20. Hudepohl Brewing Co.—Beer—W. B. Doner & Co. 6 60. 20. Raiston-Purina Co.—Breakfast Cereal— Guild, Bascom & Bonfigil 2 Richfield Gasoline—Gasoline—Hixson & Jorgensen. 2 20. 10. Screen Gems. Inc., 233 West 49th Street, New York Ford—J. Walter Thompson Street, New York Ford—J. Walter Thompson Street, New York Ford—J. Walter Thompson Cigars— Young & Rubicam 3 60. Kellogg Co.—Special "K" Cereal—Leo Burnett, Inc., 6 60, 20. Procter & Gamble—Gleem Toothpaste— Compton Advertising 4 45, 60. Fransfilm. Inc., 35 West 45th Street, New York R. J. Reynolds Tobacco—Camels and Winstons— William Esty 5 20, 60. F Bavarian Brewing Co.—Bavarian Old Style Beer— McManus, John 5 120, 60. Procter & Gamble—Ivory Snow—Benton & Bowles. 3 60. L Procter & Gamble—Ivory Snow—Benton & Bowles. 3 60. L Procter & Gamble—Ivory Snow—Benton & Bowles. 3 60. L United Productions of America. 676 Fifth Avenue, New York | General Foods (Mama)—Maxwell House Coffee—Benton & Bowles | 4 | 10. 60 | |
| Helen Rubinstein— Waterproof Mascara—Ogilvy, Benson & Mather Color-Tone Shampoo—Ogilvy, Benson & Mather Silktone—Ogilvy, Benson & Mather Silktone—Ogilvy, Benson & Mather Silktone—Ogilvy, Benson & Mather Tone Ford Motor Co. (Producer's Showcase)—Farm Implements—Kenyon & Eckhardt I 120 L Campbell Soup (Dear Phoebe)—Franco American Spaghetti—Ogilvy, Benson & Mather RCA (Producer's Showcase)—Hi-Fi Sets— RCA (Producer's Showcase)—Hi-Fi Sets— Kenyon & Eckhardt Pond's (Pond's Theater)—J. Walter Thompson. 6 L20 Paul Parry, Productions. 7557 Sunset Boulevard, Hollywood Jim Clinton—Chain Stores—M. Weinberg. Ray Path Productions. 6650 Sunset Boulevard, Los Angeles Richard's Drive-In Restaurants—Restaurants— W. B. Doner & Co. 2 Goebel Brewing Co.—Beer—Campbell-Ewald Co 7 60. 20 National Brewing Co.—Beer—W. B. Doner & Co 6 60. 20 Hudepohl Brewing Co.—Beer—W. B. Doner & Co 6 60. 20 Hudepohl Brewing Co.—Beerakfast Cereal— Stockton, West, Burkhart 1 20 Richfield Gasoline—Gasoline—Hixson & Jorgensen. 2 20, 10 Richfield Gasoline—Gasoline—Hixson & Jorgensen. 2 20, 10 Richfield Gasoline—Gasoline—Hixson & Jorgensen. 2 20, 10 Sereen Gems. Inc., 233 West 49th Street, New York Ford—J. Walter Thompson 1 150 Studio City Television Productions, 4020 Carpenter Street, North Hollywood General Cigar Co.—Robert Burns Cigars— Young & Rubicam 3 60 Kellogg Co.—Special "K" Cereal—Leo Burnett, Inc., 6 60, 20 Procter & Gamble—Gleem Toothpaste— Compton Advertising 4 45, 60 Fransfilm. Inc., 35 West 45th Street, New York R. J. Reynolds Tobacco—Camels and Winstons— William Esty 5 20, 60 Bavarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Fector & Gamble—Ivory Snow—Benton & Bowles. 3 60 Frocter & Gamble—Ivory Snow—Benton & Bowles. 3 60 Froductions of America. 670 Fifth Avenue, New York | Kelloge (Superman, Wild Bill Hickok)-Kellogg | | | |
| Color-Tone Shampoo—Ogilvy, Benson & Mather 2 | Halan Rubinstein- | | | |
| Ford Motor Co. (Producer's Showcase)—Farm Implements—Kenyon & Eckhardt 120 | Color-Tone Shampoo-Ogilvy, Benson & Mather | 2 | | erend. |
| Campbell Soup (Dear Phoebe)—Franco American Spaghetti—Ogilvy, Benson & Mather 2 20 RCA (Producti's Showcase)—Hi-Fi Sets— Kenyon & Eckhardt 2 60, 50 L Pond's (Pond's Theater)—J. Walter Thompson 6 120 Jim Clinton—Chain Stores—M. Weinberg 9 20 Jim Clinton—Chain Stores—M. Weinberg 9 20 Ray Pathn Productions. 6650 Sunset Boulevard, Los Angeles 28 Richard's Drive-In Restaurants—Restaurants— W. B. Doner & Co. 2 60, 20 Goebel Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20 National Brewing Co.—Beer—W. B. Doner & Co 6 60, 20 Hudepohl Brewing Co.—Beer— Guild, Bascom & Burkhart 1 20 Ralston-Purina Co.—Breakfast Cereal— Guild, Bascom & Bonfigli 2 30 Richfield Gasoline—Gasoline—Hixson & Jorgensen 2 20, 10 Screen Gems. Inc 233 West 49th Street, New York Ford—J. Walter Thompson 150 Studio City Television Productions, 4020 Carpenter Street, North Hollywood General Cigar Co.—Robert Burns Cigars— Young & Rubicam 3 60 Kellogg Co.—Special "K" Cereal—Leo Burnett, Inc 6 60, 20 Procter & Gamble—Gleem Toothpaste— Compton Advertising 4 45, 60 Fransfilm. Inc 35 West 45th Street, New York R. J. Reynolds Tobacco—Camels and Winstons— William Esty Bavarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 F The Dow Chemical Co. (Medic)—Saran Wrap— Procter & Gamble—Ivory Snow—Benton & Bowles 3 60 L P. Lorillard Co. (Herb Shriner)—Old Gold Cigarettes—Lennen & New York United Productions of America, 670 Fifth Avenue, New York | e Chandrage's Changeness. Enem | | | |
| RCA (Producer's Showcase)—Hi-Fi Sets— Kenyon & Eckhardt 2 | Campbell Soun (Dear Phoebe)—Franco | | | |
| Pond's (Pond's Theater)—J. Walter Thompson | PCA (Product's Showcase)—Hi-Fi Sets— | | | |
| Jim Clinton—Chain Stores—M. Weinberg 9 Ray Pathn Productions, 6659 Sunset Boulevard, Los Angeles 28 Richard's Drive-In Restaurants— W. B. Doner & Co. 2 60, 20 Goebel Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20 National Brewing Co.—Beer—W. B. Doner & Co 6 60, 20 Hudepohl Brewing Co.—Beer—W. B. Doner & Co 6 60, 20 Hudepohl Brewing Co.—Beer— Stockton, West, Burkhart 1 20 Ralston-Purina Co.—Breakfast Cereal— Guild, Bascom & Bonfigli 2 30 Richfield Gasoline—Gasoline—Hixson & Jorgensen. 2 20, 10 Screen Gems. Inc 233 West 49th Street, New York Ford—J. Walter Thompson 1 150 Studio City Television Productions, 4028 Carpenter Street, North Hollywood General Cigar Co.—Robert Burns Cigars— Young & Rubicam 3 60 Kellogg Co.—Special "K" Cereal—Leo Burnett, Inc 6 60, 20 Procter & Gamble—Gleem Toothpaste— Compton Advertising 4 45, 60 Fransfilm. Inc., 35 West 45th Street, New York R. J. Reynolds Tobacco—Camels and Winstons— William Esty 5 20, 60 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 | Pond's (Pond's Theater)-J. Walter Thompson | . 6 | 120 | 1 |
| Richard's Drive-In Restaurants—Restaurants— W. B. Doner & Co. 2 | Im Clinton-Chain Stores-M. Weinberg | . 9 | 20 | |
| Goebel Brewing Co.—Beer—Campbell-Ewald Co 7 60, 20 National Brewing Co.—Beer—W. B. Doner & Co 6 60, 20 Hudepohl Brewing Co.—Beer—Stockton, West, Burkhart 1 20 Stockton, West, Burkhart 1 20 Raiston-Purina Co.—Breakfast Cereal—Guild, Bascom & Bonfigli 2 30 30 Richfield Gasoline—Gasoline—Hixson & Jorgensen 2 20, 10 Screen Gems. Inc., 233 West 49th Street, New York Ford—J. Walter Thompson 1 150 Studio City Television Productions, 4020 Carpenter Street, North Hollywood General Cigar Co.—Robert Burns Cigars—Young & Rubicam 3 60 Kellogg Co.—Special "K" Cereal—Leo Burnett, Inc., 6 60, 20 Procter & Gamble—Gleem Toothpaste—Compton Advertising 4 45, 60 Compton Advertising 4 45, 60 Fransfilm, Inc., 35 West 45th Street, New York R. J. Reynolds Tobacco—Camels and Winstons—William Esty 5 20, 60 Favarian Brewing Co.—Bavarian Old Style Beer—Peck-Heekin 1 10 Favarian Brewing Co.—Bavarian Old Style Beer—Peck-Heekin 1 10 Favarian Co. (Medic)—Saran Wrap—McManus, John 5 120, 60 P. Lorillard Co. (Herb Shriner)—Old Gold Cigarettes—Lennen & Newell 1 60 United Productions of America, 670 Fifth Avenue, New York | Dishard's Drive-In Restaurants-Restaurants- | | | 000.00 0 |
| Raiston-Purina Co.—Breakfast Cereal— Guild, Bascom & Bonfigli 2 30. Richfield Gasoline—Gasoline—Hixson & Jorgensen. 2 20, 10. Screen Gems. Inc., 233 West 49th Street, New York Ford—J. Walter Thompson 1 150. Studio City Television Productions, 4020 Carpenter Street, North Hollywood General Cigar Co.—Robert Burns Cigars— Young & Rubicam 3 60. Kellogg Co.—Special "K" Cereal—Leo Burnett, Inc., 6 60, 20. Procter & Gamble—Gleem Toothpaste— Compton Advertising 4 45, 60. Fransfilm. Inc., 35 West 45th Street, New York R. J. Reynolds Tobacco—Camels and Winstons— William Esty 5 20, 60. Favarian Brewing Co.—Bavarian Old Style Beer— Peck-Heekin 1 10. F The Dow Chemical Co. (Medic)—Saran Wrap— McManus, John 5 120, 60. Procter & Gamble—Ivory Snow—Benton & Bowles. 3 60. L. P. Lorillard Co. (Herb Shriner)—Old Gold Cigarettes—Lennen & Newell 1 60. United Productions of America, 670 Fifth Avenue, New York | Goebel Brewing CoBeer-Campbell-Ewald Co | . 7 | | |
| Raiston-Purina Co.—Breakfast Cereal— Guild, Bascom & Bonfigli 2 | Hudepohl Brewing Co.—Beer— | | | |
| Richfield Gasoline—Gasoline—Hixson & Jorgensen. 2 | Pulson Purion Co Breakfast Cereal- | | | |
| Ford—J. Walter Thompson Studio City Television Productions, 4020 Carpenter Street, North Hollywood General Cigar Co.—Robert Burns Cigars— Young & Rubicam 3 | Richfield Gasoline-Gasoline-Hixson & Jorgensen. | 2 | 20, 10 | |
| General Cigar Co.—Robert Burns Cigars— Young & Rubicam 3 | Ford-I Walter Thompson | . 1 | North Holland | 1 |
| Young & Rubicam 3 | General Circa Co - Robert Burns Cigars- | et, | North Fibilywood | |
| Procter & Gamble—Gleem Toothpaste— Compton Advertising 4 | Young & Rubican Kellogg Co.—Special "K" Cereal—Leo Burnett, Inc. | 6 | | L |
| Fransfilm. Inc., 35 West 45th Street, New York R. J. Reynolds Tobacco—Camels and Winstons— William Esty 5 | Procter & Gamble—Gleem Toothpaste— Compton Advertising | | | |
| William Esty 5 | Transfilm, Inc., 35 West 45th Street, New York | | | |
| Peck-Heekin 1 | William Esty | | | |
| McManus, John 5 | Peck-Heekir | 1 | 10 | F, . |
| P. Lorillard Co. (Herb Shriner)—Old Gold Cigarettes—Lennen & Newell 1 | McManus, John | | | |
| United Productions of America, 670 Fifth Avenue, New York | P. Lorillard Co. (Herb Shriner)-Old Gold | | | 10 |
| General Foods-Jell-O-Young & Rubicam 360, 30, 20 | United Productions of America, 670 Fifth Avenue, New | W Y | ork | |

General Foods-Jell-O-Young & Rubicam...... 360, 30, 20....... S Jergen's-Woodbury Soap-Robert Orr 2 60......... S

Elgin Watch Co.-Watches-Young & Rubicam.... 1 20

Benton & Bowles 3F

Young & Rubicam-- 20...... S

Continental Oil Co .- Conoco Gas-

General Foods-Swansdown Cake Mix-

Phillips Petroleum Co.-Flite Fuel-

50 MINUTES FOR \$7,500

Electronicam Shaves Costs on Big Skeds

one or two commercials or other Electronicam work. small jobs, the system doesn't really pay. But, on the other hand, in commercials for four advertisers, continuous production of a half- including Ronson thru the William hour program series, Electronicam Weintraub agency. It has shot one can mean a saving of 50 per cent episode of its own "Life Begins at compared with the cost for conven- 80," and will begin networking the tional filming.

far as cost is concerned, is its speed, stanzas. compared with the cost for con-

ventional filming.

amount of footage than is possible a half hour. It also made a pilot in direct filming.

production and facilities rate card series will be shot on a schedule of for the system. But it has esti- two half-hour stanzas a day. mated the below-the-line cost in a variety of production requirements.

show, the estimated Electronicam cost was \$7,500. It was a show requiring 31 different takes. Shooting was completed in one 12-hour day. By conventional Hollywood Hollywood wood man, estimated it would have taken eight days to shoot.

Week's Programming

For a quarter-hour soap opera strip, the estimated Electronicam cost was \$6,000 to \$,500 for 50 minutes of film to be shot in one 10-hour day. The 50 minutes constituted sufficient footage for five different episodes, or one week's programming.

The producer of this soap opera also obtained estimates from three different film studios. Their estimates for 50 minutes' worth of production ranged from a low of \$15,000 to a high of \$18,500. Further, the film studios estimated that the 50 minutes would take more than one day's shooting.

Du Mont gave essentially the same estimate (\$6,000 to \$7,500 for 50 minutes in one day's shooting) to a group interested in producing a five-minute series. Under the recommended shooting schedule, they would produce 10 episodes a day, meaning that would complete a full year's production in four days.

Mont has come up with the following graduated scale of estimates: Three spots-\$3,600 or \$1,200 per spot; six spots-\$4,200 or \$700 per spot; 12 spots-\$4,800 or \$400 per spot.

The conventional cost yardstick for filming live-action commercials is \$60 per second, or \$3,600 for a one-minute spot.

setting and striking, one camera rehearsal and processing as far as the answer print. They do not include any above-the-line costs, which cover the creative work, including talent.

21-Man Crew

Du Mont uses a crew of 21 men in its Electronicam production. This is a somewhat larger crew than usually used in conventional film production. But, since they are actually live TV men, their rates be averse to a national deal on the tend to be lower. However, this week Du Mont named a top film camerman to the post of director of photography on the Electronicam crew. He is Douglas Downs, for 11 years with "March of Time" and Frank Capra's cameraman on the filming of Army training shows already been aired in some marduring the war.



NEW YORK, June 4.-After a | Du Mont now has six 16-mm. month's production experience with Electronicam cameras working at its Electronicam (simultaneous live its Tele-Center here. It will install and film shooting), Du Mont has its first 35-mm. Electronicam in the found that the savings in cost are middle of July. It has available only realized on large orders. For studios 1, 2 and the big 5 for

It has so far made a series of show by this system when it has The advantage of the system, as accumulated a backlog of filmed

For outside producers it has made two pilots, each shot in one The advantage of the system, the day. One of them involved 50 same overhead and man-hours can minutes of production, which be written off to a far greater was subsequently edited down to Du Mont is not publishing a complete series for TV. This

Fabulous 40

NEW YORK, June 4.-Sales of National Telefilm Associates' new "Fabulous Forty" feature package hit the nine-city mark with three more station deals made this week. The firm reports it has grossed close to \$736,000 on the package thus far.

The stations picking up the bundle this week were WPTZ, Philadelphia; WJAR-TV, Providence, and KGGM - TV, Albuquerque, N. M.

NTA is reportedly negotiating with Schlitz Beer for sale of the features in Milwaukee.

The firm also this week sold four of its half-hour shows to WTOP-TV, Washington. They are "Orient Express," "China Smith," "Police Call" and "New Adventures of China Smith."

For 60-second commercials, Du NTA Adds 2

NEW YORK, June 4.-National Telefilm Associates added two more properties to its roster this week, one of them a new, first run, half-hour dramatic anthology All of these estimates include series being produced in England by Harry Alan Towers, who is also turning out "Scarlet Pimpernel" for

Official Films. The new Towers of London production, titled "Theater," will consist of dramatizations of short stories or portions of novels famous as literary classics. It will feature top British and American acting talent. The show reportedly is budgeted for \$20,000 per episode. There are already 13 episodes in the can.

NTA, it's understood, would not property. If it doesn't close one, however, the series will be syndicated.

The second property the firm acquired is "Etiquette," a series of 39 five-minute episodes starring Amy Vanderbilt. The show has kets. It was produced by United Features Television.

'Playhouse' Exec Post to Sterling

HOLLYWOOD, June 4.-Hal Roach Jr., has appointed William Sterling as production co-ordinator of the "Screen Director's Playhouse" series which goes on the air for Eastman Kodak this fall. Sterling, formerly with CBS, officially begins his duties Monday (6).

Movies Not to Blame for Tight Coin, Rough for Them, Too, Says Gordon

film field.

This is the thinking of Milton head as rigidly as TV requires. Gordon, president of Television | However, Gordon is aware that Programs of America. Gordon is the majors motives in getting into probably in a good position to TV are probably not primarily to evaluate the majors against the es- get direct revenue. This is evident tablished TV film outfits, since be- from the fact that they have sold fore getting into TV film himself and are offering shows at a conwith the formation of TPA 20 siderable differential. months ago he was one of the big financial brains in motion pictures possible motives in their getting as vice-president of the Walter into TV. The first is to get that Heller banking firm.

The first difficulty the majors will have in TV film production will be in budgeting as it applies to overhead costs, Gordon believes.

Two Types

In TV there are two types of film producers. There is the complete independent who has no real overhead until he actually goes of prospective clients that will tol-

jors themselves are not going to The motion picture majors, as have it all easy plowing in the TV Gordon knows them, are not accustomed to controlling their over-

As Gordon sees it there are two potent TV promotion for their theatrical releases. The second possibly is to pave the way, quietly for putting their features into TV distribution.

In both these aims, Gordon sees stumbling blocks.

Sponsor Limits

Gordon believes that the number

NEW YORK, June 4. - First into production. Only then does he erate having the producer of their money for TV film production is hire studio, crew and talent. Then show act, in effect, as a participatharder to raise than ever. But there are those that operate on a ing sponsor is limited. The fact don't balme this on the Hollywood continuing basis, such as TPA, Ziv- that leads him to this thought is motion picture majors. Over the TV and Hal Roach Jr. These firms that however large a financial diflong haul the competition of the are experts at spreading their op- ferential these major producers majors will very likely force some erating overhead thin so that the take-in return for a healthy share of the inefficient operatives out of cost of each individual production of time to plug themselves-it never TV film production. But the ma- is kept within sponsorable limits, approaches the time and program cost being shelled out by each of the real sponsors.

Further, as a distributor Gordon has many times discussed with clients packages that would involve tie-ins with other media such as magazines, which would thus get free TV promotion. He found a great deal of resistance to such deals.

On the second possible motive, Gordon feels that however much their TV production encourages the majors to put their features into TV, a sell-out of the TV rights to their huge catalogs is virtually im-possible financially. With the huge down payment required and the limited short term return that can be expected from TV, such a deal is for all intents and purposes unbankable.

Gordon further believes that the (Continued on page 12)

BILLBOARD

May 28, 1955

Tense Drama Marks "Cavalcade" Preview

Cavalcade of America (TV Film)

"Cavalcade of America," which next season is switching its emphasis (and perhaps its title) from the historical to the contemporary, unveiled a show this week that can be considered a preview of what it plans to offer under its new format.

If the writers and production boys who create the series can maintain the high level of work exemplified in "Six Hours to Deadline," then Du Pont will have a show next season that will rank with the best half-hour drama series on the air. For the episode reviewed was more human and, in its own way, more suspenseful a piece of dramatic creation than usually graces the TV screen in half-hour form.

Shying away from the glamorized picture of working newspapermen usually presented on TV, "Cavaleade" told a story in realistic and human terms of a dilemma that a managing editor of a medium-sized city newspaper faces and finally resolves. It's the dilemma of whether to print a news story that may hurt an innocent and respected citizen of the community or to kill the story. He finally decides to print the story, but not until the TV audience is made to share with him the conflict that sways him from one decision to the other.

Of more importance than the plot is the fact that scriptwriter Larry Marcus created characters who are alive and not merely mouthpieces of a script. This is the basic difference between writing a good drama and writing plot.

"Six Hours to Deadline" was an excellent drama. And it was sensitively acted by John McIntire as the managing editor, King Donovan, Will Wright, Sara Haden, Forrest Taylor and others. Producerdirector Jack Denove deserves a large share of credit for a job well done .- Jack Singer.

TO:

John McIntire, King Donovan, Will Wright and the others in the cost; to Ernst Fegte, Kenny Walters, Fred Gately, Kenny Walton, Joe Dimmitt, George Wittlinger, Ted Coodley, Johnny Link, Josef Zimanich, Del Nodine, Orlan French, Doris Miller, Ed Chandler, Harold Hume, Ann Fairleigh, Eddie Rhine, my brother Dick, the girls in the office, the boys in the backlot, to these and to many others, and especially to Larry Marcus . . . thanks for the pooling of talent and effort that makes review after review like the one above possible.



74. Sports on Parade (T-7:45), Sterling.....0.3-

74. Fulton Lewis Jr. (M-7:15),

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

Rank

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

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

5. I've Got a Secret, WBBM......37.7

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

| Rank | | |
|-------|--------------|--|
| Among | | |
| Films | Title (Type) | |

ARB Rating S and Distributor

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.

| Station, | Day, | Time | Top | Opposition | å | Rati |
|----------|------|------|-----|------------|---|------|
| | | | | | | |

9. Two for the Money, WBBM......34.2

Royal Crown Cola..... 0.4

| CHICAGO | 4 STATIONS |
|---------|---|
| | OR TEN LOCALLY BATER BROCKANG OF LABOUR NO. NO. NO. |

| TOP TEN LOCALLY RATED PRO | GRAMS (* Indicates Non-Network) |
|--------------------------------|---------------------------------|
| 1. I Love Lucy, WBBM48.8 | 6. December Bride, WBBM35.9 |
| 2. This Is Your Life, WNBQ45.9 | 7. Person to Person, WBBM35.5 |
| 3. Your Hit Parade, WNBQ42.8 | 8. Stage Show, WBBM35.2 |
| 4. Toast of the Town, WBBM38.2 | 9. What's My Line? WBBM34.2 |

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

| 2. Science Fiction Theater (Adv.), Ziv | . WMBQ—S, 10:00-10:30 Pee Wee King, 10.7 . WNBQ—S, 10:30-11:00 Pee Wee King, 9.8 . WBKB—F, 9:30-10:00 Person to Person, 35.5 . WGN—W, 9:30-10:00 Big Town, 23.2 . WBKB—Su, 1:30-2:00 Baseball, 20.5 . WBKB—Su, 2:00-2:30 Baseball, 23.4 . WGN—T, 8:30-9:00 Red Skelton, 20.9 . WBKB—Su, 2:30-3:00 Baseball, 24.8 . WNBQ—M, 9:30-10:00 Studio One, 33.8 . WGN—T, 8:00-8:30 Fireside Theater, 15.6 |
|---|--|
| 11. The Visitor (Th-10:00), NBC 9.8 | 32. Joe Palooka (T-10:30), Guild 4.1 |
| 11. I Led Three Lives (T-9:30), Ziv 9.8 | 33. Hopalong Cassidy (S-6:00). NBC 3.9 |
| 13. Superman (S-5:00), Flamingo 9.4 | 33. Little Rascals (Su-3:30), Interstate 3.9 |
| 14. Heart of the City (M-10:00), MCA-TV 8.8 | 35. Range Rider (Su-12:00 noon). CBS 3.5 |
| 15. Stories of the Century (F-9:00), Hollywood TV Serv 8.4 | 35. Cisco Kid (S-4:00), Ziv 3.5 |
| Hollywood TV Serv. , 8.4 | 37. †Soldiers of Fortune (Th-7:00), Seven-Up. 3.1 |
| 15. Gene Autry (M-F-5:30), CBS 8.4 | 37. Meet Corliss Archer (Th-9:00), Ziv 3.1 |
| 17. Life of Riley (T-9:00), NBC 7.8 | 37. Buffalo Bill Jr. (S-4:30), CBS 3.1 |
| 18. Ramar of the Jungle (S-12:30), TPA 7.4 | 40. Little Rascals (M-F-4:30). Interstate 2.9 |
| 19. Famous Playhouse (Th-9:30), MCA-TV 6.8 | 41. Follow That Man (S-11:30), MCA-TV 2.7 |
| 20. Championship Bowling (M-7:00), | 41. Life With Elizabeth (Su-5:30), Guild 2.7 |
| Walt Schwimmer 6.6 | 41 Walt's Workshop (F-7:30), |
| 21. Range Rider (M-F-5:00), CBS 6.4 | Walt Schwimmer 2.7 |
| 22. Inner Sanctum (Th-9:30), NBC 5.9 | 44. Paris Precinct (T-7:00). UM&M 2.3 |
| 22. Cisco Kid (Su-5:00), Ziv 5.9 | 44. Adventures of Danny Dec (S-11:30 a.m.), |
| 24. Sherlock Holmes (Th-8:30), UM&M 5.7 | Sportsvision 2.3 |
| 25. Curtain Call (Th-10:30), MCA-TV 5.5 | 46. Big Game Hunt (S-10:00 a.m.), |
| 26. My Hero (Th-10:30), Official 5.1 | Explore's TV 16 |
| 27. Ramar of the Jungle (Su-12:00 noon), | 47. Cowboy G-Men (Su-12:30). Flamingo 1.4 |
| TPA 4.9 | 48. Fulton Lewis Jr. (Su-9:45 a.m.), |
| 28. Roller Derby (W-8:00), NTA 4.8 | Gen'l. Teleradio 1.2 |
| 29. Rocky Jones, Space Ranger (\$-5:30), | 48. Call the Play (Su-10:30), Station Distrib 1.2 |
| MCA-TV 4.7 | 50. This Is the Story (W-10:30), Sterling 1,0 |
| 30. Mr. and Mrs. North (Su-9:00), ATPS 4.5 | 51. This Is the Story (S-5:00), Sterling 0.8 |
| 30. How Does Your Garden Grow? (Su-1:00), | 52. †Ames Bros. (Su-10:15). |

| | TOP T | EN LOCALLY | RATED PROC | GRAMS (* | Indicates | Non-Network) | |
|--------------------|-------|---------------------|------------|----------|-----------|--------------|--|
| | | | | | | | |
| age of the same of | 44. | Arm a principal più | | | | 401000 | |

| 1. Toast of the Town, WCBS53.7 | 6. Person to Person, WCBS34.0 |
|--------------------------------|-----------------------------------|
| 2. You Bet Your Life, WRCA40.2 | 7. What's My Line? WCBS31.5 |
| 3 Jack Benny, WCBS | 8. Climax, WCBS31.3 |
| 4. Stage Show, WCBS35.9 | 9. Max Liebman Presents, WRCA30.5 |
| 5. I Love Lucy, WCBS34.9 | 10. I've Got a Secret, WCBS30.0 |
| 1466 | |

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

| Among | | RB ing | Station, Day, Time Top Opposition | & Rating |
|-----------|--|-----------|--|---|
| | Science Fiction Theater (F-7:00), Ziv. | | | |
| | Annie Oakley (S-4:30), CBS | | | |
| | Little Rascals (S-6:30), Interstate | | | |
| | Meet Corliss Arches (T-7:00), Ziv | | | |
| 1 TV 10 A | Fabian of Scotland Yard (W-7:00), | | 49. Crown Theater (S-8:00), CBS | |
| 200 | Telefilm | . 4 | | |
| 22 | . Heart of the City (F-9:30), MCA-TV. | | | |
| | Secret File, USA (F-8:00), Official | | | |
| | Liberace (M-F-6:30), Guild | | | |
| | Paris Precinct (Su-10:30), UM&M | | [6] 대한 대 [10] | |
| | Eddie Cantor (M-10:00), Ziv | | | 0.9 |
| | Your All Star Theater (M-F-11:00), | 25505 | 58. Story Theater (Th-8:00), Ziv | |
| 1270 | Screen Gems | 3 | 0.0 58. Hopalong Cassidy (S-3:00), NBC | 0.8 |
| 29 | Joe Palooka (S-7:30), Guild | 3 | .0 58. Cisco Kid (S-6:30), Ziv | 0.8 |
| | Life With Elizabeth (M-7:30), Guild. | | | 0.6 |
| 31 | . Life With Elizabeth (F-7:30), Guild | 2 | | 0.6 |
| 33 | . Inner Sanctum (F-9:30), NBC | 2 | 2.7 61. Movie Museum (M-T-W-7:00), Sterli | |
| | tDeath Valley Days (F.S.30) | | 61 Fulton Lewis Ir (S-7:15), Gen'l Te | leradio 0.6 |
| -1414 | Pacific Borax | 2 | 2.7 65. Old American Barn Dance (S-9:30), | 001000000000000000000000000000000000000 |
| 35 | . Inspector Mark Saber (Su-8:00), | | Kling | 0.5 |
| | Thompson Koch | 2 | 2.4 66. Liberace (M-F-11:00), Guild | 0.4 |
| 36 | . Top Secret (Su-12:15), Flamingo | 2 | 2.1 67. Heart of the City (Su-7:00). MCA-7 | |
| | . I Led Three Lives (S-5:00), Ziv | | 2.1 67. Conrad Nagel Theater (Su-7:30), C | juild 0.3 |
| | . Foreign Intrigue (S-10:30). Official | | 2.1 67. Crown Theater (M-9:00), CBS | 0.3 |
| | . Hopalong Cassidy (M-F-4:45). NBC | | 2.0 67. China Smith (W-7:30), NTA | 0.3 |
| | . Terry and the Pirates (S-7:00), Official | | | 1-1 V U.J |
| | . Story Theater (Su-5:00), Ziv | | | 0.3 |
| | . Foreign Intrigue (Su-8:30), Official | | 1.7 73. Cowboy G-Men (Su-7:00), Flamin | go 0.2 |
| 43 | . Badge 714 (F-9:00), NBC | 1 | 1.5 74. Crown Theater (Su-8:00), CBS | 0.3- |

May

DETROIT 4 STATIONS TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network) 6. Toast of the Town, WJBK......33.7 7. Max Liebman Presents, WWJ...........33.3 2. I Love Lucy, WJBK......38.8 8. December Bride, WJBK......31.0 3. This Is Your Life, WWJ......37.9

43. Biff Baker, U.S.A. (W-10:30), MCA-TV. 1.5 74. Boss Lady (Th-8:30), M & A Alexander . 0.3-

43. Renfrew of the Mounted (Su-12:00 noon),

5. Your Hit Parade, WWJ......34.3

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

| 2. Mr. District Attorney (Mys.), Ziv | WJ-Su, 10:00-10:30Bandstand Revue. 2.6 WJBK-W. 9:30-10:00Best of Broadway. 20.1 WJBK-F, 9:30-10:00Jumbo Theater. 7. |
|---|--|
| 1. †Soldiers of Fortune (Adv.), Seven-Up17.0 | WWJ-S, 10:00-10:30Big Town, 13.7 |
| 5. Waterfront (Adv.), MCA-TV17. | WXYZ-T, 10:00-10:30 |
| 6. Passport to Danger (Adv.), ABC | WWJ-Su, 10:00-10:30 |
| 7. Amos 'n' Andy (Comedy), CBS | WJBK-W, 10:00-10:30Amos 'n' Andy, 14.5 |
| O Cisen Kid (West). Ziv 12.5 | WXYZ-Th. 7:00-7:30You Bet Your Life, 24 |
| 0. Man Behind the Badge (Mys.), MCA-TV12, | WXYZ—Th, 7:00-7:30You Bet Your Life, 24 WJBK—S, 9:30-10:00Hit Parade, 34 |
| 11. Star and Story (Su-9:30), Official11.4 | |
| 12. Liberace (Th-10:30), Guild10.4 | |
| 12. Sherlock Holmes (F-10:30), UM&M10.6 | MCA 3.9 |
| 14. Mayor of the Town (M-10:00). MCA-TV 10. | . I 46 lungle (145 All) Radio and IV |
| 15. Annie Oakley (Su-3:30), CBS 9.1 | Packagers |
| 16. †Death Valley Days (T-10:00), | 46. Johnny Jupiter (S-4:30), Associated Artists& 3.7 |
| 16. †Death Valley Days (T-10:00), Pacific Borax 8. | 47. Mr. and Mrs. North (Su-6:00), ATPS& 3.5 |
| 17. The Whistler (F-10:30), CBS 8. | 47 Abbott and Costello (T-6:30) MCA-TV 3.5 |
| 18. City Detective (T-10:30), MCA-TV& 8. | 47 Laurel and Hardy (T.S.30) Governors 3.5 |
| 19. Favorite Story (Th-9:30), Ziv | 50 Pentrew of the Mounted (\$4:30) |
| Guy Lombardo (T-9:30), MCA-TV& 7. Secret File, U.S.A. (M-9:30), Official 7. | A LOUI DOMINIA I LANGUAGE LICENTE CONTROL CONT |
| 22. Little Rascals (M-F-6:15), Interstate 7. | 31. Heart of the City (M-10.50), MCH-1 V. ICC 511 |
| 23 Championship Rowling (S-11:00). | See Telly and the Endles (19-1-5-19), |
| Walt Schwimmer | Official |
| 24. Little Rascals (Su-12:00 noon), Interstate 6. | 54. Bandstand Revue (Su-10:00), Paramount. 2.6 |
| 24. My Hero (Su-3:00), Official 6. | 7 55. Follow That Man (Su-10:30), MCA-TV. & 2.4 |
| 24. Superman (W-5:30), Flamingo 6. | |
| 27. Inspector Mark Saber (Th-10:00), Koch 6. | |
| 27. Dangerous Assignment (F-10:30), NBC. & 6. | |
| 29. Laurel and Hardy (Su-2:30). Governor 6. | 56. Beulah (M-F-12:30), Flamingo 2.0 |
| Buffalo Bill Jr. (Su-10:30 a.m.), CBS 5. Science Fiction Theater (Th-9:30), Ziv 5. | 7 60, Yesterday's Newsreel (S-F-10:15), Ziv. & 1.8 60, Hollywood Off-Beat (Su-11:30), MCA-TV, 1.8 |
| 31. Police Call (T-10:30). NTA 5. | 62. Captain Z-ro (Su-12:00 noon), Atlas& 1.6 |
| 31. Movie Museum (M-10:30). Sterling 5. | |
| 34. Cowboy G-Men (Su-1:30). Flamingo 5. | |
| 34. The Unexpected (Th-10:30), Ziv & 5. | 3 62. Boston Blackie (F-6:30), Ziv 1.6 |
| 36. Wild Bill Hickok (S-3:45), Flamingo & 4. | |
| 37. Wild Bill Hickok (M-5:30), Flamingo 4. | 7 64. China Smith (W-10:30), NTA 0.8 |
| 37. Range Rider (M-6:00), CBS & 4. | 7 64. Paris Precinct (Su-7:00), UM&M 0.8 |
| Conrad Nagel Theater (T-10:30). Guild 4. Paris Precinct (W-10:00). UM&M 4. | |
| 41. Colonel March (Su-10:30), Official 4. | |
| 42. Meet Corliss Archer (Su-6:00), Ziv 3. | |
| 42. Little Show (Th-11:15), Sterling 3. | 9 68. Story Theater (Th-7:30), Ziv |

Movie Ratings

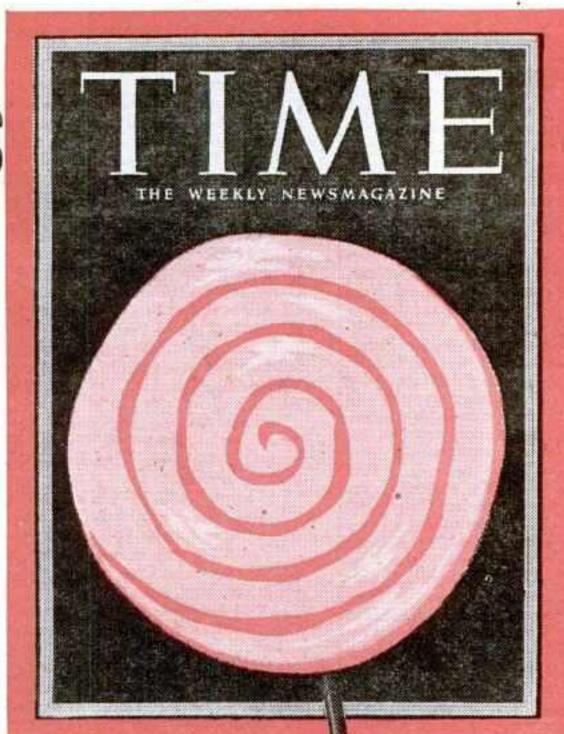
Continued from page 7

| COLUMBUS, O. | |
|--|-----------------------------|
| Tuesday, March | |
| | .9 O'CLOCK THEATER27.5 |
| WBNS-TV | |
| | I Led Three Lives |
| | Danger |
| WLW-C | .Fireside Theater |
| | Circle Theater |
| | Truth or Consequences21.1 |
| DENVER | |
| | ary 7, 10-11:45 p.m. |
| | .MILE HI THEATER15.0 |
| KFEL-TV | .Jeffrey Jones 6.9 |
| KLZ-TV | . Channel 7 Reporting |
| | Late Show |
| KOA-TV | .Academy Theater12.1 |
| DETROIT | |
| 16000 - 1600 - | ry 7, 7:30-9 p.m. |
| | .MILLION DOLLAR MOVIE 9.4 |
| WIRK-TV | CBS News, Perry Como |
| 11,101 | Burns and Allen |
| | Godfrey's Talent Scouts22.9 |
| WWI-TV | Toni Martin, News |
| | Caravan, |
| | Producers Showcase18.4 |
| WXYZ-TV | Name's the Same |
| | TV Reader's Digest |
| | Voice of Firestone 9.3 |
| HOUSTON | |
| Sunday, February | y 6, 1-2:45 p.m. |
| KPRC-TV | . MILLION DOLLAR MOVIE 21.3 |
| KGUL-TV | |
| | Sunday Feature Theater 8.9 |
| | |

| KTRKSunday School |
|--|
| Color Caravan |
| Science Review 1.4 |
| KANSAS CITY, MO. |
| Sunday, January 9, 2-3:45 p.m. |
| KCMO-TV MILLION DOLLAR MOVIE 15.6 |
| KMBC-TV Meet the Senators |
| Adventure |
| American Week |
| 3/#7/#5/#5/#5/#5/#5/#5/#5/#5/#5/#5/#5/#5/#5/ |
| The Search 6.7 |
| WDAF-TV Juvenile Jury |
| American Forum |
| People Are Funny |
| Zoo Parade 9.2 |
| MEMPHIS |
| Saturday, February 5, 9:30-11 p.m. |
| WHBQ-TV MILLION DOLLAR MOVIE 20.2 |
| WMCTYour Hit Parade |
| City Detective |
| The Vise |
| MINNEAPOLIS-ST. PAUL |
| |
| Sunday, 9:30-11 p.m. |
| WCCO-TVMASTERPIECE THEATER 24.8 |
| KEYD-TV Theater of Stars, Newstime, |
| Weather, Sports 3.5 |
| KSTP-TV Sherlock Holmes |
| Today's Headlines |
| Man Who Was There |
| It's a Great Life 14.2 |
| WMIN-TV Red Owl Theater, Weather |
| Theater Date 4.8 |
| NASHVILLE |
| Sunday, November 7, 9:30-11:30 p.m. |
| |
| WSM-TVMOVIETIME25.1 |
| WLAC-TV What's My Line?, News |
| Front Page Detective13.2 |
| WSIX-TV Sunday Theater 6.8 |

| NEW YORK | | |
|-----------------------|----------------------------------|-------|
| Tuesday, March | 1.7:30-9 p.m | |
| WOR-TV | MILLION DOLLAR MOVIE | 9.7 |
| WARC-TV | Cavalcade of America | 9.1 |
| made it i | Cavalcade of Stars | |
| | Twenty Questions | 3.3 |
| WABD | Waterfront | |
| CONTRACTOR CONTRACTOR | Bishop Sheen | |
| | Studio 57 | 5.7 |
| WATY | Mystery Hour | |
| | University, Western | 1 (|
| WCBS-TV | CBS News, Jo Stafford | 1.1 |
| TO SHEW AND DEAD | Life With Father | |
| | Halls of Ivy | 9 |
| WPIX | First Show | 9 |
| | Dinah Shore- | |
| | News Caravan | |
| | Bob Hope | 26 (|
| OMAHA | Loo Hope Williams | |
| | v 9. 10:15-12 p.m. | |
| WOW-TV | y 9, 10:15-12 p.mACADEMY THEATER | 10.0 |
| KMTV | Cattle Capitol | |
| | Elgin Hour | |
| | Late Show | 14. |
| PHOENIX, AR | | 0.35 |
| | ry 3, 9:30-11 p.m. | |
| KVAR-TV | ACADEMY THEATER | 15.9 |
| | Wrestling, News, Sports | 50503 |
| | Starlight Theater | 12. |
| KPHO-TV | Governor McFarland, Fun | |
| | Godfrey Talent Scouts | |
| ¥3 | Movietime | 17. |
| ST. LOUIS | | 388 |
| | iary 5, 9:30-11 p.m. | |
| KWK-TV | FIRST RUN THEATER | 20. |
| | Star and the Story | |
| | Wrestling | 22. |
| WTVI | Basketball, News, Wrestling | 6 |

IT TAKES



TO TELL HOW

The LITTLE RASCALS

RAISE HAVOC WITH RATINGS IN ALL MARKETS!

"Shown six times weekly in halfhour shows over WPIX, they have become the most popular afternoon features for kids in the New York City area . . . 1,500,000 viewers."

"In Hollywood, on one occasion, not even a spectacular could come close to them."



"In St. Louis the Rascals outrate all three competing shows combined."

6

"In Detroit they have an ARB rating of 35.8 against the 2.2 of their closest rivals."

"Surveys show that almost as many adults as children follow the Little Rascals in New York." "The reason why they fascinate a new generation of small fry is to be found in the quality of the Rascals themselves and the brand of mischievous nonsense they generate."

The LITTLE RANCALS

Merstate TELEVISION CORPORATION

NEW YORK: 1560 Broadway Plaza 7-3070

CHICAGO: 1250 S. Wabash 2-7937

HOLLYWOOD: 4376 Sunset Drive NOrmandy 2-9181

BIRMINGHAM: 1719 Stalling Bldg.

DES MOINES: 1115 High 51.

CINCINNATI: 1635 Control Phway.

TV FILM SALES

CBS-TV FILM SALES

THE WHISTLER Signal Oil: KJEO, Fresno, Calif. Sustaining: KLFY, Lafayette, La.

AMOS 'N' ANDY McDuff Hardware and Baltimore Paint and Color Works: WJHB, Jacksonville,

Lafayette Buick: KLFY, Lafayette, La GENE AUTRY

Lafayette Buick: WLFY, Lafayette, La. Consumer Sales: WGTH, Hartford, Conn. Sustaining: WPIX, New York, KOVR, Stockton, Calif.

FILES OF JEFFREY JONES Sustaining: KLFY, Lafayette, La.; KOVR,

Stockton, Calif. LIFE WITH FATHER Sustaining: WPIX, New York; KLFY,

Lafayette, La. ANNIE OAKLEY Sustaining: KLFY, Lafayette, La.

RANGE RIDER Sustaining: WBZ. Boston; KMJ, Fresno; KLFY, Lafayette, La. SAN FRANCISCO BEAT

Sustaining: WPIX, New York CONSOLIDATED TELEVISION SALES

CRUSADER RABBIT Mead Fine Bread: KSSS, Boswell, N. M.

Annual Crops Of Kids Cue Ramar Success

HOLLYWOOD. June 4.—"Ra-mar of the Jungle," TPA-produced vidseries aimed at kids, is on the verge of becoming a sort of classic in its field. The production costs are not particularly high, the program draws steady ratings and seems to be able to continue on indefinitely with a limited number of films.

On one station, KTTV, for instance, the series has been stripped OVERSEAS ADVENTURE five days a week for the past 32 months. With 42 half hours having been filmed, this means that the entire set has been run thru some 12 times, yet the audience has remained constant thruout.

Six of these same half hours have been combined into two separate theatrical features. Two more features are already sitting on the shelf waiting for an opportune time for release. All four of the pix were shot with theatrical release in mind, then chopped up for TV showing.

The versatility of the series is further amplified by the fact that it's already been screened on TV in 15-minute form, with some thought also being given to exhibiting it as a serial in theaters when it has run out its TV value.

Executive producer Leon Fromkess, who says that 26 more half hours of the Jon Hall starrer will be filmed beginning in November, attributes its remarkable staying powers to the fact that a show such year's production. as it can gain an entirely new auset comes along to fill the gap.

FLAMINGO FILMS COWBOY G-MEN

Borden's (Local): WHIZ, Zanesville, O.

GUILD FILMS LOONEY TUNES Sustaining: WCSH, Portland, Me. LIBERACE

David Davies Meat: WHIZ, Zanesville, O. INTERNATIONAL NEWS

SERVICE TELENEWS DAILY NEWS FILM Sustaining: WNAC, Boston; WCSH, Port-

land, Me.; WGTH, Hartford, Conn.; WHBQ. Memphis. THIS WEEK IN SPORTS General Tire & Rubber Dealers: KOTA Rapid City, S. D.

Sustaining: KSWS, Roswell, N. M.: WXEL, Cleveland; WGN, Chicago, INTERSTATE TELEVISION CORP.

LITTLE RASCALS Participating: KONA, Honolulu, Sustaining: KBOT, Boise, Idaho; WSAU, Wausau, Wis.; WKOW, Madison, Wis.; WCBD, Lubbock, Tex.

ETHEL BARRYMORE THEATER Sustaining: WBRE, Wilkes-Barre, Pa. WNDU, South Bend. Ind.; KTTS, Springfield, Mo.; WKBT, La Crosse, AMAZING TALES

HANS CHRISTIAN ANDERSEN Sustaining: WSJV, Elkhart, Ind.; KTTS, Springfield, Mo.; WTVR, Richmond, Va.; WTRF, Wheeling, W. Va.

MCA-TV WATERFRONT White King: KCSJ, Pueblo, Colo. CURTAIN CALL

1st Thrift & Loan Association: KOB Albuquerque, N. M. NBC FILM DIVISION

BADGE 714-A Sustaining: WMBR, Jacksonville, Fla. BADGE 714-B Spearman, Bern & Rudeliff Gravel

WALA, Mobile, Ala. Sustaining: WBRC, Birmingham; KTBS, Shreveport, La. BADGE 714-C Sustaining: KTBS. Shreveport, La. VICTORY AT SEA

Sustaining: KTBS. Shreveport, La.; KBAR, Phoenix, Ariz, HOPALONG CASSIDY-I Hour Sustaining: WSM, Nushville: KTBS, Shreveport, La. HOPALONG CASSIDY-A-B

Sustaining: KTBS, Shreveport, La. OFFICIAL FILMS DATELINE EUROPE Sustaining: WTVD. Durham, N. C.

Sustaining: WTVD, Durham, N. C. TELEVISION PROGRAMS OF AMERICA ELLERY QUEEN

Preston Drug: WJHB, Jacksonville Fla. CAPTAIN GALLANT Gum's Dairy: WSLI, Jackson, Miss. ZIV TELEVISION PROGRAMS

I LED THREE LIVES Phillips 66: WRBL. Columbus, Ga.

'B&A' Renewed By Sponsors

HOLLYWOOD, June 4.—"Burns and Allen" is being renewed by both its sponsors, Carnation Milk and B. F. Goodrich. The it had been more or less accepted fact that the show would continue, it wasn't until late this week that CBS-TV gave the go-ahead signal for next figures in governmental circles. In

the switch from radio to TV.

. MEET CORLISS ARCHER . MR. DISTRIC! ATTORNEY . TIMES SQUARE PLAYHOUSE . YESTERDAY'S NEWSREEL TELEVISION . I LED 3 LIVES . SPORTS ALBUM . FAVORITE STORY . STORY THEATRE . BOSTON BLACKIE . THE LIVING BOOK . THE CISCO KID . YOUR TV THEATRE

MONEY-SAVING SUBSCRIPTION ORDER

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 | 758 |
|-----------------------------|----------|---------------------|--------|
| Name | | | 100 |
| Occupation or Title | | | |
| Company | | | |
| Address | | | |
| City | Zone | State | |
| Send to: The Billboard, 216 | 0 Patter | son St., Cincinnati | 22. 0. |

REVOLVING DOOR

By CHARLOTTE SUMMERS

Herman Rush, vice-president of Official Films, this week became the father of a boy. The new production is named Andrew Rush.... Diane Young, formerly with Art Franklin, Inc., has joined the advertising and promotion department of Screen Gems as a promotion writer.... Newt Mitzman, film producer-director for CBS-TV's "American Week," and Fred Lawrence, camerman with United Television Service, were in San Antonio last week to shoot scenes of shorts-wearing San Antonians.

Paul Kwartin was upped from account exec to promotion director for Associated Artists Productions ... The Senate Juvenile Delinquency Subcommittee will hold hearings in Los Angeles from June 14 to 16. The subject covered will be a study of the movies in connection with the Subcommittee's investigation of mass media and juvenile delinquency. . . . Bob Lewine, ABC-TV's national program director, left for Hollywood Sunday (5) for conferences on "Dateline Disneyland," the hour and one-half program to be tele-cast over ABC-TV, Sunday, July Lewine will return to New York on June 14.

Milton Gordon, Television Programs of America prexy, will fly to London next month and then on to the Continent for a two-month motor trip with his frau.

Storyboard, Klein Snag 8 NYAD Awards

HOLLYWOOD, June 4.-In an unprecedented near sweep Earl Klein and Storyboard, Inc., were selected for eight of the 10 awards being presented by the New York Art Directors' Club for the best television advertising during the past year. The awards are being announced Monday (6).

A total of 170 cartoon films were submitted for the competition, with 10 being selected for prizes. The award-winning commercials produced by Klein are Heinz Worcestershire sauce, the Ford Motorcar Bird, E-Z-Pop popcom, Hills Bros.' coffee, Bank of America home repair, Speedway gaso-line Dry Bones, Fago root beer and Fago black cherry.

Klein has since left Storyboard to form his own company, Anima-

Ben Atlas

Continued from page 1

the music field he was regarded A total of 45 half hours will be thruout the trade as an authority dience every year because as it filmed of the program which was on copyright legislation, both on loses kids one age group another the first situation comedy to make the domestic and international

> at Harvard. He also took extensive post-graduate courses at Syra-

of Public Administration. Surviving him are his wife, Mona; two children, David, nine, and Miriam, three; five brothers, and two sisters.

Funeral services will be held Monday afternoon at Garfield Woodlawn Cemetery.

Tight Coin

Continued from page 9

subsequent syndication potential of sharply limited. After their multiple exposure on the networks, they will probably be salable in the smaller markets. And that's not where the big syndication money lies.

The reason TV film production investments are tighter than ever is not because of the entry of the majors. It's because of the inevitable evolution of the TV film business, Gordon says. The money men and speculators have learned from the deal are "Lucky Nick Cain"

PRODUCTION NOTES

By BOB SPIELMAN

Ivan Tors, producer of Ziv's "Science Fiction Theater," already is at work on a new series to be developed from "Time Is Just a Place," which was one of the "Fiction" segments. Show would be patterned along scientific detection lines. "Fiction" has the most unusual and expensive special effects department in all TV. For one-half hour a sonic broom had to be developed. Government experts who've had some experience in these things provided several dozen mice who continually ran in circles for another show. A Malayan giant lizard, which is one of the last remnants of the dinosaur age, had to be imported for another program. Probably the most difficult task was the creation of a typewriter that could be manipulated by a chimpanzee. All in all, original allocation of \$75,000 for research and development now seems small.

One of the most remarkable jobs of making people aware of a deplorable situation is being done by Hal Roach Jr.'s "Public Defender." Ed Bliss, chief investigator for the Los Angeles PD office, reports that when the program went on the air there were 32 offices in the United States and that now there are 74, nearly all attributable to the TV series.

Academy of Television Arts and Science's Don Defore is helming his own feature film company this summer to produce "Doctor in Buckskin," story of Marcus Whitman, early frontier

Tony Miner is apparently intent on making "Challenge" as controversial a series as "Medic." Pilot of the Ford Foundationbacked series deals with the loyalty oath, lets the viewer draw his own conclusions.

"Lassie" will have a supporting dog in her cast next year, a basset hound named Pokey. It and its owner, Donald Keeler, who'll be known as Porky, will provide comic relief.

TCF-TV Productions, going all out for its GE series next fall, has set "The Late George Apley" as another one of the first pix in the show, according to Executive Producer Michael Kraike.

Bill Rousseau has run into script trouble with his "Point of Crisis" vidseries, but still hopes to be able to roll his pilot this

TPA Executive Producer Leon Fromkess, who says he doesn't believe in trends but that a good show, no matter what, will always be a success, has a situation comedy about two girls called "Leave It to Eve," among new properties he's readying.

Ramona Dietemeyer, the 1955 Mrs. America, is being offered her first acting part in "This Is the Life" by Producer Sam Hersh.

"My Little Margie" star Gale Storm has had three different feelers for new series since "Margie" went off the air, but will probably concentrate on night club appearances and features for a while.

Can; RP Kicks Off 'Trooper'

HOLLYWOOD, June 4.-MCA-TV's telefilm subsidiary, Revue Productions, this week completed work on one pilot, "Starlight," and began filming "State Trooper," a documentary series featuring Rod Cameron.

Altho the pilot of "Trooper" began rolling at Republic Studios only this week, it's understood that several other scripts are in the works and that the series is being readied for syndication as a replacement "City Detective," in which Cameron presently is starred.

"Starlight," which features Peter Votrain, is a juvenile horse opera and is aimed at the kiddie market.

Thinking behind - Cameron's placement in "Trooper" is to give a syndicated sponsor the benefit He attended Syracuse University of the popularity a star has built and later acquired his B.A. degree up in one series, and at the same time permit the program to be placed in its second run under the cuse University's Maxwell School old title. MCA-TV is reportedly hoping that it can induce Falstaff, which sponsors "Detective" in close to 100 markets, to pick up the first runs of "Trooper" while the agency begins peddling second runs of "Detective" to other advertisers.

It's known that MCA and Roland Chapel in Syracuse, and burial at Reed have been considering the same type of procedure for the highly successful "Waterfront" series, which the primary sponsor, Standard Oil, is said to be anxious to renew. One proposal would have Preston Foster promoted from a tug captain to a harbor master, the major produced TV shows is keeping the general format the same but changing the title to "Harbor Master."

> CHICAGO, June 4.-WGN-TV here bought 39 pictures of Associated Artists Productions '55-picture package. They will run on the station's top-rated "Courtesy Theater" sponsored by Jim Moran, Hudson dealer here.

Big Affair" with Dennis O'Keefe. two markets.

Guild Films Loses 2 Key **Executives**

NEW YORK, June 4.-Two key executives at Guild Films this week resigned. Joseph Smith, vecpee in charge of syndicated sales, and Karl Cericke, sales administrator, both handed in their resignations.

Smith, a veteran TV film distributor, has no immediate plans, but it is believed he will go into the syndication of feature films, his primary specialization. Gericke has considerable network experience, his previous post being with ABC-TV. His future connection is not known.

Stewart Megs 'King's Row

HOLLYWOOD, June 4.-Warner Bros. this week signed Paul Stewart as producer-director of its "King's Row" portion of "Warner Bros. Presents," thus rounding out the production assignments for all 39 of the ABC shows. Jerome Robinson helms "Casablanca" and Harve Foster "Cheyenne."

At the same time Hugh Benson was appointed to the studio publicity department in the radio-TV promotion and publicity section.

Nat'l Spot Firms

· Continued from page 7

flexibility they need in their multibrand sales problem. They expect that heavy year-round spot buying will give them flexibility. Judging from this week's deal with WOR-TV, feature films will figure largely in Philip Morris's future.

P&G is also apparently aiming for greater flexibility in its feature buying. It is understood that a number of its brands will get exposure on its WOW-TV features, and the show will be serviced by more than one of its agencies. In the past, P&G has bought syndicated film shows to test new prod-Some of the pictures involved in ucts. It used some MCA-TV properties in a few markets to test experience that not just anybody with George Raft, "So Young, So Gleem, and it lately has been uscan anytime make a profit in TV Bad" with Paul Henreid and "One ing "Sherlock Holmes" in one or

Film Directors Push Toward National Set-Up

WASHINGTON, June 4.—At its meeting here last weekend, the coming speech by Harold Fellows, Eastern members of the National president of the National Associa-Association of TV Film Directors tion of Radio & TV Broadcasters. took several steps toward a na- Fellows said that, with co-operational convention and toward es- tion among the NARTB's film comtablishing itself as a working or- mittee (headed by Harold See of ganization. The meeting elected KRON-TV, San Francisco), the officers and operating committees prospective distributors' associafor the Eastern Seaboard Confer- tion, and NATFD, "I anticipate an ence. It also laid plans to get the early reduction in the number and same action from the Western degree of the problems that conbranch.

Dick Dreyfuss (KDKA-TV, Pittsburgh) is heading a committee working on film procurement research. And Bill Cooper (WJAR-TV, Providence, R. I.) heads a committee on operational procedures for station film rooms. Membership of these committees will States, Alaska, Hawaii and Puerto "Wrestling from Canada," an hour end of a year an ontlet will have fore on the screen-so that a sponconsist of a representative of each Rico. of the seven Eastern districts.

Dave Manning (WHAM-TV, Rochester, N. Y.) was elected Eastern chairman of NATFD. Ernie Olivieri (WNHC-TV, New Haven, Conn.), acting chairman of the over-all organization, is due to pick a film buyer West of the Mississippi to serve as Manning's counterpart.

Bob Brown (WNOK-TV, Columbia, S. C.) was elected Eastern secretary. And Nat Tucker (WBTV, Charlotte, N. C.) was elected Eastern treasurer. Art Cook (WVET-TV, Rochester, N. Y.) was named publicity director.

The group also picked a committee to work at setting up the first national convention, which they hope to hold in Chicago in February, 1956. This committee is being co-chaired by Elizabeth Bain (WGN-TV, Chicago) and Dick Me-Kinney (WTVX-TV, Columbus, O.). They hope the Western group will meet, possibly in San Francisco, in September.

The NATFD now has a committee at work framing its by-laws to be presented to the national convention.

Humphrey Will Rove as WABD Pic Reporter

NEW YORK, June 4. - Hank Humphrey, film director of WABD here, is relinquishing that post to become the station's roving reporter. An experienced photographer and camerman, Humphrey will do pitcure stories on local events. In the fall, WABD is going into the most extensive news schedule ever tried by any station here. It will run a five-minute news show every hour on the half hour. It will use many feature stories made up of lots of stills and some film shot by Humphrey.

Humphrey is also bowing out as producer of the late evening "Featurama." In this job, he is being replaced by Shirley Bernstein, sister of composer-conductor Leonard Bernstein.

Henceforth, WABD's film will be bought by Ted Cott, manager of Du Mont's o&o's, and David Lowe, WABD's program director.

'AGENT'

Optioned for Esty Pitch at **General Mills**

HOLLYWOOD, June 4 .-William Esty Company reportedly took out an option on "Indian Agent" this week, pitching the show for General Mills sponsorship. The Mercury - International - produced pilot stars Tim McCov.

If General Mills should decide to sponsor the program it would mean the company will have three Westerns on the air next fall, having previously picked up "Wyatt Earp" in addition to its long association with "Lone Ranger," The firm also has a participation in "Mickey Mouse Club."

The meeting here heard a wel-

statements from the operating film heads of the four networks, commending their organization.

front us all."

The total membership now includes over 150 stations in 38

NEW YORK, June 4. - John Thomas Ince movies. Medallion (The Billboard, November 13).

The members also heard brief Those whose nitrate negatives are with a powerful lure for sponsors, sound effects as well as animation, no longer in condition to get the since for any one buyer the cost are 10 seconds in length but can full hour treatment will be turned of the prepared spot is negligible. be hooked together for as much over to Sterling Television for use Telemat will provide a station as one-minute commercials. The seum" series.

long weekly release.

"Melodrome," Telemat Intros TV "Wrestling" to Cheryl Distrib Cheryl Distrib Cheryl Distrib

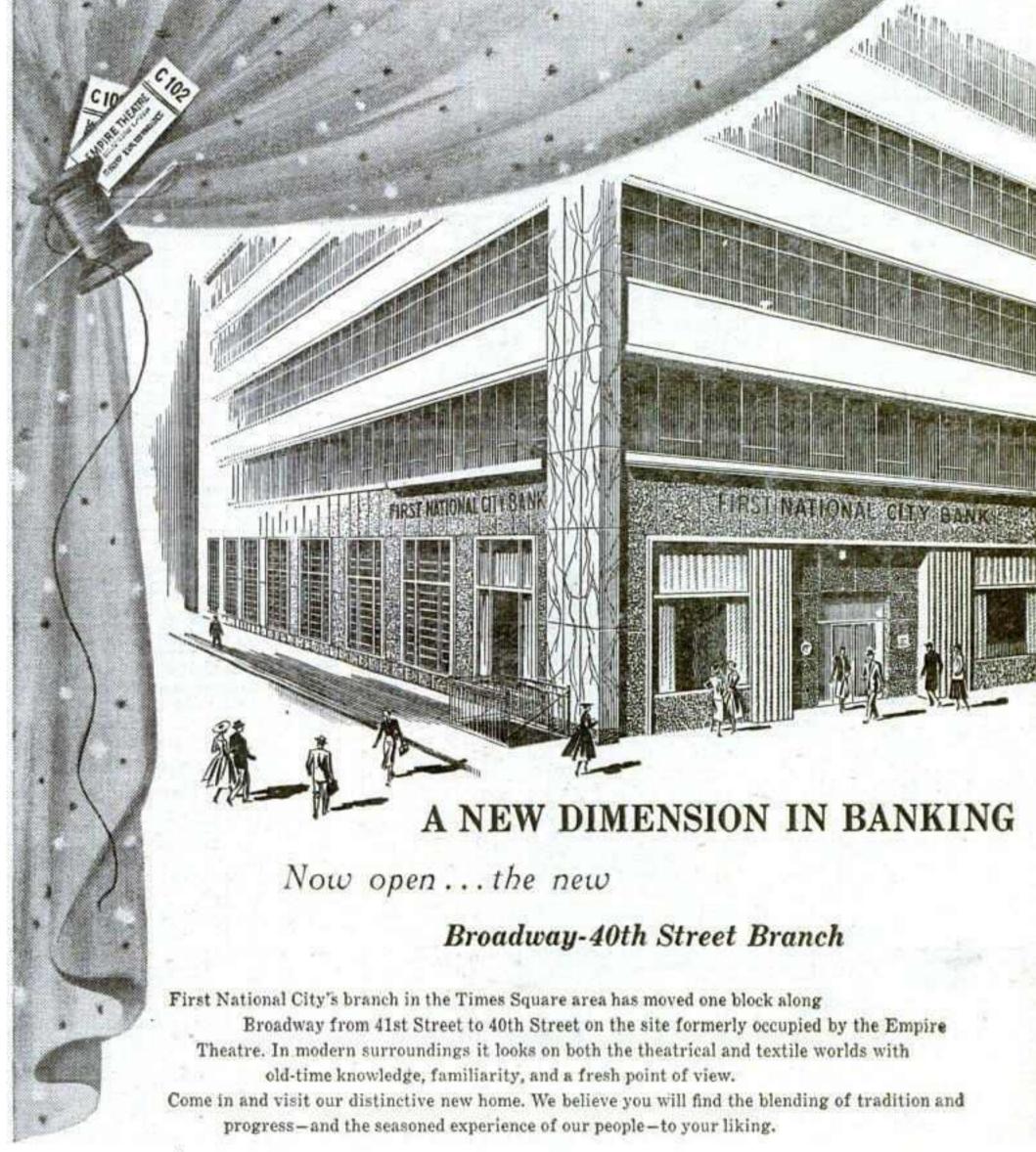
It is removing the captions and new plan they will be made to basis. dubbing in music and narration. stations instead, providing them Tel

in its quarter-hour "Movie Mu- with a package of 25 spots, aug- company provides mats of the menting this with five new ones final frame in each of the spots-Cheryl's other new show is every two months so that by the for instance, a ball coming to the a total of 55 spots A hand. Charges

HOLLYWOOD, June 4. - A are to be computed on the average Ettlinger, sales manager of Cheryl unique station kit that provides Class B time rate in the market in TV, has put two new film shows TV stations with a library of spots which the sale is made. In other owned by his Medallion Product that can be used for almost any words, if there are two stations in tions into distribution thru Cheryl. sponsor is being placed on the a city, one with a rate of \$50 and One, titled "Melodrome," consists market by Telemat, producer of the other with a rate of \$30 for a of 52 one-hour versions of old animated open end commercials one-minute Class B spot, cost to the station of the complete spot has the TV rights to all of Ince's | Sales to date have been made to library would be \$40 per week. silent classics, over 100 titles in all. individual advertisers. Under the Sales will be made on a yearly

Telemat spots, all of which have

(Continued on page 49)





Walter J. Brotherton, Vice President. A native New Yorker with thirty-five years of commercial banking experience. He has served this area for twenty-three years at the former Times Square branch now renamed Broadway-40th Street Branci.

The FIRST NATIONAL CITY BANK of New York

First in World Wide Banking

73 Branches throughout Greater New York • 59 Branches Overseas MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

NIGHT CLUB

En Rose by Any Name Means a Good Show

By BOB FRANCIS

With Eddie Fisher as the extra added attraction, Monte Proser's unveiling of his new La Vie En Rose at the Hotel Shelton had considerable of the earmarks of a Broadway pic preem. Just about everybody seemed bound to get into the room at once.

The new set-up is over-long for its width and has a few posts which don't help customer vision from the far end. But the sound system is excellent, and the decor, when Proser gets thru with the finishing touches, bids to be elegant.

Fisher, making a brief, three-

The Mills Brothers Ciro's, Hollywood

How ya gonna keep 'em down on the farm when the Mills Brothers are in town? Despite their appearance here only four months ago, and the absence of the ailing senior member of the Mills clan, the vet vocal combo continue to offer harmonizing that literally knows no peer. They parade a succession of their hit Decca recordings, all rendered with that particular bounce and imagination stamped as their trade-mark. Ciro's waiters will have to hustle during this engagement. Tap dancer Bobby Brandt, the Les Dassies, acrobats, and the Ciro's girls precede and come up with a pleasing interlude. Joe Stabile ork cuts the show and dance sets.

Friedman.

'Colorama' Music Hall, New York

Leon Leonidoff's new summer stage show is aptly titled "Colorama," Color-wise, it is one of the most brilliant of the Music Hall's offerings.

bution from The Rockettes, steping as palette colors come to life. Ghezzi Brothers, is well interpolated by spotting them as a trio of zany painters given to acro insani-

The high spot of the show is Florence Rogge's dance patterning of Ravel's "Bolero," as magnificently imaginative in lighting and She has a happy ability to start a color as it is in stopping. This engages the efforts of the ballet troupe, Rockettes, male dancers, in fact, the whole company. Grace Thomas and Peter Hamilton star in this, likewise. A wonderful finale to a fine show.

Francis.

Hildegarde Riviera Hotel, Las Vegas

Perennial fidget Hildegarde headlines the show at the Riviera Clover Room this week, and while she shows the inevitable March of Time, she is still exuberant and charming to watch.

Hildy demonstrates that she Herb Jeffries needs no new material to entertain an audience. She seemingly has added more wisecracks to her routine, as she sprinkles humor of sorts among her vocal numbers.

In second spot, a holdover from the previous Jeff Chandler show, is durable, comical Rose Marie, who is a lough performer for any star to follow.

Also on the show is acro-dancer Eileen O'Dare, who can get in and out of more impossible positions than most of her competitors.

The Riviera has been in business for two months, and still they present the same old house plugs disguised as production numbers. show, and while the failure to Ray Sinatra and ork.

Oncken.

night good-will gesture to get the room off to a hot start, was fine. Few singers today can project his brand of ingenuous modesty (perhaps because they haven't got it). There is no pretense of doing an act, he behaves as if he were there for fun to sing for a lot of friends, and he scores accordingly. His half-score of numbers ran mostly to his own standards, a little salute to Eddie Cantor and a revival of a few old favorites by Harry Akst, who backs him on the keyboard.

The permanent entertainment spotlights an hour-long revue, with something in the nature of a plot. It appears that Romo Vincent is the proprietor of some tropical island, tenanted by comics Tim Herbert, Lou Wills Jr., a delightful new French songstress named Lucie Dolene and a bevy of highly opulent young dancers. June Tay-lor has provided fine stepping patterns for the latter. Bob Hilliard has turned out the lyrics, and Milton de Lugg has supplied the

Over-all, the show is in need of considerable polishing. But there is nothing that time and a little work on pacing won't cure. Vincent, Herbert and Wills do excellently by their stints, and Ma'mwrithing of a lady named Rose new faces in the cast. Hardaway, but maybe that goes Oddly enough, some look just dandy.

again on the right foot,

Alan Clive No. I Fifth Avenue, New York

Its first three segs are spotted come up with another find. Young Shaw continues to turn in a highly against Left Bank Parisian back- British comic Alan Clive, making acceptable portrait of the big grounds, featuring the singing a local nitery debut, has a wonder- gambling man. group, ably led by Bryan Williams, fully fresh approach with a gag as assorted artists and models; the well as a personality to make him easier and more relaxed than the Corps de Ballet in a similar theme, a lot of friends. A lot of other April tee-off. Maybe they're all not soloed by Grace Thomas and Peter comics use his type of material, trying so damned hard. Hamilton, and an excellent contri- ribs of pics, musical song cues, an occasional impression and song, but this lad somehow gives these items Bob Scobey Band The sole vaude turn, the three a new twist. He is a natural for a Basin Street, New York spot in a smart Broadway revue or any intimate Eastside room.

Another newcomer on the agenda, songstress Gillian Grey, lass has looks, personality and poise, in addition to a lovely voice. ballad and suddenly switch over into swing, and vice versa. She can do a good specialty or jump into throaty French, and add a touch of coloratura just for luck. It all adds up to mighty pleasant listening.

Both get a magnificent assist from Bob Downey who is past master at giving performers a keyboard lift. Harold Fonville, of course, presides at the other piano, and Hazel Webster plays relief. Russell Rhodes continues to mystify with his close-up magic, and Helen Hart titillates the customers with hand analyses. Francis.

The Crescendo, Hollywood

The Herb Jeffries gets top billing and deservedly so, the Tony Martinez ork, a crew that dispenses Latin rhythms with a tenacious beat, will certainly account for some of the heavy traffic at the Crescendo for the next fortnight. Jeffries essays those songs long identified with him, i.e., "Flamingo," "When I Write My Song," etc., but he's added an air of polish her unbrella in her Cocoanut Marty May and poise that could well earn him Crove stint. She comes on stage in Palace Theater, New York stellar bookings. His turn in which a raincoat and gradually strips he uses a wireless mike to add audi- down to a pair of form fitting Marty May, is back in next to closence participation on "Good for toreador pants that would make a ing. He goes over with a bang, as Love" was particularly good and bull forget to charge. Clever gim- usual, and has even added a new This is their third billing of a new rated robust cheers. The Martinez mick is the stashing of the mike joke to his act. group, featuring the new cha-cha- in various props. change this portion is tiresome, it cha beat, had dancers in every nook must be economical. Music is by and cranny with prolonged demands for more from ringsiders.

Friedman.

BROADWAY SHOWLOG

Performances Thru June 4, 1955

DRAMAS

| Anastasia | 181 |
|------------------------------------|-------|
| Anniversary Waltz 4- 7, '54 | 485 |
| Bus Stop 3- 2, '55 | 109 |
| Cat on a Hot Tin Roof 3-24, '55 | 83 |
| Inherit the Wind 4-21, '55 | 52 |
| Lunatics and Lovers12-12, '54 | 100 |
| Tea and Sympathy 9-30, '53 | 700 |
| The Bad Seed 12- 8, '54 | 204 |
| The Desperate Hours 2-10, '55 | 132 |
| The Seven-Year Itch11-20, '52 | 1,062 |
| The Teahouse of the | |
| August Moon10-15, '53 | 687 |
| Witness for Prosecution 12-16, '54 | 196 |
| | |

MUSICALS

| Mediano | |
|----------------------------|-----|
| Ankles Aweigh 4-18, '55 | 56 |
| Can-Can 5-17, '53 | 860 |
| Comedy in Music10- 2, '53 | 647 |
| Damn Yankees 5- 5, '55 | 36 |
| Fanny11- 4, '54 | 244 |
| Guys and Dolls 5-31, '55 | 6 |
| Pajama Game 5-13, '54 | 438 |
| Phoenix '55 4-23, '55 | 49 |
| Plain and Fancy 1-27, '55 | 148 |
| Seventh Heaven 5-26, '55 | 12 |
| Silk Stockings 2-24, '55 | 115 |
| The Boy Friend 9-30, '54 | 284 |
| Three for Tonight 4 6, '55 | 69 |
| | |

CLOSING

| All in One | 4-19, '55 | |
|--------------------|-----------|---|
| Once Upon a Tailor | | |
| The Honeys | | 1 |
| Finian's Rainbow | | 3 |

Guvs and Dolls City Center, New York

This reporter didn't indulge in any particular hat-tossing over the revival of "Guys and Dolls," with which the City Center opened its spring operetta season. Now the sell Dolene is a treat. This reporter | Centerites have elected to bring it was not particularly taken either back as a sort of post-finale to the with the chanting or the G-string series. There are, perforce, some

Oddly enough, some of the subwith the tropics. Anyway, it all has stitutes seem vastly more pleasing bounce and color, and beautiful than their originals. John Rancostumes in which the line cuties dolph is an infinite improvement as Nathan Detroit, and Judy John-It looks as the La Vie is off son is just fine as his adoring Miss Adelaide. Patricia Northrop's mis-It looks as the the room has I could wish he'd sing louder. Ray Lewis production.

Over-all this edition seems

Francis.

Bob Scobey must have been a little leary about bringing his Frisco Dixielanders to Gotham for the first time into a house that also packs plenty of promise. The featured arch modernists Cerry Mulligan and Chet Baker on the same bill. However, the freshly minted sound of Scobey's trumpet and the singing of his vocalist Clancy Hayes falls winningly on the ears of two-beat and cool partisans alike. New York still does not often hear bands of Scobey's know how much they appreciate his work.

Clancy Hayes is the hit of the evening. Expertly accompanying himself on banjo, he sings many Dixieland evergreens for a nicety "Ace in the Hole," "Silver Dollar,"

local musicians. Tenorman Al him and Patsy Bruder. Cohn, bassist George Duvivier and pianist Gil Evans give him fine support. Kramer.

Connie Russell

Cocoanut Grove, Los Angeles Redhead Connie Russell is pert inviting, bouncy and sexy by turns as she wraps the customers around

belt them out or tone down to a Dean. Dean's drunk bit clowning whisper, Material is a good combi- and horn nonsense finale is always

DAVIS SOCKS STRIP

Sammy Jr. Wows 'Em In Las Vegas Return

By ED ONCKEN

In one of the most dramatic and sensational return engagements in Las Vegas history, Sammy Davis Ir. this week returned to resume the engagement at the New Frontier interrupted four months ago by his near-tragic accident that cost him the sight of an eye.

The diminutive song and dance man was never better, and is the hottest item on the Strip, with the Venus Room reporting hundreds of turn-downs for reservations at every show, while some of the other rooms can't fill up except on weekends.

Sammy's dramatic opening night introduction, when he peeled off his black eye patch for the first time, brought an ovation unequalled anywhere in town, this being the Strip's biggest room.

His numbers seemed even better than usual, perhaps due to the newsworthiness of the occasion and the warmth of the andience. The act is still billed as the Will Mastin Trio, but Uncle Will and Dad Sammy Sr. have little to do in the hour-long show.

Sammy Jr. taps with the skill of a Bill Robinson, and sings in a manner that improves on some of the famous names he mimics. Even such a tired, overdone routine as imitations of well-known voices takes on a new entertainment value Dave Barry when done by Sammy. Highlights are his Bing Crosby, Barry Fitzgerald and Jerry Lewis.

Climax at Finale

John Dorman's Nicely-Nicely is depicting a backstage audition. right in character, but conversely Here is the peak of this great Sam

In second spot on the show is songstress Connie Moore, who is

from "The Thrill Is Cone" to "Red Rose Rag" to a new one, "Magnificent Matador.'

Show kicks off with the fine acrobatic and interpretive dancing of Chiquita and Johnson. Freddie Martin ork scores a hit with a mambo version of Liszt's "Hungarian Rhapsody. Spielman.

The King and the Duke Circle in the Square, New York

There may be a play in "The King and the Duke," but author Francis Fergusson has missed it This bit of tongue-in-cheek melo lifted out of "Huckleberry Finn" becomes so bemused with atmoscaliber, and the audience lets him phere, folksy incidental music, chorals, beating tambourines and plunking banjos that there is scant drama and less amusement.

Personally, this reporter didn't care whether Huck foiled the two villains and got the gold back for of phrasing and suave intonation. the orphan gals or not. But he Basin Streeters shout literally for stayed to the bitter end to see him do it. Luckily so, because Ralph "Peoria," and other Hayes faves. Williams, as the hero, managed to Chet Baker continues with the take on some real stature during same personnel but Gerry Mulligan the second act, and there was a has assembled a fresh group of very nice little scene ably played by

John Armstrong and James Greene contribute as the rascals, as competently as the script allows. But if this reporter wants to catch up with them again in the near future (which is doubtful), he'll get them first-hand from Mark Twain. Francis.

That most relaxed of all comics,

Also a happy addition on the Songwise the Capitol artist can laugh side is the return of Wally nation of hits and off-beat, ranging surefire with the customer. Sharky,

novelty number, "Texas Vs. the U.S.A." as her best piece. Her time on stage, however, is trimmed to give the audience the maximum treatment of Sammy.

Opening act is a pair of imported jugglers, the Balladinis, who take up where others in this line leave off, by juggling marbles from their mouths.

The Frontier chorus line is easily the best on the Strip-for the time being at least—as more and more hotels are spending more and more money to produce lavish line numbers.

Music is by Carwood Van and

the seal, another solid Palace perennial, is again on tap, and likewise are the Glenns, with their smooth hand-balance-terp routines.

The Tokayer Troupe tee-off the bill with their excellent teeterboard gymnastics, and the Jeffreys, man and fem, wind it up with fine trapeze stunts.

The outstanding new act is young Donna Grescoe, a gal who knows her fiddle and makes it sing accordingly-a fine class act for any spot. The Valentines, chanting trio (two men and a gal), contribute some pleasant, if not outstanding, harmonizing. Francis.

Biltmore Bowl, Los Angeles

Dave Barry doesn't get the big yocks, but he keeps the customers in a happy frame of mind with his Sammy's climax comes in the rapid-fire delivery. His spiel is sion lass is inclined to stiffness, but finale, when he joins with the su- along the line of Bob Hope's, it she certainly sings right prettily. perb Frontier chorus for a number not quite up to the later's par. He gets best results with some top imitations of Arthur Godfrey, Liberace, and Winston Churchill.

Choral trio, the Manhattans, is pleasant to listen to and stands out well received and does a clever in renditions of "Steam Heat" and "The Begat." Gloria and Jaro York show style in an exhibition of classic and interpretive dancing. Tarpaulin tumbling team of the Rudells breaks the ice for the diners. Spielman.

Sauter-Finegan Orchestra Blue Note, Chicago

Not everyone is destined to become a devotee of the brand of music played by this huge agregation, but they surely must become avid watchers. The group, which includes 18 instrumentalists besides the two leaders, and what seems to be thousands of instruments, fills the stage with activity that can only be rivaled by a fire sale. Yet all this motion results in what is called split-second timing. The music is intricate and intensive, yet manages to create an aura of full sound, an illusion of depth. Included in the repertoire are such strange titles as "Azure-Te," "The Thunders Break," "Finegan's Wake" and "Scientific Fiction." All in all, including the regular-type titles, the group puts on a pleasing show for all, music-wise as well as Schickel. show-wise.

DRAMATIC & MUSICAL ROUTES

King and I: (Shubert) Detroit. Seven-Year Itch: (Forrest) Philadelphia. Solid Gold Cadillac: (Biltmore) Tea and Sympathy: (Geary) San Francisco. Teshouse of the August Moon: (Moore) Tender Trap: (Harris) Chicago.



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

Collins to Spin Disks All Night Over NBC Net

Sat. Job Believed a First; May Pave Way For Full Week Sked

NEW YORK, June 4.-Al (Jazzbo) Collins will emsee what is believed to be the first regularly scheduled all-night network deejay show from 11 p.m. Saturday to 7 a.m. Sunday over NBC, starting June 18.

Altho the eight-hour seg (part of the web's new 24-hour weekend operation "Monitor") is only booked for one night a week, tradesters opine that if the show clicks it might very well pave the way for NBC to set up an allnight network deejay operation on an across-the-board basis. This would be in keeping with the increasing trend for the webs to move in on radio programming formats heretofore strictly dominated by local broadcasters.

Produced by Al Capstaff, the new all-night Collins show will feature from 35 to 40 records a night, along with such regular "Monitor" features as movie sound tracks, overseas broadcasts, special news and sports segs, and dance band remote pick-ups from key music spots across the country.

LP Showcasing

The show will also provide a new outlet for the showcasing of LP material, since Collins intends to program many album selections on the new program.

Livite important music business pianist launched his suit more than practice could, in the future, pro- suspended until the expiration of personalities to guest on the shows a year ago to seek to prevent the vide artist and repertoire men with her regular pact, she would reand spin their favorite LP.

Collins' LP selections will cover unauthorized recordings. all types of music, ranging from In holding out the offer of an the light classical package "Ports early trial, justice McNally of New ney, Louis Randell, Miss Connor the light classical package "Ports early trial, justice McNally of New new, Louis Randell, Miss Connor than of Call" and "Archie and Mehitabel" to the sound track score from the Alec Guinness movie "The Man in the White Suit."

In addition to the live remotes (which among other locales will emanate here from Nick's in the (Continued on page 32)

Saul Bourne Gets M. Kane

NEW YORK, June 4.-Marvin Kane, general manager of the George Paxton music firms for the past year and a half, has resigned from that firm to become assistant to Saul Bourne, head of Bourne, Inc. He'll be in charge of "song production" at the latter pubbery, starting Monday (6).

Kane, before taking charge of Paxton's Winneton and George Paxton Music firms, was personal manager to Vic Damone. Reportedly, his Bourne deal is for \$600 the past month. However, altho per week, plus a bonus.

Bob Sadoff continues as professional manager at Bourne, execs to move over to the AB-PT Kane's successor has yet to be label, Clark insists no definite ofnamed by Paxton.

stocking plan offering specified

numbers of free records for quan-

tity orders, plus dating privileges.

Free Angel Disk Offer

NEW YORK, June 4. - Angel free records from the firm's catalog

and suitable for resale.

Records next week will move out and may be selected from either

to dealers with a summer-fall the blue or black label series.

Features Dealer Pitch

TV, B'WAY, PIC **TUNES 6 OF 10** ON HONOR ROLL

HOLLYWOOD, June 4.-The pendulum in musical trends has swung once again, with motion pictures, the Broadway stage and television currently contributing the majority of the current crop of popular tunes.

Six of the top 10 songs listed on The Billboard's Honor Roll of Hits (June 4) have come from pics, legit musicals and TV.

Even more revealing is the fact that the first three songs all came from the aforementioned sources. Latter are "Un-chained Melody," from the film "Unchained"; "Cherry Pink and Apple Blossom White," from the RKO pic, "Underwater," and "Ballad of Davy Crockett," from the Walt Disney ABC-TV tele-

Other tunes in the top 10 are "Lola" and "Heart," both from the Broadway production of "Damn Yankees," and "Honey Babe," from the film, "Battle Cry."

Trial Due Soon For Gieseking Versus Urania

trial was promised the litigants sticks is now a matter for arbitra- holding company to extend the exthis week in the long-pending dis- tion by the American Federation isting contract for a length of time pute between Walter Gieseking of Television and Radio Artists. | equal to the suspension period. For In line with this he plans to and Urania Records. The German If it does stick, the suspension example, if Miss Connor remains diskery from releasing allegedly an effective club to wield on re- main Bethlehem's property until

New Merchandising Pattern Seen on RCA Victor Agenda

Technique Uses Mails to Close Sales Made by Local Dealers

By IS HOROWITZ

NEW YORK, June 4.-A revolutionary step in the merchandising of records is expected to be taken within the next few weeks by RCA Victor, with the move designed to provide a new approach to the perennial dealer problem of maintaining proper album inventory.

The plan is certain to undergo the closest scrutiny by other manufacturers and could, it is believed, industry use.

In one sense, it is seen as furnishing a larger total record market, among hundreds to come under \$2.98 each.

using the mails to speed delivery the scope of the plan. Whenever a to consumers, but unlike the tradi- customer requests an album which tional mail-order operation, making the dealer does not have on his the record dealer an integral part shelves, the dealer can accept payof the distribution process.

Altho Victor has drawn a tight veil of secrecy around the project, and refused to confirm or deny any reports, the following facts have been established:

Victor will provide its distributors with sets of coupons, each provide a pattern for general valued at \$3.98 (the list price of the firm's 12-inch LP), which will be sold to dealers, just as records ing for the established record man- are sold. These coupons will be ufacturer a possible tool for build- redeemable for any 12-inch LP's

ment for the disk and promise delivery direct to the consumer within a few days.

The dealer will forward the coupon (essentially an order blank) to Victor headquarters, and the order will promptly be filled from pre-packaged stock and mailed to the dealer's customer.

Ten-Inchers Too

It is also considered likely that similar coupons will be made available for Victor 10-inch LP's at

Tho the plan is obviously designed to prevent dealers from losing sales because of short stock supply on certain items, the diskery is believed certain not to relax its efforts to "sell" dealers on maintaining proper disk inventories. But obviously it is pegged on the

(Continued on page 28)

JUST LIKE IN FILMS

Bethlehem Diskery Suspends Its Star

NEW YORK, June 4.-An early Whether or not the suspension companies, allows the contract-

calcitrant talent.

(Continued on page 22) has refused to record more than

NEW YORK, June 4. - In an the minimum number of sides action unprecedented in the re- guaranteed in her contract and alcording field, the common in the ready recorded. Her contract with motion picture world, Bethlehem the diskery is binding until the Records yesterday "suspended" its end of this year. The suspension contract vocalist, Chris Connor. practice, as employed by the film August, 1956.

According to Randell, the thrush would be unable to sign with another label until that time, and all other companies will be put on notice to that effect.

Miss Connor's manager, Monte Kay, denied that Miss Connor had refused to record. The registered letter mailed by the diskery to Miss Connor reportedly had not been received at press time.

The jazz singer's Bethlehem contract called for a minimum of 24 sides in two years. Her two LP's have been the diskery's sales leaders for some months.

New Diskery Plans Before AB-PT Board until after Tuesday's board

By JUNE BUNDY

NEW YORK, June 4. - The board of directors of American Broadcasting-Paramount Theaters, Inc., will meet here Tuesday (7) to pass on AB-PT's long-standing plan to enter the record business. If the expected okay comes thru (and it's considered a mere formality in the trade) the new disk operation will officially be in business, with Cadence's sales chief Sam Clark moving in as head man.

Clark and AB-PT officials reportedly have been holding unofficial huddles with artist and repertoire men at other labels for there may be some tentative deals set up for one or more of the a.&r. fers have been or will be made

In line with this, it is expected that the hiring of an a.&r. staff will be the number one project on the new label's agenda, since AB-PT previously indicated that its initial move would be to build a substantial catalog, either thru the purchase of small catalogs from other labels, or on its own. In either case, an a.&r. staff would be an essential. The second project will be the acquisition of a outlet represents the five Spier national sales manager

Offices for the new AB-PT label are being set up now in Paramount's headquarters here on Broadway's Main Stem, and Clark is in the process of selling his home in Boston and moving his family-here permanently.

Clark has already indicated that he will effect an amicable parting from his co-ownership deal (with Archie Bleyer) of Cadence Records, and divest himself of his distribution firms in Boston.

Blever Silent

Meanwhile Bleyer is keeping mum about his plans to fill Clark's national sales manager post at Cadence, and says he still leaves for Europe next month where he will discuss the label's new distribution The free LP's will be unmarked agreement with British Decca.
Indicate the suitable for resale.

However, Label "X"'s Al Delaney Dating privileges call for three is one of the names mentioned in The deal offers dealers one free equal monthly payments on the the trade as a possibility for the standard-pack LP for every 10 LP's one-shot order, with the first in- post.

the benefits, however, retailers normal 2 per cent discount will Billboard, the AB-PT label will The action seeks to enjoin the

Spier Severs Tie With Ed Kassner

NEW YORK, June 4. - Larry Spier will sever his connection with Eddie Kassner in the British music publishing firm of Larry Spier, Ltd., effective July 1. The British firms here in that country, Canada, Continental Europe and Australia.

In addition to Larry Spier, Inc., the publisher operates Carlyle in association with Johnnie Ray, Beaver with the Four Lads, Maple Leaf with the DeJohn Sisters, and Montauk with writer Ulpio Minucci. Spier expects to set a new deal with a British rep to handle his overseas outlet.

Von Tilzer, CBS Tiff About Title

NEW YORK, June 4.—A suit to enjoin the use of the title, "On a Sunday Afternoon," was filed this week in New York Supreme Court by Harry Von Tilzer Music Publishing Company vs. Columbia Broadcasting System. The suit asks damages sustained and an accounting. Complaint charges that, in 1952 and thereafter, CBS used the title without obtaining a license purchased under the plan. To earn stallment due October 10. The As previously reported in The from the publishing firm.

Retailer Meet On NAMM's Confab Agenda

CHICAGO, June 4.-A special panel meeting on the operation of a retail record department has been scheduled as a feature of the upcoming convention of the National Association of Music Merchants. Time of the disk confab has been set for the evening of July 19, during the run of the four-day convention which closes at the Palmer House here July 21.

Other product merchandising panels will be held on organs, television and radio, band instruments and pianos. All will permit full discussion of problems from

Directors for the coming year will be elected by the NAMM membership July 19, and will meet later to name officers. Eight among 16 nominees will be elected to the board.

Five floors at the Palmer House have been allotted to exhibitors.

Wing Lines Up **19 Distributors**

NEW YORK, June 4.-Mercury Records' new subsidiary label, Wing, has lined up 19 distributors, altho the company has yet to put a record out on the market.

The distributors set to kick off Mercury's first releases next week (five pop platters and two rhythm and blues disks) are A-1, New Orleans; Alpha, New York; Arc, Detroit; Diamond, Los Angeles; Elmar, Philadelphia; Eric, San Francisco; Faysan, Buffalo; Gimbel Brothers, Baltimore; Huffine, Seattle; Jather, Minneapolis; Laredy, Newark, N. J.; Music Suppliers, Boston; Music Distributors, Chicago: Mercury Record Distributing, Inc., Hartford, Conn.; Mercury Record Distributors, Miami; Music Sales, Memphis; Lone Star, Houston; State, Cincinnati, and Southland,

With the exception of Mercury's Hartford branch and the independently owned Miami firm, none of the Wing distributors handle the Mercury line.

Copyrighted material

must place a minimum one-shot apply. Angel will also allow 100 initially put the emphasis on pop, use of the title except in connec-order of 200 or more LP's before per cent exchanges on factory- altho it will ultimately cover all tion with the music and lyrics, July 15. Of the minimum, 125 sealed LP's ordered under the plan, categories of music-classical, coun- under license. CBS entered a genmust be factory-sealed disks. Deal- but exchanges must be accom- try and western, rhythm and blues eral denial, asking dismissal of the ers will be given their choice of plished in February, 1956. (Continued on page 22) suit.

VOX JOX

SURFACE CHATTER: "What's the story on these crazy restrictions—especially ASCAP?" writes Sherm Brodley, WKAL, Rome, N. Y. "One day you get a notice a disk is cleared, and then the following day its been restricted for 10 days. Can't the publishers and ASCAP get together?"... Sherm Olson, KFEQ, St. Joseph, Mo., who recently transferred from WMAY, Springfield, Ill., gripes, "For the last four months I haven't played a Mercury record and won't until I get some service from them. I get none whatsoever."... Ray Ramsey, WHIR, Danville, Ky., registers the same complaint about Coral, adding, "We are missing out on all the goodies."... Burt Steere, WARE, Ware, Mass., has started a "Flip-Side Top Ten" seg on his show, and notes, "It's really surprising to see the number of good tunes that no one ever hears because they happen to be backing a hit tune." . . . Everette Lindgren, WMNE, Menomie, Wis., just wants records, regardless of the label.

In the same vein, Dick Barrett, WTVB, Coldwater, Mich., writes, "We at WTVB are seriously thinking of banning plays on Capitol Records." Dick also opines-re recent Vox Jox notes about deejays receiving phone calls from listeners-"I wouldn't brag about phone calls no matter how many I got. Let's see those guys move into a program that featured phone requests for four years and draw 30 to 40 letters a week. I'll take one letter for every 300 calls anybody gets. Most calls are repeats and young kids anyway. I'm proud of my mail, and 50 per cent of it is from adults, too."

Jack Schaffer, WOKW, Sturgeon Bay, Wis., who has some nice things to say about our recent jazz issue, "needs records badly" for his three-hour Saturday afternoon jazz show. . . . John Taylor, KFGO, Fargo, N. D., thinks "it would help us jocks a lot if The Billboard's deejay questionnaires were dated. In other words, instead of asking 'what records did you play most the past seven days?' make it 'what did you play the week of May 14?" . . . "Finding new and lively response to western and country disks" reports Richard Cruse, KWTC, Calif. "Maybe r.&b. brought this about."

JOX TRIX: Keith Silver, WGAW, Gardner, Mass., devotes a daily 15-minute seg during his morning show to new babies.

(Continued on page 44)

DEALER DOINGS

- By GARY KRAMER -

A promotion gimmick inaugurated by the Chicago Hudson-Ross chain has resulted in an upswing in sales, according to store officials. The stores have long promoted what they called "Hit Tune of the Week." Now, along with this promotion, each week some sort of gimmick is added as giveaway. So far the customers have received Hawaiian leis, dolls and roses. The sales personnel in each store tie in by wearing crew-cut hats, roses in their hair or Hawaiian leis around their necks. The store has also inaugurated a policy of giving a balloon away with each kiddie

WINNER: Mrs. Teresa Buist, Grand Rapids, Mich., dealer, came out on top in the Hollywood Visit contest sponsored by Buhl Sons, Columbia distributor, in the Michigan-Northern Ohio district. Owner of the Palmer Record Shop, Mrs. Buist will make an expense-free trip to Hollywood, where she will meet many of Columbia's top recording artists. At the meeting where results of the concest were announced Mitch Miller, artist and repertoire chief of Columbia, was present. He was piqued at finding dealer Jack Winton of Big Rapids, Mich., sporting a more luxuriant beard than his own.

M-G-M Records distributors are offering dealers a useful gimmick for their clerks and salesmen-a yellow plastic pocket advertiser with the M-G-M imprint, publicizing LeRoy Holmes' disk "Just for the Bride and Groom." The gimmick is ideal for holding pencils and the ball-point pen that M-G-M includes as part of the promotion offer.

At the Radio Advertising Session of the National Association of Radio and Television Broadcasters convention in Washington last week, Irving Feld, of Super Music Enterprises in that city, told of the efficacy of advertising records on the radio. His weekly advertising schedule calls for eight hours of disk jockey programming and 72 spot anouncements. Super Music recently presented the contents of "I Can Hear It Now" in three one-hour programs and moved 5,000 copies of the \$7.95 album as a result.

Nat Fischer, owner of the Record Mart, Philadelphia, was the winner of a new Hudson sedan in the Columbia Records sales contest sponsored by Stuart Loucheim, the local distributor. . . . The space formerly occupied by McGown's, Inc., on Sixth Street, St. Paul, has been taken over by Schuneman's, Inc., as an expansion of its main store. The record department will be under the management of M. Schroeder. The new shop is airconditioned and will be repainted and redecorated.

JUKE BOX WRAP-UP

Juke box manufacturers support nationwide trend to dime play being adopted by music operators. Two factories set all production of juke boxes and auxiliary equipment for straight dime play. All urge to grab off deejay and juke plays distributors to recommend dime play to operators. Factories send out diagrams explaining steps to convert coin mechanisms, lists of extended play records, banners, decals and streamers.

Comax, Inc., enters background music field, introduces unit priced at \$375. Record mechanism uses restacking principle introduced by Ristaucrat, Inc., now defunct. Sales pitch to be aimed at music operators who will solicit factories, restaurants, offices and other spots wanting music but not a juke box. Unit can play for six continuous hours without repetition.

What goes into a written contract between a music operator and his location? Explain various types of contracts being used, how operators go about protecting their investments which run as high as \$3,000. Outline the advantages of a written contract from the location owner's side and from the operator's. Sample contracts point out various

For full details on these stories see Music Machines department on Page 80.

Drastic Pay-Off Changes Put Into Effect by ASCAP

By BILL SIMON

NEW YORK, June 4. - The American Society of Composers, Authors and Publishers this week effected several drastic changes in its writer and publisher distribution systems.

These alterations in the payoff formulae are aimed at bringing the performing rights society more closely in line with changing aspossible and actual under the old plan.

In recent years, the sore spots have been theme songs, jingles, background music (including cues long duration (mainly classical).

Godfrey's "Seems Like Old Times," more than an additional 10 per which is used many times every cent will be credited for additional day, could have tapped the ASCAP till for approximately \$75,000 an-

This week, in notices to all writer and publisher members, ASCAP outlined its entire performance distribution plan, embodying the theme song formula as well as restrictive formulae applying to jinpects of the radio and TV media, gles, background music and P. D. and to correct inequities and abuses | adaptations. The writers of classical music may benefit mildly from an increase in points credited for segments of performance time exceeding three minutes.

Regarding jingles: Credits will and bridges), arrangements of pub- be tabulated on a weekly basis, lic domain music, and pieces of with each week commencing on Sunday at 4 a.m. The initial credit The new formula for payment for each week will be equal to that on thematic use was disclosed by which is allocated for the highest The Billboard, in the May 14 issue. | accredited performance during that At that time, it was pointed out week, based on such standard facthat, prior to the new formula, a tors as "commercial" or "sustaining" single theme song, such as Arthur program, and the time of day. Not

AFM, of course, will not draw

that the pilot figures already indi-

cate that in 10 years the AFM lost

CBS Inks Cole

To 1-Year Pact

artist Nat (King) Cole to an ex-

clusive one-year contract, wherein

guest shots on major shows over

from appearing in a regularly

scheduled show over another net-

work, tho no such plans are in the

works, it was learned.

Girls" telefilm show.

Contract does not preclude Cole

HOLLYWOOD, June 4,-CBS

use within any five-hour period during that week. Otherwise, a jingle which has amassed a total of 20,000 previous credits would receive the same credits as any other

A jingle with less than 20,000 credits, but with 12,500 or more, will receive three-quarters of a credit. One with less than 12,500, but with 5,000 or more, will receive one-half a credit.

All other jingles, subject to the five-hour restriction, which have been used on network shows for less than a year, will earn 5 per cent of a credit; after one full year's use, 10 per cent.

The formula for theme songs is identical down to the 5,000 credits level. Below that, however, the plan specifies that a theme performed by less than three instruments gets one-tenth of 1 per cent of a point. Performances by three or more instruments earn 1 per cent of a point.

Background music, specially written or from the ASCAP catalog, if played by less than three instruments, earns one-tenth of 1 per cent of a point; three or more instruments-1 per cent of a point.

The pay-off on works of more NEW YORK, June 4.-The Re- employment, the union claims that than three minutes' duration, exsearch Company of America has the tax has been the biggest job cept those performed on dance probeen retained by the American deterrent since sound on film grams, will be credited as follows: 4 to 5 minutes, 2 points; 6 to 10, 5 points; 11 to 15, 9 points; 16 to 20, 14 points; 21 to 25, 20 points; 26 to 30, 28 points; 31 to 35, 36 points; 36 to 40, 44 points, etc.

It now remains to be seen whether this increased consideration will stem the exodus of socalled "serious" composers to the rival performing rights society, Broadcast Music, Inc.

In reconsidering copyrighted arrangements of works otherwise in the Public Domain, works which contain sufficient new material to justify their classification as new works will receive the normal performance credit to which any other new work is entitled. On other arrangements, for performances by less than three instruments, 2 per cent; by more than three instruments, 20 per cent. Copyrighted arrangement of P.D.'s totalling more than three minutes' duration will receive 15 per cent of the respective number of points outlined for long-length works above.

Since, in most cases, only songs of standard stature have accumulated 20,000 credits, a number of smaller publishers already have set The Capitol roster includes other up a howl over what they regard artists who are either currently as short shrift for some highly imunder contract to CBS or those portant uses of their "Johnny-comewho have shows on the network. lately" copyrights.

Among them are Jackie Cleason, The above formulae apply to all Stan Kenton and Margaret Whiting performances logged for the sixvia the upcoming "Those Whiting month period commencing as of January 1, 1955.

AFM Study to Show 20% Tax Hurts U. S.

Federation of Musicians to make a wiped out over 22,000 jobs in a nation-wide study of the effects of period of several months. the 20 per cent amusement tax. A pilot study, encompassing the cities final conclusions until termination of Boston, Detroit, Memphis, Min- of the complete study, but it states neapolis and Denver, has already been completed, and the results are understood to bear out the con- 50,000 music jobs. Total jobs aftention of James C. Petrillo, AFM fected-including waiters, bartendchief, that the tax is "a tax of no ers, etc.-would be approximately return," and that the U. S. Treas- five times that amount, according ury, in the final analysis, is losing to the estima es of the AFM. income as a result of the levy.

When completed, the study will be presented to congressmen and the proper congressional committees. The pilct study already completed is merely a forerunner. It already offers evidence that the federal government is losing more than the \$38,000,000 it collected this week inked Capitol recording in 1954 from the 20 per cent tax. The loss in federal income comes as a result of loss of industrial and Cole will make a minimum of 10 corporate income returns-specifically in jobs and hotel rooms closed that web beginning this fall.

The completed study will encompass information from some 40 or 50 cities and will, it is understood, represent a very complete sampling of the economic effects of the tax.

The AFM is working closely with the American Hotel Association in compiling evidence that the tax is illogical. The Hotel Association claims that in the last six years hotels have shuttered or diverted 500 of their 750 rooms deveted to entertainment-all as a result of the levy.

From the standpoint of AFM

'BIRD' RACE

3 Diskeries Buzz DJ's On Hot Tune

NEW YORK, June 4. - Three different disk versions of "Hum-ming Bird"-all, of course, "exclusives"-took off this week in a race in the most markets first.

Columbia chalked up the first air plays on the song here Thursday (2), with Frankie Laine's waxing. Subsequently, Cadence rushed out its version by the Chordettes the same day, and Capitol did likewise with a Les Paul-Mary Ford recording. The rather elusively exclusive "bird" belongs to Hill & Range's Ross-Jungnickel.

times as many deejays by each visiting a different city over the feeding the market new voices and Banjo Boys, Annisteena Allen and next few weeks.

Meanwhile, Cadence's promo- repertoire exec Dave Dexter, is part Paulette Sisters, Dakota Staton, tion chief, Bob Kornheiser, has of the label's over-all plan to ac- the Harris Sisters, flutist Julie Kinstemporarily split up the Chor- commodate the buying habits of ler, Danny Capri. Bobby Milano, dettes, so the girls can cover four the teen-age market.

TWO SUMMER WEAPONS

Capitol Keeps Release Sked Pace, Expands Artist List

Records is aiming to combat the or two will click, rather than contraditional summer slump this year | centrating on a small group of artwith a sustained release schedule ists as they have in the past. The and an expanded artists roster. The decision, says Dexter, was arrived label has signed more than 19 at last year, when the label sudnew artists since the first of the denly found itself without one recyear, at least twice as many per- ord on the best-selling charts. formers as pacted by Capitol during an entire year in the past.

lease from five to eight new pop records a week thruout the summer. In addition to the new pop artists, Capitol has augmented its this year with new names in its polka departments.

sounds on a quantity as well as others.

NEW YORK, June 4.-Capitol | quality basis, in the hope that one

Since then, adds Dexter, Capitol's a.&r. men make regular trips The label will continue to re- to various key record markets across the country in an effort to keep on top of the trends.

Canary Marjorie Raeburn, signed last week, is the newest adregular roster of at least 50 artists dition to Cap's artist list. Other new talent signed since the first jazz, country and western, and of the year includes Patti Andrews, Line Renaud, Bunny Paul, Capitol's new sign-'em-in-quan- Lee Kane, Bette Ann Steele, the tity policy, according to artist and Taylor Maids, Billy Valentine, the Les Brown, Red Nichols, the Gal-Capitol has decided to keep ahads, Johnny Dankworth, the

The NEW release you've been waiting for— DECCA Announces:

Coupled with

THAT OLD BLACK MAGK

The great ballad from the new Broadway musical, "SEVENTH HEAVEN"

Sung by

The most fabulous performance of a history-making standard

Dammy Davis Jr.





America's Fastest Selling Records



FOLK TALENT & TUNES

By BILL SACHS

WLW's "Midwestern Hayride," highlighting Pee Wee King's aggregation, with Redd Stewart, ushered in its first weekly stand at Milt Magel's Castle Farm, Cincinnati, last Friday night (3) in sensational fashion. More than 2,800 c.&w. fans tossed a buck on the barrelhead to jam the mammoth ballroom to capacity, with more than 400 being turned away at the door. Ticket sales via radio and TV were halted the previous Tuesday (31), when the Farm's normal capacity of 2,500 was sold out. The WLW "Hayriders" will play Castle Farm every Friday night from now on in, with a special guest artist appearing each week. With Hugh Cherry emseeing, the "Hayride" talent for the opener included Rudy Hansen, Bonnie Lou, Skeeter Bonn, Clay Eager, the Geer Sisters, Phyllis and Billy Holmes, the Pine Mountain Boys (4), the Trailhands (4), the Hayriders (7), Mimi Roman, Zeke Turner and Slim King, Slim Nelson and the 16 Midwesterners, square dancers.

Carl Stuart, formerly a feature on WCOP, Boston, until tha station disbanded its "Hayloft Jamboree" several months ago, returned to the New England airwaves Monday (6) via WVOM in the Hub, 5000-watt station which in the past has programmed pop music only. In a deal made by his personal manager, Herbert L Shucher, Stuart will be on the air six days a week with WVOM's "New England Hometown Jamboree." Tentative plans call for him to do a record show during the summer, combining with a live seg in the fall. Shucher will handle direction and production on "Hometown Jamboree." "Our major problem at the moment is records," he says. WVOM has always operated pop and thus does not have a country music library.'

Martha Carson has inked a 15-day contract with Hank Snow to play the Southwest, beginning July 3. From June 21-25, Miss Carson plays South Dakota for Vern Lotz, who spins the country wax over KOTA, Rapid City S. D. From June 26 thru July 1, Martha, together with Ferlin Huskey and Bill Carlisle and their respective units, will go on tour for Hap Peebles. On June 11, Miss Carson will appear with "Grand Ole Opry" on its first network telecast from Ryman Auditorium, Nashville, and June 18 will be a guest on Lowell Blanchard's WNOX-CBS show from Knoxville.

Bill Carlisle has been set by Harry Cooke for a pair of Pennsylvania park dates, July 3-4, and on August 1 begins a 45-day fair common interest. In a period of trek for Hap Peebles. Last week Bill and his crew began a swing thru Texas for Bob Neal, headlining a unit which also includes Martha Carson, Ferlin Huskey and Elvis Presley. Carlisle is also set for the "Crand Ole Opry" NBC net telecast June 11, and June 18 will be featured on the Prince Albert portion of the "Opry" over the NBC radio net. . . . Johnny Dolan, tub-thumper for "Big D Jamboree," Dallas, was a St. Louis visitor last week.

Good business greeted the double-header "Western Jamboree" staged Sunday (5) at the Coliseum, El Paso, Tex., under sponsorship of Bill Scott, of the Big Corral, that city. Talent array included the Sons of the Pioneers, Carolina Cotton, Spade Cooley, Tex Williams, Wade Ray, Speedy West and Jimmy Bryant, Hank Locklin, Charline Arthur, Ted Rains, Jamie Hil-'liard, the Three Rays, Miller Bros.' band, and the Jimmy Fletcher band. Cottonseed Clark handled the emsee chores. Matinee ducats went for \$1.25, with night show prices scaled from \$1 to \$2.10. A dance followed the latter performance. Fivehundred dollars of the proceeds was donated to Reverend Walis' Rescue Mission, El Paso. Nearly 100 patients of William Beaumont Hospital were guests of Scott at the show.

Doc Williams, head man of the Border Riders; the group's fea-

tured thrush, Chickie, and their agent, Bud Lewis, represented the "WWVA Jamboree" at the Jimmie Rodgers Memorial Celebration in Meridian, Miss., May 25-26. Williams is reported laying plans for another six-week jaunt into Newfoundland and other Northern points. ... Crazy Elmer, featured comic with the "WWVA Jamboree" the last (Continued on page 46)

RHYTHM-BLUES NOTES

By BILL SIMON

Mercury's new subsidiary label, Wing, is off winging with its first r.&b. releases this week. Bob Shad, who handles the artist and repertoire duties for Mercury's r.&b. and jazz departments, is doubling in the same capacity for Wing. He has a flock of new artists of Staff on the military side. He lined up and also is shifting some of the Mercury talent over to the new operation. The first Wing releases feature Jay Hawkins, formerly on Mercury, and Titus Turner, who was released recently from the clear and fixed decision to defeat Armed Forces. Turner had recorded for Okeh.

Lavern Baker concludes her tour with Roy Hamilton on June 26 and goes right into the Showboat, Philadelphia, the following night (27).... The Nutmegs and the Buddy Johnson ork team up for a week at the Apollo Theater, New York, June 10, and follow it with a stanza at the Howard, Washington, starting June 17. The July 1 bill at the Apollo headlines the Drifters with Illinois Jacquet's leapin' combo.

Weekes' Tavern in Atlantic City gets the Rusty Bryant ork the week of June 10 and Eddie (Lockjaw) Davis' Trio the week after. Bryant records for Dot, and Davis for King.... Sam (the Man) Taylor, the tenor sax man heard on many of the rock and roll sides made in New York, and an M-G-M artist with his own combo, has his first major booking at the Apollo the week of June 17, following which he has booked a solid week of one-nighters in Eastern cities. Taylor has signed a booking pact with Dick Boone, of Universal Attractions.

Herald's Al Silvers just returned from a three-week trip thru the South, in which he ranged as far as Texas. The diskery this week will release its first Faye Adams disking in several months. And Silvers, like many other r.&b. diskers we have talked to, has noted the long length of time that it now takes an r.&b. hit to break these days. A top record by a top artist-even a Dinah Washington or Ruth Brown-may take as long as two months on the market before it begins to show up on the national charts. It seems they have to make it the hard way, city by city. And it's not unusual for one city to cool off completely on a number before it catches fire elsewhere.

Charlie Hughes, the new warbler on Groove, is actually the same lad who sang lead on the DuDropper's latest record. Another mystery solved.... The Brown Derby in Toronto, which now books about 90 per cent r.&b. acts, has Glenn Covington booked in this week.

AT AFM MEET

RCA Head Sees Labor-Biz Aim **Now Is Unity**

CLEVELAND, June 6.-Stressing harmony as the keynote of present day labor-management relations, Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America, is scheduled to address the 58th annual convention of the American Federation of Musicians tomorrow (7). The day of the "warrior leader," either on the side of capital or labor, is past history, according to General Sarnoff, who feels that labor-management unity has become an actual necessity.

General Sarnoff, the first representative of business management ever to address an AFM Convention, will note that "together we have made America a nation of music lovers." He will point out that more people attend concerts than baseball games; that 15 million Americans attend ball games annually and spend \$40 millionwhereas 35 million attend classical concerts for a total box office take of \$50 million.

Pointing up the necessity for economic statesmanship on the part of labor and management leaders, General Sarnoff will add that, fortunately, both sides have mapped out large areas of agreement and great technological change and adjustment, such understanding is imperative, he feels, declaring:

"Let us not be stampeded. . The march of science cannot be stopped; nor...would any of us stop it if we could. . . . Of course, it brings problems at the same time that it opens up opportunities. It cancels out some jobs while stimulating others and creating myriad new ones. It imposes upon us periods of necessary physical and psychological adjustment."

Heroic Fight Won

The history of American technology has shown that, in the future, more jobs will be created than abolished, General Sarnoff believes. Labor, he adds, has won its heroic fight, but capital shares ir the victory-both having contributed to enduring peace and a better living standard.

General Sarnoff's talk will take can labor has never been trapped ing among themselves.

American labor has recognized that we dare not lose the Cold for the new campaign will be to War," General Sarnoff will say, calling attention to his proposal for the creation of a Strategy Board for Political Defense—the Cold War equivalent of the Joint Chiefs will point out that:

"Our policy must be based on a World Communism. . . . likewise, we have an important job to do of presenting the truth and the facts about World Communism to those in other lands whom the Communists seek to subvert."

A decisive factor, General Sarnoff believes, will be America's economic vitality, and in the framework of the world today labormanagement unity becomes an "irreducible necessity."

Elgarts Sued in Alleged Big Loan

NEW YORK, June 4.- The orchestra-leading brothers, Les and Larry Elgart, were served with papers this week on behalf of Mrs. Rose Wollman, who claims to have financed the Elgarts to the extent of \$10,000, and is suing for an accounting of earnings.

According to Mrs. Wollman's attorney, Louis Randell, the plaintiff loaned this money to the Elgarts in 1953, at no interest, to be paid back in 1957. Meanwhile, she was to receive bi-weekly statements and 5 per cent of the bands' net profits. Allegedly, she has received neither statements nor payments since September, 1954.

THEY SAW RED IN WINDY CITY

CHICAGO, June 4.-Hal Fredericks, WAAF disk jockey, caused Somethin' Smith and His Redheads to see red this week. Hal had invited the Epic Records group to be guests on his show and promised to meet them at the airport when they arrived. However, he announced over the air that all the female redheads in his audience were invited to meet the group at the airport also.

Soooo, Hal and 60 redheads turned out by charter bus to greet the other redheads at the airport. By the way, the bus driver turned out to be a redhead, too.

V-M Signs for Your Big 10' Over WGN, Chi

CHICAGO, June 4.-The V-M Corporation of Benton Harbor, Mich., and Station WGN have signed a deal involving 55 minutes of nighttime radio, one of the biggest metropolitan radio sales to a single sponsor of nighttime radio

of Music," bought the "Your Big Ten on WGN" program which airs Fridays from 9:05 till 10 p.m., and which stars disk jockey Saxie Dowell. The program features the results of a weekly poll of WGN listeners and plays the 10 top selections.

This purchase represents V-M's first radio buy and as such will be watched closely by other manufacturers to ascertain the value of the radio medium. The campaign, which is primarily local in scope, should give V-M even more than it bargained for because listener votes have been coming in regularly from 22 States. The Chicagoland area was chosen by V-M as the axis of the new campaign because it was this Midwestern territory which showed up as the No. 1 sales winner for the past year.

The purchase was kicked off this week with a meeting of over 80 cognizance of the fact that Ameri- persons representing V-M, its distributors and their salesmen. by Communist blandishments: and The meeting took place in the that Americans cannot afford to studios of WGN and guest speakdissipate their strength by bicker- ers included Saxie Dowell, and members of V-M's representatives and advertising agency. The theme spotlight all of V-M's music reproducing equipment.

Polka Dance Draws 3,200

CHICAGO, June 4.-A onenighter polka dance staged by local Station WOPA turned out more than 3,200 paying customers recently at the Aragon Ballroom and presented the biggest polka crowd at the terpery in over nine

draw to all concerned and resulted La Rosa, Tony Martin and Guy in some powerful thinking among Lombardo's band. station people as well as the ballroom operators. The event was decorated pleasure ship will do publicized thru the station's spot double duty, sailing to Provinceannouncements which averaged a town in the daytime and cruising frequency of 200 spots per month. the harbor on moonlight sails. The The station, which features polka season opened last night with a music primarily, used the talents special invitation cruise for newsof L'il Wally and His Lucky Har- men and local VIPs. mony Boys and Eddie Zima and his orchestra. Wally records for independent Jay Jay records.

The ballroom operators, surprised at the midweek turnout, checked the audience response and found that patrons for the event came from as far as Gary, East Chicago, and Hammond, Ind. The group also showed a fair represent ex-Godfrey Chordettes, is owner. tation of all age groups as well as Agreement has been set with cated it will attempt to make use as distributor for the Midwest terof this new found interest in the ritory. First release is expected in near future.

Four Records In Marquee's First Release

HOLLYWOOD, June 4. - The long delayed bow of the recording arm of Mills Music, Marquee Records, officially takes root this week with the firm's release of four records.

Sales policy of the company, outlined by General Manager Jay Faggen, revealed an unorthodox plan which calls for stimulating demand thru disk jockey channels and then following thru with distributors. To date Marquee Records has appointed no distributors, tho sample copies of the company's first release will be shipped to those independent distributors within the area covered by disk jockey samples.

Faggen indicated the firm's first release will be sent to approximately 1,000 disk jockeys, with plans currently in the process of negotiation for a promotional tie-up with juke box operators thru George Miller, president of Music Operators of America. Latter tie-in will specifically deal with the Kay Malone release of "I Married for Money" and "A Golden Song." Miss Malone was one of the three finalists in the recent Miss Juke Box competition at the MOA convention.

Explaining the firm's sales posi-The firm, also known as "Voice tion, Faggen echoed President Irving Mills original stand that the "objective is not to become a major recording company, but to use the recording subsidiary as another part of Mills Music's professional department." -

Distributors will be appointed, Faggen added, coincident with the demand created by the release of disk jockey records. Should a song show any promise in a given area, it is conceivable that the Mills firm would use members of its professional staff to lend additional promotional assistance.

Other wax included in Marquee's first release are songs by pianist Murray Arnold, the Lee Gordon Singers with the Monte Kelly orchestra, and the Buddy Bregman orchestra.

Name Talent Signed for Wilson Craft

BOSTON, June 4.-A huge array of talent has been signed up for the cruises of the Wilson Line's 'Boston Belle," which will begin its run from Rowe's Wharf today. It will feature Meyer Davis and his orchestra as well as musical comedy star Ella Logan.

In succession will come Joan Weber, Georgia Gibbs, Guy Mitchell, Sonny Gale, The Four Lads and Betty Madigan. All bookings have been signed thru the Meyer Davis office with more to follow. Some are booked for single nights, while others will perform four or The event proved a surprise in the works for Patti Page, Julius

The newly refurbished and re-

Window Label Bows in Milw'kee; 1st Disk Due

MILWAUKEE, June 4. - Window Records, a new disk label, was organized here this week. Bill Schwartz, entertainment booker and husband of one of the original nationality. The terpery has indi- Frumkin Sales of Chicago to act a few weeks.

BENNETTS

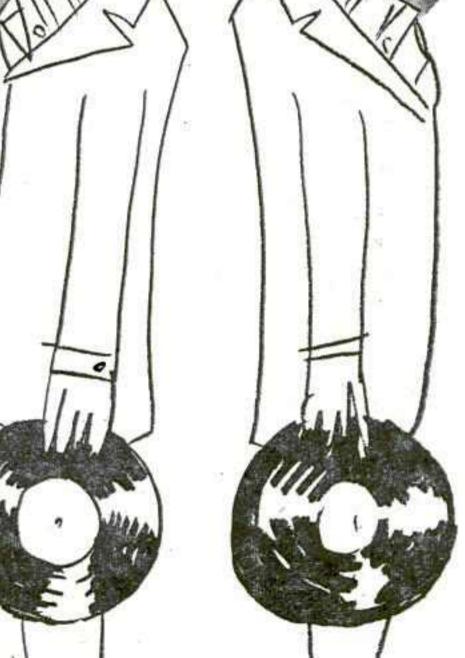
13/4/1/

BACK-10-BACK

DIN'T'
TELL
ME
WHY

TWO SIDES, ONE STORY ...

ANOTHER HIT RECORD



MAY I
NEVER
LOVE
AGAIN

40523 (4-40523)

FROM

Columbia



Due to territorial differences we are forced to list

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

TOP SELLERS— POPULAR Listed Alphabetically

MUSIC-RADIO

| BALLAD OF DAVY CROCKETT |
|--|
| FAREWELL (Tennessee) Ernie Ford .3058 |
| THE BLUES FROM KISS ME DEADLY |
| MY ONE SIN |
| HIS HANDS |
| I AM A PILGRIM |
| I AM A PILOKIM |
| IF I MAT (King) Lole, |
| IF I MAY Nat (King) Cole, A BLOSSOM FELL |
| LEARNIN' THE BLUES |
| IF I HAD THREE WISHESFrank Sinatra3102 |
| NOT AS A STRANGER |
| HOW COULD YOU DO A THING LIKE THAT TO ME. Frank Sinatra3130 |
| THE POPCORN SONG |
| BARRACUDA |
| THE SAND AND THE SEA |
| DARLING JE VOUS AIME BEAUCOUP Nat (King) Cole3027 |
| UNCHAINED MELODY |
| MEDIC |
| <u> 즐겁게 함께 되는 그림 경험을</u> 하나 10 20 20 20 12 12 20 20 12 12 12 12 12 12 12 12 12 12 12 12 12 |
| THE VERDICT |
| ME MAKE UM POW WOW |

COMING UP FAST Listed Alphabetically

| RELLA WOTTE | 33 65 | |
|-------------------------|-------------------------|--|
| FOLLOW YOUR HEART | Gordon Mac | Rae3122 |
| CHEE CHEE OO CHEE | | |
| RIDIN' INTO LOVE | Dean Martin | 3133 |
| DO IT NOW! | | |
| I'M BEGINNING TO SEE TH | HE LIGHT | 3143 |
| FREDDY | | |
| THE HANDWRITING'S ON | THE WALLStan Kenton | 3151 |
| GENUINE LOVE | | TA PARTIES OF THE PAR |
| NO LETTER TODAY | Les Paul & I | Mary Ford 3108 |
| GOBELUES | | SHOUND STREET |
| CELESTE | | 3126 |
| HEY MR. BANJO | | |
| KVI-VI-VI-VITT | The Banjo B | oys3103 |
| I'LL NEVER STOP LOVING | YOU | |
| WAKE THE TOWN AND TEL | LL THE PEOPLELes Baxter | 3120 |

LATEST

Numbers 475 & 476

| CHEE CHEE OO CHEE | |
|--|------|
| RIDIN' INTO LOVE | |
| RIDIN' INTO LOVE Dean Martin | 33 |
| 23° N - 82° W | |
| FALLING | |
| Stan Kenton | 134 |
| HIS HANDS | |
| AM A PILGRIM | |
| (Tennessee) Ernie Ford | 35 |
| THE BLUES FROM KISS ME DEADLY | |
| | |
| MY ONE SIN Nat (King) Cole | 36 |
| FAREWELL FAREWELL | - |
| THE MAGNIFICENT MATADOR | |
| Connie Russell | 27 |
| THE LONE PSYCHIATRIST | 31 |
| THE HONEY-EARTHERS | |
| Sian Frahern Daws Buller | 20 |
| Stan Freberg, Daws Butler | 38 |
| THIS IS ALL YEAR NEW TO USE | 700 |
| THIS IS ALL VERY NEW TO ME Bob Manning | 120 |
| ver twocen | 139 |
| YES, INDEED | |
| ONE WAY DOOR | |
| Merrill Moore | 40 |
| A MEMORY OF YOU | |
| TOO MANY TEARS | |
| Jim & Jesse & The Virginia Boys31 | 41 |
| GLORYLAND BOOGIE | |
| SING, BROTHER, SING | 9775 |
| The Rangers Quartel3 | 142 |
| DO IT NOW! | |
| I'M BEGINNING TO SEE THE LIGHT | |
| DO IT NOW! I'M BEGINNING TO SEE THE LIGHT Vicki Young | 143 |
| DOTID EROCKETT | COL. |
| TWEEDLE DEE | |
| Mickey Katz3 | 144 |
| ITIF A FIN | |
| | |
| Billy Valentine | 145 |
| YOUR LOVE HAS GOT ME Billy Valentine | |
| PARLI MEELING TOO NEKE | |
| The Cheers | 144 |
| LEARNIN' THE BLUES | 140 |
| The state of the s | |
| Ray Anthony | |
| DREAM BOY | 14/ |
| DKCAM DUI | |
| I'VE GOT RHYTHM IN MY NURSERY RHYMES | |
| Micki Marlo3 | 148 |
| PLEASE, BIG MAMA | |
| MY SPIRIT IS WILLING Rudy Gray | 2.22 |
| | 149 |
| COTTON PICKIN' | |
| SLEEP WALKER'S LULLABY | |
| Jimmy Bryant and Speedy West3 | 150 |
| Jimmy Bryant and Speedy West3 | 150 |

BEST SELLING-

POPULAR **ALBUMS**

Listed Alphabetically

| | N_MERSON ENGINEERINGAMA |
|---|--|
| | B.G. IN HI FI—Benny Goodman 45 rpm "EP" No. EAP-1-2-3-4-565 & EBF-1-2-565 |
| | 331/2 rpm No. H-1-2-565 & W-565 |
| | BLUE MIRAGE—Les Baxler 45 rpm "EP" No. EAP-1-599 |
| | GOLDEN HORN—Ray Anthony 45 rpm "EP" No. EAP-1-2-3-563 & ECF-563 33 1/2 rpm No. I-563 |
| | IN THE WEE SMALL HOURS—Frank Sinatra 45 rpm "EP" No. EAP-1-2-3-4-581 & EBF-1-2-581 |
| è | 331/3 rpm No. H-1-2-581 & W-581 |
| | LES & MARY—Les Paul and Mary Ford 45 rpm "EP" No. EAP-1-2-3-4-577 & EBF-1-2-577 |
| | 331/3 rpm No. H-1-2-577 & W-577 |
| | LES BAXTER 45 rpm "EP" No. EAP-1-9125 |
| | LONESOME ECHO—Jackie Gleason 45 rpm "EP" No. EAP-1-2-3-4-627 & EBF-1-2-627 |
| | 33 1/3 rpm No. H-1-2-627 & W-627 |
| | MIL-COMBO TRIO 45 rpm "EP" No. EAP-1-2-3-579 33 1/2 rpm No. T-579 |
| | MOODS IN SONG—Nat (King)-Cole 45 rpm "EP" No. EAP-1-633 |
| | MUSIC FOR LOVERS ONLY—Jackie Gleason 45 rpm "EP" No. EBF-352 33 1/3 rpm No. H-352 |
| | MUSIC, MARTINIS AND MEMORIES— Jackie Gleason |
| | 45 rpm "EP" No. EAP-1-2-3-4-509 & EBF-1-2-509 331/3 rpm No. H-1-2-509 & W-509 |
| | MUSIC TO REMEMBER HER—Jackie Gleason 45 rpm "EP" No. EAP-1-2-3-4-570 & EBF-1-2-570 |

331/3 rpm No. H-1-2-570 & W-570

331/2 rpm No. H-516

SOMETHING COOL-June Christy
45 rpm "EP" No. EBF-516

TOP SELLERS—

COUNTRY & HILLBILLY · Listed Alphabetically

ANNIE OVER IF LOVIN' YOU IS WRONG DID YOU TELL HER ABOUT ME YOU SENT HER AN ORCHID GOD BLESS GOD WHERE COULD I GO? I'LL BABY SIT WITH YOU SHE'S ALWAYS THERE IT TICKLES LET DOWN LIVE FAST, LOVE HARD, DIE YOUNG FORGIVE ME, DEAR MY GALLINA CUZZ YORE SO SWEET

Wesley and Marilyn Tuttle 3098 WILDWOOD FLOWER BREAKIN' IN ANOTHER HEART YOU'RE TOO LATE A LOSING HAND YOU'RE A HUMDINGER I'M JUST TOO LAZY

A SATISFIED MIND TAKE POSSESSION

JIM, JOHNNY AND JONAS

SAY YOU DO

It's another STAN

DAWS

FREBERG-BUTLER

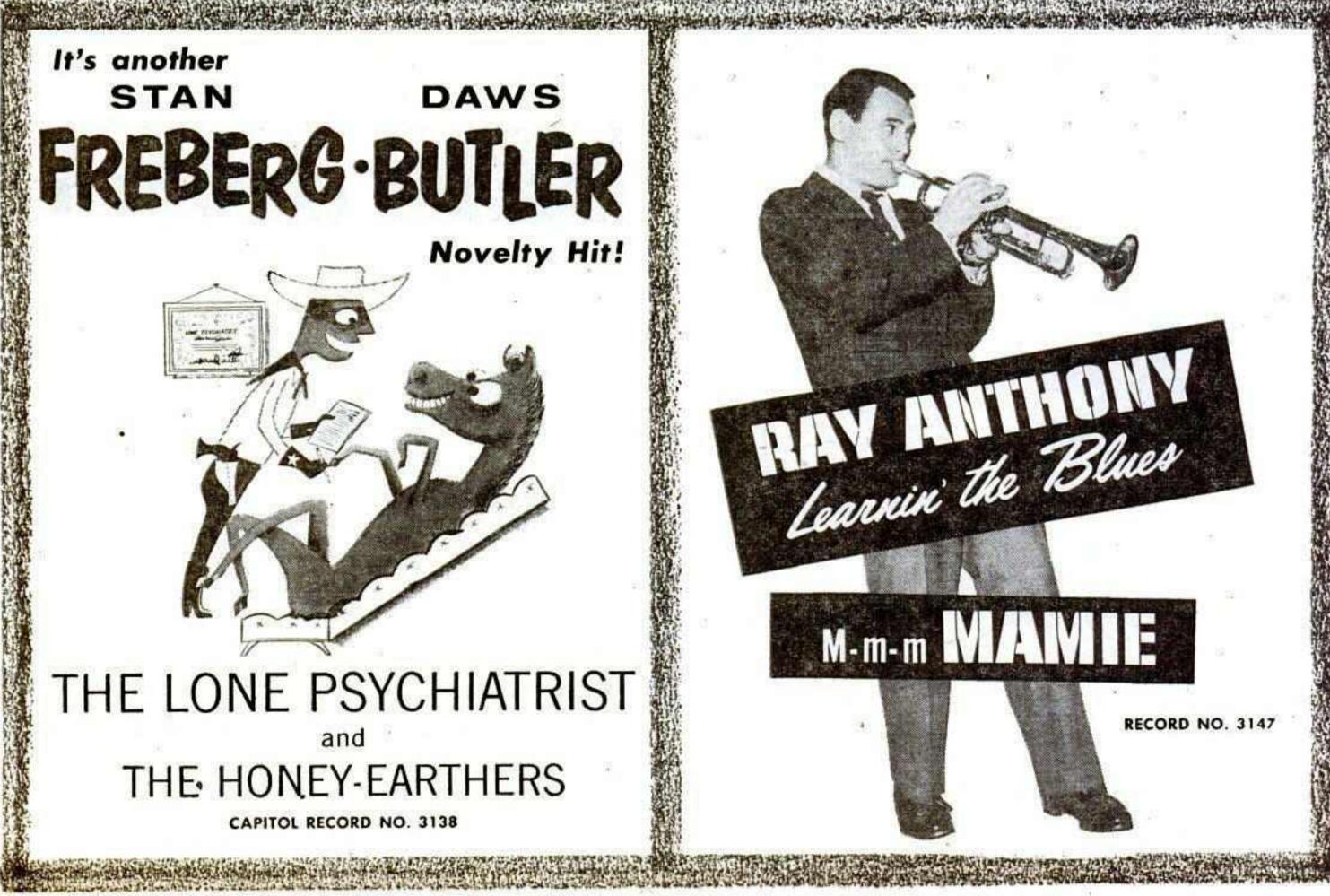
Novelty Hit!



THE LONE PSYCHIATRIST

THE HONEY-EARTHERS

CAPITOL RECORD NO. 3138



HIS FINEST RECORD



"Tennessee" Ernie Ford

HIS HANDS I AM A PILGRIM

TO THE STATE OF TH



RECORD No. 3135

RCA 'Hi-Fi for Every Purse' Pitch for Cut of \$300 Mil

NEW YORK, June 4.—RCA Vicmachine for every pocketbook," in price is \$129.95. its move to grab its share of an Deliveries on estimated \$300,000,000 worth of Mark VI have already begun. The hi-fi equipment to be sold this others will move out into the mar-

This estimate was given by Robert A. Seidel, executive vicepresident, RCA Consumer Products, who said that 1954 hi-fi consumer sales totaled \$241,000,000.

The company's line of five hi-fi The company's line of five hi-fi sets, completely packaged, and Smalls Segs ranging in price from \$129.95 to \$1,600, (The Billboard, June 4) was given a preview showing Wednesday (1). A complete run-down of the line follows:

Firm's Line

Mark I (Model 6HF1): A de luxe twin console with four speakers in a separate cabinet. It includes a tape recorder, three-speed changer and AM-FM radio. A 20-watt amplifier is used. List price is \$1,600.

Mark II (Model 6HF2): Single cabinet console with three speakers, record changer and AM-FM radio. It uses a 20-watt amplifier. List price in mahogany is \$595, in oak \$625.

Mark III (Model 6HF3): Single cabinet console with three speakers, record changer and 10-watt amplifier. List price in mahogany is \$325, in oak \$345.

Mark IV (Model 6HF4): Consolette with three speakers, record changer and 5-watt amplifier. List price in mahogany is \$169.95, in oak \$179.95.

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

Recorded by:

| THE MAKINEKS |
|--|
| THE JOHNSON BROS London |
| DENNIS HALELondon |
| THE GAYLORDS Mercury |
| PERRY COMO and JAYE P. MORGANRCA Victor |
| *records listed alphabetically by companies. |
| HILL & RANGE SONGS |



Kitty Kallen's Greatest

"FORGIVE ME"

Just Released Decca Record No. 29548

BOURNE, INC. New York 19 136 W. 52d Street



Mark VI (Model 6HF5): Table tor's new pitch to the high fidelity model with three speakers, record instrument market is pegged on "a changer and 3-watt amplifier. List

> Deliveries on the Mark I and ket in July.

> The two top-price models use transistors in the pre-amplifier circuit, said to reduce hum and provide quieter performance.

'Jive' Unit Into Apollo

NEW YORK, June 4.-Tommy (Dr. Jive) Smalls, WWRL, New York, deejay, is scheduled to take "1955 Rhythm and Blues Revue" into Harlem's Apollo Theater for one week, starting Friday (10). Small's first r.&b. jamboree dance at the Rockland Palace here, April drew a capacity crowd of 4,200, and grossed \$6,600.

However, this is the deejay's first appearance in a theater. The date is set up on a percentage basis, with part of the deal being that WWRL plug the show extensively before and during the week's run.

and his band, the Moonglows, to arbitration. Gene and Eunice, Bo Diddley, the Nutmegs, Charlie and Ray, Ella Label "X" failed to field its full Johnson, Etta Jones, the Four Fel-Ward.

Hayes Reads Crockett Bio On Folkways

NEW YORK, June 4.—Bill Hayes is still on a Davy Crockett recording kick, but this time he's playing it in a non-musical mood, with Folkways bringing out a 10-inch LP this month featuring readings by Hayes from the backwoodsman's autobiography.

The album, tagged "The Real Davy Crockett," is being released in conjunction with the publication of Citadel Press' new book, "Davy Crockett's Own Story," a 388-page collection of the original three volumes of Crockett's autobiography and several of his letters. Extensive tie-up promotion is planned for the marketing of the latest Crockett products.

Winternitz Vs. Vox In Bach Notes Suit

NEW YORK, June 4.-Emanuel Winternitz filed suit in Federal Court here against Vox Records, asking an injunction to restrain Vox from publishing and selling a book-let titled "J. S. Bach—Brandenburg Concertos-Program Notes by E. Winternitz.

The suit, which asks for damages sustained and an accounting, charges unfair trade practices and unfair competition. It alleges that prior to 1947 Winternitz compiled the book and licensed its use to Vox. After July, 1954, and since July 1, 1955, plaintiff alleges Vox has been marketing the book in connection with a record album and is producing the tome itself instead of paying Winternitz.

Rowland Heads Cap **Press Relations**

HOLLYWOOD, June 4.-Lloyd Dunn, vice-president in charge of advertising and merchandising at Capitol Records, this week announced the appointment of Vic Rowland as director of press relations for the company.

Rowland joins Capitol after an active career in television. He recently was associated with the NBC outlet in Hawaii as publicity director, and before that in a similar capacity with ABC-TV here.

ed the department, has resigned to nection with Disney's "comeback" devote more time to his free-lance blueprint for Mickey as a mer- Shorty Rogers, Bill Holman, Eddie writing activities.

JUKE FARE'S MUSIC MENU

TORONTO, June 4.-Several restaurants here are featuring an attractively made up Music Menu-one side giving information about disks available on the juke box, and the other side containing the regular bill of fare. The idea, set by Tedd Barr, lists the Top Ten, the Record of the Month, Standard of the Month, Western of the Month, and Vocalist of the Month. The Music Menu also carries a capsule biography of a best selling art-

Barr is planning to promote the idea in restaurants in the United States.

SPORTS PAGE

Soft, Soft **Ball Games** Won & Lost

NEW YORK, June 4. - Music league soft all hit its lowest ebb this week when two out of the four Smalls' talent line-up for the scheduled games were won by for-Apollo includes Buddy Johnson feit, and another became subject

For the second straight week, team, and lost this time to ASCAP ows, Nolan Lewis and Dolores 9-0. Variety forfeited, and goes on record with a 9-0 loss to London. The Dec-Rods lost to Decca-Coral, 7-4, but are claiming a forfeit victory on the grounds that Decca-Coral failed to field a legit team and substituted a ringer, against league rules. In the only clear-cut decision, Raleigh slaughtered Columbia 14-4 to continue its highscoring binge.

> Present league standings have Raleigh, London and Decca-Coral tied for first with 4 and 0 records. Columbia and ASCAP are both 2 and 2, while the Dec-Rods, Variety and Label "X" have sustained four straight losses.

Trial Due Soon

• Continued from page 15

York Supreme Court also denied a temporary injunction pending a trial decision of the entire case. The justice's ruling similarly affected pending cases by the late Wilhelm Furtwangler and the Vienna Philharmonic against Urania.

In the case of Gieseking and Furtwangler, the disputed records were made from German radio tapes. The Vienna Philharmonic has complained of the release of records by orchestras said to carry names likely to lead consumers to believe it was the ensemble featured.

Court Statement

Referring to the Gieseking and Furtwangler actions, Justice Mc-Nally's decision stated, "The issues are sharply disputed and in such cases, the right to it being doubtful, injunctive relief pending the trial of issues will not lie.'

Concerning the orchestra's complaint, the Justice declared, "The right of the plaintiff Wiener Philhamoniker to restrain the defendants from the use of certain alleged imitations of its name in the sale or distribution of phonograph records is similarly beclouded by disputed issues as to similarity and the tendency or likelihood of deception. Accordingly, the motions are denied. An early trial will be ordered at the instance of any of the parties."

New Diskery

Continued from page 15

and kiddie. The kiddie line is apt to be an early item on the agenda, since Walt Disney's forthcoming "Mickey Mouse Club" afternoon show is rumored to figure prominently in the new diskery plans, Bill Olofson, who formerly head- the most likely way being in conchandising character.

HIP GAL

WIND Disk Librarian Has System

CHICAGO, June 4.-Instrumental disks rather than vocals are preferred programming over WIND here, according to that station's librarian, Lorene Younglove, who schedules more than 100 hours of record shows a week.

Miss Younglove schedules plenty of instrumental disks because it's "easier to fade them down so deejays can cut in with the commercials." In line with this, Miss Younglove points out, it is necessary for a station librarian to keep the type and placing of commercials in mind when lining up a record schedule.

For instance, she notes that a "candlelight mood" platter should never directly precede a commercial, since it might provoke an unfavorable reaction toward the sponsor by jolting the listener back into this world in too abrupt a fashion.

Miss Younglove, who programs every WIND show but Howard Miller's time period and Bob Porter's all-night seg, breaks her record schedule down into three main sections-a third are from the current best selling top 40 disks, a third new releases and a third standards. More than 90 per cent of the disks are in the pop category, and the policy generally is not to repeat a record within a two-hour period.

Peck 'Moby' Album by RCA

HOLLYWOOD, June 4.-RCA Victor will release an album of readings by Gregory Peck from the John Huston film production of 'Moby Dick." Deal was made here recently by RCA Vice-President Manie Sachs, with both Huston and Allied Artists execs taking part in the negotiations.

The bidding for sound-track rights to film properties is expected to become even more competitive in the near future, with the major studios continuing to increase their musical budgets. Among films currently being prepared, albums can be expected on "Picnic," "Kismet," "The Benny Goodman Story," "The Eddie Duchin Story," "The Red Nichols Story," "Anything Goes," "Guys and Dolls," "Sincerely Yours" and "The Ten Commandments." Latter is the highly touted Cecil B. DeMille production for Paramount, with bidding for the album rights already reported to be

KENTON TIE-IN

Educational Musical Disk Set Mapped

HOLLYWOOD, June 4.-Maestro Stan Kenton, the Westlake College of Music and Associated Music Publishers, the Broadcast Music, Inc., subsidiary, have joined forces to produce a series of musical arrangements and records specifically aimed at the high school and college music student.

Officially tagged the "Stan Kenton-Westlake College American Dance Band Album," the series will include band arrangements written especially for the school student by Billy May, Pete Rugulo, Stan Kenton and Frank Comstock. Music is to be recorded by an allstar group of modern jazz musicians, with sale limited to the music departments of high schools and colleges.

Associated Music Publishers is expected to take an active part in the promotion owing to its background in the educational field. Westlake College, well-known Los Angeles music school, will also merchandise the package.

Other arrangers expected to participate in the series include Sauter and Will Stuart.

DOCTORS FORM CYMBOL WAXERY

HOLLYWOOD, June 4.-The charm the disk business has apparently knows no bounds. Men from all stations in life drift into it, and curiously enough, out of it, too.

The industry took on a new group this week, when six doctors at Burbank Hospital, Burbank, Calif., all with a penchant for music, formed an independent company called Cymbol Records.

'Ozark Jubilee' Hits ARB Top For May TV

NEW YORK, June 4.-Hillbilly music TV shows have more friends than anybody, according to the American Research Bureau's national report for May, which indicates ABC-TV's "Ozark Jubilee" is TV's top program in large family audience composition.

"Ozark Jubille" (aired Saturday nights from 9 to 10:30 p.m.) pulled an average of 3.32 viewers per set, as compared to "Disneyland's" 3.11 and "Toast of the Town's" 3.09. Only five programs in all TV average more than three viewers per set, with the ABC-TV hillbilly show No. 1.

"Ozark Jubilee" also boasts the best-balanced audience composition in TV, being the only program to attract almost a completely equal division of men, women and children-33 per cent men, 33 per cent kids and 34 per cent fems.









Howie Morris

Anybody can make "A" sides-but it took

THE THREE HARRGUTS TO MAKE TWO "B" SIDES



Sid Caesar

FF 23752 5 12

YOUARE SO RARE TO ME

GOIN'
CRAZY

20/47-6149

"New Orthophonic" High Fidelity Recording



a and one are estimated This



Coming Up-

HEAVI TRAFFIC ON BOTH LAINES



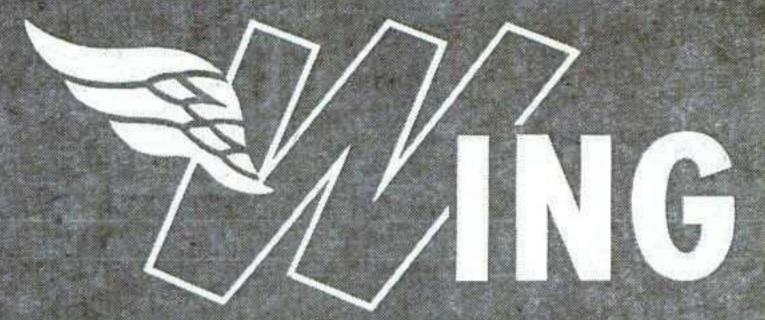
MY LITTLE ONE

Copyrighted material

40526 (4-40526)

FRANKIE'S newest on...
Columbia Records

FIRST RELEASES ON AMERICA'S NEWEST RECORD LABEL!



TOP FLIGHT MUSIC FOR EVERY MOOD

RONNIE
GAYLORD

"AIN'T THAT A SHAME"

ANIE

"CHE SERA' SERA"

WING 90000



LOLA DEE "I LOVE YOU STOP"

ANE

"CHA, CHA, CHA"

WING 90004



NICK NOBLE "ARMY OF THE LORD"

AND

"THE BIBLE TELLS ME SO"

WING 90003



EDDIE BALLANTINE "BYE, BYE BLUES"

AND

"BANJO BLUES"

WING 90001

MALCOLM LOCKYER "BEAT ME DADDY EIGHT TO THE BAR"

AND

"CARELESS LIPS"

WING 90002



35 E. WACKER DRIVE . CHICAGO 1, ILLINOIS

BSIDIARY OF MERCURY RECORD CORPORATION

WING DISTRIBUTORS

A-1 Distributors 640 Baronne St. New Orleans, La. Alpha Distributors 457 W. 451h St. New York, New York Arc Record Distributors 3747 Woodward Detroit, Michigan

Diamond Record Dist. Co. 2990 W. Pico Blvd. Les Angeles, California Elmar Distributing Co. 17 S. 21st St. Philodelphia, Pa.

Eric Distributors 369 6th St. San Francisco, California Fayson Distributors, Inc. Jersey & 7th St. Belfolo 1, N.Y. Gimbel Brothers 3531 Belair Baltimore, Maryland Huffine Distributors 3131 Western Ave. Seattle, Washington Jother Distributing Co. 23 E. Hennepin Ave. Minneapolis, Minn.

Loredy Record Dist. Corp. 46 Green St.

Music Suppliers 263 Huntington Music Distributors 1303 S. Michigan Ave. Chicago Illinois

Mercury Record Dist., Inc. 160 State St. Hartford, Coan. Mercury Record Distributors 436 S.W. 8th Ave. Music Soles 1117 Union Ave. Lone Star Records 2009 Ebony St. State Record Distributors 920 Race St. Southland Distributors
441 Edgewood Ave., N.E.
Atlanta, Ga.

DELTA RHYTHM BOYS DRAW IN SWEDEN . . .

The Delta Rhythm Boys opened a three-month tour of the Swedish Folk Parks on Saturday night (28) in Orebro's Folk Park, Stockholm, where they drew a big turnout and wowed the crowd. Swedish music critics are a carping lot, but they lauded new offerings, including "Shake, Rattle and Roll." The quintet took time out from the Folk Perk tour to make four guest appearances as top of the bill at Stockholm's China Theater on Tuesday (31) and Wednesday (1) nights.

AL SHULMAN TO HEAD COLUMBIA'S ET'S . . .

Al Shulman has been promoted director of transcriptions for Co-Ambia Records. He succeeds Gil McKean, who last week was upped to director of consumer relations for the diskery. Shulman formerly was sales manager for the transcription branch. His successor has yet to be selected.

DJ GROSS IN REVERSE, NETWORK TO LOCAL . .

In a reversal of the current trend for indie deciays to move into network radio, ABC's semi-classical spinner, Sidney Gross, doubles over to indie WICC, Bridgeport, Conn., starting today (4). Gross will pilot a three-hour "Jazz Jamboree" over WICC on Saturday nights from 8 to 11 p.m. In addition to his "Beyond the Stars" network show, Gross also appears regularly on WNYC, New York, and conducts a course in jazz at Columbia University.

SUCCESS CUES 2D CHI PROMOTION BY EVANS . . .

Sam Evans, Chicago disk jockey for the Negro market, will present his second venture into the local promotion field. His show will star Roy Hamilton, Lavern Baker, the Drifters, the Spaniels, Willie Mabon. Little Walkin' Willie, Jimmy Reid, the Hearts, Erskine Hawkins, and Della Reese. The show will be for a family of four. Drawing for staged at the Trianon Ballroom prizes will be held June 27 at the June 17, with tickets scaled from Roxy, where the film will be play-\$2. Evans' last promotion was held ing. Additionally, candy boxes will at the Madison Roller Rink and contain enclosures. Decca album proved a record-breaking bonanza displays and counter cards will be

MUSIC AS WRITTEN

for his promotion firm, turning out | featured at Barton stores, and there | Sheldrake, N. Y., during a special over 2,000 payees at the door.

HER NIBS TO CHARM WAVES FOR WILSON.

The Wilson Lines has booked Georgia Gibbs for three new appearances on its excursion boat circuit. The Mercury canary will play the S. S. State of Pennsylvania out of Philadelphia June 8, 9, 10 and 11; a Wilson boat out of New York, June 13, 14, and the S. S. Boston Belle out of Boston, June 15, 16, 17 and 18. Then Miss Gibbs treks out to Denver for a one-nighter June 25 at the outdoor Red Rocks Theater, returning to New York for a guest shot on Julius LaRosa's first CBS-TV show June

LUDLOW MUSIC GETS SONG OF DREAMER....

"Song of the Dreamer," ditty which has created a stir in the Texas area on the Duke label, has been acquired by publisher Howard S. Richmond. Latter purchased it from the writer, Ed (Tex) Curtis, and has placed it in Ludlow Music, Inc., BMI-affiliated. The Duke disk was recorded by Billy Brooks and Red Saunders.

MULTIPLE TIE-IN TO AID 'LADY-TRAMP' . . .

Decca Records, Walt Disney Productions and the Barton Candy Company are engaged in a joint New York promotion of the Decca album, "Lady and the Tramp," and the Disney picture. The annual Barton's Children's Week runs from June 20-26. Over 100,000 entry blanks for the Children's Week prize drawing contest will be distributed in 58 Barton stores, New York City schools, and at the Roxy

First prize is a trip to Hollywood

will be display pieces for record weekend press party June 10, 11 dealers.

New York

George Liberace was here early and to start a new TV series for Mind." . . . Columbia kidisk topper the fall with his brother.

Bell and Little Golden record companies, flew to the Coast Sunday Anthony vocalist, is fronting his (5) for one week. . . . The 11-year- own orchestra at Nino's, Jefferson old disk mogul and harmonica vir- Valley, N. Y. Orkster Sammy Hertuoso, Gene Jimae, flies to Chicago man has located in the same West-Friday (10) to appear on the How- chester district, holding forth at ard Miller show. . . . Bob Rosen the White Swan Hotel, Lake and Red Latham are in charge of Mohansic. . . . Violinist-maestro operations for Charles H. Hansen's Emory Deutsch will open at Billy new Hansen disk label. . . . London | Reed's Little Club Monday (6) for Records, via its Decca Records, ar indefinite stay. Kurt Maier con-Ltd., parent in England, has signed tinues there at the piano. the Beverly Sisters, a pop group British Columbia.

Polydor in France before Philips acquired that diskery, is in town for

Decca Records and Universal Pictures are planning a joint promotion on "Foxfire," which opens the end of this month and stars Jeff Chandler and Jane Russell. Title tune was written by Henry Mancini and Chandler, and the latter has waxed it for Decca. Dealer display material will be part of the promotion.

Decca's Paul Cohen, c.&w. recording head, left for Nashville for several disk dates. . . . Pianist Erroll ork open at Basin Street June 16their third repeat together at the jazz spot, Following Garner's engagement June 10 at the Philadelphia Inquirer's annual music festival, he appears June 12 on the Woolworth Hour over CBS and on the Steve Allen show June 15.

Capitol's artist and repertoire exec Dave Dexter winds up his "rotation run" here this week and returns to Hollywood June 10. . Ex-Godfrey "friend" Haleloke has joined the staff of Orchids of Hawaii, Inc., here as special counsel for the firm's Hawaiian Party brated his birthday Friday (3) by taking his daughter to Coney Island's Steeplechase Park. . . . Capitol and RCA Victor are joining promotional forces to help Paramount Pictures push a special showing of the new Jerry Lewis-Dean Martin movie "You're Never Too Young," which will be pre-viewed at Brown's Hotel, Loch

'Honey Babe' Gets Movie Lobby Plugs

NEW YORK, June 4.-M-G-M Records is working closely with movie exhibitors across the country this month. The label's promotion chief. Sol Handwereger, has arranged with the RKO and Skouras theater chains to play Art Mooney's "Honey Babe" disk in their theater lobbies and during intermissions in conjunction with all showings of the Warner movie "Battle Cry,"

With 'Battle Cry'

which features the tune. dealers have also arranged to sell hiatus of several years. Johnson the Mooney disks right from the has formed his own firm, Jerry lobby of theaters featuring the film. Johnson, Inc., in partnership with At the same time, Handwerger is Jimmy Foster. Outfit will affiliate working on advance promotion with the American Society of Comtie-ups with theaters planning to posers, Authors and Publishers. Anshow the old movie musical "The other firm will be formed later Wizard of Oz," which M-G-M Stu- which will affiliate with Broadcast dios is re-issuing this month. Music, Inc. M-G-M is releasing a one-pocket EP of songs from the picture, re- fessional manager of Bourne, Inc., corded by Joel Herron and his for three years. Previously he orchestra. Altho the album (for- served a long stint in that capacity merly released as a 78 package) is for the Peer-Southern combine. not sound-track, its cover art fea- Foster has been a pop vocalist and ing RCA Victor, Columbia, Lontures various Oz characters from recorded for Mercury as Jimmy don, M-G-M, Epic, Decca, Vanthe movie.

www.americanradiohistory.com

and 12. Guests will vie for prizes including an AMI juke box and Sonic-Capri radio-phonos.

Peer International has inked a this week on a good-will tour on deal with Don Pierce whereby the behalf of his sponsors and to pro- former acquires the world rights to mote his new Columbia record, all copyrights in Pierce's Starrite "Pizzicato Waltz," backed by Music catalog, most of which have "Skiddles." He returns to Los been recorded on Pierce's Starday Angeles to resume work on the label. Included in the deal is Warner film "Sincerely Yours" | the current country hit, "Satisfied Hecky Krasno is back at his desk Arthur Shimkin, manager of the following a major operation.

Tommy Mercer, the former Ray

Atlantic Records' President Herb with a previous string of hits on Abramson is back at his desk following a Florida honeymoon. . . . Georges Meyerstein, a top exec Mynna Granat, of the Dreyer and with Philips, and previously with Raleigh music firms, left Friday (5) for a two-week trip to Cuba.

. . Karen Chandler has been confabs with Columbia and Epic booked for three weeks at the New Hollywood Frontier Hotel, Las Vegas, Nev. starting June 20. . . . A new diskery, Trio Records, has been formed here by the Norman Paris Trio, songwriter Michael Brown and businessman Ted Donahue.

"The Long Way," a new two-act opera by Alec Wilder and William Engvick, received its premiere performance Friday (3) in Nyack, N. Y., with Emanuel Balaban conof its rare Stateside recording sessions last week when pianist Ralph Sharon taped material for a 12jazz names. Sharon, a Britisher who now resides in this country, was under contract to the label in England before moving here about two years ago.

Chicago

newspapers.

into the one-stop operation on a week. . . . Lloyd Dunn, Capitol ad full scale. He advises that he will and merchandising vice-president, also purchase used records from left for a two-week stay in New juke box operators. . . . Henry York. . . . Nat Cole sliced a series Oakes, former record promoter for of 16 tunes in Chicago, with Nelson the James H. Martin Distributors, Riddle conducting and Lee Gillette has left the employ of the firm and directing the sessions. . . . Norman gone back to his old love of playing Rosemont, music promotion rep for the piano. He is now booking for Stanley Kramer's "Not as a night clubs and club dates both in Stranger," due here to confer with and out of Chicago.

Johnson's Back Cut-Rate LP's Now With Own Pub

NEW YORK, June 4. - Jerry Johnson, well-known music man of many years standing, has returned In some areas, says Handwerger, to the publishing business after a

Johnson most recently was pro-Darro last year.

ing is "Heavenly Lover" on the Coral Label, spent a week in town visiting the local deejays on a promotion tour. . . . Also in town on a plugging tour were Jayne and Audrey Meadows pushing their "Together" side on RCA. . . . Jim Lowe, former Chicago disk jockey, and writer of "Gambler's Guitar," was back in town last week on a deejay tour of his own to plug his own new waxing. . . . Meteor Records, a new Chicago record firm, is seeking a singer to do a number which was selected a while ago as the winner from among the group sumbitted by unknown writers.

Cincinnati

Harry Carlson, Fraternity Records chief, left here Friday (3) for New York to wax thrush Jerri Winters on an eight-sided jazz album. Miss Winters opens Wednesday (8) at the Cloisters, Chicago, for three weeks, and in July hops to Honolulu for an extended engagement at the South Seas. . . . Mae Mack, singing pianist, for-merly for six years at the old Lookout House, Covington, Ky., is visiting in Indianapolis after winding up a month's engagement at the High Hat, downtown spot, for Barney Rapp, of the local Frank Sennes Agency. She returns to her summer job at the Town & Country Lodge, Ben Lomond, Calif., in two weeks.

Frank Sinatra salutes Stan Kenton this week via the NBC radio network with a rebroadcast of the "Kenton Album." . . . Ann Sothern signed for an 11-day engagement at the Cal-Neva Lodge, beginning June 24. . . . Murray Baker, of the Big Three firm, in town last week for the Belle Baker stanza on "This Is Your Life." . . . The Alberghetti ducting. . . . Artie Shaw apparently family, with Anna Maria headlinhas forsaken the bucolic existence. ing, booked into the Royal Nevada Garner and Woody Herman and Picardy Farm in Pine Plains, N. Y. leaves on a promotion tour that . London Records staged several will take in Kansas City, St. Louis, Cleveland, Detroit and Chicago. . . . The Hi-Lo's inked for a nineday stand at the Colony Club, Dalinch LP featuring several modern las, starting July 29. . . . Sonny Brooks, Groove Records, held over at the Sho-Bar, Pocatello, Ida. . . . Sammy Cahn and Nicholas Brodszky have completed five of eight songs for "Weekend at Las Vegas," color musical at M-G-M. . . . Les Brown ork drew 13,957 dancers in Newspaper columnist Al Di his first week at the Hollywood Bitetto takes to the air lanes in the Palladium, marking the year's bigrole of disk jockey and interviewer gest attendance to date. . . . Rex Service Division. The company is via his own show, which will Koury, ABC music director, signed the largest distributor of Hawaiian eminate from the dining room of to do a series of original instruvanda orchids and other island Honolulu Harry's. The show will mentals for Chesterfield Records. posies in the U. S. . . . WCBS air over local CBS Station WBBM, . . . Paul Francis Webster has been publicity chief Milton Rich celefrom 11:15 to midnight beginning signed to write the lyrics for Warner June 14. Di Bitetto has established Bros. "Sincerely Yours." . . . Peggy a reputation here as travel-enter- Lee signed a contract calling for tainment-critic editor on several of three additional films for Jack the town's leading neighborhood Webb's Mark VII Productions. . . . Alan Livingston, Capitol Records Bernie Skiddell, proprietor of repertoire topper, returned from a ABC Recordteria, has now gone three-week hiatus to Australia last United Artists execs and field men Bill Carey, whose latest record- on the film's music campaign.

Hit Swank Store

NEW YORK, June 4.-For the first time in its long history, Franklin Simon, class Fifth Avenue department store, has a phonograph record department. And, perhaps most unexpectedly, it's a cut-rate operation.

Actually, the department is a concession operated by I. Stock and son, Harold Stock, who are among the leading local cut-rate promoters, with another record shop located on East 34th Street. Their business is mainly in classi-

Local newspaper ads, under the Franklin Simon banner, this week offered "opening specials" includguard and Bach Guild at \$2.98.

OPERATORS... Use Star's eye-catching PIC-STRIPS



- No more precious time wasted typing your own title strips
- No more costly guesswork in purchasing your records

When you use this handy Juke Box Programming Service, based on a special tabulation of the famous

BILLBOARD MUSIC POP CHARTS

To program all the record hits at the peak of their coin-pulling power, use Star Pic-Strips.

| | Star Title Strip Co., P. O. Box 6125, Pitt | sburgh 21, | Pa. |
|-------------|---|---|---------------------------------|
| SEND FOR | Please send 1 month service—2 cards (10 strips each) for each of 12 new records (6 pop, 3 c&w, 3 r&b) weekly for 4-week period. \$4 payment enclosed. | ☐ Send folder list. | illustrated and price 995 |
| TRIAL | Name of Co. | | |
| ORDER | Your Name | U ==================================== | |
| TODAY | Address | | |
| | City and State | والأسا | |

ON THE WAY TO ANOTHER
"MILLION RECORD HIT"

SOMMINGS SOME SOLUTION OF THE SOLUTION OF THE

GOTTA GIVIN

from the 20th Century-Fox CinemaScope Musical "DADDY LONG LEGS"



CORAL RECORD 61423

CORAL

PHONOS—HI FI

By STEVE SCHICKEL

V-M ISSUES FOUR SPEED CHANGER . . .

The V-M Corporation, Benton Harbor, Mich., has announced the availability of its new record changer, Model 1200 Tri-O-Matic. The firm explains that the name Tri-O-Matic has been kept because the three regular speeds are controlled automatically, while the fourth speed, the 16 r.p.m. talking-book speed, is controlled manually. Of course, another reason for keeping the brand name is the fact that it has already gained identification with the V-M firm and as such it would prove beneficial to continue its exploitation.

Included in the new changer is a recently patented four-speed motor drive which is said to insure constant rotation at all speeds. Another new feature is V-M's tone arm. The arm is balanced and the underside is calibrated for exact adjustments. A new anti-skate mechanism has been incorporated which is said to prevent skating after landing, and even prevent this record ruiner under even severe tilting. The unit was designed so that it can be included in hi-fi installations as well as a replacement unit for present consoles. Unit can be had with either a GE Variable Reluctance Cartridge or the Dual-Needle Ceramic Cartridge. The unit will retail at \$46.50.

MOTOROLA BEGINS CONSTRUCTION ON QUINCY, ILL., PLANT . . .

Motorola, Inc., will begin immediately on the construction of a new plant for all of its production activities at Quincy, Ill. The new plant is a consolidation move by the firm to locate all their people and facilities under one roof. At present they are housed in four different locations at Quincy. The new unit will be located on a 35-acre tract and will be a one-floor modern brick and steel building. The plans include provisions for further expansion. Offstreet parking for the employees and a campus-like setting will be the added features of the new plant.

PENTRON ISSUES

NEW TAPER . . .

The Pentron Corporation, Chicago, altho just starting production, has released the details of their new Emperor Model HF-400 Tape Recorder. The unit features a single lever Unimagic Control which selects fast forward, fast rewind and play from a neutral position. The shift lever features instantaneous braking from any position to any other position. The recorder incorporates two woofers in the case as well as a tweeter which is located in its own case and can be placed anywhere in the room thru the use of an extra long cable. The unit will be powered by a 12-watt push-pull amplifier, which marks the first use of such a transformer in the firm's

non-professional models. Also incorporated by the firm for the first time is a VU level meter for recording, and an automatic index counter which can be reset manually. The model plays both speeds and has straight line slot loading. It also features a new brand of styling which will set it apart from previous models in the firm's line of recorders.

CRESCENT OVERSOLD ON MODEL 452 . . .

James F. White, general sales manager of Crescent Industries, Inc., Chicago, advised his organization that the firm is oversold on Crescent Model 452. The unit is a 45 r.p.m. phonograph which retails at \$34.95. The overselling was attributed to a huge purchase by both distributors and dealers for graduation promotions. After June 15, White advised that Crescent will substitute their slightly higher priced Model 453 in the place of the oversold model. Model 453 retails at \$39.95 and comes in a portable carrying case.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

C. J. Tresslar has been named sales manager of the Pentron Corporation, Chicago tape recorder manufacturer. Tresslar has been in the electronics field for more than 32 years.

"The next big merchandising swell in the field of home entertainment will be the sale of tape recorders," Tresslar asserts. "As of now, saturation of the market has barely reached 1 per cent, while other home entertainment items are near the complete saturation level." Tresslar's appointment will free Irving Rossman, president of the firm, for other pressing duties. Rossman had been handling the sales

manager's post. Andrew H. Bergeson, a retired Navy captain, has accepted the position of consulting engineer with the Stromberg-Carlson firm in Rochester, N. Y. He will advise the president and the executive vicepresident of the firm on all technical matters and will operate in a general staff capacity. . . . The Herb Baker Advertising Agency, Chicago, has taken over the Crescent Industries advertising account. . . . Sam Poncher, president of the Newark Electric Company, Chicago, announced the purchase of Acom Radio and Electronics, Inglewood, Calif. The new acquisition will be operated as a wholly owned subsidiary under the name of Newark Electric Company of California. . . . The Capehart-Farnsworth Company recently received the Urban League's Certificate of Award for meritorious achievement in the field of employment without re-

LINER NOTES

MERC DISPLAYS PUSH TOP CLASSICISTS . . .

Mercury Records is supplying its distributors with special counter and window display cards designed to promote the sale of LP's by its top classical artists. In each case the entire available catalog of each artist will be plugged. Distributors will pass on the two-color displays to dealers.

The first two in the set, each holding photo blow-ups, spotlight 11 titles-by Paul Paray and the Detroit Symphony, and 24 titles by Antal Dorati and the Minneapolis Orchestra.

WNYC's NOBLESSE BOW TO JAPANESE SYMPH. . . .

New York City's municipal radio station, WNYC, rounds out its already extensive international musical programming schedule June 8 with a new taped series, "NHK Symphony Hall." It features the Nippon Hoso Kyokai Symphony Orchestra, Japan's leading symphonic group.

The series bows at an appropriate time, since it follows closely on the heels of the fabulous reception accorded our own Symphony of the Air in Japan in recent performances.

The WNYC series, to be aired Wednesdays from 6 to 6:45 p.m. for 13 weeks, has been prepared by the Japanese Broadcasting Corporation. Kurt Woess

will conduct the first airer, with Jean Martinon and Hideo Saito scheduled as guest conductors on subsequent shows.

WANDA LANDOWSKA IN PLUSH PACKAGE BY VICTOR . . .

gard to race, creed, or color.

RCA Victor is readying one of its most elaborate plush packages to date in the upcoming limited edition (1,000 copies) of Wanda Landowska performances of the complete edition of Bach's "Well Tempered Clavier." Contained in the black silkcovered package will be an extensive set of notes on the works by the famed harpsichordist.

Included in the pack are six LP's (all of which have been available singly). List price is \$49.95. The disks will carry Miss Landowska's autograph.

KURENKO, MILSTEIN IN CAPITOL ISSUES . . .

Capitol Records has ready for early distribution a new song recital by Maria Kurenko. In it she sings, for the first time on LP, the "Sunless Cycle" by Moussorgsky. Also included are songs by Prokofieff and Gretchaninoff.

Due for fall release is a Cap edition of the Beethoven Violin Concerto, featuring Nathan Milstein as soloist with the Pittsburgh Symphony under William Steinberg.

New Merchandising Pattern

Continued from page 15

and gradually extended to other regular channels. territories as the mechanics of operation are smoothed.

The Interesting Factor

knowledge that few dealers can by mail-order record clubs in movafford to stock all items which ing huge quantities of disks to the they might be asked to supply public. It has not been unusual, Victor is not expected to launch for instance, for a major disk club to sell 100,000 copies and more of the program first on a national a classical etching that normally basis. Rather, several territories would have an expected potential will be chosen, the plan introduced of under 15,000 if promoted thru

If this fact alone were not enough to cause some envy, it is

as, perhaps, could be achieved thru the Victor plan or a variant.

Columbia Records is another major which is known to have sought seriously to adapt mailorder techniques to its merchandis-ing program. While past attempts have foundered, it is known that the diskery has not given up the search for the proper formula. But it has to be one that will include the dealer and be acceptable to him as the traditional outlet for records, Columbia execs are convinced.

Meanwhile, diskeries have known that some artists who have watched with interest Angel Rec-What is likely to intrigue trade- become aware of the potential of ords' experiment with the Book-ofsters about the plan is its utiliza- mail-order have become restless the Month Club's Music Appreciation of a surface facet of mail-order when approached by mail-order tion Records. Its first assignment technique, but without by-passing the dealer.

It is no secret that manufactur
clubs with contract papers. Major of a master to the club, one that diskeries may have to grapple with had been made available to dealers this added headache soon, and many months earlier, has sold ers have paid close attention to the one way to soothe the talent, is to voluminously, with few, if any, startling success already achieved promise them increased sales, such dealer beefs registered.

Best Selling Popular Albums

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

LP'S 1. STARRING SAMMY DAVIS JR. Decca DL 8118 2. IN THE WEE SMALL HOURS-Frank Sinatra . . Capitol W 581 3. CRAZY OTTO Decca DL 8113 4. THE STUDENT PRINCE—Mario Lanza . . RCA Victor LM 1837 HOLIDAY IN ROME—Michel LeGrand Columbia CL 647 6. DAMN YANKEES-Original CastRCA Victor LOC 1021 7. MUSIC FOR TONIGHT-Steve Allen Coral CRL 57004 8. I LOVE YOU-Eddie FisherRCA Victor LPM 1097 9. MUSIC FOR LOVERS ONLY-Jackie Gleason . . . Capitol H 352 MUSIC, MARTINIS AND MEMORIES—Jackie Gleason 12. I LOVE PARIS-Michel LeGrandColumbia CL 555 13. SOFT AND SWEET-The Three Suns . . RCA Victor LPM 1041 14. BRUBECK TIME—Dave Brubeck Columbia CL 622 15. LES AND MARY-Les Paul and Mary Ford Capitol W 577 1. STARRING SAMMY DAVIS JR. Decca ED 2214-6 2. IN THE WEE SMALL HOURS-Frank Sinatra 5. THE STUDENT PRINCE—Mario Lanza . . RCA Victor ERB 1837 MUSIC FOR LOVERS ONLY—Jackie Gleason. . Capitol EBF 352 7. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" RCA Victor EPBT 3057 8. I LOVE YOU-Eddie FisherRCA Victor EPB 1097 9. MUSIC, MARTINIS AND MEMORIES-Jackie Gleason ... 10. LES AND MARY-Les Paul and Mary Ford Capitol EBF 577 11. DAMN YANKEES-Original Cast RCA Victor EOC 1021 12. SHAKE, RATTLE AND ROLL-Bill Haley Decca ED 2168 13. HOLIDAY IN ROME-Michel LeGrand Columbia B 497-8 15. SOFT AND SWEET-The Three Suns ... RCA Victor EPB 1041

'Classical Possibilities"

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

1. RACHMANINOFF: SYMPHONY NO. 3; VOCALISE-Philadelphia Orchestra (Ormandy) Columbia ML 4961 50 YEARS OF OPERATIC SINGING . . . RCA Victor LCT 6701 3. BARTOK: CONCERTO FOR ORCHESTRA-Philadelphia Or-4. BEETHOVEN: VIOLIN CONCERTO-Oistraikh, Stockholm ADAM: GISELLE-London Symphony Orchestra (Fistoulari)...

Reviews and Ratings of New Classical Releases

BARTOK: CONCERTO FOR ORCHES-TRA (1-12")-Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML

The Philadelphians give brilliant account of themselves in this demanding work, and prove once again that their orchestral mechanism, in the whole or in any of its parts, can meet any test. However, this performance is no mere technical tour de force: Ormandy must be credited with realizing the deep and sweeping emotional content of this work with uncommon success. From the point of view of performance and of hi-fi sound, the perfectionist will be able to find little that is wanting.

VIVALDI: IL CIMENTO DELL' AR-MONIA E DELL INVENZIONE, OP. 8 (3-12")-Reinhold Barchet, Violin; Helma Elsner, Harpsichord; Pro Music String Orchestra; Rolf Reinhardt, Cond. Vox DL 17370

Vox travels a well-worn path here, one that it has pioneered and brought to a high state of perfection. To its past recreations of the music of Vivaldi it supplies a tremendous new edition, one that should be of surpassing interest to any collector enamored of the baroque period. The 12 concertos in "Il Cimento," including the famous "Four Seasons." are beautifully played in the authentic style by now expected of these knowing Vox musicians. Again, the label has gone all out in packaging-the boxed set holding a grey suede album-and supplied a veritable volume of notes, with the analyses of the works by musicologist Joseph Braunstein (with scored themes) as elaborate as anyone could wish. Dealers with experience with others in this select series should know they'll make money with this latest entry.

LISZT: LES PRELUDES; WAGNER: SIEGFRIED IDYLL; BRAHMS; ACA-DEMIC FESTIVAL OVERTURE; SI-BELIUS: FINLANDIA (1-12")-Bamberg Symphony: Heinrich Hollreiser, Cond. Vox Pl. 935075

Four works with similar romantic appeal afford an excellent buy in these quite satisfactory readings. Hollreiser could be a name to remember. There are plenty of bigger name ork versions of these pieces, but programming them all on one disk is a strong selling factor.

TCHAIKOVSKY: SYMPHONY NO. 2 (LITTLE RUSSIAN) (1-12")-Cincinnati Symphony; Thor Johnson, Cond. Remington R 199-18774 At the Remington price this is one of better current values for those desiring

the repertoire. The performance is robust, and the recording vibrant. And for the finicky, the diskery now seals its LP's in plastic sleeves.

SCHUBERT: CELLO SONATA IN A MINOR (ARPEGGIONE); BOCCHER-INI: CELLO SONATA NO. 6; SAM-MARTINI: CELLO SONATA IN G (1-12")-Leonard Rose, Cello; Leonid Hambro, Piano. Columbia ML 4984 .. 73 Some of the most satisfying chamber music recorded today features these two fine artists, and they have a set here that should please the most discriminating, The Schubert and Boccherini are already available in strong versions, but the Sammartini is a first LP recording. Their grouping in this beautifully played package adds a commercial plus. For cello fanciers a sample audition of the slow movement from the Sammartini can be used to good advantage.

CHRISTEL GOLTZ SINGS SALOME FINAL SCENE AND OTHER ARIAS By now Mme Goltz's impersonation of Salome has been often enough described and acclaimed, for it was in this role that she made her debut at the Met last season and in which she has been recorded twice previously. Rounding out the LP are arias from other operas in which Mme. Goltz has appeared with distinction in Europe. These include "Abscheulicher, wo cilst du hin?" from "Fidelio"; "Ozean, du Ungeheuer" from "Oberon"; two arias from the first act of Gluck's "Alceste" and one from Hermann Goetz's "Taming of the Shrew." An excellent sampler of the singer's varied arts.

BEETHOVEN: SYMPHONY NO. 7; SYMPHONY NO. 1 (1-12")-Vienna State Philharmonia; Jonel Perlea, Cond-

complete on one side of a disk. Perlea's performance is quite satisfactory, too, altho he has very heavy name competition to contend with. The No. 1 is performed by the Bamberg Symphony, with an unidentified conductor, and this wiry performance doesn't make the bargain more

BEETHOVEN: VIOLIN CONCERTO; ROMANCES, NO. 1 IN G, AND NO. 2 IN F (1-12")-Bronislaw Gimpel, Violin; Bamberg Symphony; Heinrich Hollreiser, Cond. Vox PL 934070 The main virtue here is the addition of two Romances; the violin concerto almost always occupies a complete 12-incher by (Continued on page 32)



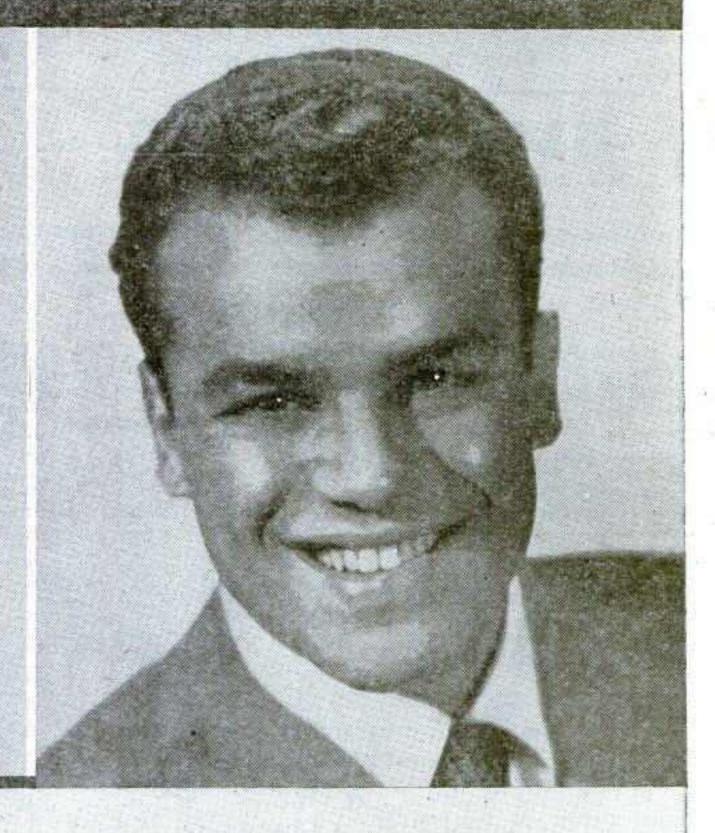
(TOMORROW)

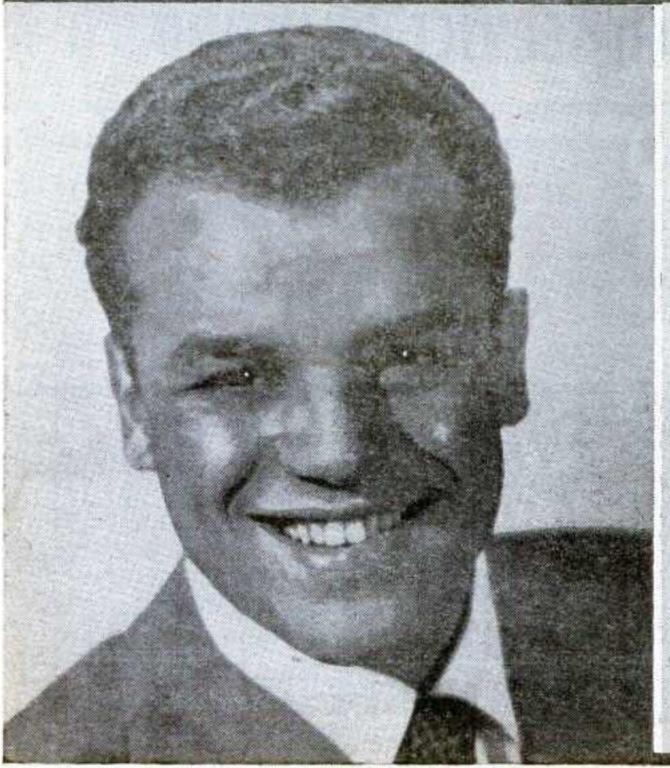
WORDS BY TONY VELONA MUSIC BY ULPIO MINUCCI

PUBLISHED BY MONTAUK MUSIC INC. 1650 BROADWAY, N. Y. C.

JULIUS

Singing his heart out in this tender, plaintive Neapolitan flavored love song which will be one of the biggest hits of this season.





From the Label that gave you

ANYWHERE I WANDER

EH CUMPARI

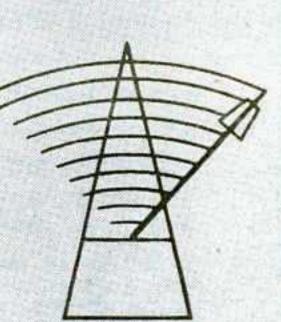
HERNANDO'S HIDEAWAY

MR. SANDMAN

THE BALLAD OF DAVY CROCKETT

and now

DOMANI



Cadence

Billboard

MUSIC-RADIO

A Special Marketing Guide for Buyers of

RECORD-PHONO ACCESSSORIES AND SERVICES

PRODUCING LONG AND EXTENDED PLAY JACKETS IS A SPECIALIZED FIELD . . .

IT REQUIRES SPECIAL "KNOW HOW" AND FACILITIES.

WE HAVE BOTH

WE OFFER TO YOU UNDER ONE ROOF:

- Art Department
 Type and Plate Making Facilities
 - Color Printing Our Specialty
 - Automatic Jacket-Making Equipment
 - Free Storage and Inventory Control Service

Use all or any part of our facilities

GLOBE ALBUMS, INC.

3811 Third Avenue, New York '57, N. Y.

TRemont 8-6200

RECORD CHANGER or TURNITABLE

GET THE FACTS from one of America's leading manufacturers of professional recording and playback equipment.

WRITE-"Turntable-Record Changer Facts" on a 2¢ postcard and address it to Dept. EF-76

38-01 QUEENS BLVD., LONG ISLAND CITY 1, N. Y.

STOP-LOOK-LISTEN & BUY

In this complete 6'x6' record department

Wall Display Browsers Refill Stock Listening Booths FOR OTHER COMBINATIONS OF Self-Service DISPLAY UNITS



FOR A COMPLETE FREE STORE LAYOUT ask your Distributor—or write to

FREEDMAN

ARTCRAFT ENGINEERING CORP. Dept. B CHARLEVOIX, MICHIGAN

THE MOST FABULOUS OFFER EVER MADE

RECORD LABELS AT THE LOWEST PRICE EVER QUOTED!!

- 1 Price
- Any color
- Any quantity!

Guaranteed count and quality.

per thousand

Extended Play-

Long Play _ per thousand

(The largest producers of record labels in the world, with capacity of 4,000,000 labels per day) WRITE - WIRE - PHONE

CO-SERVICE PRINTING CO.

25 Prospect St., Newark, N. J., Phone: Market 2-4050, 1, 2, 3

RAYMAR SALES CO.

AMERICA'S OLDEST "ONE STOP" HDQTS. FOR RECORDS HUGE E. P. STOCK. LONG PLAYING AT COMPETITIVE PRICES

WE CARRY A COMPLETE LINE OF NEEDLES, STORAGE ALBUMS, RECORD PLAYERS, CARRYING CASES, AND ANY OTHER DESIRED ACCESSORIES.

EXPORTERS, SPEEDY AND EFFICIENT SERVICE.

OPERATORS, FREE TITLE STRIPS, PRE-PACKAGED E.P.'s AND A GREAT VARIETY OF BACK NUMBERS.

DEALERS, ARE YOU HAVING TROUBLE WITH YOUR DISTRIBUTORS! WIVES AND SONS COMPLAINING ABOUT GOING TO MAKE YOUR PICKUPS! GIVE US THIS TROUBLESOME JOB AND SEE THE EXCELLENT RESULTS. ALL THE ABOVE UNDER ONE ROOF.

All orders shipped C.O.D.

170-21 JAMAICA AVENUE JAMAICA 32. NEW YORK **OLympia 8-4012** Olympia 8-2346

Billboard BUY-MART

your opportunity to reach all levels of the industry regularly and at low cost

THIS FEATURE WILL APPEAR IN THE BILLBOARD ONCE A MONTH

Dates of next five BUY-MART Issues are as follows:

- JULY 16 (NAMM ISSUE)
 - AUGUST 13
 - SEPTEMBER 10
 - OCTOBER 8
 - NOVEMBER 12

Sold only on six and twelve time basis.

FOR FURTHER PARTICULARS CONTACT YOUR NEAREST BILLBOARD OFFICE



WORDS AND MUSIC BY NICK PAONE

PUBLISHED BY SHAPIRO BERNSTEIN & CO. 1270 SIXTH AVE., N.Y.C.

JULIUS

la Roba

In his greatest performance to date.

A sparkling tune with Italian styled
lyrics that spell out HIT

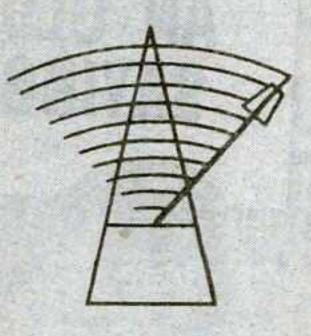




TO PRESENT
THIS SMASH STYLING
WHICH COULD BE
ONE OF OUR

BIGGEST YET.

CADENCE IS PROUD



Cadence RECORDS MIISIC-RADIO

MUSICAL SELECTIONS FROM "INTERRUPTED MELODY"82 Original Sound Track Cast (3-EP)

M-G-M X 304 This sound track EP (also out on LP) from the new M-G-M movie "Inter-rupted Melody" should have unusually wide sales appeal in that it is based on the life story of Met Opera singer Marjorie Lawrence, and as such should attract many classical fans as well as pop buyers and moviegoers. Eleanor Parker, who plays

Miss Lawrence in the film, is prominently billed on the album jack and

THE MIDNIGHTERS HENRY'S GOT FLAT FEET

(Can't Tance No More) WHATSOEVER YOU DO FEDERAL 12224 BONNIE LOU DROP ME A LINE OLD FAITHFUL AND TRUE LOVE

BOYD BENNETT TENNESSEE ROCK AND ROLL 00 - 00 - 00 **KING 1475**

KING 1476

EARL KING GRATEFULLY DON'T TAKE IT SO HARD KING 4780

> EARL BOSTIC REMEMBER CHERRY BEAN



THERE'S

AN OLD

SAYING

in the elaborate photo layout included on the pockets, while the Australian singer receives credit in smaller letters. Eileen Farrell, however, whose voice is heard thruout the album doubling for Miss Lawrence, is merely billed as "vocal soloist," altho she is credited on the label. Miss Farrell's rich, lovely soprano does full justice to a variety of selections-ranging from operatic arias ("Carmen," "Madame Butterfly," "La Boheme," etc.) to pop oldies "Over the Rainbow" and "Anchors Aweigh,"

ECHOES OF HOLLYWOOD78 George Feyer, Piano (1-10") Vox PL 800

Dealers who have latched on to the preceding volumes in Feyer's "Echoes" series should have no trouble prolonging the bonanza with this issue. The tunes include such as "Hi Lili," "Easter Parade," "Cheek to Cheek," "An American in Paris," and others-a total of 14 numbers, all played in Feyer's clean, breezy, pianistic style. Happily for dealers who stock Feyer, one album frequently sells the entire series.

THE VOICE OF CATERINA VALENTE77

Decca ED 2206 Caterina Valente, accompanied by the orchestras of Werner Muller (on "Malaguena" and "Mambe From Chile") and Kurt Edelhagen (on "Babalu" and "Bambino") makes an exciting EP package. The vocalist, recorded abroad by Deutsche Grammophon, created a stir in the singles market and should at this time attract strong package trade.

HELEN MERRILL73 (1-12")

EmArcy MG 36006 Helen Merrill, one of the newer recording vocalists with a jazz background, has cut a package of standard ballads and up-tempo items here including "Don't Explain," "You'd Be So Nice to Come Home To," "What's New," etc. Voice is husky, interesting in quality and phrasing, and she's accompanied by a suave jazz instrumentation arranged by Quincy Jones. Good stuff for the jazz market.

ANKLES AWEIGH72 Original Cast (1-12") Decca DL 9025

Musically, this original cast album from the current Betty and Jane Kean Broadway show is a lightweight. However, in spite of bad notices, the musical supposedly is pulling them in on the strength of glowing reports of the show by the columnists-notably Winchell-so it's possible the national publicity breaks could spark a fairly healthy sales for the package. Betty and Jean Kean try hard, but the material just isn't there. The best lyric in the show is a croupier chant, "Ready Cash," which is practically thrown away, while legit-voiced Mark Dawson makes the strongest vocal impression. Betty George is completely wasted on a banal blues. The Kean girls are boosting the show via TV appear-

CLIMBING TO THE TOP!

BEURBIE SHAR

ances this month, and they just might plug the LP into some measure of

GEORGE LEWIS: NEW ORLEANS ALL STARS AND QUARTET72 (1-10")

Riverside RLP 2512 Buyers of traditional New Orleans jazz chould plunge heavily for this flavorsome collection. The one-time Bunk Johnson clarinet man, along with other former Johnsonites and guest artist Red Allen, are steeped in the idiom, and offer an authentic series of performances, devoid of frills. Lewis' own playing makes a real virtue of simplicity, with everything right in its proper place.

JAZZ IN NEW ORLEANS68 Freddie Kohlman and His Mardi Gras Loungers (1-10")

M-G-M E 297 These performances emanated from a concert held two years ago in the Crescent City. On one side the participants recreate some creditable traditional N.O. music, and on the flip soloists Sam Butera and Sid Davilla lead the ensemble into some conventional concert swing. Not too distinguished a package, tho the title may attract the less discriminating.

ROCK 'N' ROLL69 Frank (Floorshow) Culley and Buddy Tate Orks (1-12")

Baton BL 1201 Here's a great LP product for the teen-age market-10 instrumentals designed for "dancing the Lindy Hop." Band honors are split between Frank Culley's orchestra and Buddy Tate's outfit, with both aggregations coming thru with a solid, danceable beat and a driving rhythm. Most of the tunes are unfamiliar, but the tempos move along at a familiar swing. The cover effectively spotlights the legs and feet of teen-age terpers, bobby sox, loafers and all.

DUKE JORDAN64 Jazz Laboratory Series Vol. 1 (1-12") Signal S 101

This set holds special interest for young musicians, particularly hornmen. One side offers four numbers, including two standards and two originals, played by a quartet with Jordan on piano, and those peerless moderns-Kenny Clarke on drums and Oscar Pettiford on bass. Gigi Gryce, a modernist in the Charlie Parker mold, is the alto sax soloist. The flip offers the identical performances, but without the solo sax. This is where the tyro comes in. Gryce's example offers quite a challenge, and his side is stimulating for the lay listener, too. There's a booklet with the package that advances some tips to young improvisers. Stores who sell instruments and musicians' accessories should be able to move such

Norgran MGN-1024

Without getting too far out of a safe commercial groove, Hodges provides his fans with a dance set of more than passing musical interest. While his approach is basically lyric, he strives for a crisp, dry sound with contrasty timbres, and succeeds for the most part, particularly in his "Perdido" and "Squatty Roo." With a more incisive bite than has always been the case, Hodges' alto even

THE RESERVE THE PARTY OF THE PA

Reviews and Ratings New Classical Releases

Continued from page 28

itself. Performances, however, are merely adequate. But the fact that over an hour of Beethoven is contained here should interest customers attracted to the set by the striking cover.

BACH: CANTATAS NOS. 51 AND 209 (1-12")-Teresa Stich-Randall, Soprano; Vienna State Opera Orchestra; Anton Heiller, Cond. Bach Guild BG 54667

Bach's popular Cantata No. 51 ("Jauchzet Gott in allen Landen") is here paired with one of his little known Italian chamber cantatas, "Non sa che sia dolore," the latter recorded for the first time. Neither employs chorus; they are virtuosic vehicles for sopranos who have mastered the art of baroque ornamental singing. Among this small group, Teresa Stich-Randall can be numbered. In the case of No. 51, it is true she has powerful competition from Elisabeth Schwarzkopf on the Columbia version.

SCHUBERT: FANTASY IN C MAJOR, OP. 15, ("Wanderer"); MOMENTS MUSICAUX, OP. 94 (1-12")—Istvan

Nadas, Piano. Period SPL 71967 The Hungarian-American pianist turned out an altogether impressive "Hammerklavier" a couple of months ago, and this fine follow-up should enhance his disk reputation. Nadas has technique to spare -it is needed in the "Wanderer"-but he makes no fetish of his virtuosity; musical requirements are always uppermost. Addition of the six delightful "Moments Musicaux" round out the well-planned Schubert program, Only moderate sales can be expected, tho, until the Nadas coterie builds into a more substantial

CHABRIER: UNE EDUCATION MAN-QUE (1-12")-Christiane Castell, Soprano; Caudine Collart, Soprano; Xavier Depraz, Bass. Orchestra Symphonique de Paris; Charles Bruck,

This is a superb performance and recording of an engaging operetta trifle by keeps such items as "Mood Indigo"

and "Rose Room" from getting too sirupy. Two fine vocals by Al Hibbler, "This Love of Mine" and "This Is My Night of Love," round out the LP.

RED NORVO TRIO75 (1-12")

Fantasy 3-19 For modernists, this set offers unusual kicks. While vibist Norvo's light, melodic "Out of Nowhere" may by reminiscent of some work he has done in the past, most of the selections here are quite forward-looking, even experimental. To demonstrate the intriguing wares of this set, try the tricky beat "Puby La Keg" (a Rainey original) or the bi-tonal "Just One of Those Things." This is far-out stuff that hipsters will applaud.

JOHNSON'S WHACKS74 Osie Johnson Sextet and Quintet (1-10")

Period SPL 1112 Drummer Osie Johnson, a comparative newcomer to the big time, has the happy ability to lift jazz performers well off the ground. In company with bassist Milt Hinton and planist Dick Katz, he forms one of the swingin'est sections around town. Now he emerges as a writer and vocalist as well in this Leonard Feather production. The horn men-Frank Wess, Thad Jones, etc.-are borrowed from the Basie band. Admiration for the Basie idiom is, in fact, apparent thruout the sides, Johnson, Kate and Wess are ascending names that insure good future action

MR. MUSIC74 Al Cohn and his Ork (1-12") RCA Victor LJM 1024

Tenor man Al Cohn is a versatile musician, and this album gives him deserved opportunity to display his talents as performer, leader, writer and arranger. As a performer, he is technically accomplished and has a sound approach to his craft. As a writer and arranger, he has a firm grasp of principles but limited, conservative ideas, even tho they are effectively expressed. This is made all the more natural by the caliber of musicians participating, Joe Newman on trumpet and the rhythm section consisting of Buddy Jones and Milt Hinton, alternating on bass, and Osie Johnson on drums are particularly outstanding. The best example of their work is in "Move."

BENNIE MOTEN'S KANSAS CITY JAZZ, VOL 368

"X" LVA 3038

This third Moten volume, consisting of 1929 reissues, shows the band gradually changing character from that of the earlier years, tho personnel changes were not great. The most notable feature is the increasing use of talented solo horns, especially the trumpet of Ed Lewis and the baritone sax of Jack Washington. A significant collector's item for those interested in the early history

Country & Western

TOP HITS ROUND-UP

Victor EPA-624

No recent package fully illustrates Arnold's versatility as a vocalist. This well-produced package includes "Silver Moon." "His Hands," "Unchained Melody" and "Making Believe"-a combination of standard, pop and country material. Should have a wide appeal both on the

the composer of "Espana." It's a somewhat cute little three-person plot about extremely young, untutored and inexperienced newlyweds on their wedding night. The abundance of dialog limits this to French conversants, tho the singing is excellent and the music is quite lovely. For special customers - Francophiles and sophisticates.

JOHAN SVENDSEN: NORWEGIAN RHAPSODIES, NOS. 2 AND 3; SYM-PHONY NO. 2 (1-12")-Oslo Philharmonic; Oivin Fjeldstad and Odd Gruner-Hegge, Conds. Mercury MG

Aside from specialist buyers there should be but small potential for this disk, despite its bringing to light for the first time on LP three major works by the Norwegian composer. A true Romantic, his music makes for pleasant listening with its nationalistic touches. Of course, dealers with trade of Scandinavian extraction could do a job with the set.

ROBERT WARD: SYMPHONY NO. 3: LEON STEIN: THREE HASSIDIC DANCES (1-12") — Cincinnati Symphony: Thor Johnson, Cond. Remington R 199-18564

New additions to the LP repertoire of contemporary American works, these are above average in interest. The serious and probing Ward Symphony, and the invigorating Stein Dances are likely to hold more interest at first hearing than many orchestral works written today, and

the performances and recording are good.

The recording project was underwritten

by the American Composers' Alliance.

SCHUMANN: KREISLERIANA, OP. 16: FANTASIA IN C MAJOR, OP. 17 (1-12")-Vlado Perlemuter, Piano, Vox PL 919062

Two long-length and important Schumann piano works are coupled in this extra-long play disking. There is no shortage of satisfactory recordings of the beautiful Fantasia, but Perlemuter-A Cortot disciple-offers perhaps the best Kreisleriana to date. The pianist is impressive technically, tho it may take a more warmly glowing performance to create an audience for this music.

Collins to Spin

Continued from page 15

Village, Basin Street and The Embers, and from the Palladium in Hollywood) Collins will spin special record collectors' air-check packages, featuring Harry James, Artie Shaw, etc.

Hot Plugger

The new all-night venture could make Collins one of the best record plugs in town, since, in addition to the eight-hour network shot, he will continue to handle his daily noon to 1 p.m. and nightly 10:30 to 11 shows over WRCA, here, and his video program, "The Sky's the Limit," (6:30-6:45 p.m.) over WRCA-TV.

NBC, which stages a dry run of "Monitor" this weekend, will introduce the series June 12 with a special simulcast from 4 to 5 p.m., featuring NBC President Sylvester (Pat) Weaver. The exec will explain the "Monitor" concept and bring on such top "Monitor" personalities as Dave Garroway, Bob and Ray, Red Barber, Clifton Fadiman, Morgan Beatty, Collins and Executive Producer Jim Fleming. The program will continue on NBC radio until midnight June 12 and will start its regular weekend schedule the following Saturday, June 18, at 8 a.m.



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

> RUSTY DRAPER MERCURY #70619

PURE MUSIC B.M.I.

Copyrighted material

29506-78 rpm 9-29506-45 rpm America's Fastest Selling Records

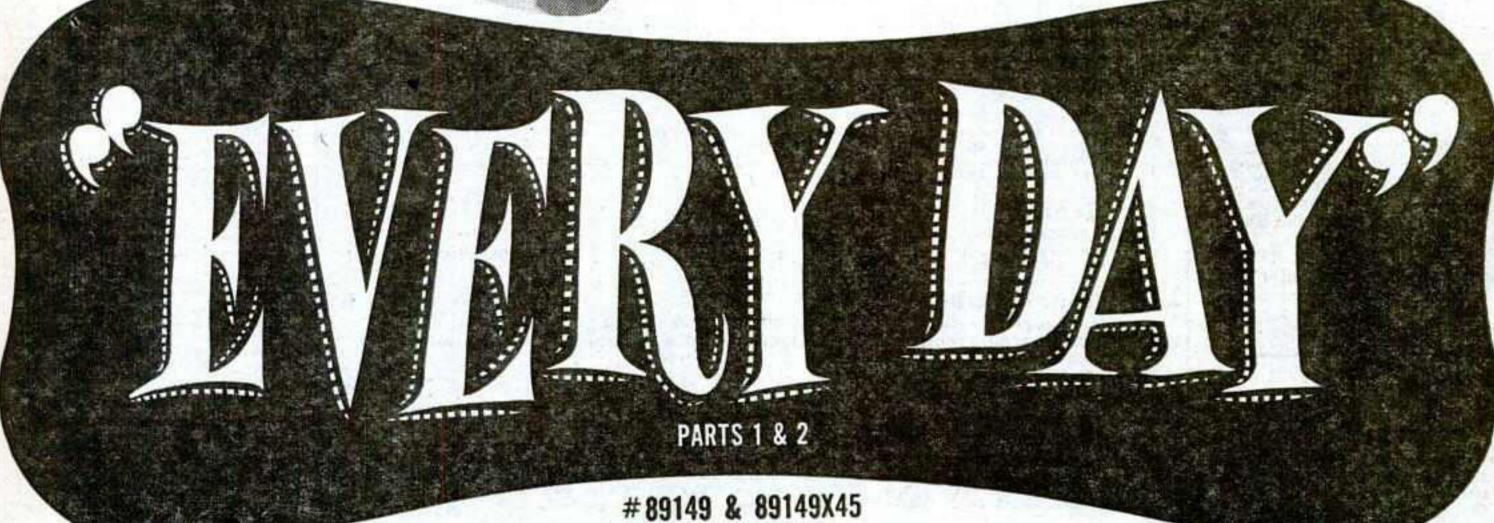


The Swingin'est Band in the Land!

PLAY THE BLUES

COUNT BASIE

AND HIS ORCHESTRA



WITH VOCAL BY

JOE WILLIAMS



CLEF RECORDS

451 NO. CANON DRIVE BEVERLY HILLS, CALIF. 78 RPM RECORD:

"EVERYDAY" B/W "EVERYDAY" \$.98

Part 2

EXTENDED PLAY VALUE AT \$.89

45 RPM RECORD:

"EVERYDAY" PARTS 1 & 2 TIME: 5:28

"THE COMEBACK" TIME: 5:30

ATTENTION OPERATORS:
THIS EXTENDED PLAY RECORD AT SPECIAL PRICE!

RECORDS. ALBUMS AND SHEET MUSIC-POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

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

Chart Comments

The Billboard's new Toronto territorial chart-an outgrowth of the growing strength of the Canadian record market-appears here for the second week. The list, which marks the first step toward an eventual Billboard survey of the entire Canadian disk market, was launched in this space last week. However, hereafter the Toronto listings will appear alongside our regular weekly chart features.

- TORONTO -

[hts

Week

- 1. Cherry Pink and Apple Blossom White - Perez Prado - RCA Victor
- 2. Unchained Melody-Al Hibbler –Decca
- 3. Rock Around the Clock Bill Haley-Decca
- 4. Dance With Me Henry -Ceorgia Gibbs-Mercury
- 5. Whatever Lola Wants Sarah Vaughan -Mercury
- 6. Ballad of Davy Crockett-Bill Haves-Cadence
- 7. Ballad of Davy Crockett-Fess Parker—Columbia
- 8. Something's Gotta Give -Sammy Davis Jr.-Decca
- 9. A Blossom Fell Nat (King) Cole-Capitol
- 10. Darling Je Vous Aime Beaucoup-Capitol

COMMENTS -

The Prado disk moved up into the number one spot this week, while last week's top platter-Bill Hayes "Crockett" waxing-dipped down to number six. The appearance of Bill Haley's "Rock Around the Clock" (revived in the new M-G-M movie "The Blackboard Jungle") indicates that movie themes are as strong in Canada as they are in the U.S. Interestingly erough Sammy Davis Jr.'s version of "Something's Gotta Give" (another movie tune) scored on the top 10, altho the McGuire Sister's waxing of the song tops the Davis platter on the U. S. lists. The flip side of the Davis record ("Love Me or Leave Me," also a picture ditty) rates higher on the U.S. chart.

Best Selling Sheet Music

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

| This | Last W | ceks |
|------|--|------|
| Weel | | hart |
| 1. | Ballad of Davy Crockett 1 Wonderland | 14 |
| 2. | "Inchained Melody 2 | 9 |
| | Cherry Pink and Apple Blossom White 3 Chappell | 10 |
| 4. | Melody of Love 4 Shapiro-Bernstein | 22 |
| 5. | Whatever Lola Wants. 7 | 7 |
| 6. | Open Up Your Heart. 6 | 20 |
| 7. | Blossom Fell 8 Shapiro-Bernstein | 4 |
| 8. | Something's Gotta Give11 Robbins | 2 |
| 9. | Heart 9 | 4 |
| 10. | Hey, Mr. Banjo10 | 2 |
| 11. | Dance With Me Henry 5 | 8 |
| 12. | Honey Babe | 1 |
| 13. | Play Me Hearts and Flowers15 | 8 |
| 14. | Tweedle Dee13 | 17 |
| 15. | How Important Can It Be?12 Laurel | 17 |
| | | |

HONOR ROLL OF HITS

The Nation's Top Tunes

For survey week ending June 1

Mark

Reg.

Weeks

Week Chart

OD

1.251

| 1. | Unchained Melody | 1 | 10 |
|-----------|--|----|----------------|
| | By Hy Zaret and Alex North—Published by Frank (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441; R. Hamilton, Epic 9102. OTHER RECORDS AVAILABLE: C. Atkins. Vic 20-6018; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; L. Holmes, M-G-M 11962; Liberace, Col 40455; G. Lombardo, Dec 29509; L. Lonett, Atlantic 1058; J. Valli, Vic 20-6078. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard. | | (26) |
| 2. | Cherry Pink and Apple Blossom White | 2 | 12 |
| | By Louiguy and Mack David—Published by Chappell (ASCAP) BEST SELLING RECORDS: P. Prado, Vic 20-5965; A. Dale, Coral 61373. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; T. Puente, Tico 256; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard. | | |
| 3. | Ballad of Davy Crockett | 3 | 16 |
| | By Tom Blackburn and George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B Hayes, Cadence 1256; T. Ernie, Capitol 3058; F. Parker, Col 40449. OTHER RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11941; B. Ives, Dec. 29423; R. Draper, Mercury 70555; W. Schumann, Vic 20-6041; Sons of the Pioneers, Bluebird BY-25; M. Wiseman, Dot 1246, ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard; Johnny Desmond, Thesaurus. | 22 | |
| | | | |
| 4. | Dance With Mc, Henry | 4 | (\$7,67) (e.) |
| ì | By Jules Taub. Joel Josea and Sam Ling—Published by Modern (BMI) BEST SELLING RECORD: G. Gibbs. Mercury 70572; E. James, Modern 947. OTHER RECORDS AVAILABLE: Leslie Sisters. Marble 102; L. Monte, Vic 20-6072; Ramblin' Tommy Scott, Four Star 107; Three Rays. Coral 70572; L. Winter, Crown 142. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard. | | |
| 5. | Blossom Fell | 7 | 5 |
| | By Howard Barnes, Harold Cornelius & Dominic John-Published by Shapiro-Bernstein (ASCAP) | | |
| | BEST SELLING RECORD: Nat (King) Cole, Cap 3095. OTHER RECORDS AVAILABLE: V. Barrett, London 1566; D. Vulentine. London 1554 | | |
| 6. | Whatever Lola Wants | 5 | 7 |
| | By Dick Adler and Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORDS: S. Vaughan, Mercury 70595; D. Shore, Vic 20-6077. OTHER RECORDS AVAILABLE: G. Gibson, M-G-M 11961; Hi-Lo's, Starlite 1363; L. Jordon, X 0116; Mello-Larks, Epic 9101; B. May, Cap 3104; G. MacRae, Dec 29472; P. Prado, Vic 20-6122, ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard. | 9 | |
| 7. | Heart | 8 | 5 |
| | By Richard Adler & Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORD: E. Fisher, Vic 20-6097; Four Aces, Dec 29476. OTHER RECORDS AVAILABLE: N. Brooks, X. | | |
| 2 | Honey Babe | 9 | 6 |
| 0. | By Paul Francis Webster & Max Steiner—Published by Witmark (ASCAP) BEST SELLING RECORD: A. Mooney, M-G-M 11900. OTHER RECORDS AVAILABLE: Sauter-Finegan, Vic 20-6025. | - | - |
| • | Melody of Love | G | 93 |
| J. | By M. Englemann. Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: B. Vaughn, Dot 15274; OTHER RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll. Mercuty 70516; D. Carroll-P. Tremaine, Mercuty 70521; J. Cook, Crown 139; L. Diamond, Vic 20-5973; Four Aces, Dec 29395; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, Vic 20-0024; F. MacCormack, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, Vic 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039, ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard. | | |
| 10. | Something's Gotta Give | 12 | 2 |
| | By Johnny Mercer-Publishe, by Robbins (ASCAP) | | likes: |
| A.II | BEST SELHING RECORDS: McGuire Sisters, Coral 61423; S. Davis Jr., Dec. 29484. OTHER RECORDS AVAILABLE: F Astaire, Vic 20-6140; L. Brown, Coral 61425. | | |
| - 1 | Second Ten | | |
| | Second Ten | | |

17. OPEN UP YOUR HEART...... 17 Published by Hamblen (BMI) Published by Arc (BMI) Published by Advanced (ASCAP)

11. LEARNIN' THE BLUES.....

14. BREEZE AND I.....

12. ROCK AROUND THE CLOCK...... 14

15. IT'S A SIN TO TELL A LIE.....

Published by Barton (ASCAP)

Published by Myers (ASCAP)

Published by E. B. Marks (BMI)

Published by Bregman, Vocco & Conn (ASCAP)

16. TWO HEARTS..... Published by Hill & Range (BMI)

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

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

righted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should

be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

Tunes with Greatest Radio-TV Audiences

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

Radio

A Blossom Fell (R)-Shapiro-Bernstein-ASCAP

Ballad of Davy Crockett (R) F)-Wonderland-BMI

Blue Star (R)-Chappell-ASCAP

Breeze and I (R)-E. B. Marks-BMI Cherry Pink and Apple Blossom White (R)

-Chappell-ASCAP Dance With Me, Henry (R)-Modern-BMI

Darling Je Vous Aime Beaucoup (R)-

Chappell—ASCAP Heart (R)-Frank-ASCAP

Hey, Mr. Banjo (R)-Mills-ASCAP How Important Can It Be? (R)-Aspen-ASCAP

I'll Never Stop Loving You (R)-Feist-

ASCAP Is This the End of the Line? (R)-Broad-

cast-BMI Keep Me in Mind (R)-Famous-ASCAP

Land of the Pharoahs (R)-Remick-ASCAP Learnin' the Blues (R)-Barton-ASCAP Love Me or Leave Me (R)-Bregman, Vocco & Conn—ASCAP

Melody of Love (R)-Shapiro-Bernstein-ASCAP

No Letter Today (R)-Peer-BMI Play Me Hearts and Flowers (R)-Advanced

ASCAP Something's Gotta Give (R)-Robbins-

ASCAP Spring Never Came Around This Year (R) -Famous-ASCAP

Strange Lady in Town (R) (F)-Witmark-ASCAP

Sweet and Gentle (R)-Peer-BMI Tweedle Dec (R)-Progressive-BMI Two Hearts, Two Kisses (R)-Hill & Range

Two Lost Souls (R)-Frank-ASCAP Unchained Melody (R) (F)-Frank-ASCAP Whatever Lola Wants (R)-Frank-ASCAP World Is Mine (R)-Paramount-ASCAP Young and Foolish (R)-Chappell-ASCAP

Television

A Blossom Fell (R)-Shapiro-Bernstein-

ASCAP A Straw Hat and a Cane (R)-Weiss & Barry-BM1

All of You (R)-Chappell-ASCAP Ballad of Davy Crockett (R) (F)-Wonder-

land-BMI Berry Tree (R)-Miller-ASCAP

Cherry Pink and Apple Blossom White (R) -Chappell-ASCAP

Crazy Otto Rag (R)-Pincus-ASCAP Dance With Me, Henry (R)-Modern-BMI Darling Je Vous Aime Beaucoup (R)-

Chappell—ASCAP Fanny (R) (M)-Chappell-ASCAP Heart (R)-Frank-ASCAP

Hey, Mr. Banjo (R)-Mills-ASCAP Honey Babe (R)-Witmark-ASCAP I Have to Tell You (R) (M)-Chappell-

ASCAP Keep Me in Mind (R)-Famous-ASCAP Learnin' the Blues (R)-Barton-ASCAP Make Yourself Comfortable (R)-Rylan-

Melody of Love (R)-Shapiro-Bernstein-ASCAP Playmates (R)-Joy-ASCAP

Rock and Roll (R)-Signature-BMI Rock Around the Clock (R)-Myers-ASCAP Siamese Cat Song (R)-Disney-ASCAP

Something's Gotta Give (R)-Robbins-ASCAP Tweedle Dee (R)-Progressive-BMI

Two Hearts, Two Kisses (R)-Hill & Range Unchained Melody (R) (F)-Frank-ASCAP Walk Like a Sailor (R)-Chappell-ASCAP

Welcome to the Happy Island (R)-E. H. Morris-ASCAP Whatever Lola Wants (R) (F)-Frank-ASCAP

3

3

Young and Foolish (R)-Chappell-ASCAP

• England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

Stranger in Paradise-Frank (Frank) Unchained Melody-Frank (Frank)

Cherry Pink and Apple Blossom White-Maddox (Chappell) Softly, Softly-Cavendish (Sherwin)

Where Will the Dimple Be-Cinephonic (Rogers) Under the Bridges of Paris-Southern (Hill

& Range) Tomorrow-Cavendish (Reis)

Give Me Your Word-Campbell, Connelly (Shapiro-Bernstein) Wonder-Macmelodies (Leeds)

Prize of Gold-Victoria (Shapiro-Bernstein) Unsuspecting Heart-Berry (Teepee) Ready. Willing and Able-Berry (Daywin) Open Up Your Heart-Duchess (Hamblen) If Anyone Finds This I Love You-Michael

Reine (Ardmore) Dreamboat-Leeds (Winston) Earth Angel-Chappell (Williams)

Let Me Go, Lover-Aberbach (Hill & Range) Mobile-Leeds (Ardmore)

Tweedle Dee-Robbins (Progressive) Chee Chee-oo Chee-Peter Maurice (Hill &

Range)

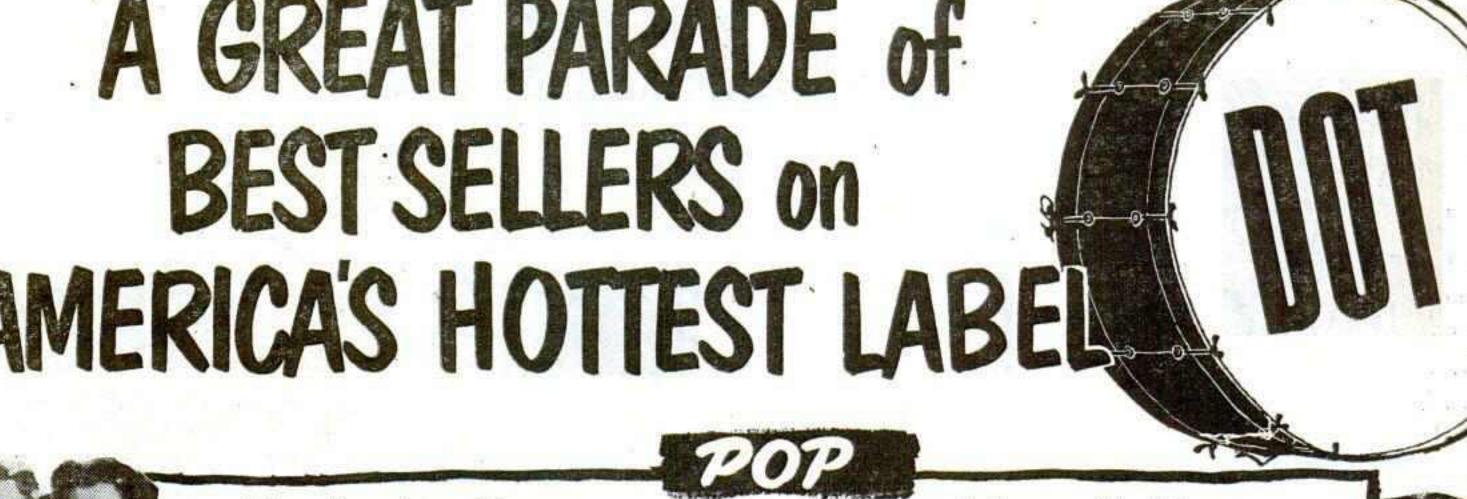
Copyrighted material



HUMMINGBIRD



A GREAT PARADE of BEST SELLERS on AMERICA'S HOTTEST LABEL





ROLLIN' STONE

Johnny Maddox

MEDLEY

THE WHISTLING PIANO MAN

Dot 15365

Billy Vaughn .

THE WALTZ YOU & BILLY VAUGHN'S SAVED FOR ME

BOOGIE

Dot 15374

Pat Boone

TW0 **HEARTS** TRA-LA-LA

Dot 15338

Johnny Maddox

OTTO MEDLEY HUMORESQUE THE CRAZY

Dot 15325

The Fontane Sisters

MOST OF ALL

THE MOOD

Dot 15352

The Hilltoppers

STILL OPEN

THE DOOR IS I TEARDROPS FROM MY HEART

Dot 15351

Ray McKinley

HOODLE **ADDLE**

DOWN THE ROAD A-PIECE

Dot 15350

The Commodores

URANIUM

RIDIN' ON A TRAIN

Dot 15372

Jay Brinkley

FORCES OF EVIL

CRAZY, CRAZY HEART

Dot 15371



C+W



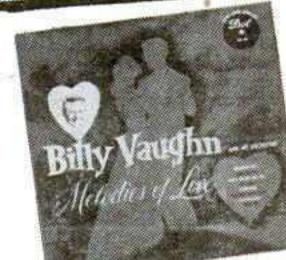
In the Mood

8 Beat Boogie

Crazy Otto Medley • Down Yonder Dep 1026

MELODIES OF LOVE BY BILLY VAUGHN

> LP 109 DEP 1021-1022



Copyrighted malerial

Jimmy Work

THAT'S WHAT MAKES REASON TO WONDER WHY

THE BALLAD OF DAVY CROCKETT

Mac Wiseman

& DANGER, HEARTBREAK AHEAD

Kenny Roberts

Dot 1240

Jimmy Newman

BLUE **DARLIN** LET ME STAY IN YOUR ARMS

I'M UNWANTED

TENNESSEE SPELLING BEE

Dot 1260



RECORDS . GALLATIN, TENNESSEE . PHONE: 1600 THE NATION'S BEST SELLING RECORDS





HIMOPPERS

THE KENTUCKIAN SONG

PAT BOONE

AIN'T THAT A SHAME TENNESSEE SATURDAY NIGHT





MAC WISEMAN THE KENTUCKIAN SONG **WABASH CANNON BALL**

Dot 1262

RUSTY BRYANT HOT FUDGE RIDIN' WITH RUSTY



THE ESQUIRE BOYS

DARK EYES

MAMBO

Dot 15380

IIM LOWE

CLOSE THE DOOR

NUEVO LORADO



The Billboard Music Popularity Charts

5

5

POPULAR RECORDS

• Best Sellers in Stores

for survey week ending June 1

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

| This Week | position on the chart in such a car both sides are listed in bold type t leading side on top | |
|--------------|--|-----|
| 1. (| CHERRY PINK AND APPLE | 300 |

| P. Prado | 1 | 15 |
|---------------------------------------|---|----|
| Marie Elena Rumbs (ASCAP)-Vic 20-5965 | | |
| 2. UNCHAINED MELODY (ASCAP)- | | |
| L. Baxter | 2 | 10 |

Medic (ASCAP)-Cap 3055

| 3. DANCE WITH ME, HENRY (BMI)- | | |
|--|---|----|
| G. Gibbs | 3 | 12 |
| Every Road Must-Have a Turning (BMI)— Mercury 70572 | | |

| BLOSSOM FELL (ASCAP)- | | |
|---------------------------|--|---|
| Nat (King) Cole | 6 | 6 |
| IF I MAY (BMI)-Cap 3095 | | |
| UNCHAINED MELCDY (ASCAP)- | _ | |
| | Nat (King) Cole IF I MAY (BMI)—Cap 3095 | Nat (King) Cole 6 IF I MAY (BMI)—Cap 3095 UNCHAINED MELCDY (ASCAP)— |

| 5. | A. Hibbler | 5 | 10 |
|----|---|---|----|
| ß | Daybreak (ASCAP)—Dec 29441 BALLAD OF DAVY CROCKETT | 8 | 25 |
| u. | (BMI)-B. Hayes | 4 | 16 |

| Farewell (BMI)—Cadence 1256 | |
|---|---|
| 7. ROCK AROUND THE CLOCK (ASCAP)-B. Haley | 9 |
| Thirteen Women (BMI)-Dec 29124 | |
| 8. HONEY BABE (ASCAP)-A Mooney | 8 |

| | No Regrets (ASCAP)-M G-M 11900 | |
|----|--|----|
| 9. | LEARNIN' THE BLUES (ASCAP)- | |
| | F. Sinatra | 10 |
| | If I Had Three Wishes (ASCAP)-Cap 3102 | |

| 10. | BALLAD OF DAVY CROCKETT | | |
|-----|--------------------------------|----|----|
| | (BMI)-F. Parker | 7 | 14 |
| | I Gave My Love (BMI)-Coi 40449 | | |
| 11. | BALLAD OF DAVY CROCKETT | | |
| | (BMI)-Tennessee Ernie Ford | 11 | 13 |
| | Farewell (BMI)Cap 3058 | | |

UNCHAINED MELODY (ASCAP)—

SOMETHING'S GOTTA GIVE

| R. Hamilton | 12 | 8 |
|---|------|----|
| From Here to Eternity (ASCAP)-Epic 910 | 2 | |
| 13. WHATEVER LOLA WANTS (ASCAP)—S. Vaughan Oh, Yeah (ASCAP)—Mercury 78595 | 13 | 8 |
| 14. BREEZE AND 1 (BMI)—C Valent Jalousie (ASCAP)—Dec 29467 | e 14 | 10 |
| 15. LOVE ME OR LEAVE ME | | |

(ASCAP)-S. Davis Jr......... 16

| (ASCAP)—Dec 29484 | | |
|---|----|------|
| IT'S A SIN TO TELL A LIE (ASCAP)— S. Smith & the Redheads My Baby Just Cares for Me—Epic 9093 | | 11 |
| 17. DON'T BE ANGRY (BMI)—Crew Cuts CHOP CHOP BOOM (BMI)— Mercury 70597 | 15 | 7 |
| 를 보냈는 - (HECC) (기계를 전하다) 시간을 하는데 하는데 하는데 하는데 보고 있다. | | 0.00 |

18. HEART (ASCAP)—E. Fisher...... 19

| | Near to You (ASCAP)-Vic 20-6097 | | |
|-----|---|----|---|
| 19. | SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Fisters Rhythm 'n' Blues (BMI)—Coral 61423 | 23 | 2 |
| 20. | HEY, MR. BANJO (ASCAP)— Sunnysiders | 20 | 4 |

| 21. | MOST OF ALL (BMI)-D. Cornell Door Is Still Open (BMI)Coral 61393 | 21 | 5 |
|-----|---|----|----|
| 22. | DARLING JE VOUS AIME BEAUCOUP (ASCAP)— Nat (King) Cole | 18 | 15 |
| 23. | HEART (ASCAP)-Four Aces | 24 | 3 |

Sluefoot (ASCAP)-Dec 29476

| 24. | TWO | HEARTS | (BMI)-P. | Boone | 25 | 11 |
|-----|-------|-------------|-----------|---|----|-----|
| | Tra-L | a-La-Dot 15 | 338 | 000000000000000000000000000000000000000 | | |
| 25. | | | (ASCAP)- | - | 26 | 2 |
| | Bosto | n Fancy (BM | I)—X 0137 | | 20 | 926 |

| Boston Fancy (BMI)—X 0137 | 200 | 926 |
|---|-----|-----|
| 26. CRAZY OTTO MEDLEY (ASCAP)— J. Maddox Humoresque (BMI)—Dot 15325 | 22 | 19 |
| 26 MELODY OF LOVE (ASCAP)- | | |

| 28. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)— A. Dale | 26. | B. Vaughn | 29 | SARRE | 27 |
|--|-----|--------------------------------|----|-------|----|
| I'm Sincere (BMI)-Coral 61373 | 28. | BLOSSOM WHITE (ASCAP)— A. Dale | 28 | | 5 |

29. BLUE STAR (ASCAP)—I. Sanders... 29
My Love's a Gentle Man (BMI)—Col 40508

30. WHATEVER LOLA WANTS

(ASCAP)—D. Shore.....—
Church Twice on Sunday (ASCAP)—Vic 20-6077

• This Week's Best Buys

SWEET AND GENTLE (Peer, BMI)-Alan Dale -Coral 61435

Dale's most recent release has lost little time in gaining a firm hold in the market. New York, Philadelphia, Buffalo, Baltimore, Milwaukee, Detroit and St. Louis are among the areas in which action is reported strong. Good sales reports also were returned from Cleveland, Chicago, Providence and Durham. Flip is "You Still Mean the Same to Me." A previous Billboard "Spotlight" pick.

NOT AS A STRANGER (Maraville, ASCAP)

-Frank Sinatra-Capitol 3130

Without the movie from which the theme of this music has been taken having opened, interest in it has already reached an intense pitch. Undoubtedly, it will still go much higher. Sinatra's vocal version is now selling well in Philadelphia, Buffalo, Pittsburgh, Baltimore, Richmond, Durham, Chicago, Milwaukee and St. Louis. Flip is "How Could You Do a Thing Like That to Me?" (United, ASCAP). A previous Billboard "Spotlight pick.

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

ALABAMA JUBILEE (Remick, ASCAP)-Ferko String Band-Media 1010

Competition on this tune has been rugged, but at this point this disk enjoys a comfortable lead. Appearing on the Detroit territorial chart, it has also been reported a good seller in Boston, Providence, Philadelphia, Buffalo, Baltimore, Chicago, Milwaukee, St. Louis, Durham and Richmond. In some territories, the Art Mooney version is now coming up very fast. On the flip of the Media disk is "Sing a Little Melody" (Eastwick, BMI).

SACRED

HIS HANDS-Tennessee Ernie-Capitol 3135

It is not often that a sacred record makes such a quick and deep impression on both the pop and country markets as this one. In the Carolinas, Atlanta, Richmond and Nashville, the sales response is unusually good for either a regular pop or country disk. It is not just the South, however, that is taking to this record in a big way; New York and Los Angeles are also in the van. Flip is "I'm a Pilgrim." A previous Bill-board "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending June 1

11

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Biliboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record,

| This Week | 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. | Last Week | Weeks ou Chart |
|--------------|--|--------------|----------------------|
| 1. (| CHERRY PINK AND APPLE | | |
| | BLOSSOM WHITE (ASCAP)— P. Prado | . 1 | 10 |

| | Marie Elena Rumba (ASCAP)-Vic 20-5965 |
|----|--|
| 2. | DANCE WITH ME HENRY (BMI)- |
| | C. Gibbs |
| | Every Road Must Have a Turning (BMI)— Mercury 70572 |

| 3. | UNCHAINED MELODY (ASCAP)— L. Baxter Medic (ASCAP)—Cap 3055 | 6 | |
|----|--|---|--|
| 4. | BALLAD OF DAVY CROCKETT (BMI)-B. Hayes | 3 | |

| | Farewell (BMI)—Cadence 1256 | |
|----|--|---|
| 5. | UNCHAINED MELODY (ASCAP)— A. Hibbler Daybreak (ASCAP)—Dec 29441 | 4 |
| 6. | UNCHAINED MELODY (ASCAP)- | |

| R. Hamilton | • | |
|---|---|--|
| From Here to Eternity (ASCAP)-Epic 9102 | | |
| 7. BALLAD OF DAVY CROCKETT | = | |
| (BMI)—Tennessee Ernie | 9 | |

7. CRAZY OTTO MEDLEY (ASCAP)-

| 7. BLOSSOM FELL (ASCAP)- | 7 | 1 |
|--------------------------|----|---|
| Nat (King) Cole | 13 | |

| | No Regrets (ASCAP)-M-G-M 11900 . | |
|-----|--|------------------|
| 11. | IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads My Baby Just Cares for Me—Epic 9093 | : - : |
| 19 | WHATEVER LOLA WANTS | |

HONEY BABE (ASCAP)—A. Mooney.. 12

| 12. | WHATEVER LOLA WANTS (ASCAP)—S. Vaughan Oh Yeah (ASCAP)—Mercury 70595 | 9 | 5 |
|-----|--|----|----|
| 13. | HEY, MR. BANJO (ASCAP)— Sunnysiders | 13 | 3 |
| 14. | TWEEDLE DEE (BMI)-C. Gibbs | 10 | 26 |

| | You're Wrong, All Wrong (ASCAP)— Mercury 70517 | | |
|-----|---|----|----|
| 15. | SINCERELY (BMI)-McGuire Sisters | 11 | 21 |
| 15. | ROLLIN' STONE (BMI)— Fontane Sisters | 18 | 2 |

| 17. PLAY ME HEARTS AND FLOWERS (ASCAP)—J. Desmond | 16 | 1 |
|--|----|---|
| 18. BOOM BOOM BOOMERANG (BMI)- | | |

DeCastro Sisters.....

Playmates (ASCAP)-Dot 15370

| | Let Your Love Walk In (ASCAP)-Abbott 3003 | | |
|-----|---|----|---|
| 18. | SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters Rhythm 'n' Blues (BMI)—Coral 61423 | - | 1 |
| 20. | HEART (ASCAP)—E. Fisher | 17 | 2 |

Most Played by Jockeys

For survey week ending June 1

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

1. CHERRY PINK AND APPLE
BLOSSOM WHITE—P. Prado...... 2

Marie Elena Rumba (ASCAP)—Vic 20-5965

UNCHAINED MELODY-L. Baxter.. 1 10
 Medic (ASCAP)—Cap 3055
 DANCE WITH ME HENRY-G. Gibbs 4 10
 Every Road Must Have a Turning (BMI)—

4. UNCHAINED MELODY-A. Hibbler. 3 8
Daybreak (ASCAP)-Dec 29441

LEARNIN' THE BLUES-F. Sinatra.. 6
 If I Had Three Wishes (ASCAP)—Cap 3102

 BLOSSOM FELL-Nat (King) Cole... 12
 It I May (ASCAP)—Cap 3095

7. HEART-E. Fisher...... 9
Near to You (ASCAP)-Vic 20-6097

8. WHATEVER LOLA WANTS-

S. Vaughan....

From Here to Eternity (ASCAP)—Epic 9102

11. BREEZE AND I—C. Valente...... 10

Jalousie (BMI)—Dec 29467

10. UNCHAINED MELODY-R. Hamilton 7

18. HONEY BABE-A. Mooney.....

20. CHEE CHEE OO CHEEP. Como & J. P. Morgan Two Last Souls (BMI)-Vic 20-6137

TWO GREAT SIDES THAT WILL BRING

SARAH
SALES
SARAH
VAUGHAN

"Experience
Unnecessary"

AND

"Slowly With Feling"

MERCURY 70646









THE LAURIE SISTERS

SWINGIN' SINGIN' A BIG HIT!

"Olly Olly Atsen, Free"

"Truly"

MERCURY 70643



CHICAGO 1, ILLINOIS

MISIC-PADIO



JONI JAMES

WHEN YOU WISH UPON A STAR MGM 11960 78 rpm K 11960 45 rpm

LEROY HOLMES

SAMARRA MGM 11992 78 rpm K 11992 45 rpm

BILL HAYES

WANDERIN'

orchestra

8/W REGRETS MCM 11900 78 rpm

K 11900 45 rpm

BILLY ECKSTINE CARELESS

LIPS

A MAN DOESN'T KNOW

MGM 11998 78 rpm K 11998 45 rpm

ACQUAVIVA and his Orchestra

A MAN WITH A DREAM

"MISS YOU" KISS

MCM 30881 78 rpm K 30881 45 rpm

ROBBIN HOOD MIRROR,

MIRROR

ONE LOVE IS ENOUGH FOR TWO

MGM 11997 78 rpm

CASHBOX VARIETY DIC Orchestra play MGM 12000 . K 12000

DICK HYMAN TRIO

THE VERY THOUGHT OF YOU

and WHEN DAY IS DONE MCM 12005 78 rpm

K 12005 45 rpm

ROSALIND PAIGE

STAY ON THE RIGHT SIDE, SISTER and

YES MAM, MAMA

MGM 12001 78 rpm K 12001 45 rpm

NEW DISC DARLING

CONNIE FRANCIS



DIDN'T I LOVE YOU ENOUGH?

K 12015 45 rpm

MGM 12015 78 rpm

ARTHUR SMITH

FEUDIN

BYE BYE BLACK SMOKE

сноо сноо

MGM 12006 78 rpm

K 12006 45 rpm

FLOYD CRAMER

HOWDY, MA'M MCM 11990 78 rpm K 11990 45 rpm

M-G-M RECORDS

701 SEVENTH AVE. NEW YORK 36. N

Original Cast Album



Recorded Directly From the Sound Track of the

331/3 rpm E 3185



MGM Film

X 304 45 rpm extended

play

S. Davis Jr., Doc.

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending June 1

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

Atlanta

- 1. Cherry Pink and Apple Blossom White P. Prado. Vic.
- 2. Dance With Me Henry, G. Gibbs, Mer.
- 3. Unchained Melody, A. Hibbler, Dec.
- 4. Blossom Fell, Nat King Cole, Cap. 5. Whatever Lola Wants, S. Vaughan, Mer. 6. Ballad of Davy Crockett, F. Parker, Col.
- Balti.-Wash.
- 1. Cherry Pink and Apple Blossom White
- P Prado, Vic. 2. Unchained Melody, L. Baxter, Cap.
- 3. Honey Babe, A. Mooney, MGM. 4. It's a Sin to Tell a Lie
- S. Smith & the Redheads, Epi. Blossom Fell, Nat King Cole, Cap.
 Ballad of Davy Crockett, F. Parker, Col.
- 7. Learnin' the Blues, F. Sinatra, Cap.
- 8. Unchained Melody, A. Hibbler, Dec. 9. Dance With Me Henry, G. Gibbs, Mer.
- 10. Ballad of Davy Crockett, B. Hayes, Cdc.

Boston

- 1. Unchained Melody, L. Baxter, Cap. 2. Cherry Pink and Apple Blossom White
- P. Prado, Vic. 3. Learnin' the Blues, F. Sinatra, Cap.
- 4. Ballad of Davy Crockett, B. Hayes, Cdc.
- 5. Hard to Get, G. MacKenzie, X. 6. Rock Around the Clock, B. Haley, Dec. 7. Something's Gotta Give
- McGuire Sisters, Cor. 8. Love Me or Leave Me, S. Davis Jr., Dec.
- 9. Heart, E. Fisher, Vic. 10. Something's Gotta Give

S. Davis Jr., Dec. Buffalo

- 1. Cherry Pink and Apple Blossom White
- P. Prado, Vic. 2. Rock Around the Clock, B. Haley, Dec. 3. Unchained Melody, L. Baxter, Cap.
- 4. Love Me or Leave Me S. Davis Jr. Dec. 5. Something's Gotta Give
- S. Davis Jr., Dec. 6. Learnin' the Blues F. Sinatra, Cap. 7. Something's Gotta Give, McGuire Sis-
- 8. Whatever Lola Wants, D. Shore, Vic. 9. Whatever Lola Wants, S. Vaughan, Mer. 10. Hard to Get, G. MacKenzie, X.

Chicago 1. Cherry Pink and Apple Blossom White

- P. Prado, Vic. 2. Honey Babe, A. Mooney, MGM. 3. Learnin' the Blues, F. Sinatra, Cap.
- 4. Unchained Melody, L. Baxter, Cap. 5. Unchained Melody, J. Valli, Vic. 6. Ballad of Davy Crockett, B. Hayes, Cdc.
- Hey, Mr. Banjo, Sunnysiders, Kap. 8. It's a Sin to Tell a Lie
- S. Smith & the Redheads, Epi. 9. Blossom Fell, Nat King Cole. Cap. 10. Unchained Melody, A. Hibbler, Dec.

Cincinnati

- 1. Cherry Pink and Apple Blossom White P. Prado. Vic.
- 2. Dance With Me Henry, G. Gibbs, Mer. 3. Learnin' the Blues, F. Sinatra, Cap. 4. Unchained Melody, L. Baxter, Cap.
- 5. Unchained Melody, A. Hibbler, Dec.
- 6. Blossom Fell, Nat King Cole. Cap.
- 7. Ballad of Davy Crockett, B. Hayes, Cdc.
- 8. Honey Babe, A. Mooney, MGM. 9. Breeze and I. C. Valente, Dec.

10. Plantation Boogle, L. Dec, Dec.

- Cleveland 1. If I May, Nat King Cole, Cap. Rock Around the Clock, B. Haley, Dec.
- 3. Ballad of Davy Crockett, B. Hayes, Dec.
- 4. Dance With Me Henry, G. Gibbs, Mer. 5. Unchained Melody, L. Baxter, Cap. 6. Honey Babe, A. Mooney, MGM. 7. Cherry Pink and Apple Blossom White
- P. Prado, Vic. 8. Something's Gotta Give
- McGuire Sisters, Cor. 9. O Mio Babbino Caro, R. Marterie, Mer.

10. Whatever Lola Wants, S. Vaughan, Mer.

- Dallas-Fort Worth 1. Cherry Pink and Apple Blossom White P. Prado. Vic.
- 2. Unchained Melody, L. Baxter, Cap. 3. Dance With Me Henry, G. Gibbs, Mer. 4. Ballad of Davy Crockett, F. Parker, Col.
- 5. Ballad of Davy Crockett, B. Hayes, Cdc. 6. Rock Around the Clock, B. Haley, Dec.

7. Blossom Fell, Nat King Cole. Cap. 8. Unchained Melody, A. Hibbler, Dec. 9. Whatever Lola Wants, S. Vaughan, Mer.

- Denver 1. Cherry Pink and Apple Blossom White
- P. Prado, Vic. 2. Rock Around the Clock, B. Haley, Dec. 3. Dance With Me Henry, G. Gibbs, Mer.
- 4. Unchained Melody, L. Baxter, Cap. 5. Ballad of Davy Crockett, T. Ernic, Cap. 6. Blue Star, F. Sanders, Col.
- 7. Ballad of Davy Crockett, F. Parker, Col.
- 8. If I May, Nat King Cole, Cap. 9. Sand and the Sea, Nat King Cole, Cap. 10. Whatever Lola Wants, S. Vaughan, Mer.

Detroit

- 1. Love Me or Leave Me
- S. Davis Jr., Dec.

 2. Unchained Melody, A. Hibbler, Dec.
- 3. House of Blue Lights, C. Miller, Mer. 4. Most of All, D. Cornell, Cor.
- Blossom Fell, Nat King Cole, Cap.
 Smack Dab in the Middle
- Mills Brothers, Dec.
- 7. Opus One, Mills Brothers, Dec. 8. Cherry Pink and Apple Blossom White P. Prado, Vic. .
- 9. Alabama Jubilee

Ferko String Band, Mda. 10. Learnin' the Blues, F. Sinatra, Cap.

- Kansas City 1. Hard to Get, G. MacKenzie, X. 2. Honey Babe, A. Mooney, M-G-M 3. Blossom Fell, Nat King Cole, Cap.
- 5. Ballad of Davy Crockett, T. Ernie, Cap. 6. Dance With Me Henry, G. Gibbs. Mer. 7. Learnin' the Blues, F. Sinatra. Cap.
- 8. Unchained Melody, L. Baxter, Cap. 9. Cherry Pink and Apple Blossom White P. Prado, Vic.

4. Blue Star, F. Sanders, Col.

10. Love Me or Leave Me

8. Rock Around the Clock, B. Haley, Dec. 9. Learnin' the Blues, F. Sinatra, Cap. 10. Blossom Fell, Nat (King) Cole, Cap.

Los Angeles

I. Cherry Pink and Apple Blossom White

P. Prado, Vic.

2. Unchained Melody, L. Baxter, Cap.

3. Dance With Me Henry, G. Gibbs, Mer.

Ballad of Davy Crockett, F. Parker, Col. Unchained Melody, R. Hamilton, Epi.

6. Ballad of Davy Crockett, T. Ernic. Cap. 7. Crazy Otto Medley, J. Maddox, Dot

- Milwaukee
- Unchained Melody, L. Baxter, Cap.
 Cherry Pink and Apple Blossom White P. Prado, Vic.
- 3. Learnin' the Blues, F. Sinatra, Cap.
 4. Dance With Me Henry, G. Gibbs, Mer.
 5. Honey Babe, A. Mooney, M-G-M
- Ballad of Davy Crockett, F. Parker, Col.
- 7. If I May, Nat King Cole, Cap.
- 8. Rock Around the Clock, B. Haley, Dec. 9. Hey, Mr. Banjo, Banjo Boys, Cap. 10. No Letter Today L. Paul & M. Ford, Cap.

Mpls.-St. Paul

- 1. Unchained Melody, L. Baxter, Cap.
- 2. Rock Around the Clock, B. Haley, Dec.
 3. Honey Babe, A. Mooney, M-G-M
 4. Cherry Pink and Apple Blossom White
- P. Prado, Vic. 5. Unchained Melody, R. Hamilton, Ept. 6. Man in the Raincoat, P. Wright,
- 7. Breeze and I, C. Valente, Dec. 8. Ballad of Davy Crockett, F. Parker, Col. 9. Don't Be Augry, Crew Cuts, Mer.
- 10. Dance With Me Henry, G. Gibbs, Met. New Orleans
- 1. Cherry Pink and Apple Blossom White P. Prado, Vic.
- 2. Rock Around the Clock, B. Haley, Dec. 3. Ballad of Davy Crockett, T. Ernie, Cap. 4. Dance With Me Henry, G. Gibbs, Mer.
- 5. Unchained Melody, L. Baxter, Cap. 6. Unchained Melody, A. Hibbler, Dec.
- 7. Ballad of Davy Crockett, F. Parker, Col. 8. Guilty Shadows, C. Johnson, Col. 9. I Belong to You, R. Flanagan, Vic. 10. Blossom Fell, Nat King Cole, Cap.
- New York 1. Cherry Pink and Apple Blossom White
- P. Prado, Vic. 2. Ballad of Davy Crockett, B. Hayes, Cdc.
- 3. Unchained Melody, A. Hibbler, Dec. 4. Whatever Lola Wants, S. Vaughan, Mer. 5. Honey Babe, A. Mooney, M-G-M
- 6. Learnin' the Blues, F. Sinatra, Cap. 7. Dance With Me Henry, G. Gibbs, Mer. 8. It's a Sin to Tell a Lie

S. Smith & the Redheads, Epi. 9. Unchained Melody, R. Hamilton, Ept. 10. Blossom Fell, Nat King Cole, Cap.

- Philadelphia
- 1. Cherry Pink and Apple Blossom White P. Prado, Vic. 2. Unchained Melody, A. Hibbler, Dec.
- 3. Dance With Me Henry, G. Gibbs, Mec. 4. Honey Babe, A. Mooney, M-G-M
- 5. Ballad of Davy Crockett, F. Parker, Col. 6. Blossom Fell, Nat King Cole, Cap. 7. Something's Gotta Give

McGuire Sisters, Cor. 8. Ballad of Davy Crockett, B. Hayes, Cdc,

- 9. Bandit, E. Barclay, 10. Learnin' the Blues, F. Sinatra, Cap. Pittsburgh
- Unchained Melody, L. Baxter, Cap.
 Ballad of Davy Crockett, B. Hayes, Cdc.
- 3. Cherry Pink and Apple Blossom White P. Prado, Vic. 4. Blossom Fell, Nat King Cole, Cap.

5. Rock Around the Clock, B. Haley, Dec. 6. Love Me or Leave Me, L. Horne, Vic. 7. Hey, Mr. Banjo, Sunnysiders, Kap. 8. Dance With Me Henry, G. Gibbs. Mer.

- 9. Whatever Lola Wants, S. Vaughan, Mer. St. Louis
- 1. Blossom Fell, Nat King Cole, Cap. Ballad of Davy Crockett, B. Hayes, Cdc. 3. Learnin' the Blues, F. Sinatra, Cap. 4. It's a Sin to Tell a Lie
- S. Smith & the Redheads, Epi.
 5. Is This the End of the Line? J. James, M-G-M

Hey, Mr. Banjo, Sunnysiders, Kap. Honey Babe, A. Mooney, M-G-M Unchained Melody, L. Baxter, Cap. 9. Breeze and I. C. Valente, Dec. 10. Rock Around the Clock, B. Haley, Doc.

- San Francisco 1. Cherry Pink and Apple Blossom White P. Prado, Vic.

 2. Unchained Melody, L. Baxter, Cap.

 3. Ballad of Davy Crockett, F. Parker, Col. 4. Dance With Me Henry, G. Gibbs. Mer.
- 5. Unchained Melody, A. Hibbler, Dec. 6. Whatever Lola Wants, S. Vaughan, Mer. 7. Ballad of Davy Crockett, B. Hayes. Cdc. 8. Blossom Fell, Nat King Cole, Cap. 9. Whatever Lola Wants, D. Shore, Vic.

10. Crazy Otto Medley, J. Maddox, Dot Seattle

- 1. Cherry Pink and Apple Blossom White P. Prado, Vic. 2. Unchained Melody, A. Hibbler, Dec.
- 3. Dance With Me Henry, G. Gibbs, Mer. 4. Truly, Dinning Sisters, Ess. Ballad of Davy Crockett, F. Parker, Col.
 Unchained Melody, L. Baxter, Cap.

7. Breeze and I, C. Valente, Dec. 8. Ballad of Davy Crockett, T. Ernie, Cap. 9. Blossom Fell, Nat King Cole. Cap. 10. If I May, Nat King Cole, Cap.

- Toronto 1. Cherry Pink and Apple Blossom White P. Prado, Vic.

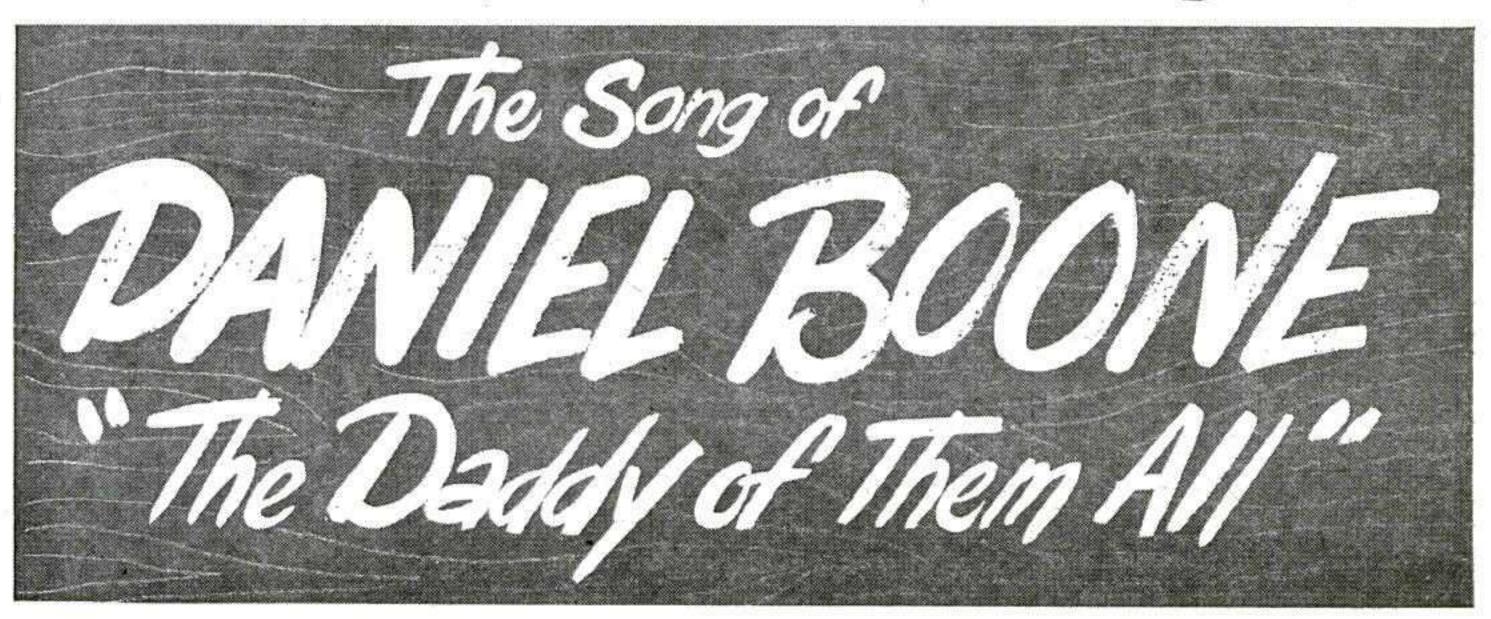
 2. Unchained Melody, A. Hibbler, Dec.

 3. Rock Around the Clock, B. Haley, Dec. 4. Dance With Me Henry, G. Gibbs, Mer.
- 5. Whatever Lola Wants, S. Vaughan, Mer. 6. Ballad of Davy Crockett, B. Hayes, Cdc. 7. Ballad of Davy Crockett, F. Parker, Col. 8. Something's Gotta Give
- S. Davis Jr., Dec. 9. Blossom Fell, Nat King Cole. Cap. 10. Darling Je Vous Aime Beaucoup

Davy Crockett made you Lots of Money!!

Now! Here's your Next BIG Money Maker

America's Fastest Breaking HIT



The ORIGINAL HIT RECORD

Sung by Loren Becker and The Brigadiers with Enoch Light's Orchestra

On Sale just 9 DAYS and getting heavy re-orders from Boston, Cleveland, Detroit and New York

Kids are already
switching to
DANIEL BOONE
"The Daddy of Them All"

Martin Block, ABC

"It is a very fine musical performance and following the present trend it should get a lot of plays from D.J.'s and a lot of spins in juke boxes."

Bill Randle, WERE

"It could be very big."

Lonny Starr, WNEW

"I chose it as one of my picks of the week.

I like it better than Davy Crockett."

Rosemarie Coleman, WJBK

"I like it very much. Could be very big."

Tom Armstrong, WGAR

"I like it and it will be very big."

National Promotion BUDDY BASCH OFFICE

17 East 45th St. New York 17, N. Y. MUrray Hill 7-8351

BILLBOARD

"This figures to get plenty of air play"

SENSATIONAL REACTION!

International News
Service
coast to coast
headlines

Dan'i Stalks Davy

Boone Record Makes Gain on Crockett

NEW YORK (INS). Ghosts of Davy Crockett and Daniel Boone are fighting it out today for the favor of millions of American children. So far Davy is ahead...but Daniel, "The Daddy of Them All," is coming up fast...has started to challenge Davy for the eardrums of the young public.

Waldorf Music Hall Record No. 78-217

b/w "KNUCKLES" O'TOOLE
playing "Honky Tonk Piano"

Available in Canada on

Sparton Records

Robin Seymour, WKMH

"I think it is a great record . . . in the same exciting vein as Davy Crackett."

Marty Fox, WAAF

"It will probably go up to No. 1 or No. 2 ofter all the play it will get."

Paul Brenner, WAAT

"The time is right. The tune is right; I'm sure Loren and Enoch have a winner."

Your Local Distributor or

WALDORF MUSIC HALL RECORDS

Harrison, New Jersey

New York Sales Office

Call Enoch Light Murray Hill 8-0420

Copyrighted material

MUSIC PADIO

BUDDY BREGMAN

and his orchestra with

DANNY WELTON

and his amaxing harmonica "THE

From the Hecht-Lancaster Production-"The Kentuckian"

"EAST OF EDEN"

From the Warner Bros.' Production-"East of Eden" #1002

Some territories still available WRITE, WIRE or PHONE .



1213 N. Highland Avenue Hollywood 38 Phone HOllywood 26608



"Tiny" Fairbanks "350 pounds of happiness"

who has sung his way into the hearts of millions on his own radio and TV shows, is now on records-

"IN MY LITTLE SCRAPBOOK"

b/w "Trees"

with RUSS CASE Orch and choral group. TF110

Postcard survey of 1,000 leading Dee Jays shows two in every three playing both sides—enthusiastic comment coming in daily. "Terrific" . . . "Will give it plenty of spins" . . . "Both sides very effective" . . . "This should come up fast."

Some good territories still open for distributors. Write, wire or

Fairbanks Records

1775 Broadway, New York 19, N. Y. Telephone: Circle 7-5549



The Billboard Music Popularity Charts

POPULAR RECORDS

Review Spotlight on . . .

RECORDS

SARAH VAUGHAN

Experience Unnecessary (Pincus, ASCAP) - Mercury 70646-The canary has a way with a sexy lyric, as witness her recent click disks, and this new side packs the same emotional appeal. The vocal is rich and sultry in the best Vaughan tradition, while the tune has a pleasant melody and a clever lyric. Flip is "Slowly With Feeling" (Planetary, ASCAP).

JULIUS LA ROSA

Domani (Montauk, BMI)-Cadence 1265-The ex-Godfrey warbler had one record hit with the Italian-styled "Eh Cumpari" and, coincidentally, he may get still another really big disk with this poignant Italian ballad. La Rosa, who sounds better than he has in some time, hands the tune a tender interpretation, in perfect keeping with its lilting barcarolle tempo. Tony Martin also has an RCA Victor waxing of the ballad. Flip is "Mama Rosa" (Shapiro-Bernstein, ASCAP).

Last week, as the Review Spotlight fell on Georgia Gibbs' Mercury recording of "Sweet and Gentle." it played tricks with the colors. The flip, listed as "Blackberries," should have read "Blueberries" Gil, BML. A tasty item.

Reviews of New Pop Records

GEORGIA GIBBS

Sweet and Gentle85 MERCURY 70647 - A Billboard "Spotlight" 6-4-'55. (Peer, BMI)

Blueberries....80 La Gibbs bests this out in her best style. Ditty has plenty of charm and novelty value and is a strong item for decjays. Warrants plenty of action. Watch it. (Gil, BMI)

SAMMY DAVIS JR.

That Old Black Magic84 DECCA 29541—A Billboard "Spotlight" 6-4-'55. (Famous, ASCAP)

A Man With a Dream 77 An appealing vocal job on a haunting ballad from the new Broadway musical, "Seventh Heaven." However, flip is the standout side and will probably get heavier play. (Chappell, ASCAP)

AL HIBBLER

They Say Your Laughing At Me (While I'm Crying for You)79 JIM LOWE DECCA 29543-Hibbler is hot right Close the Door now, and he should get considerable play with his sincere warbling of this effective ballad. (Paco, ASCAP)

I Can't Put My Arms Around a Memory....78 -Hibbler packs his usual emotional wallp on an appealing ballad, which is sure to get its share of spins from jocks and jukes. (Robbins, ASCAP)

PEGGY LEE

DECCA 29534 - Cha-cha-cha beat behind Peggy Lee's amiable warble of the oldie adds values to an already superior waxing. This is one of her best in a long time, and it could easity place in the money. (Harms, ASCAP)

Oh! No! (Please Don't Go)....74 Blues pleader is projected convincingly. Good spins here. (Porgie, BMI)

MARION MARLOWE

CADENCE 1266-Moody and sentimental, this is one of the best treatments of the unusual ballad. Miss Marlowe handles the vocal with conviction, and the ork under Archie Bleyer frames her contribution prettily. (Canada, BMI)

Heartbeat 72 Rhythm side is rendered somewhat less successfully than flip. Should get some spins, tho.

ETHEL SMITH

Tico Tico-Mambo76 DECCA 29539 - Ethel Smith sold more than 1,000,000 copies of her original "Tico Tico" organ instrumental, and this mambo version of same should also pull plenty of plays, particularly on the juke circuit. The lady plays with fire and flash. (Peer, BMI)

Lemon Meringue 74 A sprightly meringue is served un with taste and a danceable beat by organist Ethel Smith who also contributes some incidental vocal effects.

(Music of Today, BMI)

ILSE WERNER

COLUMBIA 40541 - The exciting Lecuona song, already riding the best seller lists, gets an unusual reading here. Miss Werner whistles it and is backed by exciting instrumentation, Recorded by Deutsche Grammaphon. A natural for deejays. (E. B. Marks,

BMI) Jungle Drums 73 Another whistling item. The side has atmosphere, and with the flip, makes a disk of more than usual interest for deejays.

CLIFFIE STONE

The Popcorn Song76 CAPITOL 3131-A strong version of the cute novelty ditty. The lyric is belted out in style by Bob Roubian. Fine for deejays. Watch it. (Central Songs, BMI)

Barracuda....71 Fair instrumental of the pop-styled r.&b, type. There's a vocal duet by Billy Strange and Speedy West. (Central Songs, BMI)

MICKI MARLO I've Got Rhythm in

somewhat on the cool side. It's delivered gayly here for a freshsounding hunk of wax. Good decjay material, (Joy, ASCAP)

Dream Boy....74 This hymn to her feller is sung in convincing fashion by Miss Marlo, one of her best wax warbles to date. There's a good shuffle beat in the backing to help it move. (Combo,

DOLES DICKENS QUINTET

DECCA 29490-The boys beat out a fine rhythm on a familiar sounding r.&b. tune, which should chalk up spins on the boxes. (Algonquin, BMI) Woogie....72

A swingy little novelty with an amusing lyric and a lively vocal by Joe Gregory and the trio. (Algonquin,

DOT-Lowe fights off an imaginary monster-Martians? Giant insects? He keeps you guessing-identified only by a sound. This is a humorous and rather unusual novelty with a bouncy beat that will be good change of pace for deejays.

Nuevo Laredo....71 Via multiple tracking, Lowe harmonizes prettily with himself on this Western style ballad. The singer brings out the nostalgic feeling of this material with telling effect.

STAN KENTON ORK

The Handwriting's on the Wall74 CAPITOL 3151-Stan Kenton has a flashy side here. It has beat, mood and good instrumentation, plus an unusual vocal display by the fem chanter. Fine for jockeys. Freddy 74

A nice coupling with the flip. The Latin beat is insinuating, and there's the same fine musicianship. Gal does a fine vocal.

LOU BUSCH ORK

Let Me Be Your Honey74 CAPITOL 3152-The oldie, dressed in lively instrumentation, and chanted tastefully by the Carhops. A nice

Ragtime Cowboy Joe 74 Another oldie-and this item still retains its novelty value. It's done with tinny piano effects and has a fine vocal by the girls.

THE VOICES OF WALTER SCHUMANN

The Man From Laramie74 VICTOR 6157-A well-produced disk, with a fine arrangement. The voices are superbly backed by the instru-

mentation. Deejays should like. (Shapiro-Bernstein, 'ASCAP) Let Me Hear You Whisper....74 A tender ditty is given added appeal by the surging voices of this welltrained vocal group. (Criterion,

EDDIE HEYWOOD

ASCAP)

Land of Dreams74 MERCURY 70645—Heywood previously handled the piano solo on Hugo Winterhalter's steady - selling Victor version of the dreamy opus. His own version should pick up coin, too. Chorus integrates nicely with the instrumentation here. (Meridian, BMID

Summer Holiday 73 A danceable instrumental, with an extremely tasteful arrangement. (Meridian, BMI)

JANET BRACE

That's the Way It Is74 DECCA 29531-Slick ballad is sung with intimacy. Miss Brace figures to enlarge her following with this effort. (Northern, ASCAP)

If You Knew 71 Swingy ballad is given a sexy ride by the thrush. Her warm style will attract spins here. (Goday, BMI)

RAY ANTHONY ORK

Learnin' the Blues74 CAPITOL 3147-Instrumental version of the ballad, mighty successful in the Frank Sinatra slicing, is eminently danceable in this smooth reading by

the Anthony ork. Good prospects here. (Barton, ASCAP)

Mmmm Maimie....70

The Anthony original, a happy opus addressed to a friend, is played with spirit. (Moonlight, BMI)

DOLORES CARROLL I Just Can't Keep

the Tears From Tumblin' Down74 CHATEAU 2002 - Here's a lively jump blues. Dolores Carroll's chanting is backed by strong instrumentation, strong on percussion and honking horns. (Cherio, BMI)

Everybody Knows....70 A slow ballad on this side. Fair, but not with the impact of the flip. (Lively Arts, BMI)

DAVID CARROLL ORK

MERCURY 70642-The latest on this ditty that's causing some excitement. Chorus and full instrumentation give the side a good sound. (Remick, ASCAP)

Baffi 72 Melodic and danceable, Carroll's ork has full sound and a chanting chorus for production effect. (Symphony House, ASCAP)

RUSSELL ARMS

EPIC 9109-Arms' voice falls lightly and soothingly on the ear, and he has apt material in this film theme. Competition is keen on the tune, however, and late timing may work against him on this. (Maraville, ASCAP)

Don't Be Afraid (To Fall in Love) 70

In this ballad, Arms is gently persuasive. The arrangement, with its surging strings, gives a deft romantic flavor to the lyric. (Evans, ASCAP)

DE JOHN SISTERS Pass the Plate of

Happiness Around72 EPIC 9108-With all the noise and outgoing spirit of the camp meeting in the background, the girls swing this inspirational type material with infectious charm.

He Loves Me....72 While one sister reassures herself of her boy friend's love, the other in the background plants doubts in her mind as to his sincerity. Don Cornell made one of his less successful tries with the tune two years ago. (Granson, BMI)

THE CHEERS

I Must Be Dreaming72 CAPITOL 3146-The group shouts again in its vigorous r.&b. groove. Number is a raucous affair with some amusing lines. (Quintet, BMI) Fancy Meeting You Here 71

In a pretty ballad out of the r.&b. idiom, the group displays another attractive collective personality. Jocks may be intrigued by the switch away from novelty, (Quintet, BMI)

SAMMY KAYE ORK

COLUMBIA 40517-A pretty song, in three-beat tempo. Sammy Kaye's ork does this item with taste. The Kaydettes vocal lends production. (Garlock-Scherer, BMI)

The Banjo's Back in Town....71 There's more than a touch of nostalgia to this item. Instrumentation (Continued on page 44)

JUBILEE'S BIG ACTION HITS

DELLA REESE "IN THE STILL OF THE NIGHT"

Jubilee 5198

THE RAVENS "GREEN EYES"

Jubilee 5203

THE FOUR TUNES "TIME OUT FOR TEARS"

Jubilee 5200

THE **HEARTBEATS** "FINALLY"

Jubilee 5202

JUBILEE RECORD CO., Inc. 315 W. 47th St., N. Y., N. Y.

the "PICK" of WASHINGTON

THE COMPLETELY AIR-CONDITIONED



Four Blocks from the White House ROOMS WITH SE RADIO AND BATH FROM TELEVISION

No Charge for Children



Free Reservations by teletype for all Albert Pick Hotels.

763

Today's TOP TUNES

The Low-Cost Dealer Profit-Service!

Here's the inexpensive, easy-to-use personalized promotion sheet that's made to order for more dealer sales. Printed as a 4-page folder (7x81/2 per page), it carries The Billboard HONOR ROLL OF HITS to 35 places with the best-selling records of each tune.

Also shows hit R & B and C & W records with the top classical and packaged albums as well. Today's Top Tunes carries The Billboard's famous Pop Charts right to your customer's pocketbook, building more sales and profits for you.

With your store name, address and phone number imprinted free, Today's Top Tunes becomes your good-will ambassador or counter give-away item.

| SPECIAL | LOW | RATES-MAIL | YOUR | ORDER | TODAY |
|---------|-----|------------|------|-------|-------|
| | | | | | |

The Billboard • Today's Top Tunes Dept. 2160 Patterson St., Cincinnati 22, Ohio

-Monthly

☐ Weekly

Please print and mail Today's Top Tunes as follows: ☐ 1 week trial ☐ Twice a month ☐ 50 copies. .\$1 ☐ 250 copies. \$3.50

☐ 100 copies. .\$2 ☐ 500 copies. \$5.50

Store name, address and phone printed as shown: (please print)

City and State_ Ordered by_

GIVE TO DAMON RUNYON CANCER FUND

ADELLI SELECTION AND ADDRESS OF THE PARTY OF



Lyrics by Tony Velona; Music by Ulpio Minucci

20/47-6167

WHAT'S THE TIME IN NICARAGUA?

with Henry René and his Orchestra

A "NEW ORTHOPHONIC" HIGH-FIDELITY RECORDING

RCAVICTOR FIRST IN RECORDED MUSIC



.

MUSIC-RADIO

UNDER 1 OWNERSHIP

providing EXCLUSIVE NA-TIONAL CRASS ROOTS COV-ERACE of newspapers, daily and weekly; national consumer and business publications and literally every periodical on your schedule.

> Write or phone for complete details

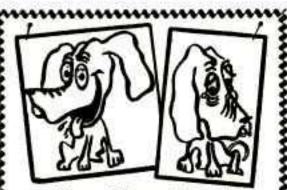
TUCE BUREAU

157 Chambers Street New York 7, N. Y. BArclay 7-2096 104 West Linwood Blvd. Kansas City, Mo. 715 Harrison Street Topeka, Kansas

The original The Best

ALABAMA JUBILEE

by THE FIREHOUSE **FIVE PLUS TWO** 600D TIME JAZZ 90-45090



Here They Come! Two Hound Dogs! Their Names???? Ask BILL HALEY mmmmmmm

Amp 1001

"ONLY IN MY DREAMS" "POLKA DOT EYES"

by PATTI SPANGLER and the Bob Davis Quartet

AMP RECORDS, INC. 306 Third St. Columbus, Ind. Phone 4859





THE LABEL WITH A FUTURE . . .

> 3208 So. 84th St. Philadelphia 42, Penna.



The Billboard Music Popularity Charts

Reviews of New Pop Records

Continued from page 42

features banjo, and there's a chanting chorus. (World, ASCAP)

BONNIE LOU

Old Faithful and True Love72 KING 1476-King's country and western yodeling canary tries her vocal wings on a pop r.&b.-styled rhythm tune with good results. However, her c.&w. following may not cotton to the switch. (Jay & Cee, BMI)

Drop Me a Line....70

Another pop-styled disk, with Bonnie Lou singing out with polished warmth on an appealing ballad. Nice choral backing by the Harmonaires Quartet. (Jay & Cee, BMI)

THE TOWNSMEN

UNIQUE 307-This engaging novelty is based on the theme of the "William Tell" overture, and the group sings it with spirit. The arrangement is slick and attractive. (Schwartz, ASCAP)

Ev'ry Night 70 The Townsmen take this ballad at a casual, jaunty pace, giving it a light, listenable touch. The boys sound good on both these contrasting sides, and deejays will undoubtedly give them generous play. (Feist, ASCAP)

CONNIE FRANCIS

Didn't I Love You Enough?71 M-G-M 12015-Soaring weeper ballad is projected ably by Connie Francis. (Leeds, ASCAP)

Freddy 68 Cute ditty is sung in fashion to match the material by the young canary. (Duchess, BMI)

JERRY COOPER

Have You Ever Been Lonely?70 ANCHOR 14-Cooper croons and whistles the lovely oldie with at-tractive sincerity. (Shapiro-Bernstein, ASCAP)

I'm Sorry I Made You Cry 70 Same comment. (Feist, ASCAP)

JIM SHAUNECY

Tears for You70 BENIDA 5032-Shaunecy displays a full, warm voice capable of carrying him far, once he latches onto the right song. Despite sensitive backing by Bob Armstrong, this one's lugubrious. (Sanford, BMI)

Sky Full of Diamonds....70 The warbler generates some excitement on a bright folk-type ditty.

ORIGINAL 1008-Too much echo mars a typically Hibblerian effort. Should have some sale on the basis of his current smash status. A moody bailad. (Challenge, BMI)

You Will Be Mine....70 Unlike the flip, this side is straight r.&b. Could do with less echo and stronger material. (Sylvia, BMI)

WAYNE KING ORK

DECCA 29550-King wraps up the Gobel show theme song in a pretty arrangement that could have competed easily with other versions out, had it appeared a little earlier. Areas that are only now getting on the bandwagon might still be able to do nicely with this. (Longridge, ASCAP)

Red Petticoats 66 This pretty tune is given a lighty, perky reading that suits its mood. Nancy Evans comes in for a vocal chorus near the end. Both sides make for relaxed dancing. (Studio, BMI)

THE BACK BAY BOYS Hondo Chi Wutsi69

'X" 141 - A forceful instrumental treatment of an exciting jungle rhythm with a primative flavor and a solid beat. The Bulawayo version on London is creating some excitement. (Burlington, ASCAP) Yogi Amo....69

Same comment. (Time, BMI)

THE THREE HARMONICAIRES

DELUXE 2034-Playing a variety of harmonicas, the threesome show a remarkable talent for bringing out a wide range of sound effects from their instruments. This boogie is a fast, showy opus. (Lois, BMI) Blue Day 66

A slower, more lyric side with a wailing blues figure. Harmonica afi-

WANTED Used 45 RPM Records

Jalen Amusement Co.

Baltimore 18, Md. 14 E. 21st Street Phone: BE 5-2881

MR. DISC JOCKEY

Cet your AZALEA RELEASES Regularly. Write

AZALEA RECORDS

P. O. Box 1346 New Orleans 10, La.

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

Dr. Inscho's "IN THE TWILIGHT RAYS"—"LOVE'S SWEET STORY"

Played on all stations in United States and Canada. On 200 Juke Boxes in K. C.!

Played Everywhere Live Music Is Played in K. C.! . and on Thousands of Juke Boxes from Coast to Coast

of the trio on both sides. (Lois, BMI) BOB DINI

Someone's Been Reading My Mail69 CORAL 61424-Eddie Fisher's singalike Bob Dini warbles an okay version of an appealing ballad. (Witmark, ASCAP)

cionados will appreciate the artistry

From Coast to Coast 67 Dini Sings acceptably on a bouncy rhythm tune, but flip is better showcase for his vocal style. (Roncom,

EDDIE SMITH

KING 1479 - A honky-tonk piano effort taken at break-neck speed. If this fad isn't yet over, Smith will come in for a share of attention. (Jay & Cee, BMI)

Jumping Jennie 65 Another bouncy honky tonk piano opus that's a good example of its type. (Jay & Cee, BMI)

KAY PENTON Every Man Needs

SAMSON 888-The one-time Benny Goodman thrush, a fine jazz singer, is overbalanced by the Joe Leahy orking in this recording of an interesting bluesy fabrication.

Hot Rod Heaven 62 The message is confusing on this hip

DREW MILLER

M-G-M 12008-A warm and resonant warble of the slow waltz ballad. (Robbins, ASCAP)

The Stranger 65 Thoughtful ballad from "Kindom in the Sky" is presented sincerely. (Pine Ridge, ASCAP)

TONY DRAKE

Gone 64 GENIE 1303 - This is the same Puccini "La Boheme" aria that served as melody for "You" a couple of years ago. It's a rather strenuous effort by the tenor. (Gibraltar, ASCAP I Need You....59

Drake pitches hard, but his control is poor. (Mid-Eastern, BMI)

SUE ALLEN

KEY 504-A cute piece of material with r.&b. flavor sounds like a promising production number for a show. This rendition is unlikely to mean much. (HR. ASCAP)

I've Never Been to St. Louie 55 Despite a sincere warble, this pseudo-Arlen torcher lacks fresh, professional qualities. (HR, ASCAP)

LEE VINCENT

Let's Keep Making Love62 BLACK GOLD 4611-A warm warble of a pleasant love ballad. Easy

My Darling 62 Same comment.

(TINY) FAIRBANKS

In My Little Scrapbook55 Fairbanks 110-Fairbanks wrote the tune, published it and sings it on his own label. (Fairbanks, ASCAP)

Joyce Kilmer got in on this one. (Vogel-Schirmer, ASCAP)

CAL CALA

When I Take My Last Ride50 VANITY 551-A smooth warble by the baritone of lightweight material. (Vanity, BMI)

My Colorado Home 50 Same comment. (Vanity, BMI)

JO ANN LEAR My Recipe for Love46 VANITY 546-Too cute ditty, sung easily, (Vanity, BMI)

CAL CALA The Kiss Song....40 Cal Cala is the chanter here. Substandard production. (Vanity, BMI)

GEORGE BEVERLY SHEA The Army of the Lord79

VICTOR 6113 - Stuart Hamblen's song of militant faith is set to the trilling of fifes, the rumblings of drums and a full bank of strings. All this and Shea's stirring vocal rendition are most impressive and should do very well commercially, (Hamblen,

I Asked the Lord 76 This prayerful song is in a quieter vein; its sincere sentiment is also very affecting and will be appreciated by Shea's fans. (Bulls-Eye, ASCAP)

DON RENO-RED SMILEY How I Miss My Darling Mother 77

KING 1473-A touching, down-toearth bit of duo warbling by an excellent team. It's back-country religioso fare that should do well, (Lois, BMI) Jesus Is Waiting 76

A bright, effective slice of pious warbling, neatly arranged, too. (Lois,

BLACKWOOD BROTHERS QUARTET VICTOR 6128-There have been several other recent waxings of this lively tune, but none so far that match the simple, unaffected quality of this reading. This good job will rate cop-

Will Heaven Be Heaven Without You 73 This leisurely paced, closely harmonized gospel song shows another facet

ious exposure. (MPHC, ASCAP)

VOX JOX

POPULAR RECORDS

Continued from page 16

The trend last week, says Keith, was toward twins. . . . Fred Swanson, WHAY, New Britain, Conn., has begun a new Saturday night show, tagged "Platter Panel," designed to stimulate interest in new releases. A local student, juke box operator and record dealer review and rate new disks on the show, while the audience votes via mail, with the first 25 listeners whose ratings are closest to the panel's awarded the records being judged. . . . Gene Platt, KELO, Sioux Falls, S. D., caters to the local high school set on his "Record Den Show," which features panel discussions of juvenile delinquency problems by students and guest deejay stints by beauty

sides here that complement each other nicely. (Gospel, BMI)

THE RANGERS QUARTET

CAPITOL 3142-Spurred on by the bass lead, the Rangers make an exciting thing of this traditional material set to a boogie figure. They keep to a fast beat all the way, and interest never lags. (Beechwood, BMI)

Sing, Brother, Sing....72 Another happy, outgoing side that should attract favorable attention among the sacred fans. (Beechwood,

MALLIE ANNE AND SLIM

I Want to Know More About Jesus 74 COLUMBIA 21396-The duo keeps things moving in spirited fashion on a modern rhythm chant. Should appeal to the younger generation of sacred buyers. (Travis) If You Know Where

You're Going (Go Ahead) 68 This jazzy, hand-clapping moralizer is lacking in conviction. (Fairway, BMI)

CARL STORY

with authentic country instrumentation. (Peer, BMI)

I Love the Hymns They Sang at Mother's Grave 71 Same comment. (Peer, BMI)

Spiritual

BROTHER CLEOPHUS ROBINSON

Going Home to Jesus......76 PEACOCK 1741—Brother Robinson has one of his strongest sides in some time in this sock material. The spirit comes on him, and he rides with it, lifted by the relentless, incisive beat, Ought to spur lively action in this market. (Lion, BMI)

I Am Determined 75 A quieter, more contemplative piece of material that is also handsomely styled by this outstanding singer. The piano, organ and rhythm backing set off the inspiring text prettily. (Gospel,

Other Records Released This Week

Popular

Bambuco Hat Dance; Learnin' the Blues-Belmonte Ork, Columbia 40515 Bring Back Me Heart; She Acts Like a Woman-Ronnie Deauville, Acama 107 Coo, Coo, Coo; Call Me Darling, My Darling-The Voices Three, Big 601 Gold Are My Mem'ries; He's Always

There-Paul Page, Paradise 2008

If I Had Three Wishes; If We Never Had Said Hello-George Cates Ork, Coral 61432 I'm Beginning to See the Light; Do It Now-Vicki Young, Capitol 3143

I'm Looking Over a Four Leave Clover; Baby Face-Art Mooney Ork, M-G-M 12009 It's You; Please Do-Roger Roger Ork

M-G-M 30880 Ramblio' Reno Gamblio' Man; Little Gal in Caliente-Paul Page, Paradise 2007 Sahara; Twenty - Three Degrees North, Eighty-Two Degrees West - George Russell Ork, M-G-M 12003

Siboney; Hornblowers Serenade - Juan Garcia Esquivel Ork, Victor 6135 Thunder Rock; How High the Moon-Randy Brooks Ork, Decca 29479 Wanderin'; You're Nearer - Bill Hayes, M-G-M 12004

Yearning (Just for You); Sweet and Lovely -Sammy Kaye Ork, Columbia 40518 Country & Western

Auf Wiedersehn Little Schatze; I Love You-Chuck Lee, TNT 125 Born to Lose; No Letter Today - Ted Daffan's Texans, Columbia 21400 Sweet Corrina Blues; Tick Tock Waltz-Rusty Keefer, Coral 61421

Wild, Wild Young Men; Second Choice-

Rose Muddox, Columbia 21394

Yellow Roses; Are You Mine? - Jimmy Wakely, Coral 61428 Rhythm & Blues

I'm Glad for Your Sake; Soon, of the quartet's talents. Two pleasant | Soon-John Greet, Groove 108

queens from local high schools.

GIMMIX: Peg Mims, WJVB, Jacksonville Beach, Fla., is getting a suntan and spinning 'em at the same time on her new show which is aired right on the beach. Redheaded Miss Mims strolls along the seashore, accompanied by a walkie talkie and her pet great dane. The outdoor airer is sponsored by the Paramount TV Appliance Store. . . . The Three top deejays at WWNR, Beckley, W. Va.-Marv Stone, Phil Vogel, Dick Branu and

YESTERYEAR'S TOPS-

The nation's top tunes on records as reported in The Billboard

JUNE 9, 1945:

1. Sentimental Journey

2. Laura 3. Bell-Bottom Trousers

4. Candy

5. Dream 6. My Dreams Are Cetting Better

All the Time 7. There! I've Said It Again

8. Just a Prayer Away Caldonia

10. I Should Care JUNE 10, 1950:

1. Third Man Theme 2. Bewitched

3. My Foolish Heart

4. Hoop-Dee-Doo 5. Sentimental Me

6. It Isn't Fair 7. Old Piano Roll Blues, The

8. If I Knew You Were Coming I'd've Baked a Cake 9. Dearie

10. I Wanna Be Loved

fund drive.

worth - broadcast their platter shows from a tent last month during a 29-hour marathon staged by the station from Beckley's Government Square. All of the station's shows originated from the square as part of a joint promotion staged by WWNR in co-operation with 20. local merchants. . . . Robin Sey-mour, WKMH, Dearborn, Mich., aired his "Bobbin' With Robin' show from the Sheldon Center parking lot last month for the benefit of the St. Michael's Athletic

> CHANGE OF THEME: Window spinning is in the air this month, with Howie Leonard, WPOR, Portland, Me., now originating his four-hour Friday afternoon "Matinee Frolic" from the window of a local TV appliance store, and Jack Gale, WTMA, Charleston, S. C., adding two more hours to his morning show as he starts broadcasting from the Windemere Shopping Center. . . . Hope Williams has joined WORD, Spartanburg, S. C., and pilots a halfhour "Dreamtime" show in the closing spot each day. Miss Williams is the first fem deejay in the area. . . . Lou Garris, formerly with WLEE, Richmond, Va., has joined WALA, Mobile, Ala. . . . Len Ross, formerly with KBMI, Las Vegas, Nev., has moved to K-Z, Reno, Nev.

Fred Fiske and Dick Lawrence. both of WWDC, Washington, have hit the Top 10 in the Pulse report for March - April. The programs. cited were Fiske's morning platter show together with his Sunday afternoon "Honor Roll of Hits," and Lawrence's Sunday afternoon "Dick Lawrence Show." . . . Disk jockeys will turn farmer at WWDC, Washington, this summer with garden plots in the station's Silver Spring Park assigned as follows: Art Brown will grow worms for his fish, bird seed for his canaries; Fred Fiske will cultivate potato pancakes; Jack Rowzie, rhubarb; Jon (\$500) Massey, lettuce to accompany the long grean handed out of his show; Bob Will, divots; Dick Lawrence, tomatoes; Ed Studney, martini olives; Bob Wolff, hops for National Bohemian; Ken Evans, cherries for manhattans; Les Sand, corn, the tall variety.

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

For survey week ending June 1

• Best Sellers in Stores

| RECORDS are ranked in order of their current national selling impretail level, as determined by The Billboard's weekly survey of dealer mation with a high volume of sales in country and western records. We action is reported on both sides of a record, points are | rs thru | out the |
|--|--------------|---------|
| This case, both sides are listed in bold type, the leading | Local | Weeks |
| Week side on top. | Last Week | Chart |
| 1. IN THE JAILHOUSE NOW (BMI)-W. Pierce | 1 | 19 |
| 2. MAKING BELIEVE (BMI)—K. Wells | 2 | 14 |
| (BMI)-Dec 29419 | | |
| 3. YELLOW ROSES (BMI)-H. Snow | 3 | 10 |
| 4. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)-F. Young. | 5 | 11 |
| 5. BALLAD OF DAVY CROCKETT (BMI)— Tennessee Ernie. | 4 | 12 |
| 6. THERE SHE GOES (BMI)—C. Smith | | 5 |
| OLD LONESOME TIMES (BMI)—Col 21382 7. I'VE BEEN THINKING (BMI)—E. Arnold Don't Forget (BMI)—Vic 20-6000 | 6 | 19 |
| 8. WILDWOOD FLOWER (ASCAP)—H. Thompson. BREAKIN' IN ANOTHER HEART (ASCAP)— Cap 3106 | 13 | 2 |
| 9. IN THE JAILHOUSE NOW #2 (BMI)-J. Rodgers Peach Pickin' Time Down in Georgia (BMI)-Vic 20-6092 | . 9 | 3 |
| 10. MAKE BELIEVE (BMI)-R. Foley & K. Wells AS LONG AS I LIVE (BMI)-Dec 29390 BMI | 11 | 15 |
| 11. ARE YOU MINE? (BMI)-G. Wright & T. Tall | 15 | 19 |
| 12. IN TIME (BMI)-E. Arnold | 7 | 8 |
| 13. SATISFIED MIND (BMI)—P. Wagoner | 14 | 3 |
| 14. IT TICKLES (BMI)-T. Collins | 12 | 7 |
| 15. LOOSE TALK (BMI)-C. Smith | 10 | 32 |

Most Played in Juke Boxes

| | For survey week en | ding . | une 1 |
|------|--|-------------------------|----------------------|
| REC | CORDS are ranked in order of the greatest number of plays in juke country, as determined by The Billboard's weekly survey of operahigh proportion of country and western records. When | boxes : | thruou |
| This | significant action is reported on both sides of a record, points are combined to determine position on the chart. | Last Week | Weeks or Chart |
| | IN THE JAILHOUSE NOW (BMI)-W. Pierce | . 1 | 18 |
| 2. | LIVE FAST, LOVE HARD, AND DIE TOUNG (BMI)-F. Young. | 2 | 10 |
| | FORGIVE ME DEAR (BMI)-Cap 3056 | 56 (\$ 7 76) | |
| 3. | YELLOW ROSES (BMI)-H. Snow | . 3 | 5 |
| | WOULD YOU MIND? (BM1)-Vic 20-6057 | | |
| 4. | WHOSE SHOULDER WILL YOU CRY GN? (BMI)-Dec 29419 | 4 | 11 |
| 5. | I'VE BEEN-THINKING (BMI)-E. Arnold DON'T FORGET (BMI)-V 20-6000 | . 5 | 16 |
| 6. | BALLAD OF DAVY CROCKETT (BMI)- | | |
| | Tennessee Ernie | . 9 | 8 |
| 7. | DAYDREAMING (BMI)—J. Newman | . 7 | 2 |
| 8. | ARE YOU MINE? (BMI)-M. Lorrie & B. DeVal | . 8 | 10 |
| 9. | MAKE BELIEVE (BMI)-K. Wells & R. Foley | | 7 |
| 10. | AS LONG AS I LIVE (BMI)—Dec 29390 TWO KINDS OF LOVE (ASCAP)—E. Arnold IN TIME (BMI)—Vic 20-6069 | | 1 |
| | | | |

Most Played by Jockeys

| | | For survey week en | dina | lune 1 |
|---|------|--|--|--------|
| | SID | ES are ranked in order of the greatest number of plays on disk | OF STREET, STR | |
| | This | | Last | Weeks |
| | Wee | | Week | Chart |
| | | IN THE JAILHOUSE NOW-W. Pierce | . 1 | 19 |
| | 2. | LIVE FAST, LOVE HARD, AND DIE YOUNG- | | |
| | | F. Young | | 11 |
| | | MAKING BELIEVE-K. Wells | | 14 |
| | | WOULD YOU MIND?-H. Snow | | |
| | | YELLOW ROSES-H. Snow | | 7 |
| í | | IN TIME-E. Arnold | | 2 |
| | | ARE YOU MINE?-G. Wright & T. Tall | | 22 |
| | | THERE SHE GOES-C. Smith | | 2 |
| | | CUZZ YORE SO SWEET-S. Crum | | 8 |
| | | BALLAD OF DAVY CROCKETT-Tennessee Ernie | . 11 | 8 |
| | 11. | WHOSE SHOULDER WILL YOU CRY ON?- | | |
| | | K. Wells Dec 29419—BMI | | 10 |
| | | BALLAD OF DAVY CROCKETT-M. Wiseman | | 3 |
| | | I WANNA, WANNA, WANNA-Wilburn Brothers | | 1 |
| | 7) | I'VE BEEN THINKING-E. Arnold | | 20 |
| | | IN THE JAILHOUSE NOW #2-J. Rodgers | | 4 |
| | 15. | AS LONG AS I LIVE-K. Wells & R. Foley | | 15 |
| | 15. | SATISFIED MIND-P. Wagoner | | . 1 |

All the fuss started ... when



JEAN SHEPARD

introduced it on Radio Ozark Jubilee. Now it's the biggest new song in the country market!

A SATISFIED MIND

STARRITE PUBLISHING CO.

Be sure you have the original—this is the one DJ's are spinning and customers are buying!

SALES AND SPINS PROVE THE FLIP IS A HIT TOO:

TAKE POSSESSION

SHAPIRO, BERNSTEIN & CO., INC.



CAPITOL RECORD NO. 3118

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

This Week's Best Buys

SATISFIED MIND (Peer, BMI)-Red and Betty Foley-Decca 29526 This tune is turning out to be another "Are You Mine," with three and more versions looming as chart threats. The Foleys had the disadvantage of a late start, compared to some of their competitors, but they have been making up for lost time. Most Southern territories now report good sales and rate the disk's potential as excellent despite the earlier impact of the Wagoner and Shepard versions 'Flip of the Decca record is "How About Me?" (Red Top, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

SACRED

RAY PRICE

Call the Lord and He'll Be There (Apache, BMI)

A Man Called Peter (Ross Jungnickel, ASCAP)-Columbia 21404-Here's a fine two-sided record, which should be a strong entry in its field as well as in the regular c.&w. market. Price warbles with feeling and spiritual there recently, featuring Hank warmth on the moving "Call the Lord and He'll Be There." He also hands a sensitive reading to "A Man Called Peter," an effective religion song, inspired by the recent movie bio of the late church leader Peter Marshall.

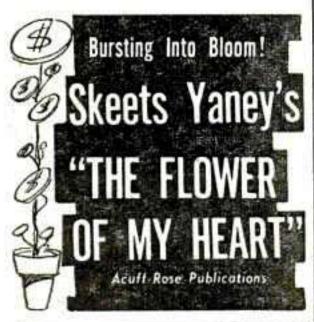
FOLK TALENT AND TUNES

Continued from page 18

18 years, has framed his own unit | R. E. (Bob) Tanner, prexy of for an invasion of New England TNT Records, had to jump into and Canada. . . . Promoter John New York to discover his latest Kelley, of Boise, Idaho, has set telent find, Chuck Lee, who lives Lonzo and Oscar, Ray Price, Judy only a block from him in San An-Lynn, Justin Tubb and Goldie Hill tonio. Lee, whose latest on TNT for a 17-day tour beginning at is "I Love You" and "Auf Wie-Cheyenne, Wyo., June 7. Group dersehn, Little Schatzy," has just will play the major cities in Wy- completed a tour of the South and oming. Montana, Idaho, Oregon Southwest with Elvis Presley. . . .

and Dot and Smokey, with Hal Rogers, who have been largely and Grace Crider heading up the responsible for the increase of concert Billy Wehle, former own- ccuntry music in the Philly area er-operator of Billroy's Comedians in recent years. Rogers' latest on under canvas, is heading up the M-G-M label is "Impatient

Texas Bill Strength, following or the disk by writing him at the Jimmie Rodgers Celebration in Station WJM! Philadelphia. Meridian, Miss., headed back home te Memphis to reload another suitcase and then hit out for the West Coast and a Capitol Records session. . . . Murray Nash Associates, Inc., new country music publishing, promotion and advertising firm, has noved into new offices in the Masonic Building, 319 Seventh Avenue, North, Nashville, just two doors from the WSM building. Associated with Murray Nash in the venture are R. F. Scrivner and C. H. Bingham, both of whom are in the petroleum equipment business in Lexington, Ky. . . . Stoney Cooper and Wilma Lee, of "WWVA Jamboree," Wheeling, W. Va., were in Nashville last week for a two-day cutting session for Hickory. They're set for personals in Virginia and Canada the next three weeks.



The Most Successful Recorded and Transcribed Library of Western Songs was produced by

Los Angeles 5

745 So. Oxford

Hank Thompson and His Brazos Grandpa Jones is touring Novia Valley Boys and Marvin Rain-Scotia June 8-15. . . . We caught water plus a score of local enterthe "Grand Cle Opry Tent" Show tainers, including Sally Starr and recently at Fremont, O., and found Jesse Rogers, attracted a wellthe unit doing a fair measure of filled house to the Sports Center, business, despite the fact that there Camden, N. J., May 28, despite TV show, this one with the 101 at WLOW, Norfolk, Also visiting was little or no paper up in the numerous counter-attraction en- Ranch Boys over WNOW, York, town. The latter omission has since gendered by the Decoration Day been rectified, however, which weekend. It was the final jamboree should help the box office immeas- show of the season in the Metroureably on its current tour which politan Philadelphia area. Philawill take the show thru New York delphia's Town Hall was the scene State, New England and into the of the first two shows, but lack of Mari-ime Provinces of Canada, facilities forced the move to Cam-Featured are Bill Monroe and His den. Shows will be resumed in the Blue Grass Boys, Cowboy Copas, fall, according to Miss Starr and

> After a five-day stand in Canton, O., June 1-5, the Blackwood Brothers Quartet embarked on an extended tour that will take them into Kentucky, Tennessee, Georgia, Alabama, Mississippi, Texas, Oklahoma and Missouri, winding up at Tupelo, Miss., July 9, when the lads will begin an extended vacation. They play Andalusia, Ala., Saturday (11), and follow with Sylacauga, Ala., June 14; Tuscalossa, Ala., 16; Memphis, 17; Atlanta, 18; Centreville, Ala., 22; Macon, Ga., 24; Birmingham, 24, and Clanton, Ala., 30. . . . Daniel James, whose newest on the Saturday label is "Magic Wands and Wishing Wells" b.w. "Thru the Barroom Door," is currently playing personals and visiting jockeys thru Texas and Louisiana. He winds up Junc 12 at Hungerford, Tex., where he will appear as guest with Hank Locklin, Lee Leissner and the Texas Rhythm

Heart." Jockeys may obtain a copy

Jim Small, manager for Eddie Zack and His Dude Ranchers, writes from his home in Foxboro, Mass., under date of May 30: "We just had Ferlin Huskey and his gang, who really wowed 'em in New England. On June 2 we have Hank Thompson and his band coming to Nuttings-On-the-Charles in Waltham, Mass.; June 3 we have them at Lake Compounce, Bristol, Conn., and June 4 at our own open-air dance place in Lake Mishnok, West Greenwich, R. I. We have had the biggest season yet at Witschi's Sports Arena, North Attleboro, Mass., playing to around 2,000 each Saturday night. We have used virtually all of the 'Grand Ole Opry' acts as guests from time to time. Our latest

Columbia record, 'Lover, Lover,' as sung by Cousin Richie, also is going well nationwide."

Wesley H. Rose, of Acuff-Rose Publications, Nashville, made a special trip to the Jimmie Rodgers Celebration in Meridian, Miss., May 25-26, to receive The Billboard's "Country & Western Manof-the-Year" Award for his late father, Fred Rose, who was recently selected by a panel of industry leaders as the man who contributed the most to country and western music in 1954. Fred Rose passed away last December after a brief illness. The award was presented to Wesley Rose during the big country show held at Junior College Stadium in Meridian on Thursday night (26). . . . Sheriff Tex Davis, country spinner at WCMS, Norfolk, typewrites that the last big show of the season Snow and band, Slim Whitman and band, Elvis Presley, the Davis Sisters, Onie Wheeler and Jimmie Rodgers Snow, attracted over 6,000 payees in two performances. Next one will be an outdoor affair in late summer, Davis advises.

With the Jockeys

Jockey Sonny Houston, who handles the mike at WORC, Worcester, Mass., infos that he has been busy schedule, which includes a Wellington. stint over WHP-TV, Harrisburg. manager, was a recent visitor at

C & W Territorial Best Sellers

For survey week ending June 1

City-by-city listings are based on late reports secured from top country and westerr dealers and juke box operators in each of the markets listed.

Birmingham

1. I've Been Thinking, E. Arnold, Vic. 2. Ballad of Davy Crockett, T. Ernie, Cap.

3. Would You Mind? H. Snow, Vic. 4. Whose Shoulder Will You Cry On? K. Wells, Dec.

5. Live Fast, Love Hard and Die Young F. Young, Cap.

6. Are You Mine? G. Wright & T. Tall, Fab.

Charlotte

I. Making Believe, K. Wells, Dec. 2. In the Jailhouse Now, W. Pierce, Dec.

3. Would You Mind? H. Snow, Vic. 4. Satisfied Mind, J. Shepard, Cap.

5. Yellow Roses, H. Snow, Vic. 6. Live Fast, Love Hard and Die Young

F. Young, Cap. 7. Whose Shoulder Will You Cry On?

K. Wells, Dec.

8. Breakin' in Another Heart H. Thompson, Cap.

9. Old Lonesome Times, C. Smith, Col. 10. In the Jailhouse Now No. 2 J Rodgers, Vic.

I. Making Believe, K. Wells, Dec. 2. Yellow Roses, H. Snow, Vic.

Cincinnati

3. Satisfied Mind, P. Wagoner, Vic. 4. In the Jailhouse Now, W. Pierce, Dec. 5. In the Jailhouse Now No. 2

J. Rodgers, Vic. 6. Live Fast, Love Hard and Die Young

F. Young, Cap. 7. There She Goes, C. Smith, Col.

promoting a Davy Crockett sale Pa. Recent visitors to her "Western a a local J. J. Newberry 5 and 10 Serenade," heard over WHGB, it. Worcester. Al White and the were Jesse Rogers (M-G-M), with Sons of the Prairie will sub for his new recording of the old stand-Houston at the West Wind, West ard, "The Waltz You saved for Brookfield, Mass., while the latter's Me"; Rusty Keefer, with his Coral on tour in New Hampshire. Hous- waxing of "Tick Tock Waltz," featon and His Trailsmen are also turing the Hillsiders, with Merv skedded for a tour with Bill Hayes Shiner doing the vocal work, and and Larry Buster Crabb. . . . Linda Jack Howard, who presented a new Lou Stone, WHBG, Harrisburg, Arcade release of his "Blue Rang-Pa., has added a new show to her e. " featuring Rusty and Ginger

platter seg on WHGB and a weekly | El Rader, Joe Cannonball Lewes'

(Continued on page 49)

• Reviews of New C & W Records

Cryin', Prayin', Waitin', Hopin'......87 VICTOR 6154-A Billboard "Spotlight" 6-4-'55. (Cedarwood, BMI)

I'm Glad I Got to See You Once Again....87 "Spotlight" Billboard (Valley, BMI)

IMMY BRYANT-SPEEDY WEST

CAPITOL 3150 - This team has developed country guitar strumming to a high point. They retain the country flavor, but play a fine, swingin' brand of jazz that falls easy on the ear. Many jocks will want to spin this bright original. (Central, Songs, BMI)

Sleep Walker's Lullaby 74 This one is a pleasant riffer with some amusing sound effects. A good change of pace for country and even pop spinners. (Central Songs, BMI)

SUE THOMPSON

Your Mommie and Your Daddy......74 DECCA 29545-Watch this one. The lovers are too young, and the lass writes a letter telling of the sadness of being alone. Sue Thompson chants this item with much pathos. (Penny,

Day Dreaming....73 Slow and with a marked beat, this is a nice country item. Sue Thompson chants her story of unrequited love with heart. (Meteor, BMI)

KEETER BONN

Yodelin' Man72 VICTOR 6115-The ebullient yodeler leaves his musical calling card here. Light, but listenable. (Hill & Range, BMD

Second Choice 70 Routine stuff, well-enough warbled. (Acuff-Rose, BMI)

JIMMY NEWMAN

Let Me Stay In Your Arms72 Dot 1260-Ditty is a routine weeper, but Jimmy Newman has an authentic country sound what picks up the disk. (Acuff-Rose, BMI) .

Blue Darlin'....72 Newman packs a lot of emotion in this weeper. (Acuff-Rose, BMI)

MONTANA SLIM

Maple Leaf Waltz72 DECCA 29535-A happy three-beat ditty, danceable and with a pleasing vocal. (RFD, ASCAP) The Sunshine Bird....72

Another pleasant, danceable item with a good vocal. (Paco, ASCAP)

DONN REYNOLDS BLUE HEN BH 207-Reynolds wraps up a pretty melody with some nice

vocalizing and particularly effective yodeling. (Miller, BMI) Don't Tell Me....71

Reynolds warbles sincerely on a leisurely paced little ditty about a self-confident suitor who asks his gal not to tell him she doesn't love him, because he just knows she does. (Miller, ASCAP)

HOYLE NIX

Invitation 72 **OUEEN 147-Nix warbles plaintively** about receiving an invitation to the wedding of his best girl and another man. An effective waxing of a poignant tune. (Starlite, BMI)

Medley 69

A lively instrumental medley of square dances. Fine for hoedown terping. (PD)

BILLY BARTON I'm Turning Over

KING 1478-As long as she's got a heart-that's the burden of Billy Barton's chant. It's lively country material, and the chanter has an individual style. (Lois, BMI)

Do You Love Me, Do You Love Me? 68 This repetitive query makes a routine weeper. (Lois, BMI)

MARTY ROBERTS

Ought to Be a Law Against You 71 CORAL 61422-An attractive vocal on an okay ditty with a good title and a pleasant melody. (Kentucky Folk, BMI) Big Black Horses 70

Robert sings out with vitality and warmth on an effective rhythm tune with a catchy beat. (Country, BMI)

RUDY GRAY

CAPITOL 3149-This one takes a page from r.&b. in the backing and in Gray's own choke - warbling. There's even a boppish sax solo. It's a hybrid, but Gray projects a contagious beat. (American, BMI) My Spirit Is Willing 66

The warbler shouts the lines, and the group repeats in old-fashioned spiritual style. Not too much potential here. (Beechwood, BMI)

ANNE RAYE

Reckless 61 FINE 1001-Despite all warning, the singer falls for a guy with no scruples where women are concerned. Miss Raye has a nice voice quality and a compelling style that puts the material over easily. (Singing River, BMI)

Our Wedding Band ... 68 The thrush returns her wedding band with the usual reproaches. The sincerity and emotional delivery of the singer makes the material highly plausible. She gets some vocal assistance from Jim Owen on this side, (Singing River, BMI)

SAMMY LILLIBRIDGE My Heart Can't Afford a Divorce50 HILITE 105-Slight weeper with little commercial prospects. (Kennedy, ASCAP)

Won't Cry....50

Same comment.

Dallas-Fort Worth

1. Making Believe, K. Wells, Dec.

2. Make Believe K. Wells & R. Foley, Dec.

3. Ballad of Davy Crockett, T. Ernie. Cap. 4. In the Jailhouse Now, W. Pierce, Dec. 5. Wildwood Flower, H. Thompson, Cap.

6. In Time, E. Arnold, Vic.

7. Are You Mine? G. Wright & T. Tall, Fab.

8. Don't Forget, E. Arnold, Vic.

Houston

I. In the Jailhouse Now, W. Pierce, Dec.

2. In the Jailhouse Now No. 2 J. Rodgers, Vic.

3. Ballad of Davy Crockett, T. Ernie, Cap. 4. Satisfied Mind, P. Wagoner, Vic.

5. Are You Mine?

G. Wright & T. Tall, Fab. 6. In Time, E. Arnold, Vic.

7. Daydreaming, J. Newman, Dot 8. Please Don't Let Me Love You H. Williams, M-G-M

Memphis

1. Yellow Roses, H. Snow, Vic.

2. No One Dear, But You Johnnie & Jack, Vic.

3. In the Jailhouse Now, W. Pierce, Dec. 4. In the Jailhouse Now No. 2

J. Rodgers, Vic. 5. Whose Shoulder Will You Cry On?

K. Wells, Dec.

Nashville 1. In the Jailhouse Now, W. Pierce, Dec.

2. Whose Shoulder Will You Cry On? K. Wells, Dec.

3. Ballad of Davy Crockett, T. Ernie, Cap. 4. There She Goes, C. Smith, Col. 5. That's What Makes the Juke Box Play

J. Work, Dot 6. No One Dear, But You

Johnnie & Jack, Vic.

7. Making Believe, K. Wells, Dec. 8. I'd Like to Know, G. Morgan, Col.

9. Satisfied Mind, P. Wagoner, Vic. 10. Live Fast, Love Hard and Die Young

F. Young, Cap. New Orleans

1. Ballad of Davy Crockett, T. Ernie, Cap.

2. In the Jailhouse Now No. 2 J. Rodgers, Vic.

3. Making Belleve, K. Wells, Dec. 4. Old Lonesome Times, C. Smith, Col.

5. In the Jailhouse Now, W. Pierce, Dec. 6. Satisfied Mind, P. Wagoner, Vic.

7. Make Believe K. Wells & R. Foley, Dec.

8. There She Goes, C. Smith, Col.

9. Yellow Roses, H. Snow, Vic.

10. Live Fast, Love Hard and Die Young F. Young, Cap.

Richmond, Va. 1. Ballad of Davy Crockett

M. Wiseman, Dot 2. In the Jallhouse Now, W. Pierce, Dec.

3. There She Goes, C. Smith, Col.

4. Would You, Mind? H. Snow, Vic. 5. Satisfied Mind, P. Wagoner, Vic.

6. Yellow Roses, H. Snow, Vic. 7. In Time, E. Arnold, Vic.

8. Plantation Boogle, R. Foley, Dec.

St. Louis

1. Live Fast, Love Hard and Die Young F. Young, Cap.

2. I'll Baby Sit With You, F. Huskey, Cap. 3. Making Believe, K. Wells, Dec. 4. In the Jailhouse Now No. 2

J. Rodgers, Vic.

5. In Time, E. Arnold, Vic. 6. Yellow Roses, H. Snow, Vic.

RECORD DEALERS! Make Extra Dollars in Record Sales at less than 25c a Week

1,052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real go-getter for extra record sales and profits—and at a low cost of only \$12.00 per year, payable in advance—which is less than 25c a week.

You get an eye-catching, attention-getting full color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the topten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple easy to handle . . low in cost . . a real extra salesman who really sells.

Try the Honor Roll of Hits Poster Service right now! You find yourself using them in all your record booths, on your counter and even in your show windows because they pay off and PAY OFF BIG

USE THE COUPON TODAY

YERMIE STERN 545 FIFTH AVENUE YORK, N. Y. Please enter my order for your weekly Honor Roll of Hits Poster Service. Enclosed is my check for \$12.00, which I understand covers my subscribtion for 52

MAME ADDRESS

Copyrighted material

The Billboard Music Popularity Charts

RHYTHM & BLUES 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 rhythm and blues records. When significant action is reported on both sides of a record, points are

| This Week | | Last Week | Weeks on Chart |
|--------------|---|--------------|----------------------|
| 1. | AIN'T IT A SHAME (BMI)-F. Domino La La (BMI)-Imperial 5348 | . 3 | 5 |
| 2. | UNCHAINED MELODY (ASCAP)-R. Hamilton From Here to Eternity (ASCAP)-Epic 9102 | . 1 | 7 |
| 3. | BO DIDDLEY (BMI)-B. Diddley I'M A MAN (BMI)-Checker 814 | . 2 | 5 |
| 4. | BOP TING A LING (BMI)-L. Baker THAT'S ALL I NEED (BMI)-Atlantic 1057 | . 7 | 5 |
| 5. | MY BABE (BMI)—Little Walter | . 6 | 14 |
| 6. | DON'T BE ANGRY (BMI)-N. Brown | . 5 | 9 |
| 7. | UNCHAINED MELODY (ASCAP)—A. Hibbler Daybreak (ASCAP)—Dec 29441 | . 4 | 8 |
| 8. | WHAT'CHA GONNA DO? (BMI)—Drifters Gone (BMI)—Atlantic 1055 | . 8 | 11 |
| 9. | STORY UNTOLD (BMI)-Nutmegs | . 11 | 2 |
| 9. | AS LONG AS I'M MOVING (BMI)-R. Brown I CAN SEE EVERYBODY'S BABY (BMI)-Atlantic 1059 | . – | 1 |
| 11. | DOOR IS STILL OPEN (BMI)—Cardinals Misirlou (BMI)—Atlantic 1054 | . 12 | 8 |
| 12. | FLIP FLOP AND FLY (BMI)-J. Turner Ti-Ri-Lee (BMI)-Atlantic 1053 | . 10 | 12 |
| 13. | WALLFLOWER (BMI)—E. James Hold Me, Squeeze Me (BMI)—Modern 947 | . 9 | 17 |
| 14. | IF IT'S THE LAST THING I DO (ASCAP)— D. Washington | . 14 | 3 |
| 15. | ROLLIN' STONE (BMI)-Marigolds | . 15 | 2 |

Most Played in Juke Boxes

For survey week ending June 1
RECORDS are ranked in order of the greatest number of plays in juke boxes thruout

reported on both sides of a record, points are combined to determine position on the chart. In such a case, both Weeks This sides are listed in bold type, the leading side on top. Week Week Chart 1. MY BABE (BMI)-Little Walter..... Thunder Bird (BMI)-Checker 811 2. DON'T BE ANGRY (BMI)-N. Brown.... It's Really You (BMI)-Savoy 1155 3. UNCHAINED MELODY (ASCAP)-R. Hamilton.... 5 From Here to Eternity (ASCAP)-Epic 9102 4. FLIP FLOP AND FLY (BMI)-J. Turner..... 5 Ti-Ri-Lee (BM1)-Atlantic 1053 5. I'VE GOT A WOMAN (BMI)—R. Charles...... 2

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

Most Played by Jockeys

Move It Over, Baby (BMI-Aladdin 3282

10. THIS IS MY STORY (BMI)—Gene & Eunice..... -

For survey week ending June 1

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows through the country according to The Billboard's

| This Wee | | Last Week | Weeks or Chart |
|-------------|---|--------------|----------------------|
| 1. | AIN'T IT A SHAME?-F. Domino | . 4 | 4 |
| 2. | UNCHAINED MELODY-R. Hamilton | . 5 | 6 |
| 3. | WHAT'CHA GONNA DO?-Drifters | . 2 | - 11 |
| 4. | DON'T BE ANGRY-N. Brown | . 14 | 7 |
| 5. | WALLFLOWER-E. James | . 3 | 17 |
| 6. | MY BABE-Little Walter | . 1 | 14 |
| 7. | BOP TING A LING-L. Baker | • = | 3 |
| 8. | YOU DON'T HAVE TO GO-J. Reed | . 11 | 6 |
| 9. | UNCHAINED MELODY-A. Hibbler Dec 29441-ASCAP | . 8 | 2 |
| 10. | FLIP FLOP AND FLY-J. Turner | . 7 | 13 |
| 10. | CHOP CHOP BOOM—Danderliers | . 13 | 2 |
| 12. | DOOR IS STILL OPEN-Cardinals | . 9 | 9 |
| 13. | THAT'S ALL I NEED-L. Baker | . 9 | 2 |
| 14. | THIS IS MY STORY-Gene & Eunice | | 2 |
| 15. | CLOSE YOUR EYES-Five Keys | . 6 | 15 |
| 15. | ROCK AROUND THE CLOCK-B. Haley | - | 1 |

Reviews of New R & B Records

RAY CHARLES

This Little Girl of Mine....85
A Billboard "Spotlight" 6-4-55. (Progressive, BMI)

CORA WOODS

FEDERAL 12223—In this ballad side the thrush reveals a sensational set of pipes. In style and sound she combines features of Mahalia Jackson and Dinah Washington. A real find. (Gallo, BMI)

Rocks in Your Head....78

This rollicking shout is similar to
"My Babe." The gal has a beat too.

Could happen big. (Armo, BMI)

BO DIDDLEY

She's Fine, She's Mine....77

While this is a traditional blues in form, the unusual, almost exotic, arrangement with its hypnotic beat combined with Bo Diddley's anguished vocal takes this far out of the range of the ordinary. Both sides undoubtedly will see vigorous action. (Are, BMI)

ELLA JOHNSON

It's 'Bout to Break

My Heart in Two....77
While this isn't the strongest material for the singer, she rewards her fans with one of her usual smooth stylings and should rack up good sales. The steady, relaxed beat will help. (Sophisticated, BMI)

OTIS WILLIAMS AND HIS CHARMS

Williams wails his way thru a pleasant pleader that's good enough to give the flip a run for the money. (Leeds, ASCAP)

THE HEARTS

All My Love Belongs to You78

BATON 211 — The popular group
comes up with another potent ballad
wall in this fine arrangement. The
Hearts offer plenty of heart, for sure.
(Lois, BMI)

Talk About Him, Girlie....78

This is the rockin' side, and it generates plenty of excitement in this full-bodied group shout. Two strong sides. (Dare, BMI)

THE ROBINS

The Hatchet Man....74

A solid vocal job on an amusing novelty with a swingy beat about a guy they call "the hatchet man" because he's swinging all the time. (Quintet, BMI)

THE TONE TWINS
Hey Pretty Girl78

ATLANTIC 1064—The boys sing out with attractive simplicity and a relaxed style on a catchy blues item with solid pacing. (Progressive, BMI) How Can I Win Your Love?....78

Smooth, personable vocal blending by Atlantic's twin warblers on an attractive ballad with a distinctive beat. (Progressive, BMI)

LIGHTNIN' HOPKINS

Unsuccessful Blues....76

Hopkins talks and chants this tale of frustration in his down-to-earth, intimate style, backed by his own effective guitar. Good Southern wax. (Lightning, BMI)

CHARLIE HUGHES

Itsy Bitsy Puddin' Pie....74

Hughes wraps up a novelty with showmanship and appropriate bounce.
(Marlyn, BMI)

LIGHTNIN' HOPKINS

HARLEM 2336—There are some effective lines in this Southern chant, and some fine funky guitar backing. This blues story could do okay for Hopkins. (Kase, BMI)

Good Old Woman....72

Hopkins offers one of his typical blues renditions with that flavorsome guitar backing. (Kase, BMI)

lovely oldie with feeling and nice phrasing. Good jockey wax. (DeSylva, Brown & Henderson, ASCAP)

Must You Keep on Pretending?....75

A personable vocal job on a moving ballad with some soothing sax solo work on the backing. (Jay & Cee. BMI)

BILLY VALENTINE

Your Love Has Got Me (Reelin' and a-Rockin')....75 Valentine plays and sings to a

Southern fried backing in this rollicking, soft-toned blues shout. (Kahl, BMI)

THE MIRACLES

BATON 210—The boys achieve an interesting vocal effect by singing a plaintive set of lyrics at a deliberately monotonous tempo. It's a novelty that might catch on. (Dare, BMI)

Come Home With Me.....75

A bouncy warbling treatment of a rhythm ditty with a swingy beat. (Dare, BMI)

THE SPIDERS

Bells in My Heart....73

A relaxed, pleasant reading of a soothing ballad. (Commodore, BMI)

TAB SMITH ORK

Top 'n' Bottom....70

The swingin' alto man blows some fine flowing jazz on this up-tempo riffer. Good dance stuff and okay for jazz jocks. (Pamlee, BMI)

KING 4803—Spiritual feeling of this happy opus is projected effectively by the Lucky Millinder ork, while Bubber Johnson chants infectiously. A good side for the coin boxes. Material is retentive. (Jay & Cee, BMI) I'm Here, Love....70

Thrush with the ork here is Cathy Ryan, and she sings the sentimental ballad with sincere feeling. (Jay & Cee, BMI)

THE MILLER SISTERS

Until You're Mine....73

Material isn't particularly original, but the style projected by the girls is. On that score alone, this slicing could attract attention. (Angel, BMI)

BARBARA BLACK

Ring-aling, Ring-aling....73

Ditty is contrived, but Barbara Black sings well and the beat is happy. (Marlyn, BMI)

THE MEDALLIONS

Speedin'
DOOTONE 364—Vocal effects emulate a hot rod, cop's siren, etc., on a spirited, amusing hunk of wax. Should get plenty of spinning. (Williams, BMI)

The group is equally effective in this "Earth Angel" type ballad. The lead singer is especially fine. (Williams, BMI)

EDDIE VINSON Tomorrow May

Edna....73

Tomorrow May Never Come73

MERCURY 70621 — An attractive slow blues that shows Vinson in good form. He is backed by a pounding beat from piano and ork that will set toes tapping. (Clifton, BMI)

Big Chief (Rain in the Face)....72

This novelty is cute and makes rather unusual programming. The singer sells the material persuasively, and it might be as appealing to pop customers as to r.&b. (Westbury,

PEE WEE CRAYTON

BMI)

Be Faithful....66

Country material mated to an r.&b. beat spells customer confusion. (Commodore, BMI)

CAROLYN HAYES

CHATEAU 2001—In this up-beat novelty, the vibrant voice and show-manly styling of the singer are happily showcased. The Four Tops and the Maurice King band give solid and rhythmically effective backing. (Coliseum, BMI)

Baby Say You Love Me....70

The warmth of the singer helps to overcome fairly lightweight material on this side. The thrush projects a (Continued on page 48)

new BIGHITS!

1 HEAVEN & PARADISE

Don Julian's

Meadowlarks 359

2 KISS A FOOL GOODBYE

The Penguins 362

3 FOOLS ARE SCARCER

Roy Milton 363

4 HERE I'M IS

Chuck Higgins 361

5 PENGUINS EP ALBUM

4 Hifs on one Record EP 101





"THIS LITTLE GIRL
OF MINE"
"A FOOL FOR YOU"
Ray Charles
ATLANTIC 1063

"HOW CAN I WIN
YOUR LOVE"
"HEY, PRETTY GIRL"
The Tone Twins
ATLANTIC 1064

HOT, This Week!

Ruth Brown . . . Atlantic 1059

"IN THE MORNING TIME"
The Clovers . . . Atlantic 1060

ATLANTIC RECORDING CORP.

LATCH ON TO THE ORIGINAL!

"YOU'RE THE ANSWER TO MY PRAYER"
b/w "PROMISE MR. THOMAS"

THE TOP TEN!

VARETTA DILLARD-Savoy 1160

CLIMBING FAST!

"EVERYBODY NEEDS
SOMEBODY"

Nappy Brown—Savoy 1155

Jimmy Scott-Savoy 1154



NEW and HOT!

Vee-Jay #146

"I WISH YOU WOULD"

b/w

"I WAS FOOLED"

VEE-JAY Records, Inc.

BILLY BOY

RHYTHM & BLUES RECORDS

For survey week ending June 1

The Billboard Music Popularity Charts

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. Ain't It a Shame, F. Domino, Imp. 2. As Long as I'm Moving, R. Brown, Atl. Rollin' Stone, Marigolds, Exc. 4. Bop Ting a Ling, L. Baker, Atl.
- 5. I Can See Everybody's Baby R. Brown, Atl. 6. I'm a Man. B. Diddley. Che.
- 7. What'cha Gonna Do? Drifters, Atl. 8. Door Is Still Open, Cardinals, Atl. Henry's Got Flat Feet, Midnighters, Fed. 10. Dearest One, Charlie & Ray, Her.

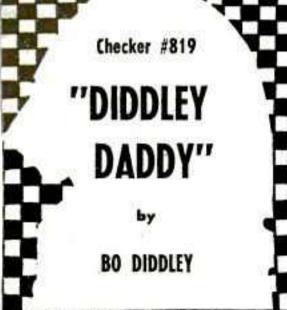
Balti.-Wash.

- 1. Door Is Still Open, Cardinals, Atl. 2. Ain't It a Shame, F. Domino, Imp.
- 3. I've Got a Woman, R. Charles, Atl. 4. Bo Diddley, B. Diddley, Che. 5. Unchained Melody, R. Hamilton, Epi.
- 6. Most of All, Moonglows, Chs.
- 7. What'cha Gonna Do? Drifters, Atl. 8. As Long as I Live, R. Brown, Atl.

9. Don't Be Angry, N. Brown, Sav. 10. Unchained Melody, A. Hibbler, Dec.

Charlotte

- 1. Ain't It a Shame, F. Domino, Imp. 2. Door Is Still Open, Cardinals, Atl. 3. Flip, Flop and Fly, J. Turner, Atl.
- 4. Bop Ting a Ling, L. Baker, Atl. 5. Rollin' Stone, Marigolds, Exc.
- 6. My Babe, Little Walter, Che. 7. Wallflower, E. James, Mod.



4750 S. COTTAGE GROVE AVE. CHICAGO 15. ILL.

PHONE KINWOOD B-4342



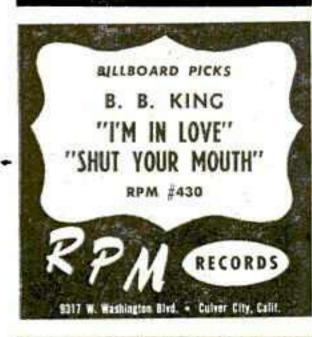
Three fast selling records! HONEY BABE by Arthur Gunter Excello 2058

IT'S LOVE, BABY by Louis Brooks Excello 2056

ROLLIN' STONE—the original by The Marigolds Excello 2057

Western trade, order from Monarch. MASHBORO RECORD CO., INC. 177 3rd Ave. No., Nashville 3, Tenn. Phone 42-2215

Wire or phone for prompt shipments.



IN MEMORY

(A Tribute to Johnny Ace)

b/w

BOOM DIDDY WA WA by MARIE ADAMS

on Peacock #1649

2809 Exastus St. Houston 26, Texas

8. Don't You Know? F. Domino, Imp. 9. Don't Be Angry, N. Brown, Sav. 10. Unchained Melody, R. Hamilton, Epi.

Chicago

- 1. Bo Diddley, B. Diddley, Che. 2. I've Got a Woman, R. Charles, Atl. 3. That's All I Need, L. Baker, Atl. 4. Chop Chop Boom, Danderliers, Sta.
- 5. Earth Angel, Penguins, Dtn. Cincinnati

1. Unchained Melody, A. Hibbler, Dec. 2. Door Is Still Open, Cardinals, Atl.

- 3. What'cha Gonna Do? Drifters, Atl. 4. Henry's Got Flat Feet, Midnighters, Fed. 5. I Can See Everybody's Baby
- R. Brown, Atl. 6. Unchained Melody, A. Hibbler, Dec.

Detroit

- 1. My Babe, Little Walter, Che.
- 2. What'cha Gonna Do? Drifters, Atl. 3. Henry's Got Flat Feet, Midnighters, Fed.
- 4. I Didie, D. Washington, Mer. 5. Switchie, Witchie, Titchie Midnighters, Fed.
- 6. Story Untold, Nutmegs, Her. 7. Chop Chop Boom, Danderliers, Sta.

Los Angeles

- 1. Bo Diddley, B. Diddley, Che. 2. Unchained Melody, R. Hamilton, Epi. 3. Ain't It a Shame, F. Domino, Imp.
- 4. Story Untold, Nutmegs, Her. 5. Don't Be Angry, N. Brown, Sav.
- 6. Bop Ting a Ling, L. Baker, Atl. 7. Wallflower, E. James, Mod.

8. Angel in My Life, Jewels, Imp.

New Orleans

- 1. Ain't It a Shame, F. Domino, Imp. 2. Don't Take It So Hard, E. King, Kng. 3. Bo Diddley, B. Diddley, Che.
- 4. Wallflower, E. James, Mod. 5. Bop Ting a Ling, L. Baker, Atl.
- 6. Flip, Flop and Fly, J. Turner, Atl.
- 7. Rock Around the Clock, B. Haley, Dec. 8. 1 Can See Everybody's Baby R. Brown, Atl.
- 9. When It Rains It Pours B. Emerson, Sun
- 10. As Long as I'm Moving, R. Brown, Atl.

New York

- 1. Unchained Melody, A. Hibbler, Dec. 2. Story Untold, Nutmegs, Her. ned Melody, R. Hamilton, Epi 4. Flip, Flop and Fly, J. Turner, Atl. 5. If It's the Last Thing I Do
- D. Washington, Mer. 6. Ain't It a Shame, F. Domino, Imp.
- 7. Bo Diddley, B. Diddley, Che. 8. My Babe, Little Walter, Che. 9. I've Got a Woman, R. Charles, Atl.

Philadelphia

- Story Untold, Nutmegs, Her.
 Unchained Melody, R. Hamilton, Epi. 3. Unchained Melody, A. Hibbler, Dec.
- 4. My Babe, Little Walter, Che. 5. Don't Be Angry, N. Brown, Sav. 6. I Can See Everybody's Baby
- R. Brown, Atl. 7. I Diddie, D. Washington, Mer, 8. If It's the Last Thing I Do
- D. Washington, Mer. 9. Door Is Still Open. Cardinals, Atl. 10. Everybody Needs Somebody

J. Scott, Ftr.

St. Louis

- I. Unchained Melody, R. Hamilton, Epi. 2. You Don't Have to Go, J. Reed, VJ 3. Bo Diddley, B. Diddley, Che.
- 4. Do Wah, Spaniels, VJ 5. My Babe, Little Walter, Che.
- 6. Hey, Henry, E. James, Mod.

Number of Releases This Week

CRW DEB

| П | Label | Pop | C&W | R&B |
|---|------------|--|-------------|--------------|
| ı | ACAMA | 1 | | |
| | AMP | 1 | | |
| - | ANCHOR | 1 | | |
| | ATLANTIC | 125 | | 2 |
| | BATON | - 1 | | 2 |
| | BENIDA | 1 | | |
| ľ | BLACK GOLD | | - | |
| ı | BLUE HEN | - | | _ |
| ı | CADENCE | 2 | | _ |
| П | CAPITOL | Total Control | - | 1 |
| П | CHATEAU | 100000 | | i |
| ı | CHECKER | | 000 300 | i |
| ı | COLUMBIA | 3 | | |
| | DECCA | | Contract to | |
| | DELUXE | | | 1 |
| ı | DOOTONE | 4 | | i |
| | DOT | | | ::: <u>-</u> |
| | DUKE | | | ::: <u> </u> |
| | EPIC | Control Control | | |
| | FEDERAL | | | 1 |
| | FLIP | | | i |
| ı | GROOVE | _ | | 2 |
| | GUYDEN | _/59 | 30 | . 1 |
| | HARLEM | | | 2 |
| ı | HERALD | | | ī |
| ı | IMPERIAL | _000 | 00% 53 | 2 |
| ۱ | JAY-DEE | _ :: | | ::: î |
| ١ | KEY | | | |
| ŀ | KING | | | 3 |
| ۱ | LIGHTNING | | 0.000 | 1 |
| ١ | MERCURY | | A DOLOUGE | 2 |
| ı | M-G-M | | | î |
| ı | OKEH | | | i |
| ı | ORIGINAL | 1 | | ··· - |
| ١ | PEACOCK | | 500 | 1 |
| ١ | QUEEN | | | · · · |
| ۱ | SAMSON | A CONTRACTOR OF THE PARTY OF TH | | |
| ı | SPARK | | | . 1 |
| ı | UNIQUE | | | |
| ı | UNITED | | 7711 | 1 |
| | VANITY | 2 | | |
| - | VICTOR | 1 | . 1 . | |
| | 4V" | | | |

• R & B Territorial Best Sellers |• This Week's Best Buys

SOLDIER BOY (Bryden, BMI)-The Four Fellows-Glory 234

Many areas have not yet received delivery of this disk, but those that have, find it to be a very fast mover. It's now very strong in New York, Boston, Philadelphia, Buffalo and Baltimore and is beginning to roll along nicely in Cleveland, St. Louis, Nashville and Durham. Flip is "Take Me Back, Baby" (Bryden, BMI).

HENRY'S COT FLAT FEET (Jay & Cee, BMI)-The Midnighters-Federal 12224

This spoof of a big hit record is now beginning to click in a number of widely scattered territories. Listed this week on the Atlanta, Detroit and Cincinnati territorial charts. It also is selling well in Baltimore, St. Louis, Durham, Nashville, Pittsburgh and Buffalo Flip is "Whatsoever You Do" (Jay & Cee, BMI).

Review Spotlight on . . .

RECORDS

BILLY BROOKS

Song of the Dreamer (Revelation, BMI)-Duke 142-Billy Brooks may have his first hit in this haunting ballad, somewhat reminiscent of "Pledging My Love" in style and tempo. The warbler sings it with sincerity and plenty of feeling. Flip is "Mambo Is Everywhere" (Lion, BMI).

BILLY BOY

I Was Fooled (Tollie, BMI)

I Wish You Would (Tollie, BMI)-Vee Jay 146-Billy Boy socks over two great Chicago-styled blues sides. The singer displays ace vocal showmanship on both hard-driving spirited tunes underscored by a solid beat. This one should grab off plenty of spins, particularly from boxes.

SPIRITUAL

FIVE BLIND BOYS

Think of God's Goodness (Lion, BMI)

In the Wilderness (Lion, BMI)-Peacock 1747-The profound sincerity of the five boys is beautifully showcased on this moving disk. Both tunes are inspiring sacred material, and the group sings out on them with warm fervor and exciting pacing.

Reviews of New R & B Records

Continued from page 47

compelling, likable personality on both sides and deserves exposure, (Lively Arts, BMI)

BOBBY SUE

- her by, it seems. Like the old woman in the shoe, "I got so many children, I don't know what to do." This discourse has its laughs. (Kase, BMI)
- It Takes a Lot of Love 68 Chorus wails in back of this shout, and Creole rhythm gives it an unusual flavor. Could do some Southern business. (Kase, BMI)

ABNER KENON

- Baby Come Back to Me72 JAY-DEE 804-Kenon shows potent pipes in this rockin' ballad. Could do okay with enough exposure. (Beacon, BMI)
- Looka What You Did to Me! 68 Altho taken at a brighter tempo, this packs less punch than the flip, which fault lies mainly with the material. (Beacon, BMI)

JOHNNY OTIS ORK Sittin' Here Drinkin'71

- PEACOCK 1648-Good muddy sound and beat to this blues. Vocal and instrumentation have an authentic touch. (Gallo, BMI) You Got Me Crying 71
- Same comment, (Gallo, BMI)

MAMIE THOMAS

Nobody Like My Man71 M-G-M 55009-The singer catalogs her man's good points, and they inspire her to a praiseworthy effort, The backing is simple and unpretentious, but has a solid, easy-going beat. (Marlyn, BMI)

Daddy on My Mind ... 67 A cry blues that calls forth a lot of

weeping and wailing but which falls a little short of sounding completely convincing. (Raleigh, BMI)

LARRY DARNELL Feelin' Mighty Sad and Low70

OKEH 7056-A pleasant reading of a slow-paced blues-ballad. (Sylvia, BMI) My Love for You 69

An okay vocal on a pop r.&b. ditty. However. Darnell is showcased better on the flip. (Crestwood, BMI)

DOC BAGBY QUARTET

- Grinding70 KING 4804-Rhythmic doodling, but an odd beat hands this qualities that intrigue the car. (Jay & Cee, BMI)
- Doc Bagby's organ paces the combo in a rhythmic instrumental. (Jay & Cee, BMI)

CHUCK HIGGINS ORK

- Come on and Blow Your Horn70 ALADDIN 3283-A happy-sounding waxing of a rhythm ditty with a good beat and outstanding sax soloing. (Aladdin, BMI)
- Pancho....69 A hard-driving instrumental with fine sax solo work. (Aladdia, BMI)

THE CASANOVAS

- APOLLO 474-Over a blues figure, the lead tells his girl of the things he has been longing to do with her in his absence. The performance is competent, but the material not much more than so-so. (Bess, BMI)

Hush-a-Meca....68

The lead, apparently in the role of a G.I. in Korea, tells his girl that he'll soon be home to stay. While the lyric is somewhat unusual, musically not much is offered the group. (Bess, BMI)

THE FLIPPERS

- You Yakity Yak Too Much69
- FLIP 210-211-The Flippers take a gossiping girl to task in this cute novelty. While there isn't a great deal to the vocal, the swingy instrumental portions make for a fine

dance side. (Limax, BMI) My Aching Heart 67

A cry ballad that is effectively styled, bringing some appealing sounds out of the lead. With stronger material, the group could click. (Limax, BMI)

Eckart Firm Exits Phono Matrice Biz

HOLLYWOOD, June 4.-The Charles G. Eckart Company, for 15 years one of the West's most prominent manufacturers of phonograph record matrices, has discontinued its work in the disk business.

Firm is offering its equipment, furniture and fixtures to prospective purchasers, in addition to an offer of 10 cents per pound for acetates, mothers and masters in its custody.

A veteran in the recording industry, Eckart was one of the first to enter the processing field here.



Postcards \$23 per 1,000 Copy Negative 8"x10", \$1.25 - Postcards, 75" Mounted Enlargements (30"x40") \$3.85 FULL COLOR POSTCARDS, 3M \$99.50

A Division of JAMES J. KRIEGSMANN COPYTART 169 West 46th St.

WE DELIVER WHAT WE ADVERTISE

When in BOSTON Get your mail at the Avery St. and Washington St. ALL MAIL HELD FOR ONE YEAR on request

The Home of Show Folk

tummummmmm



BEAUTIFUL NATURAL FOR NEW COLOR- SEE DUR PRICE PRICE LIST LIST AND COMPARE BEFORE BUYING ANY-WHERE . HIGH QUALITY SAMPLES AND FAST COURTEOUS SERVICE SINCE 1936. TODAY!

MULSON STUDIO P. O. Box 1941 BRIDGEPORT, CONN



Be a Booster for booking Exotics-Theaters-Night

Clubs-Carnivals. BOBBY GOODMAN IN CHARGE CLUB DEPT. 127 N. Dearborn St.



Clown Costumes and Accessories CIRCULARS FREE Dance--COSTUMES--Clowns

For all other occasions. Get in touch with

THE COSTUMER

238 STATE ST. SCHENECTADY 5, N. Y. SAVE MONEY

ORDER YOUR BILLBOARD SUBSCRIPTION TODAY



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Please enter my subscription to The Billboard for one full year (52 issues). I enclose \$10 payment (saves \$3 on single copy rates). payment enclosed D bill me

Occupation or title_____ Company___ Address_

State. **GIVE TO DAMON RUNYON CANCER FUND**

BURLESQUE BITS

(Ed. note-The column for this week is turned over to Paul Weintraub, former counsel of the Burlesque Code Authority under the National Recovery Administration. The subject he deals with is of vital importance at this time to every showman and should be of deep interest to the entire theatrical industry.)

has momentous legal significance tag decided in the Matter of Rudfor what it does say and for what lan that the License Commissioner it omits to state.

For the first time in New York State, a Supreme Court Justice has declared that a license cannot be denied to a theater because of the policy it proposes to present, whether that policy be "Burlesque" or any other policy. Also, the court declared that a License Commissioner cannot pre-censor a performance, and in this respect it follows the decision of the highest court in the State of New Jersey in the case of the Adams Theater Company vs. Keenan and also a case in the Supreme Co-United States (Superior 1-7 vs. Department of Education of Ohio).

The question of the power of the License Commissioner in the issuances of licenses is not so clear, Following our Court of Appeals sioner issue a license forthwith. in the State of New York, it decided that where a license has been issued, the License Commissioner Matter of Rudlan were to be John Lacy. . . . Mike Michael, who could only revoke or suspend the license after a conviction for presenting an indecent performance had been obtained under Sec. 1140 A of the penal law and even then the Commissioner could only suspend or revoke the license for a fered in a theater. maximum period of one year. The leading cases are Woods vs. Gilvs. Moss.

These decisions Justice Steuer Steuer.

passing in Montreal of Arthur

Schalek, for many years our faith-

ful correspondent on magic and

magicians in the Canadian metrop-

olis. Shalek, 73, was a native of

New York, but had spent most of

his life in Montreal, where he was

a wholesale grocery importer. He

was long active in Montreal en-

tertainment circles, and was per-

sonally acquainted with virtually

every magic act to play there in the

last 25 years. Schalek was well

known to veterans of both world

wars as a leading organizer of en-

the Jewish Childen's Welfare or-

ganization in Montreal, and was

a charter member of Assembly No.

58, Society of American Magicians,

in that city. Death came to him at

his Montreal home after a few days'

illness. . . . J. Ray Beffel, Ottawa,

HOCUS-POCUS

IUSTICE STEUER'S recent de- obviously followed in his ruling. cision in Phillips vs. McCaffrey However, in 1932, Justice Shiendoes have discretionary power in either the removal of the existing license of a theater or the issuance of a new license.

This decision has never been question of fact would remain as over KCLX, Palouse, Wash., License Commissioner was arbi- mie Rodgers' Day celebration iff trary or capticious and that an Meridian, Miss. . . . George Pop-

Steuer seems, by implication, to time Porter Wagoner's "Satisfied have followed the decision in the Mind" made the grade. . . . Jack Matter of Rudlan and then he de- Lee, WCRA, Effingham, Ill., recided that the License Commis- lays that his "RFD 1090" show is sioner's action was capricious as being swamped with requests for a "matter of fact" and then he Dub Dickerson's Capitol recording made an order that the Commis- of "I Must Have Drove My Mules

entire theatrical industry if the over the duties formerly assigned to passed upon by the Court of Ap- originates the c.&w. material from peals of this State, and if it were KDMS, El Dorado, Ark., took in reversed, it would then be a settled the "Louisiana Hayride" recently, law that the License Commissioner and says he spent a pleasant visit has no jurisdiction whatever con- with Horace Logan, of KWKH, cerning the performances to be of- Shreveport, and with the "Louisi-

The above statement is important because right at this stage christ and Holly Holding Company the City of New York has elected to appeal the decision of Justice

FOLK TALENT AND TUNES

Continued from page 46

Hoppel recently was Dottie Derby, local recording artist. . . . Uncle Nate (Nathan Street), who airs the c.&w. wax over WKSR, Pulaski, Tenn., was among the many radio and press folks greeting Fess Parker, of Davy Crockett fame, at the Hermitage Hotel, Nashville, May

Mary Wilson advises that she passed on by a higher court, and played Jimmie Rodgers' numbers the only qualification was that a for an hour and a half on her show to whether or not a decision of the May 26, in keeping with the Jimalternative mandamus could be is- kins, of WXGI. Richmond, Va., resued for a trial by jury to determine ports that in the four-year history whether the License Commissioner of his "Pop's Country Store" no had abused his discretionary power. single tune ever reached the top In the present case, Justice of the show's hit list in the short Too Hard.". . . . Jack Hill, of It would be of interest to the KNOE, Monroe, La., has taken ana" performers.

> From WRRZ, Clinton, N. C., deejay Marvin Parker types: "There's not much hillbilly activity going on in my area this time of the year, but things will be abuzzin' come tobacco-selling time. I have a daily c.&w. record show known as 'Uncle Marvin,' now in its fifth year. I've just finished a series of Saturday TV shows, 'Uncle Marvin's Hillbilly Hit Parade.' I didn't renew my contract on this show, which was an hour long, because I threw my hat in the race for sheriff of my county. I lost out, so expect to be back on TV soon with my Swamp Root

> Art Pierce, record librarian at WEAV, Plattsburg, N. Y., reports: 'We've opened up a full hour of time for country & western music on our early morning programming, and another 15 minutes in the afternoon." . . . W. W. Moore, c.&w. twirler of WHED Washington, taped interviews with Hank Snow, Martha Carson, and the Davis Sisters in New Bern, N. C., recently. . . . Al Roberts, who airs over WPAW, Pawtucket, R. I., declares: "As the leading country music disk jockey in the Providence-Pawtucket, R. I., area, I disagree with the defeatist statement recently printed in The Billis getting stronger and stronger out the results from country music's

> A. B. Gibson, WGRY, Gary, Ind., says he's the only c.&w. deejay in Indiana's second largest city, and that WGRY is the only station Gibson has been a country and western performer and deejay since 1947. . . . The Watford Twins and Sister Jean, teen-age group, are now doing a 15-minute program over WAGS, Bishopville, S. C., each jay at the station. . . . RCA Victor recording artists Jimmy Martin and the Osborne Brothers guested on Uncle Sleepy and Hikkernut's "Country Music Hour" over WLSI, were in the area for personals with the Lonesome Pine Fiddlers (RCA). Latter group does a daily morning stint over WLSI.

Herman Hanson's 14th annual spins 'em over KTAE, Taylor, Tex., 'Spring Magicale," held recently the Miller Brothers and Webb at John Hancock Hall, Boston, at- Pierce garnered good crowds when Reidsville, N. C., received an shows returns from 34 States.

THE FINAL CURTAIN

66, of the Gooding Amusement Company, June 1 on the lot in Parkersburg, W. Va. (Details in Carnival section.)

BEALS-Carl W.,

43, operator at the Colonial Theater, Detroit. May 28 in that city. He was formerly operator at the Cinema Theater, Detroit, and also worked with roadshow productions for the Jam Handy Organization. Survived by his widow, Dorothy; a son, Robert, and two daughters, Carlene and Sue. Burial in Mount Olivet Cemetery, Detroit.

CUNNINGHAM-Archibald J.,

78, a former associate director of the Calgary Stampede, May 22 in Calgary, Aita. Survived by his widow and four

DEAN-Raymond B., 71, veteran circus advance man, May 23

in Columbus, O. Survived by a sister, Mrs. John Boylan, Providence. Burial in Milford Center, O. (Details in Circus

Goldwyn-Mayer exchange in Detroit, May

DOWNEY-Frank J., for many years manager of the Metro-

28 in Los Angeles of a heart attack. Survived by his widow, Florence; a son, William, and two daughters, Mrs. William Gargaro and Mrs. Howard Bentley. Burial in Los Angeles. GILLMAN-Harry, 68, one-time member of the roller skating team. The Gillmans, May 24 In

General Hospital, Los Angeles. In addition to his skating role, he operated a Side Show on the S. W. Parker Shows and in recent years he was a concessionaire. He was a member of the

Pacific Coast Showmen's Association. Cremation in Los Angeles. GRAY-Wardell Carl, 34, well-known jazz musician, May 25 in Las Vegas, Nev. A saxophonist with

Benny Carter's band, he was found dead of a broken neck, apparently a murder GUNSBOURG-Raoul,

95, founder and for more than 50 years director of the Monte Carlo Opera, May 31 in Paris.

HELLER-George, 49, national executive secretary of the American Federation of Television and Radio Artists, May 30 in New York, (See TV Department for details.)

HOWARD-Florence, wife of Chester Howard, of Howard Bros. Shows, May 20 in Millfield, O. She had been in show business with her husband for more than 25 years. In addition to her husband she is survived by a son, Louis, and two daughters, Ruth Ann and Patty, Burial in Greenlawn Cemetery, Nelsonville, O.

LEONARD-Mrs. Jean Flores,

28, night club dancer known professionally as Mickey Dare, May 27 in New York. Survived by her husband and several brothers.

LEYSER-Billy.

67, widely known advertising and public relations man, recently in Hollywood. He came to the West Coast in 1924 to write a script for Universal and later entered the publicity field. LONG-Kenneth Bruce,

33, since 1944 an announcer for Station WGAN, Portland, Me., May 31 in that city of a blood infection resulting from severe burns suffered when his home caught fire last August. At one time he was an announcer for Station WADI, Bangor, Me. Survived by his widow, a son and his parents.

dramatic actress known professionally as Suste Fradelle, May 26 in Detroit. She

was the daughter of Amy Liddon, famed

award from Carl Smith recently and avers that he's mighty proud of it. . . . "Balwin County Country Concert," broadcast remote over WKRG, Mobile, Ala., from Bay Minette, Ala., every Saturday night board from Uncle Red Ford, who features Happy Wainwright and spins the western wax on another band. Besides personals, Happy Providence station. Country music spins the c.&w. wax over WKRG. . . . Tal Pollard, WCEC, Rocky here, and I am getting more and Mount, N. C., informs that he has more time on the air with it. And, been singing in the Rocky Mount what's more, the sponsors are area for 25 years, and that he still plentiful, and they're satisfied with receives requests to sing. He is currently broadcasting four hours of country material daily over WCEC, 5-8 a.m. and 1-2 p.m.

Sammy Lillibridge's new Hilite recording, "My Heart Can't Afford a Divorce," is catching on in the KFRO, Longview, Tex., area, he reports. . . . Bob Jennings, WLAC, Nashville, says he's experiencing some mighty poor service from a lot of the major record companies. Visiting Jennings recently were Charles Lamb and Jimmy Davis. . . . Ace Ball, c.&w. spinner at KLVT, Levelland, Tex., worked a show with the Crowder Family and Little Joe May 16 at a local high school in Levelland, and was skedded to appear in Clovis, N. M., May 21 with Bozo Darnell and the York Brothers. Ball, who broadcasts five hours a day over KLVT. complains that the station is still not getting service from any of the majors.

old-time comedienne. She played ingenue roles with Sir Henry Irving at the Lyceum Theater, London, and later starred on the road thruout England and other European countries. In this country she was with the Bonstelle Theater, Detroit, for several seasons. She was the widow of Fred S. Majur, English character actor. Survived by a son, Joseph, and a daughter, Mrs. Mary Donovan, Burial in San Mateo, Calif.

SCHALEK-Arthur,

73. Montreal magic enthusiast, long a correspondent for The Billboard in that city, at his home there recently after a brief illness. (Further details in the Hocus Pocus column, this issue.)

CHULER-Hyman,

67, for more than 40 years a violinist with the Cincinnati Symphony Orchestra, May 27 in Jewish Hospital, Cincinnati. A native of Russia, he came to this country in 1905 and joined the Metropolitan Opera House Orchestra. He joined the Cincinnati orchestra in 1910. Survived by his widow, Belle; a son, Harry, Richmond, Ind.; a daughter, Mrs. Ruth Preiberg, and a brother, Ike, and a sister, Mrs. Tillie Kahn, both of New York. Burial May 29 in Cincinnati.

LOAN-Joseph,

82, retired concessionaire, May 18 in Philadelphia. During his more than 40 years in the business he worked on the Krause Greater, Matthew J. Riley, Johnny J. Jones, Rubin & Cherry and various other shows. Survived by a son, Burial May 23 in Greenwood Cemetery, Philadelphia.

OMMER-Mary E.,

widely known musician and instructor, May 8 in Milford Hospital, Milford, Conn. Burial May 13 in Holy Cross Cemetery, Brooklyn.

STRAUSS-Derothy.

widely known Cincinnati musician and composer, May 26 in that city, After graduating from the Cincinnati College of Music she went to New York and studied for 10 years with Rafael Joseffy. Her best known composition was the Cincinnati Symphony March. Burial May 29 in United Jewish Cemetery, Cincinnati.

YGIETYNSKI-Tadeusz,

59, composer and director of Poland's most famous music group, the Mazowsze State Song and Dance Ensemble, May 19 in Warsaw. Born in Warsaw, he studied music there and later in Leipzig and in Vienna. He founded the Mazowsze Ensemble in 1949 and it debuted in 1951 using a repertoire arranged by him. It met with immediate success and has since performed in East and West Europe and in China. Among his compositions were a number of dances for symphonic orchestra and the orchestral and vocal arrangements for Polish folk music and dances which made up the Mazowsze Ensemble's repertory.

78, long-time director of the North Battleford, Sask., Agricultural Society, May 22 at Rochester, Minn. Survived by his widow, two brothers and three sisters.

WINNIE-R. Griffith II.

26, son of Russ G. Winnie, assistant general manager of radio and television for the Milwaukee Journal Company's Stations WTMJ and WTMJ-TV, recently in La Grange, Ill. Survived by his widow, Nancy; a son, Griffith Scott; a brother, Alen P., and his parents.

ZANE-Andrew,

Shows, recently in a Manchester Center, N. H., auto crash. Burial was in Greater Tampa Showmen's Association rest in Tampa. He was survived by his widow,

MARRIAGES

BASILE-GEHMLICH-

John N. Basile, non-pro, and Glorie Gehmlich, vaudeville dancer and former member of the Rockettes, May 28 in Bridgeport, Conn.

CHAPPAS-LEFEBURE—

Bill Chappas and Lillian Lefebure, of the Dick Wilcox Shows, May 26 at Pittsfield,

STOUT-PRYOR-Melvin R. Stout to Mary Pryor May 29 in Muncie, Ind.

WYATT-SCHWALB-

David C. (Snap) Wyatt, Tampa banner artist, and Evelyn E. Schwalb, non-pro, recently in Tampa.

BIRTHS

A son recently to Mr. and Mrs. Richard Horell in Winona, Minn. Mother is the daughter of Ruby and Gypsee Gaze, of the Royal American Shows,

DIVORCES

WILKINS-

Irma Cosgrove Wikins from William G. Wilkins, treasurer of Columbia Records, Inc., recently in Bridgeport, Conn.

Telemat Intros

Continued from page 13

sor's message can be lettered on it, a photograph and a slide made, and the spot go on the air a few hours after it's ordered. As in the past, Telemat will also provide custom endings if a sponsor de-

Since its founding last fall the Johnny Hicks has just celebrated company has made sales in 70 his 15th year as top western disk markets, now has a library of 55

WANT VENTRILOQUIST

ing forth at the 76 Lounge. . . .

Midwest Food Manufactures wants Ventriloquist for steady, yearround work. Must be willing to relocate. Travel limited territory, transportation furnished. All replies to

BOX D-120

MAGICDOM lost a true and Dr. Zina Bennett, Detroit, has been tried friend with the recent granted an associate membership in the International Guild of Prestidigitators, fraternity of sleight-ofhand artists. . . . Austin A. Davis, who in the past has piloted such well-known-magi as McDonald Birch, Laurant, Huntington, S. S. Henry and Arnold Furst, is critically ill at his home in Berryville, Ark. Friends are urged to drop him a

PAUL DUKE continues to present his magic set to music with the ice revue in the Garden tertainments for the troops. He was Room of the Benjamin Franklin also for many years a director of Hotel, Philadelphia. He originally opened there April 7 for two weeks but has been tendered a holdover until July 1. . . . Jay Palmer and Doreen, during their recent month's engagement at the China Theater, Stockholm, were supper guests of the Swedish Magic Circle. . . Ill., newspaper editor, columnist Frances R. Francis (Lady Frances and magician, who does tricks un- has given up her television proder the name of Baffling Beff, was gram in San Luis Obispo, Calif., presented a plaque and gold medal to return to conjuring. Writing recently by the local Junior Cham- from San Francisco, where she is ber of Commerce as the Jaycees' currently displaying her wares, she Citizen of the Year. The award says: "Talked with Jack Mallon was made in recognition of the in San Luis Obispo recently. He community welfare accomplish was in for a lecture. Glen Pope ments and charitable projects pro- has just left San Francisco, and moted thru his daily "Around the Bob Haskell is still residing here. Town" column in The Ottawa Re- Woods are full of magi out here. publican-Times. Beffel writes un- Also talked to Maldo on a recent der the pseudonym of The Spec- trip to Los Angeles. Ronald Haines, tator and pretends to keep his House of Cards man of Cincinnati, in Gary that programs c.&w. music. identity a secret. . . . Boston en- is visiting out here now.". . . joyed a magic boom recently, with Dave Mitchell is using magic to Gulli Gulli appearing at the Brad- entertain small-fry studio visitors ford Roof, Frenchy Valentine in a new Sunday noon show, "Little playing the Beacon Club, Hal Haig Rascals," on WXYZ-TV, Detroit. at the Casino Theater, Paula Dolan . . . Harry Blackstone, during his at the Show-Bar, and Rico hold- recent engagement at the Colonial Saturday, reports Joe Morris, dee-Theater, Boston, was honored as

"the last of the big-time, fullevening magic-maestros" by the Herman Hanson Assembly No. 9, Society of American Magicians, who presented him with a gold Pikesville, Ky., recently when they wand, suitably engraved, at a dinner held at Steuben's Restaurant. Following the repast, more than 100 local magi attended the Black-

stone performance in a body. . . the Marvellos, and Fu Ling.

According to Jimmy Heap, who tracted such talent as Bob Lewis their respective tours took them jockey with KRLD, Dallas, where spots with five new ones being The Billboard and Ginny, Neil Foster, Viggo into Taylor recently. . . . Henry his "Hillbilly Hit Parade" is heard added every 60 days. Firm is Jahn, Roy Benson, the Renowns, Tuck, c.&w. waxer at WREV, three nights a week. His mail count headed by Dan Gertsman and

Communications to 188 W. Randolph St., Chicago 1, III.

Royal American Is Signed To Three-Year Closed Shop

Yearly Reopening of Negotiations On Money Items Provided by Contract

By HERB DOTTEN

EVANSVILLE, Ind., June 4.-The Royal American Shows this week signed a closed shop, union contract.

The signing climaxed extended negotiations between Carl Sedlmayr Sr., RAS owner, and Harry Karsh, organizer for the Carnival and Allied Workers' Local Union 447, St. Louis, an affiliate of the International Brotherhood of Teams-

It also marked the second time in three years that the Royal American was the first show to be unionized in a drive by Karsh. In '52 he organized the show under a local charter issued thru the International Jewelry Workers Union, St. Louis. The contract was shortlived, as the American Federation of Labor sparked the revocation of RAS signed.

The contract executed by Karsh and Sedlmayr this week is to run three operating seasons, terminating December 31, 1957. It provides the right to reopen negotiations each year, upon 60-day notice, on so-called money items-minimum wage and insurance plan.

It calls for all workers, including owners of rides, shows or concessions or employees, to become union members. It stipulates that any worker must join the union after being with the show for one

It requires the Royal American and owners of shows, rides or concessions booked on it to pay \$8 a month to the union during the operating season and for union members to pay \$4 monthly dues during the same period.

The insurance plan is to cover the year-round, with the cost to be borne by payments made during the operating season by show management or individual owners of rides, shows and concessions.

Young Pays **Dayton Acts**

CHICAGO, June 4. - Ernie Young, of the booking office bearing his name, this week announced he had paid off all acts in the recent Dayton, O., Lions Club show that folded halfway thru its run.

Young said the payments were made, altho his name did not appear on any of the contracts. The show, which was held in the Montgomery County Fair's Coliseum, folded May 4, when the promoter, scheduled to run May 2-8.

STAR UNSIGNED

surance policy of \$1,000, \$2,000 pointed out, is to coincide with the for accidental death. The hospitali- start of the shows' fair season. zation portion contains a \$10 daily allowance for the first 31 days of no sympathy strikes, no lockouts, any one sickness, up to \$200 for no stoppage of work. In the event laboratory fees and up to \$300 that differences between the union for surgical expenses.

There is only one wage provision. It stipulates that effective July 11. the wages of common laborers on the show is to be increased from

Conn.'s Pyro Law Tightened

HARTFORD, Conn., June 4.-The State Senate, concurring with the charter a few months after the the House, this week approved a bill making it illegal to keep fireworks with intent to sell. Selling or using fireworks was banned by the last General Assembly. The May. bill also provides machinery for destroying illegal fireworks seized told of some of the provisions of by the police.

The plan provides for a life in- | \$40 to \$42. This increase, it was

The contract calls for no strikes, and management are not resolved by them, the contract calls for artibration by the U. S. Counciliation Service.

Personnel of the Royal American was called to a special meeting on the unionization here Wednesday (1) on the show lot. Held in the Girl Show top, the meeting was well attended.

Sedlmayr opened the meeting with a few remarks in which he reminded listeners of a previous meeting in Nashville about two weeks earlier at which he had discussed unionization. He pointed out that negotiations between him and Karsh had been underway ever since the show's opening at the Memphis Cotton Carnival early in

Introduced by Sedlmayr, Karsh (Continued on page 59)

PYROS AND TRAIN

Promotion Activities Increased by Schaefer

NEW YORK, June 4.-The Schaefer brewery firm is going all- ing off-shore pyro demonstrations out with its promotional activities from barges at the Rockaways and this season, combining fireworks | Coney Island for several years, and spon:orship and appearances of its last year added Revere Beach in colorful train at Eastern beaches, fairs and celebrations. Most of its season the displays will be held chief market area will thus be exposed at one time or another dur- Nantasket Beach in Massachusetts. ing the season to some form of free entertailment put on by the beer

Completed last year, the train was shown at the Coney Island Mardi Gras and also at the Eastern States Exposition. At the latter it from June 14 to August 30, on paraded around the grounds, in front of the grandstand and before the coliseum audience, as well as ballyhooing the annual on downtown streets in Springfield.

This season the train will make an appearance at the Barnum Festival in Bridgeport, Conn., June 30 to July 2. It will also play the Dutchess County Fair in Poughkeepsie, August 26-31; Rockaways Mardi Gras on September 10; Coney Island Mardi Gras, September 12-15; ESE from September 16-24; New Jersey State Fair in Ward (Flash) Williams, left, leav- Trenton, September 25 to October ing the acts unpaid. It had been I, and Great Danbury (Conn.) Fair, October 1-9.

Dates, Prize Money Set for N. Y. Rodeo

will be 17 night performances and The breakdown of per-performance 11 matinees, a total of 28 shows, at this year's edition of the World's Championship Rodeo in Madison same as last year when the event was sliced from the 26 days it was \$200 for the wild horse race. offered in 1953. This season's dates will be September 28 thru October

being considered.

slightly over \$100,000 with about await signing of the star.

NEW YORK, June 4. - There | \$25,000 of this being in entry fees. prizes is as follows: \$500 apiece for saddle brone riding, bareback Square Garden. This will be the brone riding, calf roping, steer wrestling, and bull riding, and

entry fees added. These come to whenever the rains slackened. It

Prize moneys will again go act, but talent arrangements must concessions.

The company has been sponsor-Massachusetts to its schedule. This at all of these places, and also off Shooting off the displays will be the International Fireworks Company of North Bergen, N. J., and the Interstate Fireworks Company of Bridgewater, Mass.

Fireworks will be shot off Coney Tuesdays at 9 p.m. plus July 4; off Rockaway Beach from July 6 to August 31, on Wednesdays at 9 p.m.; off Revere Beach on June 15. July 3, 13 and 20, August 3 and 17,

EDITORIAL

Employers, Employees?

Two weeks ago The Billboard went on record endorsing the policy of the American Federation of Labor in refusing to organize the carnival field.

We cited-and now repeat-that AFL policy "Always has been contrary to issuing charters where there is no stability. This (carnival) work is highly seasonal and it is difficult to determine employee status of many of the people engaged in this

This policy we termed "patently realistic." And, it continues to be precisely that.

Two weeks ago, The Billboard voiced opposition to efforts of a teamsters' chartered union to organize carnival workers. Since, one show-the Royal American-has signed with that union.

One of the contract provisions is that all workers must become members of the union.

This means that the owner-operator of a ride, show, or concession must be a union member if he does any work in connection with the ride, show or concession.

It means that the owner-operator would be a member of the same union as the people he employs.

It also means that such owner-operator would pay \$4 a month union dues for the right to pay out of his own pocket an additional \$8 for life-and-hospitalization insurance.

All of which is obviously unrealistic.

This is one of the reasons why now-as two weeks agowe oppose the efforts of the teamsters'-chartered union to organize the field.

Nat'l Advertisers Allot \$3 Million for the Road

Continued from page 1

even the few today are seen in | both notably high and indicative street parades.

minimum of \$2,000 per page.

Advertisers range from American Airlines to Wildroot Hair Tonic and include such astute big spenders as Philco, Colgate-Palmolive, Bristol-Myers, Pabst and Schlitz, Coca-Cola and Seven-Up, Remington Rand, Buick, Shell Oil and a host of cigarette companies.

Biggies Buy Space

The 60-page World of Mirth magazine published by Gerald Snellens and in existence for only a few years, carries the messages of some 15 national concerns. Included are Philco, Sinclair, Swift & Company, International Harvester, Columbia Bicycles, Coca-Cola, Gilbert Rains, Hanes Knitting Mills and Camels, Cavalier, Pall Mall, Marlboro and Philip Morris ciga-

Repeat business earned by these and other like periodicals is judged (Continued on page 57) at around 90 per cent, which is

of a belief in value on the part of Best example of an outdoor the advertiser. The cigarette comshow business ad medium is the panies have a fondness for this Ringling Bros. Circus Magazine type of advertising. Chesterfield Program in existence for 74 years has been represented in the Ringand published by Harry Dube since ling program for some 50 years; 1942. The 76-page book with cov- Lucky Strike and Philip Morris for ers this year carried some 45 pages | 30 years. Pabst Brewing has been of advertising costing an estimated represented for some 60 years, off and on, since 1895.

In recent years the Ringling folks have sparked the editorial content of their magazine with such names as Ernest Hemingway, Robert Sherwood, John Steinbeck, Lowell Thomas and William Lyons Phelps, not to mention a host of movie personalities. Their participation is almost certain to be a work of love, rather than financial gain, showing a desire to be a part of this phase of Americana.

Thrill Show Benefits

Representative of the thrill show and allied fields is the Jack Kochman organization which operates the Hell Drivers, automobile daredevil group and, this year for the first time, Lucky Dogs, a greyhound racing show. Ad tie-ins held agent Bob Conto may represent as much as \$100,000.

For both shows the Dodge Division of the Chrysler Motor company furnishes both cars and trucks, including the expensive tractor variety. Other participants are Caso Dog Food, a division of Corn Products, Sinclair Refining, Goodyear Tire and Rubber, and MoPar. Programs issued in conjunction with both shows will also carry other advertising.

The Jimmie Lynch Hell Drivers, also tied in with Dodge, are currently featured in the national advertising of Goodyear to the advantage of both.

Perfect Sampling

The field offers a perfect sampling media for soft drinks and other products consumed on show grounds. Coca-Cola, long dominant, has lost considerable ground in recent years to Pepsi-Cola which made notable gains under the direction of Paul Little.

Biggest tie-in of the season was the General Foods national television show featuring Ringling acts from Madison Square Garden. The circus was paid \$100,000. Merchandising on the retail level is being carried on across the country in connection with the circus.

An even bigger circus tie-in is Accident occured when he lost now being planned by one of the 16, with no shows on Monday, Oc- \$75 for saddle brone, bareback was noticed that crowds were not his grip on a pole made slick by the major agencies. A new publishing tober 3, and Monday, October 10. bronc and bull riding, \$100 for scurrying home when the showers rain. He escaped with severe firm, aware of the millions at-Gate prices, it is understood, will likely hold to the usual \$6 top price, altho a break in the scale is likely that a Hollywood price, altho a break in the scale is likely that a Hollywood lake shelter and patiently await ancowboy will again be the feature other chance to patronize rides and West and Thrill Show, May 28-30, tion with imprints identifying the under auspices of the local Lion's publications with the distributing

Spending Termed Okay As Lush Holiday Ends

during midweek from one of their that in most sections the citizenry best Decoration Day holidays in is well heeled and spending whenmany years, the weather and ever allowed to by the weather. spending pattern of the public operated.

Midways had banner business on Monday (30) and the few which were in operation on Sunday had a fine day.

Altho forecasts of rain and threatening weather held down early turnouts on Saturday, it was mild the overcast in most sectors and matinee business perked up around 4 and 5 p.m. Night turncuts and spending were good, as was the case on Friday night (27).

In the New York and New England area there were late showers This list totals \$75,600 with on Sunday but spending was hefty

The spending attitude was

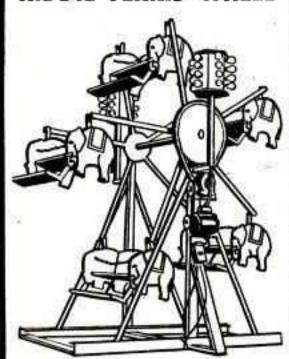
NEW YORK, June 4. - Show, viewed as encouraging for this sea park and resort operators rested son, bearing out early predictions

Steeplechase Park at Coney Iscombining to make it a lush week- land noted its best holiday in decend for virtually everyone who ades, as did the Island in general and other fun locations in the metropolitan area. Up in New England (Continued on page 57)

Bill Atterbury Falls in Joliet

JOLIET, ILL., June 4.-Bill Atterbury, of the Sky Kings, double sway-pole turn, escaped serious injury here Decoration Day (30) when he plunged 30 feet to the ground during his performance. He broke his fall by grabbing a guy line on the way down.

KIDDIE FERRIS WHEEL



This beautiful new Ride has a capacity of 15 Kiddies. Requires floor space of 7'x9', has over-all height of 10'.

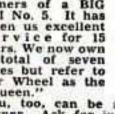
FULL PRICE \$1,095.00

Terms Arranged

KING AMUSEMENT COMPANY

Mt. Clemens, Mich.

Owner Paul J. Mattle says: owners of a BIG ELI No. 5. It has given us excellent service for 15 years. We now own a total of seven rides but refer to our Wheel as the "Queen."



You, too, can be a satisfied BIG ELI Owner. Ask for information, including Price List A-69 TODAY. ELI BRIDGE COMPANY Reliable Ride Builders Since 1900

800 Case Avenue Jacksonville, Illinois P.S.: All Ride Owners: Enter our annual BIG ELI July 4 contests. No entry fee. Contests for all Adult and Kiddle Rides. A postal card request will bring full



* ROLLER COASTER * WHIRL-A-ROUND

LOCOMOTIVE TRAIN ROCKET FIGHTER CIRCUS RIDE JET AEROPLANE CHAIR-O-PLANE ELEPHANT RIDE

TANK RIDE All rides complete, including fences, electric signs, ready to operate. Terms arranged. Illus. cir-

DARD KIDDIE RIDES MANUFACTURING CO. 201 E. Broadway, Long Beach, L.I.; N.Y. Phones: LOng Beach 6-7361 and 6-5594



KIDDIE CAROUSEL RIDES

on lease arrangement-at no cost. We lease new Carousels to you-write and tell us how many you can use and amount you can pay — per week — per month. Write, wire, call

ELMER MOORE 2 Knoxville, Tenn. Phone: 2-7131

CAROUSELS—ORGANS KIDDIE RIDES-TRAINS Complete line. Write for catalog and terms.

H. E. Ewart Company 707 East Greenleaf Street Compton, California

LESLIE'S TRAILER

PARTS and ACCESSORIES Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U.S.A. Write for free catalog.

1920 Stewart Ave., S.W., on Highway 4 going south, Atlanta, Georgia. Fairfax 2626.

WORLD'S LARGEST MANUFACTURERS AND EXHIBITORS

Known everywhere. Catalogue mailed upon request. Write or call ox 792, Danville, Ill. Ph. 1716

III. Fair Adds **Nelson Eddy** o Act Bill

SPRINGFIELD, Ill., June 4.-The Illinois State Fair this year will return to the use of name attractions after a two-year hiatus. Fair this week announced the signing of Nelson Eddy after it earlier inked the Crew Cuts.

Eddy will head up a one-night grandstand show August 12, along with his singing partner, Gale Sherwood. In addition, Barnes-Carruthers Theatrical Enterprises, Chicago, will provide variety acts along with Lou Breese and his orchestra and 19-voice mixed chorus. The Barnes office will, as usual, have its night revue in front of the grandstand for five nights, Monday thru Friday.

The Crew Cuts will head up the fair's night grandstand show on August 12.

The signing of name attractions by the Illinois annual is the first since 1952, when it had Ted Weems, Rex Allen and Jerry Colonna. Previous to that the fair had used Gene Autry and Jack Benny one year and Bob Hope another

Brandon Signs Texas, Ohio Fairs Sports Show

NEW YORK, June 4.-Hypnotist Joan Brandon and her brother-manager Jack Brandon announced In N. Y. Sets today the signing of two fairs for this season.

Miss Brandon will appear at the Miss Brandon will appear at the Sandusky County Fair in Fremont, Armory Kepeal O., on September 7-8, and also the East Texas Fair in Tyler, Tex., September 12-17. In both cases she will be the entire grandstand show, working on a guarantee. Miss Brandon will also show this season at Eldridge Amusement Park in Elmira, N. Y., July 4-10, a repeat from last year.

An Eastern booker is preparing a route for the hypnotist, for the 1956 season, with some six fairs reportedly lined up at the present.

Stocks Racing At Danbury

DANBURY, Conn., June 4.-Stock car races started their season at the Danbury Fair Speedway on Saturday (21). Track is a third-ofa-mile dirt track. 'Admission, which will include grandstand seats and free parking, will be \$1 for adults and 50 cents for children.

Races will again this year be under sponsorship of the Southern New York Racing Association and will have as its officials John Coughlin of Brewster, N. Y., starter; Margorie B. Carpenter, announcer, and E. J. Carpenter, scorer. John W. Leahy is general manager.

Sunbrock Thriller Set for Montreal

MONTREAL, June 4. - Larry Sunbrock's Wild West and Thrill Show split this week between Peterboro and Sarnia, Ont., en route to Montreal, where it is set for the local baseball stadium June 8-12. Show has six weeks in Canada, Sunbrock says. Appearing with the unit are Bill Atterbury's Sky Kings, double sway-pole act, and a German motorcycle importation.

Show opened the season at Orlando, Fla., May 1-3, and since then has played Jacksonville, Fla.; Owensboro, Ky., and Joliet, Mattoon and Danville, all in Illinois, before moving into Canada.

Late this month Sunbrock will go to Venezuela to set a tour of eight towns for playing October thru November. From Venezuela, Sunbrock will hop to Colombia and Panama to arrange further dates Bill Thompson, Bud Decker and Joe Evans will have charge of the unit during Sunbrock's absence.

Mass. Groups Elect Campbell and Gibson

fairs in the State last year of ance was 566,001. which 13 were classed as major fairs. Total attendance was 959,- district's fairs showed 8 major fairs, 562 of which 537,365 people went 11 community, 11 youth, 3 liveto the Eastern States Exhibition stock, and 22 grange. A dozen and Brockton Fair.

four counties in which 55 fairs 16 in Hampshire. were held in 1954, named Richard recording secretary, Mary E. Carlon of West Springfield.

The delegates heard from Elizabeth Behrans of Agawam, State 4-H delegate to the National 4-H Congress, who discussed benefits to participants in the program.

Doherty Report Read

A report was forwarded from Leo Doherty, director of fairs, who was prevented from attending due to illness. Miss C. N. Griffen noted for Doherty that 54 of the area's 55 fairs received prize money totaling \$34,204, and added \$18,430 of their own money to total \$52,634 spent on agricultural exhibits last year. These exhibits totaled 34,706 of which 46 per

NEW YORK, June 4.-The 1956 edition of the New York Sports, Travel & Vacation Show will be held February 17-26, at Kingsbridge Armory, the Bronx.

According to Lester Eisner Jr., president of New York Expositions, Inc., producers, plans include from 4-H and agricultural groups. as well as new equipment for demonstrations of acquatic sports. The special travel and vacation section of the show, sponsored by the National Association of Travel Organizations, will be enlarged.

The two public casting tanks in which sportsmen tested new equipment made available by exhibitors, also proved popular and will be repeated. The Berkshire Farms trout pool will again be featured in the 1956 show, again on a percentage basis.

There will be five pools and tanks at the New York Sports, Travel and Vacation Show.

Illinois Fair Inks Racing Dogs

GRIGGSVILLE, Ill., June 4.-The Western Illinois Fair, scheduled to run here June 30-July 4, will feature Jack Kochman's Lucky Dogs for three nights, starting June 30. To advertise the racing greyhounds, the fair is using 48 24sheet boards.

BOSTON, June 4.—Officers were cent or better than 16,000 were elected for both the Eastern and youth exhibits. Attendance at the Western Massachusetts Fairs Asso- fairs was 153,636 and with the ciations at their annual meetings, added attendance of the Eastern Reports to the sessions showed 126 | States Exposition the total attend-

Breakdown of the Western were held in Berkshire County, 11 The Western group, comprising in Franklin, 16 in Hampden and

The Eastern association held its H. Campbell of Greenfield as presi- third annual affair at Weymouth dent. Other officers are vice- Grange Hall in South Weymouth, president, Mrs. Ernest Randall of with some 60 persons in attend-Westfield; secretary, Mrs. William ance, representing 16 fairs. William Spooner of Brimfield; financial and Gibson of West Bridgewater was named president for the coming year.

Western Officers Named

Other officers are Vice-Presidents John MacFarlane of Boston, Norman Lawton of Foxboro and Carlton I. Pickette of Hanson. On the executive committee are E. Gerry Mansfield of West Peabody and Philip A. Quinn of Spencer. Henry Gigure of South Weymouth was renamed secretary

Doherty's report to this meeting noted that 71 fairs were held in the nine Eastern counties, 70 receiving prize money totaling \$21,773, and paying \$10,839 of their own money. There were 9,900 youth exhibits among the 24,254 exhibits, and attendance was 268,561. Brockton Fair attendance raised the figure to 393,561. There were 3 fairs in Barnstable County, 15 in Bristol, 1 in Dukes, 8 in Essex, 21 in Middlesex, 1 in Nantucket, 5 in Norfolk, 12 in Plymouth, 5 in Suffolk. There were 5 major fairs, 7 com-43 grange.

Charlie L. Callanan, Brockton Enterprise agricultural editor. He stressed that fair releases should their opening paragraphs, and and should include numerous oneparagraph items. Charles Glass of WJDA, Quincy, also spoke. Both lauded the co-operation received

The biggest profits come

MERRY-GO-ROUNDS . BOAT RIDE . AUTO munity, 8 youth, 8 livestock, and ROLLER COASTER . JOLLY CATERPILLAR . TANK SKY FIGHTER . BUGGY . GASOLINE SPORT Fair publicity was discussed by CARS . RECORD PLAYERS . RECORDS . TAPES TIMERS . SIDE WALLS AND COVERS CANVAS TOPS

NORTH TONAWANDA, N. Y.

THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

FUN FOR THE KIDDIES — PROFITS FOR YOU

Rides built by National over 40 years ago are still in operation and considered too

National Is Famous for .

- * Complete Kiddielands
- * Century Flyer
- (Miniature Train) * Trackless Train
- (No Rails Needed)
- * Comet Jr. (Roller Coaster) * Kiddie Buggy Ride
- ★ The Pony Trot (10 or 20 Ponies)
- * Kiddie Ferris Wheel (For Safety and Profits)
- **★ Streamlined Coaster Cars** (Custom Built for your Coaster)
- (Designed for Big Profits)
- + Mirror Maxes (An. Old Favorite)
- ★ Laughing Mirrors
- (Require Little Space) * Old Mills & Mill Chutes

Write for Descriptive Circulars

NATIONAL AMUSEMENT DEVICE CO. Phone MElrose 2646

BOX 488, VAF

DAYTON 7, OHIO

Copyrighted material

THE TILT-A-WHIRL

"Best Buy in Rides Today"

* Very Popular and Profitable * Good Looking * Good Quality * Economical

and what a * Repeater!! SELLNER MFG. CO.

Faribault, Minnesota

MINIATURE TRAINS for EVERY LOCATION



MUST BE SOLD

TO CLEAR LEASED PROPERTY . . . ALL OR PART ...

GENERAL OUTDOOR

JOYLAND PARK

ADRIAN, MICHIGAN

NO REASONABLE OFFER REFUSED

- . 50 FOOT PARK TYPE MERRY-GO-ROUND WITH CARVED WOODEN
- 34-PASSENGER 24" GAUGE MINIATURE TRAIN.
- NATIONAL AMUSEMENT KIDDIE FERRIS WHEEL WITH CLOSED
- · CONCESSION SUPPLY CO. JEEP RIDE.
- . WHIP . . . 12-CAR MANGELS . . . RECENTLY UPHOLSTERED . . . NO PLATFORM.

Star Sandwich Grill . . . Star #38 and #39 Hot Dog Steamers . . . 12-Quart Saratoga Kettle Popper . . . 3-Speaker Saratoga Kettle Popper . . 3-Speaker P.A. System . . Gas French Fryer . . Sportkater Stand Drink Vendors . . 60-Gallon Electric Hot Water Heater . . . Well Pump . . . 7-Ft. Umbrellas . . . 10'x10' 4-Way Concession Building . . . many others.

CAN BE SEEN ON APPOINTMENT AT JOYLAND PARK, ADRIAN, MICHIGAN

CONTACT

CONCESSION SUPPLY CO.

3916 SECOR RD. TOLEDO 13, OHIO Tel.: Kingswood 2408

SOUNDCRAFT LIFETIME TAPE

Pre-recorded Merry-Go-Round Music. Original Wurlitzer #165 Band Organ. Also blank tape for your own recordings. Guaranteed for life.

Write for complete details and prices.

WINN SOUND ENGINEERS 22 W. Madison St. Chicago 2, III. Phone: ANdover 3-1311

Shooting Galleries

And supplies for Eastern and Western Type Calleries. Write for new catalog.

H. W. TERPENING 137-139 Marine St., Ocean Park, Calif.

Only \$2,750.00.

HIT THE DECK

Manufacturers of Adult and Kiddle Chairplanes,

particulars. Address:

Hunt Crowds, \$\$ Mark Record Pace

Solid Performance, Helicopter Ballyhoo, New Physical Features Build Top Takes

By JIM McHUGH

PRINCETON, N. J., June 4.-Hunt Bros.' Circus has reaped a harvest in the first five weeks of its 63d annual tour. The dollars have been gathered within a 65mile radius of its Burlington, N. J., winter quarters. A continuance of this kind of business, which includes a sprinkling of three-a-day and straw houses, will give the show the finest season in its history.

Showing this seat of culture Tuesday (31), Charles T. Hunt, dean of the nation's circus men, and his sons Charles Jr. and Harry, lightness that are cable features, analyzed their experience in it was noted that, except for the scholarly fashion. Good business conditions and good weather were no special handling since the wire duly credited. But the "blame" for allows for no canvas expansion or the consistent crowds was laid squarely on the show's soundequipped helicopter. This \$40,000 ballyhoo innovation of the Hunts is worth every penny of its initial, operational and maintenance costs, even tho the latter includes such tidy sums as \$4,500 for a major overhaul.

Piloted by Stuart Clark, reportedly one of only some 60 pilots in the nation having more than since newspapers have devoted 1,000 hours of helicopter flying experience, the ship is in use about pointment. four hours each day. The show area is covered first and then Clark continues on to take in the next four to six towns to build the

Plenty of Value

Once they get folks on the lot with prices pegged at \$1.10 and 50 cents.

Within a year's time the Hunts

Ideal for Drive-Ins. Parks

for the kid-

dies-both

large and

Send for

details

small.

We are moving to NEW and LARGER Quarters. Increased

Production, No Disappointments, Spring Delivery on All Rides.

Full Line of New Rides priced from \$900.00. THE FAMOUS TEEN-AGER

CARRY-US-ALL for as little as \$5,500.00. Time sales arranged for

and other Permanent Locations,

Get your share of BIG profits

with this modern money-making

Boat Ride. Loaded with appeal

SPRINGVILLE,

TUBS-0-FUN

48-PASSENGER

KIDDIE-ADULT RIDE

Be Prepared for Those Big Days Ahead With This Huge

Capacity Ride. Will Earn \$50.00 to \$60.00 Per Hour. Finest

Quality, Heavy Duty Construction. A \$4,500.00 Ride for

HAMPTON AMUSEMENT COMPANY

Portage de Sioux, Missouri

(Phone: Skyline 3833)

have added a portable grandstand with more than 300 chairs, which they designed and built themselves, the helicopter, a new mobile comfort station, and the first big top using airplane cable exclusively. A stake driver wagon with power winch equipment is

The few minor bugs in the building of the unique big top have been worked out and the Hunts are well satisfied. The show owners and the tent builder, Arthur Campfield, studied the structure in the gusty, drenching weather that hit here. Apart from the strength and usual storm guys, the top needed contraction.

vehicle inside and out, has done the show almost as much good as the helicopter, the Hunts say. Actually it has absolved countless little problems of sanitation encountered in the past and made a hit with the public, a known fact considerable space to this ap-

The performance is nicely paced with the three rings well populated in most of the 24 listed displays. The spec is well dressed and impressive with eight bulls and considerable ring stock to give it length and size.

the Hunts load them up with value trained camel, by Welby Cooke of mechanical displays from Eu- and household art exhibits plus and send them away happy. The performance is both colorful and horses, matched palominos. Walter shown at the Hall of Fame. It Dates are August 27-September 3. Jennier and his seal, Buddy, rank also will be busy, Sullivan said, interest of moppets and adults with the best acts of this kind. as a circus talent training location. alike from start to finish. Certainly The sea lion performs multiple the public gets its money's worth tricks flawlessly with a minimum opened in November. of coaxing and feeding.

Aerial Feature

Miss Aerialetta (Mrs. Jennier) presents a thrill-packed routine on the flying trapeze. Top stunt is a heel-foot catch on the cross bar from a standing position after the trapeze has attained full flight. The attractive lady works without nets or other safety devices.

Big act is the Bogino-Bostock troupe, riding and Risley, a smooth, standard big top presentation. Wire walkers Don Francisco and Bob Stanley give a nimble display of balancing and Capt. Roy Bush, among others, capably handles the show's elephant herd climaxing in a long mount.

The band, led by A. J. Ramirez with Stella Wirth at the organ and several former Ringling sidemen, is excellent.

Tanit Ikao is again the concert feature. The hypnotizer of animals is reported still very successful. altho she has been over the route several times. Top concert attendance on one day so far was 1,856 persons at 25 cents a head.

Gilligan Transport Chief

Show is traveling on 26 straight trouped with a number of shows, 17.-clown walk; Display 18.a colony of late model trailers, a by Lou Barton; Display 20.-

George Foster is concentrating on one hit a day for his banner department, prefering one big one -usually an automobile tie-in-to a dozen small ones.

Having found money plentiful in the industrial areas, the show will likely continue to route the same kind of territory with New York and New England to follow New Jersey.

The Program

presented by Welby Cooke, flanked Hamid & Son.

R-B PRESS TIX A-PLENTY: JUST BRING BOX TOP

NEW YORK, June 4 .-Altho the Ringling press staff is covering daily papers along the show route, weeklies are being supplied with press material by the Monroe Greenthal Advertising Agency here, which is handling ads for the Big One. It works this way: When the agency sends out its first ad for the weekly. included are a mat and a twopage press release written by the circus. The weekly's people are asked to show up on the lot, identify themselves, produce a clipping of the press story, and that will earn them two show tickets.

Hall of Fame Work Started Mobile Comfort Wagon The comfort station, a gleaming At Sarasota

SARASOTA, Fla., June 4.the Circus Hall of Fame were gravel and soil coverage will be Ella Bradna turning the first shovel- area. The ground is now being

the Hall of Fame, said a contract of the race track to conform to the for \$159,091 had been let for con- long-range plan. The stables will struction of buildings. Another be accessible from the Golden \$100,000 reportedly will be spent Grove Road following the move. in preparing the site, which is on the North Trail.

all-glass building to house the Two tect. Hemisphere bandwagon, which is scheduled to be donated by Dr. der canvas on the grounds. Plans Hemisphere bandwagon, which is New is the working of Sadie, a B. J. Palmer. A large collection include a flower show, handicraft

Plans call for the display to be

Sullivan has been director of the Museum of the American Circus, one of the State's Ringling museums, here for several years. In the new venture with him are C. A. Selby, Herbert J. Horn, Paul F. Thieland and Cody Fowler.

by Eddie Arvida and Ray Sinclair presenting ponies and monkeys; Display 3.-cloud swings; Miss Carla, Miss Joanne, Miss Emore; Display 4.-Three Aurelios, juggling, flanked by Louis and Diane hand balancing and Ronnie Rennes, hand balancing; Display 5.-Liberty horses presented by Welby Cooke; Display 6.-clown walk; Display 7 .- two dog acts presented by Ray Sinclair and the Stanleys; Display 8.-Miss Agnes and Miss Reggie on webs; Display 9.-Marsha Hunt working baby elephant Rahnee flanked by Capt. Roy Bush and Welby Cooke working single bulls; Display 10.-clown walk; Display 11.—Bogino-Bostock riding act; Display 12.-Don Francisco and Bob Stanley, wire walkers; Display 13.-Tanit Ikoa concert announcement; Display 14 .-Stallion worked by Welby Cooke; Display 15.-clown walk; Display and tractor trucks, all of which 16.-Louis and the Oliver Sisters, appear in excellent shape. Joe head balancing, flanked by Millie Gilligan, who broke in with the Mae and Diane, rolla-rolla and Hunts in 1923 and has since Miss Joanne, contortion; Display including King last year, is trans- Walter Jennier and the seal, portation superintendent. In all Buddy; Display 19.-five small elethere are 56 pieces of mobile phants worked by Capt. Roy equipment on the show, including Bush; three big elephants worked number of which are new this second concert announcement; Display 21.-Miss Aerialetta, flying trapeze, flanked by Eddie Arvida, trapeze, and Miss Lois, neck loop; Display 22.-Bogino Family, Risley; Display 23.-clown walk; Display 24.-riding school presented by Phil Wirth.

Albert and Judy Spiller, Spiller's Seals, have returned to their Tarpon Springs, Fla., headquarters after a successful winter season abroad. They are preparing equip-The program: Display 1.—spec; ment before starting a tour of fairs Display 2.-Sadie, trained camel and celebrations for George A.

St. John, N. B., Starts Master Plan Program

10-Year Building Plan to Result In New Fairgrounds

ST. JOHN, N. B., June 4.-The Saint John Exhibition Association has launched a long-range fairgrounds improvement program that will end up with practically a newla out, D. R. Neal, manager, announced. The work will be spread over a 10-year period.

The plan calls for full development of the area, with construction of permanent buildings, roads and walks, extensive parking facilities, bus terminal and landscaping. Building will be grouped for the fullest possible convenience to exhibitors and the public.

Each building will be located according to the master plan and will be designed for all-year use and available for other purposes thruout the year.

A grading program is already Ground-breaking ceremonies for under way, and sanitary fill with staged here Tuesday (31), with used in the low-lying parts of the prepared for the early moving of John L. Sullivan, president of the harness race stables to the east

The master plan was drawn up by Gavlord R. Lewis, Findlay, O., The showplace will include an fairgrounds consultant and archi-



NEW PICTORIAL DESIGNS

For All Occasions .50 New Size 9x22 Card

Pictorial per 500-\$25.00 1000-\$45.00

OTHER SIZES-LOW PRICES

F.O.B. Phila.

Brilliant-Tint BUMPERETTES

250-\$12.50 1000-\$35.00 Other Sizes Bumperettes, Day-Glow
Special Designs at Low Prices.
SEND FOR CATALOGUE.

PRINTING COMPANY 1609 N.5 & ST. PHILA 22 PENNA union printers POPLAR 5.0526



OARC ... WHAT DOES IT MEAN FOR YOU?

Get the facts today on the trend to planned one-stop fun spots-Outdoor Amusement-Recreation Centers-to help fill the amusement needs of America . . . Attach this ad to your company letterhead for your free copy of Billboard's special reprint booklet on OARC potential.

The Billboard, OARC Reprint 2160 Patterson Street

Cincinnati 22, Ohio

MONTICELLO, IOWA PARKER AMUSEMENT CO. ROLL or FOLDED 10M \$12.60 - ADDITIONAL TOM'S SAME ORDER, \$2.60 CASH WITH ORDER PRICES ---Above prices for any wording, change of color only, add \$1.50. Each change of wording and color add \$5.00, For Must be even multiples of 10,000 tickets of a kind and color, STOCK HOLL WELDON, WILLIAMS & LICK 1 ROLL \$1.50 EACH ADDITIONAL ROLL SAME URDER AT 75c PER ROLL FORT SMITH, ARKANSAS Tickets Subject to fed. Tax Must Show frame of Place, Extintioned price, Tax and Total, Must be Contestatively frambered train 2 up of Som your Last Municipe.

Frog Jubilee **Turnout Dips** 300 Under '54

ANGELS CAMP, Calif., June 4. -A new Saturday night attendance record of 5,200 was set here at the Calaveras County Fair and Jumping Frog Jubilee, which closed its annual four-day run Sunday night (22) with a total count of 23,700, about 300 under 1954. The event was well paced entertainment-wise with the closing day highlight being the firing of two high-powered rockets and two simulated atomic bombs as an Air Force bomber flew low to add combat realism.

for \$1,000 in top money and the atomic bomb display were features Plans Fall Run of the closing afternoon. A Stockton entry, Tule Pete, won the frog jump with a distance of 15 feet 5 inches, endangering the 16 feet 10-inch all time record.

The rockets and simulated bombs were good companion publicity material with the frog jump. The Ted Chapeau, of radio Station display, along with the expanded WMBR, named president. Tenta-Saturday night fireworks presentive dates are November 9-18. tation, was handled by Felix Grucci, of the Suffolk Fireworks Company, Bellport, N. Y.

A commentary on the devastating effects of the A-bomb was given before the firing of the first bomb at 5 o'clock in the afternoon. The set-up was atop a hill away from the fairgrounds because of the concussion produced by the bombs. High winds shortened the duration of the mushroom-shaped smoke pattern. Carl T. Mills, secretary-manager of the fair, said that the explosions were definitely Georgetown, III., a feature, particularly for the simulated attack with a bomber flying To Erect 4 Bldgs. low as if dropping the missle.

· Live Talent

Using the policy of a one-pay gate with \$1 admission, the fair The Georgetown Agricultural Fair offered the Don Cossacks, a group Association will erect three permaof Russian singers and dancers, on nent buildings on its new grounds Friday night. Saturday's program here and has completed plans for included Bill McGaw's Tourna- a fourth structure. The new ground ment of Thrills in the afternoon is just east of City park. and a vaudeville show in the evening. An expanded fireworks show, also staged by Suffolk, followed the stage presentation. It was produced and staged by Isabelle Whall beef and dairy cattle barn, 150 by of Fun Unlimited, San Francisco. Acts included Tony LaRue, xylo-phonist; Matt and Matty King, (Continued on page 63)



ENGINES

Parts and Service

Used Generator Sets, all A.C. Kohler 1 Kw., Kato 10 Kw., Diesel 18 Kw., Le Roi 25 & 31 Kw. We ship anywhere sudden service, try us; day or nite.

HAFER ENGINE CO. Reed City, Mich.



138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED - ASK PRICES Dept. 1140 BROADWAY (275t) N.Y. - MU 3-4834

KIDS, ANIMALS CALLED KEY TO PHOTO SUCCESS

SOUTH WEYMOUTH, Mass., June 4.-Include children and animals in publicity pictures, Eastern Massachusetts fairmen were informed at their annual get-together last week, and the photos will stand a vastly better chance of being picked up by area newspapers. Charles Callanan, of the Brockton Enterprise, also suggested that press releases should lead off with names of local people and include several one-paragraph items. "Emphasize not the fair or attractions," he suggested, "but the people connected with them.

The jumping frog competitions New Florida Event In Jacksonville

JACKSONVILLE, Fla., June 4 Organization of the Greater Jacksonville Fair Association, Inc., was finalized here Tuesday (31) with Ted Chapeau, of radio Station

The fair is to be staged in the Gator Bowl with industrial exhibits under the stands and farm displays and a midway outside the stadium. Admission will be 50 cents for sections. adults and 25 cents for children.

funds for the care and treatment of blind children under school age. Other officers include James E. Gorman, vice-president; S. E. Lorimier, secretary, and J. L. Whittle, treasurer.

On New Fairgrounds

GEORGETOWN, Ill., June 4.-

Financed by \$38,000 in State aid, the new buildings will include a home economics and general exhibit building, 150 by 50 feet; a 52 feet, and a hog and sheep barn, 40 by 150 feet. The fourth will be a 20 by 20-foot restroom building.

The fair board is mulling plans for opening a day earlier than scheduled with a parade on Au-

Polack Hosts Club; PCSA Treat Show

LOS ANGELES, June 4.-Polack Bros.' Circus and the Pacific Coast Showmen's Association were the guests of each other here Monday and Tuesday nights (30-31).

On Decoration Day members of the PCSA and its auxiliary were guests of the Polack show's management for the opening evening performance at Shrine Auditorium. About 150 members attended.

The following night a party was staged in the clubrooms for the show's personnel following the night performance. With about 75 guests attending, a buffet supper was served. The club's committee included Harry Seber, Newton Stone, Ben Beno, E. J. Rose and Tom Condron.

Placerville, Calif. Ups Premiums \$4,257

PLACERVILLE, Calif., June 4. -The El Dorado County Fair here will offer \$30,974.50, an increase of \$4,257 over last year, in premiums during its three-day run starting August 19, Guy W. Davenport, manager, said.

The premium list offers \$25,802 in awards from State funds, and \$5,172.50 from county funds. A new classification is being added for exhibits by Future Farmers of America members. Awards in this division total \$1,176.

Philly Circus Date Is Okay Despite Big Top Gate Dip

unique Philadelphia circus date at least that time. wound up good for everyone last Saturday (28), spokesman John Quinn reported. Quinn and his partners, Jack Essner and attorney Sam Moonblatt, control the date date call for the circus to receive by virtue of holding a lease on the the lot free and for Quinn and his property, a play site operated by the Lighthouse, a group which aids first-class recreational status as the blind.

Attendance at the Ringling Circus, which is the principal drawing magnet at the Erie Avenue lot, was reported off from last year but the claim was made that business remained on a par with last year for the operators of some 82 midway units which were set up in front of the circus midway and main entrance.

Poor weather marred the opening but the weather for the remainder of the week's run was on the warm side and the midway operating pace picked up considerably. The play on closing Saturday was reported very big with all units reaping a harvest.

Circus Yields for Lot

circus sets up behind an extensive emergency power plant for the fairmidway operation, was started last grounds was discussed. year. The Big Show accepted the arrangement because of location of the lot, which it could not duplicate thru its own efforts, adjacent to the city's better mass residential

Space was sold at a straight \$20 Organization was formed to raise a front foot-a fee comparable to the charge exacted at the nation's Shrine Date Wins best fairs. The real estate was in such demand that the saturation point of sales was reported reached early this winter in Florida.

Altho circus attendance was off from last year, Quinn said no comtinued again next year. Ouinn and 90-page advertising program. his partners hold a five-year lease on the property for this purpose group has voted to hold the circus and so it is possible that the ar- again next year.

PHILADELPHIA, June 4.—The rangement could be continued for

Immediately after the closing the extensive job of repairing the play fields was begun. Arrangements in connection with the staging of the associates to return the area to its soon as possible.

Edmonton Ex To Install Vapor Lights

EDMONTON, Alta., June 4.-A mercury-vapor lighting system to cost \$6,000 will be installed in some areas of the Edmonton exhibition grounds. Several new poles will also be installed.

Fred Miller, assistant manager of the association, told exhibition directors the present lighting system The unusual setup, in which the was obsolete. Purchase of an

> A \$16,000 contract for the painting of exhibition buildings was awarded. The roofs of several buildings will be repaired.

Springfield, Mass.,

SPRINGFIELD, Mass., June 4. -Melha Temple successfully revived its Shrine circus last week by drawing four capacity houses to the 7,000-seat Eastern States Coliplaints had been registered with seum. Members cashed in on him, allowing for the assumption an extensive radio-TV advertising that arrangement would be con- campaign and also produced a

Potentate Fred Conkey said the

Hospitality

CINCINNATI, OHIO

Convenient to All Activities -Business, Shopping, Theatres, and Points of Interest . . . Crystal Dining Room Serving Wonderful Food . . . Radio . . . Television . . . 700 Rooms . . . From \$4.00 up.

Joseph Massaglia, Jr. President John Scheibly, Manager Other MASSAGLIA Hotels



World-famed hotels-Teletype service—Family Plan

The Most Beautiful

Courses

Built in America, are Constructed by

ARLAND

444 Brooklyn Ave. New Hyde Park, N. Y. In 43 States, the Caribbean and Overseas.

A new Holmes Cook creation for 15,000 sq. ft. area. Low cost includes all precut lumber for basic 18 holes, supervision, staking out and leveling, water hole, bridge, plans for future development. Look ahead. Inquire now by phone or wire. Plaza 7-3552.

HOLMES COOK MINIATURE GOLF CO.

631 Tenth Ave. New York 36

LAST CALL

Forms for the BIG 45th ANNUAL

SUMMER SPECIAL

DATED JUNE 25 WILL CLOSE



WEDNESDAY JUNE 15

If you have not already sent us YOUR advertising instructions, do so immediately . . . authorize us to repeat a previous ad. In either case . . .

IT TODAY!

2160 Patterson Street DUnbar 6450

188 West Randolph St. CEntral 6-8761

1564 Broadway PLaza 7-2800

390 Arcade Bldg. CHestnut 1-0443

CINCINNATI 22, OHIO CHICAGO 1, ILLINOIS NEW YORK 36, N. Y. ST. LOUIS 1, MO. HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOllywood 9-5831

"The butterlike flavor of is unequalled in the popping oil field!"

GENERAL OUTDOOR

says Mr. Francis Barnidge . . . President of the Prunty Seed & Grain Co., St. Louis, Mo. Owned and operated by the same family for 81 years, this company is widely known in theatre, carnival and concession fields.

Mr. Barnidge says, "Corn popped in POPSIT PLUS has the taste of butter in every mouthful. It's a unique oil that has almost revolutionized the popcorn field. Now carnivals, concessionaires and theatre operators who don't have 'that popcorn with the butterlike flavor' simply are not doing as well as they could - in sales and profits!"

POPSIT PLUS is actually more economical to use in the long run because it leaves fewer duds in the bottom of your popper. And because it's always liquid, it's easier to pour and measure.

Outdoor operators also use POPSIT PLUS for all their frying - hamburgers, french fries, seafood and chicken.

Make the switch to POPSIT PLUS. Try it for just one week. You'll quickly make it your one and only popping and frying oil.



mode by C. F. Simonin's Sons, Inc., Phila. 34, Pa.









Los Angeles 21, Calif. Pittsburgh 1, Pa.

CONCESSION SUPPLY CATALOGUE

Our 1955 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days, we will gladly send a copy upon request.

COTTON CANDY COOK HOUSES POPCORN CANDY APPLES SNO-CONES

If you operate any of these stands, be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money-saving prices and the fastest service in the business.

GOLD MEDAL PRODUCTS CO. CINCINNATI 2, OHIO 318 E. THIRD ST.

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"



AUDITORIUMS-ARENAS

Milw. Arena Points Way to Yule Bookings: Shop Early

By TOM PARKINSON

It's Christmas shopping time in the arena business. Time, that is, to start contacting business and industrial groups with a view to booking holiday par-

This is the view of Elmer Krahn, manager of the Milwaukee Auditorium & Arena. Krahn is one of the fortunate ones whose "shopping" is done early. Since Milwaukee began to concentrate on booking industrial groups for the otherwise slack Christmas season, it has worked up a roster of about a dozen regulars who now set dates for yule events a year in advance.

Krahn points out that it took only about two seasons for the Milwaukee set-up to reach a "permanent" status. In that time, the industry groups decided they liked the idea and they began budgeting it as an annual item. In the same period, the building management was able to select those that showed promise cf being reg-

All arenas can get into the Christmas party business the same way, Krahn feels. This is particularly true of those buildings which have catering service to supply meals or refreshments. Milwaukee contracts require use of building catering service.

Most building managers find that December is a slack time for bookings by shows and other events. That is what prompted Milwaukee to move into the party business for that month. The idea converted a liability into an asset.

Krahn recalls that when they found soliciting necessary they did it in September. But he is definite now in stating that June and July is a better time for starting, and none too early.

In some cases, industrial management itself is the puyer, and usually the negotiations are with

the firm's public relations man. In other instances, the dealing is with union officials. And in still others the man to sell on the idea is the one in charge of the company's employee recreation association.

Most companies will want weekend time. That limits the number that can be booked, but many arenas will find that they can handle more than one at a time thru use of large and small halls in the structure. Krahn finds that the season starts about December 5 and runs thru January 2, since some events can be booked between Christmas and New Year': Day. That allow, about four weekends for the major events.

In Milwaukee the major ones include the Schlitz Brewery employees, who turn out 6,000 strong, and Allis Chalmers foremen, who have about 7,000 at their party. One of the smaller ones is a trucking company, which has 1,200 guests.

What the buyers want varies considerably. It may be an afternoon party for youngsters as well as parents. There will be refreshments to serve and maybe a meal. One Milwaukee event calls for the building's setcing up a dance floor for evening activities while the guests are in another hall for a grabbag feature. Sponsors supply the gifts, but buildings usually supply foods and decorations. Milwaukee also leaves entertainment plans in the hands of the host group. Several buy a package show of professional entertainment, while others use home talent, contests and group activities.

In all cases, the idea should not only prove to be an effective way to keep a building busy in an 'impossible" time but also turn into a block of repeat business that goes on the books almost automatically and with a minimun, of effort after the initial years.

BEARS, STOCK TO ADD

Hagen Bros. Pleases With Talent, Layout

By TOM PARKINSON

ARLINGTON HEIGHTS, Ill., June 4.-Hagen Bros.' Circus performance makes a pleasing appearance and provides a good offering aimed especially at youngsters. The show has been enjoying good business in Wisconsin and Illinois stands, including this Chicago suburban spot where it appeared Saturday (21).

and some other turns now on loan globe. to Clyde Bros. These will be back later, and meanwhile Hagen is

props, fresh and colorful wardrobe, Liberty horses which show up well clean plumes and other flash. The clowns, lead by Buzzie Potts, are notable for good wardrobe and full, neat make-up.

Dinglers Start

Then comes a dual display, with is good morale on the show, with the Ray Christy wire act at one Bob Couls serving as manager of side and Ralph and Dorothy in a the Howard Suesz operation. juggling number using a counterbalanced ladder rigging. Hartnett rides a dressage horse well.

their hand stand on a high perch poses, in action.

to the forehead. Clowns follow.

The Juggling Dukes (5) fill the center ring with flying objects and include two-high acrobatics for good measure. They have plenty to offer and make a good familyact appearance.

The comedy mule act is novel and generally worth the extended time, and earns some laughs. The Jolly Dukes (2) work Roman rings The show currently is short a to good results while the Christys Liberty act, new caged bear act (2) perform well with a rolling

Near Layout

The two Navarros return, this maintaining a strong performance. time for comedy boxing. Harnett follows with six black and white and please the crowd. It is fast and well routined. Webs come on. Then Patty Couls performs the elephant act.

Hagen Bros. has new canvas that Bill Hartnett is equestrian direc- looks good despite early mud and tor and first whistles a spec into a blowdown in Texas. Inside, the the top. The Dingler ground bar impression is one of neatness and act, with Red Dingler and Cal color, with help from red canvas Townsend, is good flash and en- seat ends and trim, plus red canvas tertainment for starting the ring rings at the sides of the curbed activity. In quick order come a center ring. Trucks are being reclown firecracker gag, four-pony painted now, adding to the show's drill and swinging ladder number. general good set-up for suburbs Beverly Hartnett works dogs. and moderate sized towns. There

Paul Little of the Pepsi-Cola The Dingler trampoline act is Company visited Hunt Bros.' Circus strong, with a two-and-a-half som- at Princeton, N. J. He caught the ersault. At the same time, the Na- matinee and also observed the helivarro Brothers (2) win applause for copter, used for advertising pur-

Ice Shaver



A Style and Size for Every Need Write for full particulars

CLAWSON MACHINE CO., INC. P. O. Box 5 Flagtown, N. J.



WRITE FOR FREE INFORMATION GENERAL EQUIPMENT SALES, INC. 1348 STADIUM DRIVE-INDIANAPOLIS, IND.

DRINK DISPENSERS POPCORN MACHINES PEANUT ROASTERS **GRILLS & FRYERS** FLOSS MACHINES **SNOW SHAVERS GOLD MEDAL PRODUCTS**

ROY SMITH CO.

365 Park St., Jacksonville 1207 19th St., Tampa

MAKE \$100.00 A DAY



Floss Our PERFEC-TION is just that -Precision built spinnerhead, volt meter, rheostat. No vibration. FREE parts. Write today for

On Candy

free literature. ELECTRIC CANDY FLOSS MACHINE CO. Nashville 4, Tenn. 726 Benton Ave.



STEADY SUPPLY IMMEDIATE SHIPMENT

(Hot-Dog-on-a-Stick)

Scientifically blended with spices. Packed 40 lbs. to the case (8-5 lb. bags), \$16.00. Also Sticks and Bags at a minimum cost. Special price on Deep Fat Fryers with thermostat controls. All prices F.O.B. 1/4 CASH WITH ORDER, BALANCE C.O.D. PHONE, WIRE OR

National Industries, Inc. WALLACE, N. C. **PHONE 290-1**

... with Audited Paid Circulation to match!

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Alamo Expo.: Raton, N. M.; Colorado Springs, Colo., 13-18. American Beauty: Keokuk, Is.; Oskaloosa

Am. of America: Monsey, N. Y. Am. Co. of America: East St. Louis, Ill. Badger State: South International Palls,

Baker United: Crawfordsville, Ind.; Indianapolts 13-18. Beam's Attrs.: Windber, Pa.; Reynoldsville 13-18.

13-18. Bee's Old Reliable: Wayland, Ky.

14-19. Blue Grass: Fort Wayne, Ind.

Blue Valley: Belton, Mo., 9-11. Bogle, F. C.: Wichita, Kan. Borderland: Iraan, Tex. Briggs, A. R.: Lafayette, O.; Cadiz 13-18. Brodbeck & Schrader: Rapid City, S. D. Buck, O. C.: Watertown, N. Y. Burdick's Greater: Lampasas, Tex.; Brenham 13-19.

Burke, Harry: Lafayette, La. Burkhart: Westmont, Ill.; Cortland 14-19. Byers Bros.: Cedar Falls, Ia. Capital City: Gallatin, Tenn. Carpenter Bros.: Holland, O., 10-12, Caravella Am .: Mercer, Pa .; Three Springs

Carroll's Greater: Odessa, Minn., 6-8; Abercrombie, N. D., 9-11; Casselton 13-15; Finley 16-18. Catlett Greater: Muncle, Kan., 13-18. Central States: Yankton, S. D. Cetlin & Wilson: (Fair) Ambridge, Pa. Chanos, Jimmie: Dayton, O. Cherokee Am.: Chanute, Kan. Collins, Wm. T.: Fargo, N. D., 13-18. Continental: Caledonia, N. Y. County Fair: Hasting, Neb., 6-8; O'Neil

Crafts Expo.: Livermore, Calif., 8-12. Craft's 20 Big: San Fernando, Calif. Cross Road Am. Co.: Diamondale, Mich.,

Davis Am. Co.: Sutherlin, Ore., 7-12; Oakridge 14-19, De Gaynor's Kiddieland: Cuba City, Wis.,

10-12; Sauk City 17-19. Del Flore Am.: Negley, O. Dickson United: Stroud, Okla. Down River Am. Co.: Belleville, Mich., 7-

12; Plymouth 14-18. Drago Am., No. 1: Wabash, Ind. Drago Am., No. 2: Gaston, Ind. Drew, James H.: Buckhannon, W. Va. Dudley, D. S.: Altus, Okla.; Borger, Tex., 13-18.

Dumont: Kingston, Tenn. Dyer's Greater: Benton, Ill. Ladd 15-20. Eastern Am. Co.: Mexico, Me. Eddie's Expo.: Elsworth, Pa.; Donora 13-18. Emshoff: Richland Center, Wis., 10-12; Edgerton 16-19.

Evans United: Savannah, Mo. Fair & Expo.: Gainesboro, Tenn.; Tompkinsville, Ky., 13-18. Pairtime: Concord, Calif., 8-12; Richmond

Pidler United: St. Genevieve, Mo. Poley & Burk Combined: Colusa, Calif., 9-12 Frame's Greater: Columbus, Pa.; Busti. N. Y., 15-18. Franklin, Don: (3d & James) Kansas City

Franklin, Don. No. 2: (41 St. & Mission Rd.) Kansas City, Kan. G. & B.: Masontown, W. Va.; Friendsville, Ind., 13-18. Gallager Am. Co.: La Plata, Md.

Gem City: Maywood, Ill. Georgia Am. Co.: Fairburn, Ga. Glades Am. Co.: Harrisonburg, Va.; Stanley 14-17. Gladstone Expo.: Horse Cave, Ky.

Glass City: Bellville, O.; Wadsworth 14-18. Gold Bond: Winona, Minn. Gold Medal: Wheeling, W. Va. Gooding Am. Co., No. 1: Columbus, O. Gooding Am. Co., No. 2: Cleveland. Gooding Am. Co., No. 3: S. W. Greensburg,

Gooding Am. Co., No. 4: Cleveland. Gooding Am. Co., No. 5: Springfield, O. Gooding Am. Co., No. 6: Warren, O. Gooding Am. Co., No. 7: Oberlin, O. Gooding Am. Co., No. 8: Cleveland. Gooding Am. Co., No. 9: Martins Ferry, O. Gooding Am. Co., No. 10: Mount Vernon, O. Gooding Am. Co., No. 11: Columbus, O. Gopher State: Foxhome, Minn., 11-12; Hendricks 18-19.

Grand American: La Porte City, Ia., 6-8; Dumont 9-11; Boone 13-18. Grain Belt: St. Paul, Neb.; Grand Island

Greater Dixieland: (1500 Apache St.) Tulsa, Okla., 5-19.

-INSURANCE-

IDA E. COHEN

175 W. JACKSON BLVD. CHICAGO, ILLINOIS



CIRCUS - CARNIVAL

PARK - FAIR - THRILL SHOW - RODEO - RACES 24 SHEETS . PRINTED OR SEE SCRIMME

NYME CO. - - MASON CITY, IOWA

POPCORN—SNO-CONES—COTTON CANDY—CANDY APPLES and other Equipment and Supplies. Send for free catalog. VICTOR POPCORN SUPPLY CO.

Hale's Shows of Tomorrow: Kansas City, Kan., 6-15. Hannah's Am.: Trauger, Pa.; Isabella 13-18.

Hannum, Morris: Scranton, Pa. Happy Attrs.; Barberton, O.; Parma 13-18. Happyland: St. Louis, Mich. Harrison Greater: Warsaw, N. C. Heller's Acme: Nyack, N. Y .; West Patterson, N. J., 13-18. Heth, L. J.: Lewisburg, Tenn.

Hiawatha: (Central Ave. & McCord Rd.) Toledo, O.; Decatur, Ind., 13-18. Hill's Greater: Fremont, Neb. Holiday Am. Co.: Jerico Springs, Mo.; Lee's Summit 13-18.

Holly Am. Co.: Chambles. Ga. Hottle, Buff, No. 1: Benld, Ill. Hottle, Buff, No. 2: Westville, Ill., 9-18. Howard Bros .: Tarentum, Pa .: Fredericktown 13-18. Hugo's Novelty Expo.: Pleasant Hill, Mo.

Ideal Rides: Plainfield ,Ind. Becht, Lee: Miamisburg, O.; Loveland Imperial, No. 1: Niles, Mich.; Greencastle, Ind., 13-18.

Imperial, No. 2: Veedersburg, Ind.; Ro-chelle, Ill., 13-18. Belle City: Appleton, Wis., 9-12; (N. 29 chelle, Ill., 13-18.
& W. Capitol Dr.) Milwaukee 15-21.
Big Four: Jefferson, Wis., 8-12; Kenosha Johnny's United: Danville, Ky.; Richmond,

Va., 13-17. Kay Am. Co.: (Fair) Havre De Grace, Md. Key City: Harvey, Ill. Keyman: Harris, Ia., 7-8; Chandler, Minn.,

10-11; Rushmore 13-14; Flandreau, S. D., Kellogg, Robt. D.: Prankford, N. Y., 13-18. King Bros.: McLaughlin, S. D., 10-12; Hettinger, N. D., 17-19. King Shows. Ltd.: Smith Palls, Ont.; Pembroke 13-18. Leeright's Midway: Platteville. Colo., 9-11;

Johnstown 13-15; Grover 17-19. Lewis, Ted: (Third & Monroe) Hoboken, N. J. Lone Star: Plain City, O.: Covington 14-19. McKenna's Rides & Am.: Reedsburg, Wis., 7-9; North Fond du Lac 10-13; Barton

16-20. Marion Greater: Columbia. S. C. Manning, Ross: Hudson Falls, N. Y., 6-9 Marks, John H.: Syracuse, N. Y. M. D. Am .: Schuylkill Haven, Pa .; Cemen-

ton 13-18. Magic Empire: Rock Springs, Wyo. Meeker's: Aberdeen, Wash. Merriam's Midway: Belmond, Ia., 7-3; Denver 9-11; Fredericksburg 13-14; Preston, Minn., 16-18.

Merry Midway: Vandalia, Mo. Midway of Mirth: Taylor Springs, Ill. Mighty Hoosier State: Salem, Ind. Milliken Bros.: Stony Creek, Va. Moore's Modern: Oakley, Kan.; McCook, Neb., 13-18.

Moser-Rundle: Waucoma, Ia., 9-10; Cresco 14-15; Northwood 17-19. Motor State: Napoleon, O .: Waterville 13-Mound City, No. 2: Herculaneum, Mo.

Mullins Royal Pine: Madison, Me. Myers, Sonny: Clay Center, Kan. Nelson, Geo. W.: Glenwood, Ia., Minden 10-11; Ralston, Neb., 15-18, New England Am.: North Brookfield, Mass. Charlestown 13-18.

Nolan, No. 1: Fremont, O.: Lorain 13-18. Nolan, No. 2: Lectonia, O.; Tuscarawas 15-Northern Expo.: Williston, N. D.; Minot 13-18.

North Star: Winona, Minn.; Lake City 13-15: Waldorf 17-19. Norton's Rides, No. 1: Gillette, Wyo. Norton's Rides, No. 2: Elgin, N. D. Page Bros.: Shepardsville, Ky. Pan American: Williamsburg, Ky. Penn Premier: Adams, Mass. Playtime: Walpole, Mass.; Glouster 13-18 Powelson Greater: Uhrichsville, O.; Mount

Gilead 13-18. Prell's Broadway: Chester, Pa. Putska, A. H.: Round Lake, Ill., 9-12; Bensenville 15-19. Raines Am. Co.: Waldron, Ark.

Rainier: Enumciaw. Wash., 8-13; Gooseberry Point 15-20. Raley Bros.' Expo.: Columbia, N. C. Reid, King: Montreal. Reithoffer Blue: Eagleville, Pa., 8-18. Reithoffer, Uley: New Berlin, Pa.; Valley

View 13-18. Rocky Mountain Empire: Leadville, Colo. Rogers Bros.: Mayville, N. D., 6-8; Milnor 9-11; New Salem 13-15; Zap 16-18. Rohr's Modern Midway: Clifton, Ill. Rose City: Seymour, Mo. Royal American: Davenport, Ia.

Royal Expo.: Charleston, S. C. Royal Midwest: London, O.; Lawrenceburg. Ind., 13-18. Royal United: Taunton, Minn., 6-7; Marietta 8-9; Ortonville 10-12; Beardsley 13-14; Clarkfield 15-16; Paribault 17-19.

Schafer's Just for Fun: Pine Bluff, Ark. Shoemaker's Tri-State: Bloomsburg, Pa.; Espy 13-18. Slebrand Bros.: Grand Junction. Colo. Skerbeck Great Northern: Ontonagon, Mich.

Smith, Geo. Clyde: Tyrone, Pa.; Johnstown 13-18. Snapp Greater: Madison, Wis. Southern Valley: Magnolia, Ark. Star Am. Co.: Jacksonville, Ark. Stephens, C. A.: Abingdon, Va.

Stephen's, Otto: Melcher, Ia.; Unionville, Mo., 13-18. Stipe's: Rice Lake, Wis., 7-12. Strates, James E.: Watervliet, N. Y. Stumbo's Tri-State: Burlington, Kan. Sunset Am. Co.: Spring Valley, Minn., 9-12; Waconia 14-19.

Tassell, Barney: Quantico, Va. Tatham Bros.: Farmer City, Ill., 6-8; Morton 9-11. Fennessee Valley Am .: Middleport, O. (Pair) Hillsboro 13-18. Thomas, Art B.: Bridgewater, S. D., 6-8;

DeSmet 9-10; Redfield 13-15; Pierre 16-Thomas Joyland: Pairmont, W. Va.

Tidwell, T. J.: Ada, Okla. Tinsley, Johnny T.: Winston, N. C. Tip Top: Wausau, Wis., 8-12; Alma Center Tivoli: Holton, Kan. 20th Century: Fort Dodge, Ia.; Dubuque

13-18. United Expo.: South Beloit, Ill., 9-18. United States: Mullens, W. Va. Van Billiard, No. 1: Oxford, Pa. Van Billiard, No. 2: Minquindale (New

Castle), Del. Victory Expo.: Espanola, N. M.; Cortez, Colo., 14-19. Virginia Greater: Clayton, N. J.; Mount Holly 13-18.

Volunteer: Spring City, Tenn. Wade's Joyland: Deckerville, Mich.; Ubly 13-13 Wade, W. G.: Manistee, Mich.; Iron Moun-

tain 14-18. Wallace Bros.: Sterling, Ill. West Coast: Eureka, Calif.; Crescent City

West Coast Expo.: Pittsburg, Calif.; (Pair) San Carlos 14-19. Western: Port Orchard, Wash. Wilcox, Dick: Limestone, Me.; Presque

Wilson Famous: Silvis, Ill.; Rock Palls 13-18.

Wolfe Am.: Waverly, Va. World's Pinest: Winnipeg, Man. (West Kildonan); Winnipeg (St. James) 13-18. New Britain, Conn., 13-18.

211 W. 7th St. Richmond, Va. World of Pleasure: Toledo, O. Young, Monty: Roosevelt, Utah; Pleasant Grove 14-12.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Gould, Jay: Dawson, Minn., 7; Sisseton, S. D., 8-9; Garden City 10-12; Ipswich 13-14; Lidgerwood, N. D., 15-16; Erskine, Minn., 17-19; Green Bush 20-21; Wadena 22-23; Floodwood 24-26.

Hagen Bros.: Rockford, Ill., 7; Belvidere 8; Sycamore 9-10; Robbins 11. Hunt Bros.: Freehold, N. J., 7; Perth Amboy 8; Linden 9; Berkley Heights 10; Plainfield 11; Union 13; Madison 14; Boonton 15.

Kelly-Miller: Paxton, Ill., 7; Clinton 8; Havana 9; Bushnell 10; Monmouth 11; Mount Pleasant, Ia., 12. Kelly-Morris: Massillon, O., 8.

King Bros.-Cole Bros.; Chatham, Ont., 7; St. Thomas 8; Brantford 10. Mack, Fred J.: Tipp City, O., 7: Fairborn 8; Washington Court House 9; Columbus 10-11. Merchants Free: Russell, Kan., 7; Wakeeney 8; Oakley 9; Colby 10.

Mills Bros.: Union City, Ind., 7; Lima, O., 8; North Baltimore 9; Sandusky 10; Elyria 11; Willoughby 13; Niles 14; Beaver Falls, Pa., 15; New Kensington 16; McKeesport 17; Meridian 18; West Kittanning 20; Indiana 21; Johnstown 22; Somerset 23; Everett 24; Cumberland,

Packs, Tom: Jackson, Miss., 10-11; Cairo, Ill., 13; Herrin 14; Mount Vernon 15; Robinson 16; Belleville 17; Evansville, Ind., 18-19; Cape Girardeau, Mo., 20; Nashville, Tenn., 22-25.

Polack Bros.' Eastern: Idaho Palls, Idaho, 7-8; Las Vegas, Nev., 11-13; Twin Pulls, Idaho, 17-18. Polack Bros.' Western: Bakersfield, Calif... 9-11; Tulare 13-14; Fresno 15-18; Salinas 21-22; Monterey 24-25.

Ring Bros.: Oakland, Md., 7; Keyser, W. Va., 8; Fort Ashby 9; Paw Paw 10; Berkeley Springs 11. Ringling Bros. and Barnum & Bailey: Bridgeton, N. J., 7; Red Bank 5; New-

ark 9-10; East Paterson 11. Tatham Bros.: Farmer City, Ill., 7-8; Morton 9-11; Atlanta 13-15; Mason City 16-18. Von Bros.: West Nanticoke, Pa., 7; Noxen 8: Clarks Summit 9; West Pittston 10; Olyphant 13; Forest City 14. Ward-Bell: Bend, Ore., 7; The Dalles 8-9; Pasco, Wash., 10-11; Colfax 13-14.

Miscellaneous

Grand Ole Opry Tent Show: Wellsville, N. Y., 7; Hornell 8; Bath 9; Elmira 10; Owego 11.

O'Day, Marie, Palace Car; Cave City, Ky .. 7; Russell Springs 8-9; Somerset 10-11; Manchester 13.

Ice Shows

Holiday on Ice, International, No. Genoa, Italy, 7-19; Rome 21-July 17.

Hamid-Morton Scores in Que.

QUEBEC, June 4. - Hamid-Morton Circus opened at the Coliseum here Sunday (22) with a full house of 10,000. Business was big thruout the run, according to Omer Kenyon, general representative. The show closed here Thursday (26) and moved to Chicoutimi, Que., for May 28-29. Both engagements are promoted by Napoleon

Ben Davenport Show In Tornado Area

BUFFALO, Okla., June 4.-Ben Davenport's Merchants' Free Circus drew about 1,000 persons here Tuesday (31) under auspices of the Chamber of Commerce. Tornado warnings were sounded at 2 and 10 p.m., and high winds reached 45 m.p.h. in the evening. Steam calliope played two concerts. Local reaction to the show was good.

Detroit Renames 3 Board Members

DETROIT, June 4.—Three members of the board of managers of the Michigan State Fair were reappointed Wednesday (1) by Gov. G. Mennen Williams for four-year terms. Reappointed were Charles Wartman, Detroit; Harold Zorlen, Allenton, and Peter L. Buback, Detroit.

Saskatoon Posts Record 28G List

SASKATOON, Sask., June 4.-The Saskatoon Exhibition has turned out its largest prize list, with awards totaling \$28,000. World of Mirth: New Brunswick, N. J.; With the fair featuring two big livestock shows this year, prize money has been upped consideraoly.

ROAD BIZ OFF

R-B Nosedive Recorded in Philadelphia

PHILADELPHIA, June 4.—The Ringling one-week date here was a big disappointment to the front office last week. Altho advance ticket sales for the Monday thru Saturday (23-28) engagement were very big, box office business was

Opening matinee was a Cimbels sell-out, but that night it poured and turned the lot into a quagmire with attendance being very bad. Half-houses were recorded on Tuesday and business stayed poor thru the week.

Friday-Saturday holiday business was bad. Newspaper and radio-TV advertising were in heavy proportions in keeping with the announced policy, but downtown and suburban Philadelphia were bare

The Erie Avenue and G Street lot was well located for auto and public transportation. The Big One was situated some hundred yards or more from the single entrance to the lot, with the in-between space turned into a midway. The promoters who control the lot gave it free to the show and sold midway space for rides and concessions.

The Baltimore and Washington under-canvas dates were also below expectations. Allentown last week produced 11,000 of a possible 18,000 for two shows.

Labor for loading and unloading the trains is reportedly scarce this season but there were no difficulties in making the show times during the early Pennsylvania



TENTS ALL SIZES ALL TYPES

Well Made for Over 75 Years

Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

IMMEDIATE DELIVERY "SID" T. JESSOP—GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO. 2315-21 W. Huron CHICAGO 12 Chicago's Big Tent House Since 1870

516-518 EAST 18th ST. Kansas City 6, Missouri Phone: Harrison 3026

HARRY SOMMERVILLE

"CHAMPION" DEMOUNTABLE TUBULAR STEEL TENT FRAMES

Sizes and Styles for Every Outdoor Purpose-Shows, Carnivals, Fairs, Concessions, Refreshment Booths, Etc.

No lumber, no construction costs. Strong, rigid framework of rust-proof steel tubing. Hinged construction makes it easy to erect while standing on the ground - no step-ledder needed. Write today.

TURNER EQUIPMENT COMPANY 432 St. Aubin Ave. Detroit 7, Mich.



BERNIE MENDELSON

Phone: ARdmore 1-1300



SEND FOR QUOTATIONS

4862 N. CLARK ST.

POWERS TENTS

with heavy sail thread. Largest manufacturer of show tents in the East. Write for prices

Tents well reinforced, 12.63 oz.

army duck. Vivatex treated. Sewed

CHICAGO 40, ILL.

Powers & Co. 5929 Woodland Ave.
Philadelphia, Pa.

TENTS

Concessions Cookhouse Merry-Go-Round Caterpillar Tops and Big Tops
Flashy Trimmings Any Color All Sizes Flameproof or Regular
Tarpaulins, Truck Covers, Drop Cloths All Sizes Immediate Delivery.
Write Wire Phone

ACE CANVAS CORPORATION JERSEY CITY 2, N. J.

103 GREENE STREET DElaware 2-6893 JIMMY GUASTAMACCHIO

100,000 \$33.00

TICKETS ROLL, MACHINE FOLDED PRINTED TO ORDER 10M \$12.30-20M \$14.60

Cash with order prices.

50M \$21.50 Price change — \$3.00. Color change — \$1.00. Stock Roll Tickets, 60¢ single—\$1.20 double. Collinsville, Illinois DALY TICKET COMPANY

Now is the time to get them ordered to be ready for the 4th of July and the Fairs. Concession Tops, Swing Tops, Show Tents, Ferris Wheel Seat Covers, Octopus Covers, Side Wall, etc.

ROGERS TENT & AWNING CO. FREMONT, NEBRASKA

Copyrighted material

CEDAR POINT SPA MAPS BIG SEASON

Resort Opens With Two New Rides, Cannon; Books Fireworks, Name Bands, Free Acts

Rain, wind and cool weather to fill in the open spots. greeted the pre-season opening of | Having opened the season with this Lake Erie resort over the a bang from the Great Wilno's can-Decoration Day weekend. Satur- non, E. S. Starr, park manager, day (28) brought forth several promises double-barreled noise and downpours of rain. High winds excitement on the nights of July held forth on Sunday, and Monday 3 and 4 when he sets off firewas cool and overcast. But despite works on the beach. Joe Santi the weather fairly good crowds will have small power boats availwere on hand to initiate the new able. The Chans (Matura), mentalseason.

The midway, beach and pienic facilities will again be open for this weekend (4-5), with the Breakers Hotel, cafeteria and main dining room slated to open Saturday set to bring in their combined band (11) and remain available to the public thru Labor Day. The new season finds two new rides in operation, a Rolloplane and a Great for Saturday (4) while Bob Mont-Western Express.

The Great Western Express is a Jeep fixed up to look a little like an old-time locomotive and pulls two open passenger cars. The "express" meets people arriving from Sandusky by ferry and transports them past the midway, bathhouse, dining rooms and back to the ferry dock over a different route. Several stops are made along the way to take on or discharge passengers. First three days of operation brought good patronage, especially from moppets and older people who would rather not walk the half mile from the lake beach to the ferry dock.

Wilno Act Opens

The Great Wilno opened the free attraction season, which has been greatly expanded this season. D. M. Schneider, general manager, said that some type of free act will be used nearly every week this season. Wilno's cannonball act was used over Decoration Day and again this weekend (4-5). Casey, the home-run-hitting hen, is set for several appearances daily June 11 thru July 9.

Ferguson's Society Circus, dogs and ponies, is set for the week of June 18-24. Otto Graham, the Cleveland Brown's retired quarterback, is due to be on hand June 18 for Esmond Dairy Day. Graham will give out autographs and pass the pigskin around the beach where the late Knute Rockne and Gus Dorias perfected the forward pass for Notre Dame years ago while they were both employed at the

The Aerial Earls are due July 11-17, followed by Capt. Albert Spillers' three seals, July 18-24. Josef Smiley and Company will present a magic show July 25-31. The week of August 8-14 will find Hodgini's Canines holding forth. Allen and Company, Swedish aerialists, are set for August 15-21, while Bob Johnson, acrobat and one-finger balancer, will be on hand August 22-28. Contracts are being

Oklahoma City Registers 15% **Business Hike**

OKLAHOMA CITY, June 4.-Excellent business has been run up by Spring Lake Park here, reports Manager Roy Staton. The spot opened April 22 and has been playing to business 15 per cent ahead of last year. Staton pointed out that 1954 was a record breaker for the park.

Over the Decoration Day weekend, he said, the park did fine business, altho weather was not good. Two free acts were used. Staton said that big rains have re- chestra were in support. the season's prospects good.

CEDAR POINT, O., June 4.- awaited from a couple of other acts

ists, are again on the midway.

Charlie Spivak will be the first name band in the Crystal Ballroom, playing a one-nighter June 18. Tommy and Jimmy Dorsey are June 30 and Johnnie Long, will be along July 4. Other bands are yet to be named. Bus Widmer is set gomery and his band are set for Sunday night (5).

The Kentucky Colonels will play for free straight and mountain dancing each Sunday, Tuesday, room. Free movies will be offered business. at the same spot each Monday night, a policy of several years to be money in the pockets of standing. The Rhythmaires, a local trio, will play at the Tavern Terrace patio after the hotel opens.

Outings Build Indian Point Opening Week

PEEKSKILL, N. Y., June 4.-Good outings, including many of a repeat nature, dotted the opening week of Indian Point Park, Hudson River shore spot near here. Success of the spot, located some 40 miles from New York, hinges mainly on the success of booking efforts. Operator E. D. Kelmans reports interest keen and prospects bright.

Booking efforts were considerably handicapped this year due to the flood of publicity announcing the acquisition of the property by the Consolidated Edison Company as a location for a proposed atomic generating plant. George Tiplady, working out of the spot's New York offices, said the mailing of promotional literature was stepped up to counteract the adverse effect of the utility company's releases.

The park will operate thru this season and probably next. Meanwhile Kelmans has several sites in the New York area in mind for the transferring of all units and the creation of a new funspot.

The holiday period was reported good altho the weather was threatening at times and the forecasts were not particularly good. The forecasts can be almost as important to this funspot as the weather itself since picnicking is the primary appeal.

Spot is a regular stop for the Hudson River Day Line.

Kansas City's Wildwood Lake Shows Begin Opens Strong

KANSAS CITY, Mo., June 4.-Favored by perfect weather, Wildwood Lakes, amusement resort east of Kansas City, opened its season with capacity crowds last week.

Dorothy Collins, television singing star, was here for a two-day engagement, swelling the gate. Larry Phillips and his 10-piece or-

duties.

SAT. EVE. POST SPOTS ELITCH

DENVER, June 4.-Jack and Bud Gurtler, operators of Elitch Gardens here, are spotlighted by an article in the June 11 issue of The Saturday Evening Post.

The yarn says Elitch drew 750,000 people who spent \$1,500,000 last season. The feature, "Garden of Fun," declares the Curtlers discovered "that in the public mind 12 cents is a less significant part of a dollar than a dime, but at the banks it is worth 20 per cent more."

Weather Lashes **Holiday Business** At Summit Beach

AKRON, June 4.-Summit Beach Park here experienced the worst Wednesday, Thursday and Friday opening days in memory of the night, starting June 12. The management, Manager Ed Palmer Colonels will play at the Coliseum's reported. Cold weather and rain lower floor below the main ball- were given all the blame for poor

Palmer said that there seemed those who braved the weather, and that per capita spending was up, giving promise to the season.

But for the holiday weekend the picture was grim. Friday (27), season's opener, was rained out and cold. On Saturday the park offered fireworks and free acts. Sunday was cold and overcast, with the attendance down in proportion.
But Palmer said that spending was But Palmer said that spending was good for the number of people on

Decoration Day business was rained out from 5:30 p.m. to closing time, he said.

Jersey B'walk Flashers Held Legal Usage

ATLANTIC CITY, June 4.-Boardwalk flasher games as presently operated are legal in view of the latest court decisions, according to Police Chief Jerry Sullivan. He based his opinion on a report by detective Don Rochford after inspecting 11 flashers.

of skill and therefore legal.

tained numbers or other designa- for a day at the park. tions ranging from 7 to 120 with players free to start and stop the flasher operation.

At White City

WORCESTER, Mass., June 4.-Mickey Sullivan and his band opened Saturday night (28) at White City Park for dancing and free act support. The crew will play seven nights weekly, plus three matinees.

Godfrey troupe.

Indiana Parks Blanked By Weather on Holiday

bing from the weather over the 1954 figures. Decoration Day weekend. There were some bright spots, generally is a slow time for Riverside Park this season. But cold, rainy on its Speedway at that time. weather slowed holiday business itself.

Company, said business was slow because of disagreeable weather thruout the weekend.

Buck Lake Ranch, Angola, that Sunday (29) promised to be a big day until rain moved in at 4 p.m.

Cold north wind

Prove Popular and threatening weather blacked out Monday, putting the park some 30 per cent behind las: year's score.

From Indiana Beach, Monticello, Tom Spackman said the Stan Kenton orchestra was in on Saturday (28) and drew 1,935 paid admissions at \$2 each, setting a fouryear record. The band received more than \$2,000, going well into the percentage bracket.

However, Spackman said that intermittent rain and cold Friday, Saturday, Sunday and Monday

Detroit Island **Funspot Opens**;

DETROIT, June 4. - Bob Lo usual Decoration Day opening to reported. take advantage of the weekend.

The park is operated by the Browning family, with Harold Corry as manager. Several rides, both major and kiddie, have been added to the park attractions this

Advance bookings for the season for picnics are running about 30 per cent ahead of last year, according to Ray Scheetz, passenger agent. With access to the island only by boat, the picnic department becomes of exceptional importance here. Service will be provided again by the steamers Columbia and Ste. Claire, on a six-trip-perday schedule.

Special - Attractions

Special amusement attractions are being offered, in order to build Sullivan pointed out that Supe- patron interest during the hour and owners Pierce and Norton note, as rior Court Judge C. Thomas a half trip each way. Joe Vitale's Schettino recently ruled that North orchestra will be divided between Jersey flashers are illegal if the the two boats. On Tuesday evesame numbers show up more than nings Mel Snyder, with his routine once on the same wheel or chart. of blowing up animal and other The judge concluded that a game novelty balloons, will be an added with any number appearing only attraction. Wednesday nights, Ray once on a chart or wheel is a game and Madeleine, ballroom dance and Madeleine, ballroom dance team, will offer a special act. On Sponsors Day Rochford's report listed eight Monday, June 20, the entire cast flasher games on the Million Dollar of "The King and I," major musical Pier, two at 827 Boardwalk, and roadshow playing the Cass Theater, one at 2113 Boardwalk, which con- will be guests of the management

Coney Signs Repeat Pyro With Godin

Fireworks Company, announced There will be free candy and this week that he had again been helium balloons for all the kids. awarded a pyro contract by the Coney Island (N. Y.) Chamber of

beginning June 14 and running a-Whirl, Ghost Train and Dipsy This week the live entertainment every Tuesday thereafter thru Au- Doodle. plenished the city's water supply Vic Allen, producer, remains as consisted of the band, Les Orioles, gust 30. Schaefer Beer is the joint The kiddie rides includes the and that the State's agriculture arranger for outings. Mr. and Mrs. high act, and the Mariners, vocal sponsor. The pact is the fourth Ferris Wheel, Auto ride, Duck outlook is very promising, making George Griffin attend to managerial quartet formerly with the Arthur consecutive held by the Godin Ride, Sky Fighter ride, Boat Ride

CHICAGO, June 4.-Amusement | held back the crowds. Spending, parks thruout Indiana took a drub- he said, was averaging ahead of the

At Indianapolis, Decoration Day indicating better times are coming since the city focuses all attention

At Michigan City, Harold K. Barr, of the Lakeview Amusement Riverview Doing hruout the weekend. Harry Smyth reported from Okay; New Cars

CHICAGO, June 4.-Weather took its toll of business at Riverview Park here over the Decoration Day weekend, but Bill Schmidt said that the park did well, and management was more than satisfied with the results.

Comparison with last year was difficult, he said, because bad weather came on different days in each of the two years.

Schmidt was enthused about the spot's U. S. Hot Rod ride, which he termed "the hottest thing since the Bobs" here. The little cars grossed money second only to the Bobs over the holiday. Twenty-one cars were in operation.

Al Dobritch's circus show, billed as featuring acts from "Super Circus," was doing well, altho it had the disadvantage of an inadequate show front at the outset. Included were alligator wrestling girl, boxing house cats and boxing kangaroo. Acts from the TV circus program will be used regularly.

Lou Dufour's Life Show at (Bois Blanc) Island opened Satur- Riverview is doing twice the busiday (28) two days ahead of the ness which was expected, it was

Roto-Jets In Premieres

NEW YORK, June 4. - Eric Wedemeyer, president of the Roto-Jet Corporation, said this week that three more editions of the major riding device made their debuts at parks last weekend.

The units reportedly are at Playland at Rye, N. Y.; Whitney's-atthe-Beach in San Francisco, and Lake Compounce in Connecticut. The Connecticut unit reportedly did well in its initial showing there, did the New York model, according to Playland director Col. Alan E. MacNicol.

Grocery Chain At Texas Park

SAN ANTONIO, June 4.-For the second consecutive year, Handy Andy, local chain of grocery stores, will sponsor a "Playland Carnival" at Playland Park here.

Half price tickets are being offered at all the supermarkets free of charge. A ticket must be presented for each ride desired during the carnival Saturday (11). All rides are being offered at half price or less. Major rides are being priced SPRINGFIELD, Mass., June 4. at 9 cents with the ticket and kid-Joseph J. Godin, of the Interstate die rides at 5 cents with the ticket.

Major rides include the Rocket, Flying Scooter, Auto Scooter, giant Ferris Wheel, giant Merry-Go-Thirteen shows are scheduled Round, Rolloplane, Ridee-O, Tilt-

and Tiny Tow Train.

Copyrighted mater

CONEY ISLAND, N. Y.

intermittent showers Sunday (29) a total of 26 employees heretofore evening, served to give Coney ops a rich three-day Memorial holiday weekend in patronage. Those who were fortunate to have roof tops, of course, fared better than those not so equipped. Steeplechase Park, one of the former, experienced its best holiday business in 15 years, said manager Jimmie Onerato. Sindell's Cavalcade of Variety show was jam-packed thruout all three days, catering for the most part to the Negro element always predominant on such times of the summer, especially because of its new feature attraction, "Rock 'n' Roll," played by a group of Negro dancers, singers and musicians. It was a big financial start of the season for all concessionaires. And, as Anna Nelson, wife of the high striker king, Harry Nelson, says, No Coney Island operator should have any kick coming with the money taken in these three days."

Neil Kyrimes and his mother, Mrs. Helen Kyrimes, have added considerable acreage and ride features to their site on the Bowery and West 12th, and have changed the name from New Luna Park to just Luna Park. Three new adult rides are the Looper Plane, Speed Boats and Ferris (Eli No. 2) Wheel, which, with last season's Whip, Looper, Gyroglobe and Hurricane, gives the park a total of seven adult rides. Another large and new feature is the addition of seven kiddie rides, comprising a combo boat-train, pony cart, boat ride, auto ride, Ferris Wheel, aero-

FOR SALE

30 Custom Made Pokerino Tables 5 Scientific Tables (5 Years Old)

First offer takes all.

WALTER KREISBERG

91 Seabreeze Way

Kingsburg, N. J. Tel.: Kingsburg 6-1474]

FUN FAIR AMUSEMENT PARK

NOW OPEN

Located on West King St., Alexandria, Va.

Leesburg Pike on Route 7.

A most outstanding location. No competition.

Can place several Kiddie Rides and Coaster. Will purchase for cash Merry-Go-Round and Ferris Wheel—or will lease. What have you? Place Arcade, Novetties, Fun House, Bat 'Em Ball. Want good Sign Painter-Artist immediately. All answer ately. All answer

> FUN FAIR AMUSEMENT PARK Alexandria, Va.

WANTED

(REASON, DISAPPOINTMENT)

For Amusement Park at Surf City, N. C. Third Season Here.

All kinds of Concessions—Ball Game, Pan Game, small Bingo; well stocked Merchandise only or any kind of Hanky Panks, only one of a kind booked, Especially want Portable Skating Rink.

Good here until Labor Day and then on the road. Some good Fairs and Celebrations; very low privilege.

replies to SEASHORES, INC., or N. C. MULLEN, Surf City, N. C.

No collect wires or phone calls accepted. Write or come on with what you have.

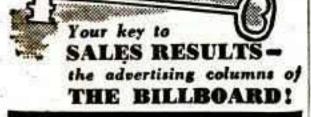
WANTED BLOWER AGENTS

For Sandy Beach Park, Russells Point, Ohio. CHUCK DUMA

Phone: 4-6431

WANTED KIDDIE RIDES AND NOVEL GAMES

Other than Boats, Dipper, Pony Cart, Airplane, Auto Ride. Tub-of-Fun or Train. To buy or lease at once. Must be A-l. Reasonable. PAUL SPOR, Ohio Bids., Toledo, Ohio.



Made-to-order weather, save for | plane and Choo Choo Train. From the Kyrimeses now have almost double that number on the payroll.

> Abe Wolfert, a Coney first-timer this season, operates an Over-12 pan game, a concession on Harry Nelson's Corner, Bowery near Steeplechase Walk, and is destined to become one of the Island's leading businessmen in seasons to come. Abe credits his knowledge of outdoor showbiz to Harry and Evelyn 30, booked by Bob Phillips, of Curry, who instructed him in every branch of the game at their concessions in Rockaway Playland.

> Louis and Harry Rifkin, besides their two Pokerino and coffee game concessions on Surf Avenue near West 12th, and their ball and coffee games on the Boardwalk and West 16th fronting Steeplechase Park, have also operated for the last 13 years a gift shop in the Times Square district of Manhattan. . . . The Jacobs brothers, Fred and Mike, at their new Hot Rod ride on Surf and West 8th, find business so much on the increase that they have added more cars, from 10 to 15. Partnered with them in the enterprise is diving boards have been installed. Libby Schwartz. Seven more con- All equipment has been recondicessions, nearly all ball-throwing tioned and painted. A patio for games, under and over, cat and sun-bathers has been added. Water pan games, Coke bottle, nickel shows have been scheduled for pitch and so on, are adjoining and various times during the season to located on Joe Bonsignore's prop- augment attendance.

> West 15th, continue to grow. They patronage daily. take in a ball game managed by Abe Sheffield, fish game by Jerry and Martha Soffer, Star game by Leon Shushan and John Carroll, and an archery, by Harry Smith. Missed by Blaze General manager is Leon Shushan, son-in-law of Mrs. Canfield. . . . NEW YORK, June 4.-A three-Back of the bar at Frank Gulmi's alarm fire early Wednesday (1)

> Joe Accularo, George Braun and zone. The flames went thru Mac-Ronnie Gulmi, brother of Frank. Laughlin's baths and a luncheon-Entertainment being tried out is a ette, and scorched the roof of a four-piece ork. . . . Phil (Fishie) Persily, who is celebrating his 26th ride. Scene was at 25th Street and year as a Coney concessionaire, is assisted at his Shamrock ball game on the Bowery by Murray Canz, Jack Lawrence and Rosie Woolf.

Denver Group Build 250G Kiddieland

DENVER, June 4.-A new Kiddieland, costing an estimated \$250,000, is being built in southeast Denver by a group of business men. Harold J. Spitzer, spokesman, said the spot is to be open

Rides will include a Kiddie Coaster, Train, Merry-Co-Round, Ferris Wheel, Roto-Whip, Airplanes, pony ring and others. First equipment is to arrive Wednesday (8), and construction work already is started.

Lush Holiday

Continued from page 50

the beaches were heavily populated and many concession people made back a good part of their season's nut during the Fridaythru-Monday-night stretch.

Pennsylvania spots also did well, a hike of around 25 per cent over last year's holiday business being noted by Lakewood Park at Mahonoy City and Dorney Park in Allentown.

Evidence was that the holiday heat encouraged people to head outdoors for their amusement rather than patronize movie houses or other indoor spots. The Ringling circus closed Saturday night (28) after a poor week in Philadelphia, did not show on Sunday, and continued its tour Monday (30) in Scranton, Pa. Later in the week the show drew 11,000 of a possible 18,000 in two shows in Allentown, Pa., on Wednesday (1).

All outdoor amusement elements were in full swing on Monday in perfect weather, with kiddie parks winding up their best weekend to THE BILLBOARD: winding up their best weekend to date along with major funspots and resort areas.

Rebuilt After '54 Fire Loss

SALT LAKE CITY, Utah, June 4.-New Lagoon, rebuilt after a rajor fire last year, opened its new season May 27, with Duke Ellington and his Orchestra as an added attraction.

Manager Robert E. Freed said business for the spot has been good during its weekend operation in May and for pre-season dances. Ellington was in for May 27, 28 and Associated Booking.

Kansas City Spot Draws Pool Crowd, Adds Golf Course

KANSAS CITY, Mo., June 4.-Fairyland Park's Crystal Pool, renovated and newly equipped opened the season with a heavy crowd this week. Its daily schedule has been set from 10 a.m. to

Several improvements have been made. Fiberglass and aluminum

Fairyland's newest attraction, a Mrs. Francis Canfield's conces- huge miniature golf course, has sions on the Bowery, corner of proved popular, drawing good

Coney Fun Zone

NEW YORK, June 4.-A three-Oceanside Tavern, formerly Lane's swept thru oceanfront property Irish House on the Bowery, are several blocks from the amusement Carrousel without damaging the the Boardwalk, where the Park Department has taken over the property for administration buildings and grounds. The baths are vacant and the Carrousel must vacate the end of the year.

Lagoon Opens; Edgewater Books TV Names; Jefferson Beach Sets Bands

parks this season.

television stars have been booked, mer ballroom. marking the first use of free acts at this park in several seasons. of local video programs, have been of screen and television, and July 18, Mary Hartline, of "Super Cir-

ballroom tonight, after being dark

Pyros Train • Continued om page 50

and September 4, and off Nantasket on July 3, August 3 and Sep-

Coney in 1950 and for Rockaway

in 1953.

occasionally bears a caricaturist poration, established in 1908. sent out by the beer firm to make free sketches of viewers. For fairs and celebrations it will also carry winners and entourages of queen contests. Wherever ordinances permit, the train will travel community streets and use its public-address system to bally the event at which it will appear.

DETROIT, June 4.-Headliners | for several years. Move was defrom other fields of show business cided upon following the fire which will be used to draw business to destroyed the ballroom at Edgeboth of Detroit's close-in major water Park last October, making it necessary to shift to the opposite At Edgewater Park, a series of side of the city for a major sum-

Bands set by Jefferson Beach manager Harry Stahl are Fred Net-June 5 and 12, Soupy and Nixie, ting, June 4, 11, 18; Ralph Flanagan, June 25; Stan Kenton, July 2; booked; July 8-10, Lassie. dog star Woody Herman, July 9; Richard Maltby, July 16; Fred Netting, July 23 and August 13; Les Brown, July 30; Hal McIntyre, August 6; Tony Jefferson Beach is reopening its Pastor, August 20; the Crew Cuts and Blue Baron, August 27, and Billy May, September 3.

Convention Post Vacated by Skean

ATLANTIC CITY, June 4. -The New York demonstrations Albert H. Skean is giving up some had been Chamber of Commerce of his more arduous duties conprojects in the past, until Schaefer nected with the jobs of bringing started picking up the tab for conventions to the resort, is staying with the Atlantic City Convention Bureau as executive consultant. The train has a simulated engine | Skean has brought to Atlantic City built on a tractor chassis, towing some of the biggest conventions several quaintly designed and col- and trade shows in the world. The orful cars. One is a fiatear which bureau is a non-profit private cor-

> KIDDIE CAR RAILROADS market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bidg., 5th Ave., Pittsburgh, Pa.

High Quality KIDDIE RIDES

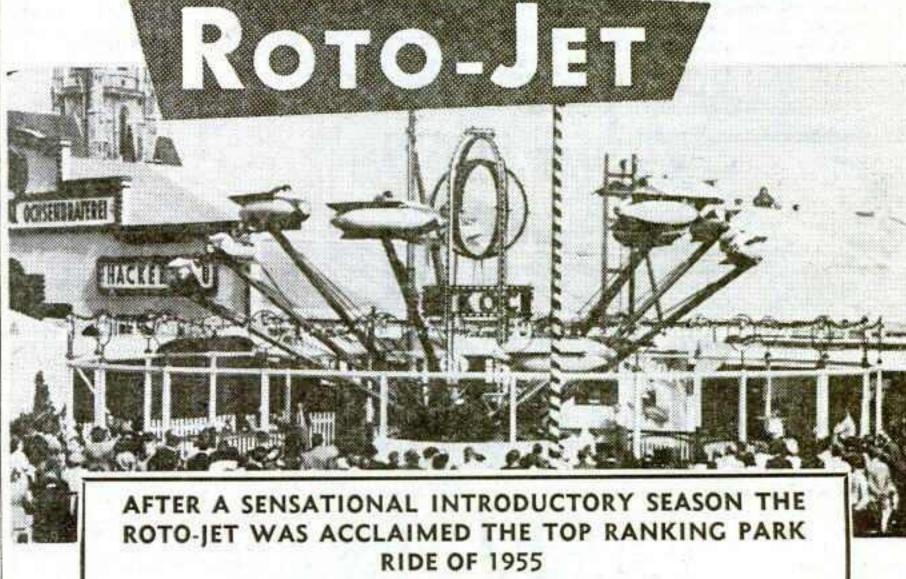
ROTO WHIP—SPEED BOATS—PONY CARTS CALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

PARK and BEACH Owners The famous "DOUBLE-WHEEL SKY-RIDES" are available for 1956. Contact

COURTNEY-ADAMS SKY-RIDES, INC. P. O. Box 3009



- Fast loading and unloading of riders! 24 riders in 30 seconds!
- Fascinating compressed air mechanism!
- Individual airplane control in each jet gondola! Gives riders actual flying sensation!
- Equally thrilling for everyone from 6 to 80!
- So popular, re-rides run from 28 to 35%!
- Absolutely safe!

ONE MILLION RIDERS! NO CLAIMS, NO ACCIDENTS!

RESERVE A SPACE FOR THE ROTO-JET IN YOUR PARK FOR 1956-CIRCLE 60 FEET DIAMETER

ERIC WEDEMEYER, Inc.

NEW HYDE PARK, LONG ISLAND, NEW YORK

PHONE: FIELDSTONE 7-0793

10-Year Bldg. Plan **Told by Saint John**

ST. JOHN, Newfoundland, June | complete plans will be announced 4.-A 10 year building and devel- in July. The association has an 85opment plan was adopted for the acre tract in Colbrook. Saint John Exhibition last week by its planning committee, and John were taken over in 1939 by the N. Flood, association president, Defense Department. The main predicted that the end of that building burned later and the forperiod will find the event with one mer property became a part of the of Canada's most modern exhibition military establishment.

Reports at 'he session were put forth by designer Gaylord R. Lewis, of Findlay, O., and W. R. Godpreliminary work. Lewis has designed and planned fairs and other outdoor undertakings for 30 years, and is the manager of four Midwestern fairs in the United States. He directed the Chicago World's Fair of 1939 and planned the International Fair layout in Mexico

The plan calls for full development of the area with construction of permanent buildings, roads and walks, parking facilities, bus terminal and landscaping. Ground is being readied for moving of the harness racing stables to the east end of the race track. A general grading program is already underway on the exhibition grounds.

Year-Around Structures

The program calls for erection of year-round-type buildings, and

FAIR—CENTENNIAL— **CELEBRATION COMMITTEES** CONTACT:

Acts — Stage Shows — Orchestras — Hammond Organists — Grand Stand Attractions.

7733 Arthur Ave., St. Louis 17, Mo.

FAIRS—CELEBRATIONS AVAILABLE THE INTERNATIONAL ORCHESTRA

Eight star musicians and organ. Play all grandstand events. Six hours' playing or less per date: \$250.00 in most places. Address: 7733a Arthur, St. Louis 17, Ma.



CONCESSION Space for Rent BANGOR FAIR, Inc. July 30 to August 6 64 Main St., Bangor, Maine

AVAILABLE

FOR

CLUBS

HOTELS

LOUNGES

FAIRS

PARKS

The old exhibition buildings

For this season an under-canvas exhibition is planned on the Colbrook property, the most ambitious enterprise since the war years. frey, consulting engineer, who did Plans include a flower show, handicrafts and household arts of all kinds, a dog show, square dance contest, midway and outdoor grandstand show. Date: are August 27 to September 3.

Memphis Plans To Rebuild Cattle Barn

MEMPHIS, June 4.—The Mid-South Fair will begin immediate construction of a new cattle barn to replace the one destroyed by fire two weeks ago, G. W. (Bill) Wynne, Clinton-Custer Co. Fair Assn. Sept. 7-9.

Origin of the May 11 fire, which did an estimated \$129,000 in damage, was traced to six teen-age Eufaula-McIntosh Co. Fair Assn. Sept. girls, students at a nearby high 12-13. Alfred Christy.

Frederick—Tillman Co. Fair Assn. Sept. -school. The barn, which was owned by the city of Memphis, was covered by \$105,000 in fire insurance, while the contents, valued at \$4,000 and valued at \$4,000 and owned by the fair, were also covered.

The loss of the 80,000-square foot building will not in any way hamper the size of this year's fair. Wynne emphasized. He, accompark superintendent, are back here after a tour of fair plants in Oklahoma City, Tulsa, Dallas and Waco, Tex., where they studied livestock building design.

A contract for the new building is scheduled for early release and plans are to have the structure all set for this year's fair.

Regina Shoots For 122G Net

REGINA, Sask., June 4.-Estimates of the Regina Exhibition Association have been approved by city council. The exhibition anticipates expenditures of \$343,434, income of \$465,497 and a surplus of \$122,063 on this year's operations. Last year's surplus was \$166,175.

Summer exhibition expenditures this year are expected to total \$226,256 and a surplus of \$71,494 is anticipated. The surplus last year was \$85,861.

33 Wellington St., Worcester 10, Mass.

THE YOUNG DYNAMIC REDHEAD AND HER

HAMMOND ORGAN For rates and available time contact:

MICKEY SULLIVAN

TWO COMPLETE UNIT PACKAGE SHOWS

Available at substantial discounts on open dates, WINNERS ALL-20 People, July 9-10, Aug. 10-12-14-15-17; also HAZEL RANDALL REVUE, 30 People, Aug. 8-9-11-14 thru 18, Sept. 6-7.

1106 W. Port Rd., Kansas City, Mo.

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

Flagstaff-Coconino Co. Fair. Sept. 8-11. Nogales-Mexican Independence Festival. Sept. 15-16. St. Johns-Apache Co. Fair, Sept. 23-24. Window Rock-Navajo Tribal Fair. Sept.

Connecticut

Berlin-Berlin Grange Fair. Sept. 16-17. Mrs. Esther G. Lamb. Durham-Middlesex Co. 4-H Fair. Aug. 19-21. Carol Lee, Middletown, Madison-Guilford-Madison Puture Farmers Pair. Sept. 10. John Doffek. Monroe-Harmony Grange Fair, Aug. 26-27.

Florence Bura. North Stonington-New London Co. 4-H Fair. Sept. 2-3. Patricia Cushman, Norwichtown-Norwich Grange Fair-Sept. 9-10. Mrs. Luella P. Browning.

Rocky Hill-Rocky Hill Grange Fair. Sept. 10. Mrs. Dorothy B. Herrick.
South Woodstock—Woodstock Pair. Sept.
3-5. Donald B. Williams, Putnam. Stafford Springs-Tolland Co. 4-H Fair. Aug. 26-27. Janet Gaylord, Storrs. Waterford-Cohanzie Fair. Aug. Robert Pargo.

Windsor Locks-Hartford Co. 4-H Fair. Aug. 27-28. Charles Wilcox, Manchester. Woodstock-Windham Co. 4-H Fair, Aug. 6-7. Marcia Jordan, Southbridge.

Nevada Elko-Elko Co. Fair, Sept. 1-5. Floyd

Oklahoma Alva-Woods Co. Fair Assn. Sept. 13-16. William Brant. Ardmore-Carter Co. Fair Assn. Sept. 20-23. B. C. Sparks. Cherokee-Alfalfa Co. Fair Assn. Sept. 9-12. Wayne A. Eakin. Cheyenne-Roger Mills Co. Fair Assn. Sept. 8-10. Claremore-Rogers Co. Fair Assn. Sept.

21-24. Wm. S. Whitenton. A. R. Patrick. Durant-Bryan Co. Fair Assn. Sept. 14-16. John Stogner. El Reno-Canadian Co. Fair Assn. Sept. 14-17 Riley Tarver.

13-16. Laxton Malcom. Idabel-McCurtain Co. Fair Assn. Sept.

19-21. Lewis A. Haydock. Norman-Cleveland Co. Fair Assn. Sept. 7-10. Vernon J. Prye. Okemah-Okfuskee Co. Pair Assn. Sept. 15-17. Cecil L. Dowell. Okmulgee-Okmulgee Co. Fair Assn. Sept. 26-30. Robert L. Smith. Pauls Valley-Garvin Co. Fair Assn. Sept. 7-9. Alton Perry. panied by H. S. Lewis, Memphis Pryor-Mayes Co. Pair Assn. Sept. 13-15 Elsworth Hammer.

Purcell-McClain Co. Fair Assn. Sept. 20-21 L. J. James, Shattuck-Ellis Co. Pair Assn. Sept. 19-21 Don W. Rader. Walters-Cotton Co. Fair Assn. Sept. 14-16. Jasper M. Harl.

South Carolina Orangeburg-Orangeburg Colored Fair, Oct. 3-8. W. C. Lewis.

Tennessee Gallatin-Gallatin Colored Fair. Aug. 25-27.

Edward V Anthony Sr. CANADA

Athabasca—Athabasca Exhn. Aug. 9-10. Mrs. E. K. Wolfer. Battle River-Battle River Exhn. Aug. 9-10. Bensito-Bensito Exhn. July 27-28. G. R. Darwell-Darwell Exhn. Aug. 20. Mrs. May

Alberta

Goose Creek-Goose Creek Exhn. Aug. 10. David Black. Grand Centre-Grand Centre Exhn. Aug. 3. J. Stonehocker.

Grande Prairie-Grande Prairie Exhn. Aug. 2-3. Gerald Carveth. Lloydminster—Lloydminster Exhn. July 25-27. G. K. Ross. Olds - Olds Exhn. Aug. 12-13, E. G.

Priddis - Millarville — Priddis - Millarville Exhn. Aug. 20, Mrs. Grace Bull. Westlock-Westlock Exhn. Aug. 11-12. C

Wetaskiwin-Wetaskiwin Exhn. Aug. 2-3, Mrs. Doris Kirkwood. New Brunswick

Stanley-Stanley Fair. Sept. 13-16. T. Allan

ESE Sets Up Cut Admission For Teeners

SPRINGFIELD, Mass., June 4. A 50-cent cut in admission prices is being made for teen-agers between 13 and 15 years of age at the Eastern States Exposition. General Manager Jack Reynolds said the teeners will pay 75 cents this

The price change will result in the following scale: 25 cents for children 12 and younger; 75 cents for those 13 to 17, and the full \$1.25 for those 18 and older.

By establishing a special price for the younger members of the family, Reynolds said, "we believe chinery exhibit area will provide more family groups will be able to more frontage, and the exhibit space under the grandstand is bea family affair.

Del Mar, Calif., Expands Free Grandstand Program

here June 24.

free and will include a three-day Lawrence Welk and his TV show, nival midway. June 27-28 and July 4; the California finals of the Miss Universe Pageant, June 29; Smokey Rogers and His Western Caravan, June 30, and Aut Swenson's Thrilleade, July 2-3. In addition to Welk on closing day, a fireworks display is scheduled. Grands and shows will feature the Marion Rankin Dancers, the Ramses, and the Villenaves. Show is being booked and produced by Carolina and Jo Brunson of the Hollywood (Calif.) Theatrical Agency for the fourth consecutive year.

"Dancing Waters" is set for a return engagement on the independent midway. Shows will be presented continuously at night starting at 8:30.

For the first time in several Yates counties. years, the National Horse Show, which runs concurrently with the exposition, will be presented nightly.

Mannen is adding the "Don Diego Super Circus," also produced by Hollywood Theatrical Agency. Acts will include Cheeta, the TV chimp; the Happy Hounds, Sassy

New Brockton

BROCKTON, Mass., June 4.-In the midst of mapping plans for the annual Brockton Fair, Carlton Larson, new manager, has entered Dallas Themes the Massachusetts General Hospital in Boston for observation of an undetermined ailment.

Larson plans considerable expansion on all levels of the fair this season. He is negotiating with the Al Martin Agency for acts, and said the "World of Light," which depicts the history of light thru the success last year, will again be in evidence for the event which takes | Earth.' place September 10-17.

Va. State Adds Comic **Promotion**

NEW YORK, June 4. - The Virginia State Fair, Richmond, will use the comic books designed for fairs, Mac Culver, of Promotional Comics, the publishers, announced here this week. The fair ordered 25,000 copies for distribution in its

Culver said approximately 500,-000 of the booklets have been ordered to date. Sales efforts so far have been confined to Eastern events but will be extended across the country in the next few weeks, Culver said.

Brandon, Man., **Preps Plant**

BRANDON, Man., June 4.-Improvements at the Brandon Exhibition grounds include new fencing around part of the race track, new flooring on the attractions platform and preparation of the race-track infield for future grassing.

Washroom facilities on the grounds are being improved and buildings near the grounds are being moved to provide more parking space.

A new roadway thru the maing renovated.

DEL MAR, Calif., June 4.—Paul the Cat; Jumbo Jr., the elephant; T. Mannen, secretary-manager, is Fine and Dandy, jugglers; the Barpulling out all stops on entertain- retts, trampoline, and Kayletta (Kay ment during the 11-day Southern Burns), sway pole. Wally Blair California Exposition, which opens will be ringmaster and Larry (Bozo the Clown) Valli will offer his free All grandstand shows will be balloon hats.

Frank W. Babcock United Shows championship rodeo, June 24-26; will again be featured on the car-

Bill Arballo is handling press.

Palmyra, N. Y., To Honor Area **Century Farms**

PALMYRA, N. Y., June 4.-The Great Palmyra Fair will hold its centennial celebration at this year's event, August 23-27. Co-operating will be exhibitors from Wayne, Monroe, Ontario, Seneca and

Secretary W. R. Converse said the program will include parades, band attractions, and programs portraying progress in agriculture. The midway and week-long grandstand offering will also be on hand this season.

Plans include honoring the "century" farms living in the five counties to which the fair group releases it premium book. The "Order of the Century Farmer" is an honorary group requiring for membership the fact that the farm has been in the ownership and management of one unbroken family line for at least a full century.

Converse said the fair in recent years has been averaging 50,000

Planetarium Show Along Circus Lines

DALLAS, June 4.-The Planetarium Show, to be presented in the Museum of Fine Arts during the 1955 State Fair of Texas, will ages and which proved a huge follow a circus theme. It will be billed as "The Greatest Show Off

The dome of the Spitz Planetarium will serve as the "big top." The show will be presented with a background of circus music and lecturers will explain how stars and planets take the forms of circus animals in the sky.

To add to the circus atmosphere, a lecturer dressed like a carnival fortune-teller will explain the differences between astronomy and astrology.

Coincidentally, the fair's agriculture show is also following a circus theme, with the tag line as The Greatest Show From Earth.'

—Account Accident— GIRL AERIALIST WANTED

To join on wire. Must be experienced in High Ladder Act. 15 weeks' outdoor work. Good treatment and top salary. Wire or air mail: JERRY D. MARTIN

1175 Newport Ave., So. Attleboro, Mass.

ATTRACTIONS WANTED

Country Shows Legitimate Plays
Musical Events Sport Events
Other Attractions of all kinds

One to five-night stands, under auspices of local organizations. BILL BAKER, 3302 Dodge Street, Omaha, Neb.

DISPLAY FIREWORKS OF DISTINCTION

Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, 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. R. R. #6 Jacksonville, III. Phone R-4913 or 1351

WANTED

A good High Pole Free Act for the OTTWAY GREENE COUNTY FAIR August 22 through 27

Mrs. Troy Thompson, Secy. Route #1, Greeneville, Tenn.

Copyrighted material

C&W Nixes Plans For Canadian Trek

Cites Heavy Expense Growth Since Booking; Will Switch to N. Y., Mich.

Plans to tour Canada for five weeks government, caused the cancellathis summer have been abandoned tion. The show, which opened its by the Cetlin & Wilson Shows, season here last Friday (27), was John W. Wilson, a partner in the to have entered Canada in about operation, announced here this four weeks time. week.

tions, which Wilson said was re-

Hilo Grosses Top '54 Pace By 10 Per Cent

RIVER ROUGE, Mich., June 4. -The Down River Amusement to lose their investments and, con-Company was back here this week ceivably, every effort will be made at its winter base after a tour of the salvage the original plans. Southeastern Michigan that yielded a 10 per cent hike in grosses over dian tour would bring much better last year. Show returned to play a five-day stand under VFW aus- this country for the period inpices.

late April, the Severin Hilo-owned purposes. An effort was made last org moved to Roseville, Flat Rock year to sign the Canadian B Cirand Monroe in that order. The cuit of fairs. The entry into Can-Monroe stand, anticipated as one ada was designed in part to show of the big ones, was disappointing the feasibility of having an Amerifor it and resulted in the increased and split-week showings.

other showmen in the area are the show as co-owners Cetlin & Wilson current negotiations between the delayed their preem showing to automobile manufacturers and the eliminate as many likely unprofitunion which could possibly wind able weeks as possible from the up in a strike.

Down River is carrying about the same equipment as last year with 9 rides and 31 concessions. A midget animal show was scheduled to join here. Its route is also virtually unchanged from '54. It will include four Michigan fairs, Stockbridge. Cassopolis, Belleville and Croswell.

Staff, in addition to Owner-Manager Hilo, includes Harriett Hilo, secretary-treasurer; Victor Ferguson, assistant manager and lot superintendent; Walter (Windy) Schafer, advertising manager; Harley Mason Brown, electrician; Carl Bemis, carpenter; Neil E. Darrow, ride superintendent, and Jerry Joseph, searchlight.

Show's personnel includes: Show-owned rides: Tilt-a-Whirl, Ed-gar Milton Brown, Charles Kain; Ferris Wheel-Andrew Jackson Riggs, Richard Joseph; Kiddle Swings and Autos-Jerry Joseph, William John Carr; Merry-Go-Round-Charles Bartum, George Homer Freeman; Rolloplane-Nelson Missler, Joe Planck, Independent rides: Victor Perguson's Kiddle Boats and Train, with John J. Rourke, foreman; Dea Gneiman's

live ponies. Concessions: Mike Englebrink, 4; Sam Golden, Bob Miller, Buck Harris, Phil Piteau. Victor Ferguson, 4; Mrs. Louise Perguson, Harry D. Dunn, Roger Margodt, Lee Margodt, Harry Calderwood. Prank Cook, 3; Roy Eaches, Robet Massey, Bob Walker. Roy Mathis, 3; Mrs. Jean Mathis, Roy Mathis, Dockery Grady. John (Sheik) Henessee, cookhouse; Mrs. Rose Henessee Albert Hughes, Jim Park, William J. Prentiss. John Norman, foot-longs; Mr. and Mrs. Philip Walker, French fries; Ray E. and Jane Hasbrouck, string game and add 'em up darts; Pete Mudry, 4; Earl Wright and Red Horwitz, cigarette block; Mr. and Mrs. Ralph Butcher, milk bottles and cork gallery; Eddie Bennett, novelties; Neil E Darrow, doughnuts, Raymond Praser, 3; Dick Weipert, Pete Kinmond, Raymond

J. P. SULLIVAN SHUFFLES CARDS

SAULT STE MARIE, Ont., June 4.-Latest gag of J P. (Jimmy) Sullivan, owner of World's Finest Shows, is the printing of two route cards for the season. The one is regular, faithfully listing his route of Canadian fairs and still dates. The second, which is headed "Route Card for My Dear Creditors" is practically blank, listing no towns, no dates. They're being sent out in pairs.

PETERSBURG, Va., June 4.-, cently doubled by the Dominion

Wilson said the show would The expense of licensing attrac- probably route thru New York and Michigan to make up the five weeks of open dates caused by the cancellation of the Canadian tour.

Set to Reroute

The fact that agent Curtis Bookus is currently reported in Canada apparently leaves the door open for the resumption of plans if scme solution to the cost problem can be found. Wilson noted that booking expenses were high for San Antonio Cele the show's first planned entry into Canada and that the sponsoring Again Awards Pact groups had also run up heavy costs. Both parties are naturally reluctant

Besides the hope that the Canaearnings than could be expected in Alamo Exposition Shows, Virgil volved, the show management also Following the opening here in hoped to use the tour for showcase due to rain, mud and high winds can railroad show make the route The other dates, however, made up which involves both long jumps

This year's opening was the lat-Major worry with Hilo and most est in the recent history of the spring route.

Opening Good

a minimum.

in conjunction with an industrial organization currently was being unanimous in favor of joining. fair, is expected to be big. The done thru the teamsters' union drawing area includes a number of which he described as powerful steel mills which are working full and added "Now they (the AFL) shifts and money is reported plenti- can go to blazes."

Va. Greater Inks Roanoke

ROEBLING, N. J., June 4.-Virginia Greater Shows has con-

signed this year, Murray said.

KY. GOVERNOR HONORS GEREN

LEXINGTON, Ky., June 4. -William R. Geren, ownermanager of the Mighty Hoosier State Shows, was commissioned a Kentucky Colonel on the staff of Gov. Lawrence W. Wetherby during the shows' stand here last week. Commission came as a complete surprise to Geren, who is a native of Paris, Ky.

Presentation of the official papers was made to Geren by Hoddy Reed, circulation manager of The Kentucky Times-Star, Newport, Ky., at a surprise party on the lot after the show Friday night (27). Reed, an independent concessionaire, has a store on the Geren midway.

Show had a banner week in Lexington, despite several rainy nights.

To Jack Ruback

SAN ANTONIO, June 4.-The i dway contract for the annual Battle of Flowers here has been again awarded to Jack Ruback's Wilson, president of the event, announced. The pact was given Ruback following the unanimous vo'e of the board at a recent meet-April 16-21.

WEATHER CHILLS WOM BOW DATE

Holiday Session Drenched by Rain; Spending Indications Are Okay

Old Man Weather threw a curve overcast. at the World of Mirth Shows which opened its season here last factory under almost any weather Friday (27). After behaving itself conditions. Frank Bergen, show admirably for the two preceding operator, has held it as a key weeks the weather turned cold and spring date for more than 20 years somewhat damp. As a result, un- and there is no remembrance of less today turns the date around, the stand ever having blanked out. business is expected to wind up a few points below that of last year. for the initial setting up of the

last week from its Richmond, Va., the considerable work that was winter quarters. Ample time was done in winter quarters. Consideravailable for setting up and the job ably more work is scheduled bewas completed in time for the fore the show gets into its fairs. lights to be turned on and an unannounced preview to be staged Thursday (26), one day ahead of

the billing.

Business on Saturday (28) and Memorial Day, Monday (30) was better than last year and hopes were high that the date would come thru in bonanza fashion. The pace was considerably slowed on Sunday (30) when the first heavy rains in weeks drenched the area and washed out business.

The expected slump following the three-day holiday period and beginning on Tuesday (31) was hurried along when the weather ing. Dates for next year will be turned cold. Since then the weather has continued on the cool

PLAINFIELD, N. J., June 4.- side at night and days have been

The date, however, will be satis-

The lot is ideal and near-perfect The show trained in here early show equipment. All units showed

TUB THUMBERS

ACA Maps Out **Big Publicity** Ad Programs

HOT SPRINGS. June 4.-The Amusement Company of America was unveiled here this week and also unveiled its new press book, a 33-page tome that includes yarns on all of the shows' featured rides and backend units.

Virgil Pierson, press agent, and author of the press book, said fairs will also be serviced with mats covering at least 20 of the organization's rides and shows and 8 by 10-inch glossy photos are being distributed with the press book. Pierson will carry additional material on his personal follow-ups.

Show's promotion plans include a more extensive use of television at both fairs and still dates this year. At the Illinois State Fair, Springfield, they plan a telecast of last year which was remembered the jewelry workers' union "a few at considerable length, then that will originate from inside the as okay. The show winters here weak union" and recalled that the Karsh asked the question whether Motordrome, and at the Iowa State and the expense for the stand is at American Federation of Labor those in attendance wanted to join Fair, Des Moines, one from inside

> ACA execs have also announced plans to produce a full-length 16mm. color motion picture of the He then pointed out that the show this year, covering it in full now-defunct union of some RAS from its arrival in town to the tearemployees had officers which mem- down and get-away. This will be bers had elected, and posed the used as a sales presentation methe contract, the raise of \$2 in question whether the assembled dium. Also on the publicity prominimum wages for common labor people wanted those officers to gram is the use of four-page heralds

Ink Royal American To 3-Yr. Closed Shop • Continued from page 10

the contract. During his talk, Kersh | the National Labor Relations referred to his previous effort to Board. The opening here, involving the unionize the carnival industry. That holiday weekend and encompassing effort, he recounted, was made bella spoke, questions were invited an Army pay day at adjacent Fort under a charter granted by the from the audience. About 10 per-

Dwelling on two provisions of which is to be effective July 11 and on the \$1,000 life insurance, Karsh union. He called for a standing told the gathering "This is just the beginning."

the teamsters' union in St. Louis, of the new union. tracted to play the 1955 Roanoke also spoke briefly. Seated on the Rapids (N. C.) Fair, September stage platform thruout besides with a few remarks in which he 19-24, it was announced here by Karsh, Sabella and the senior said that in the negotiations he William Murray, show general Sedlmayr was C. J. Sedlmayr Jr., his son. Brought to the stage were tract under which "little shows The latest contract gives Vir- officials of the union of some Royal could operate." ginia Greater a total of 12 fairs American employees which had failed to receive certification by

After Sedlmayr, Karsh and Sa-Lee, was reported as good as that jewelry workers' union. He termed sons spoke during this period, a brought about the revocation of the union. There was a standing the Rotor. The next stand at Ambridge, Pa., that charter. He pointed out that vote and Karsh declared the vote

Old Officers

carry over into office in the new in some spots. vote on this and after it declared Anthony J. Sabella, attorney for of the old union to serve as officers Rural Stands

Sedlmayr closed the meeting was thinking in terms of a con-

(Continued on page 63)

could operate." A few hours after the meeting For Crafts Expo

DELANO, Calif., June 4.—Crafts Exposition Shows has been racking up good business in agricultural regions. Organization trucked here from Arvin, Calif., where business was above a year ago due to a good potato crop. After the Delano stand, show will play two more rural areas before heading for the Oakland, Calif., July 4 celebration.

Manager Roger Warren reported the Crafts organization had purchased a new Scrambler from the Eli Bridge Company, Jacksonville, Ill., and delivery was scheduled for the California State Fair or earlier.

Eddie Rood rejoined as billposter. Anthony Correria is refurbishing the hot wagon and Marion Aldrich is going over the light towers. George Bryant is back with a new nickel Arcade. Jimmy and Evelyn Lantz had their children with them for the holiday weekend and then returned them to their grandmother in Burbank, Calif. Mr. and Mrs. Orville Crafts visited at Arvin.



AN OUTSTANDING INDUSTRIAL ACCIDENT PREVENTION RECORD recently won for the West Coast Shows the first Safety Certificate of Achievement ever awarded a California carnival. On hand for the presentation were (left to right) Harry Myers, director of operations for the show; Ray W. Hitchings, of the R. C. Fisher Insurance Agency; Harry Fayter, Workmen's Compensation Insurance Carrier; Eddie Hellwig, show's manager, and Everett W. Coe, its business representative.

Want—RIDE FOREMEN—Want

--- FOR FOLLOWING RIDES---

ROCK-O-PLANE-TILT-A-WHIRL **OCTOPUS**

—ALSO NEED RIDE HELPERS—

Must be sober, reliable and furnish references.

-Semi Drivers Preferred-

Top Salaries-Sure Pay-Good Treatment

Do not apply unless you can qualify

AMUSEMENT

1300 NORTON AVE.

UNiversity 1193

COLUMBUS 8, OHIO

WANT exclusive on Long Range Callery, Novelties, Custard, Basket Ball. WANT Pitch-Till-Win, Cigarette Shooting Gallery, Bumper, Hi-Striker. Griddle Man for Cookhouse, must drive Semi; Agents for Hanky Panks; Man and Wife for same. Hoop-La and Bottle Ball Game. WANT Monkey Show, Wildlife, Unborn, Live Pony Ride, Side Show Manager with a few Acts, also Acts for same. Kid Drifty wants Minstrel Show Performers. Dutch Kershner, come on in. All mail and wires to

WM. C. (BILL) MURRAY

Clayton, New Jersey, this week; Mt. Holly, New Jersey, June 13-18.

ANCHORTENTS



The Showman's Choice

Finest Materials—60 Yrs.' Experience Recognized as the Tent House of FIT-STYLE-AND QUALITY

Concessions-Show Tents-Ride Tops-Bingo-Merry-Go-Round-Cookhouse Tops 4 DAYS' SHIPMENT MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE INDIANA

WANTED-JULY 1, 2, 3, 4

Mark, Illinois, Annual Homecoming and July 4th Celebration

Legitimate Concessions of all kinds. Usual attendance 30,000 or more. A real live one. Also want experienced Ride Help who drive and stay sober.

LAKE SHORE AMUSEMENTS SAM MENCHIN

11 W. DIVISION ST.

Phone: SUperior 7-7243

CHICAGO, ILLINOIS

WANT CAPABLE RIDE SUPERINTENDENT

For 6 Ride Show. Must know how to handle help and be sober and reliable. Salary all you are worth plus good bonus at end of season. Foreman for Tilt, Octopus and Kiddie Rides, C. M. McGinnis no longer connected with this show. Jim Mitchell wants sober Agent for Buckets, must work for strictly stock, All replies to North Brookfield, Mass., till June 11th; Charlestown, Mass., June 13th through 18th.

HARRY J. KAHN

GIRL SHOW HELP WANTED

Due to enlarging Shows for Fairs for two Revue-Type Shows: Cirls with or without experience. We turnish wardrobe and transportation after arrival. Want A-1 Talker (Bernie, contact-best proposition.) Want Feature Strip for season. No dings or exhibitions here—just looks and talent all that is required. Want top Canvasman for large top. (Must be sober and drive semi.) Also Ticket Sellers and General Help. People who have worked for us before, contact or come on. Top pay, long season, best of treatment for all. Contact

JIMMIE JOHNSON, c/o 20th CENTURY SHOWS

Ft. Dodge, Iowa, this week; Dubuque, Iowa, next week.

AMES H. DREW SHOWS

Want Ride Foreman for Ferris Wheel; must know Wheel and be licensed semi driver. Can also use experienced Ride Help on Tilt and Little Dipper. Note: If you drink, do not join this show.

Will place legitimate Merchandise and Outright Sale Concessions. Will place Shows, Grind and Bally with own equipment. Good opening for Wildlife

Fairs solid from July until the middle of November. All address this week:

JAMES H. DREW SHOWS Buckhannon, W. Va.

STAR AMUSEMENT CO.

Wants Stock Concessions of all kinds, good Bingo at once, Ball Games. Ride Help who can drive, good Octopus Man. Any Show except Athletic Show or Girl Show. Just 3 more good Still Dates, then the biggest July Fourth in the country at Portia, Arkansas, and nothing but Celebrations and Fairs until First of November. Business good in Arkansas. Wire, phone or write now to

B. E. MILLER, Mgr., as per route.

BOB HAMMOND SHOWS

Want for 2 Houston Lots and for 26 Fairs and Celebrations starting June 19 in Houston, with Texas' Biggest July 4 Celebration in Belton.

Any Shows not conflicting with what we have. Concessions of all kinds. Sober Ride Men who drive. (Wives for Ticket Boxes.) Harry Lamon wants Agents for Count Stores. (Wives for Hanky Panks.)

Address: BOB HAMMOND, Mgr.,

6115 Gold Street, Houston, Tex., until June 26; then Belton, Texas.

FAIRS WHITESIDE CONCESSIONS

AUDITED AND BELLE

A-No. 1 DRIVER for Tractor and Trailer; must have license; also to take care of Grind Store. AGENTS for three-man Slum Skillo, one Count Store AGENT, P.C. Dealers for Under and Over and Pea Pool. General useful Help. Contact or come on,

A. R. (DUTCH) WHITESIDE, e/o Ross Manning Shows

THIS WEEK, HUDSON FALLS, N. Y.

Strand Metropolitan After Rome, Ga., Date

Railroad, Sponsor Liens Hold Equipment On Siding, Force Search for Fresh \$\$

ropolitan Shows was loaded and move. stranded on a railroad siding here this week when it was unable to for Anniston, Ala., where the show ago on the outskirts of Montgomery, Ala., where it wintered.

The financial woes which kept transport on credit. the show from moving from here af'er a week's showing included a \$500 lien obtained by the sponsor, Youth Camps, Inc., which was claimed as money due on the balarce of their contract. Additionally, the Central Railroad of Georgia claimed \$1,200 due for transporting the show equipment from Columbus, Ga., to here, an indication that the railroad moved the equipment to another town on its lines to give the show a chance to recoup.

In a kind of counterclaim, show officials said the show train had been damaged to the extent of \$6,000 when it was laying in the Columbus railroad yards during the recent rail strike. The damage was said to have been caused by sabotage.

The sponsoring group said it would be willing to release all ecuipment except for the minimum amount needed to secure its \$500 claim, but as of vesterday there was

Maine Milder, Royal Pine's Earnings Okay

RUMFORD, Me., June 4.-Improved weather has allowed Mullins Royal Pine Shows to do better in its early Maine dates than was the case last season. The show is hanging on thru the still date season, awaiting the opening of the lush tourist season which usually begins in July. Last year's still date season was a particularly cold and rainy one, it was recalled.

and mill layoffs hereabouts. For been first in. this reason the show is anxious for

many friends on the midway.

Painting is going on daily as the resort and fair season approaches.

Rain, Cold Hit Nelson Opener

DENISON, Ia., June 4.-George W. Nelson Shows made the 163mile trek from its opener at Monroe, Ia., this week. The Monroe stand was a bad one weather-wise with three days of rain and one day of low temperatures that kept potential midway-goers away.

Ride line-up includes four major and three kid devices, all of them sporting new paint put on in winter quarters. George W. Nelson is owner-manager; Mary Margaret Nelson, secretary-treasurer; George C. Nelson, ride superintendent, and The Billboard.

Mrs. Eddy Young, Mr. and Mrs. the Marshall, Tex., fairgrounds. Bill Campbell, Mr. and Mrs. Grant | A new Scooter is scheduled to Chandler, Mr. and Mrs. Ben Elsen, be added at Marshall to bring the Mr. and Mrs. Evertts, Mr. and Mrs. total number of rides to 12 major H. Walls, Mr. and Mrs. Steve devices. A sound car has been Stevens, West Rambo and John added to transport the clowns in

ROME, Ga., June 4.-The Met- no indication that the show would

The date here was substituted

meet a series of financial obliga- intended to move this week. This tions which have piled up since it involved a change in published opened its season about a month route plans, probably having to do with the limits of the Central of Georgia Railroad and the need to

> Bad weather and small crowds precluded any possibility of the show getting off the nut here. Business has been reported poor from the start of the season.

It is known that efforts were made thruout the week by the operators, Shirley and Sam Levy, to raise money to continue the tour. Contacts were made in the New York area but they obviously failed.

An outgrowth of the Lawrence Greater Shows, renamed the Metrepolitan Shows when it switched to rails from trucks several years ago, the show has often been reported in financial straits. It switched to Midwest and inland Southern territory two years ago to escape the East and what was believed to be the tougher competitions, since four other railroad shows routed there at the time.

The show was harnessed by multiple suits at the end of last season when it reached Montgomery where it played a new fair, and it was decided to winter the unit there. These claims were dissolved in one way or another so that the show was able to get on the road this spring.

Attempts to reach Mrs. Levy or Johnny Reed, business manager, by phone from New York were unsuccessful. It is assumed that efforts to move the show are being

Week Okay for

OSWEGO, N. Y., June 4.-Conti-Spending by the local residents nental Shows was set up in good is up over 1954 due to slightly bet- time for the Decoration Day ter attendance, but is not what was matinee here, after trucking in hoped for, due to several strikes from Binghamton where it had

Binghamton, played for the first the tourists to populate the State. time by owner Roland Cham-Business was fair last week in pagne's show, proved satisfactory Waterville, with a Veterans of thanks to good weather prevailing Foreign Wars parade and cele-thruout the week. Apprehension bration. A two-day visitor was John had been felt over the lot, the Weisman, president of the National usual show grounds known as Showmen's Association who has the Stowe Flats which has a reputation bingo here with Morris Brown, as a tough one to move from in Weisman drove up in his new the rain. Several times in the past Cadillac, and jackpotted with his shows had to be wenched off the

> Rain and threatening weather hit the surrounding area but spared Binghamton. Radio, newspapers and TV were taken advantage of to promote the date, which wound up on a par with Schenectady the prior week.

Bingo opened as Quizo on the first night, and finished the week as Darto.

Moran Biz OK At Texarkana

TEXARKANA, Tex., June 4.-Southern Valley Shows played its fourth week here in Texarkana to profitable business, its 12th of the

Show opened at the Delhi, La., stock show February 25 with three Betty Dary, mail and agent for other stock shows following. It will enter its celebration route at the Front-enders include Mr. and 10th annual emancipation cele at

their publicity efforts.

PARAKEETS CANARIES **FINCHES** CAGES

Write us for prices

CONRICK BIRD FARM

8900 South Western Ave. Los Angeles 47, Calif.

Phone Pleasant 8-5294

AMERICAN TENT CORPORATION

America's Largest Builders of Fine Show Tents 201 E. Water St. Norfolk 10, Va. Representative C. C. Mitchell

BILL SANDERS

Barramana

BINGO CALLERS

WANTED

for Canadian units. Casey

Allen, Jos. Gidero, call

HARRY AGNE

New Carlton Hotel, Montreal, Que.

WANT FOR OHIO

Candy Floss, Sno-Cone (Sweet Tooth) and non-conflicting legitimate Concessions. Also non-conflicting Rides and small Show to feature. Cynthia, good deal. Jimmy Florenze, contact. Foreman for Merry-Go-Round, Brilliant, Ohio, on the Streets, June 13-18; Cadiz, Ohio, Fire-men's Mardi Gras, June 21-25; West Lafayette, Ohio, this week, Concessions, contact Jack Breece. Rides, Shows and Help, contact

A. R. BRIGGS SHOWS

WANTED FOR R. NEMEC SHOWS

Concessions: Hanky Panks, only one of a kind; need Cork Gallery, String Game, Candy Floss, Novelties, Guess Your Age and Weight, any others not conflicting with what we have. Playing Long Island

94 Harrison Ave. Wire: R. NEMEC Franklin Square, L. I., N. Y.

A. THOMAS SHOWS

Have opening for a few more Concessions. Can use Novelty, Scales-Age, String, Bumper, Roll-a-Ball, Coke Rings, Pitch-Till-U-Win, Grab, Custard or Ice Cream. Also want first class Girl and Athletic Show for Howard Co. Fair, St. Paul, Nebr., Aug. 30 thru Sept. 2. Can use good Fun House for the season. Show is opening June 22 at Aurora, Nebr., playing all Fairs and Celebrations. Address: BELGRADE, NEBR.

RIDE HELP WANTED

Foremen and Second Men for Eli 5 and 8-Tub Octopus. Good wages and long season south. Must drive semi and have

JOHN HANSEN 4400 N. Central Ave., Chicago, III., or Phone PAlisades 5-9152

WANTED

For Big Celebration, July 2-3-4, Boonville, Indiana, Fairgrounds Carnival or Independent Rides and Shows. Address: ALBERT C. DERR, Secy. Boonville Fair Assn. Phone 12 or 420, Boonville, Ind.

FOR SALE

Model #5 Big Eli Wheel Excellent condition, with electric motor. Successfully operating - Speedway Kiddieland, Tucson, Arizona-\$4,800, Contact MR. LOUIS HORWITZ

415 S. Taylor St.

Copyrighted material

Oak Park, III.

MIDWAY CONFAB

participated in an engagement visitor at Rotterdam, N. Y. party Wednesday (25) at New Castle, Pa. Dixie Geltz, daughter of Mr. and Mrs. Ralph Geltz, and Rusty Caravella, son of Mr. and Mrs. Frank Caravella, were guests of honor. Wedding is set for June with Trixie Adams as maid of honor and Sam Nein the best man. The couple already have one of their wedding presents, a 37-foot Sparton house trailer, a gift from the groom's parents.

Harry Lewis, formerly with West Coast Shows, is now on Crafts Exposition Shows. . . . Bob Buff- rently working on lighting and ington is operating his gift shop other assignments at the Jam at Virginia Beach, Va., and will Handy Organization in Detroit open bingo at Atlantic Beach in reads like a roster of midway folk. Moorehead City, N. C., around Included are George Leontough, mid-June. Buffington has been doing quite a bit of angling in his spare time and reports his ice box is crammed with blue and speckled trout.

Kenneth Hixon is keeping busy with his penguins and snakes on Gooding Amusement Company No. 6 unit and plans to add an African Dip, cotton candy, apples, snow cones and popcorn for fairs. Donald L. Jones is scheduled to operate the concession trailer and Lewis Welch will be agent on the African Dip.

hospital and back on the Amusements of America midway. Visitors to the show in Dover, N. J., in-Saturday (28), with Harry Wilson being away on a business trip.

lined up by publicist Mae Hong, of the James E. Strates Shows, notable among them a promotion tour. The bridegroom is the son of by WTRY in Whitney's department Mr. and Mrs. Ray Shuemaker, of store window. On Monday (6) Joe Pelaquin and the Great La Vonnie are to bring their Motordrome cycles into the window for an interview by Joyce Donovan. day recently on the 20th Century Fred and Betty Bancroft did their Shows. He and his wife operate wheel of death knife-throwing act Tuesday (2) on the Paul Flanagan show, also in the window, and Forrest Willis interviewed Miss Hong there on Tuesday (31). The the official opening of Coney Knickerbocker News ran a feature story on Miss Hong in one of the issues preceding the two-week stand which began Monday (30).

John Weisman, bingo operator and president of the National Showmen's Association, drove up to Maine to visit Mullins Royal Pine Shows ir. Waterville and cut up jackpots for two days with Morris Brown, Frank (Shrimpy) Rappaport, Cliff Mullins, Bennie Levine, Jack Stern, Neil Carr and others of the NSA boys.

Gerald Snellens, World of Mirth agent, showed up in New York this week with the Nate Eagle midgets to make the rounds of several ad agencies.

Bob Parker left Chicago Wednesday (1) for a quickie trip to his Miami base before heading north again for Winnipeg. He spent several days in the Windy City. . . David C. (Snap) Wyatt, Tampa banner artist, and Evelyn E. Schwalb, Tampa, were married recently in that Florida city.

the Luigi Jannazos. . . . Eddie Le-

Personnel of the Caravella Shows | Fave, of Boston, was a Penn lot

Bill Chappas and Lillian Lefebure, of the Dick Wilcox Shows, became man and wife May 26, with the ceremonies taking place on the show's Ferris Wheel. Delores Lefebure, sister of the bride, and Dave Blotner stood up for the newlyweds. Sam Edstein cleared the Cirl Show top for the banquet and reception that followed. The bride's father, Al, baked the cake and cooked the dinner.

The roster of stagehands curwestern Shows: Charles Stapleton Jr., Douglas Wandrei and John (Speedy) Mauch, formerly of Wade Exposition Shows, where Stapleton still owns a couple of stores.

A. Hymes, concessionaire, reports good business at two Quebec dates with the Hamid-Morton Circus. He next works with the Larry Sunbrock rodeo which opens Wednesday (8) in Montreal.

George Dunn (Keno the magician) has joined the Clyde Beatty Circus Side Show as magician and Marie Le Doux is out of the inside lecturer. Dunn had been with Bill Chalkias' Side Show in a similar capacity for the past three seasons. Sam Alexander and Charlie cluded Pete Burkhart from the Cox are managing the Beatty kid World of Mirth Shows. John show. . . . Witnesses at the May 2 Vivona handled matinee tickets on wedding in Tampa of Hoyt Shuemaker and Patsy Rogers, both of the Best & Wanous Side Show, were Mr. and Mrs. Major O'Satvr-Several stunts in Albany were dae. The couple were married a few hours before boarding the Royal American Shows for its summer the B&H Shows, and has been with the Side Show for nine years.

> Jim Taylor celebrated his birththe popcorn concession.

Frankie Shafer, West Coast concessionaire, cards that he attended Island, New York, Decoration Day. ... Joseph Lehr, spot worker, infos that Spot Pinsonault and he worked the circus date in Philadelphia to good returns. Also working the Philly date were Phil Cook, former executive secretary of the Miami Showmen's Association, and his partner, Jim Stabile, with their watch and merchandise concession, and Mr. and Mrs. M. Riley, candy apples, popcorn and snow ice. . . . George Harris, Red Lewis and Kelly Bragg are working a spot store in Riverview Park, Chicago. . . . Red and Ruth Poole joined Penn Premier Shows recently to work the cigarette pitch for Red Mack. Also joining Penn Premier was Ray Escue, who is charge of stock for Mack's concessions.

Mr. and Mrs. Paul Pederson visited the Warwick Shows recently while en route to join the No. 1 Buff Hottle show. . . . R. L. (Red) Bishop reports that he is at the Kansas Medical Center, 39th Street and Rainbow Boulevard, Kansas City 12, Kan., where he is slated to undergo surgery. He'l like to hear George (Fox) Storti, scales and from friends. . . . Edgar G. Hart, sound truck op, has joined Penn author of "I Bet It Back," is in Premier Shows. En route to join, Canada where he is pushing sales he stopped off at Laurel, Md., of his new novel. . . . Albert and parked his truck and trailer with Betty Farley joined the No. 1 unit Martin (Blackie) Black, and then of the I. T. Shows recently with headed for Mayfield, O., to visit their sound trucks, popcorn and (Continued on page 63)



Who died April 29 at Manchester Center, Vermont, as the result of a fatal automobile accident April 28 at the age of 30. Burial: Greater Tampa Showmen's Rest, Tampa, Fla., May 5.

Survived and sadly missed by his Wife,

JEAN ZANE

NOW BOOKING FOR THE JULY CELEBRATION

> FORT CAMPBELL, KENTUCKY INSIDE THE GOVERNMENT RESERVATION

50,000 SOLDIERS AND FAMILIES—FREE ADMISSION TO PUBLIC ADVERTISED FROM LOUISVILLE TO NASHVILLE DAILY

IN NEWSPAPERS. ON RADIO, ON TELEVISION BANDS, AIR DROPS, BIG NAME SPEAKERS AND MANY OTHER EVENTS INCLUDING THOUSANDS OF DOLLARS IN PRIZES GIVEN AWAY DAILY

SHOWS

Want Grind Shows and Bally Shows of all kinds with own equipment. Good deal for Side Show, Motor Drome or Animal Show.

One more Ferris Wheel, Caterpillar, Flat Rides. Attractive deal for Scrambler, Dark Ride

RIDES

or Fun House. Extra Rides of all kinds needed to handle the expected crowds.

CONCESSIONS

Hanky Panks of all descriptions. Will book Custard and Drink Stands.

HELP

Useful people in all departments, including Tilt Foreman who can drive.

HEDY JO STAR WANTS GIRLS. BILL HOLT WANTS GIRLS. Gene Knight, Leonard Duncan, contact Fitzie

ALL PEOPLE JOINING NOW GIVEN PREFERENCE ALL ADDRESS:

THOMAS HICKEY or DON GRECO MAYWOOD, ILL., THIS WEEK

W. R. GEREN Presents MIGHTY

LAST CALL

For SOLDIERS & SAILORS' REUNION, Salem, III., June 20 to 25

Foot Longs, Snow, Cotton Candy, Pop Carn, Have one Bingo, can use one more. Scales, Novelties, Coke Bottle, Basket Ball. All Hanky Panks open. No flats or camps.

SHOWS: Fun House, Glass, Mechanical, Jig, or what have

WANT CONCESSIONS: Two Cook Houses. Can use two | RIDES: Can use for Salem only Roll-o-Plane, Rock-o-Plane, Caterpillar.

> RIDE HELP on Merry-Go-Round, Wheels, Scooter, Tilt and Kid Rides, must drive. This is one show that does not tolerate drunks. Top wages at all times.

All replies: Wire Western Union, this week, Salem, Indiana; June 13 to 18, Bedford, Indiana.

W. R. GEREN

WORLD'S FINEST SHOWS

CANADA — 21 FAIRS — CANADA

STARTING WITH THE "B" CIRCUIT OF WESTERN CANADIAN FAIRS, AT LETHBRIDGE, ALTA., JUNE 27, FINISHING AT PRINCE ALBERT, SASK., THEN THREE RIVERS, SHERBROOKE, AND QUEBEC CITY, IN PROVINCE OF QUEBEC; FOLLOWED BY OUR PROVINCE OF ONTARIO FAIRS, ENDING AT SIMCOE, OCT. 8.

WANT FOR TERRELL JACOBS' WILD ANIMAL CIRCUS:

Aerial Ground and Novelty Acts; also Family Troupe. Acts, address: Terrell Jacobs, as per route.

WANT CONCESSIONS: NOVELTIES, SCALES AND AGE. WILL CONSIDER PLACING NEW "ROUND-ABOUT" RIDE.

All Address: J. P. (JIMMY) SULLIVAN, Mgr., WINNIPEG, MAN., CAN. Now and until June 18; REGINA, SASK., June 20-25.



OPENING JUNE 13, McCOMB, MISS.; THEN ELDORADO, ARK., JUNE 20-25; UNDER STRONG AUSPICES. JULY 4-9, MARCELINE, MO., CITY PARK; THEN ALL FAIRS TILL NOVEMBER 1.

CONCESSIONS: Class Pitch, Ball Games, Age and Scales, Duck and Fish Ponds, Jewelry, Sets, Pitch-Till-U-Win, Cigarette and Long and Short Galleries, Photos, Coke, High-Striker, Stock Stores open. No grift or gypsies here. SHOWS: Of all kinds with own equipment. Girl, Animal, Mechanical, 10-in-1, Fat Show, Fun House, etc. Helen Golden, have good route. What about it, Ray?

HELP: Foremen for Eli, Twister, Merry-Go-Round. Sober and reliable Men only. Second Men for 8 Rides if you can handle ron and drive good semis, appreciate good treatment and stay sober, come on. Good wages and bonus. No tourists or drunks: stay where you are.

Moving on lot June 9. All People who are contracted and joining, advise if you want space held. Clinton, La., till June 9; then per route.

FLOYD O. KILE

Trained Goose Wanted

Must be all white, trained to chase and peck at children and act mean. Prefer-ably located in east. Our representative will inspect. Write

BOX A-165, c/o Billboard 6000 Sunset Blvd. Hollywood 28, Calif.

Two Blower Agents, Help for Flat Wheel, Up and Down Men. Contact Louis "Abie" Zuckerman or J. J. Brown Rex Hotel, International Falls, Minn.,

June 8 to 74.

Frozen Custard Outfit complete, mounted on truck preferred. Must be priced reasonable. Please contact

O. C. Buck Shows, West Hartford, Conn.

WANTED FOR GIGANTIC ANNUAL POLKA FESTIVAL

CARNIVALS

July 7th to July 20th inclusive 51st and Cicero Ave., Chicago, Illinois

Sponsored by

CLUB INTERNATIONALE FOUNDATION

Will book legitimate Concessions of all kinds. Bingo for merchandise still open. Shows Wanted - Motordrome, Circus Side Show, Illusion Show or any Walk-Thru or Grind Show.

14 BIG DAYS HIGHLIGHTS 14 BIG NIGHTS

1/2 million free ride tickets—distributed by Coca-Cola Bottling Company. All rides free—from 6:30 to 7:30 every night. Polka Contest will be televised and broadcast every night from grounds. 7 Ford cars given away—one every other night-absolutely free. A TV celebrity on stage every other

> Lights in Sky —— Free Aerial Acts Not a Dull Moment

THIS IS IT-YOU CAN'T MISS!

Contact

L. MATURA

8322 S. May Field Ave.,

3426 IROQUOIS

Qaklawn, III.

Phone Garden 2-1557

WANT FOR MICHIGAN FAIRS AND CELEBRATIONS

SHOWS with their own equipment, especially Side Show. Foremen for Tilt and Wheels. Second Men for all Rides. Must be sober and semi drivers.

JOHN REID

Phone: WAInut 1-7924

DETROIT, MICH.

WANT WANT WANT

FOR 7 WEEKS IN ATLANTA, THEN 14 AGRICULTURE FAIRS

CONCESSIONS: Long Range, Balloon Darts, Age, Scales, Coke Bottles, Ball Games, Cork Gallery, Basket Ball or any legitimate Concessions or Direct Sales.

HELP for office-owned Wheel, Roller Coaster, Roll-o-Plane and Kid Rides. You must drive and stay SOBER.

Wire-Chamblee, Georgia, this week-Write

HOLLY AMUSEMENT CO.

\$150.00 CASH REWARD FOR LOCATION OF

She and Harry Wright with Ross Manning three weeks this season. Left Morris Hannum in York, Pa. Her son, Kenny Wolfe, with them. Could have Slum Wheel, Cat Rack, or working Rides or Cookhouse.

GEORGE TURNER PHONE: VICTOR 3-9888

OKLAHOMA CITY, OKLA.

MOTOR STATE SHOWS

Playing Celebrations in Michigan, Ohio, Indiana, with a Route of Fairs to follow, including Fairs in Tennessee and Mississippi in the fall.

Can place a few more Hanky Panks. Want Photos, High Striker, Ball Games, etc. Sorry, no Mitt Camps or Flat Stores. Want Foreman for #5 Ell Wheel, Merry-Go-Round Foreman, Second Men who drive. If you drink or chase, stay where you are. Fat Vandergrift, can place you. Can place Man to assist on lot. All wires to

JOE FREDERICK, Owner-Mgr. Napoleon, Ohio, till June 12; then Waterville, Ohio, Celebration in Park.

Pete Andrish **Dies Suddenly**

PARKERSBURG, W. Va., June 4.—Funeral services were held here Friday for Peter Andrish, 66, of the Gooding Amusement Company, who died Thursday on the lot occupied by the firm's No. 3 unit. Apparently death came following a heart attack.

He was a veteran Gooding staffer. Previously he had been with a number of other shows including the Royal American. Following services here, the body was taken to Springfield, Ill., for burial in the Andrish family cemetery

A sister, Mrs. Anna Kacevicius, survives. Andrish was a member of the Showmen's League of Amer-

Vivona Okay in Raritan, N. J.

DOVER, N. J., June 4.-Amuse-ments of America chalked up a good opener on Decoration Day for its engagement here, following last week's date in Raritan Township on a lot booked by Morris Vivona.

Raritan proved okay with nice crowds being turned thruout the week. It rained at about 8:30 on ladies' night Monday (23) but the attendance held up in satisfactory fashion. Several committees visited the date and contacts were made for seasons to come.

Babe and Morris Vivona report business okay on the No. 2 Unit, playing bazaars in the Newark

Cut-Rate Tix Help Harris

MARION, O., June 4. - Royal Midwest Shows moved here this week after a good stand in Kenton, O., which was aided by the distribution of 10,000 three-for-aquarter ride coupons on hand bills.

The Harris organization came back to Kenton after a five-year absence and the cut-rate ticket promotion yielded big returns. Rides, shows and concessions all shared in the good business which was particularly heavy during the first three days.

Show premiered its new front gate at Kenton, built under the supervision of Frankie Simms. Much visiting was done there by friends from the Findlay, O., winter base, a mere 25 miles away.

CONCESSIONS WANTED

9th ANNUAL MERMAID FESTIVAL NORTH WEBSTER, IND.

JUNE 28 THRU JULY 4

SOUTH MARION BUSINESSMEN'S STREET FAIR, MARION, IND.

JULY 11-16

No eats or drinks

GOODING AMUSEMENT CO. RIDES

GEORGE H. PROUCH 2327 Homewood Ave., Mishawaka, Ind.

WANTED

Concessions of all kinds. Flat rate \$15.00, \$1.00 cut-ip for the ANNUAL BAINBRIDGE STREET FAIR

June 15-16-17-18.
Plenty of Free Acts and Rides to draw crowd. Write G. KILGORE

WANT WANT

Bainbridge, Indiana

Wheel and Chairplane Foremen and Second Men. Top wages to reliable men. Want Popcorn, Candy Floss and Photos. All Firemen Celebrations, Parades and Free Acts. Write or wire:

> I. K. WALLACE ORANGE, VA.

WANT

Wheel Man, must be experienced, sober and reliable for park location. No tear down or set-up. If married can use wife on Concessions. Salary \$50.00 per week. Wire Western Union or call Biloxi 9453. Address:

JACOB PRYOR Route 3, Box 75, Biloxi, Miss.



OLYPHANT, PA., JUNE 13-18 followed immediately by

THE GIGANTIC QUAKERTOWN, PA., CENTENNIAL June 20-25

Parades, Prizes; Fireworks and Pageant every night. RIDES: Any Ride not conflicting, also Live Ponies, SHOWS: Any Grind Show with own equipment not conflicting. CONCESSIONS: Hanky Panks of all kinds.

HELP: Experienced Ride Men who drive. Whitie Lyles, phone me. Show now playing Scranton, Pa., June 6-11.

All replies for these two weeks, June 6 to 18, to

MORRIS HANNUM Casey Hotel Scranton, Pa.

NOLAN AMUSEMENT CO.

Lorain, Ohio, June 13-18; Elyria, Ohio, 20-25; Ashville, Ohio, Annual Fourth of July Celebration.

Want Concessions, Shows and Ride help. CONCESSIONS: Popcorn, Photos, Buckets and 6-Cat, work 25c, 50c and stock only, also Hanky Panks. SHOWS: Committee money only.

RIDE HELP: Foremen for Merry-Go-Round and Loopo-plane and Second Man for Octopus and Wheel.

> FRED NOLAN Fremont, Ohio, this week

BE WITH A POWELSON UNIT

CONCESSIONS: Can Place Popcorn, Novelties, Age and Scales, Arcade, Glass Pitch, Mug Joint, Games of all kinds-no grift.

SHOWS: All kinds, Motor Drome, Fun House, Grind Shows.

POWELSON AMUSEMENTS

Box 125, Coshocton, Ohio, Phone 1088M

DAKER INITED CHOWS.

Wanted to join at once, Popcorn, Jewelry, Coke Bottles, Photos, Ball Games or any clean legitimate Concession. Positively no flats. Want Ride Help in all departments. Must drive. Shorty Putman, answer. All replies to

ERNIE ALLEN

Crawfordsville, Ind., June 6-11; then English & LaSalle Sts., Indianapolis, Ind.,

WILL BOOK TWO OR THREE RIDES

FOR COLORED BEACH FOR \$150 PER SEASON

Or what better proposition have you? Will also book Mug, one or two Flats, reasonable. Razzle Dazzle will work here. Make all communications immediately to

MRS. RUDY PROCTOR

Box 532, Tappahannock, Va., or Phone Hillcrest 3-4439, Tappahannock, Va.

HOWARD BROS.' RIDES

WANT CONCESSIONS-Popcarn, Apples, Floss, Glass Pitch, Ball Games, Dart, any legitimate Concessions. Want Monkey or 10-in-1 Show.

Tarentum, Pa., Fawn Twp., June 6-11; Fredericktown, Pa., 13-18; New Kensington Firemen's Street Celebration, June 20-25.

JEFFERSON CO. SESQUICENTENNIAL

BROOKVILLE, PA., JUNE 20-25

WANTS Frozen Custard, Penny Arcade, High Striker, Wheels that work for stock, Grind Stores, Jingle Board. Shows and Rides that do not conflict. EDDIE DIETZ, EDDIE'S EXPO SHOWS

Ellsworth, Pa., this week; Donora, Pa., June 13-18.

WANT

WANT

WANT

3 Wheel Men. Good salary, good working conditions. Also Ride Help of all kinds. No collects, no drunks.

SAM TASSELL

5839 WALNUT STREET

Phone: GRanite 2-5852 P.S.: Can use legitimate Concessions at all times.

PHILADELPHIA, PA.

Copyrighted mal

LAST CALL!

For Sunset Lake Park between Norfolk and Portsmouth, Va. Opening June 16. Can place Coaster and Scooter, Shows of merit and strictly legitimate Concessions.

Also direct sales not conflicting. Everybody works on percentage basis. Wire this week, Quantico, Va.

BARNEY TASSELL SHOWS

P.S.: Can use Ride Men. No ups and downs.

SUNSET AMUSEMENT CO.

Can place Short Range, Custard or Ice Cream, Hanky Panks and Ball Games for Waconia, Minnesota, Jubilee, week June 13. Shows with own equipment. Ride Help for Tilt, Octopus, Dodgem and Kid Rides.

Spring Valley, Minn., Celebration this week; Waconia Celebration next.

MIDWAY CONFAB

Continued from page 61

candy apples. Mrs. Farley's mother, | the Veniero interests of Newark, Mrs. Ben Chappell, old-time concession operator, is recovering from a series of operations.

George Keefer, who manages six stands on Heller's Acme Shows for

LOOKING FOR MONEY! Then Play

BELLEVILLE, OHIO JUNE 6 thru 11 WADSWORTH, OHIO JUNE 14 thru 18 DELTA, OHIO JUNE 23 thru 25 DUNDEE, MICH. JUNE 30 thru JULY 4

Can use Photo, Balloon Dart, Jewelry, French Fry, Waffle, Hi-Striker, Age, Scale, etc. Can use Ride Help, driver preferred.

GERALD R. ANDERSON, Mgr. 1488 South Ave. Toledo 9, O.

AT LIBERTY

Late model Tilt-a-Whirl

and attractive popcorn trailer. Will book both together or separately. Reply to:

> E. A. BODART 148 N. Maple

Green Bay, Wis.

RIDE HELP WANTED

peanuts and hamburgers, stay where you potatoes and a pocket full of Lincoln's pictures, answer this ad!
Can use Help on all Rides—Merry-GoRound, Ferris Wheel, Roll-o-Plane and
Tilt. Drivers with licenses preferred.
Drunks and chasers, stay away.

FRED A. POTENZA 741 N. Walcott Walcott Chicago 22, III. Phone: HAymarket 1-4121

WANTED

Concessions for 4th of July American Legion Celebration at Merrill, Wis. Wanted — Hanky Panks of all sorts — July 1-4.

FRED A. POTENZA 741 N. Walcott Chicago 22, III. Phone: HAymarket 1-4121

No collect calls.

CAN USE CAPABLE AGENTS

who want to work and make money. Office-owned Concessions and you have the "X" on your game.

Kenneth Ayliffe Lee Becht Amusements Miamisburg, Ohio, this week; Loveland, Ohio, June 13-18.

NEW PRICES **BANNERS**

Snap Wyatt Studios

Rt. 3, Box 559

Tampa, Fla.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y. Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

WANTED RIDE SUPERINTENDENT

Who can and will F. C. BOGLE SHOWS Wichita, Kans.

NEW MERRY-GO-ROUND FOR SALE

32-ft, Two-Abreast. 20 Jumping Alumi-num Horses. At Liberty — Adjuster, General Agent, Special Agent, Manager. I know the entire Middle West. Join on wire. Phone early in the mornings.

(Phone: 4-J-2) C. A. GOREE, AZLE, TEXAS.

N. J., was feted by members of the show recently on his 50th birthday anniversary. Sam Rose was toastmaster of the affair, held in the Blue Room of the Lee Hotel, headquarters of the newly formed New Jersey Showmen's Club which elected John Glynn president at the first meeting. Keefer was named permanent chairman of the club, and following the banquet for him these officers were elected: Bob McCarty, secretary-treasurer; Frank Glynn, chaplain; Stiney Shapolis, membership committee; Carnival Joe Markase, historian, and Muttles Brynes, Gus Maynard, Joe Ross, Harry Heller, Angelo and Joe Longo and Patterson Dutch, board of directors. Arrangements were made for permanent clubrooms in the hotel. Membership blanks will soon be available. Dues are \$5 a year. Installation will take place June 21 in club headquarters. Donors to the club are President Glynn, a TV set; Keefer, \$100 for furnishings; Pete Glynn, subscriptions to magazines and newspapers; Carnival Joe and Rita, drapes and encyclopedias; Stiney Shapolis, redecoration of clubrooms, and Louise Veneiro, clubroom furniture.

RA Labor Pact

• Continued from page 59

Karsh and others were busy seeking written authorization for the check-offs, the deduction by owners of dues from wages.

While little objection to unionization was voiced by show personnel during the public meeting, considerable opposition was registered when show people were asked to sign authorization for the checkoffs. Some, including one owner who has seven employees, refused to sign and said he and his people would leave the show.

Only the organization of the show diverted attention of people on the Royal American from the worst business the show has received in its long history. The show experienced a pitiful small take over the Memorial Day weekend here and nights since have provided paltry business.

Paducah, Ky., scheduled to be played all of last week, was passed up after attempts on two successive days were made to set up on a soft, muddy lot failed. And Nashville, the previous week, produced one of the smallest week's grosses in the long history of the show, with weather there as the cause.

The show winds up its Evansville stand Sunday (5) and will jump to Davenport, opening there Wednesday (8) for an engagement that will close Sunday (19).

Frog Jubilee

• Continued from page 53

dance duo; Boxley and Marie, magic and illusion; Johnny Matson, accordionist; Leo Diamond, harmonica; Ken Card, comedy; Dr. Giovanni, International pickpocket, and the Mandrins, acrobats. Music was furnished at the Hammond organ by Phil Arden, who also assisted during the fair in the handling of special events.

On the Sunday bill also were a horse show in the morning and Christensen Bros.' RCA approved rodeo.

The fair sponsored a dance that ran thruout Saturday night. With the gates opening at 6 on Sunday morning, the event is practically continuous from Saturday opening until the Sunday night closing. Chester Smith's band was featured for the event in a side-walled dance section.

The Alex Freedman Fair Time Shows were featured for the first time on the midway and the date was the first exposition for the organization. Formerly the Boone Valley Shows, Freedman purchased the carnival last year and moved it from the Midwest to the West Coast during the winter. Complement of rides included 6 major

CALIFORNIA'S BIGGEST FOURTH OF JULY CELEBRATION

OAKLAND-5 Big Days and Nights June 30 through July 5

Lake Merritt Show Grounds. 200,000 attendance—uptown location. Now booking Shows and Concessions.

Roy Shepherd can use Foremen and Second Men for most all Rides. Also a few Women Ticket Sellers. Extra mileage pay for Semi Drivers.

Contact Mr. Shepherd immediately

Wire-Write or Phone

7283 Bellaire Ave., No. Hollywood, Calif.

Phone POpular 5-0909

DENN PREMIER SHOWS

NASHUA, NEW HAMPSHIRE, JAMBOREE CELEBRATION, JUNE 20-25

Sponsored by 20 organizations. Free Acts, Special Events, Day and Night. Positively the Largest Bona Fide Celebration in the New England States, followed by MASSACHUSETTS' LARGEST FOURTH OF JULY CELEBRATION at ATHOL, MASS., July 4-9.

SPACE LIMITED AT ABOVE SPOTS SO CONTACT US IMMEDIATELY

CONCESSIONS

CAN PLACE CUSTARD AT ONCE. Can also place Derby Racer, Fish Pond, Ball Games, Short Range, Cork Gallery, Photos, High Striker or any other legitimate Concessions.

SHOWS

CAN PLACE MANAGER FOR CIRCUS SIDE SHOW. Have all new canvas and banners complete. Manager must have sound equipment and good working acts. Good proposition to the right party. CAN ALSO PLACE MAN WITH MONKEYS TO TAKE OVER MONKEY SHOW. WE HAVE NEW TOP AND BANNERS COMPLETE. Can also place any good Grind Shows not conflicting. Remember we have all Celebrations and Fairs until November.

RIDES

ACENTS

through

1955

Can place any Flat Ride not conflicting with what we have. We have real ride territory and can offer good proposition. Buster Westbrook can use Razzle Agent. Charley Allen wants 6-Cat Agent. Murray Levitt can use Roll-Down Agent. Harry Rubin and O. D. Johnson can use Agent.

This show operates every week and has choice dates. Contact at once

All letters and wires to

All phone calls to

LLOYD D. SERFASS, Gen. Mgr.

Adams, Mass., this week

Harry (Buster) Westbrook Sheraton Hotel, Pittsfield, Mass.



Gigantic Italian Festival of Chicagoland

BENEFIT OF VILLA SCALABRINI-JULY 27,

ITALIAN OLD PEOPLE'S HOME

LOCATION North and 5th Avenues, Maywood, III.

NEW

Parking lot of Maywood Park Trotting Track PLENTY PARKING

Copyrighted material

WILL BOOK

CLEAN SHOWS—CARNIVAL ATTRACTIONS

WRITE OR PHONE

JOSEPH DE SERTO

1615 N. 18th Ave., McIrose Park, III. Phone: HArrison 7-4675

WANT FOR 14 OUTSTANDING FAIRS STARTING IN JULY

CONCESSIONS

Hanky Panks of all kinds, Custard, Chocolate Dip, Snow Balls, Jewelry, Bill Stevens, answer.

SHOWS

Girl Show with own front, must be real nice; also Wildlife, Fun House, Glass House and other grind shows.

HAVE COOKHOUSE FOR SALE. Will book same on show or will consider leasing to responsible party (Sam Patrone, answer), or will book Cookhouse up to standard of this show. Want Billposter with own transportation.

Answer to JOHNNY J. DENTON or DAVID E. FINEMAN

c/o GOLD MEDAL SHOWS, Wheeling, W. Va., all this week,

LEWY DUCHENE WANTS THREE GIRLS

FOR #2 GIRL SHOW Experience unnecessary. New 50-foot panel front. Good Girl Show territory Top pay and bonus. Reply: c/o TENNESSEE VALLEY SHOWS Middleport, Ohio

Man for Little Beauty. Must be A-1 and drive truck. FRANK SHERMAN POTENZA

6437 S. Washtenaw Chicago, Ill.

and 4 kid rides and 18 concessions. GIVE TO DAMON RUNYON CANCER FUND

T. J. TIDWELL SHOW

Wants Ride Men in all departments. Sure pay, good treatment. Will book Concessions not conflicting; Photo, Balloon Dart. What have you? Bill Kennedy has opening for Girl Show Girls. All answer:

T. J. TIDWELL, Manager ADA, OKLAHOMA, JUNE 6 THRU 11.

HELLER'S ACME SHOWS

Nyack, N. Y., this week; West Patterson, N. J., next week; then St. Mary's Church, Bound Brook, N. J., follows.

Want Foreman for Chairplane, also Ride Help. Semi drivers given preference. Want Custard and any Hanky Panks that don't conflict. No Flats or Wheels. Phone: WYcoff 4-033-M. Franklin Lakes, N. Jer., till 10 a.m. P.S.: Cody and Howard, phone collect.

"HONESTY IS OUR POLICY" Now playing Danville, Ky.; Richmond, Ky., to follow; then Frankfort.

NOTICE, RIDE MEN who take an interest in their job and make a career of Rides. We are not interested in summer vacation men. We pay top salaries and bonus to all men who take our equipment into winterquarters. Unemployment, workmen's compensation to every man. All of our trucks are special equipped for each ride. The best of rides and rolling equipment. We want to keep it that way, so that is why we want good Ride Men.

Can place Foremen for three Kiddie Rides, Octopus, Spiffire, Little Dipper or Coaster. Want Second Men for the above Rides, also Tilt-a-Whirl. Ed Hart and Jimmie Sample, come on. Concessions open: Cookhouse, Fishpond, Darts, High Striker, Heart Pitch, Ball Games, 6-Cats, Bumper and Hoop-La. Want Shows: Monkey, Snake (Geo. Usher, come on), Fat, Illusion and Wildlife. (Dick Kabbage, come on.)

All replies to JOHN PORTEMONT, Danville, Ky.

FRONTIER SHOWS

WANT FOR OPENING AND THE FOLLOWING BONA FIDE FAIRS AND CELEBRATIONS

Prescoff, Arizona, July 4; Heber, Utah, July 12-16; Spanish Forks, Utah, July 24; Price, Utah, July 26-30; Mt. Pleasant, Utah, August 2-6; Manti, Utah, August 10-13; Logan, Utah, August 17-20; Tremonton, Utah, August 23-27; Duchesne, Utah, August 30-September 3; Hotchkiss, Colorado, September 6-10.

All kinds of Stock Concessions and Hanky Panks, including Balloon Store, Fish Pond. String Game, Lead Gallery, etc. No flats or gypsics. Good proposition to Shows with own equipment.

All replies to J. L. RITTER, Mgr. Williams, Arixona, June 15 to 19.

SOUTHERN VALLEY SHOWS WANT FOR SEASON

Bingo Game, Custard, Photo, String, Bumper, Fish and Duck Ponds, Hoop-La, Six Cat, Buckets, Swinger, Heart Pitch, Long and Short Range Gallery, Scales and Age, Novelties, Candy Floss, Striker; all above open, none here now. Reasonable privilege. Want to book Pony Ride, also Chairplane for season. Shows with own outfits. Yes, we have the big Juneteenth Celebration at Marshall, Texas, June 13-19-7 big days. All answers to

> EDDIE MORAN MAGNOLIA, ARK., THIS WEEK; THEN MARSHALL, TEXAS.

OKLAHOMA CI

Can place five well-framed Hanky Panks and Pitches for 1955 Oklahoma State Fair. Contact

DON PIERSON

200 Prospect, Hot Springs, Ark.

Phone 6598

IDEAL RIDES

Now booking Concessions for 4-H Fair, Middletown, Ind.; next week, Westville, Ind., on streets; next big July 4th, Shelbyville, Ill., City Park, fifth year.

Will book Tilt or Octopus. Shows-What have you? No girls, rockets or gypsies.

Bill Bernauer wants Agents.

PAUL T. ROBERTSON

PLAINFIELD, IND., THIS WEEK.

PAN AMERICAN EXPOSITION

WANTS

WANTS For our fourteen Fairs starting in July with more pending. Route to interested parties. SHOWS: Ten-in-One, Girl Show, Shows with own outfits. Have fronts and tops for Girl Show, Animal Show and Side Show, Need Inside. Place Motordrome (Art Fay, answer), Monkey Speedway (Pete, come on). RIDES: Fun House, Dark Ride or any not conflicting. CONCESSIONS: Bingo, Short Range, Bumper, High Striker, Custard, Ice Cream, Ball Games or any 10e Hanky Panks. Can also place Razzle, Skillo, Blower, Count or Grind Stores. Open midway. Man to Manage office-owned Concessions, also Agents for office-owned Concessions. HELP: Second Men on Octopus and Tilt and all other Rides who drive, Wives in Ticket Boxes or Concessions, Scenic Painter and Truck Mechanic with tools. All wires and correspondence: c/o Show or TED WOODWARD, Sec., Williamsburg, Ky., now; then as per route.

BILL CHALKIAS WANTS FOR TWO SIDE SHOWS

"The Most Beautiful Side Shows in America"

Unit #1 will be with Wm. T. Collins Shows for an exceptional route of Fairs and Celebrations. Unit #2 will be with Buff Hottle Shows, #1 Unit, also for an outstanding route of Fairs. OUTSTANDING ACTS AND ATTRACTIONS, ESPECIALLY WANT CAPABLE SWORD SWALLOWER, FAT GIRL AND RUBBER-SKINNED BOY. Gene Stone, Arthur Clever and Al Short, answer.

For #1 Unit address: Bill Chalkias, c/o Buff Hottle Shows, Benld, Ill., until June 9; after that c/o Wm. T. Collins Shows, Fargo, No. Dak. For =2 Unit address: Joe Hat-field, Mgr., c/o Buff Hottle Shows, Benld, III., this week; then per route.

AGENTS AGENTS AGENTS

Want one Razzle, one Skillo and one Pin Store Agent. Only three Stores on Show. "Peanuts," Chet, Joe Wilson, Art Snyder, Buddy Fisher, get in touch with me. Want Six-Cat Crew that can frame store right. Dickie, Jim Lykins, Whitey, call me. Place one Bucket Store Agent. Florence Porter, can place you and sister. Want Want Girls for Girl Show, salary and P.C. Wire or call

KIRK DECKER, Villa Hotel, Tyrone, Pennsylvania

FIDLER UNITED SHOWS

WANT FOR LONG ROUTE OF ANNUALS AND STREET CELEBRATIONS

HANKY PANK CONCESSIONS OF ALL KINDS. FOREMEN FOR TILT-A-WHIRL AND FERRIS WHEEL. Other capable Ride Help also. Must drive Semis. Address: SAM FIDLER, MGR., ST. GENEVIEVE, MO., JUNE 6-11.

WANTED EVERYTHING

Foremen who can up and down Rides-Spitfire, Merry-Go-Round, Wheel, etc. Concessions of all kinds, Ball Games, Popcorn and Apples, Hanky Panks, \$18.00. SHOWS WITH OWN EQUIPMENT, SIDE SHOW, MECHANICAL, ANIMAL, DROME, SNAKE, MELP: Girls and Talkers for Girl Shows, Man to operate Fun House, Useful People

F. C. BOGLE SHOWS, Wichita, Kansas

Want Razzle, Rolldown, Pins, Alleys, Wheel and Slum Skillo. Following contact:
"Jersey" Robert Clarkson, Brownie Cole, Albert Taylor, Bobby Locke, Red Wingfield.
Can use Grind Shows, also Girl Show. Have complete outfit, including P.A. set.

FOR SALE
Show complete, now in operation. Two horses, male and female: 70-foot front.

DWIGHT BAZINET

Control of the second

Care Wade's Joyland Shows, Deckorville, Mich., this week; Ubly, Mich., Annual Celebration, next week.

IRON MOUNTAIN, MICHIGAN

June 14-18

—CAN PLACE—

Legitimate Concessions of all kinds. Want Ball Games, Balloon Darts, Fish Pond, etc. Will sell "X" on Photos, Novelties and other outright sales.

-WANT-

WILDLIFE, UNBORN or other Walk-Thru Shows.

All replies

W. G. WADE SHOWS

MANISTEE, MICHIGAN, all this week.

WANTED

RELIABLE CAT RACK HELP

For BUNKER HILL CELEBRATION, Charlestown, Mass., June 12-18, and GIGANTIC POLKA FESTIVAL, 51st and Cicero, Chicago, III., July 7-20-also 15 big Celebrations and Fairs to follow.

IRVING (GHOST) ZAITSHIK c/o Prell's Broadway Shows Leipersville, Pa. (this week), or St. James Hotel, Philadelphia, Pa.

WALTER WANOUS

DICK BEST WANT

FOR WORLD OF MIRTH SIDE SHOW

Bally Attractions, Novelty Acts, Talkers, Ticket Sellers, Boss Canvasman and good, reliable Side Show Help,

Address Walter Wanous c/o WORLD OF MIRTH SHOWS New Brunswick, N. J., this week.

WANT

Talkers, Ticket Sellers, Fire Eater, Pin Cushion, Boy to learn Knife Throwing, Bally Girls; also Help for Monkey Show.

WANT

CLAUDE BENTLEY

20th Century Show Ft. Dodge, Iowa, this week; Dubuque, Iowa, week June 13.

WANTED

Age and Weight Agent at Jacksonville Beach Boardwalk, Danny Ryan, Whitie Hardman, contact:

L. H. HARDIN 411 N. First St. lax Beach, Fla.

WANT

Tilt and Wheel Foremen, Second Men. also Kiddie Ride Men. Booking Hanky Panks of all kinds. Swince wants Agents. For Sale-22x36 Wisconsin style Bingo, new canvas, some stock and Trailer and Tractor if desired; several Concession Tents and Frames, Six Arrow, Buckets, Stock Wheels. Contact

DYER'S GREATER SHOWS Benton, III., now; Ladd, III., next week.

WANT CONCESSIONS

FOR LAKE CITY, MICH., BIG JULY 4TH CELEBRATION.

(Popcorn, Jewelry and Floss sold.) WANT RIDE HELP THAT DRIVE.

MOSHER AMUSEMENTS 915 Scott Ave. Pt. Huron, Mich.

WANTED

All round Cookhouse Help. Tom Foley,

MERRIAM MIDWAY SHOWS

Belmond, Iowa, June 7-8; Radcliffe, lowa, June 9-11; then as per route.

JASPER, TEX., JUNE 14-19

Juneteenth Celebration

Want Wheel Man, Loop-o-Plane Man and Chairplane Man. Concessions all open. Want Grind Store Agents. Make all contacts by wire, Jasper, Texas.

GREAT SOUTHERN EXPOSITION

FOR SALE

COOKHOUSE or SIT-DOWN GRAB, 14 by 14, new and complete. 1948 Ford Truck, A-1 condition. Good tires, new license. \$1,000.00. Terms to reliable

> EDDIE STEELE c/o DUMONT SHOWS Kingston, Tenn., this week

PIGMY HORSE SHOW FOR SALE

all new banners. Booked on World of Mirth Shows for the season. Contact VIRGINIA SHUMWAY, World of Mirth Shows, week June 5, New Brunswick, N. J.; week June 10, New Britain, Conn.

W.G. WADE SHOWS METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Three more Still Dates, two Celebrations and then to the Fairs.

WANT

CONCESSIONS: Swinger, Glass Pitches, Long and Short Range Galleries, Buckets, 6-Cat, String Game, Scale and Age and Mitt Camp. Must be American dress. Want Hoop-La, Percentage, Jewelry. Basket Ball or any Merchandise Concessions (midway open). SHOWS: Penny Arcade, Sideshow with acts or equipment. Al Dameron wants Sideshow Acts, Operator for Monkey Show. We have monkeys. (Kay Kon, Eczney, answered your wire, come on.) Want Funhouse Operator, Tom Bush, come on. Operator for beautiful Girl Show. Must have girls and wardrobe RIDES: Dark Ride, Octopus, Live Pony Ride. Joe Murray, get in touch. RIDE HELP: Foremen for Twin Wheels, Ridee-O, Caterpillar and Roll-o-Plane. R. V. McNair and Joe Coleman, come on. Second Men on all rides. Wives to sell tickets. Want Man to handle Caterpillar, Welder, Mule Drivers, Train Help. Contact Red Kelly, trainmaster. Want Mechanics. John Reed wants Grind Store Agents and useful Concession Help, Hanky Pank Agents, Stock Man for office-owned Concessions, Office Secretary. J. V. McDevitt, contact. Want Publicity Man who can promote kiddle matinees. Lew "Peasey" Hoffman, answer. McDevitt, contact. Want I "Peasey" Hoffman, answer.

All replies to Anniston, Ala., this week.

CAPITAL CITY SHOWS

Want for Our BIG FOURTH OF JULY CELEBRATION, STEARNS, KY., JUNE 27 to JULY 4, Followed by 18 Fairs Starting July 11.

CONCESSIONS: Photos, Custard, Penny Pitch, Long Range, Glass Pitch. Will sell "X" on all the above. Can use Hanky Panks of all kinds. V. L. Collier wants Count Store, Buckets and Swinger Agents. SHQWS: Monkey, Mechanical, Wildlife or any non-conflicting Grind Shows. Bobby and Billie Taylor wants Side Show Help. Can use few Second Men on Rides who drive semis.

All replies J. L. KEEF

c/o WESTERN UNION, GALLATIN, TENN.

EDDIE STEELE WANTS AGENTS

FOR RAZZLE, PIN STORE AND SKILLO, ALSO CAPABLE OUTSIDE MAN. ONE HANKY PANK AGENT. Have big July 4th spot. Only four Joints on Show. Wire EDDIE STEELE

c/o DUMONT SHOWS, KINGSTON, TENN., this week; then per route. P.S.: Larry Reese and "Black Cat," wire me.

GLADES AMUSEMENT COMPANY

STANLEY, VA., WEEK JUNE 14-17

Will book Kiddie Rides for summer. Want to buy or book small Bingo.

JERRY SADDLEMIRE

HARRISONBURG, VA., THIS WEEK. P.S.: Floyd Matter wants Agents for Hanky Panks.

AT LIBERTY—JULY I LEGAL ADJUSTER

10 YEARS' EXPERIENCE

Three Grind Stores, four Hankys, three Center Concessions, two Major Rides.

BOX D-119, c/o THE BILLBOARD PUBLISHING CO. Cincinnati 22, Ohio 2160 Patterson St.

ROYAL MIDWEST SHOWS

Want for ANNUAL FIREMEN'S FESTIVAL, Lawrenceburg, Ind., June 13-18

Can place Stock Concessions of all kinds, Photos, Long and Short Range, Buckets, GIRL SHOW, Grind Shows, also Manager for Athletic Show. Bill wants Swinger Agents.

ROXIE HARRIS LONDON, OHIO, THIS WEEK.

WANTED

Legitimate Concessions and Shows of all kinds. Also Ride Help and Agents. Entertainment nightly. Two big tenday celebrations. Many others. Millington, Maryland, June 15-25; Chestertown Fair, June 29-July 9. Eight Rides, Dual Ferris Wheel, Wire

D. Van Billiard Shows

This week, Minquindale (New Castle), Delaware, Fire Company.

FOR SALE OR WILL TRADE Beautiful 4-way 12-ft. Trailer, fluorescent

lighted, well made, has Deep Freeze for Cream, Popcorn Popper (electric), two Hot Point Deep Fryers for French Fries, Echols Ice Cream and three Dispensers, Cold Drink Dispensers, Candy Floss Machine, Hot Dog Machine and Peanut Warmer. Chev Pick-Up to pull. All for \$1,500.00 or will trade on Major Ride, such as Roll-o-Piane, Spitfire, Looper, 5-Wheel. Must be seen to be appreciated. C. A. STEPHENS SHOWS, Abingdon, Va., this week.

Wanted Midway Show DOOLY COUNTY FAIR

Sponsored by American Legion. Sept. 25-Oct. 1 or Oct. 2-Oct. 8 or Oct. 9-Oct. 15. Contact E. H. DAVIS Vienna, Georgia

FOR SALE

POPCORN and CANDIED APPLES CON-CESSION, Can book on this Show. \$300.00 Complete,

EDDIE STEELE

c/o DUMONT SHOWS KINGSTON, TENN., this week; then per route.

BINGO COUNTER MEN

WANTED

If you drink, stay away!

ART LUDWIG C/O SUNSET AMUSEMENT CO. Spring Valley, Minn., this week.

United Exposition Shows

Man to take charge of well-framed Athletic Show. Must know how to get money. Ride Help that drive, come on! Wives on Concessions or Tickets. CON-CESSION ACENTS for Ball Games and Clothes Pins that work Razzle or Count Stores, Buckets and Set Joints. (B. Mc-Donald, contact.) COMMITTEES FOR CENTENNIALS AND STREET CELEBRA-TIONS: Have two open dates for Northern Illinois or Indiana. Wire or call:

C. A. VERNON, Mgr. South Beloit, Ill., June 9-18; then per

JACK FLYNN JOHN GIAMPATONE

to wire him immediately. Steamer Petteat, Jimmie Neal and Nig O'Connell also contact. MACK HODGE wants Skillo Agents and capable Outside Men.

Address: JACK FLYNN c/o Buff Hottle Shows Benid, Ill., this week; then per route.

NOLAN SHOWS UNIT #2

Playing all Ohio Celebrations on the

LEETONIA, OHIO, JUNE 9-11
TUSCARAWAS, OHIO, JUNE 15-19
Want Hanky Panks of all kinds, also
P.C. No Mitt Camp or Grift. Want Ride Help on all Rides. Good treatment and good pay every week. Foremen and Second Men for Parker Merry-Go-Round, Wheel, Chairplane and Punk Rides. Want 30-foot Round Top and Poles. Contact Manager as per route. Permanent address:

Moxahala Park, South Zanesville, Ohio.

HARRISON GREATER SHOWS

Want for Warsaw, N. C., followed by Wallace, N. C., in the heart of the vegetable and produce country. Want to join at once Cookhouse or Sitdown Grab, Popcorn, Candy Apples, Snow Cone and Floss. All Slum Con-cessions open. Want Agents for Skillo,

Razzle, Clothes Pin and Line-Up. All

Copyrighted made

mail and wires to FRANK HARRISON Warsaw, N. C., this week, FOR CONCESSIONAIRES

(YOUNG, FINGER TAME, ASSORTED COLORS)

CANARIES — CAGES

WE SHIP ANYWHERE LIVE DELIVERY GUARANTEED Orders Filled Promptly! WRITE FOR CIRCULAR

Madison Sq. Pet Shop

857 8TH AVE., NEW YORK, N. Y. JUDSON 6-3360 ********

RIDE HELP WANTED

Foremen for new Tilt and Octopus, Man for two Kiddy Rides; top salary and bonus.

HARRY J. KAHN NEW ENGLAND AMUSEMENTS

North Brookfield, Mass., till June 11; Bunker Hill Celebration, Charlestown, Mass., follows.

Wire or call Volunteer 7-7417 till 8.

BELLE CITY SHOWS

Ride Help on Wheel, Tilt, Flying Scooter. Need Merry-Go-Round and Wheel Foremen; must be able to drive semis. Skill and Science Concessions, come on. Spots the best. Out six weeks, no blanks as yet. Can use a Scrambler, Round-Up or Scooter at Northern Fair route in Wisconsin. Bill O'Hearn, come on.

CHUCK PANACEK

Telulah Park, Appleton, Wis., June 9 to 12; No. 29th & W. Capitol Dr., Milwaukee, Wis., June 14 to 20.

WANTED

Burdick's Greater Shows For largest Juneteenth Celebration in the South, to be held at Brenham, Texas,

week June 13 to 19. Have 8 Celebrations and Fairs, have several more pending. Place Concessions of all kinds, Independent Shows, Rides that do not conflict. Man to take charge of Bingo, Agents for office Concessions. Grab or Cookhouse.

IRA BURDICK as per route

FOR SALE

Spillman Merry-Go-Round, 32 ft., 16 horses, 2 chariots, 5 h.p. electric motor, A-No. 1 shape, price \$4,200.00. Booked at Playway Park-now running.

LARRY L. LOUGHRAN 1420 Park View Owensboro, Ky.

Phone: 3-5532

Photos, Foot Longs and Hanky Panks; also Ride Help. Need Rides for July 4th. Take all. Need Agents for Buckets, Six Cats and Hankies. Kokomo, come on. Contact as per route.

NORTH STAR SHOWS Winona, Minn.

FOR SALE JET KIDDIE RIDE

IMMEDIATE DELIVERY

Rocco Amusement Co. BOX 311, ARGO, ILL.

PARAKEETS

Shipped daily. 100-\$125. 50-\$67.50. Plus delivery charges.

Durkee's Bird Farm 8967 E. Gallatin Rd.

Pico, Calif. Phone: OXford 9-5210

MERRY MIDWAY SHOWS

Want Concessions—Balloon Dart, Pitch Till U Win, Sno Cone, Age & Weight, Hi-Striker, Coke Bottle or any that does not conflict. Will book Roll-o-Plane. Swing. Octopus or any that does not conflict. Will book Snake Show, Wild-life or Flat Show. Contact ALBERT BARKER

Vandalia, Mo.

Wilson Famous Shows

Want Ride Men who drive. Can also place a few more legitimate Concessions, Bingo Help.

This week, Silvis Colden Jubilee; next Rock Falls; then Cherry Valley Festival; all Illinois.

WANTED

Carnival of five to six Rides for LEGION PICNIC, SEPTEMBER 3, 4, 5.

C. W. CURTIS KAMPSVILLE, ILLINOIS Phone 596

COMING EVENTS

Arizona

Plagstaff-Indian Powwow, June 25-July 4. Flagstaff-Northern Ariz. Square Dance Pestival, Aug. 12-13. Mesa-Pioneer Celebration, July 24. Phoenix-Jaycee-KOY Fireworks Show,

California

July 4.

Los Angeles-Home Show, June 9-19. Oakland-Home Services Pair, June 7-9. Pasadena-Piremen's Rose Bowl Celebration, July 4.

Colorado

Denver-Antique Show, July 5-8. Estes Park-Colorado Festival, June 17-19. James Johnson. Estes Park-National Arabian Horse Show, Aug. 20-21. Dr. A. G. Fiske.

Estes Park-Apaloosa Horse Show, July 16. Dr. A. G. Fiske. Estes Park-Koshare Indian Show, July Glenwood Springs-Strawberry Days, June

25-26. L. E. Meredith. Greeley-Horse Show, June 25-26. Chamber of Commerce. La Junta-Legion Kids Rodeo, Aug. 9-11. John A. Brown. Walsenburg-Spanish Peaks Piesta, Aug.

Connecticut

4-6. Star Caywood.

Bethel-State Piremen's Convention, Aug. New Britain-VFW Carnival, June 13-18.

Georgia

Atlanta-Southeastern China, Glass & Gift Show, July 17-20 Foster B. Steward, ·1401 Peachtree St., N.E. Atlanta-Southern Jewelry Show, Aug 28-31. Burly Sacks, 1 Peachtree Bldg.

Idaho

Boise-Ada Co. Sheriff's Posse Cow Cutting Contest, June 18. Emmett-Emmett Cherry Festival, June 20-25. Clint Johnson, American Legion. Franklin-Idaho Days, June 14-15. Rigby-Jefferson Co. Pioneer Days, June

15-16. R. C. Swager. St. Anthony-Premont Co. Pioneer Days, July 22-23. Robert Smith.

Illinois

Chrisman-Homecoming and Street Fair, July 6-9. Homer Wolfe. Chicago-Celebration, July 4. (Soldier Field.)

Chicago-General Motors Powerami, Aug. 31-Sept. 18. Chicago-Polka Pestival, July 7-20 (at 51st & Cicero), L. Matura, 8322 S. May Field,

Davis-Celebration, July 28-30. William Brault. Farmington-Legion Fall Festival, Aug. 17-20. James Vaira.

Geneseo-VPW Celebration, July 2-4. Girard-Centennial, June 13-18, Hanna City-Sportsmen's Club Celebration,

Iroquois-Celebration, July 2-4. Lexington-Centennial, July 10-17. T. M. Pientywood-Celebration, July 2-4. Marks-Homecoming, July 1-4. Bruno

Mount Vernon-Jefferson Co. Veterans Reunion, June 28-July 4. G. G. Purcell, American Legion.

Olney-Celebration, July 4. Onargo-Celebration, June 30-July 4. Oswego-American Legion Celebration, June 9-11.

Pana-American Legion Veterans' Homecoming, June 28-July 4. Sydney DeWeerd. Palmyra—Terry Park Industrial Pair & Centennial, July 23-28. Oral H. Cooper. Rutland—Centennial, Aug. 4-7. L. M.

Vinecore. Salem-Sailors & Soldiers' Reunion, June Sawyerville-Firemen's Homecoming, June

17-18. Al Ondo. Stockton-Street Celebration, July 14-16. F. C. Niemeyer, Llons Club. Strasburg-Homecoming, Aug. 17-30. L. R. Hamm.

Vandalia-National Crow Shoot, June 17-19. Yorkville-American Legion Celebration, June 23-26.

Indiana

Bainbridge-Street Fair, June 15-18. G. Kilgore. Batesville-Fall Pestival, Aug. 5-6. Vol. Fire Dept. Brownstown-Homecoming & Reunion, July

18-23. Decatur-Street Celebration, June 13-15. Greencastle-Firemen's Festival, July 4-9. Lawrenceburg - Firemen's Pair, June

Montezums-VPW Community Pair, June 21-25, Frank Willhete. North Webster-Mermaid Pestival, June 28-July 4. Lions Club.

Odon-Old Settlers Meeting, Aug. 17-20. Lex Seneff.

lowa

Carson-Pow-Wow, July 26-27. Correctionville-Centennial, July 22-23. Lewis-Homecoming, June 27-29. Osceola-Celebration, July 4. Woodbine-Celebration, July 18-19.

Kansas

Hanover-Celebration, July 25-27. Holton-Centennial, June 8-11. Jewell-Celebration, July 28-30. Kansas City-Antique & Home Decorator Show, June 28-July 1. H. K. Larsen, N. Webster, Ind. Linn-Celebration, July 21-23.

Kentucky

Eminence-IOOP Celebration, June 27-July 4. Lexington-Jr. League Horse Show, July 11-16.

Louisiana

New Orleans-La. Boat Pestival-Pan American Regatta, June 18-19. I. J. G. Janssen Jr., Box 52, Arabi.

Maine

Houlton-Celebration, July 4. Maryland

Hyattsville-Prince George Co. Police Carnival, July 4-9. Paul R. Porter, Millington-Red Men's Celebration, June 13-18.

Massachusetts

Charlestown-Celebration, June 13-18. Gaylord-Celebration, July 4. Gloucester-St. Peter's Piesta, June 24-26. Gloucester-Legion Celebration, June 27-

Lowell-Celebration, July 2-4. Mazeppa-Centennial, June 20-21. New Bedford-S. S. Sacramento Feast, Aug.

New Bedford-Peast of the Blessed Sacrament, Aug. 5-7. Westfield-Elks Mardi Gras, June 6-11. James T. O'Brien.

Michigan

Ann Arbor-Gladiolus Show, Aug. 7-3. Cassopolis-Guernsey Show, Aug. 8. Harold L. Sparks, Court House.

Coloma-Gladiolus Show, Aug. 27-28. East Lansing-Gladiolus Show, Aug. 6. Hillsdale-Guernsey Show, Aug. 20. Lauren Goodlock, Clayton. Holly-Catholic Church Pestival, Aug. 5-7.

J. C. Patterson. Lakeview-Livestock Show, Aug. 2. H. W. Reading. Lapeer-Thumb Dist. Guernsey Show, Aug.

3. Harold L. Kingsbury. Menominee—Menominee Dairy Show, July 30. Gail E. Bowers, Court House. Messick—State Gladiolus Show, Aug. 20-21 Midland-Gladiolus Show, Aug. 15-16. Mount Clemens-Amvet Flesta, June 30-July 4. Hugh Lennox, 21337 Cass Ave. Ontonagon-White Pine Cooper Days, June

Petoskey-Mich, Water Wonderland Pestival, July 2-4. Chamber of Commerce. Port Huron-Blue Water Festival, July 18-24. Ployd B. Walters. Rudyard-Eastern U. P. Jr. Fat Stock Show, Aug. 11-12. Wm. Dickinson, 139

Arlington, Sault Ste. Marie. Sand Lake-Celebration, July 4. Sault Ste. Marie-Soo Intl. Centennial Expo. & Marine Pair, June 28-July 17. Minnesota

Duluth-Antique Show, Aug. 21-24.

Mississippi

Clarksdale-VFW Celebration, June 6-11. Mr. Matthews, Greenwood-VFW Celebration, May 30-June 4. Mr. Brown.

Missouri

Bolivar-Kiwanis Club Jr. Livestock Show, June 16. A. T. Johnson. Oarthage-Country 4-H Show, July 26-30. Jerry Nutt Jr., WCAZ. Eminence-Celebration, July 2-4. Carl E. Chilton, Lions Club. Galatin-Jr. Lamb Show, June 9. Geo.

H. Schmitt. Gerald-4-H Livestock & Home Economics Show, July 3-4. Hugo Schmidt. Herman-Homecoming, Aug. 27-28. M. F. Kappelmann, Chamber of Commerce. Jefferson City-Lions Club Festival, June 30. David R. Newsam.

King City-Tri-Co, Livestock & Horse Show, Aug. 11-12. Marvin Blair. Maitland-Bluegrass Pestival, June 22-25. Dale A. Marion, American Legion, Maryville-County Pat Lamb Show, June 10. Kenneth Walkup. Maryville-Northwest Mo. Horse Show, July 21-23. Mrs. Lester Swaney. Moberly-Kiwanis Club Jr. Lamb Show, June 15. A. T. Johnson. Plattsburg-Jr. Livestock & Home Economics Show, Aug. 14-20.

Tarkio-Atchison Co. Stock Show, Aug. 26-27, Rankin Sheets. Warrensburg-Centennial, July 3-9. C. L. Park, Station KOKO.

Montana

Nebraska

Broken Bow-75th Anniversary Celebration, July 1-5. Dr. L. R. Wallace, Box 219. Neligh-Celebration, July 3-4. Shelton-Celebration, Aug. 1-3. South Sloux City-Police Carnival, July

Nevada Ely-Nevada Fair of Industry, Aug. 25-28. Darwin Lambert.

New Jersey Dover-VPW Celebration, July 4-9.

New York

Frankford-Italian Feast of St. Francis Society, June 13-18. Haverstraw-Old Home Week, June 6-11. Kingston-Hudson Valley Firemen's Convention, June 13-18. Lackawanna-Marine Corps Celebration, June 5-11. Fred V. Catuzza, 54 Jackson

New Mexico

Oxford-Celebration, July 1-4. B. V. Beck-

Gallup-Inter-Tribal Indian Ceremonial, Aug. 11-14. Edward S. Merry, P. O. Box

Ohio

Arcadia-Centennial, June 28-July 2. Bellaire-Italian Celebration, June 4-12. Bowling Green-Celebration, July 4. Canton-Sesquicentennial, Aug. 14-21. Wallace Lafferty, 533 Market Ave., S. Cincinnati-Food and Home Show, Aug. 15-28. Eugene P. Zachman. Covinton-Homecoming, June 14-19. Delphos-Homecoming, Aug. 15-20.

Fort Recovery-Harvest Jubilee, July 4-9. B. B. Burke Lectonia-Celebration, June 8-12. E. Liverpool-Old Home Week, Aug. 1-6. H. J. Benty. 752 St. Clair Ave. Madison-Booster Club Harvest Picnic, July 22-24. Mrs. Norah Austen. McGuffey-Homecoming, June 21-26. North Industry-Homecoming, July 19-23, Waco-Homecoming, June 21-25. Waynesburg-Firemen's Homecoming, July 6-9. J. M. Pinefrock. Woodville-Celebration, June 30-July 4. Henry Herkel.

Oklahoma

Claremore-Legion Celebration, June 30-July 4. Pat Johnson. Pawhuska-Ben Johnson Memorial Steer Roping, June 26. Pawhuska-Osage Co. Cattlemen's Assn. Convention & Ranch Tour, June 24-25. Pawhuska-International Round-Up Club Cavalcade, July 29-31.

Pennsylvania

Arnold-Old Home Week, July 11-17, David V. Santore. Brookville-Sesquicentennial, June 20-25. Clarksville-Firemen's Old Home Week, Aug. 2-6. George Liter. Ebensburg—Cambria Co. A. L. Celebration, July 11-16. Roland E. Fisher, 3 S. Market St. Franklin-Oil City-Venango Co. Sesquicen-tennial, July 2-10. Jim Kling.

Mercer-American Legion Homecoming, June 27-July 2. H. H. MacMillan. Middletown-Centennial, July 11-16. Phoenixville-Firemen's Fair, June 27-July 2. Ben Stevens. Pittsburgh-Sports Show, June 24-July 1. Don Sloane, Pitt Post Gazette.

Pittsburgh-Western Pa. Pig Round-Up, Aug. 16-17. C. L. McAdams. Southwest Greensburg-Westermoreland Co. Firemen's Convention, June 6-11. H. W. Churns, 524 Alexander, Greensburg. Three Springs-Lions' Town Pair, June

South Carolina Beaufort-Celebration, May 30-June 4.

South Dakota

Aberdeen-Knights of Columbus Carnival, June 8-12. Arlington-Diamond Jubilee, June 12-14. Bison-Gala Day, June 22. Canistota-Sports Day, July 14.

Conde-Celebration, July 4. Corsica - 50th Anniversary Celebration, Aug. 31-Sept. 1. Custer—Gold Discovery Days Pageant,

July 24-26. Deadwood-Days of '76, Aug. 5-7. Dell Rapids-Diamond Jubilee, June 9-11.

De Smet-Old Setlers' Day, June 10. Fort Pierce-Annual Celebration, July 4. Gregory-Celebration, July 3-4. Hot Springs-Miss. S. D. Talent & Beauty Pageant, July 16-17.

Lennox-Celebration, June 7-9. Madison-75th Jubilee Celebration, July 3-6. Milbank-75th Anniversary Pete, Aug. 8-10. Parkinson-Community Days, Aug. 29-30. Pierre-Historical Pageant, Rodeo and Carnival, June 16-19. Redfield-75th Anniversary Celebration,

June 14-15. Spencer-Diamond Jubilee, June 27-28. Stickney-Golden Jubilee, Aug. 17-18. Vermillion-Old Settlers Picnic, Aug. 21. Vermillion-Days of '59, Aug. 25-26. Waubay-Diamond Jubilee, June 13-14.

Tennessee

Martin-YMBC Celebration, June 27-July 4. Charley Pounds. Morristown-Centennial, Aug. 21-27. R. T. Bales Jr.

Union City-American Legion Celebration. June 20-25. Sam Nailing.

Texas Belton-Independence Celebration, July

going fast.

ELMER REID

(Continued on page 70)

D. S. DUDLEY SHOWS Want for fifteen weeks of fairs in Colorado, Kansas, Oklahoma, Texas. New Mexico.

Cookhouse, Mug Outfit, Hanky Panks, Grind Shows. Foremen for Eli #5 Ferris Wheel, Chairplane, Spitfire; Second Men for Tilt and Looper; all must drive semi Altus, Okla., June 6 to 11; Borger, Tex., June 13 to 18. Contact by wire.

Thank You ANONYMOUS

with an eastern show for your new Buick Roadmaster purchase. "Save Money With Johnny" JOHNNY CANOLE Altoona, Pa. Phones 9347 or 3-0003

WANT CONCESSIONS

For July 2-3-4 at Iroquois, III. One of the best Celebrations in Illinois. Popcorn, Snow, Cotton Candy, Foot Longs, Bingo sold. Everything else open. Can use two more Rides—one Major and one Kiddie Ride not conflicting with what we have. No flats or gypsies, All

ALFRED WALL Watseka, III. 558 N. Fifth St.

BEAM'S ATTRACTIONS

REYNOLDSVILLE, PA., FIREMEN'S JUBILEE—June 13-18 2 Parades-Fireworks-Band Concerts

ANGELICA, N. Y., SESQUICENTENNIAL-June 20-25 Day and night play. Big events every day. \$5,000 being spent for Parades

and Promotion. Event being staged on Fairgrounds. CONCESSIONS: Can book all types of Hanky Panks for these outstanding events.

SHOWS: Can be booked for ANGELICA. HELP: CATERPILLAR FOREMEN and Second Man. FLY-O-PLANE MEN. Good wages to experienced sober Help. Must drive. Need Second Men who can drive.

MECHANIC: This is unusually good opening for Man with own tools who can get Show over the road. Address all communications to

BEAM'S ATTRACTIONS

WINDBER, PA., this week.

Show playing on Route 56 between Johnstown and Windber. P.S.: Morgantown Bill Smith, contact Paul Botwin, care of Show-important,

FT. WAYNE, IND., FREE FAIR JULY 11-16

FIRST TIME IN FOUR YEARS. HARNESS AND MOTORCYCLE RACES, ETC. EXPECT OVER 100,000 ATTENDANCE AS BIG

ADVANCE SALE OF GRANDSTAND TICKETS IS NOW ON! HAVE LIMITED LOCATIONS FOR PITCHMEN, DEMONSTRA-TORS, EATS, DRINKS. Contact me immediately as space is

BOB PARKER

(Phone Eastbrook 7486)

1107 S. Clinton, Ft. Wayne, Ind.

SCHAFER JUST FOR FUN SHOWS Can place for Pine Bluff, Ark., Summer Festival, June 6-11; East Gary, Ind., Jubilee Celebration, June 16-26; then the Big One-Wisconsin's Largest July 4th Celebration (Menominee Park, heart of City), Oshkosh, Wis., and balance of season of 6 Fairs

in Wisconsin and 8 Fairs in Oklahoma, Arkansas and Texas. SHOWS: Monkey, Snake, Motordrome, Wild Life, Illusion, Mechanical Show or any worth-while Attractions not conflicting.

CONCESSIONS: Novelties, Pronto Pups, Frozen Custard, Dart Games, Short and Long Range Galleries, Bumpers, etc. Good proposition for Penny Arcade.

RIDE HELP: Can place a few sober Men for Rides. Address: W. A. SCHAFER, Mgr., Pine Bluff, Ark., this week; then per route.

VOLUNTEER SHOWS Want

Concessions—Bingo, Bumper, Pitch-Till-You-Win, Balloon Dart, Novelties, Buckets, Swinger, Six Cats. Shows-Girl Show Operator, must have own P.A. and wardrobe; Monkey, Snake or any Show of merit. Jimmy Davidson wants Agents—Count Store, Pin Store, Skillo and good Up and Down Help.

WANT-G & B SHOWS-WANT

For Firemen's Celebrations and the largest Fourth of July spot in the State of West Virginia at Terra Alta; Friendsville, Maryland, June 13 to 18. Cookhouse or Grab, Ball Games, Jewelry, Coke Bottles, Spot, Swinger, Balloon Dart or any Concession working for stock. Place any Show but Girl. Joe Reynolds wants Pea Pool Dealer. Billy Bell, contact Jerry Faulkner. Fred Hedrick, contact George Broas. All replies to

SHOEMAKER'S TRI-STATE SHOWS

GEORGE BROAS, Masontown, W. Va., June 6-11

Want for Mifflinville, Pa., June 20-25, Official Opening; Milton, June 27 to July 2; Herdon, July 4-9. Hanky Panks of all kinds. Age & Weight, Long and Short Range, Cork Gallery, Novelties and Spindle. Rides and Shows—Any Major Ride not conflicting; all Shows except Girl Show. Need Ride Help in all departments MEL SOBER, Mgr., P. O. Box 361, Sunbury, Pa.

STOCK TICKETS We Manufacture 1 Roll \$ 1.50 5 Rolls 4.50 10 Rolls 8.25 25 Rolls 18.75 of every description 50 Rolls 24.00 100 Rolls 44.00 ROLLS 2,000 EACH Double Coupons Double Prices No C.O.D. Orders THE TOLEDO TICKET CO.

Size: Single Tkt., 1x2

Wheel tickets carried in stock for immediate ship-

Toledo 12, Ohio

Cash With Order, Prices 2,000 ... \$ 6.90 4,000 ... 7.80 6,000 ... 8.70 8,000 ... 9.60 4,000 6,000 8,000 10,000 10.50 30,000 15.50 100,000 33.00 500,000 133.00

SPECIAL PRINTED

Spring City, Tennessee

Communications to 188 W. Randolph St., Chicago 1, Ill.

Speculation Grows On R-B Quitting Madison Sq. Garden

Pact Unsigned; Arena Acknowledges Business Visits by Art Concello

has Madison Square Garden been the Ringling Bros. and Barnum & Bailey Circus, but that the possibility of another show has been considered, even if only slightly.

The revelation came in a conversation with Ned Irish, of the Garden management, following rumors hat the Big One may not rubbed the Norths the wrong way to the point of balkiness over signing another lease.

Henry Ringling North stated to The Billboard last month that the five-year contract is expiring this season and that while his brother John had been in negotiation with of the Garden executive staff.

Commenting on the North claim of rising costs and percentages, Irish conceded that the arena's end of the month-long engagement has increased thru the years. But, he added, "so has the show's gate income.

Concello Talks Noted

Irish acknowledged a fact which has been known around the Eig One for weeks: that Art Concello has been closeted with the arena people on at least two occasions. the first time during the Ringling engagement here. Both Irish and Kilpatrick have been acquainted with Concello from his frequent appearances here as general manager of the Ringling show. Should be land the rich date his astuteness would undoubtedly result in his assembling an extravaganza in keeping with what New York patrons have grown accustomed to, during the long years of Ringling presentations. A possibility is that he would build a show around a well-known act such as Clyde Beatty, one of the names strong enough to draw at the box office

Irish noted that "The \$1,000,000 gross for the engagement," presumably referring to the start of the five-year pact which has run out, "has grown to where it is now over \$1,800,000." He said the talks are a continuing process and an announcement is possible at almost any time.

A similar situation arose five years ago when the Norths were

Ringling Light In 2 Pa. Towns

ALLENTOWN, Pa., June 4.-Ringling Bros. and Barnum & the tour, began one-day stands with Decoration Day, Monday (30) in Scranton. Allentown was played on Wednesday (1). Both cities gave moderate business.

In Scranton the afternoon was 70 per cent filled and the night house was about 60 per cent of capacity. Slight rain fell at night, and the town is affected by a twomonth-old bus strike.

Allentown had a one-third afternoon house and an 80 per cent Fairgrounds lot was played.

NEW YORK, June 4.-It was discontent over the Garden's proconfirmed vesterday that not only posals for a new contract. It has been learned that during those cays they east about for a possible having contractual difficulties with substitute location in New York City, settling on mammoth Kingsbridge Armory in the Bronx. A National Guard armory, it could be had tor sizably less money than the downtown Garden and the Norths made definite plans to (Continued on page 68)

CHARLEY HUNT VISITS RINGLING IN HELICOPTER

PHILADELPHIA, June 4. -Charles T. Hunt Sr., who started his own circus 63 years ago with two wagons and six horses and has operated it continuously ever since, was flown in here in his own helicopter and set down alongside of the Ringling Bros. Circus last Friday (28). The 83-year-old circus dean makes it a point to visit the Big One annually. He traveled on everything from horses to Cadillacs before acquiring the helicopter for advertising purpose this spring. To the query, what next? he quipped, "Can't tell. It might be a rocket ship."

return next spring. The reason claimed is that rising costs have righted the Norths the wrong way. Regina Night Business Slim for Davenport Show

REGINA, Sask., June 4.-Second | aerialists; LaBlonde Trio, aerial annual Shrine Circus closed a four- | bars; Johnny Welde's bears; Za Orrin Davenport.

merchants and businessmer thruout | phants. Southern Saskatchewan. Better with 16,000 last year.

Unofficial figures indicate that maker. total attendance for the four matinees and four evening shows was off from last year's 28.000. Night turnouts were slim, with an estimated 9,000 adults attending, compared with 12,000 last year. Adult tickets were \$1.50 and \$2.

Feeling on the show was that the public hereabouts is keeping a closer eye on the dollar. Weather, too, may have had an effect on the box-office. Earlier rains and flooding have hampered ruralites and fine veather during the circus date kept a lot of Reginians in their gardens. Too, there has been plenty of entertainment in the city since the beginning of the province's Golden Jubilee year and there will likely be a lot more before the year the annual convention of that A very large delegation is expected

Personnel of the show includes: Prince El Kigordo, lions; Joanne Day, Ingrid Meredith and Corrine,

Jackson, Mich., Okay for King

JACKSON, Mich., June 4. - A pair of three-quarter houses greeted the King Bros. & Cole Bros.' Circus here Wednesday (1). The crowds turned out as weather turned warm and clear. Civitan L. Vonderheid, manager, an-Club was the sponsor and the street nounced the enlargement of Von parade drew well.

(30), at Kalamazoo, the circus had stands. auspices of a veterans' group and The Riding Conleys (9) have the advantage of a big parade joined with their riding act and crowd. The afternoon show drew other displays. Zack Hale has Bailey Circus, now finished with three-fourth of capacity, but cold joined as equestrian director and long stands that mark the first of weather held night business to a announcer. Freddie Vonderheid light turnout.

weather.

Ex-RB Performers To Paris for Film

PARIS, June 4.-Several former ander and Sallie Marlowe.

day run in Exhibition Stadium here vatta's dogs; Young China and Tien Gen John Reed Kilpatrick, Garden Saturday (28) with the children's Tsi Lui, acrobatics; Dietor Tasso, boss, there was no sign of an early attendance almost 3,000 ahead of slack wire juggler; Francisco and signing at that time. The pact still last year and the adult turnout Dolores, perch; Zoppe Family, ladis unsigned, according to Ned Irish, down from 1954 about the same ders; Irma and Rio, balancing; Jack amount. Show was produced by Joyce's camels; Joe Lemke and Helen Haag, chimpanzees; Shyret-Shriners concentrated on the kid tos, bicycle act; Zavatta Family, trade by selling 50-cent tickets to bareback, and Bill Woodcock, ele-

Clowns are Dick Lewis, Charles than 18,000 attended, compared Lewis, Jo-Jo Lewis, Jimmy Davison, Jeff Murphree and Percy Rada-

Expect 200 to Attend

CFA Annual Meeting

NEWARK, N. J., June 4.-About over-all attendance is expected to

200 members of the Circus Fans be the largest in several years be-

Association are expected to attend cause of the geographical location.

group here next Saturday thru to attend from Connecticut.

Los Angeles Opens Strong for Polack

San Francisco Run Drops 10% Under '54; Other Engagements in Winner Class

which opened its 15th annual holiday slump. seven-day rur here at the Shrine Auditorium Monday (30), continued to pile up more winners as the seven-day run. local newsit rounded out its second month in papers have been generous in

San Francisco May 22, the show turned in its only exception to the rule of garnering in the top bracket. The run ended about 10 per cent under the 1954 date, Louis Beers-Barnes Stern, managing director, said. No explanation was offered for the slump. However, the show's engagement in the Bay City was a menth later than a year ago.

The show moved from San Francisco to Stockton, this year playing a five instead of a seven-day engagement. As much business was done in the shortened run as had been done in the usual stretch. The outcome was an increase this year of 40 per cent. The reduced nut for the same amount of business added to the profit side of the run.

Turnaway Starter

Opening Decoration Day with uninviting weather, the show turned away an estimated 3,000 for the matinee. Stern declared that from the lines around the Al Malaikah Shrine Temple, it looked like another performance could have Roger Barnes. been given.

Others are Orrin Davenport, pro- has been satisfactory. However, blues are six high. There is a small ducer; Jack Cervone, band director; this was expected. San. Ward, menagerie top, which has the bulls, Charles Marine, properties; Clar- who works the date alone, started camel and several small cage anience Marine, transportation; Doro- promotion three months in advance mals. thy Kohler, wardrobe, and Jack of the opening date. He intensified Joyce, equestrian director and an- his drive among the 22,000 members of the temple. Block sales for

The fact that the Ringling

Circus will show here on Thursday

and Friday (9-10) is expected to

result in a number of early arrivals.

Program Listed

begin with a ladies' luncheon at

noon, by a business session at 3

p.m. and a Koo Koo Club session at

8:30 p.m. On Sunday the final

business session will be held at 3

p.m., with a buffet supper dance

for the Hunt personnel to follow at

6:30 p.m. Monday will be spent

visiting the Hunt show. Members

will attend the night performance

Treat Hotel here.

The program on Saturday will

LOS ANCELES, June 4.-West- the Decoration Day opening were ern unit of Polack Bros. Circus, emphasized to beat the probable

Prior to the opening and particularly during the first four of space. Justus Edwards is working Closing its annual 11-day run in the dailies. The show again hit (Continued on page 68)

Plays Maryland

CENTERVILLE, Md., June 4.-The Beers-Barnes Circus played here Monday (30). Since Decoration Day is not observed here on this date, schools were not dismissed, and the show blew the afternoon.

At night, the circus had a threequarter turnout. Show carries two elephants, a camel, five horses and three ponies. There are four male lions and a jaguar for the David Hoover cat act. In the performance also are seal and chimp acts, pony-monk combination, pony drill, Liberty horses, elephants, dogs, traps, ladder, double tight wire and clown boxing, as well as others. Girls' double trap act was out here. Music is by organ, played by Mrs.

Big top is an 80 with three 30s. Business for other performances Grandstand has folding chairs, and

Lan Succumbs In Columbus

COLUMBUS, O., June 4.-Raymond B. Dean, 71, veteran circus advance man, died May 23 in Sunridge Rest Home, Columbus, of cancer. At the time of his death he had been connected with the local Shrine Circus.

Dean was born December 17, 1883, in Beaver, Pa., and for many years had made his home in Milford Center, O. In the past he had been connected with such shows as the Bailey-Cristiani in 1954; the John Robinson, Hagenbeck-Wallace, Clyde Beatty, Dailey Bros., -Cole Bros., and the American Circus Corporation shows.

Surviving is a sister, Mrs. John L. Boylan, Providence, R. I. Services May 26 at the Griggs Funeral Home, Milford Center, and burial in the local cemetery.

Orr and Company, a dog and in a group. All meeting and fun pony show, is set to play a series sessions will be held at the Robert of dates in Frankfort, O., starting June 9, reports Dave Orr.

Riding Conleys Join Von Bros.

Monday (11-13), according to esti-

mates of Hunt Bros. Circus, the

that members from such distant

points as Minnescta and California

will attend, Hunt officials said. The

indications have already been

DELANO, Pa., June 4.-Henry Bros.' Circus this week for Penn-On Decoration Day, Monday sylvania and New York State

appears at three spots in the proheid said. New, too, is a finale, week. using an Indian theme and giving

the show two specs this season. The show's new canvas arrived as scheduled at York, Pa. It is an 80 with a 40 and two 30s.

flying return performers with Ring- ern, Jorgen Christiansen reports on At Modesto on Thursday (26), merce sponsored. Diego Zoo.

Beatty Finds California Stands Only Fair During Holiday Week

with Lions auspices, the show Day, the show was the first in three pulled two one-half houses. The seasons. Afternoon show drew show train hit a truck on the way three-fourths of capacity, or an esin but damage to the show was timated 3,000, while the night nil. General Agent William Moore house was half filled, with 2,000

two show wagons.

WILLOWS, Calif, June 4. - 1 Afternoon business in Richmond Hastings was a matinee-only gram, working juggling, rolly-bolly Clyde Beatty Circus drew undis- on Friday (27) was only one-fourth Sunday stand (29). It pulled a and single traps. Mac McCloskev tinguished business at most of the of capacity, but the night crowd half house in cold and rainy joined as calliope player, Vonder- California stands it played this took three-fourths of the seats. The Kiwanis club was the sponsor.

At San Jose on Tuesday (24), In Woodland for Decoration In California with Polack East- returned to the circus at San Jose. people. Junior Chamber of Com-

turnout at night. Inadequate side ling-Barnan are arriving here to a visit with J. King Ross, formerly the afternoon was half filled and Willows, the Tuesday (31) stand, trackage at Wilkes-Barre (31) take part in a movie which will of Russell Bros. and now a North- the night house was three-fourths was played without the big top caused a delay in arrival of the be made by Burt Lancaster. The ridge, Calif., kennel operator; Mr. of capacity. Auspices was the because of high winds that conthird section at Allentown, but the film, titled "Trapeze," will include and Mrs. George Emerson, now of DeMolay lodge. John Patterson, tinued all day. Performances were performances were not late. Schools work by Eddie Ward, Annie and M-G-M and Dr. Charles Schroeder a laborer hired 48 hours earlier, given with a sidewall set-up and were not dismissed for the show. Willie Krause, Fay and Rose Alex- and George V. Pownelle of the San was killed when he fell between pulled two three-quarter houses, according to H. D. Genders.

Copyrighted mater

Exp. only to sell tickets and ads for Denver's entire A.F.L. labor movement. This is the 5th annual Labor Day ob-servance. This city is booming—deal is well identified and clean. Full cut-offs on 15,000 control cards with \$50,000 potentials assure alert, aggressive, sober producers \$150.00 and better comm. per week. We have steady work, paid on all. You will like our know-how successful operations. Come in or phone ppd.

GEORGE EVERETT Labor Temple Annex Denver, Colo. Race 2-4368

1,000

Names and Addresses of Top Booking Agencies in U. S. and Europe.

\$3.00

SWAN'S 406 Brainard Ave. Libertyville, Illinois

PHONEMEN

Consistent producers only. Drunks, limbsters, has-beens, drifters, office bosses, save my time and yours. Four spots going now with top sponsors. Knights of Columbus and Police Deals to follow. Year-round work for good men. For placement call

ELKS' TEMPLE

No collects-no advances.

CLINT LEWIS Alpena, Mich.

WANT

5 PROMOTIONAL DIRECTORS 15 PHONE MEN

This new show is really clicking and now is expanding. Wonderful opportunity for live-wire Promotion Directors and Phone Men. Also can use 2 Short Banner Men. 35% and we pay daily. The spots are booked and are set to go with very strong auspices.

FRED J. MACK CIRCUS

1075 W. 5th Ave., Columbus 8, Ohio Phone: UN. 1681 or 9810 No collect calls or wires.

PHONE MEN

Can use one good Man who can sell banners, UPC's, block tickets on Auxiliary Police Civil Defense Circus. Office just opened. Mearl N. Johnson, Utica, N. Y., Phone 66-338. Also have phones available in Braintree, Mass., for Fire Fighters' Assn. Call

> LARRY EVANS Braintree 22797

MUSICIANS WANTED

Circus Bass Drummer and Cornet Player \$79 per week. Meals and sleeper berth furnished. Join on wire. Address A. Lee Hinckley, bandleader. Also want Truck Mechanic. Address:

KING BROS.' CIRCUS

London, Ont., June 9; Brantford, Ont., 10; Hamilton, Ont., 11, and Niagara Falls, Ont., 12 and 13.

PHONEMEN

To fill crews. Offices and phones ready. Elks. Moose, Fire Department sponsors. All New York State. Call

HERB LEHMAN

Cortland, N. Y.

SMALL ANIMAL CIRCUS WANTED

FOR 20 WEEKS' WORK. Salaries guaranteed every week. Write BOX 611, c/o The Billboard St. Louis 1, Mo. 390 Arcade Bldg.

WANTED * PHONE MEN *

Two experienced Phone Men for Parade Banners and Tickets. KING BROS. CIRCUS PROMOTION Jaycees sponsor. No drunks, please. RAYMOND A. WALTON Western Union, Oshkosh, Wisconsin

PHONEMEN

Labor Day edition for established official

St. MA 18962. In Los Angeles call ART HESS 2847 W. 8th-DU. 80120

UNDER THE MARQUEE

direction of Tony Ramirez, who banquet recently. The CFA is aidwas with Ringling 26 years. In the ing local auspices in sponsoring the band are Mrs. Phil Wirth, organ; King show in Elgin. . . . Chicago Harry Hunt, trombone; Donald fans, including the William Kaufbone, baritone; Joe Bullet, drums; Johnson, John Harrop, Ted Rice, Beautiful, trumpet.

ness despite rain.

Freeman writes that Albert Uyeno was first into the cookhouse at with a ruptured appendix. . . . included Rose and Leo Kerns, the a 5-minute snowfall. Hugh A. Barnharts, Erna and Rudy Jones, Jim Tomlinson, Claire and Weather has been cold. . . Bess Bishop, Charles Olevant, Isa-Harold Lewises.

Ben Davenport's Merchants' Free ing the personnel from the midway Circus and tells of good crowds diner. . . . The only mishap of the in West Texas and the Panhandle, season has been the upset of the with a Lubbock, Tex., shopping light plant, which was back in accenter as a big spot. . . . Ben tion that night.

Davenport added a big rock python LaVenia Hodgson, of the Gordon to the Palace of Wonders display. and LaVenia rope and whip act, ... Pete and Norma Cristiani and reports they recently played the their five elephants joined in San Miracle Mile Drive-In Theater, Angelo, Tex. . . . Show makes Toledo. Her aunt, Minney Rooney, eight stands in Oklahoma and then played there the week before and

moves north. . . . Rex and Barbara was instrumental in urging the Williams are working bulls, Billie manager to use acts regularly. The Plunkett does single traps as well Hodgsons also visited with her as office chores. . . . June Plunkett | cousins, Tom, Betty and Joe Hodand Bill Claybourne, agents, are ges Hodgini. They caught the Edbooking chambers of commerce and gar "Grand Ole Opry" show at shopping centers almost exclu-

Bill Brinley has his miniature in Danville, Ill. circus on display at a Holyoke, Mass., department store. . . . Paul of Delphos, O., visited the King Bowers caught King-Cole in a number of Ohio stands and talked with May 21. While there they were Floyd King, Arnold Maley and joined by Frank Kuba, Dupont, O., Frank Orman. He will meet Wally and visited with the Bert Pevis Alhberg on the Mills Bros. lot at family, in charge of the bulls. Pevis Menlo Park, Calif., had their model Brown for the Billroy Comedians. of the Beatty show on display at neighborhood.

Army in Japan, reports that English make the CFA convention with language publications there have Hunt Bros. featured stories about the Japanese which are with Ringling this season. They also were featured in house on the Ken-Pen Shows. . . . the Army newspaper, as was a shot | Leona Hill reports from the George of Eloise Bertchold with the W. Cole Circus that since entering Cristiani Aerial Bears.

Perry, Ia., was visited recently by Jay Gould, of the Jay Gould Circus. Harvey was planning a Chicago trip and also reports Kelly-Miller is booked into June. . . . Jack La-Pearl, Hagen advance man, chatted with Jake Disch at Cudahy, Wis., recently. Disch reports that Jack Scharding, Long Beach, Calif., came by and they recalled trouping together in 1906. Disch also tells that Doc (Scotty) Chandler is at Baltimore, that George Bink is taking it easy at his Cudahy home, and that Leo (Tarzeno) Demers has been at the Veterans' Home, Woods, Wis., for a few days.

Major Joe Short, midget clown, won't be with Bois Blanc Park, Detroit, this season because of health. Catching the Shrine show at Springfield, Mass., were CFA's Jim Hove, Joseph P. Carberry and son; the Rev. Ed Sullivan; Elmer Litch, Joe Beach, Charles Davitt and A.F.L. publications. Plenty of leads. In San Francisco, call Lloyde Smith, 293 8th Francis LaCouline. . . . Don Sexton, of the Elgin, Ill., CFA tent, reports that the Clint Finneys, the Herman Lindens and Dr. H. H.

Hunt Bros.' Circus band is under | Conley were guests at the tent's A. Anderson, trombone; Felix Gam- manns, the Earl Tegges, Sam James A. Johnson, bass, and Al the and others caught Mills and Hagen at several stands.

Charles V. Turner and Bill Oliver David Lano, Flint Mich., permotored from St. Louis to see Kel- former who was with circus Side ly-Miller at Festus, Mo., and talked Shows working Punch and other with Frank Ellis, Show did busi- puppets from 1887 to 1953, has written a book which the Michigan From Ringling-Barnum Freddie College Press has scheduled for

1956 publication.

Mary Henry, Siebrand Bros., the first under-canvas stand and writes that personnel visited the at that rate will be a cinch to win Bailey-Cristiani show in Arizona. the cookhouse flag at the end of | . . . Cliff Henry and Portis Sims the season. . . . Clayton Behee was talked ponies. . . . Harry Ross visrushed to a Washington hospital ited the clowns. . . . Rosemary and Mario Rojas visited Norma Figuero Segura, understander in Cristiani, Rosemary's cousin. . . . the new acrobatic act, is on the Bob Americo also visited the sick list. . . . Margot Margas re- clowns. . . . Toni Madison has been turned to the show after recuper- wearing full length wardrobe in ating from surgery. . . . Albert the dog act because of cold White entertained friends and rel- weather. . . . Harry Ross and atives at his home town, Baltimore. Americo wear coats over clown . . . The 35 usherettes wear wardrobe. . . . Harry Clark has blue uniforms. . . . Harry Klima four colts, born at the rate of and Ilona Radion, aged 4, cele- almost one per week this season. brated birthdays. Visitors . . . First day in Flagstaff brought

The Tex Carson Circus is in Rudynoff, Rudy Rudynoff Jr., A. F. Indian country, writes Marie Loter (Red) Davis, Frank Portello, Jim and the folks are sightseeing. Harshman, Nelson Jones and Linda . . . Business is okay. . . . Tony Conway, May Raymond, A. Show has four in the band along W. Giles, Albert Gilleno, Ernie and with Marie Loter at the organ. . . . Lee Bradley built a body bel Cummings, Jean Ford, and the for the new organ truck. . . . Blonda Ward added a baby monk

Kathryn Clayburne writes from to his act. . . . George Bell is feed-

Kokomo, Ind., Mills Bros. at Peru, King in Frankfort and Kelly-Morris

Forrest Brown and mother, Ana, show when it played Lima, O., Niles, O. . . . The Jerry P. Bookers, formerly worked as billposter under

The Don Smiths, Detroit, visited a railroad club building Wednesday Terrell Jacobs on the Sullivan carni-(25) in honor of the Clyde Beattys, val in Canada and watched the while the Beatty show was in the show's new method for unloading the train. The Smiths will see PFC A. F. Houser, with the several shows while on the road to

Billy Winters, singing clown, is working Curley Shoemaker's Fun-Iowa, business has picked up; the R. M. Harvey, veteran agent, of long-awaited rhino finally arrived;

WANT PHONEMEN NOW

For Penny Ticket Deal. Phones in. Office ready. Usual comm. collect and pay daily. 6 weeks' work. All taps.

Phone Days-Riverside 4-5443.

Office located 2221/2 7th Ave., So. Charleston, S. C.

Personal contact only for official sheriff and police magazines in New Mexico, Colorado and Wyoming. Must be finger-printed and bondable. Commission.

MARCUS GRIFFIN Carlsbad, New Mexico Box 1030

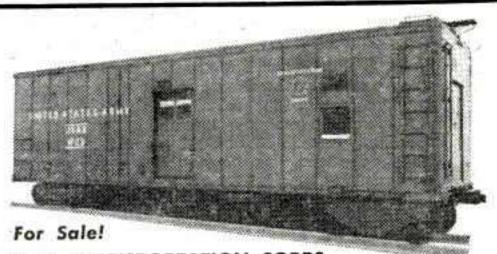
6-PHONEMEN-6

Strong Local Civic Sponsorship. \$200.00 up daily. Bob Hazzard, Barney

ZACK FARRIS Phone: 4-5792 Shreveport, La.

Wiegand, 24-hour couple.

Floyd Hill, general agent, visited | M. J. (Mike) Dressen, who has recently; Dory and Art Miller, of been booking Kelly-Morris in the the Al G. Kelly & Miller Bros.' East, closed and returned to Mo-Circus, were also recent visitors, bile, Ala. . . . Elmer Yates, formas was Mary Wiegand, who visited erly with King, now has his own her parents, Mr. and Mrs. Ernest "Grand Ole Opry" promotion in major spots.



U. S. TRANSPORTATION CORPS

KITCHEN CAR

In excellent condition—looks like new!

Standard gauge, LT. WT. 66900#, ARA specifications, Timken roller begring trucks and steel wheels. Cook's quarters. 1 stainless 6-burner oil range with 4 ovens, 1 stainless 6-hole warmer without pots, 1 sliding top cooling box, 1 single wall sink & drain board, 3 Modine unit heaters, 1 2-burner oil-fired water heater, 4 water storage tanks, 1 3-door ice box, 2 storage cabinets.

Available for inspection in Baltimore. MACHINERY AND STEEL DIVISION

United Iron & Metal Co., Inc. 2545 WILKENS AVE.-BALTIMORE 23, MARYLAND Telephone: Gilmor 5-5600

The Third Edition of . . . CIRCUSIANA MART

is now being compiled for publication in the

SUMMER SPECIAL

Dated June 25

On Sale June 21

This is the TRADING POST designed especially for those interested in Selling, Buying or Trading anything pertaining to the Circus or Traveling Shows of yesteryear . . . Rare Photos . . . Books . . . Route Cards . . . Posters . . . Lithos . . . Sunburst Wheels . . . Miniatures . . . Models . . . anything that can be classified as a Collector's Item

If you have anything of this kind to Sell, Buy or Trade, Your ad in the CIRCUSIANA MART will bring you direct results.

ADVERTISING RATES

REGULAR CLASSIFIED ADS

DISPLAY-CLASSIFIED ADS

Set in usual want-ad style, one paragraph, Larger type permitted and displayed to 15¢ a word, minimum \$3.00.

best advantage. \$1.00 per agate line, \$14.00 per inch. CASH WITH COPY

CASH WITH COPY Ad Deadline . . . WEDNESDAY, JUNE 15

Send all Advertising Copy and Instructions to

CIRCUSIANA MART

The Billboard

2160 Patterson St.

. Cincinnati 22, Ohio

DON FRANKLIN CIRCUS

NOW PLAYING ONE DAY STANDS

Want Side Show, small Pit or Grind Shows. All catering Concessions open. Must have Grab as we have no Cookhouse. Tom McLaughlin, wire where you can be contacted by phone. All replies to

DON FRANKLIN SHOWS

c/o Western Union, Kansas City, Kansas, thru Wednesday, June 15.

WANTED—RODEO PERFORMERS—WANTED

Trick Riders, Bronk Riders, Steer Wrestlers, Bull Riders, Clown Acts that work with stock. Wardrobe must be flashy. Want good Shooting Act, Knife Act, Whip Act, Liberty Horse and Pony. Clown Act that works with mule. Any Western Act of ability. Indian Performers, contact. Salary tops, Fifteen weeks on one location. Four State Fairs in fall. Drunks and chasers, save my time and yours. Send photos of acts. All interested contact

P. G. (DICK) STACK

ARD-MAR MOTEL, HARDEEVILLE, SOUTH CAROLINA.

P.S.: Stock wanted. Can use two Grind Stores, one Six Cat, three Hankles. This is tourist location. Will work.

WANT PHONE MEN

For season with Ring Brothers' Circus. Good towns, good auspices. Tickets and banners, all towns open. Tex Maynard, contact. Write only.

FRANCO RICHARDS, care RING BROTHERS' CIRCUS

As per route: Oakland, Md., June 7; Keyser, W. Va., 8; Fort Ashby, 9; Paw Paw, 10; Berkeley Springs, 11; McConnellsburg, Pa., 13; Greencastle, 14; Hanover, 15.

TELEPHONE MEN

Strong UPC ticket and program deal for DAV. Pays 25%. Daily pick-up, weekly pay. No drunks.

BUD SPENCE

Ft. Worth, Tex. 408 T&P Bldg. Phone: ED 9985

12 PHONEMEN WANTED

Strong labor deals. Steady year round work. Sober, reliable men have great future with us. No collect calls. Call Tommie (Chick) Thompson Mayfair 3-4878 Joplin, Missouri

Copyrighted material

Communications to 2160 Patterson St., Cincinnati 22, O.

Line-Up Announced for RSROA Conclave, Meet

plans for the 1955 convention and and distributors supplying the American championships of the roller skating trade will be set up Roller Skating Rink Operators in the rink lobby. Association, to be held July 24-30 in Toledo, were announced this be held in the Rollercade on July week by Robert D. Martin, associ- 23 and July 31 between 8 a.m. and ation secretary-treasurer. -

convene at noon, July 25, in the Valid registration cards must be Commodore Perry Hotel, at which displayed and all fees posted at an official headquarters suite will the time. No gold bar tests will be maintained. At the same time an | be conducted. RSROA headquarters and registration desk will be located in the the American Amateur Judges lobby of Mr. and Mrs. William T. Logan's Rollercade, site of the championships, at which a schedule of meetings will be available. Meetings will adjourn some time Friday (29). Board of control the program. meetings will begin at noon, July 23, and adjourn Saturday (30).

Special ceremonies, highlighted by the contest to pick the 1955 RSROA roller skating queen of America, will kick off the championships Sunday night (24) in the Rollercade. Also scheduled for that night are diaper division contests and exhibitions by 1954 champions. From then on competition will continue thruout the week, ending Saturday night (30). Entries are limited to skaters who finished one-two in the seven 1955 regional contests, plus 1954 senior champs Five Skateries who have elected to defend their titles without participation in 1955 State and regional competitions.

a trade show at the Rollercade.

SPECIAL SALE!

"CHICAGO" SHOE SKATES, Men's and Ladies' .. \$9.50 Pr 250 SETS BROWNIE PRE-CISION WHEELS 2.50 Se

250 PR. NEW MEN'S SHOES, leather lined, broken sizes, formerly \$6.75. NOW\$5.50 Pr 3600 ECONOMY PRECISION Bearings, fit any wheel

50 SETS ROYAL PRECISION WHEELS 2.50 Se 350 SETS HOWARD FIBRE PRE-CISION WHEELS50 Se WOOL POM-POMS, all colors .. 3.00 Dz BUNNY FUR POM-POMS, with bells, jumbo size 4.00 Dz.

Write-Wire-Phone! Terms: 1/3 Down, Balance C.O.D. Authorized Distributor for "Chicago" Roller Skate Co.

JACK ADAMS & SON, INC. 723 Morris Park Ave., Bronx 62, New York

SYcamore 2-1110-1111

SKATING RINK TENTS

42 x 102 52 x 122

IN STOCK AT ALL TIMES

NEW SHOW TOP

1 Hip End, 1 Gable End. 46'6"x93'6". O. D.

Flamefoil Duck. Immediate Delivery. 12' Wall. Write for details.

CAMPBELL TENT & AWNING CO. 100 Central Ave. Alton, III.

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself!

PORTABLE SKATING RINK

New flameproof tent, good Maple floor 40x105, 100 prs. shoe skates. First class No junk. \$6,750.00; no less.

WM. L. DUNN Velasco, Texas Phone: 3-4651 (Freeport)

DETROIT, June 4.-Preliminary | Booths of leading manufacturers

Gold medal tests are slated to 4 p.m. Applications for tests may The convention will officially be filed at the registration desk.

> Meetings will be scheduled for Council and some working committees during championship week. In each case the meeting will be presided over by its own committee chairman who will announce

The professional conference of the Society of Roller Skating awarded Gold Seal Certificates. Teachers of America will be held There will also be junior, inter-August 1 and 2. It is open to RSROA rink operators, managers and associate member pros. Clifford J. Wilkins, Society dean, will announce the program prior to the

RSROA Enrolls

DETROIT, June 4.-Operators of five roller rinks have been en-As in former years, there will be rolled as members of the Roller Skating Rink Operators' Association, it was announced this week by RSROA Secretary-Treasurer Robert D. Martin at headquarters

Operators and their rinks are John D. MacRitchie, Stadium, Hillsdale, Mich.; Mr. and Mrs. Robert F. Irvine, Galt (Calif.) Rollerdrome; Arthur J. Eaton, Eaton's Pastime Arena, Minneapolis; Mr. and Mrs. Grant Alley, Skateland, Boulder, Colo., and Joe Day, Bedford (O.) Roller Gardens.

Resume at Compounce

HARTFORD, Conn., June 4.-Lake Compounce at Bristol, largest amusement park in Northern Connecticut, has resumed roller skating on Thursdays from 7:30 to 11 p.m. Admission charge is 50 cents, tax included.

Polack in L. A.

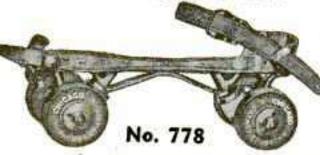
Continued om page 66

the drama sections, with The Times doing its first review for the sect'on. Edwards fed columnists bits and supplied the women's editors material that mounted with the general news coverage.

Baer Works Radio-TV

Parley Baer again handled radio and television promotion using spot announcements on 19 radio and seven television stations. campaign was started May 5. promotional tie-in with KNXT resulted in approximately 150 spot announcements, ticket giveaways and program plugs and interviews on all the station's local programs and newscasts. Baer worked with the disk jockeys, bearing heavily on the promotion of the Decca recording by the Commanders of Elephant Tango.

On show day, CBS and Mutual covered the opening with remote broadcasts from the auditorium. KTTV, KCRA, KNXT, KABC-TV and KCOP used film clips on two top newscasts from each station.



They are the MOST POPU-LAR and SERVICEABLE Skates on the Market, Their upkeep is very small and they have proved to be good money earners.

CHICAGO ROLLER SKATE CO.

Manufacturers of All Kinds of Roller Skates

N. St. Mary's Recreational, Class Set-Up

SAN ANTONIO, June 4.-Joe Spill, who has operated North St. Mary's Roller Rink for more than five years, says a complete teaching and recreational program started at the rink on June 1 for which telephone registrations will be accepted from local patrons.

Included in the program will be Scout and Brownie classes to start the second week in June, and the with folks who have become used Grady. . . . Christy Obrecht, who phone policy will help parents to to TV and radio. I believe it bet- for many years operated the register their children for the ter to have fewer and better people Christy Obrecht Players classes.

charge of skating instruction for will go today if the actor has talent, Minn., where he is director of the the rink and have been there the but to expect a poorly paid perpast three years. They, with their former to be up to some of the staff, have scheduled day instruction and classes for the full summer for all age groups.

Brownie class graduates are mediate, senior and adult classes. The rink is observing its 21st anniversary.

Speculation Grows

• Continued from page 66

show there in 1951 if contract talks were to fall thru.

The armory has 180,000 square feet of unbroken floor space, but little in the way of permanent seating. Its largest capacity occurred 20 years ago during a Jewish pag-

abandoned five years ago when a for any show, large or small, is to in Cleveland with the Young settlement was reached between buy a show." the Norths and the Garden. The armory office says it has not been approached yet with any proposals

this time. Loss or surrender of the Madison Square Garden date would possibly delay for a full month the opening of the Greatest Show on Earth. Gone also would be a huge chunk be built by David Korman and of its season's gross, estimated at about 37 per cent. The circus is said to gross the remaining 63 per uled to start June 1, with a probacent of its business during 30 weeks on the road. When the just-ended contract was signed, in 1950, the show was operating on a daily nut of about \$20,000 for a 70-car train. This year there are 10 additional cars for the road tour, making an added expense of a couple of hundred thousand

dollars for the season. An early April under-canvas opening would not be feasible considering the uncertainty of the weather at that time, when cold snaps and rainfall are common. Should the Big Show decide to give up on the Garden it could recoup part of this revenue loss by stretching its Chicago run of nine days to three or possibly even four weeks with a good possibility of making out well financially. Kingsbridge is the only other suitable of a proposed drive-in theater to arena in New York City, and an in-city lot for tent presentation is

cate any one-day or two-day stand registered by area residents. on Long Island-trains must be barged over and one show was sive damage to the Bonham Driveblown in 1954 when high tides In at Bonham, Tex., leveling part been speculated that a longer en- sign and damaging the screen.... gagement could pay off on the Mason C. Chapman, formerly con-Island. All three shows in West- cession manager of the Circle bury in 1954 were well attended. Drive-In, Waco, Tex., has taken The county has boomed in popula- over duties as manager of the Beltion from 500,000 in 1950 to over knap. Drive-In at Fort Worth, rea million today, mostly due to the placing Jack Veerin who recently influx of young home-owners with resigned. . . . The Corral Drive-In children. Smaller circuses have at San Saba, Tex., has been rebeen earning good money in recent opened. The screen was recondiyears in that sector, which is laced tioned and the grounds regraveled with Long Island Railroad track- and overhauled. . . . CinemaScope age. There are good sidings by at equipment has been installed in least two race tracks on the Island, the Horn Drive-In at Waller, Tex.,

ROADSHOW REP

FRIC L. JOHNSON writes from HI-BROWN BOBBY BURNS, Seattle: "It is all very well to read about roadshows and tent rep shows of the past. However, durand it is my observation that any traveling show, regardless of the size of town it plays, must have entertainment that will pass muster as far as performance is concerned. Ralph and Peggy Barker are in Toby was all right in its day and and the customers will make comparisons. For another thing, no show can get by unless it spends money. Folks don't care about the

well known to the rep, circus and minstrel fields is back in the minstrel show production field, his latest date having been a May ing the past three years I have 19-21 show offered by the Lions been making fairs in the Midwest, Club of Fort Myers, Fla. Burns formerly was with the Al G. Field, Lasses White and Honey Boy minstrel troupes. Half of the Fort Myers show was a variety offering directed and staged by John Minnesota and Wisconsin, is now living in retirement in Rochester, All-Shrine Band. He recently played host to the Little Shrine stars folks see on the air is foolish, Circus Band made up of Shrine ladies at a dinner party held at his home. Christy is serving his first year as secretary of the Olmsted County Fair, Rochester. . . . tent or the slick rolling stock scat- From Kansas City R. A. Tomlintered around the lot. They want son writes: "Have been reading show, and they remember from about the tent shows and Tobies, one year to the next. That goes for and as a furnished them printthe small circus, too. I have ing in the heyday times, I'm booked sponsors for severa! small sure I have a right to say that it shows during the past five years, would be hard to too Billy (Toby) and there is nothing harder than Young as far as tent rep shows are getting behind a show that had a concerned. However, I worked for mediocre batting average the year a Buffalo printing outfit that sold before. I booked a small dramatic paper to Toby shows before there show making cross-country tours were any traveling tent drama twice and never had a bit of shows. New York State had cometrouble getting the same sponsors dians long before the Ginnivans the second year. In fact, they were in business. The best Toby eant when 45,000 persons were in were waiting. But that show was bill I ever saw was one called 'The the hall, both in banked seats and up in cast and wardrobe. It didn't | Heartbreaker.' Billy Young played other seats on the arena floor. For throw together some worn-out in it. The stuff Art Carney is now midget auto racing crowds of 6,000 ideas. It had good stuff and be- doing on TV is the stuff that to 8,000 have been accommodated, fore the season was over I knew brought about the Toby. There and for such an event as a circus that I had a rear show to plug, were hundreds of comedians in the it is understood that seats for Any advance agent knows how that past who did Toby work in vaude 10,000-odd spectators would not feels. You don't get into a town and with one-day stand shows. be unlikely. It is a drill floor with wondering what you're going to What about Bert Stoddard, who a 100-foot-high dome, and is easily hear about last year's show. The goes back farther than any tent accessible to bus and subway lines. agent's work is practically done; show comedian. In fact Bert fin-Plans to use the hall were they welcome him. The first thing ished his career in a Toby role Players."

Drivin' 'Round the Drive-Ins

CONSTRUCTION work on the New Braunfels, Tex., operated by new Wonderland Drive-In to Associates in Royal Oak Township, Michigan, near Detroit, is schedble opening around Labor Day. The project has been increased in size from the earlier 1,500 to 1,850-car capacity, and is to include a full-size Kiddieland, ice skating rink and swimming pool, plus other community service features. . . . Sal Adorno Jr., formerly assistant general manager of M&D Theaters, Middletown, Conn., has opened his first drive-in theater, the \$200,000, 875-car capacity Middletown on Route 9, Middletown, Conn. The theater features a screen measuring 120 feet wide and 52 feet high. A corner of the concession building is termed the Diaper Den, where mothers may tend their youngsters, . . . Connecticut State Police Commissioner John C. Kelly has ruled in favor be built by John D. Sirica and Fred Quatrano in the Guernseyimpossible to find. town section or watertown, conn., after formal objection had been are residents.

Recent heavy winds did extendelayed the barge trip-but it has of the fence, blowing down the

Mrs. L. G. Hill. Other improvements to be made at the drive-in includes a fully-equipped playground for children and patio seats for patrons.

Claude Ezell & Associates are negotiating for property at Dallas, on which it will construct a new 1,000-car capacity drive-in. This is part of the circuit's \$2,400,000 expansion program for the coming year. Property has been acquired in Houston for building a 2,000car twin drive-in. . . . The South Main Drive-In at Houston has completed construction of a new formula screen, according to Al Lever, city manager of the Interstate Theater Circuit, operators. The new screen, one of the largest in the South, "guarantees better reflection and a brighter, sharper image," Lever stated. . . . CinemaScope is being installed at the Rancho Drive-In at Denton, Tex. . . . An estimated \$800 in damages to neon tubing on the front of the West Drive-In, West, Tex., was caused by a hail storm. . . . Virby Conley is manager of the Ranger Drive-In at Perryton, Tex., which has been opened for its third year of operation. . . . CinemaScope has been installed at the Stardust Drive-In, Uvalde, Tex., according to Gene Haubner, manager of Uvalde The-

The name of the Twilite Drive-In at Gonzales, Tex., has been changed to the Apache Drive-In by Lynn Smith, owner. Cinema-Scope has been installed and the screen tower rebuilt. It was blown down by Migh winds in 1954.

AT LOW COST

New and guaranteed rebuilt equipment from one of them being Roosevelt Race- according to N. F. Horner, owner. \$1595. Time payment available to responsible parties. Write, giving location and 4427 W. Lake St., CHICAGO, ILL. | way in Westbury which was used . . . A new wide screen and number of cars. SPECIAL OFFER! Tempered last year. The tracks also have CinemaScope equipment has been vast parking areas.

CinemaScope equipment has been installed at the Tower Drive-In at CORP., Dept. L, 602 W. 52 St., New York 19.

MERCHANDISE

Communications to 2160 Patterson St., Cincinnati 22, O.



| | BALL | LOO | NS | | |
|------------------------|--------------|-----|--------|-------|-----|
| Oak Spira | | | | | |
| Dragon B Giant Air: | | | | 6.50 | |
| #11 Two-i | | | | 6.25 | |
| #26 Two-i | n-One Ba | | | 14.50 | Gr. |
| Complete | | | | Rea | dy. |
| CHARLES | CHEAD | | 0 Park | | |
| TUDKIL) | JULTR | New | York | 7. N. | Y. |

The OAK RUBBER CO. RAVENNA OHIO.





in all coils.

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.

facturing a new type of quick-acting baby bottle warmer, designed as an important patron convenience for all types of outdoor attractions, has moved offices to 19 Clifford Street, Detroit. The firm is preparing to put a number of other new products on the market.

Sun-Gold Sales Company, Brooklyn, has introduced the Sunbrella ensemble, complete with pointed or pienie. In addition, it has a swivel clamp that facilitates its use on boats, chair, table or junior's wading pool. Colorfully styled, it is made of durable sun-resistant and three-quarter pounds complete. Price is under \$10.

A new line of Davy Crockett merchandise has been placed on the market by Starnes of Los Angeles. The low-priced line of items include cookie jars, banks, planters, utility bowls, children's mugs and bowls.

Ltd., Chicago. Fashioned after the the firm suggests.

Jobil Products Company, manu- popular boxer, the products are made of hard plaster composition finished in velour to give them soft, furry coats. The lamps come in two models-the No. 6500 Skipper, a novelty item with attractive parchment shade for a child's room, and the No. 6000 Butch, designed with indirect lighting to serve as night light and TV lamp. The 201 Skipper Sr., serves as a bank and also makes an attractive extension poles, for use at beach door stop and knickknack. The 101 Skipper Jr., also a bank, may also be used as a paper weight.

All-star statuettes of major baseball players, three inches in height acetate and is packed in matching and sculptured in fine detail in carrying case, weighing only two tough polystryrene, have been introduced by Robert Gould, Inc., New York, to retail at 15 cents or in boxes of seven with a "Facts and Figures" booklet to sell at \$1. Such players as Willie Mays, Bob Porterfield, Jim Hegan and Richie Ashburn are included in the first series of 28 to be released. Every major league team is represented A new dog breed in banks and as to make up an all-star team. lamps is offered by A. N. Brooks, Kids will trade and collect them,

PIPES FOR PITCHMEN

By BILL BAKER

IN HIS LAST DISPATCH . . . Happy Heller, the Romeo, Mich., that might have been overlooked merchandise baron, reports that by Clyde Forkner and Steve Mche's been batting around Detroit Clain, Brother Pardee also tells us working a variety of items includ- that he saw Jack (Bottles) Stover ing plastic towels, Chem-O-Cel prowling around the vicinity of sponges and eucalytus oil. Says Staunton, Va. Happy, "Presently I'm lining up some fairs (seven of them) on the eucalyptus oil. This is my top money joint. I also tried my hand at pitching a food blender and liquifier. I worked out a twoweek deal with the local Sears store to push their own productthe Kenmore Blender." In his meanderings around the Motor City, Happy has observed that there is plenty of money in town, but he has also noticed that the citizenry is a little cagey about lettin' loose with any of it. "Maybe some day both Henry Varner and I will realize my ambition and see me with a good med joint," sighs Heller. "This summer I'll work the pumpkins but, at the rate I'm going, I'll have to use saw horses for the platform and my wife's bath towels for a bally cloth."

IN A VERY UNIQUELY . . . addressed card, George Blue admits that, "It's been a long time since I've piped in. I saw Kid Carrigan recently tossin' a health pitch in West Lake Park. The old boy is 72 now but he still looks plenty hale and hardy. He tells me that he spent the winter in Searchlight, Nev., with Jack Dillon who is the sheriff of the town. Also saw Red Haley who is now makin' his living working as a bank messenger." Incidentally, our friend Blue is now hanging out at the Elrey Hotel, Los Angeles.

E. C. PARDEE . . . postals that he has started to beat a path to the markets in Maryland. On the way he intends stopping

off now and then thru Virginia to

pick up some of the long green



MASTER PAINTERS PRODUCTS

Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S.

measure, every ounce guaranteed Packed 4 gallon cans to carton, sold in carton lots only; \$1.35 per gallon in ten-carton lots or more. Less than 40gallon quantity, \$1.50 per gallon.

Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton. Sold in carton lots only, \$1.40 per gallon in five-carton lots or more. Less than 30-gallon quentity, \$1.55 per

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 quantity, \$2.40 per gallon.

Special—3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 31/2" sizes. A brush for every painting purpose, individually boxed Packed 12 boxed sets to master carton— \$1.15 per set.

6-Piece Screw Driver Set with rack, in-dividually boxed, 50 to master carton— 55e each in lots of 50 or more, in dozen

lots, 60¢ each. 6-Piece Power Auger Wood Bit Set. Sizes 35 to 1 inch. Usable in any make electric drill, sharp spur and cutting edges. Individual self-display kit. Packed

dozen to box. \$15.00 per dozen. No 6-Piece Warding File Set—All differently shaped with individual uniform handles used for wood or metal. Individual self-display kit. Packed 1 dozen to ook.

\$9.00 per dozen. No less sold. 4-Piece Cold Chisel Sets, drop forged. Used for wood, stone or metal. Octago-nal shaped, Individual self-display kit. Packed 1 dozen to box. \$6.00 per doz.

9-Inch Professional Pattern Pruning Shear High quality, hot drop forged steel. Fully polished, knurled handles, tempered sharp honed blades and volute spring. Locking catch. \$9.00 per dozen. Packed 6 to box. No less sold. 8-Inch Combination Plier, 15,000 volt.

heavily rubber insulated handles. Polished head, drop forged, milled taws, \$9.00 per dozen. Packed 6 to box. No less sold. Hack Saw Frame, adjustable from 8" to

with tungsten blade. Packed 1 dozen to box. \$6.00 per dozen. No less sold. 10-Inch Hack Saw Blades, high quality steel, flexible backs, hardened teeth. \$3.00 per gross. No less sold.

25% deposit with order, balance C.O.D., F.O.S. Chicago,



Direct from Manufacturer!

2156 Arapahoe Street

Denver 5, Colorado



THE BILLBOARD

mong over-all entertainment weaklies—is a member of th AUDIT BUREAU OF CIRCULATIONS.

LAST CALL

Forms for the BIG - 45th ANNUAL

SUMMER SPECIAL

DATED JUNE 25 **WILL CLOSE**



WEDNESDAY JUNE 15

If you have not already sent us YOUR advertising instructions, do so immediately . . . authorize us to repeat a previous ad. In either case . . .

DO IT TODAY!

CINCINNATI 22, OHIO CHICAGO I, ILLINOIS NEW YORK 36, N. Y. 2160 Patterson Street 188 West Randolph St. DUnbar 6450

CEntral 6-8761

1564 Broadway PLaza 7-2800

ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443

HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOllywood 9-5831

ATTENTION, ALL COIL WORKERS

Orders shipped same day as received. All coils have wire on top. Easy to demonstrate. Have lots of stock on hand. No waiting for stock. You will not be let down thru Fair Season. This coil is not plastic but made of bakelite and will not burn thru. Longer feril to fit deep distributors. Have carbon resister

HAROLD NEWMAN

PHONE-WRITE-WIRE FOR PRICES

UNIVERSAL IGNITION CO. CHICAGO 40, ILLINOIS 4754 N. CLARK STREET Shop Ph.: LOngbeach 1-3499 Home Ph.: LOngbeach 1-4983

Copyrighted material



WRITE FOR FREE CATALOG!

mbassy P. P. INC.

38 WEST 32nd ST. NEW YORK, N. Y.



TWO NEW "HOT" ITEMS FOR YOU

SHEER S-T-R-E-T-C-H NYLONS

60 GAUGE-RETAILING TO \$1.95 PAIR Sizes A, B, C. Never wrinkle or sag.

BOTH PRICED RIGHT AT \$10.50 DOZEN

SEAMLESS NUDE HEEL NYLONS Perfect for new open strap shoes. Sizes 81/2, 11 . Cello pack.

Packaged regular nylons from \$5.85 dozen. Packaged Stretch Sox. Women's Panties.

\$2.00 deposit for C.O.D. shipments F.O.B. CHELSEA HOSIERY MILLS, INC., BOSTON, MASS. 70 ESSEX ST.

WORLD'S MOST FANTASTIC DEAL on **NEW** Copper Automagic

COOKER-FRYER

with Fire-King and Ovenglass Cover and Westinghouse Thermostat.

tury, this handsome unit has a giant 41/2-quart capacity. All the newest improvements — automatic signal light, cooking and frying guide, easy-to-clean lustre finish. Complete with 81-recipe cookbook. Underwriters Approved: guaranteed by Good Housekeeping. Individually packed.



Casserole · Cooks Bun Warmer

· Roasts Blanches Steams Server

lots of 6 or more) SAMPLE'10 Send Deposit BURTON SALES - 843 W. Modison Street Chicogo, Illinois of at least 25%

Men's, Boys', Ladies' and Girls' Photo-Idents, \$5.50 Dox.

Engagement Rings \$3.00 Dox. Wedding Rings 1.63 Dox. SEND FOR

NEW 1955



For Engravers, Store and Fair Workers and Ring Demonstrators.

25% deposit with all C.O.D. orders. Include postage with prepaid orders. McBRIDE JEWELRY CO., 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready-Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business



NEW AND HOT: BEAN BAG ASH TRAYS, CHROME TOPS, colorful plaid boffoms . Doz. \$3.50; Gr. \$36.00 SEAMLESS ALUMINUM FLASHLIGHTS, IN BRILLIANT COLORS, 2 cell standard....

..... Doz. \$5.40; Gr. \$60.00 3-Pc. Exquisite Pastel Neck and Earrings Sets, satin boxed . . Doz. \$7.20; Gr. \$80.00

Include Postage 10 West 27th Street New York, N. Y.



Position

AUTO FLAG-HOLDER FOR HOLIDAYS Autos, Windows,

Celebrations, etc. Com-plete with 3 American Flags, 4½x6". Sensa-tional seller. Sell for Samples or Vertical Doz. \$2.20 Gr. \$24.00

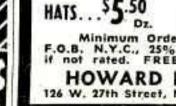
Send for free new circular joker & novelty items COIN & TOKEN HOLDER KEY CHAIN. Gross\$6.85 Suction Cups for VENDING MA-CHINES, 11/2" Dia. Per 100 4.00 Suction Sign Holders for Restaurant

Window Display. Gross 6.50 25% deposit with order, balance C.O.D. Gordon Mfg. Co. 110 E. 23 St., Dept. F-3 N.Y. 10, N.Y.



NOVELTIES AT DEEP CUT PRICES Hunting Knife, 8 inch, leather

25% deposit with order, bal. C.O.D. Send for FREE C-55 Carnival Catalog. 300 W. NINTH ST., KANSAS CITY 6, MO.





SHAGGY PLUSH HATS...\$5.50

Minimum Order 3 Dozen, F.O.B. N.Y.C., 25% Deposit C.O.D. if not rated. FREE 32-pg. catalog. HOWARD MENZIN 126 W. 27th Street, New York, N. Y.

COMING EVENTS

Continued from page 65

Brady-Jubilee, July 2-4. Joe T. Ogden. Fredericksburg-Horse Races, July 2-4. Wm. M. Petmecky, Box 486 Gladewater-E. Tex. Quarter-Horse Breeders Show & Races, Aug. 22-23. W. C.

Holcombe, Longview. Houston-Gift & Housewares Show, Aug. Kerryville-Angora Goat Raisers Show & Sale, Aug. 4-6. P. E. Gulley, Uvalde.

McAllen-Celebration, July 3-5. Marshall-Emancipation Celebration, June Navasto-Grimes Co. Watermelon Festi-

val, July 3-4. Marshall S. Croft, Box 350. Rockdale-Celebration, July 4. Stockdale-Stockdale Watermeion Jubilee, June 24-26. Joe Meyers,

Utah

Feron-Southeatern Jr. Livetstock Show, Aug. 6-8. Ogden-Pioneer Days, July 24-30. Richfield-S. Utah Jr. Livestock Show, Aug.

25-27. Van Jarrett, Mgr. Salt Lake City-Pioneer Celebration, July 20-24. Jos. Chandler, 326 S. State St.

Virginia

Galax-Piremen's Celebration, July 4.

GUESS WHO?



Davy Crockett rides again. Beautifully created in plastic with remov-able frontier rifle, hunting knife, frontier saddle and coonskin cap 9" high, 814" wide. Wt. 10 oz.

\$28.00 Dez. Prepaid

Sample—\$3 prepaid. Add 5% post-age west of Mississippi River. Also available — Colorful Canadian' Mountie & mounted Indian. Same No C.O.D.'s under \$10 and then only

with 25% deposit. Open account to firms well-rated in D & B. Send for free price lists of hundreds of other staples and novelties.

H. T. MALONEY & SONS Dept. B, 1063 W. Broad St. (Route 40) Columbus 22, Ohio

SUPPLIES EQUIPMENT

and 10 color specials 1-5-6 and 7 ups Midgets, 3,000 series—7 colors Paper and Plastic Markers Wire and Rubberized Cages Pencils—Crayons—Clips 5x7 Heavyweight Cards Electric Blowers & Flashboards Lapboards Made to Order Free Catalog Available

A. ROBERTS INC 817 Broadway, Newark, N. J

Greatest gag gimmick yet! \$1.00 Retailers—Dealer's Cost \$6.75 Doz. Send \$1.00 for sample postpaid. Jobbers, distributors, write, wire or phone for quantity prices.

G. & S. MFG. CO., Dept. "B" Nashville, Tennessee

Wholesale

Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Gruen and Benrus Watches.

YORMARK SALES CO., Dept. B 131 W. 46 St. N. Y. C. 36, N. Y.

MAKE MONEY

Stamp letters and numbers on all types of identification plates and tags with the CLEARVIEW NAMEPLATE PRESS.

THE CLEARVIEW CO. 215 E. 2nd St. New York 2, N. Y.

IDENTIFICATION BRACELETS!

Aluminum nickel silver, chrome; 5 styles of expansion bracelets, Medalions, heart and round styles for engraving; heavyweight Mexican rings, the Scatter Pins, 8 styles of nickel silver signet rings. Rings for grab bags from \$8.00 to \$12.00 gross. Send \$2.00 or \$5.00 for samples. MILWAUKEE NOVELTY CO.

West Virginia Buckhannon-Central W. Va. Strawberry Festival, June 8-9. Robert Tetrick

Wisconsin East Troy-Lions Club Celebration, July

Fond du Lac-Milwaukee Sentinel-Winnebagoland Outboard Marathon, June 26. Fond du Lac Assn. of Commerce. Menomonee Palls-Legion Celebration, July

2-4 Merrill-Legion Celebration, July 1-5. Edward Priebe. Racine-St. Lucy Parish Pestival, July

Stevens Point-Legion Celebration, July 3-4. Wyoming

Casper-Rocky Mountain Oil Show, June 23-26. Darrell Booth. Lander-Pioneer Days, June 28-July 4.

CANADA British Columbia

Penticton-Peach Festival, Aug. 18-20.

Smithers-Mid-Summer Festival, June 21. Telkwa-Mid-Summer Night Pestival, July Vancouver-Sportsmen's Show, June 3-11. Roy Lisogar, 7 McDougal Court, Edmonton, Alta.

Victoria-Sportsmen's Show, June 14-18 Roy Lisogar, 7 McDougai Court, Edmonton, Alta.

Manitoba

Flin Flon-Northern Trout Festival, June Flin Flon-Canadian Legion Carnival, July Flin Flon-Rotary Horticultural Exhn. Aug

New Brunswick

Fort Beausejour - Acadian Biscentenary, Memramcook-Acadian Bicentenary, Aug. Memramcook-Strawberry Festival, July 8-

Moncton-Acadian Bicentenary, Aug. 11. Shediac-Lobster Festival, Aug. 5-10. Woodstock-Old Home Week, Aug. 1-6.

Nova Scotia

Annapolis Royal-350th Anniversary Celebration, July 30-Aug. 2. Bridgewater-Water Carnival, Aug. 18. Dartmouth-Natal Day Celebration, Aug Deep Brook-Craftsmen-at-Work Exhn., July 25-29.

Parrsboro-Old Home Week, Aug. 8-13. Truro-Chicken Barbecue, July 1. Yarmouth-Memorial Festival, July 17-24.

Ontario

Gravenhurst-Night Carnival, Aug. 11-13. Leamington-Tomato Pestival, Sept. 9-10. London-Miss Canada Pageant, June 26-July 2. London-Centennial, June 30-July 9, Tom

Ringler, City Hall. St. Catharines-Horse Show, June 22-25. forente-International Trade Fair, May 30-June 10.

Charlottetown-Old Home Week, Aug.

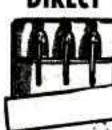
Prince Edward Island

Quebec Montreal-St. Jean Baptiste Celebration, June 24 Quebec-Ste-Anne Feast Day, June 26, Quebec-St. Jean Baptiste Celebration. June 24.

Saskatchewan

Regina-Shrine Ceremonial, June 24-25. Regina-Golden Jubilee, July 22-Aug. 6. Regina-Hereford Show & Sale, Aug. 1-6.

DIRECT FROM MFR.



Retractable Set Writes Red, Blue and Green.

per gr. .00 sample

Beautiful Machine Chromed Retractable... \$39.00 Gr.

Sample Doz.... \$3.50 All Metal Gold Tone

Retractable... \$33.00 Gr. Sample Doz.... \$3.00

Discounts to quantity users, MODERN PEN MFG. CO., INC. 395 Broadway New York, N. Y.

DON'T MISS OUT! MAKE SS ON THE DAVY CROCKETT CRAZE! Now Available to You! The Sensational 38" DAVY

CROCKETT DOLL In his original frontier cost um e of buckskin colored cloth. Life-like plastic nonbreakable face.

French fur \$25.00 film bag... Dz. Minimum Order: 1 dozen.

DAVY CROCKETT SHOULDER **HUNTING POUCH** Of simulated leather. Prices, Net 101/2" long and 61/2" high. F.O.B. N.Y.C. With long carry- C 5 50 25% deposit

with long carry- \$3.50 with order, band. Per dozen. Minimum Order: 3 dozen

TEE JAY TOYS, INC.

PITCHMEN . CARNIVAL MEN WAGON JOBBERS CONCESSIONAIRES

WE'RE OVERSTOCKED on NAME BRAND LUGGAGE and KITCHEN WARE

You can't afford to pass up our sensationally low give-away prices! Write or Phone Today. ON THIS SPECIAL DEAL .

BULOVA, WALTHAM, ELGIN

disclose the name.

BENRUS, GRUEN WATCHES 10 Ass't

For men and women. New and dials. Re-

conditioned Sample Watch, \$9.95 and guaranteed Sample Band, 95c

Send for Our New Big 100-page 1955 catalog, only 25c (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D. — 5-day money-back quaranteed if not satisfied. JOSEPH BROS. 5 S. Wabash Ave., Chicago 3, III. "The Watch and Diamond House"

Levins' Catalog Ready

Write Today for Catalog 354CC Listing Novelties-Slum-

Bingo Goods #5 Darf Balloons, Long Nocks, 10 gr. for.....\$ 6.50 Ball Rack Baseballs, Doz. 2.40 Oak's Sag Balloons, Stretched,

All Sizes

NA10SAG Nobbies & Spirals. Gr., 6.75 #8120 Worker for NA10. Ea. . . 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...... 4.80 #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

126VG 61/2 in. Metal Gold Horse. Doz. 10.00 #25A908 Love Thermometer. Box of 6 doz. for 2.00

F.O.B. Terre Haute—Postage Extra Send 25% Deposit With C.O.D. Orders



Plastic non-break-able life-like face. Insignia imprinted on every doll. Very colorful. In Pliofilm bags. \$21.00 DOZEN

Quantity Buyers! FOB N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-pg. catalog. Toy Mfg. Company

lots

122 W. 27th St. N.Y. 1, N.Y.

Special Prices to

55 WHOLESALE General Merchandise Watches

 Appliances Jewelry *Enclose 25¢ to cover postage and handling WHOLESALE DISTRIBUTING 3324 W. Roosevelt Rd.

Chicago 24, Illinais

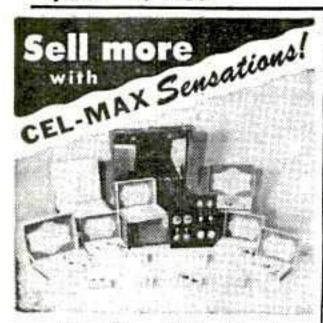
DAVY CROCKETT AND POLLY CROCKETT

FUR HATS Genuine Raccoon Tail
(Polly Crockett Hats with light blue, pink and white trim)
GOOD PROMOTIONAL ITEM, \$9.75 Doz. Quick delivery. Deposit with order, balance C.O.D. WEINBERG-HANDELSMAN

370 Seventh Ave.

One of 1.000's PLASTIC TABLECLOTHS. Beautiful designs, in vinyl case, two sizes; 54x54 inches, Dozen \$3.75, Gross \$42.00; 54x72 inches, Dozen \$5.40, Gross \$60.00. Terrific value. Send payment F.O.B. New York,

New York, N. Y.



The Complete Deal

Smart Sample Case is included FREE



A LOT of flash for a little cash!

from samples to keep business boom-ing!! Money-back guarantee!

Watch





IMPORTS

GET GOING FOR BIGGER BUSINESS
... Get on the Cel-Max BARGAINTEER
mailing lists. Sensational limited offers every two weeks! Send name and ad-dress today . . . it's FREE

582 So. Main St. (Dept. 10), Memphis, Tenn.

ATTENTION, BUYERS GET THESE

COMPLETELY REBUILT By Eder Vacuum Cleaner Co.

ELECTROLUX · HOOVER **VACUUM CLEANERS**



with attachments

Deluxe HOOVER \$19.50

JUST LIKE NEW

using our own EVCC replacement parts. Individually cartoned. One-year written

TERMS: CHECK WITH ORDER -until credit is established. F.O.B. Detroit,

Write, Wire, Phone for Catalog EDER VACUUM CLEANER CO. Dept. 9

13345 Livernois . Detroit 38, Mich. Phone: TExas 4-1010 . FREE MATS

JUST IN!

ORIGINAL AUTO BURGLAR ALARM Attach to Spark Plugs. Smokes—Screams— Smokes Again

BOX OF 2 DOZ.....\$ 4.00 Must be shipped express only. Enclose remittance for express charges with order. No C.O.D. orders.

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST.

INDIANAPOLIS 25, INDIANA

WE ARE MANUFACTURERS All Kinds—PULL TICKET GAMES A • TIP BOOKS • E

Buy Direct From Manufacturers at B

Very, Very Reasonable Prices.

Columbia Sales Co.-302 MAIN ST., WHEELING, W. VA. Phone: Wheeling 340



Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St.

Cincinnati 22, O.

Allen, Gloria
Allen, Terri
Allen, Wangetta Hug
Anderson, Richard
Andreano, Frank
Annear, Sally
Annin, Jimmy
Arger, Tom A.
Armand, Mrs. Wm.
Belle

Arthur, M. E. (Billy)
Ashley, Jesse L.
Aten, A. W.
Augustine, Don
Babcock, Phil
Baird, Mrs. Al
Baker, James
Barefsky, Harry E. &

Barker, Howard P. Barker, Howard I Baron, Henry F. Beall, Hiram Bell, Bonnie Bell, Lewis A. Bell, Mrs. Fred Bellows, Monna Bender, Jack

Bender, Jack
Bennington, John
Bernard, Vivian
Billie & Whitey
Concessions
Blackburn, Hedgel & Lame, Sheri
Mrs.
Blair, Wesley
Boaz, Howard
Boron, Hank
Boseman, Mr. Jesse
Chas.

Knapp, James F.
Kosterman, Ralph H.
Krause, Fred
Kujawa, Viola
Lame, Sheri
Lane, Sheri
Lankford, Ellen
Lankford, Harold
Larney, Al & Mrs.
Latkowski, Francis
John (Jack)

Boyce, Louis Boyd, Wesley Boynton, Cornelius F. Brady, L P Brenan, Whitey & Brewer, Jimmy & Brixey, Chas. & Mrs. Leroy, Doc Leslie, Adele Lewis, O. C. Jr. Buchanan, Mrs. T. K. (Pat) Lewis, Sammy

Lee, Pattie Lee, S. O. Lee, W. R.

Lee, W. R. Leib, Rudrich

Buck, Wm. J.
Sudd. Charlie
Buffington, R. S.
Bulck, Blickie
Bunch, Mrs. Jeannie
Burns, Bill
Burns, Wm. Edw.
Byrd, Harry
Cameron, Debbie
(Donta)

Cook, Phil Cox, Mrs. Alma (or Casper)
Cousimino, Joe B. (Guy Blackburn)
Crockett, Tex Cube, Alvin Thomas Cunningham, B. C. Curtis, Harold H. Curtis, Jack Sidney Cyr, Jimmy
D'Hooghe, Mrs. Mary E. Dailey, James

Dailey, James
Dale, Doris
Dale, Doris
Dallman, Emil Karl
Daniels, Mrs. Shiriey
Daniels, Victor J.
Darlene, Dimples
Davis, Daryl R.
Davis, Jimmie
Davis, Margaret
Day, Andy Day, Andy
Day, Andy
DeBusk, C. Y.
DeTwel Sr., Gerente
DeWald, Frieda
Dehmer, Geo. A.
Demetro, John

Dempsey Jr., John DiLeggie, Toney

Mitchell, H. J. (Duke)
Mitchell, Joe
Mitchell, Lee
Monroe, George W.
Montello. Mrs. James
Moore, H. J. (Blue)
Moore, Joe
Moore, Mrs. Mary
Morris, James P.
Mort, Joseph

Ogle, Gerald E. Olsen, Osmond S. Osinski, Anthony Osteen, Clarence

Ellis, Ray A.
Errett, Raymond
Ewing, L. C. & Mrs.
Fairbanks, Wm.
Ferenzi, Jimmy
Ferrill, Jim & Mrs.
Fishman, Eddie
Flanagan, Claudeen
Fowler, Floyd J. &
Loretta

Ferrill, Jim & Mrs.
Fishman, Eddie
Flanagan, Claudeen
Fowler, Floyd J. &
Loretta
Fraker, Capt. F. F.
Franzel, N. E.
Frederick, Carl
Frederick, Carl
Fredericks, Hank
Frick, Mrs. Birdie
Fuller, Orville
Fullerton, Dewey
Fyvie, Mrs. Hattie
Moody
Fyvie, Mrs. John
Garner, Rufus
Garvey, Wm. R.
Gentry, Mrs. Dorothy
Gilchrist, Allan
Gilham, J. R.
Gill, Frank
Glasgow, W. R.
Glenns, The Three
Glinea, Morris
Glover, Chuck (Bozo)
Gonzelas, Blackie
Greene, Burnise
Griffith, Chester
Groven, Barney
(Press Dept.)
Gurley, R. L.
Gutherman, Eddie
Hackett, E. J. & Mrs.
Hale, D. D.
Halstrum, Tip & Mrs.
Handler, Mrs. Lou
Hangsterfer, Allan
Hangsterfer, Allan
Hangsterfer, Allan
Hangsterfer, Allan
Ginkei, Anthony
Osteen, Clarence
Palmer, Kitty Kelly
Parker, Bob
Patterson. Charles
Patterson. Charles
Patterson. Charles
Patterson. Charles
Patter, Clarence
Palmer, Kitty Kelly
Parker, Bob
Patterson. Charles
Patterson. Consultation, E. C.
Patton, Jo Nell
Payne, Jack
Percy, Josephine
Percy, Freda
Phillips, Goody
Price, Harrison
Price, Harrison
Price, Harrison
Price, Mrs. Acthur
Price, Mrs. Acthur
Price, Mrs. Ac

Greene, Burnise
Griffith, Chester
Groven, Barney
Groven, Barney
Groven, Barney
Groven, Barney
Greese, Mrs. Carol
Reese, Mrs. Carol
Rall, Mrs. Florette
Rart, Louie
Hatfield, D. W.
Herbers, Ray
Heron, James L.
Corews, Tommy
Roal
Reese, Mrs. Carol
R

Scott, John S.
Seifer, H. L
Sells, Big Bill
Setzer, Joe (Whitey)
Sguitturi. Dom
Sharp, Rev. Charles
Shields, Wilmet
(Important)
Shinn, Mrs. Nellie
Short, Mabel Lee
Sierman, Joe
Silvey, Jimmy Lee
Curly
Cur Acker, Benny & Mrs. Herrick, Clark
Adams, Cap. Chas. L. High, H. G.
Adams, Pete
Alfredo, Mrs. Al
Hillsinger, Floyd E.
Allen, Mrs. Dian
Wilson Hodgini, Joey Hodges
Hoffman, Jos.
Hoffman, Jos.
Hoffman, Jos.
Hoffman, Jos.
Shint, Mrs. Nellie
Short, Mabel Lee
Sierman, Joe
Silvey, Jimmy Lee
Smith, Curly
Smith, Eunice
Snyder, Art Hilshow, Mrs.
Hodgini, Joey Hodge.
Hodfman, Jos.
Hoffman, Jos. G.
Holden, Edw. J.
Holeman, Thos. C.
Holter, Gene
Hubbard, Mrs. Geneva Spain, Buddy
E. Sparton Family
W.
Huston, H. L.
Johnson Jr., Chas.
Belle
Johnson, David
Rilly)
Johnson, David
Rilly)
Johnson, Frank B.
Murnia
Murnia
Hilssow, Mrs.
Smita,
Snyder, Art
Snyder, Juanita L.
Soller, Stanley
W.
W.
Sparton Family
Spellman, Mrs. Vannie
Stacy, Woodrow & J.
Stanley, George
Starr, Mrs. Mike
Stearns, James E.
Stephens, Arthur L.
& Edith

Jones, Geo. & Mrs.
Kaplan, Sam
Keene, Gilbert (Fats)
Kelly, Bob & His
Crash Kings
Kelly, Fern
Kemp, Robert P.
King, James Leo & Mrs.
Stevens, M. A.
Stevens, Mary
Stevenson, C. J. & Ste Stoddard, Walter S

(Doc) Mrs. Stoltz, Lloyd King, Pearl F. Stone, Al. (c/o Babe Harris) Straub, D. F. Knapp, James F. Sturdivant, A

John (Jack) Lawson, Ernest A. Lee, Little Joseph

Schuch, Pete
Sciortino, Joe
Scott, Earl
Scott, John C. & Lois
L.
Scott, John S.
Seifer, H. L.
Sells, Big Bill
Setzer, Joe (Whitey)
Sguitiuri, Dom
Sharp, Rev. Charles
Shields, Wilmet

Taylor, R. L. (Bob)
Taylor, Ted
Teahan, John
Tetts Jr., Fletcher
Thomas, Carl (Bozo)
Thorne, Chas. F.
Thomas, Nick
Toler, Civde H.
Towner, Tom
Uncle Joes Amuse.
Co.

Wellborn, Thomas Weller, S. E. Welzel, Kenneth & Mrs. Wendell, Max Gordon

Spillman, Donald
Stacy, Woodrow & J.
Starley, George
Starley, George
Starr, Mrs. Mike
Stearns, James E.
Stephens, Arthur L.
& Edith M.
Stevens, M. A.
Stevens, M. A.
Stevens, Mary
Stevenson, C. J. &
Wendell, Max Gordon
Westburg, Douglas
White, Richard R.
Whitmire, Otto R.
Willey, H. D.
Willard, Frances
(Willard the Wizard)
Willborn, Thos.
Williams, Earl Williams, Earl Mrs. Williams, Frances

Williamson, George Williams, Henry Willis, James S. Winnie, Dave Winston, Harold Sturdivant, A. O.
Summers, Jimmie
Sutton, W. B.
Tarrant, Corrine &
Bert
Taveniere, Forest

Willis, James S.
Willis, James S.
Winnie, Dave
Winston, Harold
(So

(Frenchy) Woods, George R. Taylor, Carl K. Woods, George A. Woods, John R. Taylor, Thomas John or, Thomas, John Taylor Zimm, George

McAvyl, Jim Muss, Charles E. Murphy, Danny Neville, James

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

Anderson, Lucille Liedtke, Doris Martin Baker, Al Lindsey, Fred Baker, Ro Buck, Wm. J.
Budd. Charlie
Buffington, R. S.
Bulck, Blickie
Bunch, Mrs. Jeannie
Burns, Bill
Burns, Wm. Edw.
Byrd, Harry
Cameron, Debbie
(Donta)
Cannon, Frank
Cannon, Tom
Carlton, Larry
Carter, Mrs. Bill
Carver, Mrs. Ella
(High Dive Act)
Cash, James T. &

Cassidy, Mrs. Kay
Cast, Geo.
Chapman, Earl A.
Chavanne, James &

Chavanne, James &

Chavanne, James &

Liedtke, Doris Martin
Lindsey, Fred
Lippincott, Mrs. Mal
Luppincott, Mrs. Mal
Baker, Al
Ba Agrth, Charles
Barton, Harve,
Beeman, Charles
Bergen, Gene
Bornstein, Morris
Boyer, Jack
Butler, H. J.
Caldwell, Mrs. Willie
Cathalas, Charles
Charley's Comedy
Circus
Charnoff, Irving
Clair, N.
Cl

Chavanne, James & Louise
Chunas, A. J. & Mrs.
Clever, James
Cline, Ronie & Mrs.
Coffeit, Jack (Dutch)
Cole, Brownie
Cole, Fred R.
Collins, Cassie
Conatser, Bill
Conlin, Gil & Mrs.
Cook, Chas.
Cook, Phil
Cox, Mrs. Alma (cr. Masely, Woody & May Foster, Louis Foster, Louis French, Valerie Fried, Carl Garbor, Ed Geitelbaum, Rose Mayberry, Mrs. Marylyn

Masely, Woody & May Foster, Louis French, Valerie Fried, Carl Garbor, Ed Geitelbaum, Rose Gerard, Clarence Jimenez, Antonio Mayberry, Mrs. Marylyn

Mayberry, Mrs.

Mayfield. Jack
Mayes, Prof.

Livingston
Mayo, Bill
Mazer, Lewis
Mercer, Jimmie
Michils, M. W. & Mrs.
ry Mikloiche, Joseph
E. Milan, Alan V.
Miller, Calvin
Miller, Charles G. &
Miller, Charles G. &
Miller, Jahala
Miller, Jones
Mittilo, Pete
Mims, Joe
Minew, Alfred G.
Minteell, Charey
Mitchell, Charey
Mitchell, Lee
Mitchell, Lee
Monroe, George W.
Montello, Mrs. James
Montello, Mrs. James
Montello, Mrs. James
Marylyn
Gross, Lawrence
Grossman, Marie
Heath, Janet Marie
Hea

Reynolds, Rae Reed, Johnnie Reese, Lee Rice Jr., John S. Robinson, Bill Romaine, Julie Romaine, Julie
Reese, Carol
Ryan, Florence
Ryan, John A.
Say, Mr. & Mrs.
Sauber, H.
Seidel, Robert
Schein, Alfred
Schatten, Irwin H.
Schwarz, Albert R.
Schwartz, Laura
Secon, Paul
Sheldon, Stefi
Shelby, Paul
Shepherd, Marie E.
Shankman, Julius
Simonds, Rube Simonds, Rube Sicard, Arthur Silverman, L. Silverman, L.
Sobel, James M.
Specter, H. C.
Strom, E. C.
Stoll, Carl H.
Suggs, Leo
Taylor, Mae
Van Aken, Alexander
Watson, Neva H.
Wallis, Lela
Wahrlich, Eunice
Weaver, Claude B.
Weatherman, Jack B.
Weintraub, M.
Whalen, Tom
Wilson, Ted
Wilcox, Ramon
Williams, Mary Jane
Wolfson, A.
Ziotkovich, Frank &
Sallie
Zugspitzartisten,

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III.

illeggie, Tony
Dillard, Jack
Donovan, Forest
(Don) & Mrs.
Dosher, Hugh
Doug Dutch's
Douglas, Jim
Drumm, "Curley"
Duncan, Mrs. Myrtle
Dye Jr., Geo. Bunyan
Eagleson, G. S.
Earp, James
Edwards, J. A. (Alvis)
Edwards, Leonard
Ellis, Cotton &
Ellis, Ray A.

Ellis, Ray A.

Chicago I

188 W. Rand
Chicago I

188 W. Rand
Chicago I

Wers, Wm.
Muse, Kitty
Napier, William L.
Nazarechuk, Nicholas
& Helen
Newcomer, Lewis E.
Nichols, Robert H.
Norelle, Salty & Joe
(Plutocrats)
O'Flaherty, Mrs.

Marie
O'Hearn, Wm. D.

Moore, Mrs. Mar.
Moore, Mrs. Mar.
Moore, Mrs. Mar.
Muse, Kitty
Muse, Kitty
Napier, William L.
Nazarechuk, Nicholas
& Helen
Decker, Ruth
Edwards, Tony
Farmer, Jimmy
Givens, Asa
Guthrie, Charles
Hoover Lion Act
Lunde, Russell E.

McGee, Jimmy McGreagor, Peter Murdock, Troy Roach, Jerry Scoville, Earl Theron, Guy Tommy, Texas Vetrano, Peter Wenzel, Frederick Wright, Will

Zugspitzartisten, German Aerialists

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Adams, W. C. Annin, Jimmy Ayers, W. C. (Bob) Barns, Curtis Barns, Curt Bie, Frank

Barns, Curtis
Bie, Frank
Beckner, Cecil E.

Berryhill, Mrs. Naden
Boatwright, B. E.
Boudreau, A.A.
Boyd, Kathy
Brady, Charles Vensel
Brazauskas, Felix
Brock, Homer R.
Butler, Edw.
Bydairk, Albert M.
Cagle, Jack
Caldwell, Edward S.
Canipe, Walter E.
Carr, Robert E.
Carr, Robert E.
Carpenter, William
Casey, Nadine
Cash, John
Chaney, Charles
Chisholm, Dave
Conklin, Lola
Cooper, Fred
Crowe, Jesse
Cotter, E. L.
Carrows, John
Charles
Cotter, E. L.
Carguston, Danny
Fester, Charles Guy
Fleming, Tom
Fleming, Mrs. Louella
(Shanghi Lo)
Foss, John D.
Franzel, Frances
Freeland, Raymond F.
Fry, Mrs. Marion
Good. Oran S.
Goodale, Catheryn & Green, Sammle
Guthrie, L. E.
Hagan-Wallace 3 Ring
Circus
Hall, Mrs. Florette
Hart, Louie
Hatfield, D. W.
Herbers, Ray
Heron, James J.
Honvie, Carl A.
Hoss, Lee
Houssels, R. E. (Bob)

Empire State Productions Ferguson, Danny Fester, Charles Guy Moorehead, Mrs. C. L. Steinfeldt, W. (Happy)
Moorehead, Claude
Moreno, Tito M. Stevens, Ione
Morrissey, David A. Myers, Fred
Mofield, James
Morton, John M. Stulzinger, Jim Swan, Mrs. W. Stoddard, Jack Sulzinger, Jim Swan, Mrs. W. Tatym, Willia Tracy, Mrs. K. (Whitie)
Oliver, Ray or Al

Oliver, Ray or Al Noble, Kit O'Reilly, Jerry Orneallas Jr., John G. Palmer, Red Parris, Pattie Parker, Lee O'Reilly, Jerry
Orneallas Jr., John G.
Palmer, Red
Parris, Pattie
Parker, Lee
Parrish, Dale
Patterson, Mrs. Rose
Patton, Walter Melion
Peyton, Ron
Phillips, George
Plante, Bud
Plummer, Kenneth Plummer, Kenneth

Poteet, Edgar
Prado, Joe
Prevost, David J.
Randall, Dan F.
Ray, Yogi (Tattooer)
Resan, Mona Richardson, Joe

Kienke, Ray
Kuhns, DeForest .
LaMont, Robert
Laren, Frank
Lauther, Wm. E.
Lynn, Mrs. Kathy
McCabe, Mrs. Ruth
McDaniel, Norman
Lester
McGrath, Alexander
McMillan, R. J.

Roher, E. & L. M.
Rogers, Rodeo, Inc.
Rose, James K.
Rose, Jimmy
Ruse, Mrs. Carol
Salerno, Mike
Sallee, Charles
Sanders, George
(Mug Joint)
Saunders, O. B.
Schantz, Socrates

McMillan, R. J.
McMillan, R. J.
McMillan, R. J.
McMillan, R. J.
Major D. H.
Scott, Charley & Mae
Settle, Jack
Shipley, Leonard L.
Sinderson, Mrs.
Henrietta
Show Sitki William Joseph Show Sitki, William Joseph Smith, H. W. Martin, Larry
Miller, Mrs. Adella
Mitchell, Steve
Mohr, Jay Lynn
Moore, Luther T.
Moorehead, Buddy
Moorehead, Mrs. C. L.
(Happy)

Smith, H. W.
Smith, Little Ashby
Smith, Little Ashby
Snith, H. W.
Smith, H. W.
Smith, H. W.
Smith, H. W.
Stacey, W. A.
Stacey, W. A.
Staggs, J. H.
Stanley, Geo.
Steinfeldt, Walter J.

Sterner, Elton Stevens, Ione or A. V. McIntosh
Stoddard, Jack C. Jr.
Sulzinger, Jim W.
Swan, Mrs. W. L.
Tatym, William
Tracy, Mrs. Kaye
William

Tripp, Doris Trohanovsky, A. Veto, Housewright

Boyd Williams, Jimmy Williams, Lynn Wilson, Harvey T Wilson, Robert Winn, Steve Word, T. C. Zimmer, Fern





Completely automatic. Signal light. Advertised in Life and Cood Housekeeping. Ap-proved by U.L.

COPPER FRYER SAMPLE\$8.50 3 OR MORE..... 8.00



IT'S

TERRIFIC

Cover

10 Exclusive Features: Cooks Fries Roasts Casserol

 Blanches Stews Bun Warmer • Steams

All Purpose • Beautiful Food Warmer

AVAILABLE IN GLEAMING CHROME-SAMPLE, \$8.25 . 3 OR MORE, \$7.75

WE SERVICE AUCTIONEERS, WAGON JOBBERS, HOUSE-TO-HOUSE TRADE, CANVASERS, SCHEME TRADE AND PREMIUM SALES!!!

COMPLETE 3-PC. MATCHING LUGGAGE SET! 26" Pullman, 21" O'nite Case, Train Case with

LOOKS AND LASTS LIKE \$50 LUGGAGE

removable mirror.



TOP QUALITY FEATURES

 NESTS AND BOXED . NEW! SMART! DURABLE! You Can Stand on It . . . Tough as Leather Covering! Available in California Ivory, Caribbean Blue or Sunset Tan.

#300 SAMPLE, \$12.00 . 3 OR MORE, \$11.25 AVAILABLE IN COLORFUL DELUXE INTERIOR LINING #500 SAMPLE, \$14.50 • 3 OR MORE, \$13.75

A TRIAL ORDER WILL CONVINCE

We have thousands of other items that we offer at the lowest prices in the country. Our policy is NEVER to be undersold.

Appliances Jewelry

WHOLESALE

Sport Socks, \$1.65 Doz.; Boys' Sports, \$1.35 Doz.; Ladies' Nylons, \$6.50 Doz.; Reject Nylons, \$3.50 Doz.;

Ladies' Anklets, \$1.45 Doz.;

Ladies' Anklets, \$1.48 Doz.;
Training Pants, \$1.50 Doz.;
T-Shirts, \$4.50 Doz.; Undershirts, \$3.75 Doz.; Trunks, \$3.50 Doz.; Men's Hankles, \$1.00 Doz.; Ladies' Hankles, 80¢ Doz.; Pillow Cases, \$2.95 Doz.; Towels, \$3.60 Doz.; Shoe Laces, \$1.50 Doz.; Hair Note.

Laces, \$1.50 Doz.; Hair Nets,

Shipment, No Inquiry Necessary, Get Sample Order Today.

SIBERT JOBBERS

79-C Shallow Ford Rd. Chattanooga 4, Tenn.

Sporting Goods Photo Equipment

Radios & Recorders Housewares

Hand & Power Tools 1000's of other items

Giftware

Diamonds TERMS: 25% Deposit Required on All Initial Orders. Balance C.O.D., F.O.B. Detroit. All Rated Accounts Please Enclose References for All Additional Orders. Prompt Delivery on All Orders. Add 10% Federal Excise Tax If Not for Resale.

HALL of DISTRIBUTORS 8713 TWELFTH STREET DETROIT 6, MICH.



Take the lines of least resistance with DISCOUNT FREE 65¢ Doz.; Clip Combs, \$1.65 Gross; Asst. Combs, \$1.95 Gross; Tooth Brushes, \$1.50 Doz.; Aspirin Tablets, \$1.00 for 1,000. 25% Deposit, Balance C.O.D. One-Day

NAME BRANDS THE HOUSE OF



NAME BRANDS Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP. 145-B West 15th Street New York 11, N.Y

PDQ-World's Greatest PHOTO BOOTH CAMERAS



efficient. Makes DIRECT POSITIVE pie-tures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, casy to transport and quickly as-sembled. Simple instrucguaranteed.

Also portable cameras. Write for details, P D Q CAMERA CO. 1165 N. Cleveland Ave. Chicago 10, III.

FLAMINGOS Cast Aluminum, 30 inches high, \$40.00 doz. pair. Samples postpaid, \$4.95. Giant size, 50 inches high, \$90.00 doz. pair. Samples postpaid, \$10.50. Negro Hitching Post in authentic colors, \$22.50. BLOYD MFG. CO. Valley Station. Negro

All the news of your industry every week in The Billboard . . .



Valley Station, Ky.

Copyrighted material



17-JEWELS 3-D DIAL (BRAND NEW) YELLOW CASE Looks like \$100 flash. One year written guar-BANDED antee with every watch. In lots of 3 or more 25% dep., bal. C.O.D. SAMPLE \$7.50 NATIONAL DIST. CO. PH. 82-6473

A TRIAL ORDER WILL CONVINCE YOU!!

MIAMI 32, FLORIDA



QUACK QUACK DUCK It's NEW-Plenty of Action

No. 3893

1955

BUYERS'

GUIDE

222 CALUMET BLDG.

\$1.80 Per (No less sold)



BUBBLING BABY BASHFUL MONKEY Size 3 in. high \$15.00 per gross \$10.00 per gross \$2.00 per doz. \$1.50 per dozen

No. 4995 SNAKE BOW TIE \$10.00 per gross \$1.50 per dozen Include postage with remittance; will refund any difference.

#3936 SPIDER GIRL \$14.40 per gross \$1.50 per dozen

1902 N. Third Street Milwaukee 12, Wisc.





Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers,

Agents, Salesmen, Distributors, etc. Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.





INTRODUCTORY OFFER!! Try Our "BAKER'S DOZEN" Jar Deal! CLUB DEALS - JAR TICKETS - BINGO TICKETS RED, WHITE & BLUE - LUCKY SEVEN - NUMERAL TICKETS

SALES TERRITORIES OPEN: Write for Complete Information-Prices and Samples,

2241 SO. INDIANA AVE., CHICAGO 16, ILL. GLOBE MFG. CO. VICTORY 2-0550

CLASSIFIED SECTION

A Market Place for Buyers and Sellers **ADVERTISING RATES**

REGULAR CLASSIFIED ADS DISPLAY-CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word-Minimum \$3

CASH WITH ORDER

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

funless credit has been established)

* IMPORTANT- INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing

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.

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

PROFESSIONAL SONGWRITER offer good songs and recording oppor-tunity to top notch combo. Send demo. Manager, 2327 3d., Riverside, Ill.

AGENTS & DISTRIBUTORS

A BEST SELLER-FIRST TIME EVER OFfered. Brand new, Amazing new novelty T-Shirts. Nothing else like them. 5 color silk screening; brightest colors obtainable. 100% profits. Details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. je25 ACCURATE NEW IMPORT MEN'S WATCHes, Shockproof, assorted style cases. Dozen, \$24, Sample, \$2.50. Federal Trading Co., 176 Federal, Boston, Mass.

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 more. and satisfaction guaranteed or money re-funded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. je25 BARGAIN JEWELRY-LOWEST PRICES. Send \$10, get 34 different Necklaces. Ropes, Bracelets, Earrings, Guaranteed \$30 wholesale value. Bargain Jewelry Co., Box 215, Brookline, Mass. jy2

BARGAINS—JOB LOTS, CLOSE-OUTS, 2000 items. Save to 50%, clothing, hosiery, toys, toiletries, gifts, jewelry, Television, etc. Get acquainted, 25¢ brings wholesale catalog plus free \$1 merchandise certificate. Reliable Jobbing, 311-H North Desplaines, Chicago, change change

BIG PROFITS SELLING SOCIAL SECURITY Plates, Key Chains with initial, Car emblem. Samples, \$1. F. Bonomo, 54 Jeffer-son St., Brooklyn 6, N. Y. jell CLOSEOUTS: \$1 SOUVENIRS—SALT, PEP-pers, Slippers, Pitchers, Vases, Ash Trays, shell decorated, 6 dozen assorted, \$18. 6 dozen pairs, handmade assorted Earrings, \$18. Lastufka Products, Box 10248,

FOR SALE—14 GROSS OF WICKER lavender sachet baskets, all strung and labeled. Will sell \$12 a gross, with 5000 extra labels. Contact A. F. Beard, 842 South Estell, Wichita, Kan.

GOOD OPPORTUNITY FOR STEADY In-come. Sell "I Win" and "Spellbound" new educational card games for school children. Send one dollar for two sample decks and literature to John Angelesco, 418 Little Building, Boston, Mass.

JOKERS FUN SHOPS—FULL CREDIT AL-lowed on items returned. Jobbers offer same terms to dealers, Eagle Specialty Co. Akron 14, O.

MAKE MORE MONEY SHOWING ELMIRA Greeting Cards this Christmas! Why more? Because Elmira offers more variety; beautiful cards for every taste, every purse. You get heart-warming, old-fashioned favorites and smartly simple ones for today's tastes. No matter who you sell, Elmira has a style to please everybody from grandmother to young Mrs. executive! Send to-day for free personalized samples, catalog and sparkling assortments on approval with personalized stationery, imprinted napkins and lovely gift wrappings! Elmira Greeting Card Co., Elmira 106, N. Y. ch-pp

Cash in on TREMENDOUS MARKET for "THE NEW BIBLE PASSAGE DIVIDER" Handles TWELVE passages in sequence like magic. EASY TO OPERATE, DURABLE, PRACTICAL, Send for sample demonstrator TODAY, attached to the beautiful DELUXE EDITION of THE KING JAMES (AUTHORIZED) BIBLE (more than 1700 pages), 60,000 CENTER COLUMN REFERENCES, GENERAL and SPECIALIZED INDEX and CONCORDANCE AND CONCO CORDANCE, Also CALENDAR for DAILY READING, ENGRAVED ART LEATHER BINDING, THUMB INDEX. Retails at \$17.80. Send only \$9.50 FOR BOTH and ask about our proposition. MONEY BACK GUARAN-TEE.

MINISTERIAL EQUIPMENT CO., INC. Radio Bldg., 314 S. Greene St. Greensboro, N. C.

NECKLACES, PINS, BRACELETS AND Earrings, Discontinued line, good selection, smart styles; set with first quality stones, highly polished and placed, limited quantity, \$24 gross; 6 dozen samples, \$14. Postage extra, eash with order, satisfaction guaranteed; excellent guaranteed; excellent promotional jewelry. Debonair Manufacturing Co., 188 Whit-marsh St., Providence, R. 1.

NEW COMEDY, RELIGIOUS, GENERAL 7"x11" signs. 2000 different slogans, 7e; retail, 50e. 15 samples, \$1. Lowy, 812 Broad-way, Dept. 875, New York 3. chje25

AMAZING CLOSEOUTS

Tailored earrings, asst. gr.\$15.00 Stone earrings, asst. gr. 18.00 Stone and failured pins. asst. gr. 16.50 Rhinestone neck and earrings, boxed, asst. dz. Bracelets, round and link, asst. gr. . . 30,00 Tailored tieslide sets, boxed asst. dz. . 4,00 Stone tislide sets, boxed asst. dz. . . 5,00

C.O.d.

NEW ENGLAND JEWELRY BUYERS
Prov., R. I. REPEATING CAP GUN CAPS. \$12 PER case of 720, 5 roll boxes. Quality guaranteed. 25% deposit, bal. c.o.d. Gelazin. Bridgeport 7, Conn. je18

SALESMAN-IF YOU ARE NOW SELLING In-Fra-Toaster deals, write us for photo and price on tested and proven unit, You won't be sorry. Hanlin Co., 2221 E. Gregory, Kansas City, Mo. jel8

FAMOUS MFR. CLOSEOUTS

Beautiful Summer Assortments....\$3.50 dz. Cufflinks, carded 1.95 dz.
Cufflinks, boxed \$3, \$4, & \$5 dz.
Neck. & Earrings, boxed 9.00 dz.
Lord's Prayer Necklaces, boxed 3.50 dz.
Beautiful Ropes, asst. \$2, \$3 & \$5 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions.

20 % deposit with order, balance c.o.d. SAMUEL SILVERMAN & CO. 1820 Westminster St.

SOCIAL SECURITY WORKERS stamp name and number, return complete sample. Particulars, 25t. Gameiser, 64-74 Saunders St., Rego Park, N. Y. je18

STRAW BASKETS, BAMBOO, SHELL Baskets with Miniature Fruit; Earrings, Covered Wagon, Fruit Cart, Saddles, Guitars, Leather Boots, Glass Bird in Cage, Bird on Nest, Cup-Saucer, Jeweled Dice, tiny Thermometers, Trial 3 dozen handmade pairs, \$15. Lastufka Products, Box 10248, Tampa, Fla.

\$1 PROFIT EACH SALE—TWO, THREE OR more orders, one family. Photo enlargements, only \$2.95. G. Allen Studio, Riegler Bldg., Little Rock, Ark. je18

DOZEN PEARL NECKLACES AND 1 dozen assorted latest Earrings all for \$3 postpaid. Double scatter pins, \$3 dozen. Heirloom, 100 Summit Avenue, Brookline

7 TRICK DICE TO SET; LIST PRICE, \$3.50; extra special, \$1 postpaid. Rush your order. Enterprises, Box 4058, Bridgeport 7, 1618

250% PROFIT—AMAZING INVENTION saves soap. Fast \$1 pitch. Sells like wildfire. Sample, 25c. Be first. Kay, 3556B Cortland, Chicago 47.

ANIMALS, BIRDS, PETS

A MUCH LARGER DEN OF SNAKES, \$25-Poisonous, harmless or mixed; state which. C. C. McClung, Telephone 5411, Snake Farm, LaPlace, La. jell

ALTENBURG FINAL CLEARANCE-RED Fox Pups and Porcupines that are real flash, \$10 each. Until May 12 dealers in-vited. R. Neil Altenburg, Route 1, Box 115, Escanaba, Mich.

AMERICA'S LARGEST AND BEST STOCK on hand for immediate shipment; order now and be sure of your stock for the 4th Brazilian "Red Tailed" Boa Constrictors, 6 to 11 feet; Giant Anacondas, 6 to 20 feet; Tegu Lizards, Green Iguanas (Chinese Dragons), Alligators, Crocodiles, Caiman. "Special," from now until the 4th only, "Complete Reptile Exhibit" \$100, includes over \$150 value in assorted exotic and native reptiles. This is by far the largest and best "Den" on the market at any price. Write for free complete price any price. Write for free complete price list of Animals, Birds and Reptiles, Wooley Monkeys, Squirrel Monkeys (The "Flood Waters" aren't bothering our machine; automatic, electric doughnut machines), Capuchin Monkeys, Spider Monkeys, Capuchin Monkeys, Spider Monkeys, S

keys, Ringtail Monkeys from Peru, all types of Giant "Jungle Rats," Capybaras, Agoutis and Pacas, Prehensile Tailed Tree Porcupines, Hawks, Owls, Mexican Eagles, Giant Anteaters, Jaguars, Tapirs, Ocelots and many others, 100% live arrival and satisfaction guaranteed on all stock Write or faction guaranteed on all stock. Write or wire Reptile Jungle. Slidell, Louisiana, and be sure for the 4th. Phone 322, daytime

CHIHUAHUAS — TINIEST OF DOGS.

Males and females from \$35 up. Weigh
two to four pounds, Ruth Sullivan, Clay-

FOR SALE-MICE. FIELD, LIVE DE-livery guaranteed, \$12 per dozen. E. K. Barbour, Route 4, Hopkinsville, Ky.

JAVA MACAQUES — HARDY DISPLAY adults, \$30; young, \$35; Cinnamon, White-face, Ringtails, \$32; Squirrel, Owl Monkeys, \$22; Spider, \$30; talking Mynah Birds, \$30. Bronson Birds, 149B Fort George Ave., New York 40, N. Y. Lorraine 9-0940. jell JUST ARRIVED! IGUANAS, ALL SIZES, \$10 to \$25. King Cobras, 10 to 14 feet, \$250 to \$350 each. Anaconda Reptile Farm, 2214 N. San Gabriel Blvd., South San Gabriel, Calif. Phone Atlantic 05763. je11 OFFER TWO JAVA MONKEY MOTHERS with nursing babies; born May 20. Price \$100 per combination. Meems Bros. & Ward, Sparkill, N. Y. jel8

offering Tapirs, Black Grizzly and European Brown Bears, cubs and adults; Lions, Tigers, Leopards; Ceylonese Elephant, 12 years old, gentle female; Camels, Zebras, Emus, Rheas, other animals, birds, waterfowl and reptiles. The Zoo Farm, New Milford, New York.

PARAKEETS FOR CARNIVALS AND concessions, Write for price list, Immediate delivery, Murray's Bird and Animal Farm, 13133 Rainier, Whittier, PARAKEETS—THOUSANDS: CAGES, PETS and supplies. Get acquainted; it pays. National Pet Supply, world's largest. Established 1907. 3101 Olive, St. Louis, Mo.

PARRAKEETS — FOR GIVE A WAY wheels, \$1 prepaid anywhere in the U. S. J & M Aviaries, 1942 W. Glenoaks B)vd., Glendale. Calif. PEKIN DUCKLINGS MAKE BIG PROFITS

for carnival men. Everybody from 6 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanlue, Ohio 32A.) Hile Duck Hatchery, Dept. 4, Carey, O. je25 TALKING MYNAH BIRDS, \$30 EA.; CINNAmon White Face Ringtails, \$35; Spiders, \$30, 4 for \$100; Owls, Squirrels, \$22; Finches, 14 pairs, \$35. Bronson Birds, 149B Fort George, New York 40, N. Y. Lorraine

TRAINED ACCLIMATED MONKEYS — 3
Rhesus, 1 Spider, 1 Java, \$150; 3 large
cages, \$25 each. Clarence Jensen, Pacific Junction, lowa.

1955 BABY BEAR CUBS PERFECT COn-dition. Guaranteed delivery anywhere in U.S. Box C-228, c.o Billboard, Cincinnati

BUSINESS OPPORTUNITIES

ALL FLAVORS POPULAR FOR SNOW-balls, cones, drinks. Fast airmail serv-ice; quality best. Prices lowest. Ice Shavers and supplies. Outfits, \$7 up. Free illustrated catalog. Snowball Co., 9534-B Lemturner, Jacksonville 8, Fla. je25

BUSINESS: "GREATEST DEAL." 1'M 60.
Successful. Life's work. 19 listings.
Formulas, plans, booklets, propositions.
Wonderful. Permission to use, \$2 complete.
\$20 value. Examine. Dissatisfied? Return literature. Dr. Teycer, Box 1287-B, Chicago 90.

ESTABLISHED MUSIC STORE AND REC-ord shop. Large city, Southeastern Wis-consin. Excellent downtown location. Owner consin. Excellent downtown local Billboard, wants to retire. Box C-234, c/o Billboard, je18

er, balance c.o.d.

SEEK ACTIVE PARTNER WITH SMALL
capital for known independent record
company. Contact Bill Davis, 520 W. 50th
Providence, R. I.

SEEK ACTIVE PARTNER WITH SMALL
active Partner With SMALL
capital for known independent record
company. Contact Bill Davis, 520 W. 50th
St., New York.

SEEK ACTIVE PARTNER WITH SMALL
active Partner With SMALL
capital for known independent record
for concessions. Warren Hams, Per Route,
Bee's Reliable Shows.

WE NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

VITAMINS! TERRIFIC PROFITS! DIRECT and mail-order sales to homes, offices, stores and get your own needs wholesale. Details free. VimVite, 29081 Beverly, Los Angeles 52 Angeles 57.

WANT TEN MAJOR PARK RIDES, 30 concessions, non-conflicting; percentage basis! 5-year contract. Wonderful opportunity here. Young's Carnival Sales, 111 Park Ave., Duluth 6, Minn. RA 2-1124. je18

COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL FLASH CURTAIN, 9 FT. 4 in.x35 ft., green satin, \$50. Excellent condition. Blue velvet Curtain, 9½x15, with border, bargain, \$25. Curtain 9½x35, flashy striping, gold, silver, maroon, \$50. Free lists, Wallace, 2453 N. Haisted, Chicago.

NEW BALLY CAPES, \$5; NEW CLOWN Suits, \$10. Long Raccoon Coats for clowning. White Tuxedo Coats, Derbies, Plumes, clown and character Wigs. Strip, Girl Show, Minstrel Costumes; new and used. Cheap. Free list. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J. TWO 12 PASSENGER CHEV. LIMOUSINES, fine condition. Williams and Lee, 464 Holly Ave., St. Paul 2, Minn.

FOOD AND DRINK

CONCESSION SUPPLIES

FLOOR SAMPLES—NEW ECHOLS, SNO-konette Snowball Machine; bargain; used Polar Pete, \$150; Peanut Roaster, Pop-corn Machines. Poppers Supply, 146 Walton, Atlanta, Ga. je18 Atlanta, Ga.

Bloomington, Ill.

PRE-POPT POPCORN "READY TO EAT."
New Poppers Vending machines, Warmers, popcorn one bag to carload. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. jell

SNO-BALL FLAVORS PREPAID, \$1.50 quart. Sample, 40c. Send for complete price list. Stuchbery Mfg. Co., 1417 Market St., Chattanooga 2, Tenn. je25

FORMULAS & PLANS

ANY FORMULA, \$3: FORMULA CATALOG and manufacturing treatise, 104. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA-mel Corn equipment. Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jy16

FOR SALE—SECONDHAND SHOW PROPERTY

BLEACHERS, FOLDING CHAIRS, THEA-ter Chairs, direct from factory. Tables, Tents, Sidewall, Cushions. Long Star Seat-ing Co., Box 1734, Dallas 1, Tex.

BUILD KIDDIE RIDES FROM TESTED plans: Auto, Airplane, \$100 Chairplane, Rocket, Carrousel, Hoppic, \$5 each. Free 47 plan circular, Brill, Box 875, Peoria, Ill.

FOR SALE

OBIE'S MECHANICAL VILLAGE

30 scenes, 163 animated characters, 30,000 mechanical working parts, carved from wood. All equipment in excellent con-

MRS. JAMES O'BRIEN

718 LINCOLN AVE. NILES, OHIO FOR SALE-MODEL T TRICK FORD, dual controlled; good comedy act for rodeos, fairs, etc. \$150. Lewis Poulson, Al-

FOR SALE-6x6 GREEN TOP AND FRAME, new Cotton Candy, Snow Cone, \$250, 611 W. Main, Mesa, Ariz. Ed Whybro. HAMMOND ORGAN — MODEL "B" D.X. speaker. Good condition. Williams and Lee, 464 Holly Ave., St. Paul 2, Minn.

KIDDIE FERRIS WHEEL MOUNTED ON 1950 Ford Truck. Perfect condition. Money maker; reasonable. Box #992, Bill-board, 1564 Broadway, New York 36. je11

LONG RANGE SHOOTING GALLERY CONcession Trailer. Henry Gentner, Route 1, Genoa, Ohio.

MANUFACTURER, REPAIR, TRADE ANY-thing canvas, Any size, good as new tents, What do you have or want. Smith Tent, Auburn, N. Y. jell RECONDITIONED MODEL 62 WINCHES-ter Gallery Rifles, \$15 each. King Amuse-ment Co., Mount Clemens, Mich. je18

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. je25

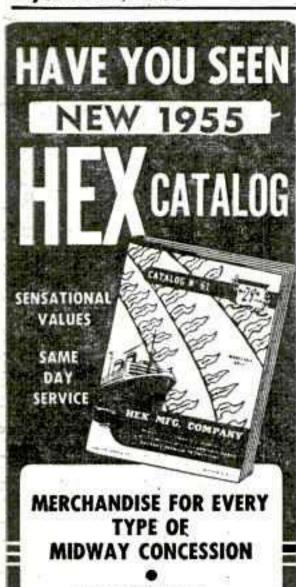
TWO AUXILIARY POWER UNITS, 120 volt AC, 25 KVA Westinghouse Generators, Le Roi Engines, mounted in 8 wheel van trailers, like new. Bargains, Also surplus Tractor Trucks, Tank Wagons, etc. Contact Direct Sales Company, Box 186, Miami 48, Fla.

wants to retire. Box C-234, c/o Billboard, Cincinnati 22, Ohio. jel8

KIDDIE RIDE—FREE SPACE FOR 3 TO 6 rides. Summer resort and beach in New York State. Phone Newfane 7791. jel1

WEED KIDDIE BOAT RIDE COMPLETE and in perfect condition with 8 boats, waterproof tank, completely wired and lighted, ready to go. Smith & Smith, Inc., Springville, N. Y.

Copyrighted mater



LOWEST PRICES -LARGEST SELECTION

WRITE FOR YOUR FREE COPY TODAY MANUFACTURING CO. RE EXCHANGE ST BUFFALO 3. N Y

ISENSATIONAL PROFITS



of Life! Fire! Brilliancy \$3.50 dez. \$39.00

Gold finish. Write brilliant center. Red or Green sides.

HERE IT IS!!!



Doz. Cross It's a Beauty!

Matching Tie Stud-Same Price. RATED WHOLESALERS, WRITE FOR SAMPLES PROVIDENCE RING CO. Westminster Street, Providence, R. I.

HAWAIIAN



\$70.09 per 1,000. Flash, 15 Plants, \$17.50 Grows in water or soil-Grows by itself — We ship fresh, perfect logs — no spoilage — free sales aids. □Canadians, stocked in Vancouver! Write for prices.

- ALSO . Dumb Cane
 - . Bird of Paradise Seedlings Anthurium Suckers
- TERMS: 1/3 Deposit, Balance C.O.D.

Sciency's ato 2126 BOYER SEATTLE, WASH.

> You Can't Beat BRODY

for Merchandise

We Carry a Complete Line of TOASTERS-Kitchen Utensils-ALUMI-NUMWARE-brons-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, K BRO

1116 5. Halsted St., Chicago 7, III. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

ALL-WEATHER



Durable - Tough - Brilliant 48 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

16MM, SOUND FEATURES FOR QUICK clearance. Many new and like new condition. Special purchase allows us to offer these fine prints at exceptionally low prices. Send for list. Gaines, Box 114. Skokie, Ili.

35 MARE PONIES, \$50 PER HEAD, CAN all be hauled on trailer truck; \$5¢ per mile, one way. Phone now, day 7742, night 2061. No time for letter writing. P. L. Cobb, Hotel Ponder, Amite, La.

60-INCH SEARCHLIGHTS — SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts new, in original crates; 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 15400 Hesperian Blyd., San Lorenzo, Calif. All inquiries answered. je25

500 SETS OF CHORUS WARDROBES AND Props; all good condition, 10, 12, 14 in t. Williams and Lee, 464 Holly Ave.,

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT—EASY LESSONS, books, tarot, psychic aids, curious charts, spiritual products. Free booklet. Dasaro, 2300 South Michigan, Chicago 16, 111. jy2

STUDY HYPNOTISM! AMAZING ILLUS-trated lessons. Big 280-page treatise jam-packed with fascinating information, Simple understandable language you'll enjoy. Full price only \$2.95 postpaid. or c.o.d. plus postage. Satisfaction or refund guaranteed. Order "Hypnotism" today. Nelson Company, 210 South Clinton, Dept. FV-25, Chicago 8.

YOU CAN ENTERTAIN FOR ALL OC-casions with our Chalk Talks and Rag Pictures. Catalog, 10c., Balda Art Service. Oshkosh, Wis.

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated cat-alog, 50c wholesale, Nelson Enterprises, 336 S. High, Columbus, O. jell

SUB MINIATURE RADIOPHONE FOR mentalists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, O. jell

TRICK DICE-MADE TO ORDER. ANY size and color. Steve Pinkus, 4918 Mil-waukee Ave., Chicago 30, III. AVenue

MISCELLANEOUS

COLLECTORS' ITEM-EDISON'S PHONOgraph, over 400 records; classics, comic, solos and orchestrations from early 1920's and before, List available, M. H. Pettibone, 1248 Tonawanda St., Buffalo 7, New York DAVEY CROCKETT FUR HATS—39 PER dozen; order a dozen now. Send deposit, will ship parcel post c.o.d. Mallory Trad-ing, 191 Henry St., N.Y.C.

EIGHT AFRICAN BIG GAME HEADS mounted; fine condition; two zebra hides; attractive display for show lodge or business place. Sell reasonably. R. C. Rice, 26 Park St., Burlington, Vt.

GYPSY, WITCH, FORTUNE Tell-Dream Book, combination Fortune Tell-ing Cards, \$1: Herman's Book of Magic, \$1. WATCH REPAIRING — LOW RATES. Watches for sale: high quality, low prices. A. Baggett, 4720 12th St., Detroit 8, Mich.

WE HAVE OPEN TIME FOR A FEW more accounts. We specialize in moulding and laminating Kiddie Ride bodies per your specification. Fiber glass horse bodies, boat bodies, auto bodies, or what have you in the Kiddle Ride field? Nemetz Manufacturing Co., Specialists in Rein-forced Plastics, 6121, 59th Street, Kenosha, Wis. Write or Phone Olympic 2-1388. je18

M. P. FILMS & ACCESSORIES

16MM, SOUND FEATURES AND SHORTS— For sale, rent and exchange, Free lists. Crawford Film Service, 412 Page St., Fort Worth 4, Tex.

16MM. 5006 SOUND REELS, NEW LIST Features, Westerns, Serials, War films. Excellent condition. Sell, rent. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

MUSICAL INSTRUMENTS. ACCESSORIES

FREE CATALOG-SACRIFICING 150 ACcordions; real worthwhile bargains. Con-ince yourself. Jay Stemmerman, VI 0866, 8932-88 St., Woodhaven, N. Y.

TANGLEY CALLIOPE—43 WHISTLE AUTO-matic or hand played. Complete with electric motor, blower and music rolls. Been checked all over, ready to go. Can be seen and heard here. Harold Dingfelder, Sleepy Eye, Minn.

PARTNERS WANTED

PARTNER WANTED - UNINCUMBERED middle aged lady; carnival background preferred, but not essential, Write Wm. Fredericks, c o Billboard, Cincinnati 22, O.

PERSONAL

DOES YOUR MONEY WORK FOR YOU? Even while traveling you can invest in the stock market through reputable Boston firm. Full particulars, brochures upon request. Keller & Co., P. O. Box 775. Boston 2, Mass. np

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin,

DIRECT POSITIVE PHOTOGRAPHERS—
We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903 PDQ Camera Co., 1151 N. Cleveland Ave., Chicago, Ill.

ch-tf

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N Cleveland Ave., Chicago, Ill. ch-tf

PRINTING

ALWAYS FASTEST SERVICE—QUALITY
Posters. Three-color 14x22 Window Cards.
\$8 hundred; 17x26 size, \$12.50 hundred.
Designs for all purposes; auto and motorcycle races, fairs, carnivals, dances, Fourth
of July etc. Bumper cards. Tribune Press,
Dept. \$P\$5, Earl Park, Ind.

je25

G-12 MINIATURE TRAIN—14 PASSENGER Streamliner, 270 feet Track; good condition, used six months, Reasonable, Agni, 23917 Rockford, Dearborn, Mich. jell Larger quantity discounts on request, 3,000 lead sheets of your song printed and dis-tributed to radio and television stations, singers, band leaders, record companies, etc., plus 200 copies for your own use. All this for only \$60, 56", deposit, balance in 30 days. Tulak Promotional Service, 1244 S. Grand Ave., Los Angeles 15, Calif.

> POSTAL CARD PUBLICITY - ORCHES tras, singers, songwriters, etc. Your pic-ture plus an article about your work printed on an unstamped postal card. Picture and write-up separate or together. Send picture with order, or write for sample, 500 postal cards, \$22; 1,000 postal cards, \$31.75; 5,000 postal cards, \$48.50; 10,000 postal cards, \$69. Bob Tulak, 1244 S. Grand Ave., Los Angeles 15, Calif.

TRY PROCESS EMBOSSED BUSINESS Cards, 1,000, \$2.95 postpaid. Maximum six lines. John Peper, P. O. Box 822, Chatta-

200 BOND LETTERHEADS, 81-x11 AND 200 =10 envelopes, \$3.50; 100 of each \$2; sent postpaid. Palmer Press, Du Quoin,

200 815x11 LETTERHEADS, 200 634 Envelopes, both for \$3.50. Black or blue ink, Mailo Press, 767-B Leith St., Flint 5.

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics; nylon, dacron, orion. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover. Dept. R-109, New York 11, N. Y. je25

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3.

REAL TATTOO MACHINES — NEW DE-signs; outfits \$19 and up; ready mixed colors. #12 needles. Milt Zeis, 728 Lesley, Rockford, Ill. fe25

WANTED TO BUY

CIRCUS CAGE WAGONS ALL SIZES, Steel Arenas, must be in good condition. Interested in all equipment suitable for use for menagerie. The Zoo Farm, New Milford, New York.

Mich. je25
Mich. je25
Mich. je25
WANT ROCKET OR SPACE SHIP, 10 MAjor park rides, 30 concessions. Nonconflicting on percentage basis. Will contract rides for five years. Young's Carnival
for line! Samples free. Morey Press, Box
glass, 111 Park Ave., Duluth 6, Minn.
glass, 1124.

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a) word-Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line-\$14 per inch.

Forms Close Thurdays for the Following Week's Issue

ANIMAL TRAINERS WANTED FOR ALL types big cats; permanent work for first class men. Answer Air Mail, giving experience, photo and full details. World Jungle Compound, Thousand Oaks, Cail.

OUR MEN EARN FROM \$6,000 TO \$12,000 yearly selling Special Features for radio and TV stations from coast to coast since 1931. We prefer married couples (wives can earn \$60.\$80 weekly) who can travel continuously. Write Merle V. Watson, Inc., First National Bank Bldg., Peoria, Ill. je18

WANTED — ATTRACTIVE GIRLS FOR good dancing girl show. Experience unnecessary. Finest of treatment. Good salary. Write Leslie Kiester, Hotel Nuville, Popherer.

WANTED-ELDERLY. HONEST, SOBER lady to help manage large cookhouse on carnival. Prefer one with carnival experience, Write W. L. Borror, Morriton, Ark.

WANTED

MAN AND WOMAN

To care for rest rooms for Jefferson County Fair, Jefferson, Wis., August 3-7, Guaran-teed salary, no ding. Supplies furnished.

Contact HORACE L. BURI, Fair Manager Jefferson, Wis., immediately. Furnish references.

4 GIRLS-LIGHT WEIGHTS, UNENCUM-bered, free to travel. For stage, TV, parks, indoor and outdoor circus events. Athletic ability an asset. "Speedy" Babbs, General Delivery, Hatfield, Pa.

AT LIBERTY—ADVERTISEMENTS

5c a Word

Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thurdays for the Following Week's Issue

BANDS & ORCHESTRAS

FOUR OR SEVEN PIECE ORCHESTRA— Available June 6. Ideal for resort or hotel. "Rabbit" Edmonds Big Little Band, 1130 Simpson St., Knoxville, Tenn. jell NATIONALLY KNOWN FIVE-MAN COMBO and Girl Vocalist (optional) available for July. Interested in good vacation location anywhere in United States or possessions. Box C-230. c/o Billboard, Cincinnati 22, 0,

SIX TO TEN MEN AND FINE GIRL vocalist want two or three weeks during July or early August. Photos, recordings, press notices upon request. Interested in good resort, club or hotel location anywhere. Box C-232, c/o Billboard, Cincinnati 22, O. je18

MISCELLANEOUS

ATTENTION, MAGIC FRATERNITIES AND convention program chairmen: This season I am offering most original act built especially for magicians and those who want something different. The act that will be the talk of your affair. "You Did Not See That Before." Boscart, 320 W. 49th St., N.Y.C.

HYPNOTISM — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl. Post Office Box 2002, Seattle, Wash. sel7

MAN, WIFE, AND DAUGHTER, SIXTEEN— Experienced Illusion Shows, Stock, Med Rep., TV. Capable managing, operating promotions, publicity, banners. Sober, reliable; best appearance. Transportation. Want season's work. Available immediately. Sho man, 818 West Franklin, Richmond, Va. PHOTOGRAPHER-PROFESSIONAL 16MM. motion picture cameraman and still photog. Available for field or tech, work, wildlife, sporting events, travel, expeditions, industrial films. All assignments considered. Also have newsreel and aerial exp., commercial and private productions, Low budget. Inquire, Tom Wyman, Box 49, Prince St. Station, New York City 12, N. Y. THE MAN WHO EATS DRY ICE, PROF. Hawk, Featured in Ripley's, Send for Ripley's write up. Box 994, Billboard, 1564 Broadway, N.Y.C. je18

MUSICIANS

AT LIBERTY - ORGANIST, HAMMOND exp., also piano and Solovox. Write Marjorie Ekedahl, 57 Forest Ave., James-town, N. Y. Tel. 94244.

COMMERCIAL DANCE TRIO. ORGANIZED 3 years with same personnel, wants con-tacts for long-term locations. Hammond organ, piano, trumpet and drums. Ballad and skat vocals. Best references from previous engagements. No show work. Available after July 11. Full information on request. Box C-235, c o Billboard, Cincinnati 22. Ohio. nati 22, Ohio.

DRUMMER-UNION: EXPERIENCED ALL styles; go anywhere; own transportation. Available June 30, Bill Griffen, 16 W. Court St., Cortland, N. Y. SKyline 6-8182. DRUMMER - SEMI-NAME EXPERIENCE.

cut shows: sober, Desires commercial or society bands, Member Local #10; will travel. Nickie Romano, 3507 S. Braeswood Blvd., Houston, Tex. Monroe 5-6085. EXPERIENCED, VERSATILE, SOBER— Four or five piece combo composed of college students available for summer. Travel anywhere. Approval record, refer-ences furnished. Write, wire, phone collect

MC TRUMPET, VOCALS, RECORD PANTOmine, Desires connection with trio,
combo. Congenial, union. Entertainer,
Palms Restaurant, Eau Gallie, Fig. 1911

THE GREAT KELLY—"RIDE OF DEATH."
Bicycle Chute Act, the world's only
thrill show act crashing fire and solid
glass walls. Mike Kelly, Goshen, Ind. 1911 ress, combo. Congenial, union. Entertainer, je25 Palms Restaurant, Eau Gallie, Fig. je11

Stan Smith, Kenyon College, Gambier, O.

HAMMOND ORGANIST WITH ORGAN.
The music you need at price you can
pay. Congenial location most important. Box
C-226, c o Billboard, Cincinnati 22, Ohio.

A-1 ORGANIST — RINK, COCKTAIL, lounge; experienced, Available now, Address Organist, 450 E. 81st, c/o Corbin, N. Y. ORGANIST, OWN HAMMOND-EXPERI-

enced, restaurant, hotel, roller rink. Single, reliable, sober, anywhere. Byron Severance, 519 Washington St., Watertown, N. Y.

PIANO-COCKTAIL, SMALL GROUP; EX-perienced, read, fake. Summer job. pre-fer location, resort in East but will go anywhere. Available June 14. E. Bassett, 1302 10th Ave., Huntington, W. Va. PIANIST-EXPERIENCED: WOULD LIKE to travel with semi-name band or play in summer resort. Cannot modulate. Con-tact Leonard Stockwell, 1815 W. 17th, Grand Island, Nebr. Phone 2943-R.

PIANIST—READ, FAKE, LIGHT CLASSICS; work solo, combo; experienced, Desires summer engagement western locations. David Chody, General Delivery, Las Vegas, Nev., or Western Union.

PIANO MAN AVAILABLE IMMEDIATELY for small commercial unit. Prefer lo-cation; no shows. Jimmy Moore, 459 South McDonough, Montgomery, Ala. Tel. 4-6533. TRUMPET, BASS-DOUBLE, READ, FAKE; both featured vocalists, trio. \$125 min. Box C-233, c.o Billboard, Cincinnati 22, O.

PARKS & FAIRS

AVAILABLE FOR FAIRS AND CELE-brations, Portable Stage and Scenery, Elephant Act, Horizontal Bar and Novelty Acts. Contact Willard's Circus Attractions, 113 Court, Beatrice, Nebr. jy2

AVAILABLE FOR FAIRS, CELEBRATIONS, circus. Three outstanding acts, including big novelty dog act. Miller Brothers, 1895 North Kansas Ave., Springfield, Mo. Phone 44724

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. je25 BEARS, PONIES, MONKEYS, DOGS, ACRO-bats. Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

CAPT. EARL McDONALD, THE INTERNAtional high diving sensationalist applauded by 400,000,000. Three-fourths of the
population on the Bermuda Islands thrilled
at its presentation, and in South America
it made headlines. The impact on nerves
and emotions is terrific. Old attendance
records at parks, fairs, celebrations are
being broken consistently by this Fox
Movietone feature and two-time award
winner on the public-applause meter. Free,
attractive, large four-color lithograph posters. Capt. Earl McDonald, 456 Lamphier
Place, Warren, Ohio. Tel. 45337. je18

"CLOWN COP CORRIGAN"—FOR PARKS. fairs and celebrations. Has plenty of clown novelties. Jake J. Disch, 4562 Packard, Cudaby (Milwaukee Co.) Wis. FLASHY PLATFORM TRAPEZE ACT-Available for all types of Outdoor Cele-brations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone, EAstbrook 3312.

PALMIST DESIRES WORK — VERY catchy, exotic, enchanting; gypsy-like; dance in girl show. Also do half and half. Free to travel. Rose Davis, Avella, Pa. Phone 8225.

SENSATIONAL HIGH ACTS FOR YOUR fairs, parks, celebrations, carnivals, drive-in theaters. Contact Lee Slade, 2646 Park Ave., Detroit, Mich. jell

TERRIFIC VALUES! Men's WATCH SET



Complete Deluxe WATCH & JEWELRY Ensemble

(DELUXE WATCH ALONE, \$4.15

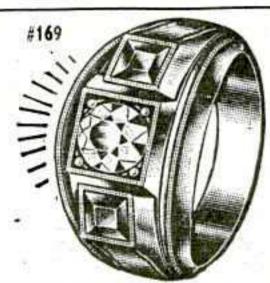
 Brand new nationally advertised watch, gold plated case and matching expansion band. Lustrous double-gold plated cuff-

ABOVE PRICES FOR MINIMUM ORDERS OF 6 WATCHES OR SETS. \$1.00 ADDITIONAL FOR SAMPLES. 10% deposit with order, balance C.O.D.

links, key chain and tie holder. Rich Leatherette Gift Case.

SEND FOR FREE CATALOG

BROOKS PRODUCTS 92 LIBERTY STREET NEW YORK 6, N. Y.



Ever-popular 1 carat center stone PLUS 2 square cut side sim. DIAMONDS. May be had with white or red side stones, Fabulous. Terrific buy. 16 kt. gold finish.

\$33 GROSS

plus postage Sterling Jewelers, Inc.

1975-77 E. Main St. Columbus 5, Ohio
Phone: FAirfax 3123 Send for Catalog

Costume Jewelry Manufacturer

HOLLYWOOD STYLE EARRINGS. Many Summer Styles. \$36.00 gross \$3.50 dozen

Large DANGLES, TAILORED, RHINE STONE, BUTTON TYPE with screw-on earwires or for pierced ears. THE YEAR'S HOTTEST PROMOTION! Immediate delivery. Sold 1 dozen styles (assorted) to pack-age. 144 different



ALSO full line of Ear-CATALOG rings, Scatter pins, Men's and Ladies' Boxed Sets, Religious Jewelry, Rings, Watches, Bracelets, dents, etc. Over 150 different jewelry items! WRITE SEND FOR CATALOGI GUARANTEED LOWEST PRICES.

25% deposit on all C.O.D.'s PACKARD JEWELRY CO.

48 West 25th St. New York City

FREE FRISCO SPINDLE WHEEL & BUMPER GAME Write today for complete details Hand Polished ALUMINUM IDENTS GRAB BAG RINGS \$5,00 Gr. • HEART & DISC PENDANTS Hand Polished.

Nickel Plated Per Gr MEXICAN EARRINGS \$5.40 DE SEND FOR NEW CATALOG TODAY. We pay postage on all prepaid orders except Air Mail. FRISCO PETE 226 5. Wells St. Chicago 6. Ili. All Phones: FRanklin 2-2567

earn more money with our terrific line-up of Costume Jewelry, Men's Jewelry, Pearl Sets, Religious Goods, etc. Sell the year 'round. No experience needed. Send for FREE COPY NOW of our catalogue!" LOW PRICES—HIGH PROFITS!

Customeraft JEWELRY MFG CO 26 Custom House St. Providence R.



GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD INDEX

COIN MACHINES

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 indicated under Most Active Equipment.

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. Machines appear in order of frequency advertised.

AMUSEMENT GAMES

| AMUSEMENT | GAME | S | | 195.00 350.00 |
|---|--|------------------|--|--|
| | | _ | Tahiti | |
| HIGH | LOW | Times Adv't'd | Three-of-a-Kind | 18.50 |
| ABC (United\$ 50.00 | \$ 50.00 | 1 | | 185.00 |
| All Star Baseball | | | | 425.00 195.00 |
| (Williams) 325.00 | 325.00 | 2 | Twenty Grand | 175.00 |
| Army & Navy 125.00 | 55.00 | 4 | | 120.00 |
| Arabian Knights 185.00 Atlantic City (Bally). 125.00 | 145.00 75.00 | 33 | Christin Office Comments | 265.00 |
| Band Box (Chicago | 75.00 | 33 | Varieties | ALCOHOLD STATE OF THE STATE OF |
| Coin) 155.00 | 155.00 | 4 | Yacht Club (Bally) Zingo | Control of the Control |
| Basketball Champ | | | Zingo | 24 27 27 20 4 20 5 20 5 |
| (Chicago Coin) 195.00 | 195:00 | 8 | Freshie (Williams) | |
| Basketball, Two Player (Genco) 295.00 | 225.00 | 12 | Holiday (Keeney) | 35.00 |
| Beach Club (Bally) 259.00 | 195.00 | 13 30 | Knockout "ottlieb) | 45.00 |
| Bearty (Bally) 225.00 | 160.00 | 29 | Rockettes (Gottlieb). Sharpshooters | 49.50 |
| Big Ben 195.00 | 145.00 | 4 | (Gottlieb) | 29.50 |
| Big Time 575.00 | 465.00 | 3 | Time Square | |
| Bolero 65.00 Bright Lights (Bally) 85.00 | 60.00 | 16 | (Williams) | 110.00 |
| Bright Spot (Bally), 125.00 | 65.00 | 22 | | |
| Button & Bows 165.00 | 125.00 | 14 | | |
| Cabana (United) 165.00 | 125.00 | 3 | ARCADE | EQUI |
| Chinatown 135.00 | 135.00 | 4 | A KILLINGSWILL STORES | WELL THE PERSON |
| C O D 135.00 Colors (Williams) 225.00 | 135.00 215.00 | 3 | AB1 ChallengerS | 20.00 |
| Coney Island (Bally). 95.00 | 45.00 | 19 | Astro Scope | CONTRACTOR OF |
| Coronation 110.00 | 85.00 | 5 | Ba rel Roll (Jennings) | |
| Cuette (Williams) 195.00 | 195.00 | 5 | Baseball (Scientific). | 79.50 |
| Daisy Mae 215.00 | 190.00 | 3 | Bat-a-Score (Evans). | 175.00 |
| Dealer (Williams) 165.00 Deluxe Baseball | 145.00 | 6 | Bat-a-Score (Senior) | The second secon |
| (Williams) 325.00 | 245.00 | 3 | Best Hand | |
| Diamond Lill 265.00 | 225.00 | 3 | Big Broncho Big Inning (Bally) | |
| Disk Jockey | 51-225 (A) | | Big League | 230.00 |
| (Williams) 85.00 | 75.00 | 2 | (Williams) | CONTRACTOR CONTRACTOR |
| Dragonette 195.00 Dreamy 25.00 | 185.00 25.00 | 3 | Big Top | |
| Dude Ranch (Bally). 275.00 | 245.00 | 32 | Bonus Gun (United). | 395.00 |
| Fairway 125.00 | 65.00 | 5 | Carnival Rifle Gallery (United) | 350.00 |
| Five Star 75.00 | 65.00 | 4 | Carnival Gun (United) | |
| 400 (Genco) 75.00 | 55.00 | 8 | Champion Hockey | |
| Flying High 160.00 Four Bells 235.00 | 95.00 235.00 | 4 2 | Chicken Sam | Mark Street |
| Frolic (Bally) 195.00 | 140.00 | 16 | (Seeburg) | |
| Gold Star 210.00 | 195.00 | 4 | County Fair | |
| Golden Nugget 95.00 | 50.00 | 5 | Dale Gun (Exhibit) | |
| Grand Slam 150.00 | 150.00 | 1 | Derby, 4 Player | |
| Green Pastures 210.00 Grand Champion 135.00 | 150.00 135.00 | 6 | (Chi Coin) | 195.00 |
| Gun Club 160.00 | 75.00 | 6 | Drivemobile | |
| Guys & Dolls 165.00 | 95.00 | 6 | (Mutoscope) | 165.00 |
| Havana 275.00 | 170.00 | 8 | Driveyourself Drive- mobile (Mutoscope) | EOE 00 |
| Hawaii (United) 350.00 Hawaiian Beauty 210.00 | 245.00 175.00 | 16 5 | Duck Hunter | |
| Hayburner 75.00 | 75.00 | 6 | Flash Hockey | 20.00 |
| H1-FI (Bally) 325.00 | 250.00 | 19 | (Colnex) | 75.00 |
| Hit 'a' Run (Gottlieb) 120.00 | 75.00 | 7 | Flying Saucer | CHOKING S |
| Ice Frolics 310.00 Invader Gun (Genco), 200.00 | 255.00 | 24 | (Mutoscope) Footease (Exhibit) | The state of the s |
| Jalopy 110.00 | 200.00 110.00 | 2 | Goalee (Chicago Coin) | |
| Jockey Club 170.00 | 170.00 | 1 | Gun Patrol (Exhibit) | |
| Lady Luck 235.00 | 225.00 | 3 | Heavy Hitter (Bally). | |
| Lary Q 150.00 | 150.00 | 3 | Hi-Ball (Exhibit) | 75.00 |
| Leader (United) 75.00 Lovely Lucy 185.00 | 42.50 150.00 | · 11 | (Chicago Coin) | 75.00 |
| Marble Queen 150.00 | | 3 | Home Run, 6 player | 73.00 |
| Mermaid (Williams). 55.00 | | 2 | (Chicago Coin) | 275.00 |
| Mexico (United) 245.00 | 225.00 | 5 | Jet Gun (Exhibit) | 145.00 |
| Nevada (United) 325.00 | | 6 | Jumping Jacks | 700 00 |
| Niagara 110.00 Nine Sisters | 80.00 | 4 | (Genco) Jungle Gun (United). | |
| (Williams) 150.00 | 150.00 | 3 | Kicker & Catcher | |
| Palisades | | | Lite League | 75.00 |
| (Williams) 65.00 | | 1 | Mercury Counter | 72000 |
| Palm Beach (Bally) 125.00 Palm Springs (Bally) 325.00 | 85.00 260.00 | 17 33 | Gripper Metal Typer | 20.00 |
| Pinwheel 155.00 | 155.00 | 3 | (Standard) | 250.00 |
| Poker Face 145.00 | | 5 | Midget Movies | |
| Queen of Hearts 145.00 | | 4 | Mighty Mike | |
| Quintette 125.00 | 125.00 | 3 | Musical Merry-Go- | |
| Quarterback (Williams) 75.00 | 75.00 | 3 | Round Night Fighter | 395.00 |
| Quartet 125.00 | | | (Genco) | 199.50 |
| Rio (United) 245.00 | | 100 | Panoram | the same of the sa |
| Rose Bowl 65.00 | 65.00 | 3 | Pee Wec (Genco) | |
| Saddle & Turf, | TES | | Photomatic Deluxe | 375.00 |
| Club Model (Evans) 325.00 | 225.00 | | Photomatic (Mutoscope) | 445 001 |
| Saddle & Turf 295.00 | | | (Mutoscope) Pitch'm & Bat'm | - THO. COPIA |
| Screamo 195.00 | 2000 1000 1000 | 200 | (Scientific) | 185.00 |
| Shindig 165.00 | 145.00 | 4 | Pistol Pete | |
| Shoot the Moon 55.00 | 0.0450505 | | (Chicago Coin) | |
| Skill Pool 120.00 | | 10.70 | Pokerino (Scientific) | |
| acus 2001 120.00 | | 0.75 | Ranger (Keeney) | |
| 그리고 있는데 하는 그 나는데 있다면 하는데 없는데 그는 그를 하는데 되었다. | 1.3.00 | 31 | Rifle Gallery (Genco) | |
| Slugfest (Williams). 85.00 Spot Lite (Bally). 95.00 | 42.50 | | | |
| Slugfest (Williams). 85.00 Spot Lite (Bally). 95.00 Stagecoach (Gottlieb) 225.00 | 42.50 225.00 | 3 | Rock-Ola 1c Scale | |
| Slugfest (Williams). 85.00 Spot Lite (Bally). 95.00 Stagecoach (Gottlieb) 225.00 Starpool 215.00 | 42.50 225.00 215.00 | 3 | Rock-Ola 1c Scale Round-the-World | |
| Slugfest (Williams). 85.00 Spot Lite (Bally). 95.00 Stagecoach (Gottlieb) 225.00 Starpool 215.00 Stars (United) 95.00 | 42.50 225.00 215.00 85.00 | 3 4 | Rock-Ola 1c Scale Round-the-World Trainer (Chicago | 50.00 |
| Slugfest (Williams). 85.00 Spot Lite (Bally). 95.00 Stagecoach (Gottlieb) 225.00 Starpool 215.00 | 42.50 225.00 215.00 85.00 115.00 | 3 4 5 | Rock-Ola 1c Scale Round-the-World | 50.00 495.00 |

MOST ACTIVE EQUIPMENT

(For four-week period ending June 4, 1955)

| ARCADE EQUIPMENT | MUSIC MACHINES | SHUFFLE GAMES | VENDING MACHINES |
|-----------------------------|---|---|---|
| 1. EXHIBIT—Shooting Gallery | 1. SEEBURG-M-100-A (78 RPM) | 1. UNITED—Royal Shuffle | 1. NORTHWESTERN 39, 1 |
| 2. GENCO—Rifle Gallery | 2. WURLITZER—1015 | 2. GENCO—Shuffle Pool | 2. SILVER KING, 5c |
| 3. SEEBURG—Shoot the | 3. ROCK-OLA-Comet 1438 | Shuffle Alley | 3. NATIONAL 918 |
| 4. EXHIBIT—Six Shooter | 4. WURLITZER-1500 | Shuffle Alley | 4. UNEEDA MODEL E (6 col.) |
| 5 FXHIBIT—Dale Gun | 5. SEEBURG-M-100-B | Bowler | 5. ANDICO COFFEE |
| | 1. EXHIBIT—Shooting Gallery 2. GENCO—Rifle Gallery 3. SEEBURG—Shoot the Bear 4. EXHIBIT—Six Shooter | 1. EXHIBIT—Shooting Gallery (78 RPM) 2. GENCO—Rifle Gallery 2. WURLITZER—1015 3. SEEBURG—Shoot the Bear 3. ROCK-OLA—Comet 1438 4. EXHIBIT—Six Shooter 4. WURLITZER—1500 | 1. EXHIBIT—Shooting 1. SEEBURG—M-100-A 1. UNITED—Royal Shuffle Gallery (78 RPM) 2. GENCO—Rifle Gallery 2. WURLITZER—1015 3. UNITED—Super Six Shuffle Alley 4. UNITED—Olympic Shuffle Alley 4. EXHIBIT—Six Shooter 4. WURLITZER—1500 5. CHICAGO COIN—Crown |

| | | HIGH | LOW | Times Adv't'd |
|---|-----------------------|--|----------|------------------|
| į | Super World Series | | | 54. |
| | (Williams) | 195.00 | 95.00 | 4 |
| | Surf Club (Bally) | 350.00 | 295.00 | 33 |
| | Tahiti | | 145.00 | 13 |
| d | Three-of-a-Kind | 18.50 | 18.50 | 2 |
| | T' inderbird | | 185.00 | 2 |
| | Tropicana | 425.00 | 350.00 | 8 |
| j | Tropics | | 150.00 | 15 |
| | Twenty Grand | Granding | 10000000 | HERE |
| | (Williams) | 120.00 | 75.00 | 4 |
| ı | Twin Bill | | 265.00 | 3 |
| ١ | Varieties | | 395.00 | 12 |
| | Yacht Club (Bally) | | 120.00 | 20 |
| | Zingo | 100 | 65.00 | 4 |
| ١ | Caravan (Williams) | 100 to 10 | 55.00 | 1 |
| | Freshie (Williams) | | 49.50 | 1 |
| | Holiday (Keeney) | The state of the s | 35.00 | 1 |
| | Knockout "ottlieb) | | 45.00 | 1 |
| | Rockettes (Gottlieb). | | 49.50 | 1 |
| | Sharpshooters | 2614142A) | 229MB.D | - R) |
| | (Gottlieb) | 29.50 | 29.50 | 1 |
| | Time Square | | | 100 |
| | (Williams) | 110.00 | 85.00 | 2 |
| | | | | |

| Freshie (Williams) | 49.50 | 49.50 | î |
|--------------------------------------|--|------------|----------------------|
| Holiday (Keeney) | | 35.00 | 1 |
| Knockout "ottlieb) | | 45.00 | 1 |
| Rockettes (Gottlieb). | 49.50 | 49.50 | 1 |
| Sharpshooters | | | |
| (Gottlieb) | 29.50 | 29.50 | 1 |
| Time Square | | N00589238 | |
| (Williams) | 110.00 | 85.00 | 2 |
| | | - | |
| ARCADE | EQUII | PMENT | r |
| AB1 Challenger | \$ 20.00 | \$ 20.00 | 7 |
| Astro Scope | | 125.00 | 7 |
| Ba rel Roll (Jennings) | | 125.0C | 2 |
| Baseball (Scientific). | | 79.50 | 5 |
| Bat-a-Score (Evans). | 175.00 | 99.00 | 9 |
| Bat-a-Score (Senior) | 65.00 | 65.00 | 4 |
| Best Hand | | 19.00 | 1 |
| Big Broncho | | 400.00 | 5 |
| Big Inning (Bally) | 150.00 | 125.00 | 12 |
| Big League (Williams) | 205 00 | 225.00 | 6 |
| Big Top | TO THE PROPERTY OF THE PARTY OF | 375.00 | 14 |
| Bonus Gun (United). | | 395.00 | 2 |
| Carnival Rifle | | 2,3.00 | Νī |
| Gallery (United) | 350.00 | 295.00 | 4 |
| Carnival Gun (United) | | 275.00 | 10 |
| Champion Hockey | | 85.00 | 1 |
| Chicken Sam | SUPPLEMENTS. | 32.00 | - 77 |
| (Seeburg) | 95.00 | 95.00 | 4 |
| Coon Hunt (Seeburg). | 275.00 | 145.00 | 14 |
| County Fair | 75.00 | 75.00 | 1 |
| Dale Gun (Exhibit) | | 50.00 | 16 |
| Derby, 4 Player | | | |
| (Chi Coin) | 195.00 | 145.00 | 7 |
| (Mutoscope) | 165.00 | 165.00 | 4 |
| Driveyourself Drive- | NAME OF THE OWNER. | 22222 | 22 |
| mobile (Mutoscope) | | 595.00 | 4 |
| Duck Hunter | | 20.00 | 6 |
| Flash Hockey (Colnex) | 75.00 | 75.00 | 3 |
| Flying Saucer | 75.00 | 75.00 | , |
| (Mutoscope) | 149.50 | 95.00 | 4 |
| Footease (Exhibit) | | 95.00 | 1 |
| Goalee (Chicago Coin) | | 95.00 | 12 |
| Gun Patrol (Exhibit) | | 145.00 | 9 |
| Heavy Hitter (Bally). | 40.00 | 40.00 | 1 |
| Hi-Ball (Exhibit) | 75.00 | 75.00 | 3 |
| Hockey | | | 1000 |
| (Chicago Coin) | 75.00 | 75.00 | 3 |
| Home Run, 6 player | 9222127 | 12000000 | 12 |
| (Chicago Coin) | | 195.00 | .3 |
| Jet Gun (Exhibit) Jumping Jacks | 145.00 | 110.00 | 15 |
| (Genco) | 700.00 | 100.00 | 3 |
| Jungle Gun (United). | | 195.00 | 8 |
| Kicker & Catcher | | 35.00 | 4 |
| Lite League | | 75.00 | 4 |
| Mercury Counter | THE STATE | VACCOUNT | |
| Gripper | 20.00 | 20.00 | 3 |
| Metal Typer | 2200 | | |
| (Standard) | | 249.50 | 6 |
| Midget Movies | | 125.00 | 9 |
| Mighty Mike Musical Merry-Go- | 575.00 | 575.00 | 3 |
| Round | 395.00 | 395.00 | 4 |
| Night Fighter | | 19.1701945 | 100 |
| (Genco) | | | |
| Panoram | | | |
| Pee Wec (Genco) | | | |
| Photomatic Deluxe | 375.00 | 365.00 | 8 |
| Photomatic (Mutoscope) | 445.00late | 445.00ta | e 3 |
| Pitch'm & Bat'm (Scientific) | 105.00 | 145.00 | 10% 20 4 0 |
| Pistol Pete | | | 5 |
| (Chicago Coin) | | 85.00 | 8 |
| Pokerino (Scientific) | | 50.00 | 3 |
| Quizzer | 95.00 | 90.00 | 7 |
| Ranger (Keeney) | 375.00 | 375.00 | 1 |
| Rifle Gallery (Genco) | 525.00 | 265.00 | |
| Rock-Ola 1c Scale Round-the-World | 30.00 | 50.00 | 6 |
| Trainer (Chicago | | | |
| Coin) | 495.00 | 375.00 | 6 |

| | | | | -01 |
|---|-----------------------|------------------------|-----------------------|-----|
| d | | HIGH | LOW | A |
| | Shoot the Bear | 88.000000 ³ | 50000000 | |
| | (Seeburg) | | 129.50 | |
| | Shipman Art Show | 39.50 | 35.00 | |
| | Shooting Gallery | | | |
| | (Exh bit) | 265.00 | 150.00 | |
| | Silent Salesman Card | | | |
| | Vendor | 35.00 | 35.00 | |
| | Silver Gloves | | | |
| | (Mutoscope) | 195.00 | 135.00 | |
| | Six Shooter (Exhibit! | | 95.00 | |
| | Skeeball (Genco) | | | |
| | Skeeball (Lynco) | 125.00 | 125.00 | |
| | Skeeball (Phil. | | | |
| | Toboggan) | 395.00 | 395.00 | |
| | Skee Ball | escarcos. | 104390767000 | |
| | (Wurlitzer) | | 150.00 | |
| | Ski Roll (Evans) | 95.00 | 95.00 | |
| | Sky Fighter | | CONTRACTOR CONTRACTOR | |
| | (Mutoscope) | | 150.00 | |
| | Sky Gunner (Genco). | | 109.00 | |
| | Space Gun (Exhibit). | 99.50 | 99.50 | |
| | Space Invaders | 95.00 | 95.00 | |
| | Spark Plug | | | |
| | Sportland (Exhibit) | | | |
| _ | Sportsman (Keeney). | 385.00 | 249.50 | |
| | Star Series | | | |
| | (Williams) | | 89.50 | |
| - | Star Shooting Gallery | | | |
| | (Exhibit) | | | |
| | Steeple Chase | | 75.00 | |
| | Super Bomber (Evans) | 150.00 | 150.00 | |
| | Super Jet (Chicago | | | |
| | Coin) | 395.00 | 395.00 | |
| | Super Jet Fighter | SA ROZOGI WOM | | |
| | (WII 'ams) | | 295.00 | |
| | Telequiz | | 100.00 | |
| | Ter Strike (Evans) | | 85.00 | |
| | 3-D Theater | 199.50 | 199.50 | |
| | Three Way Gripper | | 2 | |
| | (Gottlieb) | | 20.00 | |
| | Twin Shoe Shine | | 150.00 | |
| | Undersea Raider | 125.00 | 125.00 | |

Voice-o-Graph

13-Way Athletic

Wild West Gun

AMI

(Mutoscope) 195.00 Watling 1c Scales... 110.00

Scale 69.50

Wilcox-Gay Recordio 125.00

Wizzard 5c..... 20.00

(Exhibit) 95.00

You Shoot 345.00

Model A.....\$299.50

Model A-40:..... 165.00

MUSIC MACHINES

| Model B | 185.00 | 150.00 | 8 |
|-----------------------|---------------|--------|----|
| Model C | 210.00 | 150.00 | 10 |
| Model D-40 | 325.00 | 245.00 | 7 |
| Model D-80 | 450.00 | 375.00 | 3 |
| Model E-120 | 650.00 | 545.00 | 9 |
| EVANS | | | 8 |
| Constellation (Evans) | 175.00 | 175.00 | 4 |
| ROCK-OLA | erove service | | |
| Comet | 600.00 | 600.00 | 2 |
| Comet 1438 | 700.00 | 595.00 | 15 |
| 1428 | 125.00 | 119.00 | 6 |
| 1432 | 225.00 | 225.00 | 1 |
| 1434 | 325.00 | 275.00 | 5 |
| 1434 Rockets | 325.00 | 250.00 | 4 |
| 1436 | 375.00 | 350.00 | 10 |
| HI FI | 700.00 | 700.00 | 2 |
| 1446 HI-FI | 725.00 | 695.00 | 3 |
| Fireball | 325.00 | 325.00 | 2 |
| SEEBURG | | | |
| H-146-Hideaway | 50.00 | 50.00 | 4 |
| H-147-Hideway | 65.00 | 65.00 | 4 |
| H-148-Hideaway | 75.00 | 75.00 | 4 |
| Seeburg H. F 100 G. | 745.00 | 745.00 | 1 |
| HM-100-A-Hideaway. | 275.00 | 249.50 | 5 |
| M-100-A (78 RPM). | 395.00 | 295.00 | 22 |
| M-100-B | 569.50 | 495.00 | 14 |
| M-200-BL | 575.00 | 550.00 | 5 |
| M-100-C | 695.00 | 645.00 | 3 |
| Seeburg M 100 G | 585.00 | 585.00 | 1 |
| 148 | 125.00 | 125.00 | 2 |
| 148 ML | 139.00 | 129.00 | 4 |
| 1947 | 50.00 | 50.00 | 2 |
| WURLITZER | | | |
| 1015 | 125.00 | 45.00 | 17 |
| 1100 | 175.00 | 110.00 | 10 |
| 1217-Hideaway | 139.50 | 139.50 | 1 |
| 1250 | 179.50 | 179.50 | 2 |
| 1400 | 325.00 | 279.50 | 5 |
| 1450 | 325.00 | 279.50 | 6 |
| 1500 | 205 00 | 275 00 | |

1500 395.00

3 1500-A 375.00

| | HIGH | LOW | Times Adv't'd |
|--------|--------|--------|------------------|
| 1550-A | 395.00 | 395.00 | 4 |
| 1550 | 450.00 | 275.00 | 9 |
| 1650 | 429.50 | 395.00 | 6 |
| 1700 | 640.00 | 640.00 | 1 |
| 1017A | 95.00 | 95.00 | 1 |

SHUFFLE GAMES

8 16 1

1

11

15

5 3

10

3

2

3

14

2

110.00

69.00

20.00

95.00

325.00

| Ace Bowler (United) \$345.00 | \$325.00 | 10 | VENDING MA |
|--|------------------|----------------|---|
| Advance Bowler (Chicago Coin) 245.00 | 195.00 | 11 | Acorn Cabinet\$ 9.00 |
| Banner Shuffl. Alley (United) 395.00 | 285.00 | 11 | Advance D 1c BG 6.45 Ar ance No. 11 |
| Big League Bowler, 4 player (Keeney). 55.00 | 55.00 | 2 | Mdse 5.95 Andico Coffee 450.00 |
| Bowl-a-Matic (Universal) 285.00 | 265.00 | 4 | Columbus Bail Gum. 4.95 Columbus 5c 6.95 |
| Carnival Bowler (Keeney) 325.00 | 325.00 | 3 | Cadillac Jr., 5c 6.95 Columbus 1c Bulk. 6.50 |
| Carnival Deluxe (United) 375.00 | | 56200 62000 | Bert Mills 450.00 |
| Cascade Shuff! Alley, | 335.00 | 9 | Doval's Penny Pack. 7.50 DuGrenier Tab Gum |
| 6 player (United). 125.00 Champion Bowler | 110.00 | 12 | (4 col.) 17.50 DuGrenier Tab Gum |
| (Bally) 395.00 Chief Shuffl- /.lley | 395.00 | 5 | (6 col.) 17:50 DuGrenier Model W |
| (United) 275.00 Classic Shuffle Alley, | 265.00 | 9 | (9 col.) 95.00 Eastern Electric Cig |
| 6 player (United), 150.00 Clo - Shuffle Alley, | 145.00 | 12 | Vendor 89.00 Electro (8 col.) 125.00 |
| 6 player (United), 155.00 Comet Del-xe 475.00 | 135.00 475.00 | 7 | Exhibit Post Card 15.00 |
| Criss-Cross Regular | 535555 | 757 | Heide Tab Gum (6 col.) 12.50 |
| Bowler 265.00 Criss-Cross Bowler | | 1 | Hot Coffee 450.00 Hot Nut (2 col.) 12.50 |
| (Chicago Coin) 325.00 Cross-Cross Target-Match | 325.00 | 6 | Hot Nut (3 ccl.) 15.50 Jewel Vends, 5c 7.50 |
| Bowler 395.00 Crown Bowler | 295.00 | 4 | Kenney Electric (9 col.) 135.00 |
| (Chicago Coin) 155.00 De ixe Bowler | -79.50 | 15 | Master 1c & 5c Bulk 6.95 |
| (United) 75.00 | 75.0C | 1. | Master 5c Bulk 6.50 |
| Omino Bowler (Keeney) 155.00 | 155.00 | 2 | Mills Single Drink., 150.00 Mills Tab Gum |
| Double Score Bowler (Chicago Coin) . , 125.00 | 109.00 | 11 | (6 col.) 17.50 National 918 115.00 |
| Chicago Coin) 110.00 | 110.00 | 1 | National 930 95.00 National 950 110.00 |
| Five Player Shuffle Alley (United) 40.00 | | 4 | Northwestern 39, 1c. 7.95 Northwestern 33 Bal. |
| Flash Bowler | | | Gum 6.50 |
| (Chicago Coin) 385.00 Genco 8 player 50.00 | 365.00 50.00 | 2 | Northwestern Deluxe 1c and 5c 12.00 |
| Gold Cup Bowler (Chicago Coin) 175.00 | 160.00 | 9 | Northwestern 49, 1c 12.50 Northwestern |
| Hi-Speed Triple (Chicago Coin) 225.00 | 225.00 | 2 | Standard 6.95 PX (10 coi.) 115.00 |
| Holiday Match Bowler (Chicago Coin) 510.00 | 175.00 | 7 | Regal 5c 6.95 Rowe Candy (8 col.) 60.00 |
| Imperial Shuffle Alley (United) 245.00 | 70. | 11 | Rowe Candy Merchant |
| Keeney With | | | (7 col.) 165.00 Rowe Crusader |
| Bottle Pins 40.00 League Bowler | 40.00 | 2 | (8 col.) 150.00 Rowe Crusader |
| (Keeney) 40.00 League Bowler | 40.00 | 4 | (10 col.) 160.00 Rowe Diplomat |
| (United) 275.00 Leader Shuffle Alley | 265.00 | 7 | Electric (8 col.) 150.00 Rowe Imperial |
| (United) 275.00 M rs (United) 395.00 | 265.00 395.00 | 5 | (8 col.) 90.00 Rowe Imperial |
| Match Bowler | | - | (6 col.) 85.00 |
| (Chicago Coin) 65.00 Match Pool (Genco). 185.00 | 65.00 175.00 | 8 | Rowe President (8 col.) 135.00 |
| Mercury Deluxe Shuffle Alley, | | 28 | Silver King, 1c 8.50 |
| Frame (United) 425.00 Name Bowler | 415.00 | 8 | Silver King 1c Ball Gum 7.45 |
| (Chi. Coin) 110.00 | 84.00 | 5 | Silver King 1c Mdse. 7.45 |
| Official Shuffle Alley, 4 player (United). 95.00 | 50.00 | 6 | Silver King 5c 8.50 Silver King Hunter 10.00 |
| Olympics Shuffle Alley (United) 145.00 | 139.00 | 16 | Smokeshop 139.50 Stoner Candy |
| Pacemaker Bowler (Keeney) 200.00 | | 4 | (6 col.) 135.00 Sto (6 col.) (Univendor) |
| Rainbow Shuffle Alley | | | (Postwar) 90.00 |
| (United) 340.00 Regulation (United). 175.00 | 340.00 175.00 | 3 | Stoner (8 col.) (Univendor) (Prewar) 99.00 |
| Rockets (Bally) 350.00 | 349.50 | 5 | Stoner (8 col.) (Univendor) |
| Royal Shuffle Alley (United) 235.00 | 195.00 | 18 | (Postwar) 165.00 Stoner Pastry & |
| S' :ffl. Alley Deluxe, 6 player (United). 89.50 | 60.00 | 10 | Sandwich 175.00 Super Vends (3 sel.) 225.00 |
| Shuffle Alley, 6 player (Keeney) 75.00w, | /p 75.00w/p | 4 | Uneeda Model A 85.00 Uneeda Model E |
| Shuffle Alley, 6 player | 77557555 | 513 | (6 col.) 75.00 |
| (United) 50.00 Shuffi Alley Deluxe, 11th | | 5 | Uneeda Model E (8 col.) 42.50 |
| Frame (United) 415.00 | 395.00 | 4 | Uneeda Model 500 |
| Shuffle Pool (Genco). 145.00 Six Player, 10th Frame | 89.50 | 17 | (9 col.) 100.00 U-Select-It 52.50 |
| (United) 75.00 Speedie (United) 395.00 | 75.00 375.00 | 4 | Victor Model V, 1c Cabinet 9.50 |
| Special Bowler, 10th Frame | 700.00 | | Victor Model V B/G Wheel |
| (Chicago Coin) 110.00 | 100.00 | 1 | Wheel 8.50 |

| | | 100 |
|-----------------------------|---------------|------------------|
| HIG | H LOW | Times Adv't'd |
| itar, 6 player | MI STREET | 11000 |
| (United) 85.0 | 0 65.00 | 3 |
| tar 10 Frame, 6 player | MUN PARKET | 10.000 |
| (United) 125.0 | 0 95.00 | 5 |
| tarlite Bowler | 3.00 | 1.70 |
| (Chicago Coin) 335.0 | 0 279.00 | 11 |
| oper Frame Bowler | 3.00 DIWASIAS | - |
| (Chicago Coin) 325.0 | 0 300.00 | 6 |
| Super Match Bowler | | |
| (Chicago Coin) 100.0 | | 7 |
| Super Six Shuffle Alley | | |
| (United) 99.5 | 0 60.00 | 36 |
| argette Deluxe | | |
| (United) 375.0 | 0 375.00 | 3 |
| argette (United) 395.0 | | |
| feam Bowler Deluxe | | |
| (United) 295.0 | 0 295.00 | 4 |
| feam Bowler | | |
| (United) 295.0 | 0 265.00 | 12 |
| Tenth Frame Bowler | | |
| (Chicago Coin) 75.0 | 0 75.00 | 8 |
| Top Hat, 6 player 85.0 | 0 85.00 | 1 |
| Triple Score Bowler, 10th F | rame | |
| (Chicago = Coin) 155.0 | | 3 |
| Triple Score Bowler | | |
| (Chicago Coin) 150.0 | 0 145.00 | 7 |
| lictory Bowler | === | |
| (Bally) 345.0 | 0 345.00 | 4 |

VENDING MACHINES

| VENDING | MA | CHINES | |
|--|----------------|-----------------|------------|
| Acorn Cabinet\$ | | | 4 |
| Advance D 1c BG | 6.45 | 6.45 | 4 |
| Ar ance No. 11 Mdse | E 05 | 5.95 | 4 |
| Andico Coffee 4 | 50.00 | 450.00 | 4 |
| Columbus Ball Gum. | | 4.95 | 4 |
| Cotumbus 5c | 6.95 | 6.95 | 4 |
| Cadillac Jr., 5c | | 6.95 | 4 |
| Columbus 1c Bulk | 6.50 | 6.50 | 4 |
| Bert Mills 4 Doval's Penny Pack. | 7.50 | 450.00 7.50 | 4 |
| DuGrenier Tab Gum | 7,50 | 7.50 | • |
| (4 col.) DuGrenier Tab Gum | 17.50 | 17.50 | 4 |
| (6 col.) DuGrenier Model W | 17.50 | 17.50 | 4 |
| (9 col.) Eastern Electric Cig | | 95.00 | 4 |
| Vendor | 89.00 | 89.00 | 1 |
| Electro (8 col.) 1 | | 125.00 | 2 |
| Exhibit Post Card Heide Tab Gum | | 15.00 | • |
| (6 col.) | 12.50 | 12.50 | 4 |
| Hot Coffee 4 Hot Nut (2 col.) | 32.60 | 450.00 12.50 | |
| Hot Nut (3 ccl.) | 15.50 | 15.50 | 4 |
| Jewel Vends, 5c | 7.50 | 7.50 | 4 |
| Kenney Electric | 1.50 | 18.00.00 | |
| (9 col.) 1 | 35.00 | 135.00 | 4 |
| Master 1c & 5c Bulk | | 6.95 | |
| Master 1c Bulk | | | 4 4 4 |
| Master 5c Bulk | | | 4 |
| Mills Single Drink., 1 | 50.00 | 150.00 | 4 |
| Mills Tab Gum | | 37.50 | - |
| (6 col.) | 17.50 | 17.50 70.00 | 4 |
| Mational 918 1 | 05.00 | 95.00 | |
| National 930 1 | 10.00 | 110.00 | 3 |
| Northwestern 39, 1c. | 7.95 | 7.50 | i |
| Northwestern 33 Bal. | 110000 | 22,45745 | 8 |
| Gum | 6.50 | 6.50 | 4 |
| le and Sc | 12.00 | 12.00 | 4 |
| Northwestern 49, 1c | 12.50 | 12.50 | |
| Northwestern | | | |
| Standard | 6.95 | 6.95 | |
| PX (10 coi.) 1 | | | 3 |
| Regal 5c | 6.95 | 60.00 | |
| Rowe Candy (8 col.) | 60.00 | 60.00 | |
| Rowe Candy Merchant (7 col.) | 65.00 | 165.00 | 34 |
| (8 col.) | 50.00 | 150.00 | 3 |
| (10 col.) 3 | 60.00 | 160.00 | |
| Rowe Diplomat Electric (8 col.) | | | 1 |
| Rowe Imperial (8 col.) Rowe Imperial | 90.00 | 90.00 | |
| (6 col.) | 85.00 | 85.00 | 9 |
| (8 col.) 1 | 35.00 | 135.00 | - |
| Silver King, 1c | 8.50 | 8.50 | |
| Gum | 7.45 | 7.45 | 9 |
| Gum | 7.45 | 7.45 | - |
| Stides will berrer | 0.50 | | ij |
| Silver King Hunter | 10.00 | 10.00 | - |
| Smokeshop | | EDERDORANI I | 100 |
| (6 col.) | ndor) | 135.00 | 200 |
| (Postwar) Stoner (8 col.) (Unive | ndor) | 90.00 | 0000 |
| (Prewar) Stoner (8 col.) (Univer | 99.00 ador) | 99.00 | |
| (Postwar) I | | 165.00 | 1000 |
| Sandwich | 175.00 | 175.00 | 3 |
| Super Vends (3 sel.) | 225.00 | | ACCESSORY. |
| Uneeda Model A | | 85.00 | 6 |

100.00

Communications to 188 W. Randolph St., Chicago 1, III.

N. J. High Court Rules Chance Dominates Pins

know of no test by which the

NEWARK, N. J., June 4.-New boundary lines may be clearly Jersey game operators are await- marked for all the myriad forms of ing reactions from municipalities in activity in which men engage. regard to the latest ruling of the However, in the particular context, Supreme Court (The Billboard, considering the evil at which the June 4) which held that a Garfield, statute is aimed, we think a fair N. J., operator of an in-line game test would be whether a player had violated the gambling statute. possessing average skill would be The ruling dealt with whether successful more often than not in ity of the leading coin-operated the element of skill or the element the venture. In view of the fact amusement game manufacturers fire." of chance predominated, and the that there is not even a suggestion are making concentrated efforts to heart of the court's decision is prob- that the appellant was conducting develop entirely new types of ably in the following paragraph. his business as a philanthropy with amusement games. "The difficulty lies, of course, in an intent to donate his money to determining whether in the particu- the public, we fully agree with the shuffle bowling, gun games, and lar case one or the other element finding of the trial judge that other types now in production are -chance or skill-predominates. We chance and not skill is the pre-(Continued on page 85)

Coin Game Mfrs. Seek Fresh Ideas, New Units

Engineers Map Novelty Models; Look for Low-Cost Machines

By KEN KNAUF

CHICAGO, June 4.-The major-

While all agree that pinball, still in demand, it is recognized that brand-new concepts in the game field would foster a dividend to the whole industry.

Improvements and new ideas are ultimate solution is thus seen in said that the firm seldom considers of contract suit over the sale of the gan bumping his locations after the the development of new trends in "outside ideas" but that the comsale, despite a promise by the seller the game field.

New Ideas

Manufacturers, due to tight competition for new ideas in the game (Continued on page 82) industry, are reluctant to comment Company reported that it has a

ning stage. Most of them, however, worked out to cover production admit that such projects are "in the "for sometime to come." Additional

Sam Wolberg, co-head of Chicago Coin Machine Company, said, "Our engineers are working on developing a new trend. We want to make something that will not cost as much as the shuffle bowling game. Out of some half-dozen new models with which we are experimenting, we may find one or two items that are marketable.'

Bill DeSelm, United Manufacconstantly made by manufacturers turing Company sales manager, rein the pinball, shuffle bowler and marked, "United is spending a for-Arcade game field, but these improvements mean greater costs to game field. This includes work on manufacturers and higher prices brand-new models in addition to to distributors and operators. The pinballs and shuffles." DeSelm pany's own engineers do all the creative work.

Development Program

Genco Manufacturing & Sales

on new game models in the plan- game development program engineers have been added to help with the program. Avron Gensburg, vice-president, revealed that Genco has in effect a "control" to boost the market value of its games. Production is cut off on each new model coming off the lines at 10 per cent short of demand, according to Gensburg.

> Sam Lewis, executive vice-presi-(Continued on page 85)

2 Coin Unions Set June 6 as Merger Date

NEW YORK, June 4.-June 6 was set as the date of the merger between the New York Coin Machine Employees' Union, and RCIA, Local 433, AFL, covering coin machine-employees in Long

Al Cohen, head of the Long Island Union, said that both locals had agree on merger terms, and that only the formalities remained. The merged union will retain the name of RCIA, Local 433, AFL.

About 250 coin workers will be covered by the new union, 150 from New York and 100 from Queens, Nassau and Suffolk counties. The Long Island union has moved its offices from Hepstead to 161-22 Northern Boulevard, Flushing, which will be headquarters for the combined operation.

Keep N. Y. Office

However, the New York office of the Gotham Local will stay open. Election of officers will follow completion of the merger. Cohen is president and Charles Guerci secretary-treasurer of Local 433. Jim Cagiano heads the New York Local, assisted by Al Gilbert.

Balloon-O-Mat In Production; 9 Distribs Named

NEW YORK, June 4.-Capitol Projectors this week went into production on its Balloon-O-Mat, with the first 100 units leaving the plant and production geared for 100 a

Meanwhile, Al Blendow, Capitol sales manager, announced that the firm has set up a distributor organization for the balloon vender, with the following coinmen named to handle sales in their areas:

Northern California, Washington and Oregon, L. B. McCreary, Mc-Creary Distributing Company, San Francisco. Southern California, F. E. Wilson, Solotone Corporation, Los Angeles.

Colorado, Idaho, Montana, New Mexico, Utah and Wyoming, Frank Thorwald, Denver. Oklahoma and North Texas, Cliff Wilson, Wallbox Distributing Comrany, Dallas.

Missouri and Southwest Illinois, B. Fredricks, Universal Distributing Company. Michigan, J. R. Pieters, King-Pin Equipment Com-pany, Kalamazoo. New England, Edward Ravreby, World Fair, Inc., Allston, Mass.

Florida, Patrick H. Adcock, Orlando; Eastern Pennsylvania and Southern New Jersey, David Rosen, Philadelphia.

N. Y. Op Suit Triggers Juke, Pinball Probe In the suit, Moore charged that

RIVERHEAD, L. I., N. Y., June 4.-What started out to be a breach | Ambrose and his two brothers belargest juke box route in Long Island culminated this week in a that he wouldn't operate juke box bribery charge involving a local route in the county for five years. Republican leader and a State Supreme Court justice, and an order calling for a complete investigation of the juke box and pinball industry in Suffolk County.

The fireworks occurred this week in Suffolk County Court here in an action brought by Sanford J. Moore, Suffolk-Nassau Amusement Company, who purchased the Suffolk Route from Dominick Ambrose in April, 1954, against Ambrose and his two brothers, Frank and

The settlement of the case Friday (3) in the offices of Sidney R. Siben, Bay Shore attorneys representing Ambrose, resulted in a victory for Moore. Sidney Levine represented Moore.

Detroit Gets Coin-Operated **Food Delivery**

DETROIT, June 4. - Kee-Delivery, Inc., operating thru franchised local agents, has introduced a coin-operated grocery delivery service in several Detroit supermarkets.

In the individual market a vending machine dispenses delivery tickets on which a shopper enters her name, address and phone number. After the customer has cleared the check-out counter, her purchases are packaged in the usual manner and placed in a heavy steel wire locker, along with the delivery ticket.

The customer locks the locker (Continued on page 89)

Haskell & Blatt Set Law Firm

NEW YORK, June 4.—Ted Blatt, attorney for the Associated Amusement Machine Operators of New York, and Benjamin H. Haskell, counsel for the Amalgamated Vending Machine Operators from 1930-1942, have formed the law partnership of Haskell & Blatt and will open offices at 32 Broadway on July 1.

Both men are 1927 graduates of the Brooklyn College Law School, and both have been engaged in coin machine law for 28 years.

Blatt said the move from his Brooklyn offices was dictated partly by his desire to be nearer AAMONY headquarters and to establish better communication with Manhattan coin firms.

Feb. Coin Exports Boosted 37.5%; Jukes Continue Soar

6,178 Units Shipped for \$1,557,783; Jukes Hit \$1,312,829 Month Volume

CHICAGO, June 4. - Shipment | figures are available three or four ary, an increase of 37.5 per cent tion. over the same month last year, and set a new record for the month.

The suit asked damages and a

Juke box shipments led the climb with a 62 per cent jump over February, 1954, while amusement game and vending machine exports lagged behind last year's

U. S. Department of Commerce figures show that 4,117 jukes were shipped during February, for a total volume of \$1,312,829. Games shipped totaled 1,063 for a \$183,-511 volume; venders, 998 for \$61,-

Department of Commerce export umes for the month.

of U. S. coin machines to world months following the current date, markets hit \$1,557,783 in Febru- due to time required for prepara-

W. Germany Leads

West Germany led the world markets in coin machine imports with a \$418,150 business, largely in juke boxes. The Germans led the field the previous month and indications are that the country will remain a top market thruout the rest of the year.

Well behind West Germany in total dollar volume in February were Venezuela, Canada, Belgium and the Netherlands, in that order, all posting more than \$100,000 vol-

Big markets for jukes during February were West Germany Venezuela, Belgium and the Netherlands, in that order. Canada paced the amusement game markets with a \$39,128 trade, followed by France, Salvador and Belgium. Canada similarly dominated the vending machine markets, accounting for \$54,238 of the \$61,443 total volume in this category.

An indication of how fast export shipments have skyrocketed in the past year is evident in February's totals. Last year the February total for jukes, games and venders hit \$1,133,247-the highest dollar total for the month recorded up

(Continued on page 92)

Coin Machine Exports February, 1955

Amusement

Games Value Country Value Value Value W. Germany 12,327 418,150 405,823 Venezuela 170,557 12,130 100 \$ 1,355 402 184,042 39,128 Canada 862 54,238 76,198188 1,225169,564 141,909 23,106 Belgium 499 165,015 Netherlands 1.835 115,936 800 1,907 16,010 132,74683,979 580 273 85,486 Mexico Colombia 49,858 49,858 ʻʻi9 Switzerland 36,997 5,370 42,367 8.056 122 France 28,100 141 36,156Peru 35,891 35,891 1,000 29,343 Cuba 30,343 Salvador 26,432 26,432 British Malaya 19,045 2,935 21,980 Japan 5,744 16,028 21,772 Denmark 18,68118,681 Guatemala 16,716 16,716 Austria 15 9,808 9,808 Dominican Republic 12 7,900 7,900 Panama 7,70215 7,702 Philippine Republic 5,856 500 10 6,356 India 6,140 10 6.140 French Morocco ... 2,025 3,25011 5,275 4,322 Hong Kong 4,322 3,209Nicaragua 3,209 Costa Rica 2,9122.912 Haiti 2,783 2,783 Italy 1,903 1,903 Sweden 659 659 Nan Islands 615 Iran 610 Trinidad 600 Union of S. Africa..... 600 Iceland 550 Other Countries .. 130 4,470 22,670 13,500 290 40,640 TOTALS 4,117 \$1,312,829 998 \$61,443 1,063 \$183,511 6,178 \$1,557,783

Copyrighted material

Communications to 188 W. Randolph St., Chicago 1, III.

Canned Milk Mfr. Seeks Vending Deal

Farm Fresh Ready to Start on 6-Ounce Can; Cite Lack of Refrigeration Need

Lane, vice-president of the Farm rent production is limited to 8 F esh Food Products Corporation, and 32-ounce containers, Farm said his firm is currently seeking Fresh could start production on a deal with manufacturers of vend- 6-ounce vending cans as soon as ing equipment for the promotion the vending market opens. of the Farm Fresh canned whole milk and chocolate milk in auto- heavily is Lane's plans. Selling matic merchandisers.

Prof. Finds Possible Cia Cancer Tie

ATLANTIC CITY, June 4.-A new report on the smoking-lung cancer subject was made to the American College of Chest Physicians here by Dr. Oscar Auerbach, chief of the laboratory at the Veterans Administration hospital in East Orange, N. J., and associate professor of pathology at New York Medical College.

Studies of the lungs of 41 men indicated smoking brings about changes in the tissues lining the lungs, Dr. Auerbach reported. Some specialists believe these changes may be a forerunner of cancer, he noted.

Emphasizing, the relatively small number of cases studied, Dr. Auerbach said it may require at least three years more work to determine if the early results are correct.

The research, conducted by a team of seven doctors, is being sponsored by the American Cancer

Dariomatic Announces ease Plan

LOS ANGELES, June Dariomatic, Inc., has announced a plan for leasing milk venders to operators and dairies.

The plan provides for the delivery of the Dariomatic Model 505 without the requirement of a down payment, and for a monthly rental as low as \$15.57 per month ary. Spot checks with distributors for five years.

The monthly lease payments are during March and April. chargeable as a direct expense and are reported to come out of earnings before taxes. The operator's bank credit is not impaired, and cer scare may have been overno capital outlay is necessary. If the leasee desires, the freight can be included in the monthly rental payments, and shorter term leases are available.

Dariomatic recently announced that an all-risk insurance policy, covering operators against damage and loss to the full value in excess of \$10, would be given to purchasers of the Model 505.

Automatic Lighting Device Available For Coin Venders

MOUNT VERNON, N. Y., June The Tork Clock Company, Inc., here has begun manufacture on a device which lights outdoor vending machines at night and shuts them off in daytime without the use of attendants. One unit is currently in operation by Garden State Farms, New Jersey milk vender, on a Rowe outdoor milk machine.

The basic unit is the same one used to control sign, billboard and display lights. The manufacturer says that while many models may be used on venders, the Model 1191-Z, which literally follows the sun, is particularly suited to out- vice automatically changes scheddoor vending.

vary from month to month, the de- sured despite temperature drops.

NEW YORK, June 4. - Curtis | Lane emphasized that the cur-

Vending equipment figures point of the canned product is that it will keep indefintely without refrigeration, and hence a quart vender for take-home consumption could be built without a refrigeration unit. Such a vender, Lane feels, could sell for considerably less than conventional refrigerated

Of course, in smaller cans for (Continued on page 78)

BLUE SKY OVER **PUERTO RICO**

SAN JUAN, Puerto Rico, June 4.-One of the "blue sky" vending machine "sharpies," it appears, has moved into the Puerto Rico area.

Operating under the name of International Corporation, the firm claims to have offices "all over the States and Can-

Their advertisement in the local papers attempts to enlist "honest, hard-working people with \$1,096 ready cash to invest immediately in vending machines selling 5-cent products."

The ad doesn't specify the products to be sold, but profits, of course, "are fabulous-from 200 to 400 per cent. All earnings are net, as there are no operating expenses-just four to five hours of easy work a week."

Optimism now reigns in the

tobacco world. Joseph Kolodny,

National Association of Tobacco

Distributors president, whose or-

1955 over last year.

RECEIPTS UP 3%

Cig Slump Checked; Mfrs. Boost Sales

NEW YORK, June 4.-With sales | fected the drop in buying and the increases reported this year in reg- cut in shipments in 1953 and 1954. ular and king-size and filter-tip cigarettes, the slump that began early in 1953, appears ended.

Tobacco manufacturers and distributors credit a general business upswing and the fading of the 'cancer scare" for the revived mar-

Manufacturers and distributors report first quarter sales up from 2 to 3 per cent, with prospects for a climb of 5 per cent before the year

Manufacturers' shipments slipped 2 per cent in 1953 from the all-time top of 394 billion. In 1953, when medical researchers bared their cancer claims, the slide increased, with shipments of 368 billion registering a 7 per cent drop in 1954, compared to the record

Shipments Up 5%

With the advent of 1955, shipments picked up, rising to 5 per cent above the previous year in January, and 7 per cent in Februshowed similar gains over last year

While still keeping a cautious eye on forthcoming medical reports, tobacco men argue the canrated as a blow to cigarette smoking. Price increases in 1951 as well as a tax hike that year, caused warehousemen and jobbers to stock up in fear of further price boosts. This, it is cpined, may have af-

Hollywood Brands **Buys Hoben Plant**

CHAMPAIGN, Ill., June 4.-Hollywood Brands Inc., eandy manufacturer here, has purchased the Hoben Candy Corporation at

F. A. Martoccio, president of Hollywood Brands, said that the Hoben plant would be completely rebuilt and all new machinery would be installed. From the initial delivery of raw materials to the land. final wrapping and packaging of the candy, operations will be automatic, he said.

announced its candy bar sales for the first four months of 1955 had broken all previous records, and that all indications pointed to even greater increases during the remainder of this year.

ada."

Venders May

by 11 major Latin-American cof- Rican factories, dispenses a cup of fee countries on the basis of 10 beer for 10 cents. The vender is cents per 132-pound bag of green completely automatic and gives the coffee imported into the United correct change for money de-States and Canada from member posited. countries. The new plan, to take effect October 1, will boost the payment to 25 cents a bag.

The advertising campaign in of-sale merchandising material will be produced for use by the domestic coffee trade.

The board also approved plans for the bureau's public relations activities, as well as for its consumer service and school programs.

The educational and research programs of the Coffee Brewing Institute, a non-profit membership corporation formed jointly by the Pan-American Coffee Bureau and the National Coffee Association, were reviewed and approved by ganization wholesales over 80 per the board.

cent of all cigarettes, expects a 4 to 5 per cent increase in sales in consumers, restaurants and institu- acting director of the group and tions make better coffee. An edu- is in charge of reservations for the P. Lorillard & Company (Old cational campaign to carry out this meeting. (Continued on page 79) aim is planned.

Benefit From Pan.-Am. Drive

NEW YORK, June 4.-Coffee vending will get a big boost this week from the board of directors of the Pan-American Coffee Bu-

Dr. Jorge Rossi, minister of fiof the board, announced that the States, South America and Europe. bureau's promotional budget had been increased by 250 per cent.

Ad Drive

both consumer and trade media will be continued, and new point-

Purpose of the CBI is to help

VDI to Design, Make Special-Purpose Units

Developments, Inc., with offices at his problem to VDI, with the re-38 Park Row in the financial district, has been formed for the purpose of designing and manufacturing vending machines for new products.

A dummy set of directors is listed, but the names of the principals, vending engineers, will be made public sometime in July. A prominent manufacturer is playing a leading role in the new concern.

Primary aim of the organization is to confer with product manufacturers on how their goods may be dispensed thru venders, design venders to do the job, and finally, produce them on the assembly line. Plant facilities of a fair-sized manufacturing firm have been engaged for the last-named purpose.

Size and Shape A VDI spokesman said that he gets constant calls from large product manufacturers about the possibilities of their products being merchandised in venders. In most cases, there is a size or shape problem which rules out existing equip-

Charter Vending Firms

NEW YORK, June 4.-New vending machine firms were chartered, and others changed hands involving the Automatic Canteen recently in New York and Cleve- Company, which dealt with price

Newly chartered is World Wide Leaseholds, Ltd., of America, Inc., automatic vending machines; Meanwhile, Hollywood Brands, Nancy Cahelo, 295 Madison Avenue, New York City...

pany, Inc., Kings County, operating sions granted Canteen, none of vending machines, is assigned to them would have continued such Alfred A. Rosenberg, 66 Court prices to this retail firm. Street, Brooklyn, N. Y.

Newly incorporated in Cleve- "They would have been bomland, O., are Continental Dispenser barded by their wholesale custom- the same conditions." Company, H. L. Bassett, 2751 ers for equal terms that they would Building, Cleveland.

NEW YORK, June 4.-Vending product manufacturer to present search and engineering department drawing up plans for automatic merchandisers, and, after the plans are approved, for the factory to begin production.

> Another phase of the operation baking oven. will be a conversion service for

COLD BEER

Puerto Rican Firm Develops Brew Vender

MAYAGUEZ, Puerto Rico, June 4.—The Electro Calen Corporation here is manufacturing a vending machine which dispenses cold beer.

Real, a local company, is reported to have exclusive rights to use the machine in Puerto Rico, and the company claims it is making connance of Costa Rica and chairman tacts with breweries in the United

The machine, developed in the laboratories of the Electro Calen The PACB is currently supported firm, and produced in its Puerto

N. J. Venders To Hold Meet In Asbury Park

ASBURY PARK, N. J., June 4.-The newly formed Automatic Merchandising Association of New Jersey meets Saturday (11) in the Mandarin Room of the Berkeley-Carteret Hotel here.

Purpose of the meeting is to hear reports of nominating, finance and legislative committees. Officers will be elected and a permanent organization formed at the dinner meet.

Edward A. Murach, Suite 428, 24 Commerce Street, Newark, is

While the organization consists of operators of all type equipment, it was formed originally to combat the wave of anti-milk vending legislation current in the State.

Colma Increases Output Speed 100%

WORCESTER, Mass., June 4.-An increase in production-speed of 100 per cent has been achieved by Colma, Inc., cologne-spray machine manufacturers, thru the recent installation of a motorized conveyor system and an infra-red

Colma, Inc., which is currently operators. The operator will tell manufacturing six units (four for VDI what equipment he has, what women's rooms and two for men's), he wants it to vend, and, if possible, states that by now placing the VDI designs a conversion unit and units on the conveyor and passing makes the conversion. The firm them thru the oven for enamel plans to begin operations this baking, one machine a minute is being produced.

Candy Trade Exec Hits Secret Buying Deals

McMillan, executive secretary of possible. the National Candy Wholesalers' cently.

He said ". . . the viciousness of most discriminations is that they are secret and cited the recent case concessions granted the operator by manufacturers."

"We are convinced," he explained, "that if the manufacturer had been required by law, as proposed in H.R. 567, to tell other Public Service Vending Com- customers about the price conces-

"Equal Terms"

all their customers would have been had to make such demands public.

NEW YORK, June 4.-C. C. economically unsound if not im-

"The amounts sold to Canteen, Association, called for the elimina- even tho totaling millions, were tion of secret discounts and buying still a very smal' part of the volailowances in testimony before the ume accorded to the manufacturers The procedure would be for the Anti-Trust subcommittee of the by the thousands of wholesalers House Judiciary Committee re- and venders who were discriminated against."

> McMillan said that many of the proposals recommended by the Attorney General's National Committee to Study the anti-trust laws would weaken anti-trust regula-

He added that the spotlight of publicity would be a deterrent to Robinson-Patman Act violations and explained that "no matter what the conditions set down by the large buyer for the allowances received-whether they were differences in delivery, packaging, size, quality or other conditions-there would be plenty of competitive buyers ready to do business under

The manufacturer, continued The Tork Astronomical dial turns | Switches are equipped with low Claythorne Road, Cleveland, and have quickly abandoned the allow- McMillan, might hesitate to give machine illumination and signs on temperature oil so that accurate Gay-Lee Vending Company, Law- ances to Canteen, because to try to in to the demands of the large at sunset each day. As these times time and lighting control are as- rence Landskroner, 411 Citizens extend such terms and prices to buyer for special concessions if he

DAVY CROCKETT PIN BUTTONS

Four different designs

\$10.00

Send

receive 100 high quality filled

capsules.

National Sales Agents ACORN CHARM VENDOR parts and accessories

Contains our complete assortment . . or send 35¢ for regular sample kit of charms.

Penny King

Company

2538 Mission St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING last for rears. Perfect slug detection. Mechanism closes

when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$24.50 ea.

3 Col. Vendor \$32.50 ea.

Very Low Prices STAMP FOLDERS

1/3 With Order, Balance C.O.D.

Distributors of Advance Vending

1647 Bedford Ave., Brooklyn 25, N. Y.



GUMS LOW Factory Prices

BUBBLE . CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & Tab (short stick), 100 ct. ..38¢ box 5-Stick Gum, 100 packs\$1.90 F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant . Newark 4, N. J.



Red-Hot "Ball o' Fire" Bubble Gum! GRAFF VENDING COMPANY 2817 W. Davis St. Dallas, Texas

50 EACH YEAR

Reins Rate Of Expansion To Up Service

FANAMA CITY, Fla. June 4.-The vending operator must keep his rate of expansion within reasonable limits in order to provide continuous, efficient service to his

That's the lesson learned by the Seven-Up Bottling Company, which has set its vender placement appear on one half of the lid, and limit here at 50 venders a year. "In this area where we have a high trated on the other half. maintenance cost ratio to contend with, we have felt it wise to keep will be a mechanized baseball-bat our vending operation within safe limits," says J. W. Byrd, head of bracelet, and a three-piece basethe company.

"We have set up a maintenance program which calls for bringing picture lids, featuring movie, telein every vender a minimum of vision, and baseball stars. twice a year when it will be completely refinished before being placed back on location. Salt spray and highly corrosive humidity, mean that venders will require far more service than is usual in other parts of the country, and this cost, too, must be incorporated into the reasons for limitation."

With the doubling of population in the Panama City area during the past five years, and the establishment of new motel areas, service stations, community shopping centers and beach resorts, vending has increased by more than 1,000 per cent.

"We could easily over extend ourselves from a vending standpoint," Byrd explained, "However, we think it wisest to ration out the machines earefully because there are far more applicants for them Company here. than we are able to service efficiently.

Dr. Pepper Announces 14 **New Bottlers**

DALLAS, June 4.-The Dr. Pepper Company today announced the franchising of 14 new bottling plants in three foreign and 11 domestic territories. -

The franchised areas, with a total population of 2,000,000, are: Domestic-Denver; Tucson, Ariz.; Natchez, Miss.; Bradenton, Fla.; St. Joseph, Mo.; Farmington, N. M.; Emporia, Kan.; Tylertown, Miss.; Maryville, Mo.; Las Animas, Colo., and Charleston, W. Va.

Foreign — Chiengmai, Thailand; Tangier, Morocco, and Davao City, Philippine Islands.

"We expect to open another 15 or 20 Dr. Pepper plants in 1955," said President Leonard Green. He added that all plants would be operated by independent bottlers.

announcement by Green that Dr. Pepper would soon be on the market with 10 and 12-ounce bottles in addition to the firm's standard 6½-ounce size.

The 10-ounce bottle has already been approved for marketing in 37

"The demand for bigger packaging in regular deposit bottles is being felt thruout the soft drink Davidoff says the dolly has cut industry," Green said. "We intend the service time in the downtown to meet this demand."

The first cities to receive the 10-ounce bottle will be Denver: Wichita, Kan.; Corpus Christi, Tex.; Santa Fe, N. M., and Tucson, Ariz.

CHIRCH REPORT REPORT FOR PROPERTY

Ad No. 6 of a series YOU'RE GOING TO SEE OUR FULL LINE OF CHARMS

at the N.A.B.V. CONVENTION Hotel Hilton, Chicago, III. Fri. to Sun.—July 15 to 17, 1955 CHARMS, GIMMICKS, CAPSULES GALORE. SEE EPPY FIRST.

SAMUEL EPPY & CO., INC. Jameica. FIRST & LARGEST CHARM MANUFACTURER

HINDRINGH HER ROLL HER HINDRINGH HINDRING

Admen of every kind Endorse The Billboard as a

TOP SELLING FORCE

Dixie Cup Bows **Premium Program**

EASTON, Pa., June 4.-The Dixie Cup Company today announced a premium promotion plan soon to appear on ice cream Dixie cup lids.

The new "Premium Lids," which were developed after research indicated a strong interest in premiums by children, will offer a variety of items thru redeeming the lids along with a nominal sum.

There will be no price increase to the franchised ice cream manufacturer for the lids, which will be available in several sizes.

The manufacturer's name, address, flavor, and related copy will the various premiums will be illus-

Included in the premiums offered pencil, a camera, an identification ball outfit.

'HOME MADE'

Service Dolly **Cuts Traffic Problem in Half**

DENVER, June 4. - A small "home-made" service dolly has all but eliminated the usual lost time resulting from routine service calls made in congested downtown traffic areas by the Ace Cigarette

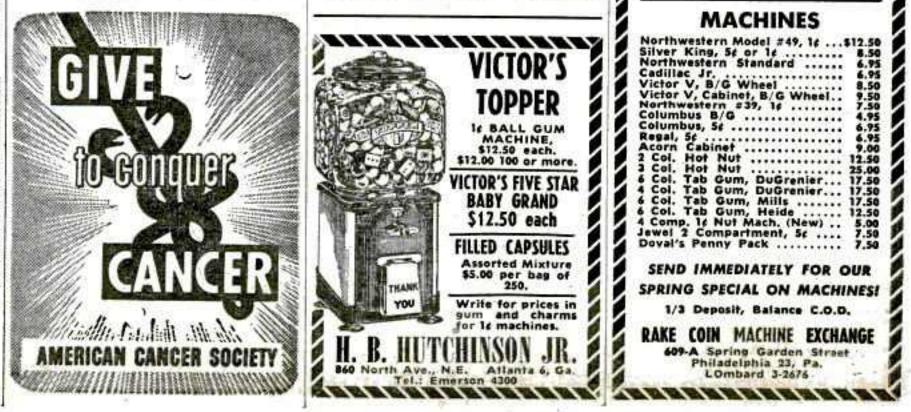
About 18 months ago, Lou Davidoff, head of the firm noticed that it took a serviceman longer to park his truck in the downtown area than it did to count the receipts, refill the machine and put his books in order. He decided that the only way to beat the traffic problem was to avoid it.

He figured that if a serviceman could move around the traffic. without waiting in an alley truck line, he'd have the problem licked. His first thought was to buy a dolly, but soon discovered that he could find nothing to fit his exact

To solve the problem, Davidoff turned to building one himself. He constructed a dolly consisting of a small frame mounted on two 6-inch rubber-tired wheels. He fashioned the handle so that a serviceman could push it easily from an upright position.

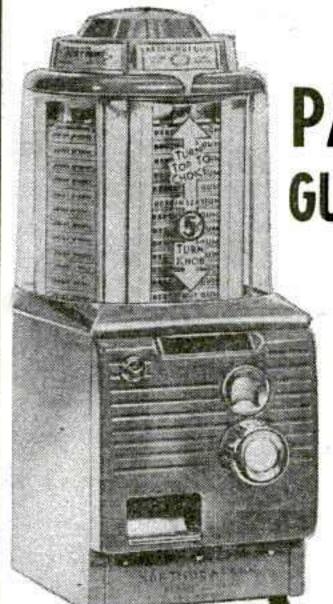
On the upper surface of the frame, he installed a row of cigarette chutes, constructed of lightweight aluminum, similar to those used in most of his machines. A This follows on the heels of an strap across the front secures the chutes in place. Each can be removed by simple catch at the

Also added to the dolly was a stainless steel container for polishing cloths, detergents and other small items. The finished product served the purpose: It weighs less than 20 pounds and is easily lifted from the truck by a serviceman. Davidoff says the dolly has cut area in half.



LOOKING FOR FAST MONEY?

WHY NOT TRY THE NEW ...



Northwestern ®

PACKAGE **GUM VENDER**

That's all you have to do-just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

You can try it at no risk on our 30-day trial basis.

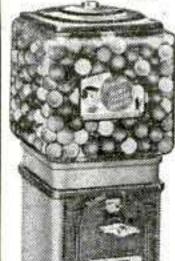
WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION

2458 EAST ARMSTRONG STREET

MORRIS, ILLINOIS

1c TOPPER DELUXE for 100-Count Ballgum-Capacity 750



Sample order: 1 Machine & 2500 Balls of Gum ...\$22,00 Time Payment

12 machines or Less than 25 cases, \$58.00

able in lots of

per case of 4. 25 or more

per case of 4. 100 count Ball Gum 30¢ lb. 25 lb. cartons freight paid on 200 lbs. or

cases, \$56.00

ROY TORR LANSDOWNE, PA.

In Philadelphia

or Anywhere

FILLED

CAPSULES

Immediate Delivery

Write for Lowest Prices

VICTOR'S

5c Baby Grand Deluxe

CAPSULE

VENDOR

Immediate Delivery

VEEDCO SALES CO.

MACHINE, \$12.50 each.

\$12.00 100 or more

VICTOR'S FIVE STAR

BABY GRAND

\$12.50 each

FILLED CAPSULES

Assorted Mixture

\$5.00 per bag of 250,

Write for prices in

gum and charms for 1¢ machines.

2124 Market St., Philadelphia 3,

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb. \$12. columbus 14 Bul Silver King 1¢ B.G. or Mdse. Silver King 5¢

MERCHANDISE & SUPPLIES Pistachio Nuts, Jumbo Queen\$.56 Pistachio Nuts, Vendor's Mix Pistachio Nuts, Sheik Cashew Whole
Cashew Butts
Peanuts, Jumbo Spanish Mixed Nuts
Almonds, 480 ct., 5 lbs.
Tabby-Lets Chiclets, 520 ct. Rainbow Peanuts
Rainbow Peanuts
Boston Baked Beans
Jelly Beans
Licorice Gems
Leaflets (similar to M & M), 550 ct.
Assorted Fruit Charms, 100 ct.

Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound \$.28 100 ct. \$.47

1/3 Deposit, Balance C.O.D.
See Us at the NABV Convention,
Conrad Hilton Hotel, Chicago, III.,
Friday to Supday, July 15-17.

NORTHWESTERN SALES AND SERVICE CO

MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOngacre 4 6467

ATTENTION, OPERATORS! CHECK THESE SPECIAL OFFERS

lb. can Almonds with every 5 nut machines. lbs. Ball Gum with every 4 Balt Gum machines.

Boxes Adams Gum with every Tab Gum machine.

MACHINES

Northwestern Model #49, 1c ...\$12.50 Silver King, 5¢ or 1¢ Northwestern Standard Cadillac Jr.
Victor V, B/G Wheel
Victor V, Cabinot, B/G Wheel
Northwestern #39, 16
Columbus B/G
Columbus, 5¢ Tab Gum, DuGrenier... 17.50 Tab Gum, DuGrenier... 17.50 4 Col. Tab Gum, DuGrenier... 17.50 6 Col. Tab Gum, Mills 17.50 6 Col. Tab Gum, Heide 12.50 4 Comp. 1¢ Nut Mach. (New) 5.00 Jewel 2 Compartment, 5¢ 7.50 Doval's Penny Pack

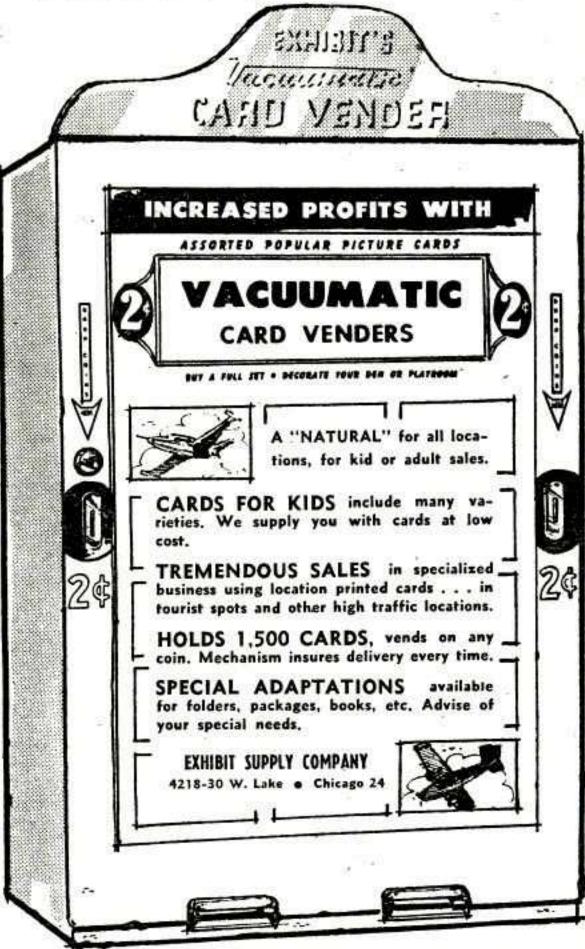
Doval's Penny Pack SEND IMMEDIATELY FOR OUR SPRING SPECIAL ON MACHINES!

1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE 609-A Spring Garden Street Philadelphia 23, Pa.

Fool-Proof! Profit-Packed! Multi-Purpose Vender!

VENDING MACHINES



CIGARETTE, CANDY and DRINK MACHINES!

ROWE CIGARETTE VENDORS

Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢ 160.00 President, 8 Cols., 340 Cap., Vends 25¢ & 30¢ 135.00 DuGRENIER MODEL W, 9 COLS., 270 CAP. 95.00

UNEEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap. \$ 75.00

8 Cols.

ROWE CANDY MERCHANT with changemaker,

7 Cols., 158 Cap.

CANDY

\$165.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model S 52.50

Stoner Candy, Prewar, 160 Cap. 135.00 National Model 918, 162 Cap. 115.00

WE ARE DISTRIBUTORS FOR ICE CREAM-SODA-COFFEE MACHINES, BOTH NEW & RECONDITIONED WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed Trade Prices 1/3 Deposit, Balance C.O.D.

Uneeda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" 250 Meserole Street . Brooklyn 6, N. Y. . HEgeman 3-6295



UNEEDA MODEL A

VEND—PUBLISHED BY THE BILLBOARD MONTHLY FEATURES

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece-when you subscribe to Vend-the magazine of automatic merchandising! Fill in-tear-out-mail today!

Candy Gum & Beverages Tobacco **New Products** Industry News Market Place Articles Editorials

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio Yes-Please sign me up for Vend for □ 1 year at \$4. □ 2 years at \$6. □ 3 years at \$7.50 (Foreign rate, one year, \$8)

762 Name Address City State Zone . . . State Occupation

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Canned Milk

Continued from page 76

on-the-premises consumption, refrigerated venders, such as the ones currently being made by Central Tool, or the old Juice Bar, would be required.

The 8-ounce can would cost the operator \$3.92 for a case of 48 for white milk and \$4 a case for chocolate milk. This would just about rule out a 10-cent vend, as the cost would be more than 8 cents a can to the operator. On a 15-cent vend, tho, it would leave a good profit margin.

Lane feels that Farm Fresh can price a 6-ounce can so that the operator can vend for 10 cents and have enough of a margin.

Ad Program

Farm Fresh plans to win general consumer acceptance on a national scale thru regular retail channels. The product i currently being distributed in 12 States in the East and Midwest, with a national consumer advertising campaign in newspapers, magazines, radio and television scheduled to get under way this summer.

The milk retails for 29 cents, about 5 cents more than most store prices and a couple of cents higher than home delivery. But Lane feels that because it can be stored indefinitely, and waste is eliminated, the price is actually no higher than bottled or carton milk.

Lane will peg his sales message to vending operators on the fact that canned milk involves no waste, that dating requirementsessential for bottled and carton milk-may be forgotten when canned milk is used, and that if the refrigeration unit fails to function, no damage is done to the ingredients.

Farm Fresh currently produces about 18,000 quarts a day at its McMinnville, Tenn., plant, but Lane said that plans call for canneries in all sections of the country -much as national bottlers have plants in all metropolitan areaswith milk bought locally.

A new Jersey plant with a daily capacity of 36,000 quarts is expected to be ready in October.

Lane said that he would try to develop the vending program simultaneously with the retail program, rather than wait for full consumer acceptance before hitting the automatic merchandising market. The only thing he's waiting for is the machines.



TOPPER Case of 4. \$50 DAVY CROCKETT RING! \$13.75 M n Capsules,

VICTOR

STANDARD

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list,

Pioneer Vending Service 590 Albany Ave., Brooklyn 3, N. Y.

DAVY CROCKETT BLOCKS



 Made especially for the Davy Crockett craze that is sweeping the country. • 10 different designs in 10 differ-

ent colors. Davy Crockett picture on all blocks. Can be used on a Key Chain or Charm Bracelet. Good for both Gum & Capsule Vendors.

Price \$10.00 per M M. J. ABELSON Pittsburgh, Pa.

Atlantic 1-6478

ACT FAST!

55 Watting Fortunes

B. Maitlin Enterprises 20 Parkhurst St. Newark, N. J. Bigelow 8-7289

VICTOR

VENDING

CORP.

5-STAR BABY GRAND

Vending Capsuled Items

The Most Fabulously Profitable Deal Ever Made Available to the Trade

5-STAR BABY GRAND filled with VICTOR'S high-quality merchandise will bring your customers back time after time. Your potential repeat business is almost un-

10c 5-STAR BABY GRAND FOR VENDING QUALITY MDSE. Packed and sold 4 to the case.

Less than 25 cases ...\$50.00 per case per machine -> 25 cases or more 48.00 per case SEE YOUR NEAREST VICTOR DISTRIBUTOR

5701-13 W. Grand Avenue

Chicago 39, Illinois



FACTORY DESIGNED— FACTORY BUILT CONVERSIONS TO MEET NEW CIGARETTE PRICES!

MANUFACTURING CO., INC.

"(ERRERERERERERERERERERE)"

We have perfected conversions for all Du Grenier models starting with the "S" to permit 25c or 30c operation. All these models can be converted to vend at two prices simultaneously.

WRITE FOR COMPLETE DETAILS AND PRICES. ADV:SE MODELS YOU WISH TO CONVERT.



TELL IT IN THE BILLBOARD'S NABV CONVENTION ISSUE

There is only one low-cost way of reaching distributors and operators as well as manufacturers and distributors of supplies for the vending industry.

And that one low-cost way is to "tell your story" in the big NABV CONVENTION ISSUE of The Billboard dated July 16.

3-WAY COVERAGE

You'll get 3-way coverage of your scattered vending machine audience in this information-packed issue that promises to be the most complete report of the Vending Machine Industry which The Billboard has ever published.

FIRST, your message will reach your audience at home, in the shop or office before they leave for the convention.

SECOND, your message will be read at the convention. Special free distribution of the NABV CONVENTION ISSUE of The Billboard will be made from The Billboard booth.

THIRD, your message will be read by some 70% of your vending machine audience who are unable to attend the convention in person.

WRITE, WIRE OR CALL ONE OF THE BILLBOARD OFFICES LISTED BELOW AND RESERVE ADVERTIS-ING SPACE TODAY.

Chicago 1, III. 188 W. Randolph St. CE 6-8761

Dick Ford

Jack Sloan

New York 36, N. Y. 1564 Broadway PLaza 7-2800 Ron Carpenter Martin Toohey

Hollywood 28, Calif. 6000 Sunset Blvd. HOllywood 9-5831 George Kelley

DEADLINE JULY 7. NABV ISSUE

ADVERTISING

DATED JULY 16

IMPORTANT MEMO

TO ALL VENDING MACHINE MANUFACTURERS, DISTRIBUTORS AND OPERATORS - AS WELL AS MANUFACTURERS AND DISTRIBUTORS OF SUPPLIES.

NATIONAL ASSOCIATION BULK VENDORS CONVENTION

"PAGEANT OF VENDING"

- THE DATE: July 15 thru July 17.
- THE PLACE: Conrad Hilton Hotel in Chicago.
- ALL MANUFACTURERS Here's your golden opportunity to exhibit your machines, parts and supplies to distributors and operators from all sections of the U.S.A. and Canada.
- ALL DISTRIBUTORS AND OPERATORS

Here's your once-in-a-year chance to see the newest in Vending Equipment, Supplies, etc — all under one roof. Plan to attend this information-packed 3-day session.

- OF SPECIAL INTEREST TO ALL will be daily meetings, panel discussions, clinics, legal seminars, etc. All sessions conducted by a well-known representative(s) associated with the Vending Machine
- RESERVE EXHIBIT SPACE TODAY! Write, wire complete information. Contact N.A.B.V., 33 No. LaSalle St., Chicago, Ill.





DAVY CROCKETT PICTURE BUTTONS

\$8.75 per 1,000 f.o.b. Jamaica, N. Y. Or: At Your Distributor. Immediate Delivery.

FREE DAVY CROCKETT LABELS 20 ADVERTISING LABELS

> with each 1,000 ordered. It Pays to Advertise.





Assorted Colors and Subjects.

SAMUEL EPPY & CO., INC. 11-15 144th Place

World's First and Largest Charm Manufacturer



VICTOR'S TOPPER 1¢ Ball Gum Machine. \$12.50 each. 12.00-100 or VICTOR'S FIVE STAR

BABY GRAND \$12.50 each

Write today for FREE Price Lists on other Victor products, Lib-eral allowance on trade-ins.

GARDNER & LOSE 2611 Male Ave. Louisville 11, Ky. EM 6-6838



BEST GRADE for **VENDORS**

4 STAR JUMBOS

Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural.

DELICIOUSLY ROASTED and SALTED.

Packed 5-Lb, Moisture - Proof Bags. 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons.

Insist on ZALOOM BRAND

for the finest quality.



Write us for the name of our nearest distributor it not obtainable from your present

JOS. A. ZALOOM & CO., INC. America's Original Masters in Roasting and Salting of Pistachio Nuts

New York 13, N. Y. 8 Jay Street BEekman 3-7646



2137 Fifth Avenue Pittsburgh 19, Pa.

Cigarette Slump Checked

· Continued from page 76

Gold and Kent), American Tobacco | market, estimated to run under Company (Lucky Strike, Pall Mall half of total sales this year. and Herbert Tareyton), R. J. Reynolds Tobacco Company (Camel and Winston) and Liggett-Myers fight the sales slides of the past (Chesterfield), all show increases this year.

Morris both opened new plants in the last year. P. Lorillard is building a large new factory in Greensboro, N. C., while Liggett & Myers has purchased expansion area of 3,000 acres.

The increase of filter tip cigarette smoking-expected to ac-count for over 20 per cent of the market before the year ends, compared to less than 2 per cent in 1952-is an indication that smokers have not entirely forgotten the cancer problem.

Brown & Williamson Tobacco Corporation, for instance, have seen their Viceroy brand filter tip climb from below the top 20 brands in Lorillard Ups 3 1952 to No. 7 on the cig parade today.

Other filters, including R. J. Reynolds' Winstons and Philip Morris' Marlboro, have also skyrocketed.

King-size cigarettes, including filter tips, are similarly on the upswing. Pall Mall (without filter) has been racing with Chesterfield for No. 3 spot in cigarette sales behind the regular-sized Camel and Lucky Strike brands. King-sizers have captured 30 per cent of the market this year, with the conventional cigarette accounting for an increasingly smaller share of the

DAVY CROCKETT

(U.S. T.M. Reg. Pend.)

Assorted styles
 Vends in all machines

A TERRIFIC 10¢ VALUE!

Copper inlay......\$13.75 M Nickel inlay...... 14.00 M Simulated gold inlay... 14.25 M

Complete line of authentic Davy

Crockett Charms.

IT'S HOT-ORDER TODAY!

WRITE-WIRE-PHONE

55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

KING SIZE

VICTOR'S NEW

"KING SIZE" 1c

BALL GUM AND

CHARM VENDE

TAKES IN \$19.0

Large glase globe give: merchandisc

"all round dis play." Will vend 140, 170 and 210-count

ball gum and

charms, 5¢ Capsule Model

holds 250 cap-

sules, 5¢ Rock-

et Charm Mod-el holds 600

le Ball o' Fire Gum Model holds 750 balls

100-ct gum. All

models same price, packed and sold 4 to

\$58.00

Per Carton

the carton.

CO.inc.

ALSO IN PRODUCTION:

The industry has stepped up its sales and :dvertising campaigns to years, with the great majority of cigarette manufacturers spending American Tobacco and Philip more on national advertising.

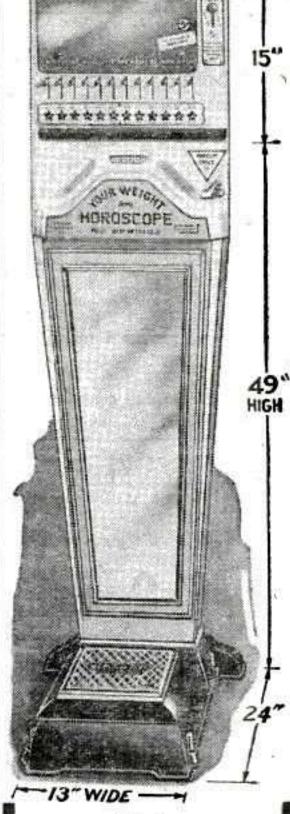
> R. J. Reynolds' national ad outlay last year rose to \$16.7 million, an 11 per cent jump from 1952; American Tobacco's spending reached \$15 million, up to 16 per cent in two years. Liggett & Myers will soon fanfare an outlay of \$2.5 million on special electronic equipment with the ensuing publicity expected to boost Chesterfield sales.

Hard-boiled advertisers, the cigarette makers now more than ever are determined to get resutls with each dollar spent.

CHICAGO, June 4.-Three promotions in the sales division were announced by the P. Lorillard Company. Charles William Kroog has been promoted to division manager at Little Rock. Kroog previously was assistant division manager at Newark, N. J. Salesman James Joseph Doherty will occupy Kroog's place at Newark. Salesman Charles Murray Stewart was promoted to assistant division manager at Cleveland.







HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00

DOWN

BALANCE \$10.00 PER MONTH

WATLING MFG. CO. 4650 W. Fulton St. Chicago 44, III.

Est. 1889
Telephone: Columbus 1-2772
Cable Address:
WATLINGITE, Chicago

CLOSE OUT

110 12-Column Cigarette Vending Machines. Must sell. Priced below cost. Will sell all or any part of stock. All new machines. For information write

EDDIE COPPOLA 934 6th Ave. Des Moines, lowa. (Phone: 4-3245 before 5.00 P.M. or 4-5086 after 5:00 P.M.)



EXCLUSIVE DISTRIBUTORS WANTED Ideal vendor for easy

sales to those seeking investment oppor-

A well-built 10¢ vendor dispensing an exclusive SMOKEHOUSE COCKTAIL ALMOND. This machine mounted on our attractive and unique POLISHED FLOOR STAND stimulates impulse buying. Close FACTORY SUP-PORT and a strong factual SELLING KIT, plus a FINE MA-CHINE, offer a rare opportunity to organi-



Write fully, giving experience, references to

AMERICAN PRODUCTS CORP. P. O. Box 2749
Cleveland 11, Ohio



MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today. Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$10.



(Foreign rate, one year, \$20) Name Address Occupation

SPECIAL

BIRMINGHAM VENDING CO.

540 Second Ave., N. Birmingham 4, Ala.

Like a bargain? Well, you'll like these just like we did when we were able to arrange some mighty good buys on the following. Order now—our stock won't last long at these prices!

COWBOY HEADS, hand-painted...\$6.75 M INDIAN HEADS, hand-painted . . . 6.75 M MOUSE, with wheels, rubber tail. 1.25 Gr. AUTOS, with wheels, colorful . . . 1.50 Gr. KNIVES, 11/2", pearl-handled,

finest grade available 3.75 Gr. WRIST WATCHES, moving hands, elastic band, good for capsules. 2.75 Gr.

PREPAID SHIPMENT—FREE SAMPLES ON YOUR INQUIRY, WRITE OHIO GUM SUPPLY CORP. WICKLIFFE, OHIO

New Backg'd Music Firm Bows Disk Unit

Model Features Restacking Mechanism Used by Ristaucrat; Quote \$375 Price

Comax, Inc., a newcomer in the box, Model CM 55, was liquidated. field of background music, has introduced a new low-priced continuous record unit. It features the Ristaucrat record restacking mechanism.

At the same time, Ristaucrat, Inc., long time manufacturer of counter model juke boxes and

TEST PROVEN

Location Plans Aid Op Build Music Route

BLYTHEVILLE, Ark., June 4. -Conducting a regular survey of future plans with owners of small coffee shops and restaurants is an effective method of obtaining new juke box locations, according to Bruce McLaine, operator here.

McLaine put his theory into practice long ago, adopting a plan which called for frequent visits to small locations. Altho a location might be too small to accommodate a juke box at the time of the call, McLaine points out, there's a good chance that the spot will expand at a later date and then need a phonograph.

tages of a juke box to increase the juke box industry. Mistakenly, profits and customer good will, some operators feel that a written and offers other suggestions.

top-notch locations which might spelling out every obligation and have otherwise gone to his competitors.

FEB. PHONO **EXPORTS HIT** \$1,312,829

CHICAGO, June 4.-U. S. automatic phonograph exports hit \$1,312,829 during February, an increase of over 62 per cent over the corresponding period last year when dollar volume hit \$809,999, and an increase of 122 per cent compared to the \$589,334 mark recorded in February, 1953.

Western Germany topped the list of foreign purchasers, accounting for 702 machines, valued at \$405,823. Venezuela ranked second with 209 machines, valued at \$170,557; Belgium third with 309 machines at \$141,909, and Netherlands, the only other country to hit the six-figure bracket, was fourth with 1,835 units at \$115,936. (See chart on General Coin Machines page for complete breakdown by countries.)

HOPKINS, Minn., June 4.- more recently of a standard juke

Joe Conen, formerly manager of Ristaucrat, Inc., is president of the new firm. Ed Marhainey is vicepresident and R. C. Jones is sales manager.

Retail price of the new Comax unit has been listed at \$375. The record mechanism holds 25 disks, plays both sides and is geared for 45 r.p.m. disks exclusively.

Called the Comax M 405, the unit comes in metal cabinet 42 inches high, 17 inches wide and 14 inches deep. Shipping weight is approximately 125 pounds. Amplifier is included in quoted price.

Jones, sales manager of the firm, said that the unit would be sold thru distributors. He said that the firm expected to have about 30 distributors appointed by July 1.

Sales target for the new model, (Continued on page 82)

JUKE BOX OPS SET PACE IN URANIUM TOWN

GRAND JUNCTION, Colo., June 4.-Uranium has started the wheels of expansion in Grand Junction, with the juke box business setting the pace.

Spectacular uranium strikes have brought people from all over the world to this territory. The population here has increased four-fold, from 5,000 to 20,000 in less than a year. New stores, buildings, restaurants and taverns have opened up practically over night.

But the most remarkable expansion has been in the juke box business. Less than a year ago there were approximately 100 phonographs in and around the city. Today there are well over 700 and over a dozen operating companies.

Some operators, formerly servicing a few locations in this area, have moved their entire headquarters to Grand Junction. New operators have come from as far away as Denver, Walsenburg and Trinidad.

Juke Mfrs. Support On Dime Play 100%

manufacturers announced that all ing studied. production would be geared exclusively for dime play; two-nickel play, set at the factory, began appearing on the showroom floors; letters and decals promoting dime with operators followed. Bill Fitz play began flooding distributor of- Gerald, advertising and sales man fices, and special attention was made to programming extended last week that new decals had bee play disks on juke boxes as a wedge to dime play.

First to make the switch to exclusive dime play was AMI, Inc. John Haddock, president of the firm, announced AMI's intention during the Music Operators of America convention last March. "D"-day v as set for April 11.

Wurlitzer followed, announcing that all phonograph equipment shipped from the factory would be set for straight dime play as of May 1.

Seeburg began shipping equipment set to play tunes for two-

CHICAGO, June 4.—Interest and | nickel, dime and three for 25 cent activity in dime play among juke Rock-Ola announced that a pre box manufacturers is at a new high. posai to adopt straight dime pla Within the last few months, two on all factory production was be

> Following the changeover straight dime play at AMI, letter to distributors urging them to tal over the advantages of dime pla ager of the firm, announced ju prepared for all AMI equipmen The decals, he said, announce both dime play and extended pla records.

Wurlitzer, which promoted en tended play disks as a means to a complish dime during its showing of the Model 1800, also kept di tributors busy on promoting 16 cent play. To add further en phasis and weight to the dim move, the factory sent distributor a list of selected EP disks put ou by RCA Victor, Columbia, Capito M-G-M and others, giving th prices and album numbers. Th plant also made available to opera tors and distributors extended pla classification slips, banners an dome cards.

(Continued on page 8:

Written Contracts Blueprint Operator, Location Obligations

By JIM WICKMAN

CHICAGO, June 4.-What conhave to be complicated to be effective? Who does it protect?

These and other questions invariably arise in the discussion of McLaine points out the advan- the use of written agreements in contract must be drawn up by a As a result, he has obtained 13 lawyer, that it must be detailedduty of each party concerned to insure protection against loss of a location to a competitor.

> Actually, a signed receipt for a phonograph constitutes a written contract. It does not need to state anything about service or obligations, nor does it need to set down the percentage arrangement of collections.

Ownership Proof

it necessary to prove that a particular machine in a location belonged to him and not to the location Net Sales Up to him and not to the location owner appreciates the advantages of the written word in contrast to At Rock-Ola the verbal agreement.

There are a variety of contracts being used by operators. They range from the simple ownership contract to the well-written detailed type contract. (See sample contracts on Page 84.)

A well-written contract spells out the obligations of both the opcrator and the location owner.

The detailed contract eliminates misunderstandings between operators and their locations. Early commission arrangements can be settled at a later date by simply referring to the signed docu-

stitutes a written contract? Does it point the responsibilities of both parties. The operator agrees: parties. The contract will specify will list the responsibilities of the location owner-such as notifying prospective purchasers of his business that the contract must be assumed by new owners.

THIRD IN A SERIES

This is the third article in a series dealing with written contracts and written agreements between music operators and their locations.

The greatest percentage of the contracts used by operators today take the form of a lease, and the majority of them actually use the language of a lease.

Any operator who has ever found '54 Earnings,

CHICAGO, June 4.-The Rock-Ola Manufacturing Corporation announced this week that net sales for the 1954 fiscal year, ended February 28, were \$4,810,924, an increase of \$49,784 compared to 1953's total of \$4,761,240.

Net earnings during the same period were reported to be \$508,-495, an increase of over 47 per cent compared to \$344,566 for

Comomn stock earnings were 20 cents, a 4-cent increase over last year's 16-cent dividend.

T&L Distr. to Hold Op Service School In Cincy June 20

CINCINNATI, June 4. - T&L Distributing Company, local Wurlitzer outlet for Southern Ohio, Northern Kentucky and Eastern Indiana, plans to hold a service school in its Cincinnati office for operators and their mechanics during the week of June 20.

Reed Whipple, Wurlitzer factory engineer; Bob Fogle, head of T&L's phono service department, and Ed Hodges, the firm's field representative, will be on hand to explain proper care and maintenance of the new Wurlitzer Model 1800 phonograph, All interested operators are invited to attend the school.

A good contract, regardless of Basically, the written contract how detailed it may be, will pin- sets forth the promises of both

1. To install at his expense an the type of service that a location automatic phonograph and auxiliowner can expect, and the oper- ary equipment (contracts generally ator will be benefited because it provide ample space to list all equipment to be installed).

2. To keep the equipment in. good working order.

3. To supply the phonograph with records, except that the operator may not be required to furnish any which may be objectionable delphia, will meet at the Bungalov from a religious, moral or nationality standpoint, or which are not permitted to be broadcast over radio or television.

4. To pay for fire and other insurance on said equipment.

Location Agrees

The location owner agrees: 1. To allow the operator to install the equipment on his prem-

To keep the aisles or pathways to said equipment clear so as not to interfere with the accessibility of the equipment by patrons.

3. To furnish at his expense all electrical power required to operate said phonograph.

4. To lease said equipment for a period of three years. (Editor's to talk over various industry prob Note: Contracts or leases are drawn | lems. up for one, two or three years, depending upon the individual opera- bylaws for the new organization tor and the territory in which the during the next meeting. A tents transaction is taking place).

(Continued on page 84) erators' Association.

10c Play Move Sparks New Op Assn. in Pa.

NORRISTOWN, Pa., June 4. Approximately 25 music operator from Montgomery and Cheste counties, plus a few from Phila Inn here next Wednesday evening in an effort to organize an operato association.

J. J. Smith Jr., local operator along with Bob Miller, head of Bob's Amusement Company, Phila delphia, were appointed temporar chairmen of the proposed organiza tion at a meeting held here tw weeks ago.

Sparking the association is th current trend to dime play. Smit said that operators, altho talking of going to dime play for som time, had always postponed con versions because they were not sur of what other operators in the are thought of the move. The purpos of the organization, Smith declared is to give operators the opportunit

Operators are expected to draft tive name for the group is th 5. To promptly notify the oper- Montgomery-Chester County Op

MUSIC THIS WEEK

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events scheduled in your area.

June 5-9-National Confectioners' Association, annual convention, Conrad Hilton Hotel, Chicago.

June 9-New York State Operators' Guild, Inc., annual banquet, Conrad Hotel, Kiamesha Lake, N. Y. June 11-12-Nebraska Automatic Phonograph Operators' Association, Inc., quarterly meeting, Paddock Hotel, Beatrice.

June 13—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa. June 14-Summit County Music Operators' Association,

monthly meeting, Mayflower Hotel, Akron. June 15-Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

June 15-United Jewish Appeal, annual banquet, Sheraton-Astor Hotel, New York. June 18-19—National Automatic Merchandising Association

regional meeting, Regions X, XI, XII, Ambassador Hotel, Los Angeles. June 20-Westchester Operators' Guild, Inc., monthly

meeting, American Legion Hall, White Plains, N. Y. June 19-20-South Dakota Phonograph Operators' Association, quarterly meeting, Pierre.

July 15-17-National Association of Bulk Vendors, annual convention, Conrad Hilton Hotel, Chicago.

TO RESUME MONDAY (6) CHICAGO, June 4.—The federal grand jury investigation of alleged anti-trust activities in the juke box industry will con-

Detroit, Oakland, Calif.; Rockford, Ill., and Peoria, Ill.

U. S. ANTI-TRUST PROBE

tinue next Monday, when eight additional operators and distributors from all parts of the country will be called to appear. The jury probe is an outgrowth of an investigation into alleged charges of monopolistic practices, restraint of trade and

price fixing in the industry. According to Earl A. Jinkinson, local anti-trust division chief, approximately 60 firms will have appeared before the grand jury by Monday evening (6). Jinkinson said that subpoenaes have already been issued in over 10 major cities thruout the country. Included in this list were Milwaukee, St. Louis, Kansas City, Mo.; Cleveland, Youngstown, O.; Minneapolis,

Monday's session will mark the sixth jury hearing held since the investigation opened here May 4. In addition to operators and distributors, five juke box manufacturers were also subpoenaed-AMI, H. C. Évans, Rock-Ola, Seeburg and Wurlitzer.







One Gal Gets the Glance!

When you're at the beach this summer, make a note to take a look at the attractive ladies in their bathing attire. At first glance one of them will catch your eye, hold your attention.

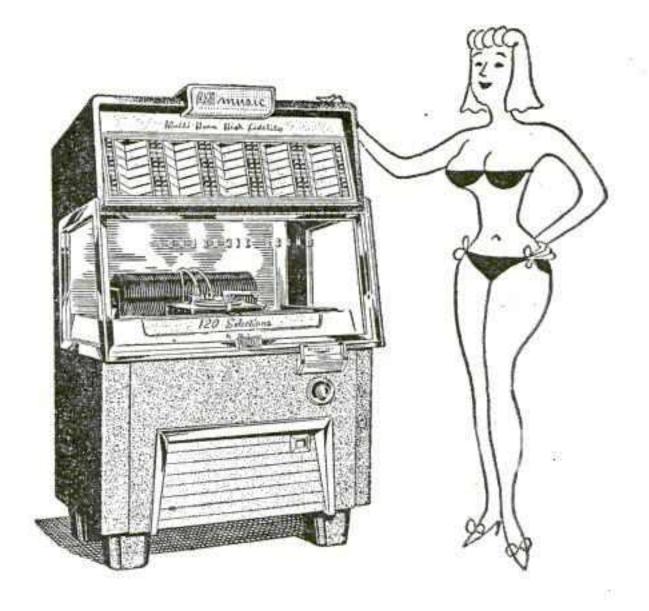
The one that's different!

There's no air of sameness, no uniformity, about her. She

stands out, distinctive from the rest. Her modern dress reveals the beauty of trim lines. Lines that excite by their very differ; ence from the ordinary.

Watch! Plenty of others will also be looking.

In Juke Boxes, Too, It's the Difference That Stands Out.,



Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW.



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.1. England—building the BAL-AMI Juke Box

Convert Your SEEBURG M100-A to 45 RPM and PAY FOR **CONVERSION OUT** OF RECORD SAVINGS!

MUSIC MACHINES



on your See-burg Mi00-A's, 45 rpm records are cheaper last longer . . . takes less storage space . . give better reproduc-tion . AND gets you into 10e play thru You can install-it-yourself . . . kit complete . . . no special tools needed . . . takes only one hour.

Upgrade your locations — buy good used Seeburg M100-A's and modernize with a Nelson Kit. ➤ For Complete Details Clip



MODEL 1448

Worth More When You Buy It **Worth More** When You Trade It

COINMEN YOU KNOW

New York

Communications to: Aaron Sternfield PLaza 7-2800

N. Y. Music Routes Change Hands . . .

Mac Pollay, Casino Music, bought John Pezza's John's Music route, and Mrs. Louis Kniskern sold her Pan-American music route.

Eli Gassner, Servwell Music, is out of the hospital, where he had been under observation for a heart condition. The daughter of John Benfari got married this week.

Mrs. William Gaudio, wife of the Local 1690 employee, gave birth to a son recently. Joe Cristafaro, Riverhead operator, was at the Indianapolis Speedway for the annual auto racing classic.

Hank Peteet, Wurlitzer factory engineer, visited Abe Lipsky and Joe Young at Young Distributing this week. Bob Slifer, Seacoast Distributors, spoke at the Garden State Operators' Association at Matawan, N. J., Thursday (2).

Chicago

Communications to: Ken Knauf CEntral 6-8761

United Awards Cup At International Races . . .

United Manufacturing Company, representing the city of Chicago, 6th annual International Tug Boat Races at Detroit, Saturday (11).

Some na.f-million people attended area. the races last year, the meet bringing together tug racers from many

Chester Biezad, J. H. Keeney & Company engineer, is recovering from an appendectomy performed last week. Paul Huebsch, general sales manager, is getting ready for production of a new gun game at the Keeney plant.

Ted Rubenstein, Marvel Manufacturing Company, reports a speed-up in production and deliveries on the Sparkler shuffle conversion unit. Production on the 1,400 has also been added. A recade manager at Riverview Amuse- | Phoenix, Ariz. ment Park, was Albert Gibbney, Westmont, Ill., who has designed a number of new carnival units suitable for coin-operation at Ar-

Clayt Nemeroff, Monarch Coin Machines, reports getting repeat orders for the Royal and Chief shuffle conversions handled by the firm. A new feature on Imperial and Leader shuffle game conversions installed by Monarch is to be announced shortly.

is one of the cup donors for the facturing Company were Lou pany, Rockford, Ill., and Charley Henry Nelson, of Henry Nelson Merrick, Rockford operator. United Distributing Company, United distributor in Detroit, will offer the scheduled to hit Jacksonville cup for the company. Presenta- Fla.; Atlanta, and Columbia, S. C., tion will be made by Preston Fos- while Al Thoelke was reported

ter, movie and TV personality. | heading for the Portland, Ore.,

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, is "tied down to his desk" with the amusement game activity at the plant. Avron Gensburg, vice-president, is hiring added help to get caught up on

Sam Lewis and Frank Mencuri, Exhibit Supply, have finally dropped the secret they have been safeguarding for sometime: A new gun game, Treasure Cove Shooting Gallery, is on the way to produc-

Earl Kies, general manager of Flasher, a new conversion unit, was recently begun. A new plastic recelebrate his 25th wedding anniplacement part for the Wurlitzer versary. With his wife and daughter, who will be graduating from cent visitor with Herb Tekip, Ar- high school, Kies plans a trip to

Milwaukee

Communications to: Benn Ollman UPtown 3-6018

Paster Firm Moves To New Quarters . . .

First week in June marks moving time for the Paster Distributing Company. Firm is switching its extensive wholesale business to new building at 36th and Fond du Lac. According to manager Sam Cooper, the new facilities will enable the Recent visitors at United Manu- firm to handle a greater variety of equipment and premium goods. Casola, Midwest Distributing Com- Added space will also be used to (Continued on page 84)

New Juke Museum Okayed in N. Y.

ALBANY, N. Y., June 4.-A three-year charter has been granted to the Museum of Recorded Music, to be located in Scarsdale, for the collection, owning, preserving, stor-ing and exhibiting of all types of recorded music, "and the means or devices by which music was and is recorded and played."

Ted Mack, emsee on the "Origi-nal Amateur Hour" is providing the bulk of the collection from gifts received on his program. His collection includes a large number of juke boxes, dating back to the first type ever introduced, and other instruments which reproduce recorded music.

Incorporators of the new museum are Mack, Lewis Graham, Harry K. McWilliams, Lloyd Marx and Farris Flint. A New York office will also be established.

Comax, Inc.

• Continued from page 80

Jones said, would be music operators. He pointed out that the unit could be used by operators as a means to new profits thru background music installations and also as a wedge in the rental business.

Because the unit is small and compact, Jones said, it is ideal for use in factories, restaurants, offices and other spots not suited for a jake box but desiring some form of music.

He pointed out that by using EP records, the unit would play continuously for six hours without

Besides the background music unit, the firm also is preparing to introduce a home unit 45 r.p.m. record player, holding up to 12 disks, next fall. Jones said that the price of the home unit was expected to be about \$25.

Correction

CLEVELAND, June 4.-In the May 28 issue of The Billboard, a story regarding one-stop activities here referred to the Northern One-George Freeman.

Chi Bowlers Shift To New Location For 1955-'56 Meet

CHICAGO, June 4.-The 1955 56 bowling season of the Chicago Automatic Phonograph Operators Bowling League will be held at the Bel-Bowl Lanes, 3259 Belmon Avenue, league secretary, Johnny Oomens, announced this week.

Oomens said that the league had outgrown last year's bowling spot the G. & L. Recreation, Chicago Avenue and Pulaski Road, with the addition of two new teams, bring ing the total number in the league to 16. The new teams added to the roster are the Galgano Music and Singer One-Stop.

The league will meet every Mon day evening at 9:30, beginning September 12.

Other officers are Bob Gnarro president; Edith Davis, treasurer and Ray Gallet, vice-president.

Rock-Ola Skeds Four Op Service Schools in June

CHICAGO, June 4 - Four additional operator service school have been scheduled by the Rock Ola Manufacturing Corporation announced Wayne Bradfield, ad vertising and romotional manager This is the second series within

the past month. The classes, which will be con ducted by field service enginee Jack Barabasii, are scheduled a

June 8, 9 and 10-Capitol Music Distributing Company, Jackson

June 12-Le Stourgeon Distrib uting Company, Charlotte, N. C. June 13, 14 and 15-Robinson Distributing Company, Atlanta. June 16-17—Franco Distributing

Company, Montgomery, Ala.

N. Y. Op Suit Continued from page 75

permanent injunction against the Ambrose firm.

While neither attorney would disclose the terms, The Billboard learned that they had tentatively agreed that Moore pay Ambros \$100,000, in return for which Frank and John Ambrose would turn over their locations to Moor and Dominick would release the mortgage he holds on Moore' route. The mortgage is consider ably in excess of \$100,000.

In addition, the Ambroses agreed to refrain from entering either the juke box or pinball industry in Suf folk County.

County Probe

As an outcome of the case, Suf folk County district attorney Harr C. Brenner has ordered that a com plete investigation of the juke bo and pinball industry in the county get underway Monday (6).
Ambrose, who trade sources said

operated 2,000 juke boxes at on time, 800 of them in Suffolk Coun ty, had sold his Suffolk holding to Moore for \$447,000.

Moore's contention is that Domi nick was the brains behind th move. He added that the Ambros firm pirated 30 of his locations but that he regained 10 of thes by spending \$15,000 for new equipment and paying off \$5,000 in location bonuses. Moore said he lost \$500 to \$600 a week to th Ambroses.

The bombshell was thrown b Carl Funaro, a mechanic who work for Suffolk-Nassau. Called to th stand, Funaro promptly volunt teered that he has tape recording in which Ambrose accuses Repub lican leader R. Ford Hughes an State Supreme Court justice L. Bar ron Hill of taking a \$4,000 brib to knock Ambrose's brother out of business. State Supreme Cour referee Frank S. Adel, hearing th case, declined to play the record ing in court. Ambrose later re tracted the graft charges.

Called as witnesses at the tria Stop Record Service as a new addition of Northern Music, Inc., Wurlitzer distributors. Actually, Meyer Parkoff, Atlantic-New York the new one-stop firm is independ- | Seeburg distributor, and Bob Slifer ently owned and only rents space Seacoast Distributors, Rock-Ol from Northern Music, Inc. The outlet. They disclosed records of one-stop is owned and operated by purchases made by Moore and th Ambroses.

NEWS MACHINE

Did you read these exclusive industry news items published in The Billboard and only in The Billboard —last week?

ARCADES ARE BETTER'N EVER. The granddaddy of the motion picture business, the Penny Arcade, preems itself for another fast-moving year. What would you like to do? Shoot bears, take a spin in a jet or operate a bulldozer, they're all possible today in the modern arcade. Even Davy Crockett has moved into the picture as the industry quickly takes advantage of national fads. Complete rundown on the equipment that will be showing this year. (Page 1, The Billboard, June 4.)

MILK VENDING SCORES IN N. Y. COURT. Future of milk vending in New York State hinges on outcome of litigation between the city of Lackawanna and major vending company. City banned the machines without proper ordinance, later changed ordinance to cover said equipment. Milk vending company wants the right of a municipality to set up various ordinances

tested, wins first round in N. Y. Supreme Court. (Page 69, The Billboard, June 4.)

OPS FIND WAYS TO USE WRITTEN CONTRACTS. In spite of location owner opposition in many instances to written contracts, music operators have come up with various ways to beat the age-old problem of long-established verbal agreements and competition. The Billboard Music Operator Survey Panel calls it good salesmanship, convincing location owners that a contract is good for both parties. Op-erators air methods used in their territories. (Page 72, The Billboard, June 4.)

USED PRICE INDEX SPOTLIGHTS AC-TION. The Billboard's new used machine price index points out the most active equipment in each of the coin machine categories—amusement games, Arcade equipment, music machines, shuffle games and vending machines. Lists all equipment on one page and gives high and low prices of each machine based on a four-week period. Points out that juke boxes most active on market, traces prices of equipment thru past years, lists the number of advertisements for each piece of equipment. (Page 68, The Billboard, June 4.)

NEW VENDING MFR. BOWS UNIT. Drinkette Manufacturing Company, a newcomer in the soft drink cup vending picture, introduces new low-priced cup vending unit. Complete description of unit, its capacity, measurements, weight, price and color reported. Unit already in production. About 100 machines ready for marketing, to be handled by factory. Plans call for showing at the National Automatic Merchandising Association convention next November. (Page 69, The Billboard, June 4.)

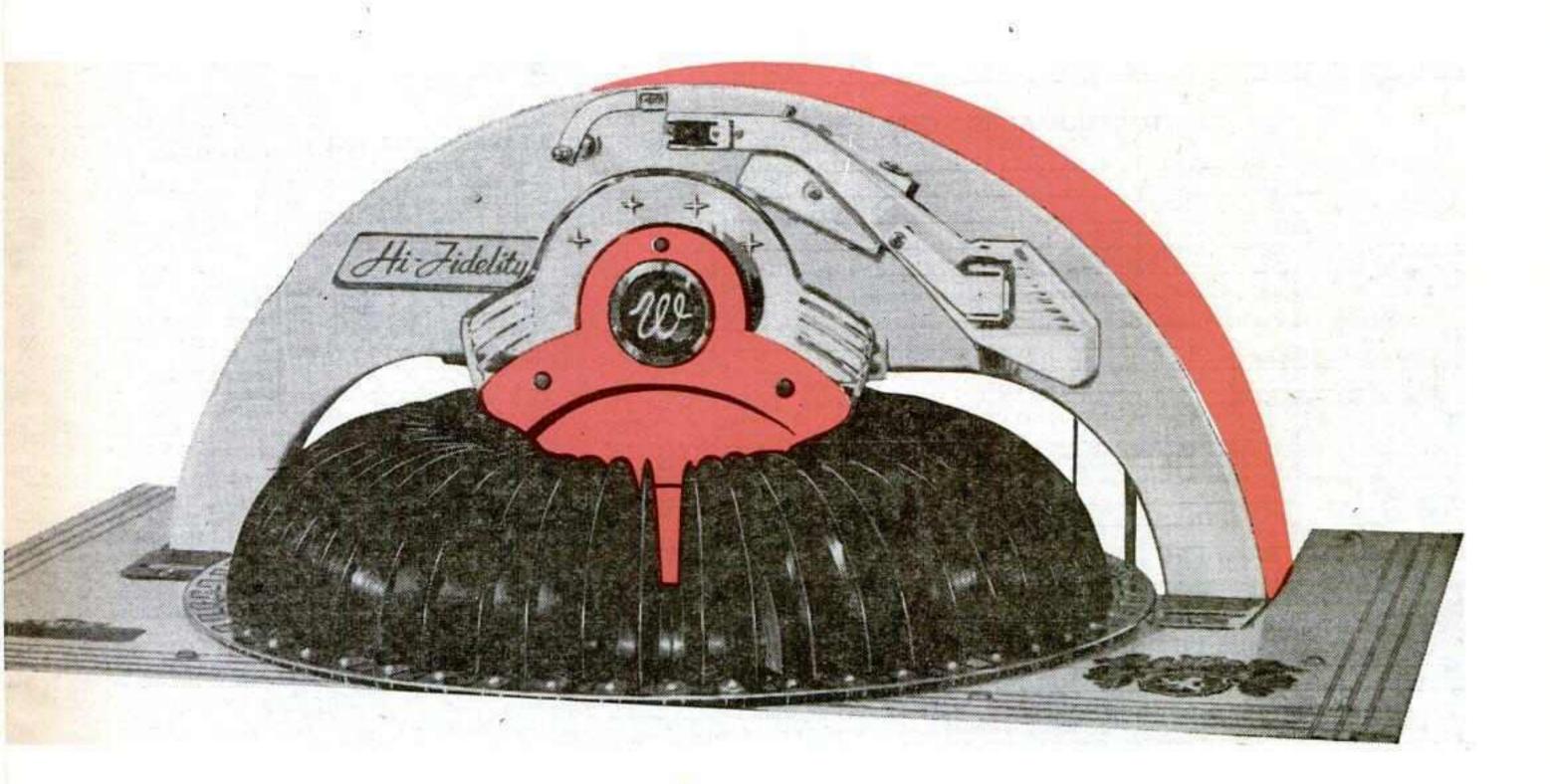
IF YOU MISSED READING THE JUNE 4 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.



THE

CAROUSEL RECORD CHANGER

FIRST IN ACCEPTANCE WITH MUSIC SERVICEMEN EVERYWHERE



THE SIMPLEST...
SUREST... FASTEST
RECORD CHANGER
OF ALL TIME

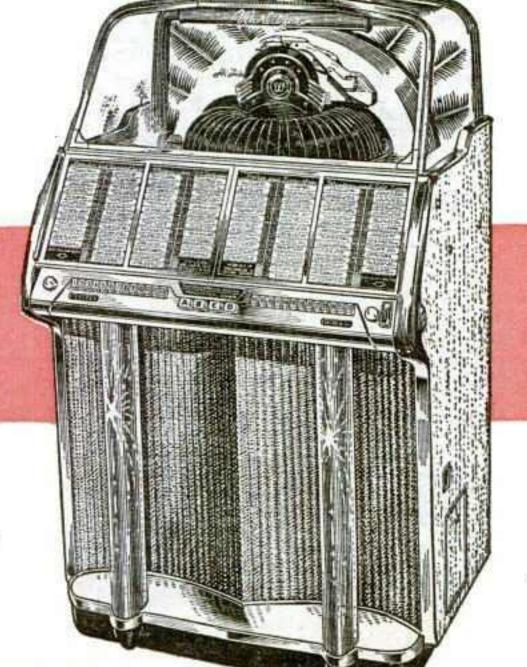
Murlitzer 1800

THE YEAR'S TOP PHONOGRAPH

IN BEAUTY - IN TONE - IN EARNINGS

See It — Hear It — Buy It at Your Wurlitzer Distributors

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856



MUSIC MACHINES

Written Contracts Pin Point Obligations of Both Parties

| | 9 SV 0 | |
|---|---|--|
| | | , 19, by and between |
| | | hereinafter referred to as the "Operator", doing business |
| | | doing business |
| hereinafter referred to as the "Proprietor". In consideration of the mutual covenants and the Operator leases to the Proprietor an auto signature appears below. The Operator agrees to support any cost to the Proprietor and the Proprietor agree operation during all business hours, and to furnish the | conditions hereinalter contained, it braic phonograph to be installed ply records and replace parts that is to keep the Phonograph connect e necessary electric current for the | t is agreed as follows: by the Operator at the above address of the Proprietor whose have been damaged as a result of ordinary wear and tear with-ted to an electric outlet in his premises and in readiness for |
| This agreement shall bind the parties, and thei agreement and to provide for the assumption of this agreement and to provide for the assumption of this agreement by the event of a breach of this agreement by the system of the | his agreement, the Operator shall I it any one to install or maintain a ir assigns, and the Proprietor agre- agreement by the new purchaser, the Proprietor, the patters hereto a | reek. The to be the sole property of the Operator, have the exclusive right to maintain an automatic phonograph my phonograph or any other devices for the reproduction or tes to notify any prospective purchaser of the existence of this agree that the Operator shall be entitled to recover as liquidated. |
| damages and not as a penalty or forfeiture a sum equal agreement. It is mutually agreed that the duration of this automatically for like periods, at the same terms and agreement, by registered mail, within thirty days of the The Proprietor certifies that the business at the | agreement shall be for a period of | er week for each week remaining of the unexpired term of this f years from the date hereof and shall renew itself es to the other written notice of its intention to cancel said my renewal period thereof. |
| | PROMINGE | R |
| OPERATOR | BY. | |
| ву | RESIDENCE. | |
| • | OATION ACRES | |
| | OCATION AGREE | IVIEN I |
| | 7 | |
| the City of | State of | borelaather referred to as OPERATOR as |
| | | |
| In consideration of the mutual covenants and condi- 1. The OPERATOR is to install in a prominent | | ATION OWNER'S place of business a |
| | | |
| odequate operation of the said machine and upon duer. 3. The LOCATION OWNER agrees to exercise rule to promptly notify the OPERATOR when the machine electrical current, it necessary, for the operation of the | econable care to prevent said e to is not in good working order a equipment. | ag each days, to turnish all necessary supplies to OWNER to turnish and keep said equipment in good working a culpment from being removed, damaged, injured or tampered and to turnish at the LOCATION OWNER'S own cost and expense will not use or permit to be used on the premises any other |
| eperoled | | (Describe Machine and Equipment Fully) |
| | | |
| 5. For and in consideration of the use of the sy | pace in the LOCATION OWNER | or any other form of a similar type machine S premises, the LOCATION-OWNER shall receive:- |
| | | Jor each unit of merchandise sold by the equip |
| nth hereafter: | type coin operated machine, the | LOCATION OWNER'S share of the collections derived from the |
| In the event the equipment be merchandles v | rending machines and there shall | I not be soldunits of |
| week in said machines for a period of his agreement, then the OPERATOR shall have the ri | successive weeks, or in everight to terminate this agreement. | ent the LOCATION OWNER shall breach any of the condition |
| week ever a period of successive values that the OPERATOR should have the right to terming. In the event that any law now existing or white taxes or other charges on account of the use or open it be borne equally by the parties hereto and the OPE | weeks, or in the event the LOCA rate this agreement. ich may bereafter be passed by ration of said equipment, said ch RATOR shall be eatitled to dedu | TION OWNER shall breach any of the conditions of this agree any lawful authority shall require the payment of any licens- arges shall be paid by the OPERATOR but the amount thereo- set the LOCATION OWNER'S share of such charge from any |
| thine unprofitable the OPERATOR may, upon 7. If the business of the LOCATION OWNER sha einbefore mentioned to a change of location from one of from the premises. If the LOCATION OWNER resum all the equipment in the premises, and upon such ins | days notice to the LOCA! ill be suspended for a period of a building to another, then the Offices such business prior to the establishment shall the | thirty days, or if the LOCATION OWNER vacates the premise PERATOR may terminate this agreement and remove the equip xpiration date of this agreement, the OPERATOR may again |
| h week remaining of the unexpired term of this agre 9. It is understood and agreed that the equipment (NER shall in no wise pledge this machine and equipment remove the said machine or equipment from his pren 10. This agreement will renew itself automatically | ement, ont herein specified shall remain nent, or in any manner interiers v nises without first obtaining writte y for periods of one year at the s are the date of termination, of his s, successors and a seigns. | come terms and conditions as herein set forth, unless either party. Its intention to cancel same: further, that this agreement shall be a second same to the control of the |
| IN WITHESS WHEREOF, the parties bereto b | tave hereunto set their bands an | |
| | | (SEA) |

Written Contracts

Continued from page 80

ator if and when said equipment may cease to operate in a normal manner or is damaged by fire or other causes.

To give the operator a predetermined minimum return for any one week during the period of the filed by Stephen L. Mana. Direc-

To acknowledge the right, title or interest of the operator in said equipment.

8. Not to deliver or surrender contract is binding; that should the phonograph or equipment ex- there be any need for the equip-

maliciously damaged.

To permit the operator or tion.

lection of receipts.

New Juke Firm Granted Charter in Sacramento SACRAMENTO, June 4.-The

THIS COPY FOR OPERATOR

secretary of state granted a charter this week to the San Francisco Music Company, Inc., to operate phonographs in San Francisco County.

Authorized capital was listed at \$20,000, Incorporation papers were tors of the new firm are Mana, Melvin Bacigalupi and Margaret Lieber.

cept upon demand of the operator ment to be replaced for any reason, temporary equipment will not 9. To use such care as may be break the contract, and that there necessary to prevent said equip- is no liability incurred should the ment from being carelessly or operator remove the phonograph and or equipment from the loca-

Both parties agree that the minimum contracts).

Dime Support

Continued from page 80

A service bulletin giving instructions on how to convert a three-inone rejector to two-nickel, one dime or quarter operation, was also sent to operators and distributors.

At Rock-Ola, Les Rieck, sales manager, said that distributors were being urged to promote dime play. He added that decals for any number of dime play variation were available, three-for-25 cents, fourfor-a-quarter, two-nickel play and others, as well as streamers and banners announcing the move.

Ricek said that the proposal to convert all production to dime play was still in the fire and was being considered.

erators.

COINMEN YOU KNOW

"-ued from pc 82

put in a complete machine parts section, "a department we've been lacking for a long time." adds Cooper.

Leo Bartol, veteran coin machine operator of the Green Lake, Wis., area, has sold out his business, according to recent reports.

Stu Glassman, Radio Doctors' disk buyer, reports that the top of the New Hampshire Music O demand from operators is coming erators' Association. They met for these numbers: "Hard to Get," the Curtis Hotel in Manchester by Giselle MacKenzie; Art discuss Seeburg's background me Mooney's "Honey Babe"; The Mc- sic plan and its place in the it Guire Sisters' version of "Some- dustry. thing's Cotta Give" and "Rolling Stone" by the Fontanes on Dot.

Jack Weinberg, Minneapolis correspondent of The Billboard, passed thru Milwaukee on his way to the East Coast for a visit with his daughter and son-in-law. He stopped in for a brief chat with Benn Ollman.

Bob Thompson, the Capitol Records sales manager, is riding high with a nice listing of juke box favorites. High on the list are the Les Baxter "Unchained Melody' and the Frank Sinatra money coiner, "Learnin' the Blues."

Woodrow (Woody) Johnson, road salesman for United, Inc., was passing out cigars last week. His wife presented him with a new son, Mark Johnson.

Vince Waters, veteran coin machine operator, was one of the guest panelers recently on the new video program "On the Records" over WXIX-TV. Viewers were generally agreed that Vince televised well and added considerably to the show's interest as a representative of the juke box industry.

Stu Glassman, the Radio Doctors disk wizard, reports that a good crop of juke box favorites are bringing a steady stream of operators to the Wells Street one-stop's counter. Currently breaking for big sales, according to Glassman, are "Besame Mucho," by Steve Lawrence and Edye Gorme; "Hey, Mr. Banjo," by the Sunnysiders on the Kapp label, and "Echoing Hills," by the Mulcays on Cardinal.

Buying records recently at Radio Doctors were: Randy Pantel and Tony Hirt, of Sheboygan; Verna and George's Service, Rhinelander; Roy Subrod, Burlington, and Art Vaillancourt, Gem Novelty, Racine.

Frank Bartnik, Banaco Music, is spending a few weeks at his hunting lodge in Canada. He flew up there in his private plane to get the place ready for regular visits to his hideaway with his relatives and fishing buddies.

With the closing out of his Evans juke box line, distributor Vic Manhardt reports he is now looking for new coin machine lines to handle. Keeping him more busy than ever, he adds, is the heavy action being received on his well-established lines of movie and drive-in theater equipment.

Carl Happel, the Rock-Ola distributor, reports that his place is buzzing with activity since the introduction of the new 1448. Orville Carnitz has been driving the Badger Novelty Company's station wagon all over the territory writing up 1 good volume of orders, says Happel. Carnitz had the station wagon specially fitted to enable it to easily load and unload a sample of the new Rock-Ola juke box on rollers and a slide track.

Jim Nelson, the new M-G-M Records salesman in this territory, reports that Art Mooney's "Honey Love" is catching on very nicely with his operator customers.

Garth Vossburg and Arnold Seeburg also explained to dis- Wagner, key service men at the tributors the advantages of dime Paster Distributing Company, rehis agent access to equipment at all | (Next week: The fourth article play. Diagrams showing how to turned from a week of factory reasonable hours for purpose of re- will discuss the various types of convert various pieces of equip- schooling at the AMI headquarters pair, removal, re-installation or col- contracts being used-leases, com- ment to dime play were sent to in Grand Rapids, Mich. Both remission contracts, rentals and distributors as an aid to help op- port an enjoyable and instructive Trimount Automatic Sales Corpo

Boston

Communications to: Cameron Dewar HAncock 6-3000

Trimount Staff Attends Op Meet . . .

Irwin Margold, Trimount Aut matic Sales Corp. (Seeburg) sale chief, headed a group of Trimour boys at the meeting recent

Irwin Margold is a happy ma these days. The new Williams Side walk Engineer is a sellout. In fa there are no more in stock and I reports that Arcades in this are have ordered them almost 100 p cent. The only thing to mar Irwin elation is that he can't get enoug of the machines.

Abe Shore, of Freeman & Shor Revere Beach, reports the first tw days the Sidewalk Engineer (2) 21) netted them \$21. They we the first at this Funspot to get th machines.

Ralph Lackey, of Karel Musi Roxbury, guest starring on a de jay program. He rushed from th meeting of the Massachusetts M sic Operators' Association to di cuss the Cerebral Palsy drive wit Sherm Feller on WVDA. Ralp was the unanimous choice of the operators to represent them on the program.

James Geracos, president MMOA, convalescing at the Phillips House of Massachuset General Hospital, was well enoug to conduct business from his be He called on his fellow operato from his hospital bed to get in an pitch for the CP campaign.

John Lozar, Manchester, N. H operator, was also in the hospit there and doing well under trying circumstances.

Over at Redd Distributors (Wu litzer) in Allston the customers a beseiging Bob Jones, sales manage for delivery of Bally Gayety game and United's Deluxe Venus. Recei purchasers were made by Ray R cine, of Woonsocket, R. I.; Bo Lyons, of Skowhegan, Me., and B Sweeney, of Buzzard's Bay.

Tony Grazio, Quincy operato is off to New Orleans, La., when he plans to study the methods some of the big music operators.

Adolph Dugas, Webster ope ator, has been cited by the Cathol Free Press for his outstanding co tribution to youth centers. He h donated 49 music machines to the centers and has pledged himself a total of 100 in the near future,

Operators visiting Atlas Distrib tors recently couldn't get to se President Louis Blatt. Broth Barney had to take on the job running the whole show. Louis w happily drifting about in his bo and snaring an old fish at his sun mer retreat in New Found Lak N. H.

Coinmen visiting the Hub th week reported a new trend in co machines and games. The wo is that outdoor places are gra bing off as much as they can g of secondhand games, thus crea ing a shortage of same in Ne England.

Ed Ravreby, of World Fair at Associated Amusements in Brig ton, Mass., has just placed pieces in the Farmer's Market Bloomfield, Conn. Ed says t kiddie ride business is booming the big shopping center.

Operators visiting the Rayre establishment this week includ Tom Libbey, of Haverhill; Lot Taube, Manchester, N. H.; I D'Amico, Salem, N. H., and R Barker, Ayer.

Irwin Margold, sales chief (Continued on page & Communications to 188 W. Randolph St., Chicago 1, III.

LANDS NEW LOCATIONS

Op's Employees Share Takes From New Spots

ing employees, who find new game you are instrumental in getting." locations for the company, a share The system goes into effect in the takes has done much to whenever any location is lost-Orleans Novelty Company here.

Lou Boasberg, head of the firm, games. who has posted the following sign above the time clock at company headquarters:

on the lookout for locations, not only to help the company but because you will receive 5 per cent

Triple Play **New United** In-Line Pin

CHICAGO, June 4. - United Manufacturing Company is shipping its distributors a new in-line pinball game, Triple Play, featuring play on three 25-number cards for in-line scores.

The player deposits a coin to light each of the three cards. Numbers on the cards correspond to rumbered ball holes on the playfield. Players make in-line scores by landing balls in holes of adjoining numbers.

Triple Play has select-a-number features, up to three extra balls per game, light-a-name features, 3,

GAME EXPORTS DOWN IN FEB.

CHICAGO, June 4.-Shipment of U. S. amusement games to world markets in February totaled \$183,511, a drop from \$256,131 in February, 1954, according to U. S. Department of Commerce figures released this week.

Average price of games shipped abroad during the month was \$172, compared to the February, 1954, average of \$174, and the 1954 year's average of \$142.

Canada lec the game markets in February with a \$39,128 total, followed by France, Salvador and Belgium, in that order. Total coin machine shipments were up 37.5 per cent for the month. (See separate story in Coin Machine Section.)

NEW ORLEANS, June 4.—Giv- of our share of any location that

maintain a large route for New whether the building is destroyed by fire, or a tiff with the location The system was developed by owner makes it wiser to remove the

Then every employee from bookkeepers to route men are urged to step up efforts until the lost loca-"We urge that all employees be tion has been compensated for. New Orleans Novelty, specializing in amusement games, doesn't lose many locations, but when such misfortune does come along, the efforts of more than 75 employees is usually enough to offset the loss.

> For example, when a downtown restaurant went out of business, eliminating what had been a top notch five-ball spot, one of Boasberg's office employees came up with the solution in the form of a fully worthwhile location in another restaurant, a block away. which had previously resisted all efforts to locate an amusement

Coin Game Mfrs. Seek Fresh Ideas, New Units

• Continued from page 75

dent, Exhibit Supply, advised, "Exgames are coming up.

At Williams Manufacturing production. Company, Art Weinand, sales manager, said, "Williams is doing some "new thinking" in coin machines all the time. Part of our engineering staff is dedicated to this."

New Type Game

keted one new type of game, the lery. Since then, Cenco, United Sidewalk Engineer, coin-operated and Keeney, as well as Exhibit bulldozer game, and plans to market Supply, have marketed this type left its Select a Train coin-operated of game in large numbers. While ket its Select-a-Train, coin-operated of game in large numbers. While electric train unit, in the near fu- the gun game trend is reported ture. The train game was first in past its peak, demand for these troduced at the National Associa- pieces is still high. tion of Amusement Parks, Pools | Shuffle bowling games, introlast November, where it won the amusement game piece ever since, Henry A. Guenther plaque for the have remained in demand thru (Continued on page 89) game is now on location test.

develop new game equipment. We pany, said new game projects replacement market. have two ideas in process in the ex- would depend on the success of the Pinball games, hitt perimental room at this time which new gun game now being devel- days in the 1930's and 1940's, rewe hope to introduce to the field oped at the Keeney plant. "In the main a standard location piece, this summer. Entirely different meantime," said Huebsch, "we are and there is little question that sticking to shuffle bowling game they will continue in high demand

Establishes Trend

The last established trend in new games was the swing to gun games equipped with .22 rifles operating on direct electrical contact. Exhibit Supply led off the trend in Williams has successfully mar- April, 1954, with its Shooting Gal-

and Beaches convention in Chicago duced in 1949, and a favorite "most meritorious new piece of constant improvements and new coin-operated equipment." The play features. It is expected that the shuffle bowling game market

Rare Skill

achieve this skill and "the vast"

majority of the playing public

necessarily wager their money

against a result dictated by chance

alone, and certainly to them the

play is a gamble no less than the

play of the traditional 'one-armed

The ruling added that "the

criterion is not whether the ele-

ment of skill is present to some

degree but whether or not chance

be used for the playing of money"

the two devices in that respect."

ing the desired result."

Paul Huebsch, general sales will be active for many years to hibit is making a decided effort to manager, J. H. Keeney & Com- come, even if it exists solely as a

> Pinball games, hitting their heydespite legislative restrictions in many areas, Here, too, however, improvements and new features mean higher costs.

Williams Bows **Baseball Game**

CHICAGO, June 4. - King of Swat, a new coin-operated baseball game, was shipped this week by the Williams Manufacturing Company.

The game features miniature life-like players in the field and batters, who actually run bases, replay and novelty play scoring, and an umpire who signals runners safe as they cross home plate.

Three outs completes one game. The game is a single-player machine. The coin chute is geared for dime play, three-for-25-cents.

Outstanding Feature

The outstanding feature of the previous high score, he wins a free game.

Free games can also be won by illuminating small arrows under the name King of Swat, an arrow However, the Supreme Court under each letter. One free game pointed out that few players is awarded when all four letters (Continued on page 91)

Waterman Firm **Sets Production** On Ball Pitcher

WATERMAN, Ill., June 4.-Production of a new electric ballpitching unit is due to start in a few weeks at Waterman Engineeris the dominant factor in obtain- ing Company here.

R. Cooper, head of the firm, said The Court pointed out that that plans were being made to while the machine itself does not manufacture about 1,000 units this dispense the rewards, the statute year.

provides that devices which "may The ball-pitcher can be operated on coin play for commercial locations, listing at \$400 for the basic The final paragraph of the rul- machine.

The machine is a mobile unit and the in-line game together. One equipped with pneumatic tires. It sentence reads "But even the is set up at the regulation 60 feet traditional type of slot machine from the batter's box. The speed requires the intervention of a with which baseballs are pitchedhuman agency to fill up the jack- varying from 55 to 80 m.p.h.-can pot; hence, we fail to see any dis- be changed by operating a lever on tinction between the operation of the machine. It can also be con-(Continued on page 89)

Game Ad Calls Pinballs 'American as Hotdogs'

CHICAGO, June 4.-D. Gottlieb accepted commonplace fixture in & Company, manufacturers of fiveball pinball games, has introduced a new advertising squib designed to point up the wide appeal of the ness, our business, is as much a

The squib, currently running with the Gottlieb ads in the trade papers reads, "Amusement Pinballs -As American as Baseball and Hot

Explaining the squib, Alvin Gottlieb, the firm's advertising manager, said, "In the past few years more and more public information mediums such as newspapers, TV, amusement pinball machine as an public."

the American way of life.

"Our purpose in using this squib is to re-emphasize to our own people in the trade that their busipart of the American scene as are the many other popular forms of entertainment and recreation.

"An example is the script writers of radio, films, and TV, who have appropriated for their own use such terms as 'tilt', 'lit up like a pinball machine', 'as many millions as the score on a pinball machine', and others.

"We would just like to say that radio, motion pictures and maga- there is no greater compliment than zines have been showing the acceptance by the American

Chance Ruled Dominant Factor in Coin Game by N. J. Supreme Court

Continued from , age 75

machines.

Allege Payoff

The case in point dealt with an (Continued on page 92) "in-line" type coin game operated by Peter Ricciardi's Ramco Vending Company. Ricciardi allegedly had the location owner pay off when a customer won, deducting the sums awarded from the top, then paying commission on the net.

> He was charged with violation of the law which provides that "Any person who has or keeps in his place of business, or other premises, any slot machine or device in the nature of a slot machine, which may be used for the playing of money or other valuable thing, is guilty of a misdemeanor."

> Tho the game is referred to as a "pinball" device in the ruling, a distinction is made between the pinball game and the in-line game. The following paragraph makes the distinction:

Like Tick-Tack-Toe

"To operate the machines, the player inserts one or more nickels in a slot provided for that purpose, and for each nickel thus deposited the odds returnable to the player are increased. Unlike the usual 'pin-

dominant factor in the play of these | ball' device, the ultimate object of | can control the plunger, and, once | the game is not to achieve a high the balls begin their downward new game is the replay scoring. numerical score but to cause the journey, "he may cause deviations The highest score, the largest squares on the scoring surface to from their random journey by number of runs, remains illumi-be lit up in a straight line, either gently jarring the sides of the nated even after a new player vertically, horizontally or diagon- machine short of 'tilting' it. Pre- takes over. If a player can top the ally, in a manner to the ancient sumably, the latter phase of the and innocent game of tick-tack- play also demands a high degree of toe. If a player were successful in skill for success." attaining this goal, the machine would respond by rewarding him with as many as 200 free games.

But, continued the ruling, "the trier of facts could conclude that the player had an option to realize his reward in a more mundane manner." The mundane manner referred to was receiving the payoff in cash.

Ricciardi and three storekeepers were indicted separately by the Bergen County Grand Jury, with the indictments consolidated for

Chance Dominates

The trial judge concluded that chance was the dominant factor in the playing of the games, found the appellant and the co-defendants guilty, and sentenced the appellant to a term in County Jail and fined him \$500. The jail term are violation. was suspended.

The defense had argued that ing, in effect, lumps the bell fruit only such machines as operate on the same principles as the classical "slot machine" are within the ban of the statute. The contention was that the machines in question are not inherent gambling devices and are materially different from "slot machines."

The defense pointed out that the machines in question are directly affected by the skill of the player, and, by diligent practice, a player

Exhibit Preps New Rifle Unit

Frank Mencuri, vice-president

New England Arcades Get '55 Face-Lifting

where the Arcade has flourished garner heavier takes. since the early 1800's, will witness what practically amounts to a revolution in the spots where once the penny reigned supreme.

This season, for the first time, Arcades from Maine to Connecticut are putting in new and fancy equipment ranging from kiddie rides to multiple scoring gun games

Keeney Names Iowa Distrib

Keeney & Company has named M. C. Watson, Iowa Novelty, Cedar equipment used in his 18-week sea-Rapids, Ia., distributor for the firm son. By the second year many of in the State of Iowa.

Iowa Novelty will handle the complete Keeney line of amusement games and vending machines.

BOSTON, June 4.-Yankeeland, with timed shooting, all designed to

Arcade operators now have to compete against kiddie parks which have sprung up in the area. Also, equipment, which has for the most part not been replaced since the war, is coming in for more atten-

Renting Machines

Some operators are throwing out older units and renting new machines instead of buying. The reason for this was best explained by Maurice J. Holland at Canobie Lake Park, Salem, N. H.

Holland says that in past sum-CHICAGO, June 4. - J. H. mers he found himself fighting for his life to pay for the expensive these pieces were obsolete. "Players are real fanatics," says Holland, "and want nothing but the very

(Continued on page 89)

CHICAGO, June 4. - Exhibit Supply is readying for production a new .22 rifle game, Treasure Cove Shooting Gallery.

and director of sales, said production was expected to begin in about 10 days.

Treasure Cove Shooting Gallery will feature new types of moving targets, bonus scores for accurate shooting, and a newly designed compact cabinet.

SHAFFER SPECIALS

COIN MACHINES

SEEBURG

45 r.p.m. M-100-A 299.50

78 r.p.m.

AMI E-120\$595.00 D-80 319.50 Model "A" 99.50

WURLITZER

1650 (48 Sel.) \$419.50 1500 (104 Sel.).... 349.50 1250 (48 Sel.) 179.50

ROCK-OLA

Comet "1438" \$595.00

Seeburg Coon Hunt . . \$179.50

Can Also Furnish Large Selection of Wall Boxes WRITE FOR FREE ILLUSTRATED CATALOG

Shaffer Music Co.

1200 Walnut St.

Indianapolis, Ind. 1327 Capitol Ave. MElrose 4-3571

COINMEN YOU KNOW

Continued from page 84

tion, was spending the holiday in the resurfacing of shuffleboards, playing golf at the Blue Hill Golf as well as using the same site for Club. Si Redd (Wurlitzer) was operating loc: I shuffleboard routes weekending at his summer place in and establishing and managing Hyannis on the Cape. Louis Blatt, league play for shuffleboard tour-Atlas Distributors, was enjoying naments. the holiday with friends in New Hampshire.

Jack Gruhn, production manager for the Charles N. Miller Company, manufacturing confectioners, Boston, has just returned from a trip to England, Italy, France, Switzerland, Germany, and Hol-land, where he took in the Industrial Fairs and visited several candy factories.

Detroit

Communications to: Hal Reves WOodward 2-1100

Shuffleboard Firm Opens Local Office . . .

Ted DeHarde, shuffleboard resurfacing and coin machine operator of Marine City, Mich., has been in Detroit negotiating for the purchase of an East Side building. He is contemplating opening up a new store in the Detroit area for the purpose of handling local business

fed Parker, sales manager for comb County area.

Angott Music on the West Side, was out of town recently on a business trip to Saginaw, Mich.

Bert and Carson Nichols, of the N & N Novelty, Port Huron, were in De roit recently for a Tigers baseball game at Briggs Stadium.

Albert G. David, of Macomb Music Service, is expanding his business. His music machine route has been established in Detroit locations as well as those it. the Ma-

FOREIGN BUYERS

Our Service Is Quick, Efficient and Reliable

In addition to all the latest equipment, we have thousands of thoroughly reconditioned machines available for your selection, including pin games, kiddie rides, music machines, arcade equipment and alleys.

Cable for Special Price List

Parts and Service Manual Available

INTERNATIONAL

AMUSEMENT CO.

1423 SPRING GARDEN STREET . Rittenhouse 6-7712

PHILADELPHIA 30, PA

UBILEE-a Glorified Version of Super JUMBO



COMPETITIVE PLAY APPEAL

DIAMOND TRIPLE MATCH FEATURE

> Fills the Coin Boxes Regularly for weeks... and Weeks...and WEEKS ... and MONTHS!

> > **♥**Triple Match Feature Number—Star—Diamond

> > > 4 can play at same time!

Holdover Bonus Score with **Mystery Super Bonus** Feature!

SEE JUBILEE AT YOUR DISTRIBUTOR NOW! **Gottlieb Perfected** Score Units with Easy-to-Clean **Metal Drums!**

De Luxe "New Look"

Cabinet Unmatched for

Beauty and Ruggedness!

Elevator Mechanism Panel for Maximum Ease of Servicing!

Fluorescent Illumination on Front of Cabinet!

Armored Coin Box Cover with Provision for Padlock!

12 Cyclonic Kickers!

74 "on-off" Actionized Pop Bumpers!

Rotating Score Rollover!

> 12 Super Power Flippers!

Twin Chutes 10c-3 for 25c!

4 Way Multi-Tilt Feature permits play to continue if some players

tilt out!

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

has been thoroughly Location Tested and Proven for Your Protection!



as American as Baseball and Hot Dogs!

495.00

365.00 145.00 250.00

275.00

ARCADE EQUIPMENT

Bally Big Inning . \$125.00 Champion Hockey 85.00 C.C. Hockey 75.00 Ex. Sportland Gun . 425.00 Ex. Wild West Gun 95.00

Drivemobile 595.00 Wilcox Gay Recordio 125.00 Bat-A-Score, Sr. .. 65.00 C.C. Basketball ... 195.00

Spark Plug Steeple Chase C.C. Round the World

DeLuxe Photo

Ex. Gun Patrol

Ex. Shooting Gallery Ex. Six Shooter

Evans Bat-A-Score ... Evans Ski-Roll Ex. Dale Gun Genco Basketball

Genco Rifle Gallery

Chi 'Peep Shows' Win Court Order

CHICAGO, June 4.-Four South State Street Arcades here won a permanent injunction preventing the city from halting their "peep show" operations.

Police had charged the Arcades with showing lewd films in their miniature movie machines.

The permanent injunction was ordered by Superior Judge Daniel A. Covelli.

Arcades involved were the Paradise Arcade, 426 S. State; Wonderland Arcade, 442 S. State; Super Arcade, 500 S. State, and Mid West Arcade, 512 S. State.

MODEL

Tops, I. or r. . . . \$ 8.95 Centers, I. or r. . 15.45 Bottoms, I. or r. . 11.95

Dome 17.95 Centers, I. or r. 8.95 Bottoms, I. or r. 8.95 Centers 8.95 Bottoms, I. or r. 8.95

SEEBURG

Model 100C — Highly pol-ished chrome tubes (re-

Model 146-147-148

places glass tubes.

PLASTICS

ROCK-OLA

Available to fit Models 1422-1426, 1428, 1432, 1434, 1436 and 1438.

WURLITZER

Center Dome\$18.95 Dome Ends, ea. .. 6.10 MODEL 1400

Dome Ends, ea. .. 10.50 MODEL 1500

Center Dome 13.45

Center Dome 14.50

Top Center, I. or r. 7.50 Lower Sides, ea. . 5.50

MODEL 1250

MODEL 1015

7103

Wis. Group Urges Free Play Pin Law

State Assembly judiciary committee has been urged by the Wisconsin Amusement League to support a bill legalizing free plays on pinball

The bill, sponsored by the league, would provide that all games be licensed for a fee of \$25, providing penalties for pay offs in anything other than free plays.

Wisconsin law is now interpreted to forbid free plays. Spokesmen for the city of Milwaukee opposed

Check these

LOW PRICES!

Replaces old glass bubbler tubes with Plastic Twist-ed Rod Sets, 4 straight clear—4 curved

Also available to fit Models 950, 850, 800, 750, 700, 600, 500.

TERMS: 1/3 deposit, bal-ance C.O.D. or S.D. Satis-faction guaranteed. All prices F.O.B. Chicago.

Distributors,

Write

2845 W. Fullerton, Chicago 47, Illinois

Tel.: Dickens 2-2424

colored\$7.75

MADISON, Wis., June 4.-The the bill as a step toward legalized gambling.

> Otto R. Harian, Milwaukee, spokesman for the amusement league, estimated the State would receive \$200,000 to \$300,000 in new revenue thru the bill. Licenses would be renewed annually.

Wendelin Kraftl, Milwaukee, representative of the Wisconsin Tavern Keepers' Association, described free play pinball as "harmless fun.

ATLANTA, June 4.-Attorney General Eugene Cook said recently that there was no Georgia law prohibiting the use of coin-operated pinball amusement games.

Cook pointed out, however, that various municipalities have ordi-

Some Georgia towns place a heavy license fee on the operation of pinballs and some make it a violation of a city ordinance to possèss or play such a machine,

the city.

No Georgia Laws Against Pinballs

nances governing such games.

Cook said.

Charles B. Dennis, a newcomer in the vending field, has taken over the ownership of the Dot Vending Company, in the northwest part of

A DIFFERENCE"

UNITED ALLEYS

| Fropicana 425.00 | 6 Player 50.00 |
|------------------------------|--|
| Seach Club 225.00 | DeLuxe 60.00 |
| ahiti 165.00 | Cascade 110.00 |
| Palm Springs 295.00 | Royal 195.00 |
| leauty 225.00 | League Bowler 275.00 |
| oney Island 75.00 | Olympic 140.00 |
| abana 165.00 | 10th Frame 75.00 |
| alm Beach 115.00 | France /5,00 |
| | Super 65.00 |
| Brite Lite 85.00 | 10th Frame Stars 95.00 |
| ropics 175.00 | |
| pot Lite 75.00 | CHICAGO COIN |
| Singapore 395.00 | A CONTRACTOR OF THE CONTRACTOR |
| addle & Turf 250.00 | Gold Cups\$160.00 |
| Trite Cast 45.00 | 10th Fr. Double Score 110.00 |
| Brite Spot 65.00 | 10th Frame 75.00 |
| Rio 225.00 | |
| Senco 400 75.00 | Crown Bowler 110.00 |
| | Advance Bowler 195.00 |
| DRINK VENDORS | Super Match Bowler 100.00 |
| DRIVE AFIADORS | Hi-Speed Triple Score 225.00 |
| Andico Hot Coffee . \$450.00 | |
| Bert Mills 450.00 | |
| Hot Cof 450.00 | Bally Rockets 350.00 |
| | Dany ROCKETS 350.00 |
| wills, single arink 150.00 | Genco & Player 50.00 |

SuperVend, 3 drink. 225.00 Gen. Shuffle Pool.

deposit

with at

Atlantic City \$115.00 | 5 Player \$ 40.00

BINGO5

CIGARETTE VENDORS

Ky, League Bowler Ky, w/Bottle Pins

Mercury 9 Col., new \$210.00 Latest 12 Col., new. 225.00 AMI—Model A\$125.00 AMI—Model B 185.00 AMI—Model C 210.00 Evans Constellation 175,00 Wurlitzer 1550 350.00 Wurlitzer 1450 325.00 Wurlitzer 1100 150.00 Packard Wallboxes Buckley Wallboxes Terms:

Flying Saucers Lynco Skee Ball Phil. Toboggan Skee Panoram, with Peek 325.00 Quizzer with film. 95.00 Rock-Ola 1¢ Scales. 50.00 Space Invaders. 95.00 Seeburg Bear Gun. 150.00 Standard Metal Typer 250.00 Sci. Pitch'm & Bat'm 185.00 Twin Shoe-Shine 150.00 Un Carnival Gun. 395.00 10.00 Un. Carnival Gun. 395.00 Wurlitzer Skee Ball 150.00 Mut. Voiceograph .. 325.00 Distrib-

Mut. K. O. Fiter . \$495.00 Mut. Voice Recorder 1600.00 Wms. Sidewalk Supt. 275.00 Standard Metal Typer 450.00



utors

Vorthern

All Phones: Tower 1-6715

MORE MONEY

Subscribe to The Billboard TODAY!



BOWLER

6 3 2 1 1 5 5 2 3 5 KEENEY JUST SWITCH BACKGLASS - CHANGE PLUG-IN -ORIGINAL AND IT IS RADICALLY DIFFERENT! IDEA 9600 - . . 7620 BOWLER KEENEY'S WHIE 12345678910 NO.1 WITH CHANGING SPEEDS Easy TO

SWITCH

BOWLER

FROM ONE SCORING COMBINATION TO THE OTHER

> Keeney's Original **Brilliant Multi-Color** Cork Finish Cabinet WEBBING ALONG

> > INSIDE RAILS

NORMAL—SLOW—or FAST lites up on Backglass to determine the speed with which player must slide puck to chalk up score. Speeds vary from frame to frame.

FLASHER lites up back of pins to indicate when player has made a SUPER STRIKE or SPECIAL STRIKE. Imagine! Possible scores from 30 up to 800 on a single shot as player shoots puck to stop lite in highest scoring value.

KEENEY'S ORIGINAL MATCH FEATURE:

- 1. Available with or without "match" feature.
- 2. Keeney's individual player "match".
- 3. Can be set to "match" in 2nd or 10th frame. 4. Player needs to match numbers only to score.
- Diamond Horseshoe Trophy —or Star determine Bonus in award section.





3 for 25c

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

COIN MACHINES

| MATCH BOWLER 10TH FRAME 75.00 SUPER MATCH 95.00 SUPER MATCH 95.00 NAME BOWLER 100.00 DOUBLE SCORE BOWLER 110.00 CROWN BOWLER 110.00 GROWN BOWLER 150.00 GOLD CUP BOWLER 150.00 SUPER FRAME 300.00 SUPER FRAME 300.00 STAR LITE 300.00 CASCADE 110.00 CASCADE 110.00 CASCADE 110.00 CLYMPIC 140.00 CHIEF 275.00 CHIEF 275.00 BRIGHT LIGHTS \$75.00 BRIGHT SPOT 95.00 BEACH CLUB 255.00 BEACH CLUB 255.00 BEACH CLUB 255.00 CABANA 165.00 CABANA 165. | ı | CHICAGO COIN BOWLERS | ARCADE |
|--|----|--|--|
| 10TH FRAME | • | | SIDEWALK ENGINEER WRITE |
| SUPER MATCH | | | MUTOSCOPE K.O. FIGHTER WRITE |
| NAME BOWLER | ŀ | A | |
| 10TH FRAME SPECIAL | ı | | |
| DOUBLE SCORE BOWLER | 9 | | |
| C.C. PISTOL | ì. | | 10. T2. 772. 772. 772. 772. 772. 773. 773. 77 |
| TRIPLE SCORE | | | |
| SOLD CUP BOWLER | ķ. | | C.C. PISTOL 90.00 |
| ADVANCE BOWLER 195.00 SUPER FRAME 300.00 STAR LITE 300.00 UNITED BOWLERS IDTH FRAME 575.00 CASCADE 110.00 OLYMPIC 140.00 ROYAL 195.00 CHIEF 275.00 TEAM 295.00 BRIGHT LIGHTS 575.00 BRIGHT SPOT 95.00 SPOT LITE 75.00 BEACH CLUB 250.00 DUDE RANCH 265.00 DUDE RANCH 265.00 DUDE RANCH 265.00 CABANA 165.00 HAWAII 325.00 CABANA 165.00 HAWAII 325.00 CABANA 165.00 HAWAII 325.00 CABANA 165.00 KEENEY HOLIDAY 35.00 A.B.C. 50.00 MUSICAL MERRY-GO-ROUND (2 Ride—Like New) 395.00 MUSICAL MERRY-GO-ROUND 1171 WRITE CHICAGO COIN ROUND THE STANDARD METAL TYPER | | | GENCO 2 PLAYER BASKETBALL |
| ADVANCE BOWLER 195.00 SUPER FRAME 300.00 STAR LITE 300.00 UNITED BOWLERS IDTH FRAME 575.00 CASCADE 110.00 OLYMPIC 140.00 ROYAL 195.00 CHIEF 275.00 TEAM 295.00 BRIGHT LIGHTS 575.00 BRIGHT SPOT 95.00 SPOT LITE 75.00 BEACH CLUB 250.00 DUDE RANCH 265.00 DUDE RANCH 265.00 DUDE RANCH 265.00 CABANA 165.00 HAWAII 325.00 CABANA 165.00 HAWAII 325.00 CABANA 165.00 HAWAII 325.00 CABANA 165.00 KEENEY HOLIDAY 35.00 A.B.C. 50.00 MUSICAL MERRY-GO-ROUND (2 Ride—Like New) 395.00 MUSICAL MERRY-GO-ROUND 1171 WRITE CHICAGO COIN ROUND THE STANDARD METAL TYPER | ı | GOLD CUP BOWLER 160.00 | (New) 325.00 |
| SUPER FRAME 300.00 STAR LITE 300.00 DALE GUN 375.00 DALE GUN 50.00 DALE GUN 50.00 MILLS PANORAM (With Peeks) 325.00 EXHIBIT SIX SHOOTER 325.00 EXHIBIT SIX S | | ADVANCE BOWLER 195.00 | QUIZZER WITH FILM 90.00 |
| UNITED BOWLERS | • | | |
| UNITED BOWLERS S 75.00 MILLS PANORAM (With Peeks) 325.00 MILLS PANORAM (With Peeks 325.00 MILLS PANORAM (With Peeks 325.00 MILLS PANORAM (With Peeks 325.00 MILLS PANORAM (WITE PANORAM | i | A M C MIN TO THE PARTY OF THE P | |
| UNITED BOWLERS 1000 101 | ı | STAR LITE | |
| IOTH FRAME | | HINITED ROWLEDS | |
| CASCADE | | The second secon | - 1200 F (2-12) 2-12 (1-12) (1 |
| OLYMPIC | Ĺ | | |
| ROYAL 195.00 | | | |
| CHIEF | , | | |
| BINGOS BRIGHT LIGHTS \$75.00 EXHIBIT STAR GUN \$15.00 EXHIBIT SIX SHOOTER \$125.00 EXHIBIT SIX SHOOTER \$125.00 EXHIBIT GUN PATROL \$150.00 EXHIBIT SIX SHOOTER \$125.00 EXHIBIT SIX SHOOTER \$125.00 EXHIBIT GUN PATROL \$150.00 EXHIBIT GUN PATROL \$150.00 EXHIBIT SIX SHOOTER \$125.00 GENCO RIFLE GALLERY \$125.00 MUTOSCOPE DRIVE YOURSELF MOBILE (Like New) WRITE \$125.00 MUTOSCOPE DRIVE YOURSELF \$12 | | The series and the series of t | |
| BINGOS BRIGHT LIGHTS | | CHIEF 275.00 | EXHIBIT SHOOTING GALLERY. 265.00 |
| BINGOS BRIGHT LIGHTS \$ 75.00 BRIGHT SPOT 95.00 SPOT LITE 75.00 BEACH CLUB 250.00 DUDE RANCH 265.00 ICE FROLICS 300.00 CABANA 165.00 HAWAII 325.00 SINGAPORE 395.00 KEENEY HOLIDAY 35.00 A.B.C. 50.00 RIDES CHICAGO COIN SUPER JET \$395.00 BIG BRONCHO 400.00 MUSICAL MERRY-GO-ROUND 12 Ride—Like New) 395.00 MUSICAL MERRY-GO-ROUND 275.00 AIR HOCKEY (New) 395.00 LITTLE WHIP (New) 395.00 LITTLE WHIP (New) 395.00 LITTLE WHIP (New) WRITE CHICAGO MIDGET MOVIES 75.00 AIR HOCKEY (New) 465.00 MERCURY ATHLETIC 13-WAY 5CALE 69.00 AUTO PHOTO WRITE STANDARD METAL TYPER | | | EXHIBIT STAR GUN 315.00 |
| BINGOS BRIGHT LIGHTS \$ 75.00 BRIGHT SPOT 95.00 SPOT LITE 75.00 BEACH CLUB 250.00 DUDE RANCH 265.00 ICE FROLICS 300.00 CABANA 165.00 HAWAII 325.00 SINGAPORE 395.00 KEENEY HOLIDAY 35.00 A.B.C. 50.00 RIDES CHICAGO COIN SUPER JET \$395.00 BIG BRONCHO 400.00 MUSICAL MERRY-GO-ROUND 12 Ride—Like New) 395.00 MUSICAL MERRY-GO-ROUND 275.00 AIR HOCKEY (New) 395.00 LITTLE WHIP (New) 395.00 LITTLE WHIP (New) 395.00 LITTLE WHIP (New) WRITE CHICAGO MIDGET MOVIES 75.00 AIR HOCKEY (New) 465.00 MERCURY ATHLETIC 13-WAY 5CALE 69.00 AUTO PHOTO WRITE STANDARD METAL TYPER | ٠. | | EXHIBIT SIX SHOOTER 125.00 |
| BRIGHT LIGHTS | 6 | | |
| ## SPOT LITE | | ARIGHT LIGHTS \$ 75.00 | |
| SPOT LITE | , | BRIGHT SPOT 95.00 | |
| BEACH CLUB | | | |
| DUDE RANCH | | | |
| ICE FROLICS | ı | DUDE BANCH 245 M | |
| CABANA 165.00 HAWAII 325.00 SINGAPORE 395.00 KEENEY HOLIDAY 35.00 A.B.C. 50.00 RIDES CHICAGO COIN SUPER JET \$395.00 BIG BRONCHO 400.00 MUSICAL MERRY-GO-ROUND (2 Ride—Like New) WRITE CHICAGO COIN ROUND THE MUTOSCOPE DRIVE YOURSELF MOBILE (Like New) WRITE SHOP SHIPMEN TO SHI | • | | |
| HAWAII | | | |
| SINGAPORE | | | |
| RIDES SOURCE SOURCE SOURCE STANDARD METAL TYPER STANDARD METAL | | | |
| A.B.C. 50.00 RIDES CHICAGO COIN SUPER JET\$395.00 BIG BRONCHO | | | |
| RIDES CHICAGO COIN SUPER JET\$395.00 BIG BRONCHO | | | |
| CHICAGO COIN SUPER JET\$395.00 BIG BRONCHO | ı | A.B.C 50.00 | ABT CHALLENGERS 20.00 |
| CHICAGO COIN SUPER JET\$395.00 BIG BRONCHO | • | Programme natural control de la filosophisa (natural) - partera | DUCK HUNTERS 20.00 |
| CHICAGO COIN SUPER JET\$395.00 BIG BRONCHO | ۰ | RIDES | |
| BIG BRONCHO | | CHICAGO COIN SUPER JET \$395.00 | SHIPMAN ART SHOW 39.50 |
| MUSICAL MERRY-GO-ROUND (2 Ride—Like New) | | | |
| (2 Ride—Like New) | | MUSICAL MERRY-GO-POUND | |
| CHICAGO COIN ROUND THE STANDARD METAL TYPER | ١ | | |
| CHICAGO COIN ROUND THE STANDARD METAL TYPER | ı | 12 RIGO-LINE NEW) 375.00 | |
| WORLD TRAINER (New) WRITE (Factory Rebuilt) WRITE | • | CHIEF WHIP (New)WHITE | STANDARD METAL TYPES |
| WORLD TRAINER (New) WRITE (Factory Rebuilt) WRITE | | | STANDARD METAL TIPER |
| | ı | WORLD TRAINER (New) WRITE | (Factory Rebuilt) WRITE |

2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tol. SUperior 1-4600)

1/2 DEPOSIT WITH ORDER.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Calif. Charters 4 New Op Firms

3ACRAMENTO, June 4.—The State granted charters this week to four new vending companies.

The Berlo Vending Company, a Delaware Corporation with an authorized capital stock of 100 shares, \$50 par value, was chartered to deal in vending machines. The California address is 9625 Bellance Avenue, Los Angeles.

The Automatic Coffee Service of Southern California, Inc., also a Delaware Corporation, with an authorized capital stock of 1,000 shares, no par value, will deal in her and cold beverage dispensing machines. The firm's California agent is the United States Corporation Company, 210 W. 7th Street, Los Angeles.

Mar-Kup, Inc., has been chartered to deal in disposable containers, coffee vending machines, and packages containing powdered coffee. sugar and cream, in San Diego County. The authorized capital stock was listed as 2,600 shares.

Coffee-Break-O-Matic, with an authorized capital of 2,500 shares, no par value, will deal in coffee vending units and allied items of equipment, in Los Angeles County.



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

DSA Slates Shuffleboard League Season

DETROIT, June 4.-A program of activity for the 1955-'56 season has oeen scheduled by the Detroit Shuffleboard Association, executive director Fred Chlopan said this week.

Plans were presented at a genthe Fotel Tuller, and Chlopan said and team spirit.

the consensus of members' reports showed that the year just completed proved the most successful in the history of the business.

This was achieved despite the uncertainties which have beset local amusement spending during the past several months, with the impending labor difficulties in the automobile industry.

"The 1955-'56 season will shatter all records for league play," Chlopan predicted, looking ahead to a continuation of steady patronage which has been achieved here eral membership meeting held at by emphasis on league competition



4242 W. FILLMORE ST. CHICAGO 24, ILL.

Copyrighted material



IMMEDIATE DELIVERIES: King of Swat - Race the Clock - Wonderland - Sidewalk Engineer!

BRITISH PENNY ON WAY OUT?

LONDON, June 4.—Pennies —the coins which are the backbone of coin machine takes here-are not being turned out by the Royal Mint this year.

Last year, pennies totaling \$2% million were withdrawn, melted and used for foreign coin orders.

SPECIAL

Bally Magic . . . Write Keeney Sportsman . . \$309.50

WANT TO BUY Big Time—Variety— Genco-Rifle Gallery & Big Top—Late Shuffle Alleys.

| Imperial | \$235 |
|------------|-------|
| Holiday | 465 |
| Match Pool | |
| Chief | 225 |

Call (ASCME) -BE 5-6770

ALL STATE COIN MACHINE EXCHANGE

2317 North Western Ave. Chicago 47, Illinois

| UNITED A DIAVED formies for # / | S |
|---|----|
| UNITED 5-PLAYER, formica top\$ 4 | 4 |
| UNITED 6-PLAYER DELUXE | d |
| UNITED CASCADE | 1 |
| UNITED CLASSICS 13 | Z |
| EVANS BAT-A-SCORE | |
| BALLY PALM BEACH 12 | |
| BALLY DUDE RANCH | |
| BALLY PALM SPRINGS 26 | - |
| BALLY HI-FI | 7 |
| Wetter 1 | 7 |
| Write for Complete List, New—Used Terms: 1/3 Dep., Bal. C.O.D. IRV. OVITZ | 1. |

ACME-INTERNATIONAL DISTRIBUTORS Montrose Chicago 18, III. COrnelia 7-7272

WE NEED ROOM OUT THEY GO

United Shuffle Alleys

Royal -\$175.00 Chief - \$225.00 **Bally Atlantic** City\$ 90.00 Bally Surf Club . . .275.00

Bally Big Times . . . Write Bally Gayety Write Send one-third deposit with order, balance C.O.D.

Frank Swartz Sales Co. 515-A Fourth Ave., South Nashville 10, Tenn.

| NEW REVOLUTIONARY G | AMES |
|----------------------------------|-------------|
| Monkey Business | Wester |
| Circus Target, it is different . | Write |
| Grandmother, modernized | TWINGS. |
| Sidewalk Engineer, Williams . | Write |
| Jet Fighter, Williams | Write |
| Coon Bunt Continue | *********** |
| Coon Hunt, Seeburg | 350.00 |
| Genco Invader, black lite | 295.00 |
| Genco 2-Player Basketball | , 300.00 |
| Set Shot Basketball, new model | 325.00 |
| Midget Movies | 295.00 |
| 3-D Movies | 295.00 |
| Exhibit Merry-Go-Round | 295.00 |
| Whip, real ride | 395.00 |
| Air Hockey, Air Football | Write |
| 1955 Catalog 300 Illustrations | |
| SMINE VIIIVIVI | 7 |

WHILE WELL THE 577 Tenth Ave. (at 42nd 51.)

New York 36, N.Y. BRyant 9-6677 43 YEARS SERVICE . EST. 1912

SOMEWHERE IN THE WORLD.

There's a buyer for your talents - services - or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 -- 1

New Locations

Continued from page 85

In this case, it happened that the employee was a friend of the chef at the restaurant, and with sufficient discussion the decision to install the machine was made.

the return on any machine, emwhich would produce only a minimum return.

check to an employee provides a potent incentive to other employees to "get on the ball" in search of locations.

Waterman Firm

Continued from page 85

trolled by the location operator.

The ball-pitcher is available with or without a ball mat, wheels, counter mechanism, coin-starting mechanism, and remote control.

Cooper said that the firm was engaged in securing pre-cut steel for the manufacture of the game, designing castings and conducting field tests on the unit.

The machine has been used at high schools and colleges for baseball team batting practice, but will now for the first time be sold to commercial locations for coin operation.

Detroit Gets

Continued from page 75

with the only key that opens it,

mile radius of each participating Mutoscope picture machines and market, and charges are payable by the shopper thru the coin-operated vending machine from which she obtains her delivery ticket.

The charge in the Detroit area is 50 cents for one locker or 65 cents for two.

Charter Game Firm

NEW YORK, June 4.-Bruckner Baseball Pitch Corporation here has been chartered to do business in mechanical games.

Carol B. Reynolds, 146 Newstock.

New England

Continued from page 85

latest." Holland thus found paying weekly rentals work out better for him.

Now renting 10 to 15 machines With a 5 per cent reward from from Trimount Automatic Sales Corporation, Boston, Holland plans ployees can be depended upon to installation of several new pieces, weed out" unpromising locations including a Williams Sidewalk Engineer and a Mutoscope picture machine. Holland finds the J. P. The dividend is carefully paid Seeburg Corporation's Shoot the each month with a statement to the Bear and Coon Hunt guns highly employee, who was responsible for popular. Aqua Duck gun games landing the location, and each such and anti-aircraft games also go big. Sees Big Year

Holland has upward of 75 pieces of Arcade equipment now, and sees a bigger year for Arcades this season than in the past. Most of the units are 5 and 10-cent operated, with only the picture card machines left at a penny. His Arcade dates back to 1903, but it was wiped out by fire in 1947 and Holland has been steadily building

back to 100 units. At Hampton Beach, N. H., Mrs. Helen Fuller operates the Casino Arcade with her son, Pat. It has been in lusiness 27 years. Mrs. Fuller claims to have the largest

Arcade in the nation, with 386 pieces of equipment. She designed many of the games herself. Most popular units at the Arcade are the Bingo-Reno roll-down game, gun and shuffle games.

The Casino Arcade has had the same help for the last 19 years. It now employs 26 men and in addition, employs college boys for the season.

Largest Arcade

At the Madi Gras, Inc., Boston, which she takes home with her, one of the biggest Arcades in New Upon delivery she signs a receipt England, owned by Charles and after removing the groceries, Wertheimer and operated by his returns the wire locker and key to brother, Arthur, over a hundred the market via the delivery truck. different types of games are in Deliveries are limited to a two- play. This includes shuffle games, the latest lines of gun games.

> Madi Gras has a lunch counter and gift shop to add to its tourist trade. The customer can thus spend a penny in a gum machine or pay any amount for diamonds in the gift shop. A huge 20 by 30oot sign, with neon lights, costing \$10,000 is being installed to build trade. The Arcade opens at 8 a.m. and runs until 1 a.m., seven days a week.

Arcades at Revere Beach are going in for pinball games this season, with kiddie rides both outside bridge Road, Hicksville, N. Y., has and inside. Equipment is oper-registered 200 shares, no par value ated at 5 and 10 cents as is the case all over New England.

Distributors in Kentucky, Indiana, Southern Ohio "The House that Confidence Built" SOUTHERN AUTOMATIC MUSIC COMPANY, INC. ESTABLISHED 1923 1535 Delaware Ave., Lexington, Ky. 735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio 129 W. North St., Indianapolis, Ind.

America's Leading Manufacturers Williams

United Capitol Shuffle Alley

Skyrocket Venus Shuffle Targette Triple Play Bingo Derby Roll

Genco Race the Clock Wonderland Sidewalk Engineer (The most sensational King of Swat gun made) Polar Hunt

CONVENIENT TERMS-TRADES WANTED

NO FINER USED EQUIPMENT ANYWHERE!

5-BALLS

Green Pas-Hearts\$145 Hawaiian Struggle Beauty ... 200 Arabian Nights 185 Lovely Lucy 185 Guys-Dolls ... 165 Shindig Flying High ... Gun Club Pin Wheel ... Pin Wheel . . . 150
Pin Wheel . . . 150
9 Sisters . . . 150
Dealer 150
Grand Slam . . 150
Lazy "Q" . . . 150
Marble Queen 150
Poker Face . . 145

Hit and Run . 120 Skill Pool ... 120 Twenty Grand 120 Jalopy Niagara 110 Times Square 110 Coronation .. 110

SHUFFLE GAMES

| United Banner, Match Score United Targette, Match Score United Targette, High Score United Ace, Match Score United Rainbow United Leader, Match United Chief, High Score United Team, S.A., Match Score United League, S.A., High Score United Imperial, Match Score United Royal, High Score United Classic, Match Score United Classic, Match Score United Clover, Match Score United Clover, Match Score United Clover, Match Score United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player. Chi. Criss Cross, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | |
|--|--------|
| United Banner, Match Score United Targette, Match Score United Targette, High Score United Ace, Match Score United Rainbow United Leader, Match United Chief, High Score United Team, S.A., Match Score United Team, S.A., High Score United Imperial, Match Score United Royal, High Score United Royal, High Score United Classic, Match Score United Clover, Match Score United Clover, Match Score United Cascade, High Score United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player. Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | \$395. |
| United Targette, Match Score United Targette, High Score United Ace, Match Score United Rainbow United Chief, High Score United Chief, High Score United Team, S.A., Match Score United League, S.A., High Score United Imperial, Match Score United Royal, High Score United Classic, Match Score United Clover, Match Score United Clover, Match Score United Cascade, High Score United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player. Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 395. |
| United Targette, High Score United Ace, Match Score United Rainbow United Leader, Match United Chief, High Score United Team, S.A., Match Score United League, S.A., High Score United Imperial, Match Score United Royal, High Score United Classic, Match Score United Classic, Match Score United Clover, Match Score United Clover, Match Score United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player. Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 395. |
| United Ace, Match Score United Rainbow United Leader, Match United Chief, High Score United Team, S.A., Match Score United League, S.A., High Score United Imperial, Match Score United Royal, High Score United Classic, Match Score United Clover, Match Score United Clover, Match Score United Clover, Match Score United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player. Chi. Criss Cross, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 375.0 |
| United Rainbow United Leader, Match United Chief, High Score United Team, S.A., Match Score United League, S.A., High Score United Imperial, Match Score United Royal, High Score United Classic, Match Score United Clympic, High Score United Clover, Match Score United Clover, Match Score United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player. Chi. Criss Cross, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 345.0 |
| United Leader, Match United Chief, High Score United Team, S.A., Match Score United League, S.A., High Score United Imperial, Match Score United Royal, High Score United Classic, Match Score United Olympic, High Score United Clover, Match Score United Clover, Match Score United Cascade, High Score United Super & Player, S.A. United De Luxe, S.A., & Player. Chi. Criss Cross, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 340. |
| United Chief, High Score United Team, S.A., Match Score United League, S.A., High Score United Imperial, Match Score United Royal, High Score United Classic, Match Score United Clover, Match Score United Clover, Match Score United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player. Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | |
| United Team, S.A., Match Score 2 United League, S.A., High Score 2 United Imperial, Match Score 2 United Royal, High Score 3 United Classic, Match Score 3 United Olympic, High Score 3 United Clover, Match Score 3 United Cascade, High Score 3 United Super 6 Player, S.A. 3 United De Luxe, S.A., 6 Player 3 Chi. Criss Cross, Match 3 Chi. Holiday, Match 4 Chi. Advance Bowler 3 Universal 18' Bowl-a-Matic 3 Genco Shuffle Pool 3 | 275. |
| United League, S.A., High Score. 2 United Imperial, Match Score. 2 United Royal, High Score. 3 United Classic, Match Score. 1 United Olympic, High Score. 1 United Clover, Match Score. 1 United Cascade, High Score. 1 United Super & Player, S.A. 1 United De Luxe, S.A., 6 Player. 2 Chi. Criss Cross, Match 3 Chi. Holiday, Match 4 Chi. Advance Bowler 1 Universal 18' Bowl-a-Matic 3 Genco Shuffle Pool 3 | 265. |
| United Imperial, Match Score United Royal, High Score United Classic, Match Score United Olympic, High Score United Clover, Match Score United Cascade, High Score United Super & Player, S.A. United De Luxe, S.A., & Player. Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 275.0 |
| United Royal, High Score United Classic, Match Score United Olympic, High Score United Clover, Match Score United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player. Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 265.0 |
| United Classic, Match Score | 245.4 |
| United Olympic, High Score United Clover, Match Score United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 235. |
| United Olympic, High Score United Clover, Match Score United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 150. |
| United Clover, Match Score United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player. Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 145. |
| United Cascade, High Score United Super 6 Player, S.A. United De Luxe, S.A., 6 Player. Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 125. |
| United Super & Player, S.A United De Luxe, S.A., & Player Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 125. |
| United De Luxe, S.A., 6 Player Chi. Criss Cross, Match | 99. |
| Chi. Criss Cross, Match Chi. Holiday, Match Chi. Advance Bowler Universal 18' Bowl-a-Matic Genco Shuffle Pool | 89. |
| Chi. Holiday, Match | 325. |
| Chi. Advance Bowler | 475 |
| Universal 18' Bowl-a-Matic 3 Genco Shuffle Pool | |
| Genco Shuffle Pool | 245. |
| | 325. |
| Genco March Pool | 139. |
| | 179. |
| | |

EXCLUSIVE DISTRIBUTOR

Illinois, Kentucky, Ohio, Indiana, Wisconsin Order Now-for

Early Delivery

BASEBALL SPECIALS Wms. All Star Baseball, New \$375 Chicoin Super Home Run ... 295

Chicoin Home Run 245

–BINGOS–

Variety \$475
Surf Club ... 350
Hawaii ... 295
Ice Frolics ... 305
Palm Springs 305
Havana ... 275
Dude Ranch ... 265
Saddle & Turf
(Club Model) 295
Beach Club ... 240
Rio ... 245
Beauty ... 200

Tropics ... 195
Frolics ... 175
Yacht Club .. 125
Palm Beach ... 125 Atlantic City . Golden Nugget Bright Spot .. Bright Lights. Coney Island . Spot Lite Genco 400

ARCADE

ROUND THE WORLD TRAINER AUTO-PHOTO HARVARD METAL TYPER HYDRO DUCK GUN

Muto, Drivemobile Undersea Raider 125.00 WURLITZER 1015 . \$ 99.50 | Goalee | 99.50 | Goalee | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 99.50 | 9

Brand New Closeouts

Genco 2 PL, BASKETBALL.\$345 Wms. ALL STAR BASEBALL 375 Genco 4 PLAYER SKEEBALL 350 MIGHTY MIKE SPARRING Genco SILVER CHEST 125

1/2 deposit, balance Sight Draft or C.O.D. COIN MACHINE EXCHANGE CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

IF YOU ARE LOOKING FOR THE BEST PRICES, THIS IS IT.

 Big Time
 \$450.00
 Dude Ranch
 \$210.00
 Hi-Fi
 \$265.00

 Paim Springs
 230.00
 Hawaii
 200.00
 Ice Frolics
 230.00

 Surf Club
 245.00
 Havana
 140.00
 Beauty
 135.00

 Yacht Club
 110.00
 Varieties
 400.00
 Rio
 135.00

 One-third deposit required with each order. All games guaranteed, prompt delivery. CROWN NOVELTY CO., INC. New Orleans, La. Phone Canal 7137 920 Howard Avenue

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

In Its 33rd Anniversary Year **National Shuffleboard**

Is Expanding Its Production Facilities to Meet the Increasing Demand From New Distributors, New Operators, New Locations!

THE REASON?

Because the tremendous popular appeal of this centuries old game Can't Be Beat. PLUS NATIONAL'S "PAY-TO-PAY" Features

That Make It an ASSURED PROFIT MAKER.

Get the Facts-Try It-Prove It. Send Coupon-Write or Phone ORange 2-9100.



NATIONAL SHUFFLEBOARD COMPANY ORANGE, NEW JERSEY

Please send complete information and prices,

STATE

NAME -ADDRESS



COIN MACHINES

Joe and Wally say: Make FIRST Your NO. 1

Source of Supply!

New C.C. 'ROUND THE WORLD TRAINER\$575

TELEQUIZ, With Film 115

Chicago Coin GOALEE 95 Evans TEN STRIKE 85 SILENT SALESMAN CARD VENDOR .. 35

Exclusive

Distributors

for

CHICAGO COIN

Machine Co.

and

EXHIBIT

Supply

CHICAGO COIN

NEW GAMES BIG LEAGUE BASEBALL

BONUS SCORE

BOWLER

HOLLYWOOD BOWLER

COUNTER GAMES

NEW M & T Zig Zag \$29

Genco 2-PLAYER

BASKETBALL Evans SUPER

C.C. 4-PLAYER

DERBY

| The same of the same of |
|-------------------------|
| BALLY |
| New GAYETYS WRITE |
| SURF CLUB\$310 |
| PALM SPRINGS 285 |
| DUDE RANCH 255 |
| ICE FROLICS 255 |
| BEACH CLUB 225 |
| BEAUTY 195 |
| FROLICS 145 |
| PALM BEACH 115 |
| ATLANTIC CITY 110 |
| **** |

TARGET GUNS

SPOTLIGHT 7

Gence BIG TOP\$410 United BONUS GUN 395 Keeney RANGER.WRITE Un. CARNIVAL YOU SHOOT (Remington .22 with live ammo.) 325 Exhibit SPORTLAND 295 Genco RIFLE GAL-LERY 275 Exh. SHOOTING GALLERY 195 Seeburg COON HUNT 215 Genco SKY GUNNER 150 Seeb. SHOOT THE

Continental CHANGE MAKERS

Exh. SIX SHOOTER 95 Exh. DALE GUN 65

models to fit all needs. Automatically vends 10¢, 5¢ or 1¢. Brand New..... 589.50

SHUFFLE GAMES ARCADE

FIRST-Conditioned

CHICAGO COIN FLASH BOWLER. \$365 STARLIGHT 315 SUPER FRAME ... 315 TRIPLE SCORE ... 145 DOUBLE SCORE .. 115

UNITED-MATCH

| MARS DELUXE WR | ITE |
|----------------|-------|
| MERCURY | |
| | \$415 |
| BANNER | 385 |
| ACE | 335 |
| TEAM | 275 |
| IMPERIAL | 225 |
| CLASSIC | 145 |
| OFFICIAL | 95 |
| UNITED-HIGH SC | ORE |
| ROYAL | \$215 |
| OLYMPIC | 145 |

SUPER KEENEY

BIKINI \$265 CARNIVAL 115 6-PLAYER, Jumbo Pins, With Formica 75 GENCO

MATCH POOL\$175 SHUFFLE POOL .. 135 GENCO UPRIGHTS **Brand New** SILVER CHEST\$125 GOLDEN NUGGET .. 125

First-Conditioned GOLDEN NUGGET .. 95 Chicago Coin

BAND BOX \$155



EXCHANGE

Joe Kline & Wally Finke 1750 W. NORTH AVE. . CHICAGO 22, ILLINOIS Dickens 2-0500

Exclusive Distributors for ROCK-OLA . KEENEY . CHICAGO COIN

COMPLETE LINE BALLY BINGO PARTS

| | 110-1711000 |
|------------------------------------|-------------|
| SHUFFLE ALL | EYS |
| Bally Magic Bowler Chicago Coin | Write |
| Thunderbolt Chicago Coin Triple | Write |
| Strike | Write |
| Chi Coin Star Lite | \$345.00 |
| Chi Coin Crown | |

United Regulation .. 175.00
Bally Champion ... 345.00
Bally Jet Bowler ... 395.00
Chicago Coin Hollywood Shuffle Alley Write
United Team DeLuxe
Bowler 295.00

BALLY KIDDY RIDES-WRITE.

(SPECIAL VALUE) Chi. Coin 6 Player Home Run\$195.00

BINGOS

| Bally GAYETY Write | | | ſ |
|------------------------------|--------|-------|---|
| Mantic City Inited Leader | \$ | 95.00 | |
| Inited Leader | Course | 50.00 | L |

Coney Island 75.00

| ARCADE | |
|--------------------------------|----------|
| Exhibit Shooting Gallery | \$175.00 |
| Exhibit Sportland Gun | 225.00 |
| Exhibit Star Shoot. Gallery | 199.50 |
| Keeney Sportsman | 249.50 |
| Seeburg Coon Hunt. | 145.00 |
| United Carnival | 275.00 |
| Chicago Coin Super | |

MUSIC

| Rock-Ola Hi-Fi 1446 120 Select. | Write |
|------------------------------------|----------|
| Rock-Ola Hi-Fi 1442 50 Select. |) |
| M I C | \$145 DE |

Rock-Ola 1428 Magic Glo 119.50 SPECIAL: Rock-Ola

Comets, Model 1438, 120 Selection 625.00 Rock-Ola Hi-Fi Model 1446, 120 Selection 725.00

Rock-Ola 1434 Rocket, 78 rpm, 50 select. . 325.00 Seeburg M-100-A 325.00 Seeburg 1947 50.00 Home Run, 6 play with match replay 245.00 1100 Wurlitzer 150.00

CALDERON DISTRIBUTING CO Indianapolis, Indiana 450 Massachusetts Avenue

SAY YOU SAW IT IN THE BILLBOARD!

PIN GAME WORKSHOP

Distrib Builds Shop To Ops' Specifications

chine Service Company here.

decades of coin machine experi- lights," according to Huffine. ence in North Carolina before moving to New Orleans two years ago, has built one of the most neatly arranged and impressive repair shops in the South. Along with distributing Bally and United games and Rock-Ola phonographs, he does a big volume of business in used machines.

Realizing that "first impressions count" in repair work and sales of used machines, Huffine has opened up his shop-for operator visits and counts on the good will thus created to get new customers.

Shop Improvements

"Many of our shop improvements have come as the direct result of suggestion by operators," he said. "Where these ideas are practical and conducive to better production, we always take them up."

The shop is done thruout in battleship gray, including walls, work benches, power tools and all other equipment. With four mechanics on the job, there are eight overhead troffers which provide a minimum of 55-foot candles of fluorescent light over every square inch of working surface. The floor is white cement, scrubbed thoroly clean after each day's use and every mechanic has been assigned a definite floor area to keep in good appearance.

One idea that has helped to retain neatness is the special tool arrangement. The 25-foot line up of tools racked on the wall immediately behind the workbench is marked with "silhouettes" painted in black on the gray background. The position in which every tool is to be kept is thus unmistakably identified. When any tool is removed from the rack for use, it requires only a glance to select the hook to which it should be returned.

System Helps

"We were constantly losing tools before we adopted this system," said Huffine, "now, if we loan one out its absence is indicated until it is back in place."

A novel twist in lighting along the workbench is the use of three white plastic sheets formerly used for advertising purposes by a beer firm. Lettering was chemically re-

NEW ORLEANS, June 4.-A moved from the five by one-foot coin machine workshop built signs and they were mounted on "from the operator standpoint" has the shop wall at a 45-degree angle boosted used pinball game sales where they now contain four for the A. C. Huffine Coin Ma- fluorescent tubes. Flooding the work surfaces with illumination, Albert C. Huffine, with two these have proven ideal "bench

> Mounted at strategic points around the shop are electric power tools which are an important short cut to getting a job done rapidly. and most valuable of all, a strapping machine.

each on crating up five-ball pin or to give a bad appearance.

games and juke boxes for shipment. Now, with the machine, the company buys its own crating lumber, does the packaging job entirely on its own. Savings paid for the strapping unit in the first few months of use.

A familiar problem of the distributor-ample table space for machine displays, was solved by the installation of an old shuffle game playboard along the side of the showroom. Twenty feet in length, the playboard was simply refinished and given a coat of paint to match the rest of the shop. The board doubles as a service spot for refreshments for visitors at special showings and new machine demonstrations.

Matching the daily scrub-down of the shop floors, the power tools Included is a drill press, a jig saw, and hand tools are kept in preelectric sanders, a punch press, sentable working order with degreasing compound, and all parts racked away neatly in drawers in Before ordering the strapping a series of cabinet. Thus nothing machine, the firm spent about \$5 is left in the open to collect dust

FISCAL YEAR CLOSEOUTS

The end of our fiscal year is at hand. We HAVE to get our equipment out of our showrooms. We pass these exceptional savings on to you. WRITE-WIRE-PHONE (Collect).

MUSIC 1 WURLITZER 1017A.....\$ 95.00 4 AMI E 120..... 545.00

MISCELLANEOUS SUNSHINE PARK 95.00 GENCO SKY GUNNER 125.00 1 ROCK-OLA 434 ROCKET... 250.00 | EXHIBIT DALE GUN...... 65.00

ALLEYS 2 UNITED LEADERS \$275.00 3 UNITED 6 PLAYER TOP HAT 85.00 UNITED CASCADE...... 150.00 | 1 UNITED STAR...... 85.00 3 UNITED 6 PLAYER SUPER.. 65.CO 1 BALLY VICTORY...... 275.00



30 WURLITZER 1015 (AS IS) \$30.00

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

Exclusive distributors for WURLITZER — BALLY — UNITED

TO THE PARTY OF TH Criss Cross SPECIAL Target ..\$395.00

Speedlane ... New American .\$350.00 Carnival .. 125.00 10 Player .. 115.00 UNITED Targette

DeLuxe .\$375.00 10th Frame Star 95.00 6-Player Star 85.00 Olympic ... 125.00 Cascade ... 110.00 SHUFFLEBOARD

SUPPLIES Shuffleboard Game Wax, Case (12) .5 3.50 Pucks

(Set of 8). 12,00 Case (12) . 4.50 Score Sheets, 10 Pads .. 7.50 Fluorescent Lights, Pr. 22.50 AMI Model Adjusters... 18.50

Double Score ... 110.00 GENCO Shuffle

Pool\$100.00 Match Pool. 150.00 MISCELLANEOUS Keeney Sportsman\$350.00 United

Carnival. 325.00 Genco Rifle Gallery .. 275.00 Shoot-the-Bear 140.00 Ex. Gun Patrol ... 135.00 Ex. Vet Gun 95.00 Telequiz, with film 95.00 Wurl. 1100. 175.00

E-20 625.00

43 4 5 3

10 MARS \$385.00

PURVEYOR DISTRIBUTING COMPANY 4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS

PHONE: JUNIPER 8-1814

OPERATORS.

CONVERT YOUR OLD SHUFFLE ALLEYS WITH **EDOLITE'S**

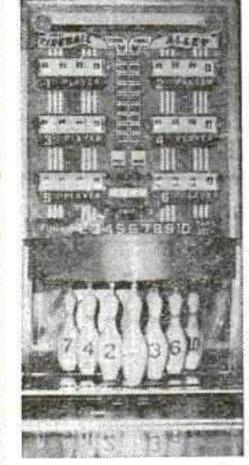
"Do-It-Yourself"

CONVERSION KIT

4 MODELS TO CHOOSE FROM:

Chief Fireball, a brand new unit, Flash Alley, Playtime Bowler and Fireball Alley. See copy below each photograph for the Games that each Conversion Unit will convert.

EDOLITE'S CONVERSION KITS COST BUT A FRACTION OF WHAT A NEW GAME INSTALLA-TION WOULD RUN, JUST LOOK AT THESE FEATURES!



CHIEF FIREBALL

Chief Fireball will convert the following United games: Royal, nonmatch; Empire, non-match; Chief, non-match; Fifth Ave., non-match; Leader, match score; Imperial,

FEATURE

REMAINS

ALSO

MATCH SCORE



FLASH ALLEY Flash Alley will convert the following Chi Coin games: REELS ONLY-10th Frame, non-match; Double Bowler, non-match; Triple Bowler,

non-match; Advance Bowler, non-

PLAYTIME BOWLER Playtime Bowler will convert the following United games: Clover, match score; 10th Frame, match score; Star, match score; Classic, match score; Broadway, non-match; Olympic, non-match; Cascade, non-

FIREBALL ALLEY Fireball will convert the following United games: Cascade; 10th Frame,

Mr. Edelman and staff will gladly furnish their services, when necessary, to set-up conversion units. Write for details.

LIST PRICE FOR SELF-INSTALLATION..... \$ 74.50 LIST PRICE FOR COMPLETE INSTALLATION \$125.00

See your Distributor, or if there is no Distributor in your territory, then apply for county distributorship. EDOLITE PRODUCTS (Formerly Edelco Mfg. Co.)

DETROIT, MICHIGAN AND WOodward 2-8547

DEFINITELY CONVERSION EYE CATCHING FLASHING LIGHTS CONSTANTLY ATTRACT ATTENTION ... PROMOTE

ALL KEW

ALL NEW WIRING. ALL NEW MECHANISM

10th FRAME UNCHANGED. APPLIES TO

A TOP SCORE 9,600

FREE

TROUBLE **OPERATION**

123 CADILLAC SQUARE PHONES: TEmple 2-1498

Copyrigh

Williams Bows

• Continued from page 85

in King are illuminated, one free game for both letters in "of," and five free replays when the letters in Swat are all lit. One arrow is illuminated for every grand slam

Players can hit singles, doubles, triples and home runs. When a home run is hit, a player experiences the illusion of the ball going into the stands.

cabinet.

BUY-WORD for

BALLY BINGO

GAYETYWRITE

VARIETY \$475
HI-FI 295
SURF CLUB 295
ICE FROLICS 265
PALM SPRINGS 265
DUDE RANCH 125
YACHT CLUB 195
BEAUTY 195
FROLICS 195

FROLICS 195
PALM BEACH 125
ATLANTIC CITY 115

NEW GAMES

Wms. SIDEWALK ENGINEER
Williams KING OF SWAT
Bally GAYETY
Bally BULL'S-EYE GUN
Bally HOT ROD CAR
Bally PALOMINO HORSE
GOTTIEB JUBILEE

United CAPITOL BOWLER

United TRIPLE PLAY United DERBY Chicago Coin HOLLYWOOD

ACE COIN COUNTER

New HI-SPEED '55 MODEL

Weighs 8 lbs. Counts \$149.50

Gaming Device Tax Date Moved

WASHINGTON, June 4.-Taxpayers filing Form 11-B, the Special Tax Return for reporting the tax on coin-operated gaming devices, are reminded that the 1954 Code has moved the filing date up to July 1, when the tax must also

Where a new device is acquired, the return and tax are due before the device is operated, instead of The unit also features a de luxe the last day of the month in which use of the device began.

UNITED BINGO

HAWAII 245 RIO 175 TROPICS 175

CABANA 135

TAHITI 165

UNITED

SHUFFLE GAMES

DeLUXE MERCURY 15 11TH FRAME 395 BANNER 365

ACE 365
LEADER 325
IMPERIAL 250
CLASSIC 225
CLOVER 145

CLOVER
10TH FRAME
125
SUPER 6 DELUXE
6-PLAYER DELUXE
6-PLAYER

6-PLAYER 50

PHONOGRAPHS

WURLITZER 1500\$375

WURLITZER 1550 425

SEEBURG M100 B 525

SEEBURG M100 C 645

A.M.I. "D," 40 Sel. 325

Guarantee Mechanism Overhauled Worn Parts Replaced Amplifier Reconditioned Speaker Inspected . Tonehead Renewed · Cabinel Professionally Refinished

EXPORT & AMERICAN BUYERS! DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED MECHANISMS ARE STEAM CLEANED

Telephone—Wire—or Write us your order.
1/3 Deposit Required. The following models are available for prompt shipment:

| | | | ı | E | Ŀ | ı | ŝ | ι | J | ŀ | Ć | C | ì | | | | |
|--------|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|-------|
| 148ML | | | | | | | | | | | | | | | | | \$129 |
| M100A | | | | | | | | | | | | | | | | | 340 |
| M100B | | | | | | | | | | | | | | | | | |
| M100BL | | | | | | | | | | | | | | | | | |
| HM100A | | | | | | | | | | | | | | | | | |
| H146 H | | | | | | | | | | | - | - | | | | _ | |
| H147 H | HE | E | A | W | A | Y | | | ٠ | | ٠ | ٠ | | ٠ | ٠ | | 65 |
| H148 H | | | | | | | | | - | | | | | | | - | |
| | | | | | | | | | | | | | | | | | |

WURLITZER 1550A 395 **ROCK-OLA** 1428\$119 1438 Comet, like new 595

WALL BOXES WURLITZER 104 Selections (5204), like new\$49.00 WURLITZER 48 Selections (4851) 25.00 WURLITZER 24 Selections (3020), 5c, 10c, 25c 9.95 SEEBURG 20 Selections, 5c, 3-wire or wireless AMI 40 Selections Steppers

WESTERN EXPORT

PRIVATE WESTERN UNION WIRE • Cable Address: "DAVDIS"

DISTRIBUTING

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East Syracuse 3, N. Y., U.S.A., Ph. 75-1631

The National Exchange for Cola Machine Personnel, Products, Services and

Opportunities

CLASSIFIED ADVERTISING

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

handling replies.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

ADVERTISING RATES

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and

displayed to best advantage. No illus-

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word-Minimum \$3.00. CASH WITH ORDER

.......

Business Opportunities

......

trations 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

Immediate Shipment Now! TERMS: 1/3 Deposit, Balance Sight Draft. Chicago 47 2330 N. Western Ave Verglade 4-2300

| WURLITZER 1700 | | | | | | | \$695 |
|-----------------------|------------|-------|--------|-------|---------|---------|---------|
| A. M. I. "A" (40 | Selections |) | | **** | | | 145 |
| ROCK-OLA 1436 | (FIREBALL- | 120), | 45 | RPM. | | | 375 |
| -17 | - | RECO | NDITIO | ONED- | REFINIS | SHED LI | KE NEW! |

ATLAS MUSIC COMPANY

Terms: 1/3 Dep., Bal. C.O.D. **Exclusive Seeburg Distributors**

Quarter Century of Service.

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

MODERNIZE Your Cascades— Clovers - Olympics - Classics -Royals—Chiefs into Up-to-Date

4-DRUM SYNCHRO-FLASH SCORING!

Complete with colorful new backglasses! Write, phone TODAY!

CLAYT NEMEROFF . CHARLEY PIERI Monarch Coin Machine, Inc.

WHAT'S NEW IN COIN MACHINES!

WHAT ARE THEY GETTING FOR USED EQUIPMENT?

WHAT ARE YOUR FRIENDS IN THE BUSINESS

RECONDITIONED VALUES 22-Ft. American Shuffleboard, refinished play field, new pucks \$195 Wall Mod. Scoring Unit 65

ZINGO SPOTLITE 65 FROLIC 145
BEAUTY 195
VARIETY 475

Write for Latest List 2257-59 N. Lincoln, Chicago 14, III. Lincoln 9-3996-7-8

Find out every

week in

ADVANCE 25¢ MACHINES—\$23.55 EA. LOT of 50. Merchandise lowest prices. Mc-Donald Distr. Co., 2416 W. Davis St., Dallas, jeli

BRAND NEW 1¢ GUM MACHINES—IN original cartons; single column 100 capacity, \$3 each; two column with revolving clown, 150 capacity, \$5 each. In lots of 25 or more. Sample machine, \$10. Cash with order f.o.b. Rochester. Edw. Barrack, 2445 East Ave., Rochester, N. Y. Hillside 4139. *******************

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 *******

EXCELLENT MONEY-MAKING OPPORTU nities for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-aul3

& Televisio York City.

SALESMAN-IF YOU ARE NOW SELLING In-Fra-Toaster deals, write us for photo and price on tested and proven unit. You won't be sorry. Hanlin Co., 2221 E. Gregory. Kansas City, Mo. jel8

Help Wanted

SHUFFLE ALLEY MECHANIC WANTED in Chicago area, to take full charge. References required. Box 807, The Bill-board, Chicago, Ill. jell

WANTED - BINGO AND SHUFFLE MEchanics; good pay and good working conditions. Persons must be sober and furnish references, Write Box 733, The board, Chicago, Ill.

Parts, Supplies & Services

COIN-OPERATED TIMERS-ELECTRONIC, automatic; no buttons to push or mechanical lever to wind: adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing ma-chines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. jy9 STAMP FOLDERS DIRECT FROM MANUfacturer, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust

Positions Wanted

EXPERIENCED BINGO, SHUFFLE, PIN, music mechanic. Electrical engineering student available June 6-Sept. 1. Married veteran, Car, will travel. References. Box M-132, c o Billboard, Cincinnati 22, O.

Routes for Sale

****************** JUKE BOX AND GAME ROUTE-160 pieces of equipment and stock of Jewelry

Merchandise showing excellent return. Business located fast growing section East Tennessee. Price \$65,000 on terms. Box M-131, c o Billboard, Cincinnati 22, O. jell

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?

MACK H. POSTEL
ukee Ave. Chicago 18, III, 2952 Milwaukee Ave. ARCADE MACHINES-100 PENNY AND nickel type: Photomatic. Wilcox Gay Recorder, etc. Write for list and prices. J. W. Nilles, 147 S. Negley Ave., Pittsburgh 6, Pa. je25

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 and 9 col., \$55.
Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa. EVergreen 6-4244. ch-t/in

CIGARETTE MACHINES—6, 7, 8, 9 COL-umns, quarter operation; from \$30 up. Candy machines, U-Select-It, 74 capacity, \$45 each. Half deposit, balance c.o.d. City Vending Service, 422 E. Okmulgee, Musko-gee, Okia.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders. Advance 23C's, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES Dept. 8-6, 4307 W. Lawrence Av., Chicago 38

28 COIN OPERATED RADIOS—BLOND wood, nighttable type; like new, only \$30 ca. J. Dean, 4206 N. Coolidge, Tampa, Fla.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Box 673, The Billboard, Chi-cago 1, Ill.

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 509-C Spring Garden St., Philadelphia 23, Philadelphia 24, Phi

Re-Re-Re-Re-PANORAMS WANTED—HIGHEST PRICES Daid, any quantity. Also late Bingo Games and Phonographs. Western Distributors, je25 3126 Elliott Ave., Seattle 1, Wash. au20

Forms close Thursday for the following week's issue. Please use pencil when filling in this form,

1. Che your ad to this form.

2. Check classification you want your ad to appear under.

Business Opportunities ☐ Help Wanted

□ Parts, Supplies & Services

Positions Wanted

Roules For Sale Used Coin-Operated Equipment

☐ Wanted To Buy

3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates

Regular

4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

☐ Next 6 issues ☐ Next 4 issues ☐ Next 3 issues ☐ Next issue only Payment enclosed

Address. above. Sorry, no illustrations or cuts.



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes - Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) Name

Address City State Zone State

Order NOW at LOW Subscription Rates.

Fill in and Mail Coupon Today!

COIN MACHINES

SEEBURG M100A's, B's and BL's All Types of ARCADE EQUIPMENT GOTTLIEB and WILLIAMS 5 BALLS

> WILL BUY FOR CASH OR

TRADE FOR LATE BINGOS

Contact us today!!

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

Targets Individually Lighted — with

 Match Play with optional free game or Adjustable High Score Free Game

new f-l-a-s-h-i-n-g movements

Thrilling 3-D "Outer Space"

Adjustable for 3 or 2 Rounds

background

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET **BOSTON 18, MASS** Tric Liberry 7- 3480

Triple Play Game

Continued from page 85

4 and 5 in-line scores, and 4 corner scores.

Turning a knob on the front of the cabinet, the player can select any of seven different numbers on the cards for better chances at in-line scores. Lighting up the letters spelling out "Triple Play" only.

to light second and third cards, se-

Triple Play letters are lighted by making roll-overs on the play-field. Arrows flash on the play-

backglass and playfield.

Coin Exports

Continued from page 75

to that time, and the second biggest month in the history of ex-

This year the old February mark was eclipsed by 37.5 per cent, a new record volume for the month.

The meteoric rise of West Germany as a juke box market has new buildings. scores five in-line on the first card done much to boost export volumes Germany's juke imports totaled lection numbers, light a special \$209,573. During February, 1954, on cards, light card corners and hit \$257,511. Last February West feet.

field. Arrows flash on the back- shipped during February was \$318. glass to point the way to lighting Games averaged \$172, venders up each of the cards. \$62. This compares with Febru-The game is decorated with ary, 1954, figures of \$492 for girls' baseball team figures on the jukes, \$174 for games, and \$53 on venders.

Nat'l Rejectors Adds Warehouse, **Production Space**

ST. LOUIS, June 4.-National Rejectors, Inc., manufacturer of coin-operated mechanisms, has expanded its plant and warehouse facilities with the addition of two

The buildings provide an ap-proximate 28,000 additional square Players deposit additional coins in the past year. During the en-proximate 28,000 additional square feet of floor space. The production area was increased by 20,000 square feet, while warehouse fapennant roll-over, spot numbers alone, the country's juke imports cilities were boosted 8,000 square

> Equipment received at the warehouse can move directly into the production plant for processing.

Send Us Your Bid

MUSIC MACHINES KIDDIE RIDES GAMES ARCADE EQUIPMENT BINGOS • AUTO PHOTO

and everything coin operated, parts and supplies.

Write-Wire-Phone

DAVIDROSE

Exclusive AMI Dist. Ea. Pa. 855 M. BROAD STREET PHILADELPHIA, 23, PA PHONE: STEVENSON 2-2903

DISTRIBUTING, INC.

DUDE RANCH...... 225.00 ATLANTIC CITY 90.00 SHUFFLE POOL..... HI-FI 250.00 YACHT CLUB 120.00 Cleanest games you've ever seen

Terms: 1/3 down, balance sight draft. 3726 Kessen Ave., Cincinnati 11. 0. Phone: MOntana 5004

WANTED BINGO MECHANIC

Good pay-regular hours. No drifters or drunks.

Write BOX 802

The Billboard, Chicago, III.

COIN

HANDLING EQUIPMENT

Write

ABBOTT Coin

Manufacturers since 1911 411 WALES AVE., N. Y. 54, N. Y. Counters, Wrappers, Trays, etc.

SAM SOLOMON'S BUYS!

KNOCKOUT SCREAMO 20 GRAND SHOOT THE MOON TIMES SQUARE OLYMPICS

UNIVERSITY COIN MACHINE EXCHANGE N. High St. Tel.: KLondike 3529



TIME BONUS FOR EACH PLAYER

... Special Bonus Each Round!

BOWLER

New flashing "Hollywood Beauties." Animate back glass to indicate

additional scoring points! NEW multiple scare adjustment features!

the state of the s

to be on any other

deput for 1975, System)

JUNE 11, 1955 COIN MACHINES 93 chicago coin's de-luxe CHICAGO COIN'S GUILGLEVE BIG LEAGUE 2 PLAYER 2 3 5 5 0 Plus . . . NEW SPECIAL Match a Number PENNANT FEATURE and Star! Plus . . . **NEW BULL'S-EYE Feature** NEW Pitching and Batting SCORES ONE HOME RUN Unit! Plus . . . NEW Bat Button! Plus Added Scoring Features Galorel Center...or Panoramic LOWER DECK 3 Dimension Upper Decks Score Glass! One Home Run Plus 10 Extra Runs!... Plus... Player By Landing in All 3 Decks Scores 50 Extra Runs! PLAYFIELD chicago coin's BONUS SCORE 3 OUTS BOWLER PER * NEW TOURNAMENT STYLE PLAYING METHOD! PLAYER * NEW EXCITING BONUS SCORING SYSTEM! chicago coin's chicago **All Steel Front Doors**

Protect Cash Box!

1725 W. DIVERSEY BLVD. . CHICAGO 14

colin

MACHINE COMPANY



6-hole, 10-hole.

With MAGIC-LINES LIT

FAMOUS (BEACH CLUB (BIG-TIME PLAY-APPEAL

Popular In-Line Scoring with guaranteed Advancing Stores ... 200 and 300 Corner-Scores ... Spot - Numbers ... Extra Balls ... plus MAGIC-LINES and MAGIC-POCKETS insure strongest play-appeal and biggest earning-power.

Record Earnings Reported

5 hole, then into 4 hole,

while ball in 3-hole jumps

to 2-hole, then to 1-hole.

by second Card above.

WITH MAGIC POCKETS III

LINES knobs, player moves

second line DOWN and third

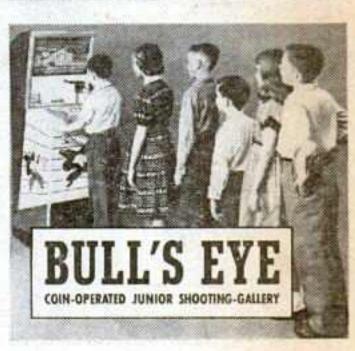
line UP, scoring 10-4-1 as a

diagonal 3 in-line,

Thrilling combination of MAGIC-LINES and MAGIC-POCKETS, plus all the profitproved play-appeal of the greatest Ballygames, from BEACH CLUB to BIG-TIME, is getting the biggest cash-box approval in years. Operators report record-smashing earnings from GAYETY. Get your share! Get GAYETY now!





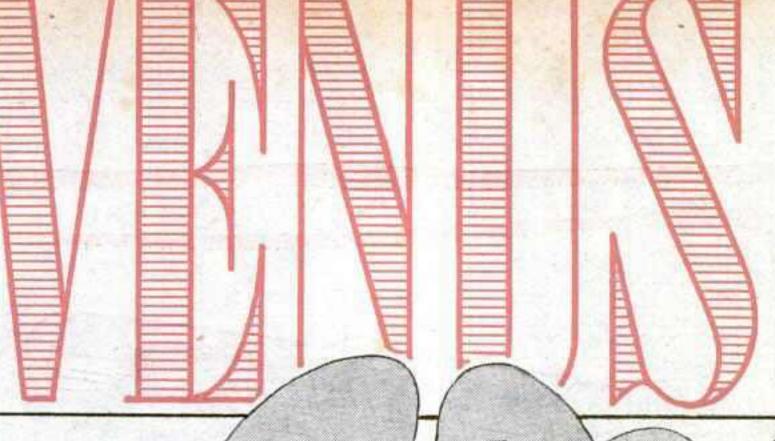


Write for complete information on eyeopening earning-power of HOT-ROD Kiddie Auto-Ride, THE CHAMPION Kiddie Horse-Ride and BULL'S-EYE Kiddie Shooting Gallery.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

NITED'S DELUXE

SHUFFLE TARGETTE



6 PLAYER
SHUFFLE
TARGETTE
TODAY'S LEADER
FOR
COMPETITIVE PLAY

NEW 4-WAY DOUBLE-CLOVER MATCH FEATURE

SCORE VALUES
TO POCKETS

Synchro-flash feature

MOVING SCORE LIGHTS
ON PLAYBOARD
AND BACKGLASS

SMOOTH

QUIET

PLA

ENTIRE SCORING POCKET AREA

HEAVY DUTY
DURABLE
MOLDED RUBBER

EQUIPPED WITH UNITED'S

SLUG REJECTOR

MEANS MORE MONEY IN THE CASH BOX

12 SHOTS 10¢

Extremely Fast Play

SEE YOUR
DISTRIBUTOR
NOW

OTHER
UNITED HITS
NOW AT YOUR DISTRIBUTOR

74

- Upired

6-PLAYER
SHUFFLE ALLEY
BOWLING GAMES

DERBY ROLL

2-Player Roll Down with Race Horse Animation

TRIPLE PLAY

Fast-Action In-Line Game

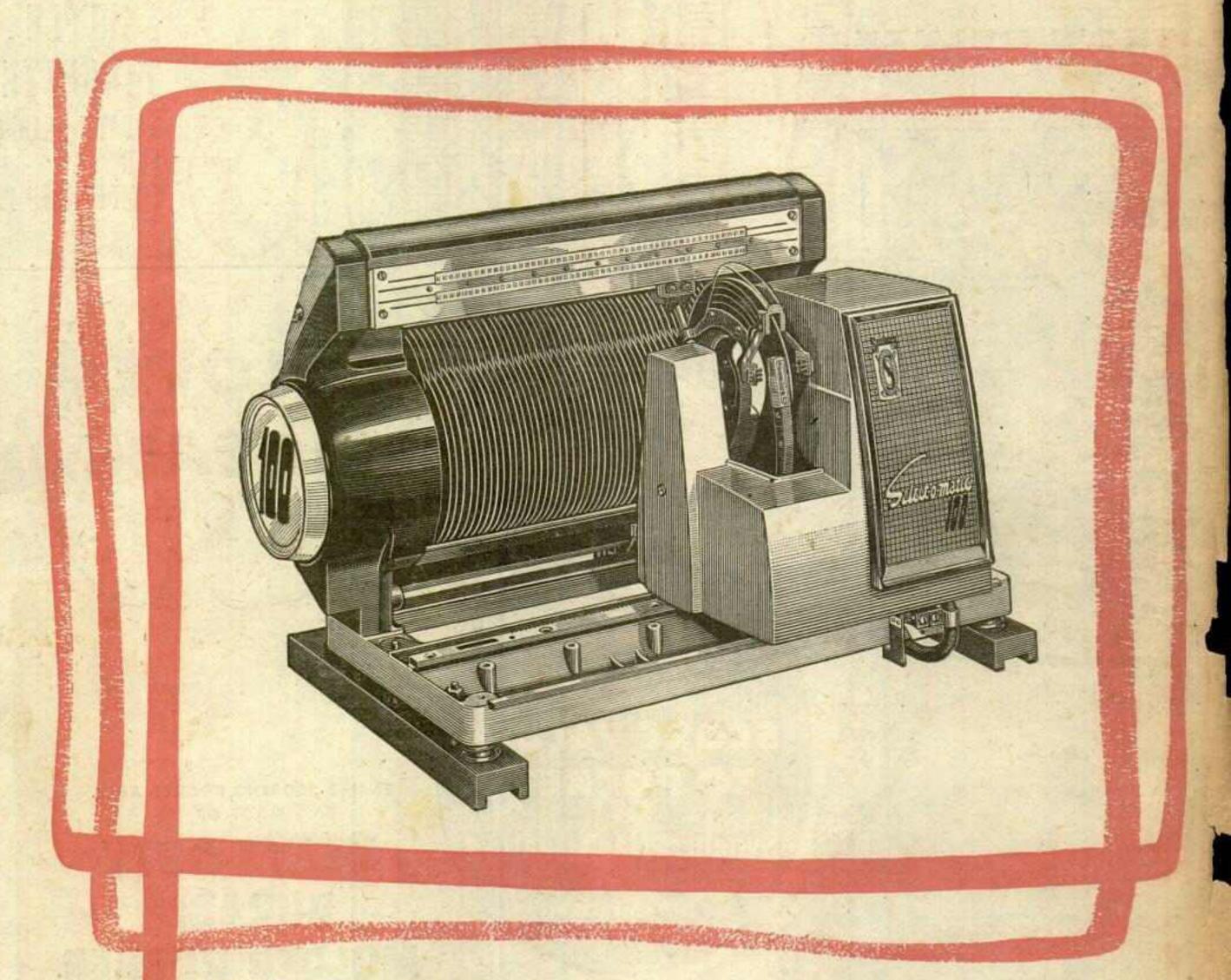
SIZE: 8 FT. BY 2 FT.

E 9 20 3

UNITED MANUFACTURING COMPANY

3401 M. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

ALSO AVAILABLE IN REGULAR MODEL WITHOUT MATCH FEATURE



THERE IS ONLY ONE

Select-o-matic

MECHANISM

and ONLY SEEBURG High Fidelity

Music Systems Have It!



CEBURG CORPORATION Chicago 22, Illinois

America's finest and most complete music systems

